



**Unnat Bharat Abhiyan
Regional Coordinating Institute
The Gandhigram Rural Institute (DTBU)**



**Half Year Report -
September 2023**

Preface

Higher educational institutions (HEIs) can play an important role to achieve the objectives of socio-economic development of New India through their active community engagement. This approach will also contribute to improvements in quality of both teaching and research in HEIs as they will develop better understanding of issues confronting the society. Unnat Bharat Abhiyan (UBA) is a movement to connect HEIs with local communities to address India's development challenges through appropriate and location specific interventions. UBA was introduced in 2014 with the Invitation Mode in which HEIs in the country were invited to be Participating Institutions (PIs). Indian Institute of Technology, Delhi is the National Coordinating Institute for UBA. To facilitate, guide, and monitor the activities of the PIs in the Southern Districts of Tamil Nadu, the Gandhigram Rural Institute (Deemed to be University), Gandhigram has been identified as one of the Regional Coordinating Institutions (GRI-RCI).

There are 146 PIs attached to GRI - RCI as on September 2023. Apart from field visits, we have organized workshops/conferences at GRI - RCI and at District Levels during the period between April to September 20123 to train the PIs on the importance of UBA and enable them to plan and execute programmes in their UBA villages actively. The PIs also organized several programmes in their villages. Above all, during this period the schemes and programmes of MSME (Branch MSME DFO, Government of India), Madurai and Tirunelveli and KVIC (Ministry of MSME, Government of India) Madurai were dovetailed to benefit the rural community. All these programmes were advancing the strategies towards Localization of Sustainable Development Goals at UBA Gram Panchyat levels.

These achievements are feasible because of the wholehearted support and motivation of the Authorities of National Coordinating Institute, UBA and the Gandhigram Rural Institute (DTBU) Gandhigram. It is a pleasure to express my gratitude wholeheartedly to the Coordinators of PIs, who willingly shouldered the responsibilities to make UBA as a movement for community engagement in Southern Tamil Nadu.

(Prof.K.Ravichandran)

Regional Coordinator

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**Regional Coordinating Institute
The Gandhigram Rural Institute
(Deemed to be University)
Gandhigram**

2023-24

District – wise / Category – wise No of Participating Institutions in the GRI Region

S.No	Districts	Universities	Engineering Colleges	Polytechnic Colleges	Arts & Science Colleges	Education Institutions	Agricultural Colleges	MBA Colleges	Medical / Pharmacy	Total
1.	Dindigul	2	8	-	11	1	1	-	-	23
2.	Theni	-	2	1	6	-	1	-	-	10
3.	Madurai	-	7	1	13	-	1	1	-	23
4.	Sivagangai	-	4	3	5	-	-	-	-	12
5.	Pudukkottai	-	4	4	1	1	2	-	-	12
6.	Virudhunagar	1	9	1	9	-	-	-	1	21
7.	Tirunelveli	-	2	1	5	1	-	-	-	9
8.	Tenkasi	-	-	-	1	-	-	-	-	1
9.	Tuticorin	-	1	-	6	-	-	-	-	7
10.	Ramanathapuram	-	3	1	3	-	-	-	-	7
11.	Kanyakumari	1	9	2	6	2	-	-	1	21
Total Colleges		4	49	14	66	5	5	1	2	146



Meeting with President and members of Kottaipatti Gram Panchayat along with Mr.G.Simiyon, Assistant Director, Mrs.R.Uma Chandrika, Assistant Director, MSME (GoI), Madurai on 29.8.2023 for the promotion of Rural Enterprises

April

2023



District-Level Workshop on Localization of Sustainable Development Goals - 18.4.2023

A District-level workshop on LSDGs was organized at Holy Cross Home Science College, Thoothukudi, at 10.30 am on 18.4.2023. The primary objective of this Workshop was to enhance the capacity of the UBA Coordinators in Thoothukudi District to plan, execute, and monitor the rural development projects within the framework of LSDGs. Specifically, this Workshop was aimed at familiarizing the Coordinators (1) with the concept of LSDGs, (2) the process involved in designing development programmes, and (3) with sources of funds through UBA and convergence mode. Prof.K.Ravichandran briefed about the LSDGs and the need for the role of UBA to achieve the targets at the Gram Panchayats level. Ms.G.Jerina Bubby, Assistant Director, MSME, DFO, Tirunelveli, discussed funding support to start-ups and promoting entrepreneurs in UBA villages. Coordinators from six UBA PIs, five faculty members, and student volunteers participated in this Workshop. The programme ended at 2 pm with a vote of thanks by Dr.N.N.Krishnaveni, UBA Coordinator, Holy Cross Home Science College.

Workshop on Proposal Development under RuTAG 2.0 - 29.4.2023

An Online Workshop on Proposal Development under RuTAG 2.0 was organized at 4 pm on 29.4.2023 to help the Participating Institutes (PIs) in the Southern Region submit proposals to RuTAG. Prof.K.Ravichandran, Regional Coordinator, GRI, delivered a welcome address and explained the purpose of this Workshop. Prof.Vivek Kumar, Co-Coordinator, UBA, NCI, IIT Delhi, who served as Resource Person for this Workshop, explained the priority areas and procedure for submitting proposals under RuTAG. He emphasized that all the proposals must be focused and outcome-based. About 35 participants from UBA PIs in Southern Tamil Nadu participated in the Online Workshop. The programme ended at 5.30 pm with a vote of thanks by Dr. S. Kavitha Maithily, UBA Coordinator, GRI, Gandhigram. The outcome of this Workshop was that three proposals were submitted to RuTAG by the PIs.

May

2023



Rahul Choudhary

Prof.K. Ravichandran

Rahul Choudhary

Orientation Workshop on UBA - online- 18.5.2023

Regional level Orientation Programme – Online on UBA for PIs was organized at 2.30 pm on 18.5.2023. Prof.K.Ravichandran, Regional Coordinator, GRI, delivered a welcome address and explained the purpose of this Workshop. He stated that all the UBA PIs need to complete the household and village level survey as per the instructions of NCI, UBA. Hence, this Orientation Programme was organized to benefit PI Coordinators to clear their doubts about household surveys, village surveys, and submission of proposals, reports, UCs, and Statement of Expenditure. Mr.Rahul Choudhary, Project Scientist, NCI, served as a Resource Person for this Orientation Programme and explained the village survey, data entry, and the importance of submitting Utilization Certificates. About 33 participants from UBA PIs in Southern Tamil Nadu participated in the Online Workshop. Dr. S. Kavitha Maithily, UBA Coordinator, GRI, shared her experiences in household and village surveys and implementation of Government schemes in UBA villages and proposed a vote of thanks. The Orientation Programme ended with a vote of thanks at 5 pm.



Workshop on GPDP at Holy Cross College, Nagercoil 31.7.2023

June

2023



Proposals submitted under SEGs 21.6.2023

Proposals submitted under SEGs

The National Coordinating Institute, Unnat Bharat Abhiyan, IIT Delhi, called for SEG proposals on 21.6.2023. In response to the call, a total of 180 proposals were submitted by various Participating Institutes of GRI - RCI Region. The details of the proposals submitted are given below

S.No	Subject Expert Group	No of Proposal applied by PIs
1	Rural Energy Systems	11
2	Rural Craft and Artisans Development & Rural Industrialization and Entrepreneurship Development	7
3	Sanitation and Solid Waste Management	19
4	Liquid Waste Management	6
5	Rural Infrastructure	7
6	Ethos in Technical Institutions	3
7	Water Resource Management	18
8	Sustainable Agriculture System	15
9	Capacity Building, Strategy for Convergence and Implementation of Various Government Schemes	11
10	Rural Livelihood and Entrepreneurship Development	29
11	Curriculum Reforms and Educational Institutions Social Responsibility	8
12	Participation in School Education	20
13	Others	16
14	Environment and Sustainable Resource Management	10
	Total	180

July

2023



Two-Day Interaction Meeting for Regional Coordinators - 13 & 14.7.2023 held at Sonipet Campus, IIT Delhi

Appointment of Project Staff for UBA 18.7.2023

Two Project Staff (Ms.A.Shanmugapriya and Ms.A.Kavitha) were appointed for the Office of the RCI, GRI, Gandhigram by following usual procedures and on the approval of the Authorities of GRI, for the period from 19.7.2023 to 31.3.2023.

Two-Day Interaction Meeting for Regional Coordinators - 13 & 14.7.2023

Regional Coordinator, GRI-RCI, participated in the 'Two Day Interaction Meeting for Regional Coordinating Institutions and Subject Expert Groups under UBA on 13th & 14th July 2023 at Sonipat Campus, IIT Delhi. The Director IIT, Delhi, inaugurated the programme. Representatives from UGC, Regional Coordinators, Coordinators of Subject Expert Groups, and others participated in the meeting. During the meeting, the achievements of UBA at National level, performance of Regional Coordinating Institutes and the Subject Expert Groups under UBA were analyzed. The meeting also explored the possibilities for linking UBA Programmes with Government of India schemes and programmes and enrolment of new Higher Educational Institutions under UBA.

Workshop on GPDP at Holy Cross College, Nagercoil 31.7.2023

A Workshop on the Gram Panchayat Development Plan was organized by Holy Cross College, Nagercoil, on 31.7.2023. Gram Panchayat President and other representatives from three UBA Gram Panchayats, faculty members, and student volunteers participated in the Workshop. This Workshop facilitated all the stakeholders to thoroughly discuss the potential role of UBA Team in the Gram Panchayat development. The functionaries of the Gram Panchayat assured that they would provide all support to carry out the UBA programmes.

July

2023



Training to the Members of FFPO on 19.7.2023 at Mohamed Sathak Engineering College

Recognizing the fisheries sector's importance and potential, the Government of India launched a flagship scheme, Pradhan Mantri Matsya Sampada Yojana (PMMSY), in May 2020. PMMSY will be implemented five years from FY 2020-21 to FY 2024-25 in all States/ Union Territories. It will ensure the socio-economic development of fishers, fish farmers, and fish workers to double their incomes. In this context, to provide training and capacity building of Board of Directors of FFPOs in Ramanathapuram District, Tamil Nadu, Regional Directorate, NCDC, Chennai organized a Training Programme on "Project Management and Monitoring of FFPO" under PMMSY Scheme from 19.7.2023 to 21.7.2023 at UBA PI - Mohamed Sathak Engineering College, Keelakarai, Ramanathapuram District. Regional Coordinator served as a key resource person in organizing this programme. This three-day programme consists of in-house training and field visits, including expert lectures, group discussions, participant reporting, and exposure visits. The Training imparted among the fishermen on (1) the importance of value addition to increase employment and income opportunities and (2) the need and importance of FFPO in strengthening the livelihood opportunities for fishermen.



Field visit for interaction with the Seaweed cultivators at Mandapam

August

2023



Signing of MoUs - 01.8.2023

MoU was signed between UBA Cells of Holy Cross Home Science College, Thoothukudi, and Sarada Krishna Homeopathy Medical College to promote collaborative programmes under UBA in the presence of the Regional Coordinator, GRI-RCI, UBA. On 1.8.2023, the Regional Coordinator visited the Rural Health Centres established by Sarada Krishna Homeopathy Medical College and facilitated them to submit project proposals under UBA.

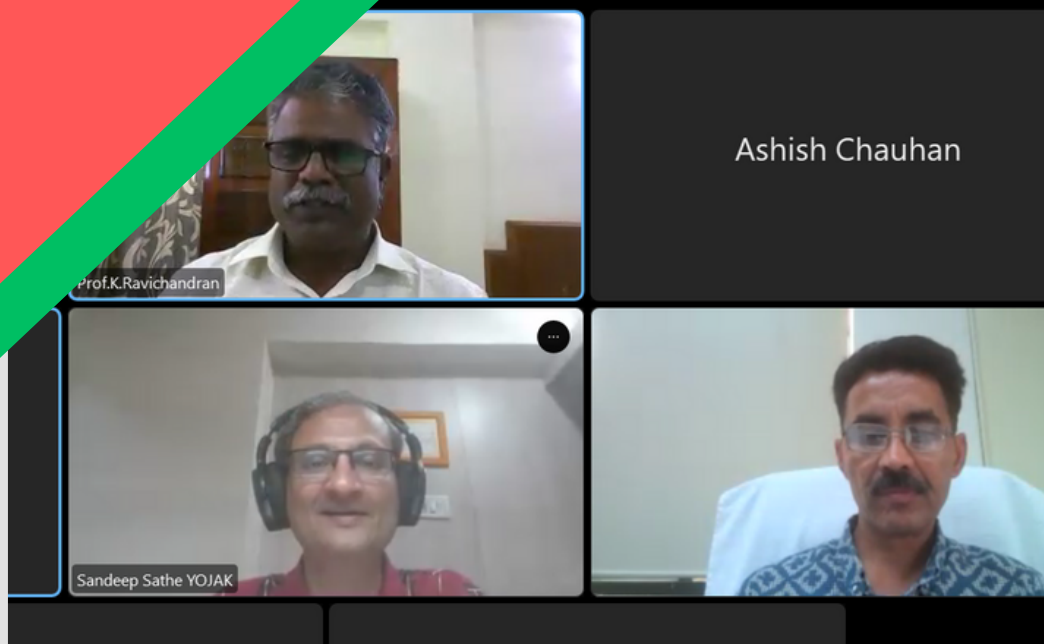
Tree Plantation Programme - An initiative of GRI - UBA - 9.8.2023

Regional Coordinator participated in the tree plantation programme organized by the GRI-UBA Team with the support of NSS and NYK in the UBA villages viz., Chettiyapatti and Kalikampatti on 9.8.2023. About 500 saplings were planted in these village with the help of MGNREGA workers.



August

2023



Meeting held with YOJAK Team - online - 11.8.2023

The NCI, UBA, IIT, Delhi organized an online meeting with Dr.Sandeep Sathe, YOJAK, on 11.8.2023 to discuss collaborative programmes between YOJAK and UBA Institutions. Based on the outcome of this meeting, YOJAK organized an online meeting between the YOJAK Team and the Regional Coordinator, UBA, GRI, Gandhigram, at 4 pm on 4.9.2023 to discuss organizing an Orientation Workshop on UBA. (1) Mr.SandeepSathe, YOJAK, (2) Dr.Akshaya Apte, YOJAK, and (3) Prof.K.Ravichandran, Regional Coordinator, UBA, GRI, Gandhigram presented in this online meeting—the outcomes of this meeting to organize an Orientation Workshop on UBA. (1) The venue for the programme will be the campus of one of the UBA PIs in Kanyakumari District. (2) The Orientation Workshop will be jointly organized by YOJAK, RCI - GRI, and concerned PI, and funded by NCI, UBA. (3) Prof.K. Ravichandran will propose two dates for the Orientation Workshop, and YOJAK Team will confirm it. (4) A dinner on meeting before the Orientation Workshop will be held at the programme venue so that PIs, RCI, and YOJAK can interact more on the expected outcome of the programme. (5) Sufficient time will be given for the Coordinators of PIs to share their experiences in community engagement because, ultimately, this Workshop is for PIs' benefit. (6) The Financial Budget for organizing this Orientation Workshop will be directly disbursed to PI by NCI UBA based on the recommendation of the RCI. (7) NCI UBA must approve the dates, budget, banner, and Programme Schedule. The meeting came to an end with a vote of thanks.



A Orientation Workshop on UBA & Convergence Possibilities under PMMSY- 29.8.2023

The Government of India launched a flagship scheme, Pradhan Mantri Matsya Sampada Yojana (PMMSY), in May 2020. It will ensure the socio-economic development of fishers, fish farmers, and fish workers to double their incomes. There is a more significant role for the UBA PIs to adopt interventional strategies to increase the fishermen's and the farmers' income. In this context, GRI-RCI, UBA organized a day workshop for PIs in Tamil Nadu on Unnat Bharat Abhiyan and Convergence Possibilities under PMMSY at GRI, Gandhigram on 29.8.2023.

The Primary objective of this Workshop was to capacitate the Coordinators of PIs to prepare a project proposal for the development of their service villages, to facilitate the Coordinators of PIs to raise funds through UBA and convergence possibilities with Central and State Government Schemes that can be leveraged for UBA programmes, and enable the Coordinators of PIs to be Partner Institutions of the Start-up Project on the Production of Seaweed Based Plant Growth Promoters and Biopesticides and Edible Coating Blends for Fruits and Vegetable Preservation for the Livelihood Development of Fisher folk'.



Dr.L.Rathakrishnan, Registrar i/c, GRI, Gandhigram gave the presidential address. He encouraged the UBA Coordinators to participate actively in the rural development process. Prof.V.K. Vijay, National Coordinator, UBA, IIT, Delhi, delivered the inaugural address and inaugurated the Workshop online. He stated that UBA's role rests on providing sustainable livelihood solutions to rural development. Also, Prof.V.K. Vijay shared the success stories of UBA across the country and inaugurated the programme and production unit of the NCDC Sponsored Seaweed Start-up Production Unit. Shri. V. M. Chandrasekaran, Chief Director, National Cooperative Development Corporation, Government of India, Regional Directorate, Chennai, delivered the keynote address. He explained the importance of PMMSY in strengthening the livelihood of the fishermen. Mr. G. Simiyon, Assistant Director & Head of Office, Branch MSME Development Facilitation Office, Government of India, Madurai & Tirunelveli, handled the first technical session on Convergence Possibilities under MSME Programmes. He explained MSME schemes and programmes and sought the support of UBA Coordinators to take the programmes to UBA villages. Ms.R.Uma Chandrika, Assistant Director of MSME Development and Facilitation Office, Government of India, Madurai, explained the process of applying a cluster approach for promoting entrepreneurs in rural areas.



Dr. S. Kavitha Maithily, UBA Coordinator, GRI, Gandhigram, handled the second technical session on UBA - GRI Experiments in Convergence. The third technical session was handled by Dr. A. Thahira Banu, Assistant Professor / UBA Executive Committee Member, GRI, Gandhigram on Start-up Project - Convergence Possibilities under PMMSY Scheme. All the participants were taken on field visits to the Rural Energy Centre, GRI, and the Seaweed Start-up Project. At the end of this Workshop, Coordinators of PIs understood the process of Project Proposal submission with Convergence Possibilities and the role of PIs in the development of the UBA villages. Some of the PIs also got support from MSME Officials for organizing awareness programmes on entrepreneurship in UBA villages and their Institutions. Some of the Coordinators showed interest in being the Partner Institutions for the start-up Project. The Workshop ended at 5 pm with a vote of thanks. (Total participants 41)

September

2023



Field visit to UBAProgrammes of Pachappas College, Kanchipuram District - 19.9.2023

Prof. K. Ravichandran, Regional Coordinator, visited Pachaiappa's College for Men, Kanchipuram, to assess the impact of the Community Outreach Programmes and initiatives conducted by the UBA Cell of the institution. He had a detailed discussion with the Principal, UBA Team Members, and students and volunteers about their community Outreach Programmes. During the visit, the Regional Coordinator encouraged faculty and students to seek funding support from various agencies and UBA Subject Expert Groups. The Regional Coordinator also interacted with stakeholders and appreciated the students who had benefited from UBA, particularly those who had become Trainers at the Vazhndhu Kattuvom Project in Tamil Nadu. In addition, Village Presidents and residents from Kaliyanoor and Ayyampaettai visited the College for an interactive session on Gram Panchayat Development. The stakeholders had a detailed discussion on various issues and challenges in village development and identified remedies. As part of the Community Outreach Programmes through UBA, the College initiated activities that included installing a Plastic Shredder Machine at the Ayyampettai Panchayat with the support of the District Administration. This initiative aimed to establish machinery to recycle waste plastics and to market the processed plastic powders for road construction. This intervention strategy enabled the Gram Panchayat to get additional income.



Field visit to Waste Plastic Shredder Ayyampettai Gram Panchayat

September

2023



CSIR-CIMAP Meeting - 13.9.2023

The GRI-RCI, UBA organized a meeting with Scientists of CSIR- Central Institute of Medicinal and Aromatic Plants (CIMAP), Lucknow, and UBA team Members of GRI at 5 pm on 13.09.2023, Seminar Hall, Department of Cooperation, GRI. The purpose of the meeting was to explore the possibilities of undertaking collaborative programmes for the livelihood development of people in UBA villages. Prof.K.Ravichandran, Regional Coordinator, UBA, presented before the Scientists about the UBA programmes of this region and sought the support of CSIR-CIMAP for organizing the collaborative programmes for benefiting farmers. After detailed discussions, it was decided to make arrangements to sign an MoU between RCI-GRI and CSIR-CIMAP for training faculty members as master trainers and organizing collaborative programmes (training/seminar/workshop) in the field of medical aromatic plants. (Total participants 16).





District-level Orientation Workshop on UBA & LSDGs in Thoothukudi on 22.9.2023

Orientation Workshop on UBA and LSDGs was organized for UBA Coordinators of Thoothukudi District at 10:30 am on 22.9.2023 at Holy Cross Home Science College Thoothukudi. Prof. K. Ravichandran, RCI-GRI, Gandhigram, analyzed and presented to the participants the GPDG of all UBA Gram Panchayats in Thoothukudi District. He stated that the themes selected by Gram Panchayats in LSDGs are Healthy Village, Water Sufficient Village, Clean and Green Village, and Self-sufficient Infrastructure in the Village. Mr. S. Senthil Kumar, Assistant Director, KVIC, Divisional Office, Madurai (Ministry of MSME, Government of India), presented KVIC's schemes and programmes. Miss. G. Jerina Bubby, Assistant Director, Branch MSME - DFO, Tirunelveli (Ministry of MSME, Government of India), introduced the MSME Schemes to promote rural entrepreneurs and enterprises. After a detailed analysis of the role of UBA Coordinators in advancing LSDG, it was decided that all the UBA Institutions in the Thoothukudi district will rigorously plan and implement programmes for advancing LSDGs at the UBA Gram Panchayat level.



UBA Coordinators will discuss with the officials of MSME and KVIC for organizing the Entrepreneurship Awareness Programme at UBA Villages. UBA Coordinators will explore the possibility of organizing a skill development programme to promote rural entrepreneurs and enterprises in the Thoothukudi District. Seven UBA PI coordinators, 5 faculty members, 7 student volunteers participated in this meeting.



A Meeting of Stakeholders in Development - Ammanpuram, Thoothukudi District - 22 /09/23

A meeting of stakeholders in development was organized at Ammanpuram Gram Panchayat, Thoothukudi District, to chart the path for implementing government schemes at 2.30 pm on the 22nd. 09.2023. Prof. K. Ravichandran, Regional Coordinator, UBA, stated that the objective of this meeting was to connect the dots, i.e., to establish the linkage between the needs of rural youth and women in UBA villages and Government schemes for promoting rural entrepreneurs and enterprises in Ammanpuram Gram Panchayat. Mr. S. Senthilkumar, Assistant Director, KVIC, Divisional Office, Madurai (Ministry of MSME, Government of India), explained KVIC Schemes and the process of getting financial assistance from Banks. Members of Gram Panchayat, SHGs, and village youth expressed their demand for assistance under various schemes. After detailed discussions on multiple aspects of employment generation in Ammanpuram village Gram Panchayat, and access to finance for promoting rural enterprises, sixteen participants expressed their need to seek financial support for expanding existing businesses, encouraging new businesses, and facilitating group enterprises. Dr. N. Krishnaveni, UBA Coordinator, was requested to document the needs of the youth and women and submit all the documents to the Officials of KVIC, Divisional Office, Madurai, for further process.



Meeting with members of Women SEGs for promoting Rural Enterprises



District level Orientation Workshop on UBA & LSDGs in Tirunelveli - 27.9.2023

A District-level Orientation Workshop on UBA and LSDGs for the Coordinators of Tirunelveli Districts was organized on 27.9.2023 at St. Xavier's College, Palayamkottai. Six UBA Participating Institutions in Tirunelveli and Thenkasi District participated in this Workshop. Dr. M. Johnson Gritto, UBA Coordinator, St. Xavier's College, Palayamkottai, welcomed the gatherings. Prof. K. Ravichandran, Regional Coordinator, UBA, inaugurated the programme. He stated that all the Coordinators need to synchronize UBA programmes with LSDGs. The UBA Gram Panchayats in Tirunelveli and Thenkasi Districts have selected themes under LSDGs viz., Healthy Village, Water Sufficient Village, Clean and Green Village, and Self-sufficient infrastructure in the village. Hence, the UBA Coordinators must facilitate the Gram Panchayats to achieve the selected themes under LSDGs by contributing to local targets and indicators. Mr. S. Senthil Kumar, Assistant Director, KVIC Divisional Office, Madurai,

explained the schemes and programmes for promoting rural enterprises in UBA Gram Panchayats. Mr. G. Simiyon, Assistant Director, Branch MSME, DFO, Madurai and Tirunelveli, explained the role of MSME in promoting self-employment among youth and women. Mrs. G. Jerrina Bubby, Assistant Director, MSME, DFO, Tirunelveli, explained women's role in developing MSME. The UBA Coordinators, who participated in the programme shared their experiences in community engagement in UBA villages. At the end of this Workshop, it was decided that (1) all the UBA Coordinators in Tirunelveli and Thenkasi should plan to achieve Goals and Targets set for LSDGs. (2) Based on the schemes and programmes Government of India and the State Government, UBA Coordinators need to plan to promote self-employment programmes for youth and women. (3) All the Coordinators should ensure that the UBA programmes provide definite takeaways for Students, Faculty Members, Colleges, and Gram Panchayats.



A Stakeholders Meeting for Advancing LSDGs in UBA Villages - Tharuvai, Tirunelveli - 27.09.23

A meeting of Stakeholders for advancing LSDGs in Tharuvai village, Tirunelveli District, was organized on the afternoon of 27.9.2023. Mrs.K.Gowri Lakshmi, President of Tharuvai Gram Panchayat, delivered a welcome address. Prof. K. Ravichandran, Regional Coordinator, UBA, explained the importance of the involvement of all the stakeholders in advancing LSDGs. He pointed out that ensuring decent work through Financial Inclusion of all the families is the need of the hour. Hence, the participation of MSME, Tirunelveli, and KVIC Divisional Office, Madurai, officials have become essential in this meeting. He requested all the participants to clarify their doubts about promoting rural enterprises. Mr.S.Senthil Kumar, Assistant Director, KVIC, Divisional Office, Madurai, interacted with the participants to explore the present level of employment and income at Tharuvai Gram Panchayat. Also, he explained the KVIC's schemes for the promotion of rural enterprises and the procedures involved in availing assistance under the Prime Minister's Employment Generation Programme. Mrs.G.Jerina Bubby, Assistant Director, MSME, DFO, Tirunelveli, shared the experiences of successful women entrepreneurs in the Southern District of Tamil Nadu. Dr. M. Johnson Gritto, UBA Coordinator, St. Xavier's College, Palayamkottai, was requested to document the needs of the youth and women and submit all the documents to the Officials of KVIC and MSME for further process.



Meeting with MGNREGs workers regarding promotion of Rural Enterprises



By
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