

# Unnat Bharat Abhiyan



## HALF YEARLY REPORT

(April - September)

Kerala Agricultural University  
Participating Institute  
Unnat Bharat Abhiyan 2.0





**KERALA AGRICULTURAL UNIVERSITY**  
**DIRECTORATE OF EXTENSION**  
**Mannuthy P.O., Thrissur- 680651**  
**Ph: 0487 2370086 0487 2370150**  
**E-mail: [de@kau.in](mailto:de@kau.in), [ubakau.rci@gmail.com](mailto:ubakau.rci@gmail.com)**



Unnat Bharat Abhiyan is a flagship programme of the Ministry of Human Resource Development, with the intention to enrich Rural India. The knowledge base and resources of the Premier Institutions of the country are to be leveraged to bring in transformational change in the rural developmental process. It also aims to create a vibrant relationship between the society and the higher educational institutes, with the latter providing the knowledge and technology support to improve the livelihoods in rural areas and to upgrade the capabilities of both the public and private organizations in the society. As part of Unnat Bharat Abhiyan 2.0 with the vision of bringing transformational change in rural development processes, Kerala Agricultural University, Thrissur (Participating Institute, UBA 2.0) has selected five-Gram Panchayats viz; Mattathur, Nadathara, Pazhayannur, Venkitangu and Sreenarayanapuram panchayats of Thrissur district to impart knowledge and technology support and thereby to improve the livelihood of the people.

Being a PI, KAU also found its major time for the development of the villages selected under UBA. Scientifically assessed programmes and technology transfer were the focused area of KAU. UBA is also associating with other agencies who could act accordingly in such developmental activities and also channelize the funds to ensure more productive action. Some of the major activities held in the First Half of Financial Year 2022-2023 by KAU majorly in the role of PI were listed.

## **ACTIVITY 1:**

### **World Environment Day programme on 05.06.2022 at Venkitangu Village**

Realizing the importance of World Environment Day, Kerala Agricultural University conducted tree planting programme at Venkitangu Grama Panchayath premises. The officials from the Local Self Government Departments, Scientists from Kerala Agricultural University, Kudumbashree programme coordinators were attended the programme. Different fruit trees were planted in the public premises to improve the quality of degraded soil and also for reducing the environmental pollution. Each year, a specific theme is decided to mark this day to amplify the important message behind it. This year's theme is 'Only One Earth' which draws our attention towards paying our role effectively while living in perfect harmony with nature- without proving a burden on it. Greenhouse gas emissions due to human activity are raising global temperatures to unsafe levels. Extreme weather events are occurring which might displace countless people and devastate our flora and fauna. Pollution from factories, plastic wastes, deforestation is killing animals on land and seas. World Environment Day highlights the urgent need to take corrective measures to safeguard our planet. The UBA cell of Kerala Agricultural University made interventions to mitigate the problems in the abandoned area by using the assistance from vast areas of expertise scientists in various disciplines to develop strategies for achieving healthy environment in this region. This initiative has facilitated to eliminate the consequences / effects of environmental pollution.



## **ACTIVITY 2:**

### **Environment day celebration at GLPS Primary school, Kodali in Mattathur Grama panchayat**

The best way to celebrate The World Environment Day is at School by making fun, nature centered lesson plans. This day created a platform to raise an awareness that the world is facing the problem such as air pollution, plastic pollution, global warming and sea level increasing day by day. The idea of the theme of ‘Only One Earth’ is to focus on the world’s togetherness in the direction of creating the atmospheric conducive for peace, harmony, prosperity and health by saving the nature and life. Unnat Bharat Abhiyan 2.0 mission committed for a sustainable development by planting 30 Fruit tree saplings in the school compound along with children at GLPS Primary School, Kodali in Mattathur Grama panchayath. Dr. Jayasree Krishnankutty, Regional coordinator, Unnat Bharat Abhiyan made an interaction with children and aware them about the need to protect the nature. The children were felicitated and given prizes in the quiz competition which was held as a part of environment day celebration. It’s mankind’s responsibility to save the planet from various harms, most of them originating from relentless human activities. UNEP has also called on individuals, businesses and government to share with the world what they are doing to help

the environment. Meanwhile, the Centre has issued an advisory to states and union territories to phase out single use plastic and contribute to improving the environment under the overarching mandate of “Clean and Green”.



### **ACTIVITY 3:**

#### **Catch the Rain Campaign**

Unnat Bharat Abhiyan launched its initiatives in collaboration with the National Water Mission (NWM), Ministry of Jal Shakti, GoI, and Vijnana Bharati (VIBHA) under the Catch the Rain Campaign. '**Catch the Rain**' is an initiative of the National Water Mission under the Jal Shakti Abhiyan. It was launched by Shri Narendra Modi, Hon'ble Prime Minister on the occasion of World Water Day, March 22, 2021, with the objective of nudging states and stakeholders to create appropriate rainwater harvesting structures before monsoon with the active participation of people. The initiative aims to enumerate all water bodies in a district and remove encroachments throughout the country.

Unnat Bharat Abhiyan collaborated with the NWM and VIBHA on June 5, 2021, to support 'Catch the Rain' mission activities around four focus areas:

1. Awareness of on-field implementation of water conservation projects
2. Groundwater recharging projects
3. Projects for maximizing surface water usage



#### 4. Promotion of sustainable agricultural activities

As a first step towards spreading awareness among the masses, UBA has launched a campaign "Selfie to Save."

**About the campaign:** The campaign is about clicking selfies with water bodies or locally existing structures for conserving water. These selfies will be uploaded on social media with a view to create awareness and draw the attention of concerned stakeholders toward the water body/ conservation structure. KAU has instructed all the Participating Institutions to participate into the initiative. The active participation from the PIs helped to gain data about the reservoirs in particular region and thereby enumerate all water bodies in a district and remove encroachments throughout the country.



#### **ACTIVITY 4:**

##### **Training programme on ‘Sustainable smart farming framework’ in Venkitangu Grama Panchayath on 17 August 2022.**

UBA cell, KAU in collaboration with the State plan project ‘Popularization of KAU technologies have successfully completed half day training programme on Sustainable smart farming framework in Venkitangu Grama Panchayath on 17 August 2022. Chingam 1 is being celebrated as the State Farmers Day in Kerala which considered highly auspicious as most people await the harvest season that arrives with the monsoon and gear up to celebrate Onam that falls in the same period. The Kerala Agricultural University is the pioneer institution for the developmental framework in agricultural sector. In the same manner, the UBA cell under Kerala Agricultural University has been working with the adopted villages of Thrissur district for the upliftment of rural communities. This programme was planned for popularizing the KAU technologies to the rural population and mitigate the problems by using the knowledge-based system. As part of this programme, we have distributed bio inputs for 100 beneficiaries in Venkitangu Grama Panchayath. We have disseminated the useful and practical information relating to agriculture, including improved seeds, fertilizers, implements, pesticides, improved cultural practices to the desired stake holders. By getting feedback from the target groups about the latest scientific technologies transferred to them through different media and to improve all aspects of the life of the rural people with the framework of the national economic and social policies, involving the population as a whole



### **ACTIVITY 5:**

#### **Independence day celebration on 15 August 2022**

The Indian government launched the Azadi ka Amrit Mahotsav to honour and remember the nation's 75 years of independence as well as the illustrious past of its people, culture, and accomplishments. This Mahotsav is devoted to the Indian people who, in addition to playing a key role in the country's progress to this point, also possess the strength and capacity to realize prime minister Narendra Modi's goal of enacting India 2.0, which is inspired by the spirit of Aatmanirbhar Bharat. All homes, educational facilities, government and semi-governmental institutions in the state hoisted the national flag as part of the Ghar Tiranga, Har Din Tiranga campaign, which seeks to create a sense of pride and love for our nation in the people. Thus, Unnat Bharat Abhiyan cell, Kerala Agricultural Institute hoisted the national flag from August 13 to 15.



