

Promoting Sustainable Development (SDG) through Unnat Bharat Abhiyan (UBA) and with special reference to Sethupattu Village, Kancheepuram District

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Abstract: *Unnat Bharat Abhiyan (UBA) at Sri Sai Ram Institute of Technology, Sethupattu Adopted Village, Kancheepuram District, has been the subject of an extensive investigation that is detailed in this document. Launched by the Indian government, the UBA project seeks to engage educational institutions in promoting sustainable development in rural areas. Findings from this research provide light on how well the program promoted development, resource management, and community involvement. In order to shed light on the revolutionary possibilities of UBA in rural settings, this section discusses the study's aims, methods, literature evaluation, and findings.*

Keywords: Unnat Bharat Abhiyan, Sustainable Development Goals, Community Engagement, Adopted Village, Higher Education

I. INTRODUCTION

The Indian government's flagship initiative, the Unnat Bharat Abhiyan, seeks to encourage long-term growth in rural regions by enlisting the help of local educational institutions. This study delves into the effects of UBA in Sethupattu Village, examining the program's role in promoting community involvement, development, and resource management. This study aims to shed light on the potential of UBA programs to improve the livelihoods of local residents and change rural landscapes by analysing the initiatives used under the program.

Objectives of the Study

- To evaluate the impact of Unnat Bharat Abhiyan on community engagement and resource management in Sethupattu Village.
- To analyze the effectiveness of UBA initiatives in improving the livelihoods of local populations.
- To identify challenges and opportunities for sustainable development within the framework of UBA in rural areas.



II. RESEARCH METHODOLOGY

The analysis focused on assessing the socio-economic conditions, environmental impacts, and community engagement levels before and after the implementation of UBA in Sethupattu Village.

III. REVIEW OF THE LITERATURE

The Unnat Bharat Abhiyan is rooted in the Gandhian philosophy of self-sufficient village republics, emphasizing the need for decentralized, eco-friendly technologies to meet basic needs. Literature on UBA highlights its objectives, including the alignment of higher education with societal benefits, the promotion of fieldwork, and the creation of professional opportunities for rural populations. Studies have shown that UBA facilitates community engagement and resource management, contributing to the holistic development of rural areas.

Area of the Study

The study focuses on Sethupattu Village, Kancheepuram District a rural locality where UBA initiatives have been implemented. This area was selected due to its diverse socio-economic conditions and the potential for transformative change through UBA's sustainable development strategies.

Period of the Study

The research was conducted over a period of six months, from January 2023 to June 2024. This timeframe allowed for a thorough examination of the socio-economic conditions before and after the implementation of UBA initiatives in Sethupattu Village.

Limitation of the Study

While the study provides valuable insights into the impact of UBA, several limitations were encountered. These include:

- **Time Constraints:** The six-month period may not have been sufficient to capture long-term impacts of UBA initiatives.
- **Data Availability:** Access to comprehensive data on socio-economic conditions prior to UBA implementation was limited, making it challenging to establish a clear baseline for comparison.

IV. UNNAT BHARAT ABHIYAN (UBA)

As foreseen by Gandhi Ji in his seminal work, 'Hind Swaraj', the Western developmental paradigm, based on centralised technologies and urbanisation, 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 the development of rural areas in tune with 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. This should be the vision of the holistic development of villages.

UBA was launched with several objectives:

- To create a development agenda within institutes of Higher Education to meet national needs, especially those of the rural population.
- To emphasize the need for fieldwork and stakeholder interactions to align higher education with societal benefits.
- To generate new ideas and outputs based on research, creating more professional opportunities.
- To provide rural people access to the professional resources needed for academic excellence through higher educational institutions.
- To create more opportunities in the fields of science, engineering, technology, and management for rural India.
- To develop a sense of collective destiny between the urban and rural parts of the country.



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 and to have a paradigm shift in academic and research programs of the country.

Mission

- Develop the necessary mechanism and proper coordination among educational institutions, implementation agencies (District administration / Panchayat Raj Institutions) and the grassroots level stakeholders to enable effective intervention at the field level.
- Select suitable rural clusters and effectively participate in the holistic development of these clusters using eco-friendly sustainable technologies and local resources creating sufficient employment opportunities in the process, harnessing multifarious government schemes, customised use of existing technologies and use of knowledge as per the local needs.
- Reorienting the academic curricula and research programs in higher educational institutions to make them more responsive to the needs of the time and to bring in holistic development and enrich knowledge of students about issues of villages/society.

OBJECTIVES OF UNNAT BHARAT ABHIYAN 2.0

- To engage the faculty and students of Higher Educational Institutions in understanding rural realities.
- To identify & select existing innovative technologies, enable customisation of technologies, or devise implementation methods for innovative solutions, as per the local needs.
- To leverage the knowledge base of the educational institutions for effective implementation of various government programmes.

STRATEGY OF UNNAT BHARAT ABHIYAN 2.0

Capacity enhancement of Higher Education Institutions in research and training activities relevant to national needs, especially those of rural India.

Village Adhyan with Situation Analysis, Need Assessment of the adopted village with objective to study, assess and identify area of intervention / initiatives on different subjects broadly categorized.

To create a virtuous cycle benefitting the society, government, and higher education system.

Unnat Bharat Abhiyan (UBA) is a flagship program launched by the Ministry of Human Resource Development (MHRD), Government of India, and approved by the All India Council for Technical Education (AICTE). The primary aim of UBA is to bring about transformational changes in the rural development process by connecting institutions of higher education with local communities. Through the application of appropriate technologies and innovative solutions, UBA addresses critical challenges faced by rural populations, contributing to broader global objectives like sustainable development and improving the quality of life in rural areas.

V. SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to address global challenges and achieve a better and more sustainable future. They evolved from the Millennium Development Goals (MDGs, which had a significant impact on areas like reducing poverty and improving access to education. The SDGs build upon the MDGs, addressing a broader range of issues and aiming for more comprehensive and sustainable solutions.

Here's a more detailed look at the history:

1. The Roots in the MDGs:

- The Millennium Development Goals (MDGs) were established in 2000 to address global poverty, hunger, and other development challenges.



- The MDGs achieved notable successes in areas like poverty reduction, access to clean water, and improving maternal health.

2. The Rio+20 Summit and the Birth of the SDGs:

- The SDGs emerged from the Rio+20 Summit (Rio de Janeiro, 2012, which was a follow-up to the 1992 Earth Summit.
- The summit aimed to develop a set of universal goals that address environmental, political, and economic challenges.

3. The 2030 Agenda and Adoption:

- The SDGs were adopted by the UN in 2015 as part of the 2030 Agenda for Sustainable Development.
- The 2030 Agenda outlines 17 interlinked goals and 169 targets, aiming to achieve a more sustainable future by 2030.

4. Key Features of the SDGs:

Interconnectedness:

The SDGs recognize that progress in one area impacts others, emphasizing the need for integrated solutions.

Universal Call to Action:

They are designed to be relevant and applicable to all countries, regardless of their level of development.

Comprehensive Approach:

The SDGs address a wide range of issues, including poverty, hunger, education, health, inequality, climate change, and peace.

Focus on Sustainability:

The SDGs aim to balance social, economic, and environmental dimensions of development.

*Imagine the Future and
Make it happen!*



Together let's build a better world where there is **NO POVERTY** and **ZERO HUNGER**.
We have **GOOD HEALTH AND WELL-BEING**, **QUALITY EDUCATION** and full **GENDER EQUALITY** everywhere.
There is **CLEAN WATER AND SANITATION** for everyone. **AFFORDABLE AND CLEAN ENERGY**
which will help to create **DECENT WORK AND ECONOMIC GROWTH**. Our prosperity shall be fuelled
by investments in **INDUSTRY, INNOVATION AND INFRASTRUCTURE** that will help us to
REDUCE INEQUALITIES by all means. We will live in **SUSTAINABLE CITIES AND COMMUNITIES**.
RESPONSIBLE CONSUMPTION AND PRODUCTION will help in healing our planet.
CLIMATE ACTION will reduce global warming and we will have abundant,
flourishing **LIFE BELOW WATER**, rich and diverse **LIFE ON LAND**.
We will enjoy **PEACE AND JUSTICE** through **STRONG INSTITUTIONS**
and will build long term **PARTNERSHIPS FOR THE GOALS**.

 For the goals to be reached,
everyone needs to do their part:
governments, the private sector,
civil society and **People like you.**

Together we can...

Chairman & CEO - Sairam Institutions



VI. IMPORTANCE OF PROMOTING SUSTAINABLE DEVELOPMENT

Sustainable development in rural areas is crucial for ensuring long-term ecological balance, economic viability, and social equity. This document explores the significance of promoting sustainable practices in rural communities, highlighting the benefits for the environment, local economies, and social structures. By focusing on sustainable development, rural areas can enhance their resilience, improve the quality of life for residents, and contribute to global sustainability goals.

Environmental Benefits

Promoting sustainable development in rural areas helps protect natural resources and biodiversity. Sustainable agricultural practices, such as crop rotation, organic farming, and agroforestry, reduce soil degradation and enhance ecosystem health. By minimizing the use of chemical fertilizers and pesticides, rural communities can preserve water quality and promote healthier habitats for wildlife. Additionally, sustainable land management practices can mitigate the impacts of climate change, such as soil erosion and deforestation, ensuring that natural resources remain available for future generations.

Economic Viability

Sustainable development fosters economic growth in rural areas by creating job opportunities and supporting local businesses. By investing in renewable energy sources, such as solar and wind power, rural communities can reduce their dependence on fossil fuels and create green jobs. Furthermore, promoting local food systems through farmers' markets and community-supported agriculture can strengthen local economies and enhance food security. Sustainable tourism initiatives can also attract visitors, providing additional revenue streams while preserving the cultural and natural heritage of rural areas.

Social Equity

Sustainable development promotes social equity by empowering rural communities and ensuring that all residents have access to essential services and resources. By prioritizing education, healthcare, and infrastructure development, rural areas can improve the quality of life for their residents. Engaging local populations in decision-making processes fosters a sense of ownership and responsibility, leading to more effective and inclusive development strategies. Additionally, promoting gender equality and supporting marginalized groups can enhance social cohesion and resilience within rural communities.

Current challenges in sustainable development

Sethupattu village, like many rural areas in India, grapples with the complexities of sustainable development. The intersection of social equity and livelihoods is crucial in understanding the challenges faced by the community. This document delves into the socio-economic conditions, environmental concerns, and the overall impact on the livelihoods of the villagers.

VII. SOCIAL EQUITY CHALLENGES

Inequality in Resource Distribution

One of the primary challenges in Sethupattu is the unequal distribution of resources. Access to land, water, and financial services is often skewed in favour of a few, leaving marginalized groups, including women and lower caste communities, at a disadvantage. This inequality hampers their ability to participate fully in economic activities and limits their access to education and healthcare.

Gender Disparities

Gender inequality remains a significant barrier to social equity in Sethupattu. Women often face restrictions in accessing education and employment opportunities. Traditional norms and practices can limit their roles in decision-making processes, further entrenching their socio-economic status. Addressing these disparities is essential for fostering an inclusive environment that promotes sustainable development.

Livelihood Challenges

Dependence on Agriculture

The economy of Sethupattu is predominantly agrarian, with many households relying on agriculture for their livelihoods. However, challenges such as climate change, soil degradation, and water scarcity threaten agricultural



productivity. Farmers often lack access to modern farming techniques and financial support, making it difficult to adapt to changing environmental conditions.

Limited Employment Opportunities

Beyond agriculture, there is a scarcity of diverse employment opportunities in Sethupattu. The lack of industrial development and infrastructure limits the potential for job creation. Many villagers migrate to urban areas in search of better prospects, leading to a brain drain and further economic challenges for the village.

Environmental Sustainability

Resource Depletion

The overexploitation of natural resources, including water and forests, poses a significant threat to the sustainability of Sethupattu. Unsustainable agricultural practices and deforestation contribute to environmental degradation, impacting both the ecosystem and the livelihoods of the villagers.

Climate Change Vulnerability

Sethupattu is increasingly vulnerable to the impacts of climate change, including erratic rainfall patterns and extreme weather events. These changes exacerbate existing challenges in agriculture and water management, making it imperative for the community to adopt sustainable practices and resilience-building measures.

Sri Sai Ram Institute of Technology

Sri Sai Ram Institute of Technology is a private technical education institute located in Tambaram Sanatorium, Chennai. It was established in 2008 and is affiliated to Anna University. This institution offers undergraduate and postgraduate degree programs in disciplines such as Engineering, Business & Management Studies, and IT & Software. Furthermore, it is an ISO 9001:2015 certified company recognized by various government accreditation bodies.

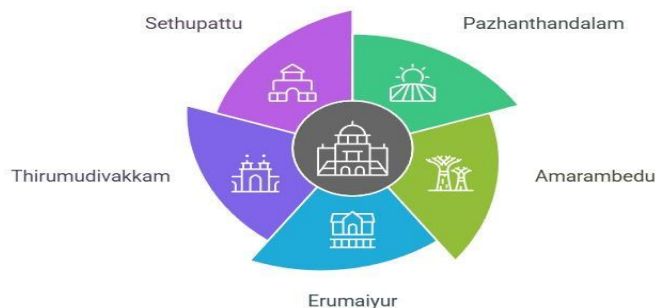
VIII. ROLE OF SRI SAI RAM INSTITUTE OF TECHNOLOGY

Sri Sai Ram Institute of Technology (SIT), the UBA Club has been an active **Participating Institution (PI)** under this national initiative since 2017. As part of the program, our institution has adopted **five villages** in the nearby areas. Over the past three years, the UBA Club has consistently engaged in a variety of developmental activities, including conducting surveys, implementing sustainable technologies, improving sanitation, providing clean water solutions, and fostering agricultural innovations. These initiatives are in line with the broader vision of **Sustainable Development Goals (SDG)**, and they help empower local communities by addressing their specific needs and challenges.

Through these efforts, SIT's UBA Cell contributes to the development of rural communities and provides students with invaluable hands-on experience. The involvement of students and faculty in these projects fosters a sense of **social responsibility** and **leadership**. It helps them understand the importance of **community engagement** in achieving inclusive, equitable, and sustainable growth.

Adopted Villages at Kancheepuram District

Sri Sai Ram Institute of Technology Adopted Villages,
Kancheepuram District



SETHUPATTU

Sethupattu is a quaint village located in the Kancheepuram district of Tamil Nadu, India. Known for its rich cultural heritage and traditional lifestyle, the village is a reflection of the rural charm that characterizes many parts of Tamil Nadu. The landscape is dotted with lush greenery and agricultural fields, where local farmers engage in various forms of cultivation, contributing to the agrarian economy of the region. The village is also home to several temples and historical sites, which serve as a testament to the rich spiritual and cultural history of the area.

The community in Sethupattu is predominantly engaged in agriculture, with rice and other crops being the mainstay of their livelihood. The villagers are known for their hospitality and strong sense of community, often coming together to celebrate festivals and cultural events that showcase their traditions. The simplicity of life in Sethupattu, combined with the warmth of its people, offers a glimpse into the enduring customs and practices that have been passed down through generations. As urbanization continues to spread across India, villages like Sethupattu remain vital in preserving the cultural fabric and agricultural practices that define rural life in Tamil Nadu.

Street wise Sethupattu Village & House

This detailed overview of the residential distribution within Sethupattu Village, highlighting the various streets and the total number of houses in each area. The data is organized by village name, ward, street name, and the corresponding total number of houses, offering a clear insight into the housing structure of the community.

S.No	Village Name	Ward	Street Name	Total House
1	Sethupattu Colony	1	Sabari Nagar 1 st	38
			Sabari Nagar 2 nd	27
			Sabari Nagar 3 rd	45
2	Sethupattu	2	Vadavandan	37
		3	Permal kovil	43
		4	Areekkari	64
3	Sethupattu Main Road	5	Bus Stand	43
4	Erular Colony	6	Kanniyammen Kovil	37
		7	Ambatkar	
			Total	366

UBA's SCOPE and MAGIC Members:

Our Sai Ram Institute of Technology has created this thoughtful idea of **SCOPE (Staffs)** and **MAGIC (Students)** members for each village to share their ideas and insights about improving their village. This regulation helps in achieving the standards of UBA. Expansion of SCOPE AND MAGIC members:

UBA SCOPE Members on staff



UBA Students Magic Members



Success stories of sustainable development projects:

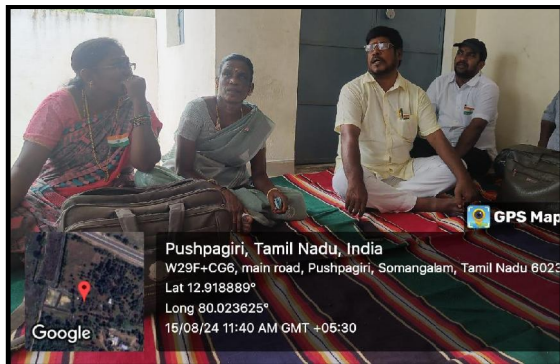
Meeting on Sethupattu Village Panchayat

Panchayat President and Councillors as part of our continuous community engagement, we—SCOPE members—met with the Panchayat President and Councillors of Sethupattu village to understand and address the pressing issues faced by the residents. During our discussion, the President highlighted several challenges, including a lack of awareness about the harmful effects of polythene, unhygienic living conditions, and limited public sanitation practices. Through our interactive dialogue, we identified these as key problem areas needing immediate attention.

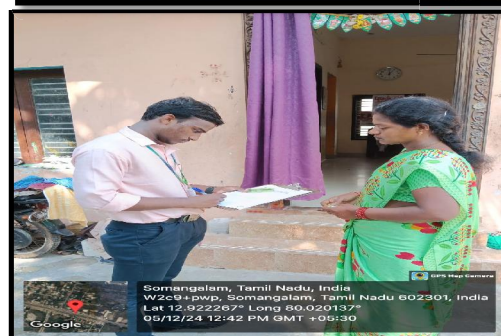
Gramma Sabha Meeting

The MAGIC team, along with SCOPE members, actively participated in the Gramma Sabha meeting to deliberate on the identified issues and formulate actionable solutions. The session allowed us to understand the community's challenges more deeply and collaborate on effective interventions. As a result, we carried out various initiatives such as spreading awareness about the importance of Aadhaar card enrolment, installing barricades for safety, organizing a medical camp and health check-ups for school students, promoting nutritional awareness, conducting quiz competitions, and providing solar panels for sustainable energy. Furthermore, skill development programs and tailoring classes were introduced for Self-Help Groups (SHGs), empowering women with tools for self-sufficiency.





Baseline Household Survey



Our student group undertook a household survey in the adopted village to have a better idea about the living status of the community. In the survey, we interacted with villagers firsthand and gathered important information like the number of members in their families, where they live, livelihood sources, and problems faced in their day-to-day life. This field exercise not only allowed us to obtain first-hand information but also helped us to ascertain major issues confronting the villagers, such as issues in terms of sanitation, water supply, education, healthcare, and employment. The findings derived from this survey will help in designing focused and sustainable development plans for the village in line with the UBA scheme.

Students Visits

We arranged a visit to Sethupattu village for first-year students with the goal of providing them exposure to rural life and the challenges faced by the community. During the visit, the students interacted with villagers, observed local issues up close, and developed a deeper understanding of the importance of grassroots development. They contributed innovative ideas that could be implemented to improve the quality of life in the village. Additionally, the students actively participated in social service activities such as awareness campaigns, cleanliness drives, and assisting with



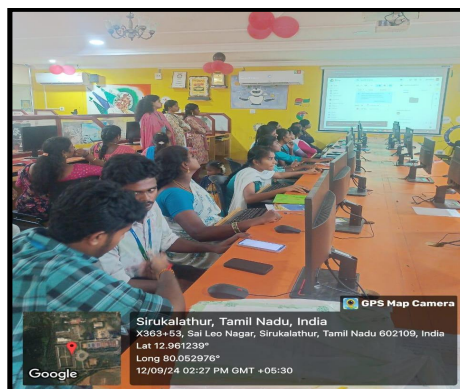
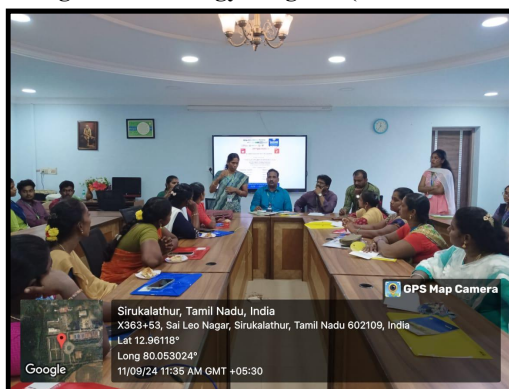
ongoing initiatives. This experience not only helped them grow as socially responsible individuals but also brought fresh perspectives and energy to our village development efforts.



Projects:

The plans discussed during the Gramma Sabha have been effectively translated into impactful actions within the village. Awareness drives about Aadhaar card registration were conducted, barricades were set up for safety, and medical camps provided essential healthcare access to students. Solar panels were installed to encourage renewable energy usage. Nutrition awareness campaigns and quiz competitions enriched student knowledge. Skill development programs and tailoring classes for SHG women have helped build economic independence. These collective efforts reflect our commitment to sustainable and inclusive development in Sethupattu village.

Village to Technology Program (11/09/2024 & 12/09/2024)



As a part of UBA, our college initiated the “Village to Technology” program to bridge the gap between rural communities and modern technology. The key focus was to educate the village women by educating them on how to use the internet and government websites to access vital services, schemes, and opportunities through hands-on training and awareness sessions. This would promote their self-reliance and overall quality of life in rural areas.



Village Visit (23/09/2024)



The village visit is attended by both the Scope and Magic members. Doing our first visit, we interacted with the local people and observed their living conditions. A major point of discussion was about “100 days employment program (MGNREGA)”. The Scope and Magic members planted saplings. The Mahatma Gandhi National Rural Employment Guarantee Act- scheme and related schemes were discussed.

This gathering in the village, provided the residents to voice out their concerns, share their ideas and discuss their problems. This meeting made us know what steps should be taken to overcome their difficulty.

Barricade Donated To Sethupattu Adopted Village (23/11/2024)



Barricades are used on highways to ensure road safety, control traffic, and prevent accidents. These are used especially during construction work, in accident-prone areas, or when sudden obstacles occur to redirect traffic and ensure the safety of workers. Our institution provided to the residents raised a serious concern about frequent accidents in their area. After understanding the root cause, our team helped them by providing a barricade to prevent future accidents.

Medical Camp (25/03/2025)



The SSIT UBA Health and Wellness Camp was conducted at the Government Primary School, Sethupattu Village Panchayat. The camp included health check-ups for 40 students and villagers to assess basic health parameters. Sessions on nutrition awareness highlighted the importance of a balanced diet and healthy habits. Students were actively engaged in learning about personal hygiene and wellness practices. The initiative aimed to foster better health and awareness in the rural community.

Sethupattu ACTION PLAN 2025

Participated in Gramma Sabha Meeting.

UBA Baseline Household Survey.

Field Visit for Idea Engineering Lab.

UBA Symposium.

One Village One Project in Adopted Village Panchayats.

Zero Carbon – College Campus & Adopted Village Panchayats.

Plantation of Saplings in college campus & Village Panchayats.

Anti-Drug Awareness Creation.

Solid Waste Management Awareness Camp.

Medical Camp in Adopted Village Panchayats.

Adhaar Camp in Adopted Village Panchayats.

Solar Lamp Installation in Adopted Village Panchayats.

IX. CONCLUSION

The findings of this study indicate that the Unnat Bharat Abhiyan has significantly contributed to the sustainable development of Sethupattu Village. The program has enhanced community engagement, improved resource management, and provided innovative solutions to local challenges. However, challenges remain, including the need for continuous support and collaboration among stakeholders to ensure the long-term success of UBA initiatives. The study highlights the importance of integrating educational institutions into rural development processes to achieve holistic and sustainable growth.

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