

Unnat Bharat Abhiyan

**QUARTERLY
REPORT
2022-2023
(July - 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, 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 Second Quarter of Financial Year 2022-2023 by KAU majorly in the role of PI were listed.

ACTIVITY 1:

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 2:

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.

