

Report of Initiatives taken under



उन्नत भारत अभियान

UNNAT BHARAT ABHIYAN

शिक्षित भारत-स्वस्थ भारत- स्वच्छ भारत- स्वावलंबी भारत- संपन्न भारत



Submitted by

Mehr Chand Mahajan
DAV College for Women

Sector 36-A, Chandigarh (U.T.)

Our Beacon of Light



MAHARISHI SWAMI DAYANAND SARASWATI

Our Guide and Mentor



*Dr. Punam Suri Ji, Padma Shree Awardee
Hon'ble President
DAV College Managing Committee
New Delhi*



MESSAGE FROM THE PRINCIPAL

Holding high the maxim “Excellence is not an act, but a habit”, the Unnat Bharat Abhiyan (UBA) Cell of the Mehr Chand Mahajan DAV College for Women, has stood to the dynamic needs of the society with promptness and perfection. The UBA team has displayed exceptional commitment towards the upliftment and progress of the adopted villages viz. Maloya, Kajheri, Attawa, Badheri and Buterla falling in the ambit of the College. Activities related to outreach programs have been the hallmark of our institution as Swami Dayanand Saraswati has said “A value is valuable when the value of value is valuable to oneself”.

Mehr Chand Mahajan DAV College for Women has always been sensitized to the promotion of ventures and projects that address the crucial requirements of the under-privileged sector. It is through the fibre of our villages that we assess the true development of our country. The UBA Cell of the college is, thus, a conglomerate of a variety of need based activities and programs that are

specially designed and administered according to the needs of the villages. The foresight that goes into the planning of the activities has a long run impact on the sustainability of environment. I appreciate the painstaking efforts of the UBA Cell Coordinator and team members who are tracing the path of rural development with the baton of focused attention and determination. I feel blessed to be one of the forerunners of this noble cause of our nation.

I take this opportunity to express my deep gratitude to our guide and mentor, our worthy President Dr. Punam Suri Ji, Padma Shree Awardee, DAV College Managing Committee (DAV CMC), New Delhi. I am indebted to Shri. H.R. Gandhar, Hon'ble Vice President and Sr. Governing Body Member DAV CMC, New Delhi and also to Sh. Shiv Raman Gaur, Director Higher Education, DAV CMC, New Delhi for their wholehearted involvement and selfless service to the cause of education and their efforts in promoting the DAV philosophy of selfless service of humanity.

It is a matter of pride for me to see the UBA cell of our college, function with a remarkable skill of enthusing a spirit of social responsibility amongst the volunteers. The united efforts send across the message of universal brotherhood and selfless service. I congratulate my colleagues Dr. Gunjan and her team members to make this program a big success.

“UBA reaches out to the soul of India-Villages of India”.

Best Wishes !



Dr. Nisha Bhargava
[Principal]



**Dr. Gunjan
Coordinator, UBA Cell
Mehr Chand Mahajan DAV College for Women**

Unnat Bharat Abhiyan (UBA) is inspired by the vision of transformational change in rural development processes by associating with knowledge institutions to help in building the architecture of an Inclusive India. The Mission of UBA is to enable higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth. This concept was nurtured at IIT, Delhi in 2014 via consultation with the representatives of technical institutions viz. Rural Technology Action Group (RuTAG) coordinators, Voluntary organizations and Government agencies, actively involved in rural development work. Mehr Chand Mahajan DAV College for Women rose to the mission by becoming a participating member in 2019 and adopted five villages viz. Maloya, Kajheri, Attawa, Badheri and Buterla falling in the periphery of Chandigarh. The UBA Cell of the College promptly came into action, upholding the 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. The role of youth in any catalytic developmental activity is paramount, and the student volunteers of UBA Cell, under the guidance of their teachers have played a commendable role in all community programs with their involvement right from the pen of planning to the pinnacle of peak of completion. The face to face interaction with the villagers on various agendas have sensitized the student volunteers to understand the deprived sector at a profound level. The mission of UBA Cell is to strive to ameliorate huge developmental disconnects between the rural and urban sectors such as inequity in health, education, income, basic amenities and employment opportunities. Crowning all, my heartfelt gratitude to our Principal Dr. Nisha Bhargava who is the brain behind all our endeavors. Her unstinting support and punctilious guidance paves the path of our journey towards this noble crusade.

Index

Report of Village Attawa	Page No 1
Report of Village Badheri	Page No 8
Report of Village Buterla	Page No 14
Report of Village Kajheri	Page No 22
Report of Village Maloya	Page No 33

Community Meeting 3 August 2019



Need of the Activity: The UBA team representatives of Mehr Chand Mahajan DAV College for Women, Chandigarh met Mr Hardeep Singh, Councillor of Village Attawa, and discussed the problems faced by the village people, on August 03, 2109. The meeting was organized as a preliminary discussion to learn about the ground realities of the problems faced by the village residents.

Description: Some of the major issues raised and discussed in the community meeting were hygiene, child safety and injustice and inequality against women as most of the women in the village are financially dependent upon their male partners. The team suggested several steps to address and tackle these issues. Some of the proposed recommendations included, conducting a tree plantation drive, disseminating awareness on waste segregation, conducting lectures on child safety and organizing skill development for women to enhance their earnings. After the discussion two activities were finalised for August, 2019, namely, organizing a tree plantation drive and conducting a session on child safety.

Tree Plantation Drive

8 August 2019

Need of the Activity: In order to make the environment of Village Attawa clean and green, a Tree Plantation Drive was held in the village On 8th August 2019. The primary purpose of the activity was to improve the health of the village residents by planting plants of



medicinal value as well as to disseminate knowledge regarding the importance and urgency of planting trees. The villagers were also briefed about the entire process of planting a plant right from its inception to monitoring its growth. The drive proved to be an environmental awareness campaign-cum-educative-session.

Description: Twenty plants of aesthetic and medicinal importance were planted in the village so as to clean and beautify the surrounding environment. Since the medicinal plants would help to improve the health of the village people, they were briefed about the plants as well as the procedure for planting and taking care of these plants. The residents were motivated and



educated regarding tree plantation and to water those trees regularly. They were urged to plant a tree on the birth of a child and see it growing with the child. The activity proved to be an instrumental awareness session-cum-plantation-drive.

**Interactive Session on
'Preventing and Identifying Signs of Child'
13 August 2019**



Need of the Activity: An Interactive Session on “Preventing and Identifying Signs of Child Abuse” was conducted by the UBA cell in collaboration with the Women Development Cell of the College. The activity was conducted on August 13, 2019 for under privileged children. The children of the ages between 4 to 8 years were sensitized about Child Abuse and its prevention through interesting and interactive mediums of cartoon films, role plays enactments, discussions and games. The session was conducted in the Anganwadi of Village Attawa.

Description: The session was informative as it was aimed at dispelling certain myths and taboos related to Child abuse. The children were given sensitive information related to abuse and violation of their bodies and privacy through lighter mediums of art. The children were encouraged to ask questions as well as participate in the discussions in which their curiosities were settled and their misconceptions cleared. The children were also educated about the various kinds of ‘touch’ and which kinds of touch constitute sexual violation or abuse and which should be immediately reported to their family members or teachers. The activity proved to be very successful as around 40 under privileged children were educated about one of the most important issues related to their safety. The audience generally comprised of children who fell in the vulnerable age group and strata of society.

Community Awareness Drive on Plastic-Free Environment 13 September 2019

Need of the Activity:

The Unnat Bharat Abhiyan cell of the College organized a Community Awareness Drive on Plastic-Free Environment in Village Attawa on September



13, 2019. The Coordinator of the event was Dr Kanika Sofat, Asst Professor, Dept. of Commerce along with student volunteers from the College. Though, Attawa is a small village in Sector 42 in Chandigarh but the village is completely opposite the signature line of the Tricity. The village being densely populated, with more than 10 members living in a single room, is hard to be managed in terms of waste disposal, specifically plastic. On numerous visits to the village, the students of the College had observed plastic disposal as a major issue in most of the houses. Therefore, a Community Awareness Drive on tackling the serious issue was organized.

Description:

Under the Awareness drive on the plastic-free campaign in Village Attawa, the volunteers went door-to-door to make people aware about the various health hazards associated with using plastic commodities in their daily lives. Information related to



potential dangers of plastic disposal was shared with the villagers. The village people were made aware that after plastic bags were disposed of, they blocked the road-

side drains of the village which led to overflowing of drain water in the monsoon season. People were also warned about the dangers of plastic bags being swallowed by dogs and cows, which



could cause serious problems and even death in some cases. The volunteers made the people aware that plastic bottles did not decompose and created garbage heaps all over the village, which apart from damaging the ecology was also an eyesore. It was also shared with the villagers that storage of food items in plastic bags or utensils could harm health by making the food toxic. The villagers were told about the importance of substituting the use of polythene bags with cloth or jute bags for buying fruits, vegetables and groceries. They were also apprised about the benefits of collecting all their plastic bottles and thereafter giving them to the garbage collector instead of throwing them anywhere else. The Awareness drive was a success as important information regarding the toxicity of plastic as a substance for

storing food, and the dangers of plastic being swallowed by animals was disseminated to the people. The information was specially focused on the women and children as women generally use



plastic bags for buying fruits, vegetables and groceries and children are relatively easier to convince regarding the need to protect and preserve the environment for future generations. Most of the villagers gave a positive response to the drive and promised to avoid plastic wherever and whenever they could.

Plastic Collection Drive 23 September 2019



Need of the Activity: With the objective of making Village Attawa get rid of maximum plastic, a Plastic Collection drive was held in the village on September 23, 2019, organized by the Unnat Bharat Abhiyan wing of the College Apart from the collection of plastic waste from the villagers and shopkeepers, the UBA team of the College also distributed hand-made cloth bags to the villagers. The coordinator of the drive was Dr Kanika Sofat, Asst Professor, Department of Commerce of the college. She was also assisted by several student volunteers from the College.

Description: Plastic waste has become one of the biggest banes of modern existence. The UBA team of Mehr Chand Mahajan DAV College for Women, Chandigarh during their Plastic Collection Drive organized in Village Attawa, was pleasantly surprised to observe that the village residents were well informed about this unfortunate fact. The villagers were not only in the know-how about the toxicity

of plastic, but were ready and willing to give up plastic from their lives, as far as possible. During the drive, the villagers actively participated and the groups of UBA volunteers collected 5-6 bags full of used plastic bottles, plates, broken



tubs and plastic containers. It was also observed by the teams that the enthusiasm of the villagers in giving away their plastic items was owing to the attraction of getting cloth bags. The cloth bags were tailored by the artisans of a local NGO. The children of the village were highly enthusiastic and worked along with the volunteers in collection of plastic. The women also cooperated well with the volunteers. The residents were well aware that careless disposal of plastic leads to blockage of drains. Apart from the villagers, the shopkeepers also showed interest in the contribution of plastic. All the volunteers worked with great zeal and maximum plastic waste was collected from the village. Overall, the Plastic Collection Drive was fruitful as the main aim of collection of plastic was fulfilled and that too more than

the expectations which had been set by the volunteers. The idea of providing cloth bags made the villagers contribute with a greater enthusiasm as they were getting something eco-friendly



in exchange. The drive was successful as the team achieved its planned goal. The distribution of eco-friendly cloth bags was a symbolic gesture of saving the planet before it was too late. The village residents felt humbled by this gesture of the UBA team of Mehr Chand Mahajan DAV College for Women, Chandigarh and swore never to use plastic bags and bottles again.

Campaign on 'Plastic-Free Village'

17 September 2019



Need of the Activity: A campaign comprising of a rally was held in Village Badheri on September 17, 2019 with the objective of disseminating awareness regarding the need to adopt a plastic-free lifestyle by making the village plastic-free. The residents of the village were made aware about the health and climate-hazards of using plastic and were also urged to adopt Earth-friendly products in their daily lives. The rally was aimed at taking forward the Government's ideology of a Plastic-free environment. The Coordinator of the campaign was Dr Nidhi Tanwar, Assistant Professor, Department of Commerce, Mehr Chand Mahajan DAV College for Women, Chandigarh, who was assisted by 39 students of the College. The number of outside stakeholders of the event was 20.

Description: By means of a rally, the people of Village Badheri were made aware about the potential, disastrous effects on health and environment, of using and disposing plastic. They were instead urged to take on a healthier lifestyle which posed a minimal or negligible damage to health and ecology. The village people were also told about the hazardous cost of using plastic on our environment, which is

equivalent to vandalizing and jeopardizing the health of our planet. The campaign gathered a lot of attention of the onlookers thereby leveraging their knowledge and catapulting the campaign to a successful start for the Plastic-free campaign.

The Campaign, which consisted of an awareness rally, was conducted at a very opportune time when the concern around protecting and preserving our environment and ecology has attained global dimensions. Since, the villages around Chandigarh, like Village Badheri, consist of higher levels of migrant population, therefore, the people here are more likely to suffer from lack of education, information and awareness regarding issues related to environment conservation and protection. Therefore, this rally generated the right buzz and the zeal of the volunteers seemingly swept everyone. Even though the weather on that day was a bit unsupportive and inclement and made it difficult for the volunteers to carry out their campaign, yet everyone carried out their duty with a sense of responsibility, which ultimately ensured the success of the campaign.



Plastic-Waste Collection Drive 20 September 2019



Need of the Activity: In order to achieve the target of making Village Badheri plastic-free, by discontinuation of single-use plastic, a 'Plastic-Waste Collection' activity was carried out in the village, under the aegis of the Unnat Bharat Abhiyan wing of Mehr Chand Mahajan DAV College for Women, Chandigarh on September 20, 2019. The primary objectives of the drive were to spread awareness in the village regarding the hazardous effects of plastic on health and ecology and to consequently convince the vegetable and fruit vendors and shopkeepers to keep paper bags for their customers. The drive was also aimed at collecting as many single-use plastic items and polythenes from the villagers and also informing the shopkeepers to convince their regular customers to bring their own cloth/paper bags for shopping. The coordinator of the drive was Dr Rishu, Assistant Professor, Department of Chemistry, Mehr Chand Mahajan DAV College for Women, Chandigarh. She was assisted by 32 student volunteers of the College.

Description: The activity comprised of a plastic-waste collection drive from the village residents, wherein single-use plastic items were collected from the vegetable/fruit vendors and shopkeepers and they were urged to start keeping paper bags for their customers. The shopkeepers were also told to ask the customers to bring their own cloth/jute bags when they came for shopping.

A Nukkad Natak, was also performed by the College students in front of the village school and in the village streets which intended to spread awareness about the urgency of creating a plastic-free environment



in their vicinity. The students enthusiastically visited the houses of Badheri residents and convinced them to stop using single-use plastic items like water bottles and polythenes. The residents were also guided about long-term harmful effects of plastic on the health of humans, animals and the environment. The plastic-waste collection drive organized in Village Badheri by the UBA volunteers of Mehr Chand Mahajan DAV College for Women, Chandigarh, was successful because the noble intentions of the drive were largely fulfilled. The residents of the village were extremely cooperative and themselves raised their doubts regarding the issue. Some of them also asked for suitable and cost-effective alternatives to plastic. When asked by the volunteers to hand over their single-use plastic-waste, the shopkeepers and vendors readily and willingly cooperated.

However, some shopkeepers raised a genuine concern that since most of the fast-food items like biscuits, namkeens, chips and soft drinks were packaged in plastic from their source therefore, little could be done to address the problem. They were of the view that drastic measures at the manufacturing source of fast-food items packaging, in the form a blanket ban might help address the issue on a macro scale.

Interaction with Local government official **26 January 2020**



The 71st Republic Day was celebrated in all its solemnity and grandeur at the Govt. School of the village, Badheri. A special programme was conducted by the UBA cell in association with NSS volunteers. It started with a NSS student volunteer welcoming the village Councilor of Badheri Sh. Hardeep Singh who had graced the event with his presence. The audience took immense pride in celebrating the spirit of unity and brotherhood, and participated in singing the song which reverberated in the surroundings. It was followed by a speech prepared by one of the volunteers highlighting the significance of the day, and made the children of the school conscious of their role in the future of the country. The message conveyed the importance of inculcating good values in life, which forms the base for becoming good citizens of the country. The councilor also reiterated the significance of sustained efforts towards bolstering cleanliness in the village, with special emphasis on abstinence from the use of plastic in daily life. The programme came to an end with the students joining hands and participating in raising slogans like “Jai Hind” “Humara Bharat Mahan” and “Sarv Bharat , Sreshtha Bharat”. Finally the students made an exit with the spirit of patriotism reigning high in their hearts.

Spread awareness regarding COVID – 19

Need of the Activity: In order to spread awareness regarding COVID – 19 in the Badheri village, the UBA team members of the College, assisted by their student volunteers, generated some powerful and informative, online content to educate the village residents about the virus. Various online mediums were



opted to by the team members like creating video tutorials, posters, charts etc. to enable maximum outreach of their messages without physical proximity. The online content was aimed at disseminating some vital information about the spread of Coronavirus and some necessary precautions to be taken to check the same.

Description: In order to contribute towards spreading awareness amongst the village residents of Village Badheri, regarding the menace of COVID – 19, the UBA team members of Village Badheri, with the assistance of student volunteers created some video tutorials to educate the people on how to make home-made masks. The student volunteers of Team Badheri also made various informative charts and posters to be circulated online, re-iterating the importance of observing at least 1 metre distance from one another while outside our homes, wearing masks while outside as well as washing hands frequently with soap for 20 seconds. One of the posters also warned against touching one's face and coughing or sneezing into tissues or handkerchiefs. In one of the video tutorials of Team Badheri, a student volunteer is seen explaining a simple, effective and cost-friendly way of making masks at home using cloth bags, scissors and thread. The technique of making the mask was explained in Hindi so as to ensure maximum outreach of the message. Some student volunteers also distributed hand sanitizers and masks amongst the neighbourhood area (Lane/Apartment), while observing maximum social distancing and wearing a mask themselves.

Tree Plantation Drive and Lecture on Personal Hygiene 29 July 2019



Need of the Activity: Since the villages located on the outskirts of Chandigarh like Buterla have a large number of lesser educated, migrant citizens, it becomes imperative to educate them about the necessity of maintaining personal hygiene in their daily lives in order to keep various diseases at bay. The lecture on Personal Hygiene and a tree plantation drive conducted by the UBA cell of the Mehr Chand Mahajan DAV College, Chandigarh were aimed at dispelling ignorance regarding health and hygiene and making the village a cleaner and greener place. The tree plantation drive was aimed at pressing on the urgency of preserving our quickly depleting environment.

Description in 200 words (along with the Pictures): The UBA cell of Mehr Chand Mahajan DAV College for Women, Chandigarh organized a multi-pronged health and environment preservation drive in Village Buterla on July 29, 2019. As a part of the one-day drive, the UBA team led by coordinator Dr Arshdeep, Assistant Professor, Department of Commerce, MCM DAV College for Women, Chandigarh, and further assisted by NSS and UBA student volunteers of the College, as many as 50 saplings were planted in the village. The drive started by welcoming Shree Hardeep Singh Buterla, Senior Deputy Mayor, Buterla who also assisted the team in planting the saplings and delivered an encouraging speech to the village residents. The volunteers along with the faculty members also visited a primary school in the village and delivered an informative lecture about personal hygiene.

Campaign on Plastic-Free Village 18 September 2019



Need of the Activity: The Unnat Bharat Abhiyan wing of the College conducted a campaign on 'Plastic-Free Village' on September 18, 2019. The prime objectives of the campaign were to disseminate awareness regarding the hazardous effects of usage of plastic bags, bottles and other commodities in daily lives. The campaign was aimed at reducing the use and consequent disposal of plastic bags, bottles and other daily use goods in the village. The campaign also aimed to protect the water bodies from getting polluted and clogged and to protect the lives of animals which often died because of feeding on plastic. The coordinator of the campaign was Dr Amandeep Kaur, Assistant Professor, Department of Economics, MCM DAV College for Women, Chandigarh. She was also assisted by 17 students of the UBA wing of the College and 20 NSS volunteers of the College.

Description: As a part of the Campaign on 'Plastic-Free Village', the UBA team, led by the coordinator and assisted by NSS and UBA student volunteers of the College, conducted an awareness rally on 'Plastic-Free Village'. The team also delivered a lecture and a power-point presentation on the theme of 'Say No to Plastic', which



was attended by villagers as well as school children. The UBA team apprised the villagers on the potential hazards of plastic use and urged them to stop using plastic as far as possible, in their daily lives. The villagers were also urged by the volunteers to collect all their plastic and hand it over to the UBA team on their next scheduled visit of 'Plastic-Collection Campaign' in Buterla village. Some village people and children also participated in the rally with enthusiasm.

The Awareness rally on 'Plastic-Free Village' was successful to quite an extent because it spread relevant information regarding the health hazards and ecological damage caused by using plastic. Quite a few school children and villagers participated in the rally and promised to contribute in plastic collection on the UBA team's next scheduled visit to Village Buterla. The children also promised not to carry any food to school in plastic bags or plastic containers.

It is also important to mention here that, even though some of the people were quite willing to adopt a plastic-free and healthy lifestyle, there were quite a few of those who articulated the convenience and low cost of re-usable plastic bags and bottles. They were honest about the lack of suitable and cost-effective alternatives to replace plastic. The UBA team also observed a general lack of awareness amongst the people regarding health and environmental hazards associated with plastic use and disposal.

Door-to-Door Plastic Waste Collection 20 September 2019



Need of the Activity: The UBA team responsible for Buterla village conducted a “**Plastic Free Campaign**” on September 20, 2019 at Village Buterla today creating awareness amongst the residents of the area about the harmful effects of plastic on human health and environment. The campaign comprised of door-to-door collection of plastic waste by the students from the residents, who were also informed about the hazardous effects of plastic. All residents, from whom plastic waste was collected, were also provided with cloth bags by the volunteers. The campaign was coordinated by Dr Gunjan Sud, Assistant Professor, Department of Botany of the College. She was assisted by 15 student volunteers from the College.

Description: The UBA volunteers of Mehr Chand Mahajan DAV College for Women, Chandigarh took a significant step in their efforts towards making Village Buterla, plastic-free. The team undertook an exercise in helping make Buterla a clean, eco-friendly village. The UBA team of the College conducted a door-to-door plastic-waste

collection drive in Village Buterla on September 20, 2019. Not only were the residents of the village informed about the potential hazards of plastic waste, but they were also handed over cloth bags in exchange of the plastic collected from them. This activity



was not only a novel exercise in educating the masses regarding the catastrophic results of poor disposal of plastic, but also a substantial one in which the residents were given cloth bags for their daily use.

The campaign was initiated in the compound of the Government Primary School, Buterla Village, Chandigarh, where the students and staff also participated. The waste which was collected from the residents was handed over for proper disposal to the Honorable Deputy Mayor cum Councillor of the area, Mr Hardeep Singh Buterla who graced the occasion. Mr Buterla too urged the people to discontinue the use of plastic as it poisons the human health and degrades our environment to irreparable extent and also distributed cloth bags to the residents.

The door-to-door plastic-waste collection organized by Team UBA of the College on September 20, 2019, in Village Buterla, was very successful and witnessed an enthusiastic participation from most of the village residents. The activity proved to be a successful exercise in micro-management and education at the grass-roots level, wherein village people were not only made aware about the health and environmental hazards of using plastic but were also given cloth bags. The cloth bag became an important symbol of embarking upon a new way of life – a life which did not impede nature and ecology. The distribution of cloth bags was a gesture of shared solidarity about climate concern which is common for all of us. The event concluded on an optimistic note with most residents vowing to minimize their plastic use in the future.

Distribution of Cloth Bags **24 September 2019**

Need of the Activity: In order to achieve the target of making Village Buterla plastic-free, the UBA team of the College distributed cloth bags to the residents of the village. The primary objective of the activity was to make the residents of the village feel the gravity and enormity of the plastic-free campaign and to motivate them to shun the use of plastic bags. The coordinator of the drive was Dr Sonica, Asst. Professor, Department of Mathematics of the College. She was accompanied and assisted by 35 student volunteers from the College.



Description in 200 words: The student volunteers participated in a door-to-door campaign under which the village residents were educated about the toxic effects of single-use plastic. The residents were also encouraged by the volunteers to stop the use of plastic bags and to instead substitute the same with cloth or paper bags. Furthermore, cloth bags were distributed to the residents by the volunteers, which boosted the morale of the villagers. Since, the drive was generally focussed on the distribution of cloth bags to the villagers, it proved to be a general cause of mood upliftment and enthusiasm amongst the residents. The drive was primarily aimed at distributing cloth bags to the village residents as an eco-friendly gesture of humanity and compassion towards our environment and ecology. While distributing the bags, the villagers were also apprised of the urgency to respond to matters of climate concern as these were pressing issues that affected each one of us. The residents were urged to stop using plastic bags and the drive was satisfactory as the responsiveness of the residents was overwhelming.

Rally and Nukkad Natak & Plastic Free Campaign January 29, 2020

Need of the Activity: This activity was undertaken by UBA cell jointly with the NSS team of the College falling under the ambit of Swachhata Pakhwada 2020 as per the guidelines of UGC. The objective of this activity was to



create awareness amongst the residents of the village about the hazardous effects of the use of plastic. An earnest endeavor was undertaken to combat the rampant use of plastic bags in the daily chores of the villagers, both on a domestic and commercial front. An attempt was made to motivate the residents of the village to use cloth or paper bags instead of plastic bags.

Description: An enthusiastic play “Nukkad Natak” was enacted by the student volunteers of UBA cell and NSS team of Mehr Chand Mahajan DAV College. The play tickled the humour instinct of the audience, while at the same time , sending across the message of ‘no plastic’



strongly to the villagers. The residents of the village took keen interest and understood the importance of clean surroundings, which is possible by shunning the use of plastic. The play, prepared by 12 student volunteers brought forth the harmful effects of plastic with practical examples woven in the theme of the play. A rally was also carried out by 28 student volunteers to reinforce and encourage the use of cloth and paper bags instead of plastic bags. The message of a clean environment was taken in well by the villagers. The whole team of teachers and student volunteers of the college secured a favourable and forthcoming response from the residents of the village.

Awareness regarding COVID – 19

Need of the Activity: In order to spread awareness regarding COVID – 19 in the Buterla village, the UBA team members of Mehr Chand Mahajan DAV College for Women, Chandigarh, assisted by their student volunteers, generated some powerful and informative, online content to educate the village residents about the virus. Various online mediums were opted to by the team members like creating video tutorials, posters, charts etc. to enable maximum outreach of their messages without physical proximity. The online content was aimed at disseminating some vital information about the spread of Coronavirus and some necessary precautions to be taken to check the same.

Description:The UBA team members of Village Buterla, assisted by their student volunteers drove home the golden message of staying at home in order to fight the spread of COVID – 19, by means of video tutorials created by student volunteers. The volunteers of Team Buterla also created some informative posters and charts to be circulated online amongst the nearby residents. A poster by Team Buterla is seen urging its residents to stay at home to save lives by means of a moving Hindi poem. In another video, a student volunteer is seen highlighting the importance of staying at home and keeping one's hands clean, whether washing with soap and water or sanitizing them. In a video, a student volunteer is seen demonstrating a simple and effective way of making a face mask at home using only a handkerchief and two rubber bands.



Community Meeting

30 July 2019

Need of the Activity: A community meeting was held at Village Kajheri on July 30, 2019 in order to follow-up on the Unnat Bharat Abhiyan project. During the field visit to the village, a researcher accompanied by two student volunteers visited the Government school in Kajheri and conducted a direct conversation with the concerned respondents. The conversation gave the researcher a glimpse of some of the problems and challenges faced by the residents of the village.

Description: The major problems faced by the villagers which came to light during the discussion of the researcher with the respondents were:

- Lack of adequate and clean drinking water
- Electricity problem (frequent power-cuts)
- Kuccha and narrow roads
- Sewerage-related problems
- Dirty community washrooms

After an in-depth conversation was held with the respondents, some of the people of the village themselves suggested some measures to address these problems. Some of the possible measures to address the problems ailing the villagers were raised as under:

- The people suggested that they would want the water pipes to be changed as the current pipes were just below the sewerage pipes and the sewerage often got mixed with drinking water which was responsible for causing several water-borne diseases.
- The respondents wanted the government to repair the roads as they are filled with potholes and even walking on such roads is difficult.
- Most of them complained about the sewerage and wanted a proper, working street and home sewerage system so that proper hygiene could be maintained.
- People also complained about the street sweepers that they never came regularly and when they did, they never swept the inner streets. The sweepers were said to just sweep the main roads and pile the garbage on one side of the road.

Awareness on Health, Hygiene and Sanitation 11 September 2019



Need of the Activity: The staff members and student volunteers of the Unnat Bharat Abhiyan cell of the College conducted an activity on Health, Hygiene and Sanitation at Village Kajheri on September 11, 2019 in collaboration with NSS unit of College . The activity was conducted amongst school students and villagers in order to create awareness on health and hygiene practices among women, adolescent girls and school children and motivate them to use and maintain sanitation facilities at schools and their community surroundings in the concerned village.

Description: The lecture was based on health and wellness in which free counselling and consultation was provided by specialised doctors like Dr Sunaina Bansal (gynaecologist) and Dr Nirmal (paediatrician) from Cloudnine Hospital Chandigarh. The activity was aimed at inculcating better hygiene practices among the respondents and making the villagers understand the importance of keeping their schools, home and village premises clean thereby reduce the incidences of diseases and infections. The school children were asked to share their daily routines and the steps they took everyday to maintain hygiene.



Dr Nirmal addressed the students and local people of Kajheri and apprised them about the negative impacts of junk food on our bodies. He explained various types of diseases caused by junk food and their symptoms for early detection. The children were also sensitised on how to prevent becoming victims of self-destructive behaviour like drug addiction and alcohol consumption. The health hazards of smoking and its debilitating effects on the body were explained and the students were urged not to take it at any cost.

Special emphasis was laid on the increasing menace of drug abuse among children and how they could deal with it as there is no better and more powerful medical treatment as compared to the power of prevention.

An allied but separate lecture for girls and women of the village on menstrual health was delivered by Dr Sunaina Bansal in which she apprised them about reasons why a woman's body menstruates and the importance of maintaining health and good hygiene during the menstrual cycle. She also generated an interactive discussion dispelling the various myths and taboos associated with menstruating women and explained to them, the unscientific basis of such myths. Girl students were made aware of the physiological changes they are likely to encounter during adolescence and were educated on ways to cope with stress, emotions and personal hygiene. The queries and doubts of the women and girls were also addressed by Dr Bansal.



The activity also aimed at disseminating awareness on certain health issues like:

- Awareness about prevention and control of Common Diseases like Malaria, T.B., Dengue fever etc.
- Providing basic vaccination facilities and polio drops to infants and small children of the village in collaboration with social welfare organisations.
- Providing knowledge to women about importance of breast feeding to protect infant from diarrhoea, ear infections, bronchitis, urinary infections, skin infections and childhood diseases like measles and mumps.
- Importance of First Aid in case of cuts and bruises.
- Family planning and safe abortions etc.

The activity was an awareness lecture-cum-seminar and it proved to be successful in disseminating awareness related to importance of proper hygiene and sanitation practices and prevention against dreaded diseases, amongst the vulnerable sections of village Kajheri, like school children and women. The children were sensitized about the importance of washing their hands before and after eating and exercising daily as well as the importance of playing sports and inculcating other healthy habits to avoid falling sick. The lecture was successful in making the respondents understand that a state of complete physical, mental and social well being is considered as health and not merely the absence of disease or infirmity.

Awareness Campaign regarding 'Plastic Free Zone' and Discontinuation of One-time Plastic use 17 September 2019



Need of the Activity: An Awareness Campaign regarding 'Plastic-free Zone' and Discontinuation of One-time Plastic-use, was held at Kajheri Village and Government High School, Kajheri on September 17, 2019. The primary objective of the campaign was to make the people aware regarding the hazardous effects of using plastic on health and environment. The people and children were made aware of the importance of discontinuing one-time plastic use and the need for replacing the same with health and climate-friendly alternatives. The coordinator of the campaign was Dr Gurjeet Virk Sidhu, Assistant Professor, Department of Sociology of the College. The coordinator was assisted by 40 students from the College, while the number of stakeholders of the campaign was 25. This activity was conducted in association with NSS team of the college.

Description: The campaign consisted of a lecture-cum-address by the resource person Mr Gopal Shukla Ji, representative of the village councillor, Smt. Chandravati Shukla ji, regarding hazardous effects of using single-use plastics on health and environment. The campaign also witnessed a useful demonstration of paper-bag making by a young, poor child of the village who already sells such paper bags for earning his livelihood.



Furthermore, an awareness rally was taken out by Unnat Bharat Abhiyaan volunteers, the councillor representatives and their team members in the school premises and at various places of village Kajheri, (market place and residential areas).

The campaign was largely successful in disseminating awareness regarding the importance of shunning the use of plastic in daily lives. The village people and children were made aware of the potential disastrous effects of plastic on the flora and fauna as well as on our health. The people of the village exhibited a ready willingness and enthusiasm in discontinuing plastic from their lives. However, there were a few people in the village who opined the lack of suitable and cost-effective alternatives to plastic bags and other essential commodities in their daily lives, and hence exhibited a resistance to discontinuation of plastic.

Follow-up Visit to Reiterate 'No Plastic' 24 September 2019



Need of the Activity: As a follow-up visit to the earlier awareness campaign regarding 'Plastic-free Zone' and discontinuation of one-time plastic-use, held in Village Kajheri on September 17, 2019, the UBA team of the College once again organized a series of activities in the village on September 24, 2019. The activities were held under the common title of 'Follow-up Visit to Re-iterate No Plastic'. The activities organized comprised of an informative lecture on the hazards of plastic use, a door-to-door campaign generating awareness regarding the need to shun plastic, raids conducted by the student volunteers in the market area to assess the number of shopkeepers and vendors still using polythene bags, distribution of paper bags to shopkeepers and encouraging people to use cloth bags for shopping instead of plastic ones. The overall objective of the visit was to generate awareness amongst the residents of the village regarding the plastic ban. The coordinator of the activities was Dr Purnima Bhandari, Assistant Professor, Department of Botany of the College. She was assisted by 21 student volunteers from the College.

Description: Several interesting and constructive activities were undertaken during the UBA team's visit to Kajheri on September 24, 2019. First of all, a lecture was organized in Government Model School, Kajheri, where school children were made aware about the hazardous effects of plastic use among human and animals. The lecture was delivered by a talk and with the help of several informative video clippings. Next, a door-to-door campaign was held in the market area of the village in order to generate awareness among shopkeepers



regarding the plastic ban. 'Surprise Raids' were also conducted by the student volunteers in the market area so as to check the usage and dissemination of polythene bags by shopkeepers, especially the vegetable vendors and general store shopkeepers. The shopkeepers who were still selling goods in plastic bags were urged not to do so. In exchange, students distributed paper bags made by them to several shopkeepers. People were encouraged to use cloth bags for shopping purposes instead of polythene ones.

The visit to Kajheri was a highly successful one as it adopted a multi-pronged approach in its strategy to re-iterate the 'No Plastic' objective. Since, there were a series of interesting and engaging activities held under the umbrella of one visit, it

proved to be a highly productive one. The visit was a continuation and a follow-up to the earlier visit to the village held on September 17, 2019 and proved to be an effective sequel to the same. During the visit, it was found that the residents of the village were more aware about the toxic effects of plastics and polythene bags on environment sustainability than it had initially appeared to the UBA team. Furthermore, they were also well aware regarding the implementation of penalties they were likely to face if found using polythene bags. A few sellers and vendors were still found to using polythene bags. However, they were informed about the potential health hazards associated with plastic use. As a result, they promised to stop using the same. Overall, the visit proved to be a very productive



one as the objective of reinforcing the plastic ban was emphasized and instilled with greater urgency in the minds of the village residents.

Cleanliness cum Awareness Drive on “Waste Segregation and Management” 15 November 2019



Need of the Activity:

- To sensitize the people about the concept of waste segregation and its techniques.
- To elucidate the functioning of compost pits in school premises.

Description: A cleanliness cum awareness drive on “waste segregation and management” was held on 15.11.2019, in which the volunteers of Unnat Bharat Abhiyan (UBA) unit of the College participated and disseminated knowledge about different types of waste generated and their means of disposal. During the drive, UBA volunteers identified the filthy area and with the assistance provided by Municipal Corporation, cleaned the main market area. In addition, volunteers distributed waste segregation awareness pamphlets among the masses and asked them, particularly owners of the eateries to segregate their waste and discard in relevant wet and dry bins. In an attempt to reduce the dumping of garbage in an open area, a set of blue and green dustbin was also installed in the market place. In addition to that, a lecture cum demonstration was given in the Government High School, Kajheri where Dr. Purnima Bhandari, Assistant Professor, Dept of Botany of the College explained the functioning of compost units to the concerned teachers and students. Several doubts including period required for compost preparation, climatic conditions, texture of compost prepared etc. were cleared during the session.

Awareness regarding COVID – 19

Need of the Activity: In order to spread awareness regarding COVID – 19 in the Kajheri village, the UBA team members of Mehr Chand Mahajan DAV College for Women, Chandigarh, assisted by their student volunteers, generated some powerful and informative, online content to educate the neighbourhood residents about the virus. Various online mediums were opted to by the team members like creating video tutorials, posters, charts etc. to enable maximum outreach of their messages without physical proximity. The online content was aimed at disseminating some vital information about the spread of Coronavirus and some necessary precautions to be taken to check the same.

Description: As a measure of response to tackle the pandemic of COVID – 19 and in order to disseminate awareness regarding Coronavirus, the UBA team members of Village Kajheri, with the assistance of student volunteers created some video tutorials to educate the people. The student volunteers created video tutorials in which they discussed some combative steps to safeguard the residents against the virus.

In one of the videos, a student volunteer of Team Kajheri can be seen explaining the importance of observing social distancing, washing hands with soap for 20 seconds after touching anything which might be infected and the importance of wearing masks while stepping outside.

In another informative video created by the student volunteers, important precautions to safeguard against Coronavirus were disseminated with audio-visuals. Life-saving instructions like washing hands with soap or sanitizer, staying at home and greeting with folded hands instead of handshakes have been shared.

Videos link : <https://youtu.be/lWtiVcDaU> & <https://youtu.be/qHvPI1IWszg>

Lecture on 'Say No To Plastic' 19 September 2019



Need of the Activity: In order to contribute towards the reduction of plastic-use in Village Maloya, an interactive lecture was organized by the UBA wing of the College in the premises of Government School, Village Maloya on September 19, 2019. The primary objective of the lecture was to disseminate awareness regarding the potential hazardous effects of single-use plastic on human, animal and ecological health. The lecture aimed to inform the village people about the importance of the Three R's, namely Reduce, Re-use and Recycle with relation to plastic. The coordinator of the lecture was Dr Sarabjeet Kaur, Assistant Professor, Dept. of Zoology. She was also assisted by 15 student volunteers of the College.

Description: The general awareness lecture on 'Say No to Plastic' held in the premises of the Government School, Village Maloya, was an eye-opener for various residents of the village. The lecture not only aimed at educating the village people regarding the toxicity of plastic in their daily lives, but also motivated them to reduce their



plastic footprint as far as possible. The student volunteers also shared with the village residents, some case studies highlighting dangerous examples of plastic poisoning amongst humans as well as animals.

Outcomes: The awareness lecture on 'Say No to Plastic' held in Village Maloya proved to be successful because the village residents were informed and educated about the importance of minimizing plastic-use in their daily lives. The village residents cooperated whole-heartedly in the success of the lecture and also promised to offer their complete and unflinching support to the UBA volunteers in all their future endeavours aimed at making their village and life plastic-free.

Awareness Rally and Nukkad Natak on No Plastic **21 September 2019**



Need of the Activity: In order to make the residents of Village Maloya aware about the potential health and environmental hazards of plastic, the UBA team of the College organized an Awareness Rally and Nukkad Natak in the village on September 21, 2019. The prime objective of the activities was to spread awareness about the toxicity of plastic and to make them understand the need to ban plastic from their lives. The coordinator of the activities was Dr Amardeep Kaur, Asst Professor, Dept. of Punjabi of the College. She was assisted by 20 student volunteers of the College.

Description: The awareness rally on No Plastic was held in Village Maloya to inform the public regarding the hazards of using and disposing plastic. The Nukkad natak on the same theme was organized by the UBA student volunteers of the College. The volunteers performed an interactive skit in front of the 6th and 7th standard students of Sarvhitkari Government Middle School, Maloya. The skit which was based upon the theme of the adverse effects of plastic in our lives was whole-heartedly enjoyed by the students of the school. After the completion of the skit, the UBA volunteers held an interactive session with the students of the school educating them about the need to shun plastic from their lives.



The two activities of the Awareness Rally and Nukkad Natak on the theme of No Plastic, organized by the UBA team of Mehr Chand Mahajan DAV College for Women, Chandigarh proved to be very successful. First of all, the venue proved to be very appropriate for the skit as it was Government Middle School, Maloya. Secondly, the concept of an interactive skit organized by the student volunteers hit the right notes with the children of 6th and 7th standards of the school. The children seemed to be thoroughly enjoying themselves during the skit while also being left with some very significant lessons on reducing plastic pollution. The activity proved to be a perfect example of how fun-filled activities can leave indelible and lasting impressions on young minds. The skit was loved by students and teachers alike, as it was education provided with entertainment. The school staff also promised their whole-hearted cooperation and commitment for any plastic-related activities conducted by the UBA team of Mehr Chand Mahajan DAV College for Women, Chandigarh in the future.

Say No to Plastic
(Collection of Single-use Plastic and Distribution of Cloth Bags)
26 September 2019



Need of the Activity: With the objective of declaring Maloya a plastic-free village and to make the residents and school students aware about the potential toxicity of plastic-use in daily life, the “Say No to Plastic” campaign was organized in the village on 26-9-2019. The campaign had a multi-pronged approach wherein a number of targets were achieved, namely dissemination of awareness regarding the potential hazards of using plastic, collection of plastic bags and miscellaneous items from the villagers and distribution of cloth bags to them. The campaign was coordinated by Dr Ketaki Dwivedi, Assistant Professor, Department of Sociology of the College. She was assisted and accompanied by 42 student volunteers of the College.

Description: In continuation with the Nukkad Natak and awareness rally conducted in Village Maloya on September 21, 2019, the UBA team of Mehr Chand Mahajan DAV College for Women, Chandigarh organized another campaign in the village on

September 26, 2019. The campaign was titled, „Say No to Plastic“ and adopted a multi-pronged approach in attaining its targets of convincing the residents to stop using plastic in their daily lives. First of all, a rally was taken out by the student volunteers of UBA in collaboration with the NSS Unit of Government Model Senior Secondary School, Maloya. The rally was followed by a personal interaction with people regarding the toxic effects of plastic on human health and environment. Lastly, the UBA volunteers collected as much single-use plastic items as they could from the villagers and distributed cloth bags to them.



The campaign on “Say No to Plastic” was largely successful because the UBA volunteers culminated their visit with a gesture of awareness and kindness towards nature, which was the distribution of cloth bags to the village residents. The residents readily cooperated in giving their plastic bags and bottles and accepting cloth bags. Witnessing the enthusiasm of the UBA team, the residents also pledged to reduce their plastic use. Thus, besides being a campaign of awareness and education, it also was a drive of kind gestures towards Nature, which the residents appreciated.

Interactive Session on Introduction to Human Parasites and Preventive Measures

15 November 2019



Need of the Activity: With an objective to make students aware about the types of human parasites and the diseases caused by them, an interactive session was organized by the UBA cell of Mehr Chand Mahajan DAV College for Women, Chandigarh in Village Maloya on November 15, 2019. Under the activity, students of 8th 9th and 10th standards of Government Senior Secondary School, Maloya were apprised about human parasites, the dangers caused as a result of being infected by them, and some preventive measures to safeguard ourselves from the same. The coordinators of the drive were Dr Sarabjeet Kaur, Assistant Professor, Department of Zoology and Dr Ketaki Dwivedi, Assistant Professor, Department of Sociology of the College. They were assisted by 14 student volunteers from the College.

Description: As a part of the interactive session, the resource person, Dr Sarabjeet discussed various helminthic, Protozoan and orthipod parasites infecting humans as well as the preventive measures to safeguard ourselves from the ensuing infections. The students of the school learnt how basic practices related to personal and food

hygiene could protect them from deadly infections caused by the parasites. Furthermore, food handlers, i.e. females in households and the vendors, (especially women) were provided with de-worming medicines and were made aware about the importance of routine de-worming. The de-worming medicine Albandazole was provided to the stakeholders. The UBA volunteers as well as the students from the school welcomed the activity and showed enthusiastic participation throughout the session.



The session concluded satisfactorily with the students and teachers of the Government Senior Secondary School, Maloya becoming well-informed about the dangers posed to human health by parasites and ways on how to ward off the parasite-caused diseases and infections.



उन्नत भारत अभियान Unnat Bharat Abhiyan



शिक्षित भारत - स्वस्थ - स्वच्छ भारत - स्वावलम्बी भारत - संपन्न भारत Invitation to Participate/contribute in National/Rural Development

सभी को मिलाकर गांवों के विकास लिए
Convergence of Knowledge/Expreience/Resources for Rural Development

Unnat Bharat Abhiyan (UBA), a flagship programme of **Ministry of Human Resource Development (MHRD)**, **Govt. of India**, is an opportunity to enable faculty and students of higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth of village.

MCM DAV College for Women, Sector 36-A, Chandigarh is participating in the **Unnat Bharat Abhiyan** and adopted following villages for their development in collaboration with district administration.

VILLAGES

KAJHERI

MALOYA

BUTERLA

BADHERI

ATTAWA

Those who would like to participate/contribute for national/rural development in these villages can write to the institute UBA coordinator given below:

Contact details of College coordinators of UBA

Dr. Gunjan and Dr. Namita Bhandari

gunjan@mcmdavcw-chd.edu

namita.bhandari@mcmdavcw-chd.edu

National Coordinating Institute
Indian Institute of Technology, Delhi
National Coordinator: Prof V K Vijay
unnatbharatabhiyaniitd@gmail.com