



**AMRITA**  
**VISHWA VIDYAPEETHAM**  
DEEMED TO BE UNIVERSITY



**Amrita Vishwa Vidyapeetham**  
**Coimbatore Campus**

**“Unnat Bharat Abhiyan (UBA) 2.0”**

**Annual Report 2023 – 2024**

*January 2023 to March 2025*

**UBA Participating Institute Id no. 5558**  
**AISHE Code - U-0436**

**Submitted by**  
**Dr.S.Kanagaraj**  
Asst. Professor, UBA Co-ordinator  
Dept of Social Work,  
Amrita Vishwa Vidyapeetham  
Ettimadai, Coimbatore – 641 112. Tamilnadu  
Email id: [uba@cb.amrita.edu](mailto:uba@cb.amrita.edu)  
Mobile Number: 9943703604

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## **1. UBA Introduction:**

Amrita Vishwa Vidyapeetham, Coimbatore campus is recently approved as participating institute (Id no. 5558) on 04.06.2021 by the Ministry of Human Resource Development, Government of India for Unnat Bharat Abhiyan 2.0.

Unnat Bharat Abhiyan is a flagship programme of the Ministry of Human Resource Development, with the intention to enrich Rural India. It has six different themes namely: Organic farming, Water Management, Energy sources, Artisans, Industries and livelihood, Basic Amenities, and Convergence. IIT Delhi has been designated as the National Coordinating Institute to function for this program and the Ministry intends to extend the coverage to all the reputed Higher Educational Institutes, in a phased manner. Each institute that participates would adopt a cluster of villages or Panchayats and gradually expand the outreach over a period of time.

Amrita Vishwa Vidyapeetham, Coimbatore is one of the Participating Institutes of UBA Project. In which the Department of Social Work plays a pivotal role by collaborating with other departments. The department provides several opportunities which enables the students develop an integrative, holistic approach to social work practice that permits versatility in the choice and application of intervention methods. The Participating Institute with the help of students and faculties will carry out studies related to the living conditions in the adopted villages. They will assess the local problems and needs, will work out the possibilities of leveraging the technological interventions and the need to improve the processes in the implementation of various government schemes, and prepare workable action plans for the selected village.

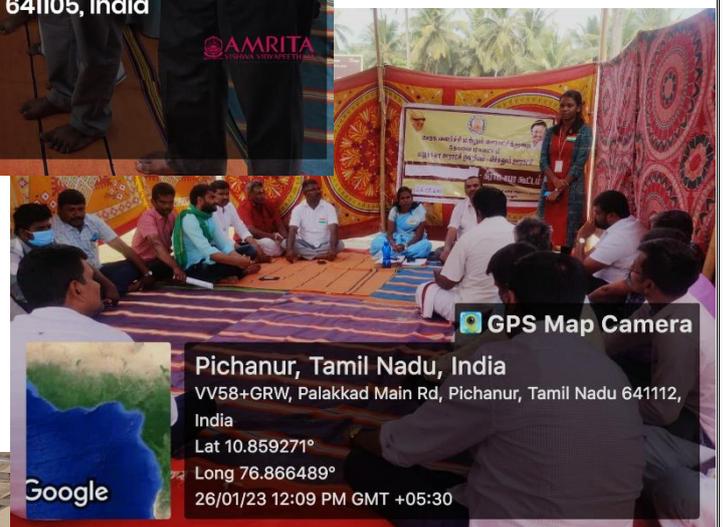
The Institutes would closely collaborate and coordinate with the district administration, elected public representatives of Panchayat or villages and other stakeholders and would become a part of the process of development, planning, and implementation.

## **2. UBA Amrita participates Gram Sabha meeting on Republic Day**

On 26th January, 2023, students of UBA Amrita Volunteers attended Gram Sabha meetings at Pichanur and Mavuthampathi Panchayats. As a part of Unnat Bharat Abhiyan, the students conducted surveys and collected data from the attendees as well as the Panchayat officials. Few of the students also talked at the meeting about social issues such as child marriage and child sexual abuse.



UBA Amrita representatives at Pichanur village



Gramasabha meeting at Mavuthampathy panchayat

### 3. Unnat Bharat Abhiyan: Awareness program on ill effects of plastics and awareness rally at Kaliyapuram

As part of the Unnat Bharat Abhiyan project, On 2nd February 2023 the students of the Community development specialization of the MSW II conducted awareness programs against plastic at Panchayath Union School Kaliyapuram. The program's core objective in

both schools was to generate awareness and conscious use of plastic among children. The students were guided by faculty coordinator Dr. S Kanagaraj throughout the initiative.

The students and the faculty introduced themselves to the school's enthusiastic set of tiny faces. A thought-provoking video was shown about why plastic should be avoided, its ill effects, and waste segregation. The children were keenly observing the actor in the video, a discussion was probed after the video and the children actively participated in it. With help of visual aids such as posters, trainees explained points such as:

- Single-use plastic does not decompose and it settles on the ground for years.
- When the plastics are not disposed of properly and dumped into the ground, they can harm the ecosystem
- Fumes from burning plastics are harmful



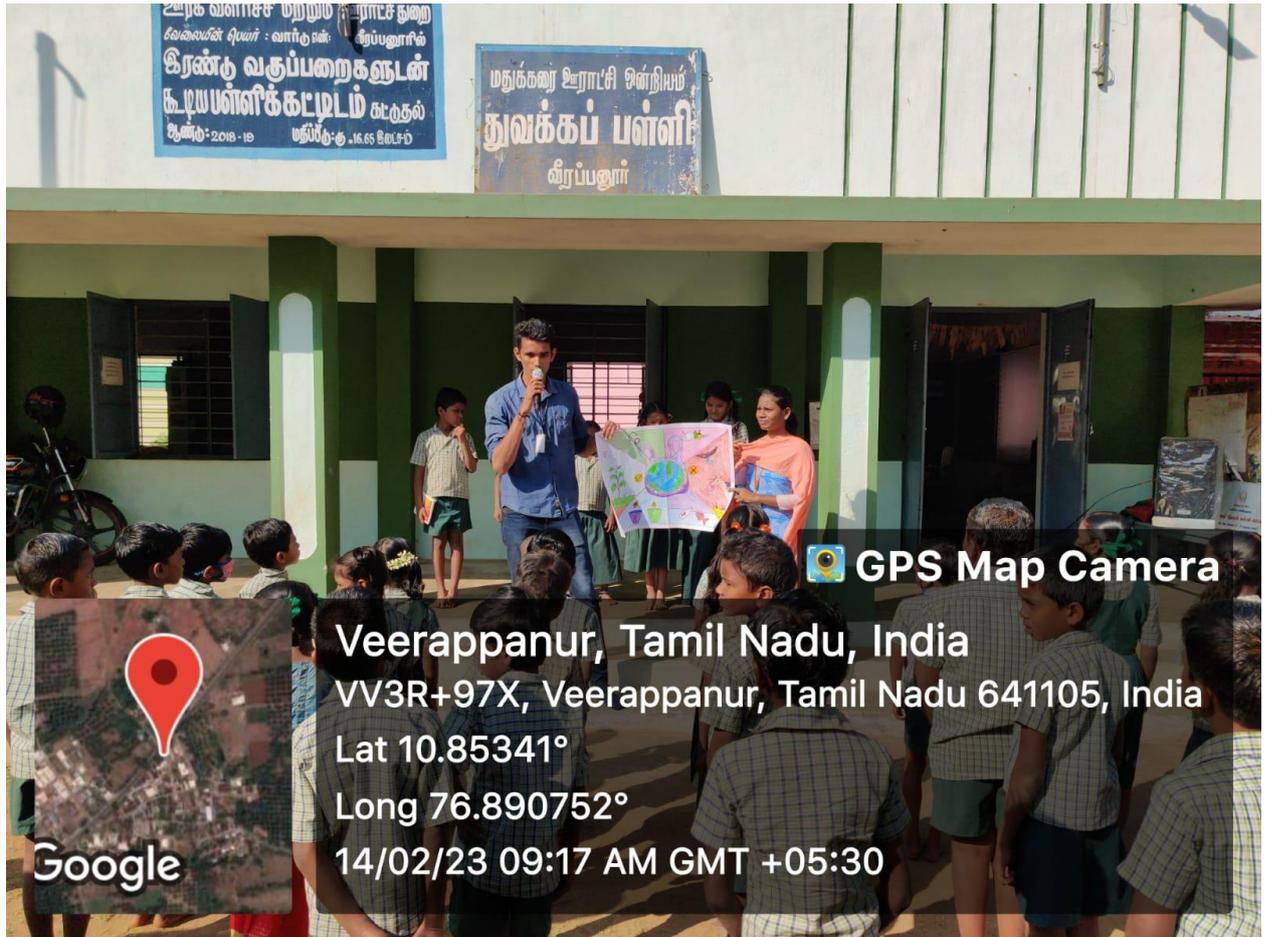
- Segregation of waste

After the session, a rally was taken out around the village to spread the word loudly in the community. The program gained visibility among the community as well as and awareness against plastic was generated in the community. After the rally, the children were given stationery kits for their education. The school headmistress and teachers were too happy with the initiative and thanked the students. All primary school children around 50 students attended the programme.

#### 4. Unnat Bharat Abhiyan: Awareness program on ill effects of plastics and awareness rally at Veerappanur – 14.02.2023

As part of the Unnat Bharat Abhiyan project, 14<sup>th</sup> February 2023, the students of the Community development specialization of the MSW II conducted awareness programs against plastic at Maddukkarai Union school Veerapanur. The program's core objective in both schools was to generate awareness and conscious use of plastic among children. The students were guided by faculty coordinator Dr. S Kanagaraj, UBA Coordinator throughout the initiative.





Awareness programme at Veerappanur

All the school children attended the programme. Around 40 primary school children attended the sessions.

**5. Social Work intervention as part of UBA – Facilitating the differently abled persons to avail Government schemes: 25.04.2023**

On 31<sup>st</sup> January 2023, the social work trainees met Renuka and Jagadeeswari for the first time during their orientation visit to Kaliyapuram village. They were referred to the trainees by Mr. Srirangan, a beneficiary of the Old Age Pension. The trainees went to their home and interacted with their mother. Their mother explained to the trainees about the problems faced by the sisters on a day-to-day basis and the financial situation of the family. Both of them are aged 24 years old and seriously ill but they never visited a hospital and they do not have any medical records about their issues. The trainees asked them to come to the Government Medical College and Hospital to apply for Disability Certificate and further for Disability Pension.

On 7<sup>th</sup> February 2023, the trainees reached GMCH along with the faculty coordinator Dr. S. Kanagaraj. The sisters from Kaliyapuram along with their mother and Mr. Srirangan also reached GMCH. The trainees went and collected Out Patient (OP) tickets for both the sisters. Then the trainees went to ward 100 to get the required forms. After collecting the forms and submitting the identity proofs of both the sisters, the trainees were asked to take them to Ward 97 which dealt with locomotive disability. In Ward 97 the attending doctor did a check-up of the sisters and asked about their history. It was found that the sisters have had speech and walking problems since birth, and in the past 15-20 years it has exaggerated. Then, they were referred to ward 36 (Neurology) for further check-up. In the Neurology department, they were referred for CT Scan to check for any abnormalities in their brains. After getting the CT Scan done, the trainees helped them to board an auto-rickshaw to reach home.

On 11<sup>th</sup> February 2023, the trainees visited Kaliyapuram village to meet Renuka and Jagadeeswari. Upon meeting them, the trainees tried to persuade their mother to bring them to GMCH on 14<sup>th</sup> February. Their mother told the trainees about the financial hardships that they are facing and how it is difficult for her to visit the GMCH every time they are called as it is difficult for the old single mother to take both daughters together considering the distance and expenses. However, on the trainees' continuous request, she said that they would be coming to GMCH on 14<sup>th</sup> February.

On 14<sup>th</sup> February 2023, the trainees reached GMCH by 8:30 AM. The trainees took OP tickets for both the sisters after which the trainees went to collect the CT scan report and CT

scan film. The sisters were then taken to the neurology department as the reports were to be shown to the doctor. The doctor checked the CT scan reports and said that the reports were normal. The sisters were referred for an IQ test. The IQ test was to be conducted in the Department of Psychiatry (Ward 45). Both the sisters were called one by one for their tests. The IQ test revealed that both of them are suffering from SEVERE INTELLECTUAL DISABILITY with almost 90% disability. Both the sisters were referred to a psychiatrist who will issue them the disability certificate. They were also referred to neurologists to rule out the possibility of cerebral palsy. They were referred to gynaecologists as well, as neither of them had attained puberty yet. The mother was reluctant to accept that her daughters had intellectual disability and continuously asked the trainee if her daughters would be put in custodial care. At one point of time, she was very agitated and wanted to stop the process in between as it was very difficult for her to arrange money to come to GMCH whenever they were called.

On 21<sup>st</sup> February 2023, the trainees took Jagadeeswari and Renuka to Ward 45 (Psychiatry) to consult the psychiatrist regarding possible mental retardation. On consultation, it was found that both the sisters suffer from 70 - 80% of intellectual disability. Disability certificates were issued for both of them by the Head of the Department. However, the certificates were issued only for intellectual disability and not for multiple disabilities. Both the sisters were then taken to the neurologist to get their CT scan reports checked and to see if there was any possibility to get cerebral palsy added to their disability certificates. Upon check-up, the doctors remarked that the CT scan reports were fine but did not mention anything about Cerebral palsy. Next, they were taken to the gynaecology department for consultation, as they have yet not attained puberty. On consultation, the doctor said that it may happen because of genetic issues and is possibly not an issue with their uteruses, as those suffering from uterus problems do bleed at times, but the sisters have never bled. MRI scan of the uterus was suggested but due to financial constraints it was not done. Then, the sisters were taken to the Disability Welfare Office, District Collectorate to apply for their disability identity cards. Forms for applying to avail disability pension were collected by the trainees. After applying for the ID cards, the sisters were taken to Indian Overseas Bank, Thirumalayampalayam branch, to open savings accounts so that they can apply for their disability pension.

On 28<sup>th</sup> February 2023, the forms for availing disability pension, along with all the other necessary documents, were submitted at the Disability Welfare Office by one of the trainees.

On 27<sup>th</sup> March 2023, the trainees visited the Disability Welfare Office to know the status of the pension application and were informed that only after six months or more would the sisters start to get their pension. The same was informed to the mother of Renuka and Jagadeeswari who seemed to be quite upset after hearing that. She was expecting that they would begin to receive the pension immediately after applying for it. The trainees explained to her that it takes some time for processing as theirs is a fresh application.

But all the efforts and persistent hard work for a good cause bore its fruits as on 25<sup>th</sup> April 2023, it was informed to the trainees by Renuka and Jagadeeswari's mother, that they had received their first pensions (Rs. 2000/- each).



Dr.S.Kanagaraj doing the preliminary assessment alongwith UBA volunteers



At Government Hospital, Coimbatore for medical check up

## 6. UBA Stall at ANOKHA- NATIONAL TECH FEST 27-29.04.2023

Anokha Techfest, the annual event of Amrita Vishwa Vidyapeetham Coimbatore organized by Amrita School of Engineering, is a 3-day congregation of some of the brightest minds in India. Founded in 2010, Anokha has grown by leaps and bounds and has progressed to become one of the leading tech festivals in India. It provides a unique opportunity for students from all disciplines to participate in fun-filled, challenging events and workshops to showcase their talents. Anokha 2023 happened on 27, 28 and 29<sup>th</sup> of April 2023.

As a part of Anokha 2023, the Department of Social Work organized a stall and poster making competition. The stall was based on Unnat Bharat Abhiyan, a concept started with the initiative of a group of dedicated faculty members of the Indian Institute of Technology (IIT) Delhi who have worked for a long time in the area of rural development and appropriate technology. Dr.P.Rangasami, Chairperson, Dept. of Social Work inaugurated the UBA Stall. Community Development specialisation students of II MSW organized the stall and volunteers from I MSW assisted them in the same from 27- 29<sup>th</sup> of April 2023. The stall depicted the works done under UBA in the selected villages namely Arunthathiyar Street of Ettimadai, Kaliyapuram, MGR colony, AD colony and Veerapanur of Pichanur panchayat in Madukkarai block.

The Department of Social Work also conducted a poster-designing event on April 28,2023. The participants for the event registered through online mode and a total of nine groups from various departments participated in the event. The duration of the event was one and a half hours, which started at 11 a.m. The topic given to the students was 'Gender Equality'. Charts were provided to the students by the department. At 12:30 pm the event ended, and the posters prepared by the participants were evaluated by the judges. The judging panel included four judges: Dr. V. Priya, Assistant Professor, Department of Social Work, Dr. Lakshmi R.R, Assistant Professor, Department of Electrical and Electronics Engineering, Mrs. Anjali B.K, Manager, Verbal and Communication Skills, Corporate & Industry Relations, Mr. Anish Mohan, Faculty Associate, Department of Mass Communication.



Dr.P.Rangasami, inaugurating the UBA Stall

Dr. Sasangan Ramanathan, Dean-Engineering, visited UBA stall



UBA volunteers at the stall

UBA Solar Street Light Project team giving orientation on "Cost Effective Standalone Solar Street Light for Village Roads





Dignitaries at the stall

### 7. Awareness Program Gender Sensitisation, Veerappanur 07.06.2023

As part of UBA, community awareness program on “Gender Sensitization” at Veerappanur village, on 07-06-2023, 3pm. The following are the UBA volunteers Adhivishnu Vinith V, Anjali S, Athira, Shyama Surendran, Devika, Gopika Rajan, Induja S, Namitha K, Namitha R, and Vinaya were tasked with planning and executing the agenda. Following the arrival in the village, the main team interacted with the people and children living on Veerappanur village street in order to acquire basic village information and pressing concerns that the village is currently facing. The questions were categorized into different formats which include the significance of the village, social contracts, isolation & control, occupations & employment and education & health. Along with collecting the data needed for rural immersion report students engaged with the community for mobilizing the people for the awareness programme. Almost 25-30 people along with children gathered to witness the awareness programme.

Dona and Surya, first-year MSW students, performed a riveting dance to mobilize the villagers and attract the children. Vinaya deliver the Welcome Address speech. Vinaya welcomed everyone to the programme and



Date : 07-06-23  
Time : 3.00pm  
Venue: Veerappanur Village

Team members :

Adhivishnu Vinith V, Anjali S, Athira,  
Shyama Surendran, Devika, Gopika  
Rajan, Induja S, Namitha Kalyadan,  
Namitha R, Vinaya

Faculty incharge : Dr.S.Kanagaraj

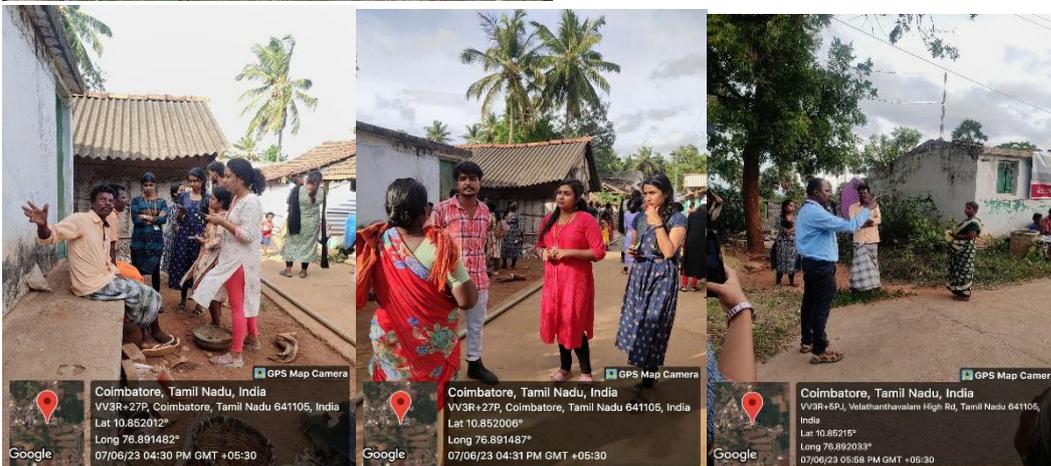
explained why the students had gathered. Following the conclusion of the welcome speech, students performed two well-known cultural art forms, Oyilaatam and Kolattam, as part of the agenda. Undeniably, the villagers enjoyed the program and also danced along with the students. Later, the street play team was called out to perform the act "Gender Sensitisation" which was narrated by Adhivishnu, and the drama team displayed impeccable professionalism in their performance. Overall, the act undoubtedly created a lasting impact on the people who witnessed the street play. Following the drama's narration, Faculty Professor Dr.S.Kanagaraj briefed the audience on the program and highlighted numerous examples of gender discrimination that people face today. Athira then delivered the vote of thanks around 5.50pm. Following the vote of thanks, Anjali S read the pledge of gender sensitisation and asked the villagers to repeat the words to emphasize the importance of gender equality. Everyone who gathered took the pledge and provided feedback to a few students, and the program was unquestionably well received and appreciated by the people. Likewise, Students thanked everyone individually before boarding the bus and returned to the college by 6.45 p.m. Without a doubt, this visit taught everyone how to work together and establish better rapport with the villagers.

Photos Gallery:





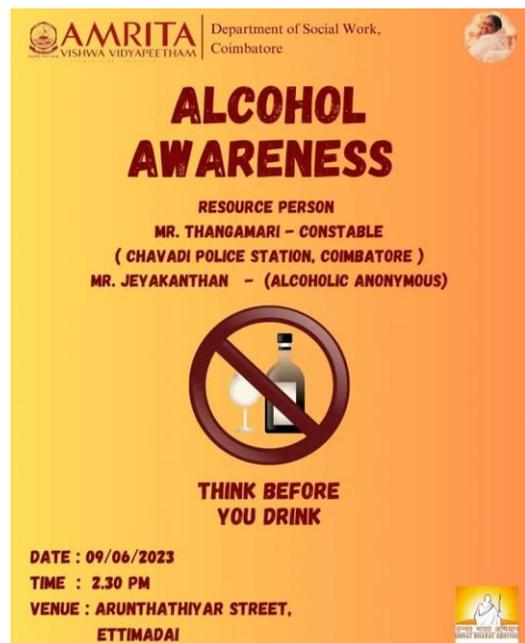
UBA activities by Amrita Vishwa Vidyapeetham





## 8. Awareness programme on Alcoholism at Arunthathiyar Street, Ettimadai – 09.06.2023

As a part of UBA, Awareness programme on alcoholism was conducted in Arunthathiyar Street, Ettimadai on June 9, 2023. Resource persons including the West Coimbatore district Community's Antony Vijay Anand from Alcoholic Anonymous, Mr. Jeyakanthan, and Mr. Ayappan, the Head Constable and Constable of the K.G. Chavadi Police Station were invited to raise awareness about alcoholism. Following that, Chavadi Police Station Constable Mr. Ayappan addressed the community. Then Mr Jayakanthan from Alcoholic Anonymous addressed the crowd, giving a brief history of the AA organisation and how it has been successful in preventing alcoholism by not taking caste, colour, religion, or other factors into account. The ill effects of alcohol were discussed, as well as family troubles, health problems (liver issues), relationship



destruction, behaviour changes, and blackouts. He discussed the withdrawal symptoms. He discussed the withdrawal symptoms. He was a police officer who had been an alcoholic for 36 years. He encountered difficulties at one time, emphasising the importance of an alcoholic's mental health. They disseminated notices with contact information. The program's academic supervisor and student coordinator expressed their thanks to the guests and members of the local community at its conclusion. The students reached the campus by 7:00 Pm.

Mr. Jeyakanthan addressing the villagers



Dignitaries on the stage

Street play during the programme

## 9. Awareness programme on Importance of Education at Kaliyapuram village on 14.06.2023

As part of UBA an awareness programme on the "Importance of Education" was conducted on 14th June 2023 at Kaliyapuram Village. The students were guided by Assistant Professor Dr. S. Kanagaraj. The programme started by 5.30 pm and was hosted by Mr. Rahul S and Ms. Rithanya K K. The welcome address was delivered by Ms. Pooja Jayaram of I MSW. Later there were cultural events like Kolattam and Oyilattam performed by the students. The children were engaged by a game session which was led by Ms. Dona Jose and Mr. Adhivishnu V. Awareness rally on importance of education and slogans recited on the rights of children. Many children and villagers participated in the rally. The games played were paper dance and passing the ball. After this there was a short video on the importance of education which was shot by Shivansh ICCHA Foundation. This video was watched by the children and older ones of the village along with the students. Dr. S Kanagaraj later addressed the gathering with a story and then he said about the importance of education. Vote of thanks was delivered by Mr. Shijo Kurian Thomas and the programme ended by 7.00 pm.



*Education is the Most Powerful Weapon  
Which You Can Use to Change the World*

Nelson Mandela

Date : 14/06/2023

Time : 3.30 pm

Venue : Kaliyapuram



14-Jun-2023 5:46:52 pm

10°52'14"N 76°54'58"E

198° S

Coimbatore

Tamil Nadu

Altitude:191.0m

Index number: 3

Education awareness rally



Students performing Oyilattam

#### 10. Awareness programme on “Domestic Violence” at MGR Colony on 16.06.2023

As part of UBA, Amrita Vishwa Vidyapeetham organized a community awareness program on “Domestic Violence” at MGR Colony, Pichanur Panchayat on 16th June 2023. The resource person for the program was Ms. Vishnupriya, Police Constable, K. G. Chavadi Police Station. Mr Ragesh M briefed about the Domestic Violence Act, 2005 and Ms Minha Fatima spoke about the importance of the One Stop Centre Scheme. Later Mr. Varunavelu addressed the crowd and also gave awareness to the people and also demonstrated a toll-free helpline call to the people to give them more understanding and clarity on the subject. After the guests addressed the crowd, the event took a cultural turn where the students gave a riveting performance to engage kids and community people with folk dances such as oyilattam and kolattam to emphasize the importance of Tamil culture and traditional values.

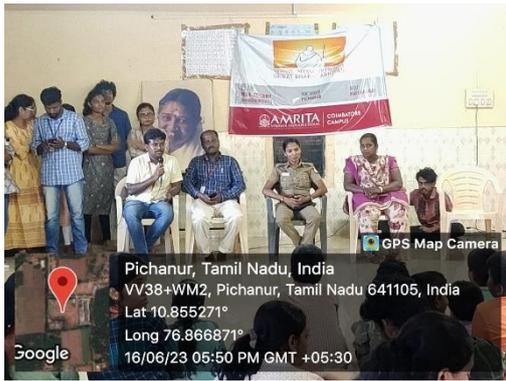


Guest Speaker Ms. Vishnu Priya addressed the crowd and gave valuable information and awareness to the people about Domestic Violence. She gave legal awareness on The Protection of Women from Domestic Violence Act. She also shared information about domestic violence cases handled by her. She explained about the POCSO Act to people and made the community people interact throughout the program.

Dr.S Kanagaraj, Assistant Professor, Department of Social Work and faculty Coordinator shared the mic in giving awareness to the community and also explained the importance of participation in such community programs and appreciated the students for their continued efforts and contribution in arranging the program. The guest was felicitated with a memento by the village tuition teacher Ms Anthony Jeeva who cooperated and helped with organizing the program. The official program came to an end after the deliverance of the vote of thanks by Ms Jai Sawthika.

Photo gallery:





## 11. Awareness Program On Sanitation And Solid Waste Management at Pichanur village on 19.06.2023

UBA, Amrita Vishwa Vidyapeetham, Coimbatore had organized a community program at AD colony, Pichanur on “Sanitation and Solid Waste Management” on 19.06.2023. The event started with Tamizhthai vaalthu followed by a welcome address by Ms. Kavi Priya. Mr. Akhil, CSR consultant, Propel Industries Pvt Ltd. then gave a guest talk on solid waste management in a lively manner by interacting with the children and the villagers making them understand about SWM. After the talk Dr. Rajendra Kumar, Assistant Professor, Amrita Vishwa Vidyapeetham presented a memento to Mr. Akhil. After the session by Mr. Akhil, Dr. Rajendra Kumar engaged the children and the villagers by explaining about sanitation, basic hygienic practices and solid waste management making everyone fully involved in the session. Dr. P. Rangasami, Chairperson, Department of Social Work, Amrita Vishwa Vidyapeetham presented a memento to Dr. Rajendra Kumar.

**AMRITA** VISHWA VIDYAPEETHAM  
Department of Social Work  
Coimbatore

**Sutham Kaapom**  
Recycle It All No Matter How Small

Speakers:  
Dr. S. Rajendra Kumar,  
Assistant Professor of  
Amrita Centre for Sustainable Future,  
Amrita Vishwa Vidyapeetham, Coimbatore  
S. Akhil  
CSR consultant,  
Propel industries private limited.

Date : 19-06-2023  
Time : 5 PM  
Place : Pichanur Village

UBA activities by Amrita Vishwa Vidyapeetham



Presenting memento to Dr.Rajendrakumar



Hand washing programme for the children



## 12. Status of the project “Cost-effective Standalone Solar Smart Light for Village Roads” as on 30.06.2023

UBA Village: Kalyapuram Village , Coimbatore, India

Unnat Bharat Abhiyan 2.0 Program, Project-No: RP-03525G

Principal Investigator:

Mr. Anu G Kumar, Dept. of EEE, 7200396883, [gk\\_anu@cb.amrita.edu](mailto:gk_anu@cb.amrita.edu)

Co-Investigators:

1. Dr.S.R.Mohanrajan, Dept. of EEE, 9842825931, [sr\\_mohanrajan@cb.amrita.edu](mailto:sr_mohanrajan@cb.amrita.edu)

2. Dr.S.Kanagaraj, Dept. of Social Work, 9943703604, [s\\_kanagaraj@cb.amrita.edu](mailto:s_kanagaraj@cb.amrita.edu)

As on 30.06.2023

1. The Street Lighting System Design Calculations are completed.
2. A Time series simulation study is completed. Techno-economic **optimal sizing** is verified & **optimal operation** considering solar seasonality is verified(Figure1)



Figure1. Optimal Sizing & Operation – Simulation Study

3. Student teams are selected and are presently working on the Hardware implementation and PCB fabrication. Upon completion of Lab testing, field testing will be done in the village.(Figure 2).

4. The specifications for Mechanical structure (including the pole) and associated foundation requirement (based on the soil type) is decided and approximate costs estimated with help of field engineers.



Figure2 Hardware Study

5. **Optimal siting** discussion is in progress with the village panchayat authorities.

As a part of Anokha 2023, the Annual National Level Techfest by Amrita Vishwa Vidyapeetham, Coimbatore Campus the Department of Social Work organized a stall based on Unnat Bharat Abhiyan (UBA), where an orientation session was conducted on possibilities of “Cost Effective Standalone Solar Street Light for Village Roads”.

### 13. PRA workshop for UBA volunteers

Dr.S.Kanagaraj, UBA coordinator delivered a talk on “Fostering Social Responsibility & Community Engagement” for the Engineering students of Sri Ramakrishna Engineering College, Coimbatore in two batches between 3<sup>rd</sup> & 04<sup>th</sup> August and 10<sup>th</sup> & 11<sup>th</sup> August 2023. Around 300 students participated in the lecture. He covered mainly the concepts related to rural development, basics of community development, potential opportunities for engineering students to solve societal problems and workshop on Participatory rural appraisal. The workshop and lectures helped the UBA volunteers to familiarise the basic concepts related to community work in the UBA adopted villages.



#### 14. Meeting with Executive officer of Thirumalayampalayam Panchayat for implementing Solar light project

Mr. Anu G Kumar, Dept. of EEE, Principal investigator of the project “Cost-effective Standalone Solar Smart Light for Village Roads” visited Panchayat office and explained about the project to Executive Officer of Thirumalayampalayam panchayat on 07<sup>th</sup> August 2023. Dr.S.R.Mohanrajan, Dept. of EEE and Dr.S.Kanagaraj also accompanied the team. The team requested to extend the support to implement the project successfully.



Mr. Anu G Kumar explaining the project

#### 15. UBA volunteers exposure visited to foster home 29.09.2023

UBA volunteers from Amrita Vishwa Vidyapeetham (Ettimadai, Coimbatore) visited Annai Satya Arasu Kulandaigal Kaapagam, a government children’s home in Peelamedu, on September 29, 2023. By 11:00 am, the group of 17 students along with the faculty members Dr. V. Priya and Mr. T. Sathish Kumar arrived at the children’s home. There are 3 boys and 26 girls, altogether 29 children live in this house. As master of ceremonies, Ms. Athira

Nandhakumar presided. The program started with a prayer by Ms. Sanam Shahul. Ms. Shyama Surendran delivered the greeting speech. Smt. Malarvizhi Thangadurai-Superintendent addressed the meeting. The children introduced themselves to Dr. V. Priya. Mr. T. Sathish Kumar served as the game's host. A video was shown to the children about the value of education. The kids discussed what they had learned from the video. The kids talked about their goals with a clear vision and were well-informed on education, child labour, etc. They also discussed working for the country, aiding family, and other people. Ms. Shyama Surendran and Ms. Sanam Shahul gave the kids chocolates. After lunch, the volunteers hosted a variety of games for the children like Sparrow and the Nest, Chinese Action Communication, Balloon-Bursting, Musical Chairs. Gifts including stationery were distributed to all the children. The program was concluded with a vote of Thanks by Ms Athira.



## 16. WORLD MENTAL HEALTH DAY 13.10.2023

As part of UBA (Unnat Bharat Abhiyan), World Mental Health Day is observed on October 10, 2023. A person's complete health and well-being depend on their mental health. However, there are still mental health issues that affect people all over the world and can have an adverse effect on their physical health, general well-being, interpersonal relationships, and ability to earn a living. People in our society are not comfortable sharing their problems. They are scared of being judged by others. "Mental health is a universal human right" is the theme for this year. Through individual education and outreach activities, this day's goals are to increase public understanding of the mental health continuum, lessen the stigma associated with mental illness, encourage help-seeking behaviours and practices, and prevent suicide.

On October 13, 2023, the Department of Social Work at Amrita Vishwa Vidyapeetham, Coimbatore conducted a programme in honor of World Mental Health Day. The programme was conducted in front of Academic Block II. A flash mob and skit were the show's opening acts. The theme of the day was "Mental health is a universal human right," which served as the inspiration for all the people. Through the skit, the students depicted how mentally ill people are being viciously treated and how they are seen in our society. They depicted that there is still much work to be done to ensure that those with mental illness receive the respect, dignity, and care they deserve. Also, the Department of Social Work organized a best quote competition.



Group photo with the participants

### 17. Expoure visit for UBA Volunteers 19.10.2023

UBA Volunteers from Amrita Vishwa Vidyapeetham visited Smile foundation and interacted with the beneficiaries of mobile medical van and other projects 19.10.2023. This helps to implement similar projects in UBA villages. Around 48 volunteers participated in the event



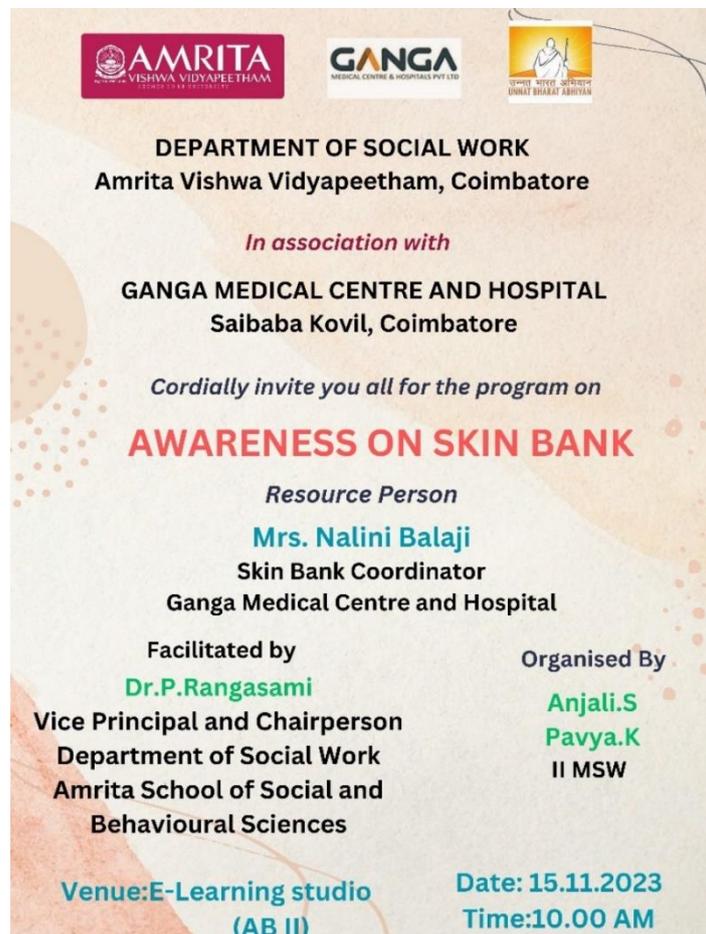
### 18. AWARENESS ON SKIN BANK 15.11.2023

As part of UBA, an Awareness program on Skin Bank was organised on 15.11.2023. The program was conducted in Sandeepani hall, in Academic Block II, Amrita Vishwa Vidyapeetham. The resource person of the program was Mrs. Nalini Balaji, Skin Bank Coordinator, Ganga Medical centre and Hospital, Coimbatore. All the faculty members, students of I and II-year MSW and a few BTech students participated in the program.

The program began at 11 am with the prayer song by Miss Athira, II MSW and welcome address was given by Miss Pavya, II MSW. Dr P Rangasami, Chairperson of Department of

Social Work felicitated the program. He explained the importance of the skin donation, mentioned about the lack of awareness among people about skin bank as compared to other organ donations like eye donation.

Mrs.Nalini Balaji, Skin bank coordinator addressed the gathering. She explained in detail about skin bank, its importance, the procedures involved in skin donation, steps in skin harvesting, skin storage in skin bank, skin transplantation and mentioned about eligibility to donate and receive skin. She explained in precise about skin bank and skin donation using PowerPoint presentation. After that there was an interactive session with the students where she clarified the doubts put forwarded by the students .After that the students gave feedback about the program .The session was really informative and gave an insight about a concept that was not aware to many. The participation of students made the session impactful. Pamphlets about skin bank were distributed among students and interested students pledged for skin donation. Dr. V Priya, Assistant Professor, honoured the guest with the memento



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UNNATI BHARAT ABHYAS

**DEPARTMENT OF SOCIAL WORK**  
Amrita Vishwa Vidyapeetham, Coimbatore

*In association with*

**GANGA MEDICAL CENTRE AND HOSPITAL**  
Saibaba Kovil, Coimbatore

*Cordially invite you all for the program on*

**AWARENESS ON SKIN BANK**

*Resource Person*

**Mrs. Nalini Balaji**  
Skin Bank Coordinator  
Ganga Medical Centre and Hospital

Facilitated by

**Dr.P.Rangasami**  
Vice Principal and Chairperson  
Department of Social Work  
Amrita School of Social and  
Behavioural Sciences

Organised By

**Anjali.S**  
**Pavya.K**  
II MSW

**Venue:E-Learning studio**  
**(AB II)**

**Date: 15.11.2023**  
**Time:10.00 AM**

and Miss.Anjali 2<sup>nd</sup> year MSW delivered the vote of thanks and the session ended up with a group photo.



Group photo with the resource person and participants

### 19. Plantation of Bamboo samplings 17.11.2023

As part of UBA, Amrita Vishwa Vidyapeetham (AISHE Code: U-0436) planted 150 bamboo trees under National Bamboo Mission on 17.11.2023 at Amrita University campus.

UBA volunteers of Amrita Vishwa Vidyapeetham Campus participated. Dr.P.Rangasami, Chairperson, Mr.Suresh, Assistant Horticulture Officer, Mr.Karthikeyan, Assistant Agri officer, Dr.Kanagaraj UBA coordinator participated in the event.





Dignitaries inspecting bamboo saplings

## 20. INAUGURAL PROGRAM OF SOLAR STREET LIGHT PROJECT AT KALIYAPURAM VILLAGE 21.12.2023

As part of UBA (Unnat Bharat Abhiyan), Amrita Vishwa Vidyapeetham (Deemed to be University) (AISHE Code: U-0436) completed Solar street light project called “Cost-effective Standalone Solar Smart Light for Village Roads” at Kaliyapuram village, Thirumalayampalayam panchayat, Madukkarai block, Coimbatore district. It was inaugurated by Dr.E.Somasundaram, Director - ABD & Nodal officer (UBA), TNAU, Coimbatore on 21.12.2023 in the presence of Mrs.Manimekalai, Ward councillor, Mr. Anu G Kumar (Principal investigator), Dept. of EEE, Dr.Mohanrajan S.R (Co – Prinicipal Investigator) Dept. of EEE and Dr.S.Kanagaraj, Department of Social Work, (Co – Prinicipal Investigator), School children, villagers, UBA volunteers.

The project was highly appreciated by the villagers as it solving the issue of street light. Mostly underprivileged Scheduled Caste people in the village. The street lighting installation is completed in association with Kaliyapuram panchayat which will ensure the sustainability and maintenance of the project. The street lighting infrastructure will help Night travel, early morning travel.

The details of the project are as follows:

1. **Name of the Institute (in Block Letters):** Amrita Vishwa Vidyapeetham, Coimbatore
2. **AISHE Code:** U-0436
3. **Title of the Project:** Cost-effective Standalone Solar Smart Light for Village Roads
4. **Name of SubjectExpert Group (SEG):** Rural Energy Systems (IIT Delhi)
5. **Name of the Regional Coordinating Institute (RCI):** Tamil Nadu Agricultural University, Coimbatore
6. **Name of village(s) where project development activities were carried out:** Kaliyapuram, Thirumalayampalayam Panchayat, Coimbatore District
7. **Project Duration (with date):** 8 Months (17.03.2023 to 30.11.2023)
8. **Program Project-No:** RP-03525G

**Technology (Development/Customization):** Technology Customization



Cost-effective Standalone Solar Smart Light at Kaliyapuram Village



Inauguration of Cost-effective Standalone Solar Smart Light in the presence of Director ABD & Nodal Officer (UBA), Principal and Co-Principal Investigators from the department of EEE & Social Work, Ward Councilor and Villagers of Kaliyapuram.



Successful Outcome of the UBA Project at Village Kaliyapuram

## **21. Report on Training Cum Workshop on GPDP and LSDGs for Unnat Bharat Abhiyan(UBA) Participating Institutions from 8 –9 January 2024 at National Institute of Rural Development & Panchayati Raj, Hyderabad.**

Amrita Vishwa Vidyapeetham is one of the two institutions represented among the two hundred participating institutions in the Tamil Nadu Agriculture University, Regional Coordinating Institutions for this training. After completing the two-day training program at the National Institute of Rural Development and Panchayati Raj (NIRDPR), Hyderabad, focused on Gram Panchayat Development Plan (GPDP), Mr. T. Sathishkumar, Unnat Bharat Abhiyan Member and Assistant Professor, Department of Social Work represented Amrita Vishwa Vidyapeetham and participated in the training programme. The following are the a comprehensive report summarizing the key takeaways and outcomes:

**Training Overview:** The training program, held on January 8th and 9th, 2024, aimed to enhance participants' understanding of GPDP and thematic Localized Sustainable Development Goals (SDGs) for both Regional Coordinating Institutes (RCIs) and Participating Institutes (PIs). It featured expert-led sessions, interactive discussions, and opportunities for networking and collaboration among attendees.

### **Key Sessions and Learnings:**

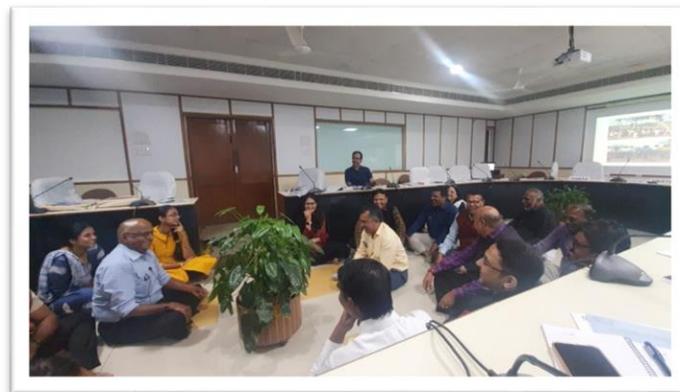
**GPDP Understanding:** Participants gained a deeper understanding of the importance of GPDP in rural development planning and implementation. Sessions conducted by experienced professionals elucidated the process of formulating GPDPs, mapping local needs, and aligning development efforts with the priorities of Gram Panchayats.





**Localized SDGs Alignment:** The training emphasized the significance of aligning GPDPs with Localized Sustainable Development Goals (SDGs) to ensure targeted and sustainable development outcomes. Through case studies and discussions, participants learned how to integrate SDGs into GPDPs effectively.

**Best Practices Sharing:** Experience sharing sessions, particularly from practitioners involved in GPDP implementation, provided valuable insights into successful strategies and best practices. Participants learned from real-world examples and gained practical knowledge applicable to their own contexts.



**Networking and Collaboration:** The training facilitated networking opportunities with participants from various RCIs and PIs. Collaborative discussions and exchange of ideas occurred, fostering partnerships and potential collaborations for future rural development initiatives.

**Outcomes:**

**Enhanced Understanding:** Participants developed a comprehensive understanding of GPDP and its role in rural development planning. They gained insights into effective strategies for GPDP formulation, implementation, and monitoring.

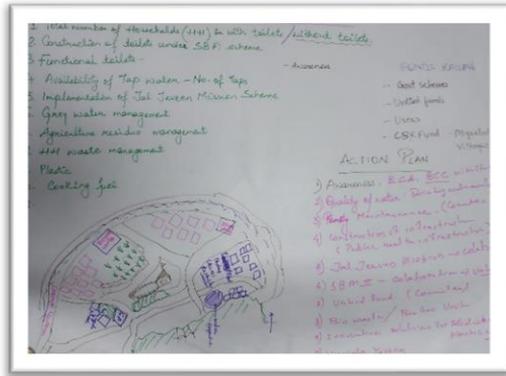


**Skill Enhancement:** The training enhanced participants' skills in GPDP preparation, data analysis, participatory approaches, and aligning development efforts with SDGs. Participants are now better equipped to contribute effectively to rural development initiatives in their respective areas.

**Networking and Collaboration:** The training facilitated networking and collaboration among participants, leading to the establishment of connections and potential partnerships for future projects and initiatives.



**Motivation and Empowerment:** Participants left the training feeling motivated and empowered to apply their newfound knowledge and skills in their work. They expressed enthusiasm for implementing GPDPs and contributing to sustainable development in their communities.



In conclusion, the two-day training program at NIRDPR proved to be a valuable learning experience, equipping participants with the knowledge, skills, and motivation to contribute effectively to rural development efforts through GPDP implementation and SDG alignment. The training fostered collaboration, networking, and capacity building, laying the groundwork for sustainable development initiatives at the grassroots level.

## Sessions Overview

### Day 1:

Welcome and Purpose of the Programme, Participants Introduction by Dr. R Ramesh and Dr. Lakhan Singh from NIRDPR, Hyderabad. Opening Remarks by Dr. R Subramanyam IAS, Secretary (Retd) to GoI, discussing the Vision of UBA and the scope of work for UBA Institutions. Dr. R Ramesh, Associate Prof. at NIRDPR, introduces Rural Development & Panchayati Raj System. Dr. C Kathiresan, Associate Prof. at NIRDPR, presents on Data sources for rural development planning, focusing on Mission Antyodaya & e-gramswaraj. Prof. P SivaRam, Professor (Retd) at NIRDPR, discusses Mapping and Assessing Local Needs through Participatory Rural Appraisal (PRA). Dr. R Chinnadurai, Associate Prof. at NIRDPR, explains GPDP (Gram Panchayat Development Plan) and the process of preparing a quality GPDP. Dr. Anjan Kr Bhanja, Associate Prof. at NIRDPR, presents on Localised Sustainable Development Goals (SDGs).

### Day 2:

Dr. Pearly Antony, Assistant Professor at St. Teresa's College, Ernakulam, Kerala, shares experiences from UBA – PI (Kerala) on involving in GPDP-LSDGs exercise with a service village. R N Bera, GP President from Digambarpur, W.Bengal, discusses Best Practices in GPDP preparation & Implementation. Sri S M Vijayanad IAS, Former Secretary, GoI, elaborates on how UBA Institutions can work with Gram Panchayats in preparing and operationalising GPDP online session. Dr. Lakhan Singh, Asst. Professor at NIRDPR, presents Sansad Adarsh Gram Yojana (SAGY) – An approach to Model Village development. Review, Summary, and What's next? by Dr. R Ramesh. Plenary Presentations and Action Plan preparation by Participants. Thanks and discussion on next steps by Dr. R Ramesh & Dr. Lakhan.

This comprehensive training covers various aspects of rural development, from understanding local needs to implementing sustainable development goals and preparing action plans. It fosters knowledge sharing and collaboration among participants for effective rural development initiatives.



**Group Photo**

## 22. UBA Capacity Building Program At Veerappanur Village

On 06<sup>th</sup> March 2024, as part of Unnat Bharat Abhiyan (UBA), a capacity building training on organic farming was conducted at Veerappanur village of Coimbatore. Dr. S. Kanagaraj, UBA coordinator from the department conducted the program, and Mr. T. Satishkumar from UBA cell along with UBA volunteers and a PhD scholar from the department of social work of Amrita Vishwa Vidyapeetham participated in the event of capacity building training. Organic farming practitioners Mrs. Pushpa Nandhini and Mr. Senthilkumar shared their experience and success in their ventures at the event and there were nearly 20 farmers participated in the session. Farmers who participated in the capacity building training program, assured to come together for collective efforts in the future. Mr. Jnavel, a farmer from Veerappanur lead the farmers for organizing the program and all the participants effectively participated in the program. At the end of the training program, free saplings were distributed to all the farmers who attended the session.



Dr.S.Kanagaraj, UBA Coordinator conducting the programme



Mr. T. Sathishkumar, Asst. Prof. from department of social work presenting the saplings



### 23. Awareness on Ill effects mobile addiction among children on 12.03.24

On 12<sup>th</sup> March 2024, as a part of Unnat Bharat Abhiyan (UBA), Amrita Vishwa Vidyapeetham, Coimbatore (U-0436) conducted an awareness program among the children in the Kaliyapuram village of Coimbatore district. Students from second year MSW organized and conducted an awareness session among the children on the topic of “Ill effects mobile phone addiction” in the village. During the awareness, it was shocking to discover the rate of addiction among children at Kaliyapuram village.



UBA volunteers conducting the programme

#### 24. Disability Intervention By Second Year Msw Students

The second year MSW students placed in the community settings for their fieldwork made a disability intervention in the community on March 14, 2024. The hearing-impaired people of the community were identified by the students and took them to the Government hospital of Coimbatore to help them receive a medical certificate from the Doctor. This initiative was to support the people in receiving benefits from several schemes with the help of the certification from the health practitioner.



Students proceeding with the necessary requirements for the disability certificate



Second year MSW students in the field along with faculty Dr. S. Kanagaraj

## 25. Dr.S.Kanagaraj participated in UBA workshop 27.03.2024

Dr.S.Kanagaraj UBA Coordinator & Asst. Professor, Department of Social Work, Amrita Vishwa Vidyapeetham participated in the regional Workshop cum Orientation programme” for the UBA (Unnat Bharat Abhiyan) coordinators of Participating Institutes (PIs) held on 27.3.2024 at Vanavarayar Institute of Agriculture (VIA),Manakkadavu, Pollachi organised by Regional Coordinating Institute (RCI), TNAU (Tamilnadu Agriculture University), Coimbatore



Dr.S.Kanagaraj UBA Coordinator at the workshop

## **26. Report on Mental health Awareness Program Conducted in Pichanur 02.05.2024**

As part of UBA, an awareness program focusing on mental health was conducted in Ratna Nagar, Pichanur, on May 2nd, 2024. The program was organized by the Final Year Social Work Department, with the assistance of Assistant Professor Dr. S. Kanagaraj.

### **Event Details:**

Date: May 2nd, 2024

- Location: Ratna Nagar, Pichanur
- Main Speaker: Dr. Duraipandi Arunachalam from Nachiyar Mind Care, Coimbatore
- Organizers: Dhanya Anirudhan, Adithya Suresh, and Surya S from the Final Year Social Work Department
- Attendance: Approximately 50 villagers, including 17 children, attended the program
- Participants: 48 participants from the first year of the MSW program, 5 students from other specializations, and community development students from the final year of the MSW program
- Time: The program commenced at 6:00 PM and concluded at 7:30 PM

### **Program Highlights:**

- The event commenced with a prayer, followed by cultural activities presented by first-year students.
- Ragesh Moorthy, a Final Year MSW student, delivered an introductory speech to set the context for the program.
- Dr. Duraipandi Arunachalam, the main speaker, addressed the audience on the topic of mental health, which garnered active participation and support.
- The chief guest was honored with a Ponnada by Dr. Kanagaraj, after which Dr. S. Kanagaraj, UBA coordinator delivered a short speech.
- The program concluded with a cultural dance performance by first-year MSW students, which was well-received by the audience and the public.

**Conclusion:**

The mental health awareness program held in Pichanur was a great success, with both students and villagers participating heavily. The community's understanding and awareness of mental health issues has been enhanced by the educational sessions and cultural presentations.



Cultural programme by students

**27. Soil Sample Testing in Collaboration with TANU and Block Development Office at Madukkarai 07.05.2024**

The second MSW students along with Dr. S. Kanagaraj was a part of the soil sample testing project at Madukkarai, Coimbatore during their fieldwork. This project was a collaborative effort between TANU (Tamil Nadu Agricultural University) and the Block Development

Office of Madukkarai. The primary objective here was to analyze the soil quality and provide insights for improving agricultural productivity in the region. The soil testing in Madukkarai has provided valuable insights into the current status of soil health and fertility of the region. The collaborative effort with TANU and the Block Development Office has enabled a comprehensive analysis, which will aid in formulating targeted soil management strategies.



*The students along with Dr. S. Kanagaraj and other officials during the soil sample testing*



*Students observing the procedure.*

## **28. Community Awareness Program at Kaliyapuram Village 09.05.2024**

On May 9<sup>th</sup>, 2024, a remarkable Community Awareness Program was held in Kaliyapuram village, orchestrated by Mr. Rahul S, Ms. Dona, and Ms. Vinaya V M. Their dedication to promoting the “Importance of Life Skills and Personal Hygiene” was evident despite challenges like rain and logistical hurdles. Ms. Jytholakshmi S and Ms. Manisha R Pillai played vital roles as facilitators, ensuring the event’s success. Their perseverance and commitment exemplify their sincere desire to uplift the community. Congratulations to the organizers and facilitators for their outstanding efforts, and may their dedication continue to shine bright, positively impacting the community’s future.



Dr. S. Kanagaraj along with the second MSW students at Kaliyapuram village



Second MSW students interacting with kids at the village

## 29. Submission of soil sample at Soil testing laboratory 14.05.2024

UBA volunteers facilitated to get the soil sample from the farmers of Veerappanur and submitted to the soil testing lab at Coimbatore on 14.05.2024. It will help the farmers to assess the soil fertility.



### **30. Movie Screening Organized By The Medical And Psychiatry Students Of Department Of Social Work 23.07.2024**

As part of UBA, On July 23 movie screening was organised to the UBA volunteers at Amrita Vishwa Vidyapeetham, Arasampalayam, organized the screening of the movie "A Beautiful Mind" in the class at 2 pm. The event was attended by second year MSW students, faculty members, and PhD scholars. Directed by Ron Howard and featuring Russell Crowe, the film portrays the life of John Forbes Nash Jr., a Nobel laureate in Economic Sciences, focusing on his ground breaking work in game theory and his struggle with schizophrenia. The event aimed to raise awareness about schizophrenia, highlighting the realities of living with this mental illness. The post-screening discussion on the movie emphasized the impact of medication, the importance of societal support, and the role of mental health professionals.





### 31. Independence Day Program At The Campus 15.07.2024

The 78<sup>th</sup> independence day celebration was held at the Amrita School of Agricultural Sciences, Arasampalayam on August 15, 2024. The event commenced with the hoisting of the national flag by Dr. Sudheesh Manalil, Dean – Faculty of Agriculture at 8:00 a.m. in the main block of the campus. The celebration was graced by the presence of Dr. P Rangasami, Vice Principal and Chairperson of Department of Social Work, Coimbatore, Mr. Vijay Narayanan, General Manager of the campus along with the students of schools of agriculture, architecture, SSBS and other faculty members from various departments. After the flag hoisting and an address by Dr. Sudheesh Manalil, the event was concluded with a formal vote of thanks and national anthem.

UBA activities by Amrita Vishwa Vidyapeetham



*Dr. Sudheesh Manalil addressing the crowd on 78<sup>th</sup> independence day*



*UBA volunteers and faculties of SSBS who attended the program*

### 32. UBA volunteers participation in Grama Sabha in Three panchayats 15.08.2024

The second year MSW students specialized in Community Development attended the Grama Sabha meetings in Palathurai, Mavuthampathy and Pichanur panchayats of Coimbatore on the 78<sup>th</sup> Independence Day celebrated on August 15<sup>th</sup>, 2024. The team attended the Grama Sabha meeting included Dr. S. Kanagaraj, UBA Coordinator and Assistant Professor, Department of Social Work who also talked about the village panchayat development plan and Community Development Specialization students. They attended the Grama Sabha meeting at Palathurai panchayat first under the leadership of Mrs. S. Maheshwari and secondly, they attended the Gram Sabha meeting in Pichanur Panchayat. The meeting was under the Panchayat President of Navakarai under the leadership of P. Marudachalam, M.G.R. It was held in the building of the city community welfare center and finally the team attended the Grama Sabha meeting at Mavuthampathy Panchayat. The meeting was held under the guidance of the president Mrs. Gomati Senthilkumar, at Panchayat Union Primary School.



Dr.S.Kanagaraj addressing about VPDP, SDG at Mavuthampathy tribal village



The students along with the faculty attending the Grama Sabha meetings

### 33. Folk Arts Workshop Organized For newly joined UBA volunteers 20.08.2024

Newly joined UBA volunteers had a three-day workshop on folk arts led by Kalaimamani Dr. Pazhaniapillai and team on August 20, 21 and 22. The three day workshop ended with a lively exhibition of the folk arts, including Street Theatre, Mime, Skit, Thappattam, Oyilattam, Karakattam and Kolattam. Trained by skilled facilitators, the students captivated the audience of academics and students from all departments with their excitement and energy as they demonstrated their newly acquired talents. The occasion served as a tribute to the ability of folk arts to unite people and encourage individuality and creativity. In order to lift the students' spirits and motivate them to keep exploring these age-old artistic techniques, the trainers gave presents to the students as a thank you for their commitment and knowledge. This workshop will help to perform various activities in the UBA villages



*Dr. P. Rangasami, Chairperson of the department honoring Dr. Pazhaniapillai for his exceptional training for three days*



*The faculties of the department with Dr. Pazhaniappillai and team*





*Students performing various folk arts*



#### **34. “SAVE THE SAVIOURS” - Solidarity Candle Light March on 22.08.2024**

UBA volunteers and students of Amrita Vishwa Vidyapeetham, Coimbatore organized a poignant Solidarity Candle Light Walk on August 22, 2024 at 7 pm in the campus to express collective grief and concern over the R.G. Kar Rape and Murder Tragedy at Kolkata, emphasizing the need to protect women's safety, dignity, and mental health. The event, held with the support of Dr. P. Rangasami, Chairperson of Department, and faculty members saw an enthusiastic participation from students of Social Work, Psychology, Agriculture, and Architecture programs. The walk served as a powerful statement of unity and solidarity, providing an outlet for emotions and reaffirming commitment to creating a safer and more equitable society. The organizers extend heartfelt thanks to all participants and supporters, acknowledging the collective effort in amplifying this critical cause.



#### **35. Orientation about UBA to newly joined students 28.08.2025**

The orientation about UBA was organized on August 28, 2024 in the first year MSW classroom at 8.55 am. The main purpose of this session was to introduce the students of first MSW, first BSW and PG Diploma in Counseling Psychology to the UBA its activities and the way this initiative is coordinated. The second year MSW team of Udaan were present for the session and contributed their experience.



*Dr. S. Kanagaraj orienting the students*

### **36. Solid Waste Management Initiatives 13.09.2024**

A school-level waste collection program was implemented to instill sustainable waste management practices. Students were educated about proper waste segregation, and specially designed waste collection bags were distributed. Weekly waste collection drives were conducted, and a local recycling unit collaborated to process the collected waste. Despite the program's success, challenges remained, such as the lack of proper waste bins in some schools, inconsistent community-wide waste segregation, and the non-approval of a waste collection vehicle.



### **37. Farmer Engagement and Agricultural Challenges 13.09.2024**

Engagement with farmers included discussions with an organic farmer, Mr. Senthil Kumar, who highlighted water scarcity as a key issue affecting farming. He proposed forming a

Farmers' Union and suggested government-backed organic product marketing to improve economic conditions.



### 38. Community Discussions and Assessments 16.09.2024

Focus Group Discussions (FGDs) with elderly women highlighted key issues like water scarcity affecting agricultural productivity, poor transportation services leading to wage cuts for daily laborers, the presence of stray dogs causing safety concerns, poor road conditions leading to flooding in houses, the absence of Self-Help Groups (SHGs) for elderly women, and limited employment opportunities. A visit to Pudupathy Tribal Village revealed that the lack of Aadhar cards restricted access to government benefits, limited transportation services isolated the community, some households lacked street lighting and electricity, and frequent human-wildlife conflicts with elephants and monkeys caused distress. Seasonal employment issues also contributed to financial instability.



### 39. Starting of Amrita Farmer's Group 17.09.2024

As part of UBA, the department of social work proudly launched the Amrita Farmer's Group On September 17th, 2024, our first-ever farmers' collective, at CG. Pudur and K.G. Chavadi of Coimbatore district. The project is led by Dr. S. Kanagaraj from the department. The Amrita Farmers Group aims to address the pressing challenges faced by farmers in the region. By promoting organic farming methods, enhancing farmers' income through collective marketing, and fostering social cohesion, we strive to create a prosperous and sustainable farming community. This initiative aims to provide training, capacity-building programs, and advocacy support. Our goal is to empower farmers, particularly marginalized communities, to improve their quality of life through this great start.



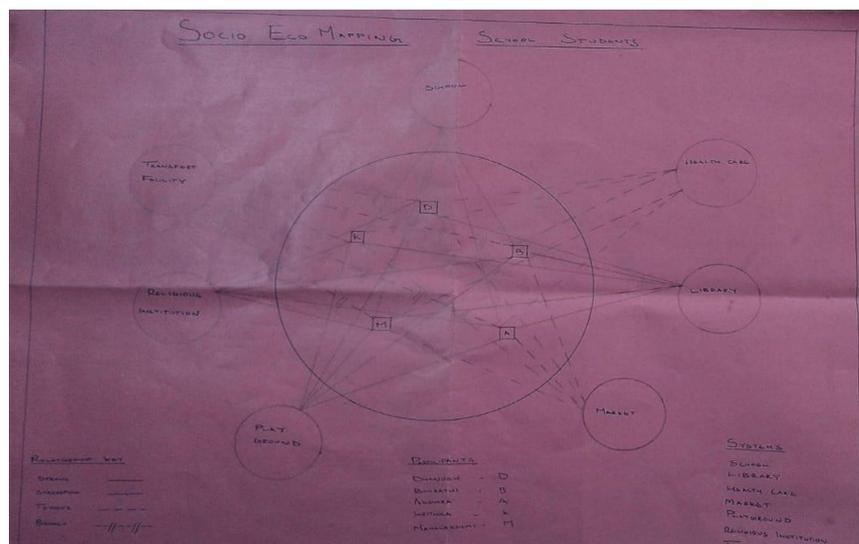
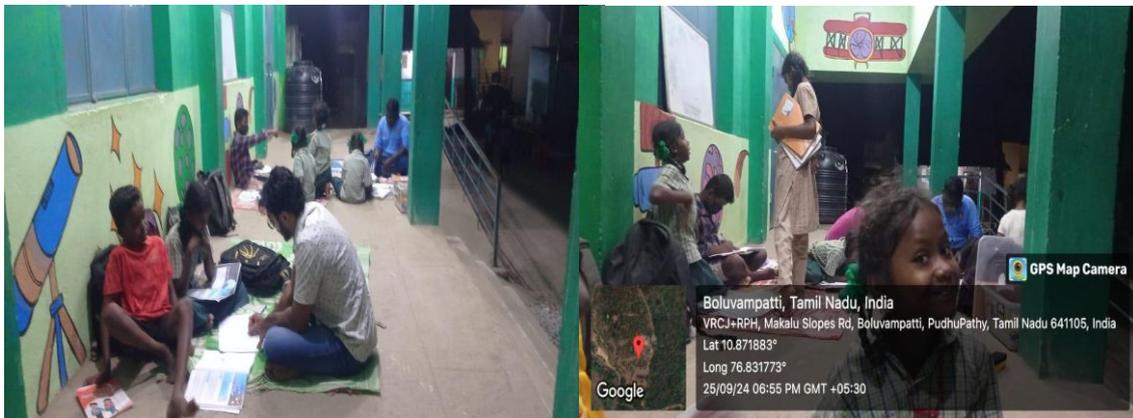
*Dr. S. Kanagaraj addressing the farmer's group*



*Meeting of Amrita Farmer's Group*

**40. Participatory Rural Appraisal (PRA) in Pudupathy Village School 25.09.2024**

PRA methods, such as Socio-Economic Mapping and Dream Mapping, were conducted in Pudupathy village school. Socio-Economic Mapping assessed children's interactions with key community services, revealing strong connections with schools, libraries, playgrounds, and religious institutions but weak or broken connections with healthcare, transportation, and market facilities. Dream Mapping helped children express their vision for an improved village, including a drug-free environment, better playgrounds, hospitals and healthcare facilities, a bus station, safety from wildlife threats, and an upgraded library.



#### **41. Gram Sabha Meeting Participation at UBA villages 02.10.2024**

On October 2, 2024, the Mavuthampathy Panchayat organized a Grama Sabha meeting at PUPS Murukanpathy. Representatives from Amrita Vishwa Vidyapeetham, Mr. Sreeram J and Mr. Jehathish, were present as attendees. Various officials from the Panchayat, including Mrs. Gomathi Senthilkumar, the President of the Panchayat, and Mrs. Madhusree, the Secretary of the Panchayat, participated in the meeting. In addition to them, ward members such as Mr. Sudhakar and Mr. Shanmugan were also in attendance. The Grama Sabha meeting began promptly at 11:00 AM with a welcome address delivered by the Panchayat President, Mrs. Gomathi Senthilkumar. Following the welcome, the Panchayat Secretary, Mrs. Madhusree, provided an in-depth explanation of the Panchayat's activities and expenditures, ensuring transparency and accountability to the villagers.

Next, the veterinary doctor took the stage and discussed several government schemes available to women in the Panchayat, encouraging them to make use of these opportunities. He also requested the villagers to provide the exact number of their cattle to ensure better and more effective services from the department. Following the veterinary doctor's speech, Mr. Narasimha Murthy from the agricultural department spoke about the various schemes and programs available to farmers in the Panchayat. He emphasized how these schemes could benefit the local villagers and improve their agricultural practices.

This Grama Sabha meeting provided a crucial platform for interaction between the villagers and the Panchayat officials, promoting greater community participation and awareness of available government schemes. During the Grama Sabha meeting, Mr. Jehathish led a pledge focused on the protection of women and children against sexual and physical abuse. This was a significant moment aimed at raising awareness about safety and empowerment within the community. Following the pledge, an open discussion was initiated among the attendees. Several villagers voiced their concerns, particularly about locals consuming alcohol within the premises of PUPS Murukanpathy school. This issue was brought to the attention of the local police, who took note of it for further action. Additionally, one of the villagers raised a concern with the agricultural department, requesting a detailed breakdown of the department's activities. This reflected the community's desire for transparency and better understanding of the agricultural initiatives being implemented for their benefit. The meeting facilitated meaningful dialogue, addressing both social issues and governance concerns within the village.

After the Grama Sabha meeting, our team engaged with local villagers to gather insights into the issues affecting the panchayat. The challenges faced by the village is mentioned below.

**Lack of Streetlights:** This issue creates safety concerns, especially during the night, leading to difficulties in navigating the village. It also impacts the sense of security for women, children, and the elderly.

**Poor Bus Services:** Inadequate transportation affects students' ability to attend school regularly, contributing to higher dropout rates. For daily wage labourers, it creates difficulties in commuting to work, leading to reduced income opportunities and economic stress.

**Lack of Electricity:** Several houses still lack access to electricity, which hampers daily life, education, and productivity. Without power, children cannot study in the evening, and families miss out on essential services.

**High School Dropout Rates:** The village struggles with students discontinuing their education. Factors like poor access to schools, lack of infrastructure, and economic challenges contribute to this issue. It also limits future employment opportunities and perpetuates the cycle of poverty.

**Underemployment Among the Educated:** Even those with education find it hard to secure suitable employment in or around the village. This results in frustration and the potential migration of youth to urban areas, draining local talent.

**Lack of Roads:** Many parts of the village lack proper roads, especially in remote areas. This makes transportation challenging, particularly during the rainy season, when roads become inaccessible. The situation hampers access to schools, healthcare, and markets, isolating certain parts of the village.

**Underutilization of Government Schemes:** Many villagers are unaware of the schemes they are eligible for, leading to poor access to resources meant to uplift them. This lack of awareness keeps them from benefiting from subsidies, employment programs, and other support mechanisms.

**Overcrowded and Dilapidated Houses:** With many houses in disrepair and more people living in them than they can accommodate, overcrowding has become a problem. Families are forced to sleep outside, exposing them to the elements and safety risks.

**Alcohol Consumption:** Excessive alcohol consumption among the villagers leads to health, social, and economic problems. It can result in domestic issues, lower productivity, and contribute to poor health outcomes.

**Poor Waste Management:** The lack of proper waste disposal and management systems creates an unhygienic environment, increasing the risk of diseases and lowering the overall quality of life. Inadequate waste management can also lead to environmental degradation, affecting soil and water quality.



#### 42. Participation in Grama Sabha meeting at Palathurai Panchayat 02.10.2024

The Palathurai Panchayat organised a Gram sabha on October 2, 2024 at SHG Kalyanamandapam, Palathurai. The meeting was facilitated by R Kalpana. The Gram sabha began at 11.00 am. The officials from panchayat including Mrs. S. Maheshwari, the president of the panchayat, attended the meeting. The meeting was attended by 62 members including panchayat members, government officials and village residents. Student representatives from Amrita Vishwa Vidyapeetham, Ms. Diya Rajesh and Ms. LekshmiPriya U were present.

Mr. Vishnu Kannan, a research scholar at Amrita Vishwa Vidyapeetham, led a pledge focused on child welfare, women's safety, and the protection of children from violence and abuse. Mr. John William and Mrs. Nancy suja from Government Hospital, Madhukarai gave awareness on Tuberculosis, its harmful effects and target of abolishing TB from the country. They highlighted available anti-TB government schemes, incentives for TB positive

patients, medical services. The public was encouraged to actively participate in screening camps, with the District Health Department providing a mobile X-ray van for support.

On behalf of Mrs. Sudha, Assistant director of agriculture, an official from Agricultural department gave awareness on Bio-Fencing, various schemes from state and central governments, subsidy for fertilizers, agricultural equipment, battery operated sprayers allocation to Palathurai farmers, promotion of organic farming and drip irrigation. The Assistant Director from Arisipalayam PHC explained the importance of registering pregnancies with the government health center to benefit from the Dr. Muthulakshmi Reddy Scheme. This scheme encourages women to get the necessary prenatal and postnatal care through government health facilities. If a woman registers within the first 12 weeks of pregnancy, she receives ₹6,000, and by using maternity services from the beginning of pregnancy until delivery, she can receive a total of ₹18,000. For non-communicable diseases like diabetes and hypertension, people were advised to follow up with Makkalai Thedi Maruthuvam volunteers to get proper medications.

Later, the sanitation workers of the panchayat was given a token of honour by S.Kalimuthu, secretary of the panchayat in presence of Mr. Sharavanan, Block development officer. The villagers raised concerns on water scarcity and lack of awareness on assistance provided by agricultural department. The panchayat officials assured that necessary steps will be taken to resolve the issues. The interactions with villagers gave an insight on the various challenges faced by them. The challenges faced by the villagers are mentioned below:

**Lack of Transportation facilities:** The villagers rely on a single bus as their only means of transportation.

**School dropouts :** The nearby government school only offers education up to the 8th standard, leading to a high dropout rate among students thereafter.

**Lack of sanitation facilities:** There is an urgent need to construct a public bathroom to address the community's sanitation issues.

**Lack of proper drainage system:** There is a need to restructure the existing drainage system as the current one is not sufficient enough.

Grama Sabha Participation - Picture Gallery







### 43. UBA volunteers visit BDO, Madukkarai 14.10.2024

UBA volunteers visited Block development office on 14.10.2024 to understand about various functions and further to understand about the local administration.



#### **44. Report on "Training on Capacity Building to Faculties of Academic Institutions and Institution of Excellence on Handholding support to preparation" 18 & 19.10.2024**

##### **Introduction:**

Amrita Vishwa Vidyapeetham (Deemed to be University), Coimbatore signed MOU with State Institute of Rural Development & Panchayati Raj, Chennai for implementing and providing handholding support to preparation of GPDP in Palathurai and Mavuthampathy panchayat. In the continuation of MOU, a training on Capacity Building to Faculties of Academic Institutions and Institution of Excellence on Handholding support to preparation held at SIRD&PR, Chennai from 18.10.2024 to 19.10.2024. Dr.S.Kanagaraj, Assistant Professor, Mr.T.Sathishkumar, Assistant Professor, Department of Social Work, Amrita Vishwa Vidyapeetham, Arasampalayam and Dr.Anu G. Kumar, Assistant Professor, Department of Electrical & Electronics Engineering, Amrita School of Engineering, Coimbatore representing Amrita Vishwa Vidyapeetham participated in the training programme.

Session 1: Topic: Overview & Importance of PanchayatRaj Institutions Panchayat raj institutions

Mr.Yuvaraj S., State Resource Person, SIRD&PR discussed on presentation on Higher Education Institutions (HEI) Initiatives highlights the significant role HEIs can play in strengthening local governance and panchayat development. Through collaboration with Panchayat Raj Institutions (PRIs), HEIs can foster research, capacity building, and community engagement to support rural development initiatives aligned with national policies. The objective is to integrate academic expertise with practical governance challenges, promoting evidence-based decision-making. HEIs contribute by facilitating skill development, creating knowledge-sharing platforms, and promoting sustainable development practices at the grassroots level. They also assist in developing tools for effective governance, such as Panchayat Development Plans (PDPs) and monitoring frameworks. This partnership enhances transparency, accountability, and innovation within panchayats, empowering them to address socio-economic challenges more efficiently.

The involvement of HEIs in local governance not only bridges the knowledge gap but also enables communities to achieve **Sustainable Development Goals (SDGs)**. Through targeted interventions, HEIs help strengthen areas like education, health, and infrastructure,

leading to more inclusive growth. This collaborative approach ensures that research outcomes translate into actionable policies, driving sustainable rural transformation.

Ultimately, the initiative aims to create a dynamic interface between education and governance, equipping panchayats with the tools and strategies needed for long-term development.

#### Session 2:

Mr. Sharuk Khan K, Faculty, Centre for programme implementation, SIRDPR discussed about the overview of MDGs and SDGs. Following to that he discussed in detail on the localisation of SDGs (LSDGs). He also highlighted how higher education institutes can participate in achieving LSDGs.

Mr. Sharuk Khan K, Faculty at the Centre for Programme Implementation, SIRDPR, led a session providing an in-depth overview of the Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs). He focused particularly on the Localization of SDGs (LSDGs), emphasizing the importance of contextualizing global goals to meet local needs effectively. His presentation covered strategies for adapting these goals within panchayats to address regional development challenges. Additionally, Mr. Sharuk Khan highlighted how higher education institutions can actively contribute to achieving LSDGs, encouraging partnerships, research, and innovation to drive localized sustainable development. This session underscored the collaborative role that educational bodies and local governance can play in achieving broad developmental goals.

Session III: Ms. Susmita, Faculty, SIRD & PR handled session on interventions to achieve Theme 2 Healthy Panchayat.

Ms. Susmita, Faculty at SIRD & PR, discussed interventions necessary for achieving the theme of “Healthy Panchayats,” focusing on strategies to promote health and well-being at the community level. Her session detailed steps that panchayats can take to ensure accessible healthcare services, improved sanitation, and preventive healthcare measures for their communities. She highlighted successful health programs and suggested adaptable models that panchayats could replicate. The session also included discussions on promoting awareness around hygiene, nutrition, and immunization to help panchayats become hubs of health-centered development. This session provided a comprehensive roadmap to help rural communities prioritize health as a core element of development.

Session IV: Dr. M. Thilagavathi Faculty, SIRD & PR discussed on the interventions to achieve Theme 7 Socially just and secured panchayats.

Dr. M. Thilagavathi, Faculty at SIRD & PR, addressed the topic of creating socially just and secure panchayats. Her session covered interventions aimed at fostering inclusivity, equity, and social justice within panchayat governance. She emphasized the need for programs that support marginalized groups, including women, children, and elderly residents, ensuring they have access to resources and representation. Dr. Thilagavathi also highlighted ways to promote social cohesion and security, encouraging policies that safeguard vulnerable populations. Her presentation shed light on the role of panchayats in implementing rights-based approaches, thus strengthening community bonds and fostering an environment where all citizens feel secure and included.

Day 2: 19.10.2024

Session 1: Dr. M. Thilagavathi Faculty, SIRD & PR discussed on the interventions to achieve Theme 3 Child friendly Panchayat.

Dr. M. Thilagavathi continued her discussion on social welfare, focusing on interventions for building “Child-Friendly Panchayats.” Her session centered on developing supportive infrastructures and policies that address children’s needs, including safe spaces, quality education, healthcare, and recreational facilities. She outlined actionable steps for panchayats to become more child-centric, ensuring the safety, protection, and overall well-being of children in rural communities. Additionally, the session included strategies to prevent child labor, ensure school enrollment, and facilitate programs that promote physical and mental health among children. This session highlighted the critical role of panchayats in safeguarding children’s rights and fostering environments conducive to healthy childhood development.

Session 2: Mr. Sharuk Khan K, Faculty, Centre for programme implementation, SIRDPR discussed to interventions to achieve Theme 5-Clean and Green panchayats.

Mr. Sharuk Khan K led another session focusing on the theme of “Clean and Green Panchayats.” He discussed interventions for improving cleanliness, waste management, and environmental sustainability at the grassroots level. His presentation included innovative solutions for managing solid waste, promoting afforestation, and reducing pollution, encouraging panchayats to adopt eco-friendly practices. He emphasized the importance of community participation in cleanliness drives, water conservation, and sustainable

agricultural practices. This session aimed to provide panchayats with a practical toolkit to create cleaner, greener communities that contribute to a healthier environment, aligning with broader environmental goals and enhancing local ecological well-being.

Session 3: Mr. Kirubakaran, Faculty, SIRD & PR discussed on the interventions to achieve Theme 4- Water sufficient Panchayat and Theme 6 Self Infrastructure panchayats.

Mr. Kirubakaran, Faculty at SIRD & PR, discussed interventions focused on achieving “Water-Sufficient Panchayats” and enhancing infrastructure self-sufficiency. He covered best practices in water conservation, rainwater harvesting, and efficient water management techniques tailored for rural settings. Additionally, he addressed the significance of robust infrastructure, including roads, housing, and community facilities, to support sustainable growth. The session also explored ways panchayats can build resilient infrastructures that cater to community needs while reducing dependency on external resources. This discussion underscored the importance of water management and infrastructural autonomy in fostering self-sustained, thriving panchayats.

Session 4: Mr. Aravindan, Resource Person, SIRD & PR discussed on the interventions to achieve Theme 1 Poverty free and enhanced livelihood Panchayat and Theme 9 Women friendly panchayats Finance Commissions, Steps for GPDP Preparation, Mahila Sabha and Bala Sabha

Mr. Aravindan, Resource Person at SIRD & PR, discussed interventions for poverty alleviation under the theme “Poverty-Free and Enhanced Livelihood Panchayat.” He highlighted methods for creating income-generating opportunities within panchayats, focusing on skill development, entrepreneurship, and support for small-scale businesses. Additionally, his session included steps to build “Women-Friendly Panchayats” by encouraging women’s participation in governance and addressing gender-specific challenges. He also shared a structured guide for preparing the Gram Panchayat Development Plan (GPDP) and discussed the significance of Mahila Sabha (women’s councils) and Bala Sabha (children’s councils) in promoting inclusive participation. This session provided valuable insights into making panchayats more inclusive, economically vibrant, and responsive to diverse community needs.

Session V: Mr. Kirubakaran, handled session on National Panchayat awards Faculty, SIRD & PR and PDI

Mr. Kirubakaran presented a session on the National Panchayat Awards, explaining the criteria, objectives, and significance of these awards in recognizing and encouraging panchayat excellence. He discussed the different categories of awards, such as those for best practices in health, education, sanitation, and women's empowerment, and shared insights on how panchayats can apply for and qualify for these accolades. The session served as a motivating platform for panchayats to aim for national recognition by implementing successful, scalable models of development. It reinforced the importance of acknowledging and rewarding innovative efforts in panchayat administration.

Session VI: Mr. Yuvaraj S. Faculty, SIRD & PR discussed on Participatory planning movement, Panchayat development index

Mr. Yuvaraj S., Faculty at SIRD & PR, concluded the event with a session on the Participatory Planning Movement and the Panchayat Development Index (PDI). He discussed how these frameworks enable more inclusive planning processes by involving community members directly in decision-making. Mr. Yuvaraj emphasized the importance of data collection and analysis in creating the Panchayat Development Index, a tool that assesses developmental progress across key indicators. This session encouraged panchayats to adopt participatory approaches, ensuring that development strategies are reflective of the community's needs and aspirations. The session highlighted PDI as a measure of

accountability and progress that can guide rural development in meaningful, measurable ways.

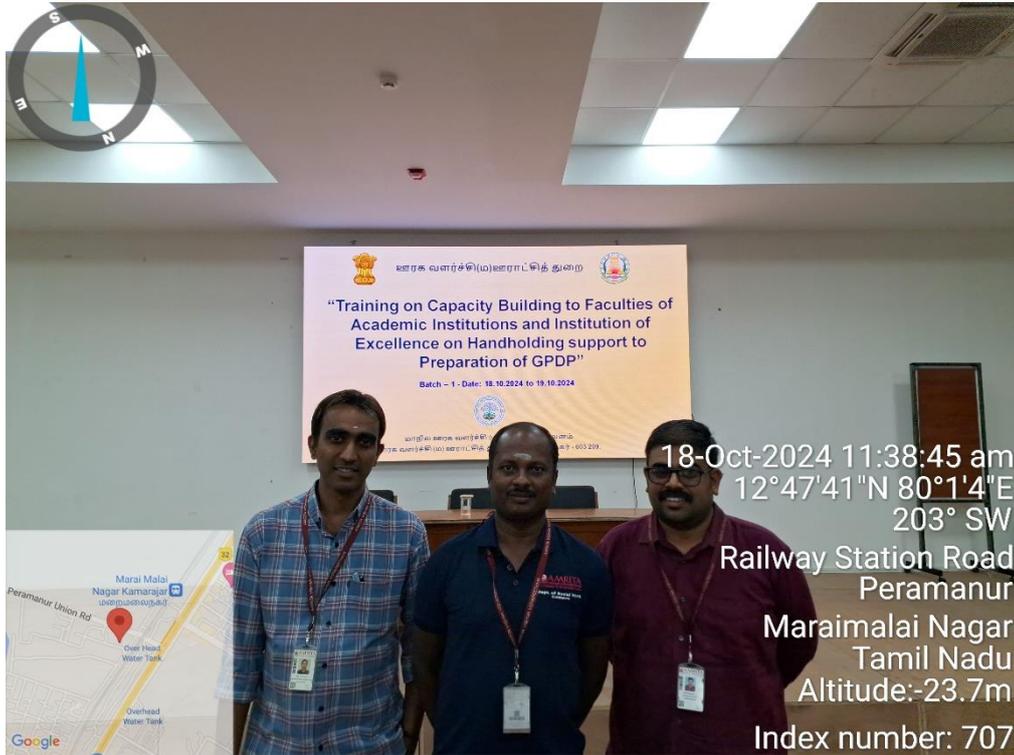


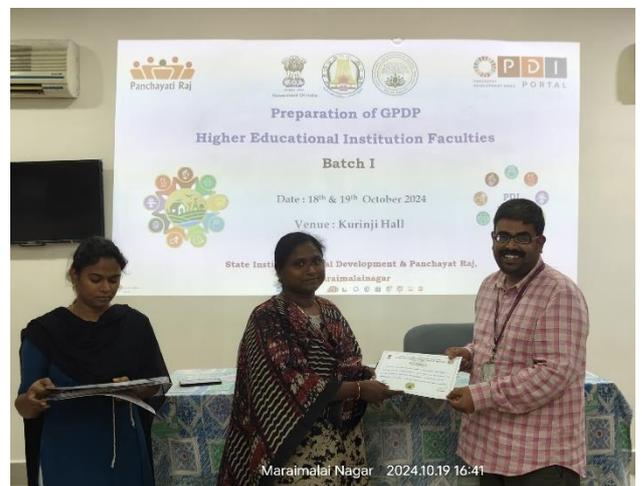
Photo gallery

Faculty members at SIRD & PR



Dr.S.Kanagaraj receiving certificate from Mrs.Thirumurga Poonkuzhali, Assistant Director (Agriculture)

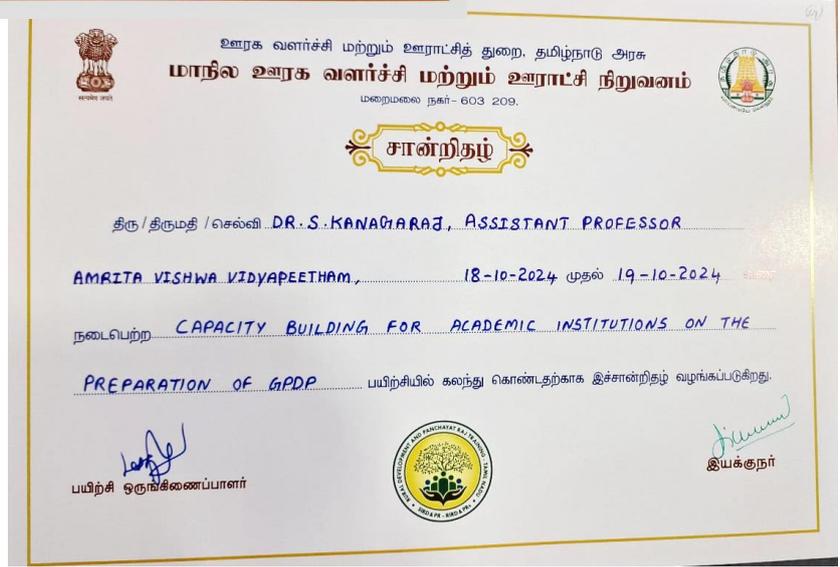
Dr.T.Sathishkumar receiving certificate from Mrs.Thirumurga Poonkuzhali, Assistant Director (Agriculture)





Group photo with all the participants

Certificates



#### 45. “Snehakootam” Celebrating Children's Day with Joy 20 & 21.11.2024

As part of UBA celebrated Children’s Day with a week-long celebration titled Snehakootam. The program was organised by II MSW and I BSW students under the guidance of Dr. Prasath Selvaraj. On the first day, workshops and interactive activities were held to highlight the importance of child rights and protection. S. Vijay Khanna, Consultant of COODU Organization, conducted an insightful session on the latest trends in Corporate Social Responsibility (CSR) with respect to child rights. Creative workshops followed, including Origami making by Akhila K. B., Art from Waste by Rakhi R. N., and Vegetable Painting by Roniya Deep, all from II MSW. Additionally, PG diploma students conducted sessions on superhero themes and safe play exercise therapy, making the event engaging and educational. Day two of the celebration extended to Mavuthampathy and Puthupathy village schools, where students interacted with children in an informal and lively setting. These sessions encouraged children to express themselves and participate in fun activities, fostering a sense of connection and joy. Through this celebration, the department not only commemorated Children’s Day but also emphasised the significance of nurturing creativity, safety, and rights among young minds



*The Social Work Department team celebrating the success of Snehakootam – Children’s Day Week.*



*Interactive sessions with the children of Mavuthampathy and Puthupathy village schools*

#### **46. Tribal village visit 21.11.2024**

UBA volunteers and faculty Dr.S.Kanagaraj visited Mavuthapahty tribal village for various intervention in the village on 21.11.2024



#### **47. Tree Plantation Initiative in Mavuthampathy Village 04.12.2024**

As part of UBA, tree plantation initiative in collaboration with Namma Navakkarai NGO aimed to convert the barren land into a green space. Native saplings were selected to enhance biodiversity, and farmers, students, and volunteers participated in the plantation drive. Regular watering and monitoring ensured the sustainability of the initiative. The project will contribute to air quality improvement, soil conservation, and community engagement, fostering a culture of environmental stewardship. On December 6th tree plantation event happened at Mavuthampathy Panchayat. The event was guided by Dr. S. Kanagaraj, indicating that he played a leadership or supervisory role in organizing and conducting the event. The event saw active participation from students of 1st year MSW and 1st year BSW. These students were engaged and involved in the tree plantation activities, planting around 120 saplings. This significant effort aims to promote environmental awareness and contribute to a greener environment. Notably, Mr. N.S. Maheshwaran, the founder of Namma Navakkarai, visited the event. His presence likely added significance and importance to the event, and may have also motivated the students and other participants. Overall, the event presents a positive and uplifting picture of a community-based initiative promoting environmental sustainability. The tree plantation was done in collaboration with Mavuthampathy panchayat and Namma Navakkarai NGO.





#### 48. Report on Republic Day 26.01.2025

UBA volunteers participated in republic day and celebrated the 76<sup>th</sup> Republic Day with great enthusiasm and patriotic spirit. The event commenced at 9:00 AM with the hoisting of the national flag by Dr. Sudheesh Manalil, Dean of Agricultural Sciences, followed by the singing of the national anthem. As part of the celebration, students performed a patriotic song, filling the atmosphere with pride and devotion to the nation. Their melodious rendition added to the spirit of the occasion and was met with applause from the audience. In his inaugural address, Dean Sudheesh Manalil spoke about the importance of Republic Day and the values enshrined in the Indian Constitution. He encouraged students to uphold the values of democracy and contribute positively to society. Following the inaugural address, Dr. Rangasamy, Chairperson of the School of Social and Behavioural Sciences, delivered an inspiring speech. He emphasized the democratic principles that guide the nation and urged students to actively engage in societal progress through education and ethical leadership. His speech resonated deeply with the audience, reinforcing the spirit of unity and responsibility. The celebration concluded with the distribution of sweets, fostering a sense of joy and camaraderie among students, faculty, and staff. The program concluded with a vote of thanks, leaving everyone with a renewed sense of patriotism and commitment to the nation.





#### 49. Participation in Grama Sabha meeting on 26.01.2025

Dr.S.Kanagaraj participated grama sabha meeting at Mavuthampathy tribal village on 26.01.2025. Important discussions on achieving SDGs and other key issues discussed in the meeting.



**50. Women's day was celebration at Arasampalayam village 09.03.2025**

As part of UBA, women's day was celebrated at Arasampalayam village on 09.03.2025, UBA volunteers performed cultural programmes sensitising protection of women. All the villagers actively participated in the programmes and all the people took oath on protecting women. Dr.S.Kanagaraj explained about the important contribution of women and gender sensitisation among the villagers





Oath taking at the village

\*\*\* End\*\*\*