



## उन्नत भारत अभियान

### UNNAT BHARAT ABHIYAN

As foreseen by Gandhi Ji in his seminal work, 'Hind Swaraj', the western developmental paradigm, based on centralized technologies and urbanization, has given rise to serious problems like increasing inequity (leading to crime and violence), and climate change due to rapid ecological degradation. To ameliorate these problems, it is necessary to promote development of rural areas in tune with Gandhian vision of self-sufficient 'village republics', based on local resources and using decentralized, eco-friendly technologies so that the basic needs of food, clothing, shelter, sanitation, health care, energy, livelihood, transportation, and education are locally met.

This should be the vision of holistic development of villages. Presently, 70% of the population in India lives in rural areas engaged in agrarian economy with agriculture and allied sector employing 51% of the total work-force but accounting for only 17% of the country's GDP. There are huge developmental disconnects between the rural and urban sectors such as inequity in health, education, incomes and basic amenities as well as employment opportunities - all causing great discontent and large-scale migration to urban areas. The imperatives of sustainable development which are being felt more and more acutely all over the world also demand eco-friendly development of the villages and creation of appropriate employment opportunities locally.

Increasing urbanization is neither sustainable nor desirable. So far, our professional higher education institutions have largely been oriented to cater to the mainstream industrial sector and, barring a few exceptions, have hardly contributed directly to the development of the rural sector. Unnat Bharat Abhiyan (UBA) is a much needed and highly challenging initiative in this direction.

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## RAJAKATTUPATTI - VILLAGE OVERVIEW

Gram Panchayat	Rajakattupatti
Block / Taluka	Manikandam
District	Tiruchirappalli
State	Tamil Nadu
Pincode	620009
Area	665.34 hectares
Population	3417
Households	817
Assembly Constituency	Srirangam
Parliament Constituency	Tiruchirappalli
Nearest Town	Tiruchirappalli



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## Activity - 1

**Name of the Activity:** Pre Survey Meetings with concerned Government Officials, Villagers & Placing UBA Boards

**Need of the Activity:** To establish rapport with the local government officials and to seek their cooperation for village survey (s) and implementation of UBA activities subsequently. To sensitize the residents of the identified villages about UBA and also to learn critical issues and local constraints / problems as faced by them



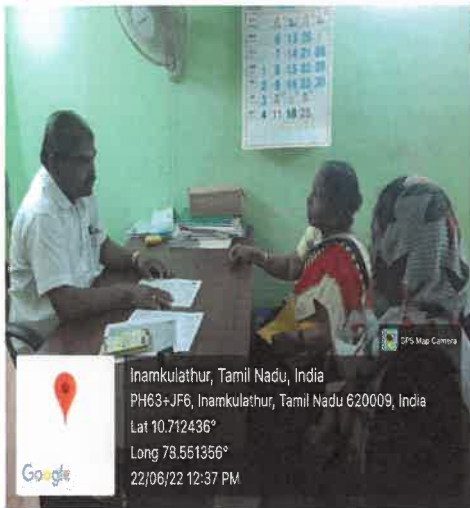
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## Activity – 2

**Name of the Activity:** Plantation Program

**Need for the Activity:** Trees which provide us oxygen, filter carbon dioxide, prevent soil erosion; maintain the ecological balance and many more. Also, they provide us food, shelter and many useful things

**Description:** In adopted village we conducted plantation program they preserve biodiversity, conserve water, preserve soil, and control climate, among other things. Tree plantation is important because it provides fresh fruits, vegetables, nuts, and other foods for the survival of life on Earth. To promote plantation among villager's seedlings of coconut were distributed by UBA Team.



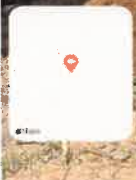
  
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### Activity – 3

**Name of the Activity:** Household survey (initiative in Rajakattupatti Village)

**Need for the Activity:** To get an idea about the problem faced by the villagers in order to find respective solution.

**Description:** Household Survey of adopted villages to determine General Household Information, Family Members Information, Migration Status in a family, Information of Government Schemes, Source of water, Source of energy and power, Landholding Information, Agriculture Inputs & Production, any other major problems etc...



  
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## Activity – 4

### Theme – No Plastics Awareness

#### Village Name:

Reduce, Re-use & Recycle. Say no to plastic bags as plastic bags are threat to our environment because a single plastic bag takes up to 1000 years to decompose as it contains non-renewable petrochemicals. Hence plastic bags will stay for a more extended period and damage our Mother Nature. Aimed at reducing the environmental degradation from improper disposal of used plastic bags, the No Plastic Bag Day program applies a “market” instrument to discourage consumers from using plastic bags to carry items purchased. In the program, participating stores do not give out plastic bags.





## Activity – 5

### Theme – How to pay through online

Online payments refer to **the electronic exchange of currency through the internet**. These payments usually consist of the transfer of monetary funds from a customer's bank or debit or credit card account, into the seller's bank account, in exchange for products or services.

Benefits: Online transactions **provide convenience for both consumers and business owners**. This is because online transaction payment systems such as BRIVA and Direct Debit allow an instant process of payment verification. Consumers don't need to manually send their proof of payment.

#### Challenges of Online Payments

- Technical Issues. Online payments are vulnerable to technical disturbances. ...
- Security Problems.
- Disputed Processes and Transactions.
- Increased Costs.
- Credit and Debit Cards.
- Recurring Billing.
- Click-to-Pay Email Invoicing.
- E Checks.



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## Activity – 6

### Theme – Used cloths distribution

By donating old clothes instead of throwing them away, **they help conserve the earth's resources and prevent adding unnecessary carbon dioxide to the atmosphere.** Plus, many charitable organizations recycle a lot of used clothing items, too, so they can use it again to create new clothing pieces. Aside from funds that are exempted from tax under section 80 G, they accept donations in kind that are in decent, usable condition. **You can donate old clothes for kids, men and women, toys, utensils, groceries, furniture, books, games and more.**

Benefits of donation are to;

- Helps the Environment. There's such power in protecting the world you live in.
- Keeps Your Home Clutter-Free.
- Aids Those in Need.
- Builds Generosity.



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## Activity – 7

### Theme – Friend from campus

On the part of UBA our campus was undertaken an activity of Friend from Campus. For this activity our students were to create a WhatsApp group from elementary school students of Rakakattupatti Village and educate them regard their curriculum. The purpose of this program is to assist that students for their education. Through this WhatsApp group they have to interact with our students and enrich their knowledge.



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