UNNAT BHARAT ABHIYAN ANNUAL REPORT

2025- 2026

UNNAT BHARAT ABHIYAN (UBA)

INTRODUCTION

Envisioned by Mahatma Gandhi in his seminal work, 'Hind Swaraj,' the Western developmental paradigm, grounded in centralized technologies and urbanization, has engendered pressing challenges such as burgeoning inequality (resulting in crime and violence) and climate change due to rapid ecological degradation. Addressing these issues requires the fostering of rural development in harmony with Gandhi's vision of self-sufficient 'village republics,' utilizing local resources and deploying decentralized, eco-friendly technologies. This approach aims to locally meet essential needs like food, clothing, shelter, sanitation, healthcare, energy, livelihood, transportation, and education.

This comprehensive vision for village development is paramount. Currently, 70% of India's population resides in rural areas, predominantly engaged in an agrarian economy. Despite agriculture and allied sectors employing 51% of the total workforce, their contribution to the country's GDP is a mere 17%. Profound developmental disparities persist between rural and urban sectors, spanning health, education, incomes, basic amenities, and employment opportunities, precipitating widespread discontent and substantial migration to urban centers. The imperative of sustainable development, increasingly acknowledged on a global scale, necessitates eco-friendly rural development and the creation of local employment opportunities. The escalating trend of urbanization is neither sustainable nor desirable. Historically, professional higher education institutions have predominantly catered to the mainstream industrial sector, offering limited direct contributions to rural development. The Unnat Bharat Abhiyan (UBA) emerges as a vital and challenging initiative in steering towards comprehensive rural development.

HISTORY

The conceptualization of Unnat Bharat Abhiyan originated from the endeavours of a dedicated group of faculty members at the Indian Institute of Technology (IIT) Delhi, possessing expertise in rural development and appropriate technology. The concept evolved through extensive

consultations with representatives from various technical institutions, Rural Technology Action

Group (RuTAG) coordinators, voluntary organizations, and government agencies actively engaged in rural development. These deliberations took place during a national workshop hosted at IIT Delhi in September 2014, sponsored by the Council for Advancement of People's Action and Rural Technology (CAPART), Ministry of Rural Development, Government of India. The program received formal inauguration by the Ministry of Education (MoE) (formerly Ministry of Human Resource Development (MHRD)), with the President of India presiding, on November 11, 2014.

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 / Panchayati 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

- To engage the faculty and students of Higher Educational Institutions in understanding rural realities.
- To identify & select exiting 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

- 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.

PARTICIPATING INSTITUTIONS (PIs)

Any Higher Educational Institute willing to work with Unnat Bharat Abhiyan, can join the programme by applying online on UBA website. The responsibilities of PIs are

- As part of the programme, it is mandatory to identify / select 5 villages in consultation with the district collectors for the activities under the UBA.
- Institutions are expected to do field studies, study the implementation of government schemes and facilitate their better implementation so that they meet their objectives.
- PIs should engage interested faculty members & students, NSS and other bodies of the institutions engaged in community development activities.
- The selected PIs will work with state government / district authorities / PRIs / other institutions and non-governmental bodies, for arriving at suitable solutions for improving the social and economic well-being of the rural communities.

ADOPTED VILLAGES

S.No	State	District	Block	Gram Panchayat	Village
1	Kerala	Kottayam	Vazhoor	Vazhoor	Vazhoor
2	Kerala	Kottayam	Madappally	Paippad	Changanassery (Part)
3	Kerala	Kottayam	Madappally	Madappally	Madappally
4	Kerala	Kottayam	Madappally	Thrikkodithanam	Thrikkodithanam (Ct)
5	Kerala	Kottayam	Madappally	Thrikkodithanam	Paippad (Ct)

UNNAT BHARAT ABHIYAN MEMBERS (2024 – 2025)

Rev. Dr Joshy Cheeramkuzhy CMI	College Principal
Dr Anu Antony	Nodal Officer
Ms Cini Joseph	Staff Co-ordinator
Ms Sreeja Anand	Staff Co-ordinator
Ms Diya Dileep	Staff Co-ordinator

UBA STUDENT REPRESENTATIVES

Mr. Abhijith P S	(BCom CA, Sem4)
Ms. Nadia Mubash Abdul Rahman	(BCA Sem4)
Ms. Melisa Joseph	(BCom FT, Sem4)
Ms. Uma Maheswari MG	(BCom FT, Sem4)
Ms. Hanna Merin David	(BSc Psychology, Sem4)

REPORT OF UNNAT BHARAT ABHIYAN CELL ACTIVITIES 2025 - 2026

ACTIVITY-1

Awareness on Digital Wellness and Social Media Impact"

The UBA Club organized an insightful session on "Awareness on Digital Wellness and Social Media Impact" in Pioneer UP School, Ayarkaattuvayal, on 25 July 2025. The session aimed at raising awareness about online safety in the digital age and handled by Ms Sethulekshmi ,second year BCA student.The session highlighted key topics such as the importance of creating strong passwords,recognizing phishing attempts, avoiding cyberbullying, and protecting personal information on social media platforms. Through interactive activities and real-life examples, the children were educated on how to identify and respond to potential cyber threats. The session also emphasized responsible online behavior and the significance of reporting suspicious activities to trusted adults. The initiative received enthusiastic participation, fostering a foundational understanding of safe internet practices among the young audience.

Kristu Jyoti College
UBA
25.07.2025 12:09
9.45581, 76.57638
FH4G+5JH, Thengana - Perumthuruthy Rd,
Thrikkodithanam 686546

Kristu Jyoti College
UBI
25.07.2025 12:23
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FH4G+5JH, Thengana - Perumthuruthy Rd, Thrikkodithanam 686546

Kristu Jyoti College
UBA
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FH4G+5JH, Thengana - Perumthuruthy Rd,
Thrikkodithanam 686546

Kristu Jyoti College
UBI
25.07.2025 12:06
9.45578, 76.57636
FH4G+5JH, Thengana - Perumthuruthy Rd,
Thrikkodithanam 686546

V

ACTIVITY-2

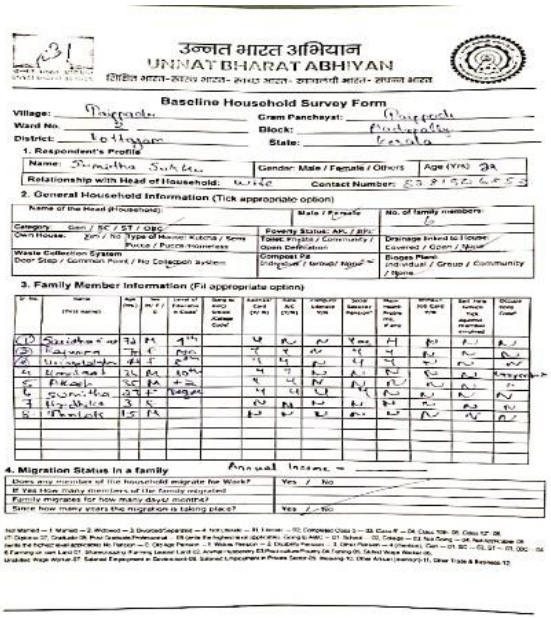
2nd Phase Socio Economic Survey

The Unnat Bharat Abhiyan (UBA) Cell of Kristu Jyoti College organized a Socio-Economic Survey in its adopted villages as part of its ongoing efforts to connect the institution's academic and human resources with rural communities. This initiative aligns with the Government of India's vision of fostering participatory rural development through higher education institutions. The survey was conducted on 20th September 2025 & 23rd September 2025 in the panchayats (Vazhoor, Madappally, Trickodithanam and Paippad) adopted under the UBA program. The main objective of the socio-economic survey was to study the living conditions, income levels, educational status, occupational patterns, and overall socio-economic situation of the villagers. Through this exercise, the college aimed to identify key developmental challenges and explore opportunities for formulating appropriate interventions to enhance the quality of life in rural areas. The survey also sought to generate a realistic understanding among students and faculty about grassroots issues that influence rural development, poverty alleviation, and social welfare.

The survey findings revealed that agriculture remains the predominant occupation in the villages, though a significant section of the population is engaged in daily wage labor and small-scale business activities. The study highlighted certain socio-economic challenges such as low household income, irregular employment, limited awareness of government schemes, and gender disparity in educational attainment. Health and sanitation facilities were found to be inadequate in certain areas, and youth migration to nearby towns in search of employment was observed to be a growing trend. Despite these challenges, the survey also brought to light several positive aspects such as the presence of active self-help groups, community participation in

village development activities, and gradual improvements in literacy rates and digital awareness.

Survey Form



उन्नत भारत अभियान
UNNAT BHARAT ABHIYAN

Baseline Household Survey Form

Village: Thaipparambu | Gram Panchayat: Thaipparambu
Ward No.: 2 | Block: Vazhappally
District: Kottayam | State: Kerala

1. Respondent's Profile

Name: Sumitha Sunilan	Gender: Male / Female / Others	Age (Yrs): 32
Relationship with Head of Household: Wife	Contact Number: 83 [illegible]	

2. General Household Information (Tick appropriate option)

Name of the Head (Household):	Male / Female	No. of family members: 6
Category: Gen / SC / ST / OBC	Poverty Status: APL / BPL	
Own House: Yes / No Type of House: Kutcha / Semi Pucca / Pucca / Homeless	Toilet: Private / Community / Open Defecation	Drainage linked to House: Covered / Open / None
Waste Collection System: Door Step / Common Point / No Collection System	Compost Pit: Individual / Group / Community	Biogas Plant: Individual / Group / Community / None

3. Family Member Information (Fill appropriate option)

Sl. No.	Name (First name)	Age (Yrs)	Sex M / F / O	Level of Education in Grade	Name as per UHID Aadhaar Card	Aadhaar Card (Yes / No)	Bank A/C (Yes / No)	Computer Literate Yes / No	UHID Generated Yes / No	Health Insurance Yes / No, If any	Ration Card Yes / No	Self Help Institute Yes / No, If yes name of the institute	Disease Name, if any
1	Sumitha Sunilan	32	F	12th		Y	Y	Y	Yes	H	N	N	N
2	Sajeevan	34	M	DNC		Y	Y	N	Y	N	N	N	N
3	Vinayakan	44	M	8th		Y	N	N	Y	N	N	N	N
4	Vishnu	24	M	10th		Y	Y	N	N	N	N	N	Kidney problem
5	Rahul	22	M	12th		Y	N	N	N	N	N	N	N
6	Sumitha	32	F	Degree		Y	N	N	Y	N	N	N	N
7	Harshika	3	F			N	N	N	N	N	N	N	N
8	Thankam	65	F			N	N	N	N	N	N	N	N

4. Migration Status in a family — Annual Income: —

Does any member of the household migrate for Work?	Yes / No
If Yes How many members of the family migrated	
Family migrates for how many days/ months?	
Since how many years the migration is taking place?	Yes / No

ACTIVITY -3

LITTLE ANGELS CARE PROGRAMME

The *Little Angels Care Program*, organized by Kristu Jyoti College of Management & Technology under the Unnat Bharat Abhiyan (UBA) in association with IQAC, is a compassionate initiative aimed at supporting differently-abled children through the distribution of essential care items. The program is scheduled to be held on **22 January 2026 at 12:00 PM** at **BRC Changanacherry**. Aligned with **Sustainable Development Goal (SDG) 3: Good Health and Well-Being**, the event focuses on addressing the basic hygiene and health needs of children with disabilities, ensuring they receive proper care and dignity.

The primary objective of the program is to promote health, hygiene, and inclusivity by providing diapers and essential support to children who require special attention. It also seeks to create awareness among students and the community about social responsibility and empathy towards marginalized groups. The expected outcome of the initiative is an improvement in the well-being and comfort of the beneficiaries, along with fostering a sense of social commitment among participants. Ultimately, the program aims to build a more caring and inclusive society by encouraging active community engagement.

CENTRE

Kristu Jyoti College Of Manage
UBA - Little Angels Care Program
22.01.2026 11:15
9.43958, 76.54328
CGQV+Q8C, SH 1, Changanassery, Perunna, Kottayam,
Changanassery 686102

LIGHTED FOR LIFE
Kristu Jyoti College Of Manage
UBA - Little Angels Care Program
22.01.2026 10:40
9.46233, 76.54860
Kurisummood P. O., Kottayam District, Chethipuzha,
Chethipuzha Kadavu, Changanassery 686104

Activity-4

"Her Digital Rise"- Digital Literacy Survey For Women

UBA (Unnat Bharat Abhiyan), in association with IQAC of Kristu Jyoti College, organized a programme titled *"**Her Digital Rise – Women Digital Empowerment Survey*** **on 25th February 2026 from 10:00 am to 1:00 pm at Madappally Panchayath**. The programme was conducted as part of the **Digital Literacy Survey** initiative aimed at empowering women through digital awareness and education.

The target group for the programme comprised **housewives from Ward 7 and 8 of Madappally Panchayath**. The initiative was organized under the guidance of Rev. Dr. Joshy George (Principal), Adv. Dr. Joseph Sam (Vice Principal), and Dr. Anu Antony (IQAC Coordinator), with coordination by Ms. Sreeja Anand and Ms. Cini Joseph.

The primary objective of the programme was to assess and enhance the digital literacy levels among women, enabling them to effectively utilize digital tools and services in their daily lives. The session focused on creating awareness about the importance of digital inclusion, safe internet practices, and the use of digital platforms for communication, financial transactions, and access to government services.

Activity-5

“ Her Digital Rise” –Digital empowerment Campaign for Women

The UBA (Unnat Bharat Abhiyan), in association with IQAC, Kristu Jyoti College of Management and Technology, successfully organized a digital empowerment campaign titled "Her Digital Rise" on 16th March 2026 at Madappally Panchayath from 10:00 AM to 1:00 PM. The programme was conducted with the objective of promoting digital awareness and enhancing technological skills among women, particularly focusing on housewives from Ward 7 and 8 of Madappally Panchayath. The initiative aimed to empower participants by equipping them with essential digital knowledge for everyday use, thereby improving their confidence and independence in handling digital platforms. The event was held under the guidance of the organising committee comprising Rev. Dr. Joshy George (Principal), Adv. Dr. Joseph Sam (Vice Principal), Dr. Anu Antony (IQAC Coordinator), Ms. Sreeja Anand, and Ms. Cini Joseph (Staff Coordinators). Their leadership ensured the smooth execution of the programme. The session included interactive demonstrations and awareness segments on the use of digital tools, online services, and safe internet practices. The participants actively engaged in the activities and showed keen interest in learning new digital skills. The programme proved to be a meaningful initiative in bridging the digital divide and fostering empowerment among women at the grassroots level. It also reflected the institution's commitment to community development and social responsibility.

ACTIVITY -6

SCHOOL STATIONERY COLLECTION CAMPAIGN

The UBA (Unnat Bharat Abhiyan) Cell of Kristu Jyoti College of Management and Technology, Changanassery, in association with IQAC, organized a School Stationery Collection Campaign titled “Aksharapothi (Bundle of Learning)” from 18th March 2026 to 25th March 2026 with the objective of supporting underprivileged students residing in Poovam by providing essential learning materials and promoting social responsibility among students. The program was conducted under the guidance of Rev. Dr. Joshy George (Principal), Adv. Dr. Joseph Sam (Vice Principal), Dr. Anu Antony (IQAC Coordinator), and staff coordinators Ms. Sreeja Anand and Ms. Cini Joseph.

The campaign witnessed active participation from students, faculty, and staff, who contributed stationery items such as notebooks, pens, pencils, school bags, and geometry boxes through collection points arranged within the campus. The collected items were systematically sorted and packed into kits named “Aksharapothi – Bundle of Learning” and were distributed to deserving students in Poovam. The initiative not only addressed the educational needs of underprivileged children but also instilled a sense of empathy, social commitment, and community engagement among the participants, making the program a meaningful and impactful outreach activity.

MCA DIRECTOR
EXAM CELL
UBA
SCHOOL STATIONARY
COLLECTION CAMPAIGN
Kristu Jyoti College Of Manage
UBA-അക്ഷരപ്പെട്ടി
19.03.2026 10:58
9.46248, 76.54831
Kurisummood P. O., Kottayam District, Chethipuzha,
Chethipuzha Kadavu, Changanassery 686104

MCA DIRECTOR
EXAM CELL
UBA
Kristu Jyoti College Of Manage
UBA-അക്ഷരപ്പെട്ടി
19.03.2026 10:59
9.46249, 76.54828
Kurisummood P. O., Kottayam District, Chethipuzha,
Chethipuzha Kadavu, Changanassery 686104

ACTIVITY-7

SCHOOL STATIONERY DISTRIBUTION

The UBA (Unnat Bharat Abhiyan) Cell of Kristu Jyoti College of Management and Technology, Changanassery, in association with IQAC, organized a School Stationery Collection and Distribution Campaign titled “Aksharapothi Stationery items collected (Bundle of Learning)” from 18th March 2026 to 25th March 2026 were distributed to the school going students of Poovam, part of the Changanacherry adopted village . The main objective of the campaign was to support underprivileged students residing in Poovam by providing essential learning materials and promoting social responsibility among students. The program was conducted under the guidance of Rev. Dr. Joshy George (Principal), Adv. Dr. Joseph Sam (Vice Principal), Dr. Anu Antony (IQAC Coordinator), and staff coordinators Ms. Sreeja Anand and Ms. Cini Joseph.

The campaign witnessed active participation from students, faculty, and staff, who contributed stationery items such as notebooks, pens, pencils, school bags, and geometry boxes through collection points arranged within the campus. The collected items were systematically sorted and packed into kits named “**Aksharapothi – Bundle of Learning” and were distributed to 29 deserving students in Poovam** on 28th March.The initiative not only addressed the educational needs of underprivileged children but also instilled a sense of empathy, social commitment, and community engagement among the participants, making the program a meaningful and impactful outreach activity.

Name and signature of the coordinators *Principal*