



22.11.2024

To involve in the development process of rural areas in the country to achieve sustainable development and better quality of life, Assumption College Autonomous, Changanassery, Kottayam, Kerala as participating Institute has initiated steps to adopt villages under UBA program. The five villages in the districts of Kottayam and Alappuzha were proposed to adopt are:

1. Kumarakary
2. Mampuzhakary
3. Paittupakka
4. Vettithuruthu
5. Eara

### **Unnat Bharath Abhiyan Activities Conducted (June 2024–October 2024)**


As part of the *Unnat Bharath Abhiyan (UBA)*, a national program aimed at rural development through higher education, the MSW students of Assumption College Autonomous, Changanassery, engaged in diverse field activities from June 2024 to October 2024. Their initiatives were carried out in Eara and Paittupakka, the adopted villages under Neelamperoor Gramapanchayath in Kottayam, Kerala. These activities were designed to address present issues in the community, including governance, waste management, health, and rural development, while also promoting sustainable practices.

#### **Study of Local Governance and Schemes**

One of the primary focuses of the initiative was understanding the local governance structure and its functioning. The students undertook a detailed study, collaborating with community members and local authorities to gather information on the government schemes and services operational in these villages.

This exercise was crucial in identifying gaps in the implementation of these schemes, which included a lack of awareness among beneficiaries and logistical challenges in service delivery. The findings were compiled to aid the Panchayath in better strategizing service outreach.



  
Principal  
Assumption College  
Autonomous  
Changanassery

To complement this study, the students assessed community resources and infrastructure by organizing meetings with members of *Jagrathasamithi*, *Integrated Child Development Scheme (ICDS)*, *Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)*, and *Harithakarmasena*. These interactions helped in understanding the ground-level challenges faced by these organizations and the areas requiring urgent attention.

### **Environmental Initiatives**

The MSW students placed significant emphasis on environmental sustainability in their activities. On October 2, 2024, a major cleaning campaign was conducted in collaboration with MGNREGA to mark Gandhi Jayanti. This campaign mobilized community members to clean public spaces and spread awareness about the importance of cleanliness and waste management.

In collaboration with *Harithakarmasena*, the students conducted an assessment of household waste disposal practices. This survey highlighted critical issues such as the accumulation of waste, inadequate disposal mechanisms, concerns about water contamination, and the financial struggles faced by bedridden patients who lacked access to proper waste management facilities. These insights pointed to the need for an integrated waste management system tailored to the rural context.

### **Community Health Assessments and Interventions**


A comprehensive health assessment of the villagers was another major undertaking by the MSW students. On September 7, 2024, a survey was conducted to identify prevalent health issues in the Grama Panchayath. Following this, palliative care home visits were carried out in collaboration with the Junior Health Inspector. These visits revealed the challenges faced by terminally ill patients and the elderly, particularly those in underserved areas.

In response, several targeted interventions were organized:

- On September 21, 2024, an awareness class on mental health and menopause issues was conducted, addressing the stigma and misinformation surrounding these topics.
- On October 18, 2024, the students collaborated with ICDS and *Anganwadi* workers to hold a communicable disease awareness campaign. This initiative focused on preventing the spread of diseases like dengue fever, which had been on the rise in the area.
- On October 19, 2024, a cancer detection awareness campaign was organized, responding to the alarming increase in cancer cases in the community.

These efforts highlighted the need for a more robust primary healthcare system and the importance of preventive health measures.



  
Principal  
Assumption College  
Autonomous  
Changanacherry

### **Promotion of Tourism Potential**

Recognizing the untapped potential of Eara and Paittupakka as rural tourism destinations, the students initiated efforts to promote the region's natural and cultural heritage. These activities aimed to create sustainable livelihood opportunities for local residents while showcasing the unique charm of the villages to visitors.

### **Social Outreach Program for Waste Management**

Looking toward the future, the UBA team members have planned a social outreach program focusing on waste segregation and management. The initiative seeks to involve school students as key change-makers in promoting sustainable waste practices. As part of the preparatory phase, all the second year undergraduate students were divided into five groups, each assigned to one of the five adopted villages.

Discussions are currently underway with local self-government officials and school authorities to finalize the program plan. Orientation classes, campaigns, and practical demonstrations are scheduled for December 2024. This initiative is expected to instill sustainable habits in the younger generation, creating a long-term impact on the community's waste management practices.

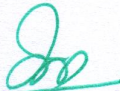
### **Proposal Submission: "Beyond the Classroom"**

On October 30, 2024, the UBA committee submitted a project proposal titled *"Beyond the Classroom: Curriculum Reform for Social Responsibility in Educational Institutions"*. This project, part of the UBA-SEG theme *Curriculum Reforms and Educational Institutions' Social Responsibility*, aims to integrate social responsibility into the educational framework. The proposal emphasizes bridging theoretical knowledge with practical applications, enabling students to contribute meaningfully to rural development.

### **Conclusion**

The activities conducted by the MSW students from Assumption College under the Unnat Bharath Abhiyan initiative reflect a comprehensive approach to rural development. By addressing key challenges in governance, health, environmental sustainability, and education, the students demonstrated the transformative potential of higher education in community engagement. These efforts not only improved the living conditions in Eara and Paittupakka but also set the stage for sustainable development in the future. The submitted proposal further reinforces the commitment to fostering social responsibility through education, making the program a model for community-centric development.

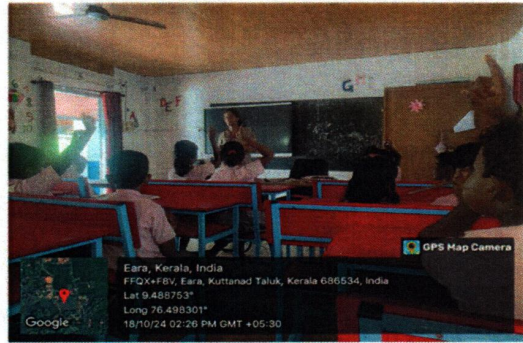


  
Principal  
Assumption College  
Autonomous  
Changanacherry

Photos:



**Survey by student social workers in Neelamperoor Panchayath**



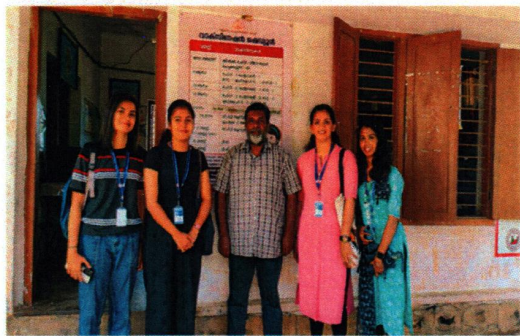
**Awareness class on dengue fever and leptospirosis among school students of Government L.P. School, Eara**



**Helping with the preparations and activities for the Grama Sabha meeting.**



**Breast Cancer awareness sessions for Kudumbasree members**




**A visit to Neelamperoor phc for inviting the junior health inspector Mr.Abdul Aneesh in accordance with breast cancer awareness**



**Exploring the Enchanting Waterlily Fields of Neelamperoor with the Panchayat President as a part of tourism project**



  
**Principai**  
**Assumption Coll.**  
**Autonomous**  
**Changanacherry**