

4.3.4 b – Screenshots for Educational Outreach Activities by University

UNNAT BHARAT ABHIYAN

Weblink: https://unnatbharatabhiyan.gov.in/participating_institutes

The screenshot shows the website interface for UNNAT BHARAT ABHIYAN. The header features the logo and name in both English and Hindi. Below the header is a navigation menu with links for HOME, ABOUT UBA, NSC, SEG, RCI, PI, ASPIRATIONAL DISTRICTS, THEMES, NEWS, FIELD EXPERIENCE, JOIN UBA, TECH4SEVA, FAQ, and COVID-19. The main content area displays the title 'UNNAT BHARAT ABHIYAN' and a search bar. Below the search bar, there are filters for State, District, Village, Order By, and Sorting. The table below shows one matching participating institute.

ID	Institute Name	Coordinator	Email ID	State	Districts	Adopted Villages	Regional Coordinating Institute
145	B.S. Abdur Rahman Institute of Science & Technology (Id: U-0445)	Dr N Raja Hussain	deputyregistrar@crescent.education	Tamil Nadu	Kancheepuram District	Arungal Kattur Keerapakkam Manimangalam Venbedu	Indian Institute of Technology Madaras (IIT Madras)

CRESCENT UNNAT BHARAT ABHIYAN

Weblink: <https://crescent.education/crescent-unnat-bharat-abhiyan-and-nss-team-at-hero-toi-green-initiative-to-plant-150000-trees-mahindra-city-on-september-30-2018/>

← → ↻ 🔒 crescent.education/crescent-unnat-bharat-abhiyan-and-nss-team-at-hero-toi-green-initiative-to-plant-150000-trees-... 🔍 ☆ 👤 ⋮

Crescent Institute of Science & Technology
Deemed to be University u/s 3 of the UGC Act, 1956
An ISO 9001:2015 Certified Institution

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45th Indian Social Science Congress

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CHAT WITH A STUDENT Relevance on academic matters may contact dean_student@crescent.education

Crescent Unnat Bharat Abhiyan and NSS team at HERO-TOI Green Initiative to plant 1,50,000 trees @ Mahindra City on September 30, 2018

By admin, 30th September 2018

📁 Filed under: [events](#)

💬 Comments: [None](#)

Crescent Unnat Bharat Abhiyan and NSS team at HERO-TOI Green Initiative to plant 1,50,000 trees @ Mahindra City on September 30, 2018

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ABOUT:

Unnat Bharat Abhiyan is a flagship programme of the Ministry of Human Resource Development, with an intention to enrich rural India. The knowledge base and resources of the Premier Institutions of the country are to be leveraged to bring in transformational change in the rural development process. It also aims to create a vibrant relationship between society and the higher educational institutes, with the latter providing the knowledge and technology support to improve the livelihoods in rural areas and to upgrade the capabilities of both public and private organizations in the society.

Vision

Unnat Bharat Abhiyan is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India.

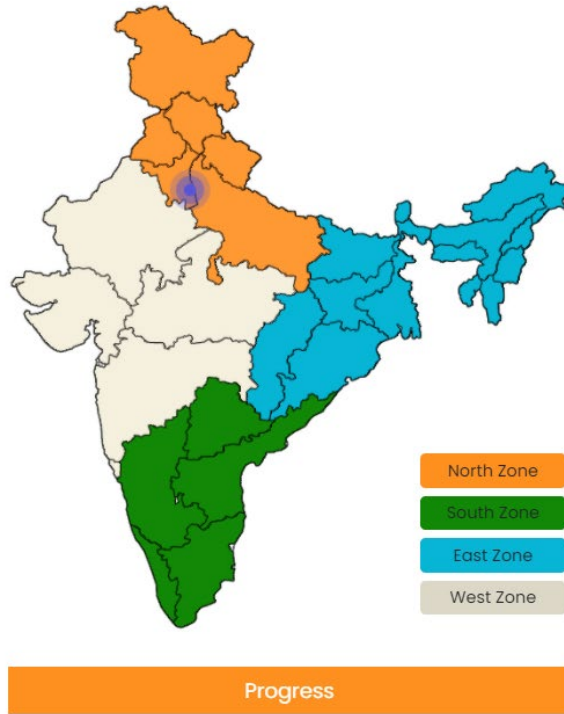
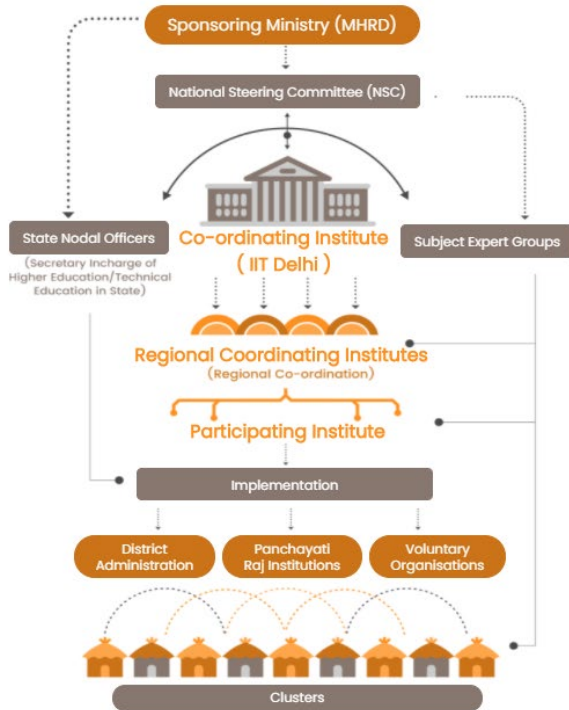
Mission

The Mission of Unnat Bharat Abhiyan 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. It also aims to create a virtuous cycle between society and an inclusive academic system by providing knowledge and practices for emerging professions and to upgrade the capabilities of both the public and the private sectors in responding to the development needs of rural India.

Goals

- To build an understanding of the development agenda within institutes of Higher Education and an institutional capacity and training relevant to national needs, especially those of rural India.
- To re-emphasize the need for field work, stake-holder interactions and design for societal objectives as the basis of higher education.
- To stress on rigorous reporting and useful outputs as central to developing new professions.
- To provide rural India and regional agencies with access to the professional resources of the institutes of higher education, especially those that have acquired academic excellence in the field of science, engineering and technology, and management.
- To improve development outcomes as a consequence of this research. To develop new professions and new processes to sustain and absorb the outcomes of research.
- To foster a new dialogue within the larger community on science, society and the environment and to develop a sense of dignity and collective destiny.

Organizational structure of UBA:



UBA ACTIVITIES OF B S ABDUR RAHMAN CRESCENT UNIVERSITY

1. Distribution of essential Material for the village Karsangal”

Under the UBA (Unnat Bharat Abhiyan) scheme, a relief material drive was conducted on 18 April 2020.

As it was lockdown period one student from Karsangal village participated. Around Rs.20000/- worth of provisions were distributed to the daily workers. The alumni association of the university sponsored the money.

2. Awareness Programme In Kattur Village On 14.2.2020”

An awareness programme on healthy habits and prevention of ‘Corona Virus’ was conducted by the “Crescent Institute of science and technology” in a rural village called “KATTUR” on 14th February 2020.

16 students from the institute along with some staffs participated in this Awareness Programme.

Many homes in Kattur village were visited and interacted with the native villagers, many of them promised that they would lead an healthy lifestyle in order to prevent dangerous contagious diseases like ‘corona virus’.

The following preventive measures were insisted on the native villagers :-

- Importance of washing Hands before and after eating(personal Hygiene)
- Importance of keeping the houses and surroundings clean in order to create a healthy society.
- Need for sustainable development
- Awareness on 'corona virus':
 - a) Prescribed to use a carbon filter mask while travelling
 - b) Covering the mouth while sneezing.
 - c) Making sure that we don't spit in public places(because contagious diseases could spread)
 - d) It is not advisable to visit the countries where the contagious disease is spreading.
 - e) Making sure that there is no stagnant water.(because it could act as an environment in spreading disease and as an incubator for multiplying germs)
- To eat healthy foods in order to avoid nutrition deficiencies which lead to diseases like kwashiorkar and marasmus.
- Insisted on the need for hygienic activities in this current scenario.
- Instructed them not to use medications of their own without Doctor's prescription, etc.

Interaction with Govt. School students:

Government School children of Kattur village were also educated on the hygienic practices to be followed. The children were sensitized about the importance of washing their hands before and after eating and exercising daily and the importance of playing sports and inculcating other healthy habits to avoid falling sick. The children were asked to share their daily routines and the steps they took every day to maintain hygiene. The children learnt a lot from the session and promised to follow all the good habits.

3. Distribution of essential Material for the village Karsangal”

UBA in association with Crescent Alumni Association distributed provisions to the needy in Karasangal village. More than 50 families who are dependent on their daily wages for livelihood benefited. Student volunteer- Ms. Sneha



1. Village Visits

On September 18, 2020 Crescent University was selected as one of the implementation partner in Unnat Bharat Abhiyan launched by the MHRD, Govt of India.

The Institute under the UnnatBharathAbiyan has been assigned with six villages and permission was obtained from the District Collector, Kanchipuram District.

- Karsangal
- Manimangalam
- Keerapakkam
- Venbedu
- Arungal
- Kattur

The various dimensions in which the UBA team is working

- **i) Economic:** Through skills and entrepreneurship development, assistance in development of cottage and village industries based on farm and other local products, providing appropriate marketing mechanism and training in maintenance of various essential services
- **ii) Social:** empowering the local grāmsabhās to play an active role in participatory development of villages, collaborating with field agencies in promoting voluntarism and setting high standards of probity and social values
- **iii) Human:** promoting literacy (especially e-literacy), in village youth and adults, education in holistic vision, health and nutrition

- **iv) Governance:** strengthening the PRIs through education and handholding in participatory planning for development; social audit of the development plans, providing feedback on the progress of developmental work.
- **v) Basic Amenities:** developing plans for appropriate housing, water supply, roads, electricity etc. for domestic as well as for agriculture, animal husbandry and various rural industry applications and monitoring their implementation.
- **vi) Environmental:** developing plans for eco-friendly waste management, sanitation, social forestry, watershed management and monitoring their implementation.

Village Visit

Date: October 13 & 15, 2018

Visited Karasangal and Venbedu Village as part of Swachhata drive with NSS team

Outcome:

- Survey was taken on the household
- Visited each house and took survey on the basic facilities available.
- Also the area was analyzed



Date: February 27, 2019

Visited Karasangal and Venbedu Village as part of UBA Swachhata drive

Outcome:

- Difficulties of the Karasangal village people were collected.
- Water facilities and other basic facilities were surveyed.
- Submitted to UBA cell.



Date: February 4, 2020

Event: World Cancer Day

- Conducted Awareness Programme for woman in Karasangal village adopted under UBA programme.
- Went on rally with students of high school in Karasangal and distributed pamphlets on cancer awareness given by the Adyar Cancer Institute
- Conducted in association with the Alumni
- Two women came forward to tell their symptoms of breast cancer
- One of the Alumni came forward to provide them with facilities to visit Adyar Cancer Institute for further treatment



**BSA CRESCENT ALUMNI ASSOCIATION
IN ASSOCIATION WITH
BSA CRESCENT INSTITUTE OF SCIENCE & TECHNOLOGY
(UNNAT BHARATH ABHIYAAN)**

WORLD CANCER DAY



Date: 15 June 2020

Event: Online workshop on Swachhatha Action Plan

One day Online Workshop on Swachhatha Action Plan



15th June 2020

<https://forms.gle/jhLBhzf2g8d7VoFg6>

Coordinators
Dr. Aisha Banu W
Dr. Md Jamsheer TP
Dr. C.Srinivasan

Conveners
Dr. Raja Hussain N
Dr. Ayub Khan Dawood



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