

# Report of Unnat Bharat Abhiyan Cell (2022-23)



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The Unnat Bharat Abhiyan Cell of Mehr Chand Mahajan DAV College for Women, having in its rural operation basket, a coterie of five villages, viz. Attawa, Kajheri, Maloya, Badheri and Buterla, has been on a panoramic journey of productively traversing the rustic boulevard. The activities targeting environmental protection manifested in tree plantations at different time intervals. The patriotic zeal and fervour took the forum to Independence Day celebrations in the villages. The noble objective of spreading literacy channelized in various modes for the distribution of note-books to the primary class students of the villages. The Cell has been upbeat in tweaking the adrenaline rush to develop a flair for reading among the village students through initiatives like distribution of motivational books. The health arena occupying the centre stage in the agenda of the UBA Cell, entailed a 'Mammography Screening Camp' for the targeted benefit and knowledge of the village women in particular. The vulnerability of village children to gender related exploitation found its expression in 'Awareness Sessions on Good and Bad Touch'. The year 2023 ushering in a 'Come back of Millets' on the highway to 'International Year of Millets-2023', has had in its vanguard, an articulation and innovation apparatus applied to a prism of activities for popularising the intake of the coarse grains with their nutritional values and ease of climate resilient production. It was sought to make the village residents roll in millets in their daily diet and tiffin recipes and capitalize on their disease resistant quotient, thereby generating an atmosphere of healthy living via a healthy diet.

The UBA Cell also organised a visit for Innovation and Entrepreneurship Outreach Program under the aegis of Institution's Innovation Council (IIC 5.0) of the College. The thrust of the program was to target the twin objectives of familiarising the nutritional benefits of consuming millets-based items along with the pecuniary returns accruing in the form of business proposals arising therefrom. The Cell has been regularly devising an assortment of activities to cater to the educational needs of the village children, for example, distribution of stationery items to the school children in order to encourage them to read and write. A significant leaflet to the UBA Cell's programs has been an enthusiastic adoption and response to propagating the Mission LiFE (Lifestyle for Environment) that was introduced by Prime Minister Shri Narendra Modi at the COP26 in Glasgow in November 2021. It is an India-led global mass movement that would nudge individual and collective actions towards the protection and preservation of environment. Falling in this umbrella of PM Modi's countrywide call of "Life Mission", the UBA Cell in collaboration with the Eco-Club, "Parivesh", and Swachhta Committee (Sciences), organized a number of programs in the village schools, where the students of the villages viewed the videos from Mission LiFE website and discussed the existing environmental

issues and the need to contribute cohesively to save the mother earth in different ways. The students watched the videos with keen interest to adopt small measures towards saving the environment e.g., carpooling, judicious use of water, use of cloth bags etc. The conglomerate of activities like competitions, quizzes etc. in all the schools started with a pledge that was solemnized by the students as well as the faculty members of the village schools along with the members of the UBA Cell. These activities sought to direct the efforts of the individuals and rural communities into a global mass movement of positive behavioural change that would instil a feeling of adaptation to frugal and judicious application of natural resources among the village locals forembarking on a step to ensuring sustainability in future.

Crowning it up, the UBA Cell has been on a continuum of curating unique and novel programs for the upliftment of its village brethren in all the areas of development.





