



AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY



Amrita Vishwa Vidyapeetham
Coimbatore Campus

“Unnat Bharat Abhiyan (UBA) 2.0”

Annual Report 2024 – 2025

April 2024 to March 2025

UBA Participating Institute Id no. 5558
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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. 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

3. 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.

4. Community Awareness Program at Kaliyapuram Village 09.05.2024

On May 9th, 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

5. 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.



6. **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.



	<p>"MIND MATTERS" A MOVIE TIME</p> <p>ORGANISED BY : M&P students Department of social work, Amrita Vishwa Vidyapeetham</p>
<p>Join us for the movie</p> <p>"A BEAUTIFUL MIND"</p>	
	<p>ON JULY 23, 2024</p> <p>Time : 2.00pm Venue : C-31</p>

7. Independence Day Program At The Campus 15.07.2024

The 78th 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.



Dr. Sudheesh Manalil addressing the crowd on 78th independence day



UBA volunteers and faculties of SSBS who attended the program

8. 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 78th Independence Day celebrated on August 15th, 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

9. 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



10. “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.



11. 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

12. 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.



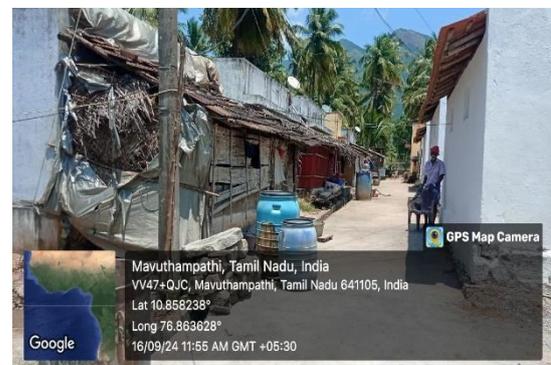
13. Farmer Engagement and Agricultural Challenges 13.09.2024

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.



14. 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.



15. 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.



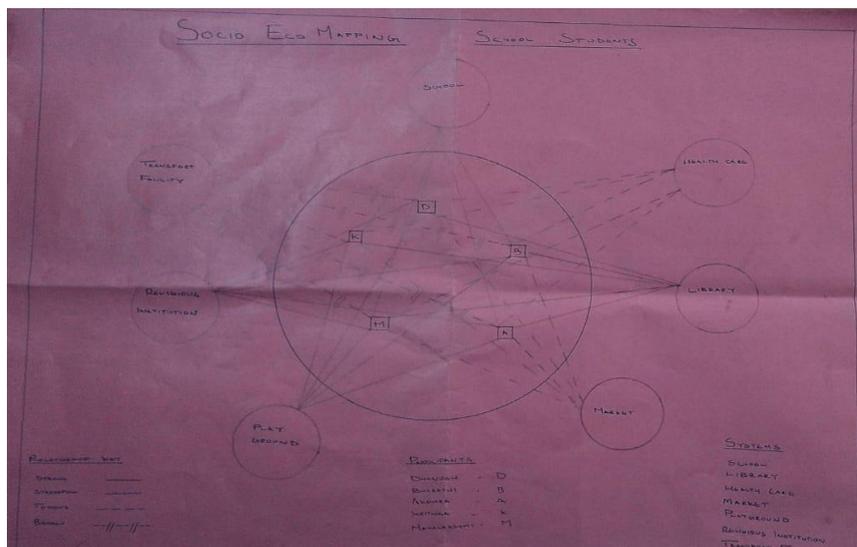
Dr. S. Kanagaraj addressing the farmer's group



Meeting of Amrita Farmer's Group

16. 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.



17. 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.



18. 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. Lekshmi priya 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, it's 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







19. 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.



20. 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.

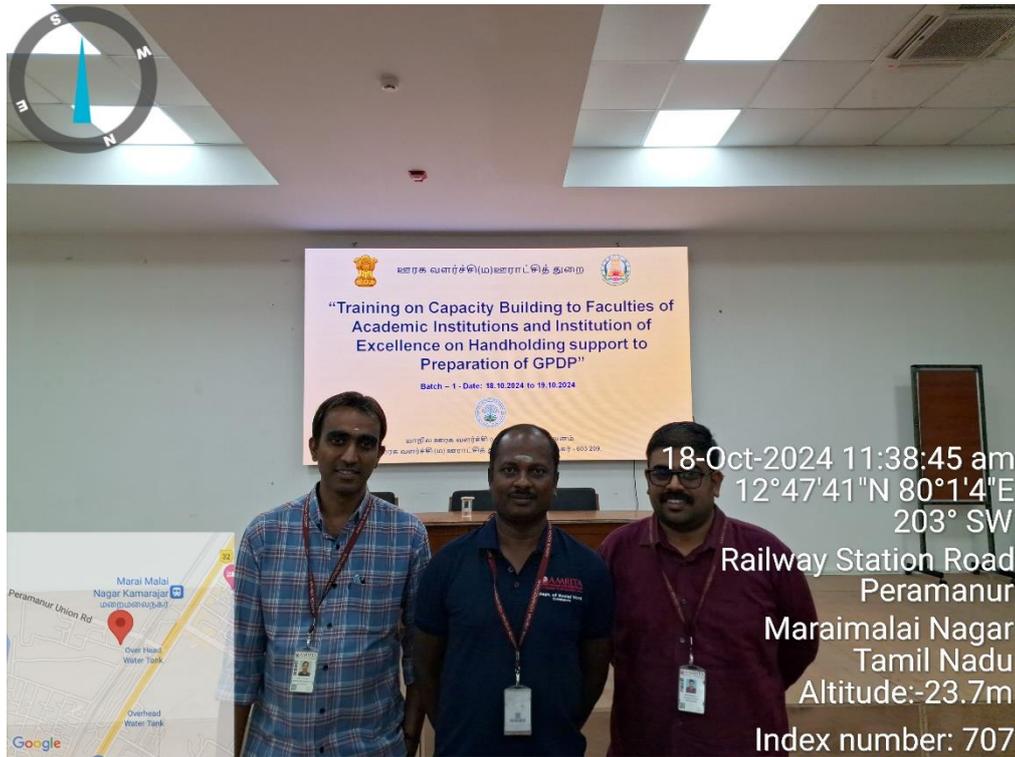


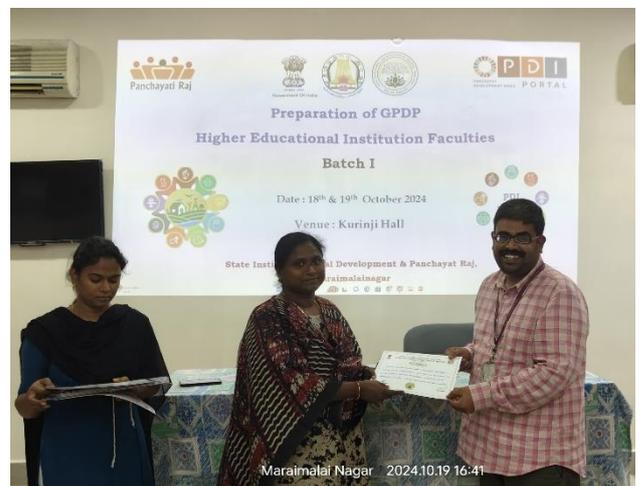
Photo gallery

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



21. “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

22. 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



23. 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.





24. Report on Republic Day 26.01.2025

UBA volunteers participated in republic day and celebrated the 76th 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.





25. 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.



26. 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

27. Project Report of “Capacity building for promoting organic farming through effective implementation of Paramparagat Krishi Vikas Yojana (PKVY)” project no. RP-03525G under UBA-SEGs

1. Title of SEG Project: “Capacity building for promoting organic farming through effective implementation of Paramparagat Krishi Vikas Yojana (PKVY)”
2. Name of UBA SEG under which the project has been sanctioned: Capacity Building, Strategy for Convergence and Implementation of Various Govt. Schemes
3. Field of Technical Intervention/Customization under UBA Themes: Organic farming
4. Name of the Participating Institution: Amrita Vishwa Vidyapeetham, **AISHE Code:** U-0436
5. Name of Principle Investigator/s with Complete Contact Details: Dr.S.Kanagaraj, Dept. of Social Work, Amrita School of Social and Behavioural Sciences, Amrita Vishwa Vidyapeetham, Coimbatore, India, Email id: s_kanagaraj@cb.amrita.edu , Mobile Number: 9943703604
6. Name of Village/s where Project Development Activities were Carried Out: PG Puthur, Ettimadai Panchayat
7. Project Justification/ Brief Introduction of the project

a) Problem Description

The project on "Capacity Building for Promoting Organic Farming through Effective Implementation of Paramparagat Krishi Vikas Yojana (PKVY)" aims to address the pressing need for sustainable agricultural practices by focusing on promoting organic farming. The project seeks to identify and address the key barriers faced by farmers and stakeholders in adopting organic farming under the PKVY program. It aims to build the capacity of farmers, agricultural extension officers, and relevant stakeholders through comprehensive training programs, workshops, and knowledge-sharing initiatives.

b) Objectives of the Project

- To promote organic farming practices among rural farmers.
- To strengthen farmers’ capacity through training and soil testing.

- To implement a multi-grain cropping system for soil restoration.
- To form and sustain a farmers' group for collective action.

c) Details of the Solution Adopted to Solve the Problem

The project tackled the challenges in promoting organic farming through an integrated approach. A capacity-building workshop was organized at Veerapanur, where 18 farmers participated and interacted with experienced organic farmers who shared practical insights into sustainable agriculture. Key techniques such as soil preparation, composting, and organic fertilizers were explained.

Soil testing played a central role in understanding the existing soil health. Samples were collected from interested farmers and submitted to a government-approved soil testing lab in Coimbatore. The test results provided farmers with Soil Health Cards, enabling them to make informed decisions about crop selection and nutrient management.

To encourage long-term collaboration and sustainability, the *Amrita Farmers Club* was formed with 14 members who agreed on monthly savings contributions. The club also initiated steps to open a bank account to manage its funds collectively and transparently.

A scientifically supported multi-grain cropping system was introduced as the first step toward land recovery from chemical degradation. Seeds of various crops such as red gram, sesame, bajra, and country corn were distributed to the farmers. These crops were sown simultaneously and planned to be ploughed back after 45 days to enrich the soil with organic matter and microbial activity.

Overall, this community-based model emphasized awareness, collective action, scientific intervention, and economic sustainability to enable a successful transition to organic farming.

d) Brief Methodology with Photographs

The project began with farmer mobilization and community engagement to identify interested participants. Following this, a one-day capacity-building workshop was held, where experienced practitioners demonstrated organic techniques and answered farmer queries. Hands-on sessions were conducted on composting, water conservation, and low-cost methods.

Next, soil sample collection was carried out from participating farmers. These samples, along with farmer details, were submitted to the Soil Testing Laboratory at Lawley Road. Soil Health Cards were issued, providing individual recommendations on soil inputs and suitable crops.

Simultaneously, the farmers' group was formed with regular meetings and consensus on operational rules. A financial model involving ₹200 monthly savings was introduced to build financial sustainability. An application was submitted to open a bank account in the group's name.

The seed distribution process followed, where each farmer received a portion of 490 kg of multi-grain seeds (including country corn, bajra, red gram, sesame, coriander, sunn hemp, and groundnut). The sowing began shortly afterward, with farmers instructed to plough the crops back into the soil after 45 days to improve organic content. This process was to be repeated 2–3 times.



UBA activities by Amrita Vishwa Vidyapeetham



Soil Test



Farmers' meeting



e) *Implementation Steps*

The project was implemented in sequential steps to ensure community participation and scientific rigor.

1. **Farmer Identification & Mobilization:** Interested farmers were identified through field visits and initial orientation sessions.
2. **Training Workshop:** A practical training session on organic farming was conducted with expert farmers.
3. **Soil Testing:** Soil samples were collected and analyzed; Soil Health Cards were distributed.
4. **Formation of Farmers Group:** A 14-member *Amrita Farmers Club* was formed, with members contributing savings and establishing group rules.
5. **Seed Procurement and Distribution:** High-quality multi-grain seeds were procured and distributed for organic soil enrichment.

6. **Land Preparation and Sowing:** Farmers began preparing their land and initiated the first cycle of multi-cropping.
7. **Monitoring and Follow-up:** Regular meetings were scheduled to track progress, finalize the bank account, and plan future training sessions.

This structured and participatory implementation ensured that each farmer not only received technical knowledge but also became part of a sustainable community-driven initiative for organic agriculture

f) Details of Resources and Skills Set up

The project leveraged both tangible and intangible resources to ensure effective implementation and sustainability of organic farming practices in the village cluster.

Human Resources:

A dedicated team led by Dr. S. Kanagaraj, Assistant Professor and UBA Coordinator from the Department of Social Work, Amrita Vishwa Vidyapeetham, oversaw the execution of the project. Local resource persons with practical knowledge in organic farming, such as Mrs. Pushpa Nandini and Mr. Senthilkumar, served as field trainers during workshops and farmer interactions. The formation of the *Amrita Farmers Club* with 14 active members created a peer-support structure that fostered collaboration, accountability, and knowledge sharing among farmers.

Technical Resources and Tools:

- **Soil Testing Support:** Soil samples collected from the farmers' fields were tested at the Government Soil Testing Laboratory in Lawley Road, Coimbatore. This helped determine soil nutrient levels, pH balance, and overall fertility, which guided informed decision-making regarding crop selection and organic input application.
- **Seed Inputs:** A total of 490 kg of high-quality multi-grain seeds, comprising 5 main and 20 sub-varieties, were procured and distributed to farmers to initiate the soil restoration process.
- **Documentation Tools:** Meeting minutes, farmer records, and application forms for bank account registration were prepared using standardized templates to maintain transparency and accountability within the group.

Skill Development Initiatives:

Farmers were trained through capacity-building workshops on essential organic farming practices including:

- Natural composting and green manure techniques
- Water conservation and efficient irrigation
- Crop rotation and multi-cropping systems
- Seed mixing and soil preparation methods

These sessions were interactive and included demonstrations, promoting experiential learning. The ongoing support from agricultural experts and planned exposure visits will further enhance the skill base of the farmers.

Institutional and Financial Setup:

The Farmers' Club agreed upon a financial model where each member contributes ₹200 monthly towards a common fund. Efforts were made to open a joint bank account with Tamil Nadu Grama Bank to manage finances formally. This setup encourages shared investment and financial discipline, essential for scaling and sustaining organic farming initiatives.

g) Budget of the Project

Budget Details

Statement of Accounts			
Date	Voucher Number/bill number	Particulars	Amount
Field Work Expenses			
20.11.24	1	Field Work Expenses	2576
06.03.24		Refreshments	117
06.03.24		Refreshments	495
11.04.24		Refreshments	82
23.04.24		Refreshments	330
23.04.24		Refreshments	20
15.08.24	11416	Lunch	1134

Total			4754
Contingency			
20.02.24		Photocopy	120
22.04.24		Reprography	75
25.10.24		Stationery items	433
20.11.24	RPA/24-25/140	Polymer Stamp	378
Total			1006
Materials delivered to the Beneficiaries			
16.11.24		Purchase of seeds	44240
Total			44240
Grand Total			50000

1. Deviation Made from Original Objectives, if any, While Implementing the Project and Reasons thereof

No major deviations were made from the original objectives. However, due to the time required for soil testing and group formation procedures, the actual sowing and implementation of multi-grain cropping had to be initiated in a phased manner. This was necessary to ensure that farmers were well-prepared and trained before adopting the organic practices, thus maintaining the quality and sustainability of outcomes.

2. Whether the Problem Identified/Issue has been Resolved by the Implementation of this Project?

Yes, the project has effectively addressed the core issues related to lack of awareness, poor soil health, and unorganized farming practices. Farmers have gained knowledge through training, received Soil Health Cards for better crop planning, and initiated multi-grain cropping to rejuvenate the soil. The formation of the Amrita Farmers Club has laid a strong foundation for sustained organic farming practices and community-based agricultural development.

3. Achievements of the Project

a) Outcome of the Project

The project led to significant positive outcomes in promoting organic farming practices at the grassroots level. A key achievement was the successful formation of the *Amrita Farmers Club* with 14 members, which now serves as a collective platform for sustainable

agricultural initiatives. The participating farmers underwent structured training, gained practical knowledge in organic farming, and began implementing the multi-grain cropping system as a preparatory step toward soil restoration.

Each farmer received a Soil Health Card based on scientific soil testing, enabling them to make informed decisions on crop selection and nutrient management. The distributed multi-crop seeds have been sown, and the farmers have initiated the first round of ploughing, as per organic practices. Financial planning through monthly savings and the initiation of a joint bank account has enhanced the group's financial discipline and sustainability.

Overall, the project has improved awareness, strengthened local capacity, and established a model for community-led organic farming that is both ecologically sustainable and economically viable.

b) Tangible and Intangible Benefits

The farmers are reaping several benefits from the project, including improved soil fertility through the adoption of composting and vermicomposting techniques. The distribution of multi-grain seeds for cultivating 1.5 acres per farmer is expected to boost productivity. The formation of a Farmers' Club, along with a dedicated bank account, has enhanced financial and resource management. Additionally, farmers have gained greater awareness of the importance and advantages of organic farming. The project has strengthened community networks and fostered cooperative practices, while also empowering farmers with new skills and knowledge for long-term sustainability. Confidence in transitioning to eco-friendly and organic farming methods has significantly increased.

4. The Final Impact of this Project in the Adopted Villages (in 100 words) in Livelihood, Agriculture, Infrastructure, Rural Energy, Literacy, Others, etc.

The project successfully promoted sustainable organic farming practices, directly benefiting 14 farmers through capacity-building workshops, soil testing, and the distribution of seeds for multi-cropping. Farmers formed a Farmers' Club, fostering community collaboration, knowledge sharing, and financial management through a dedicated bank account. The initiative improved soil fertility and reduced chemical dependency by introducing organic techniques such as composting and

vermicomposting. Multi-grain sowing and sustainable practices were implemented, enhancing land productivity and empowering farmers to adopt eco-friendly methods. The project ensured long-term sustainability through regular training, follow-up meetings, and expert-led sessions, creating a strong foundation for continued organic farming adoption.

5. Number of Student Participation/Involvement with details

The project engaged approximately 25 students who played a pivotal role in promoting organic farming. They organized awareness drives within the project area to educate farmers on the benefits of organic farming. As part of their involvement, students conducted surveys to gather data on existing farming practices, challenges faced by farmers, and their perceptions of organic farming. Students specializing in agriculture contributed significantly by assisting in training farmers on soil testing and various sustainable farming techniques, including composting and vermicomposting. They collaborated with experts to deliver hands-on training sessions, ensuring practical understanding and application. Additionally, students facilitated the formation of Organic Farming Groups by mobilizing farmers and fostering community networks for knowledge-sharing and cooperative practices.

6. Number of Faculty Participation/Involvement

The involvement of five faculty members in the project has been pivotal to its success. Their contributions include organizing and leading training programs, serving as resource persons to share expertise, and guiding students in program implementation. Faculty members also arranged exposure visits and field visits, providing farmers and students with practical insights into organic farming. Additionally, they actively engaged in interacting with farmers to understand their challenges and needs, creating awareness about sustainable practices. Their mentorship and participation have ensured effective capacity-building and seamless execution of the project objectives.

7. Impact of this Work on the Learning of Students

The project significantly enhanced students' learning and practical understanding of sustainable agriculture and community engagement. Students gained hands-on experience in organic farming practices, including soil testing, composting, vermicomposting, and multi-cropping techniques. By conducting surveys and data collection, students improved their research, analytical, and problem-solving skills. Interacting with farmers and organizing awareness drives strengthened their communication, leadership, and teamwork abilities. Collaborating with faculty members and agricultural experts provided students

with mentorship and insights into real-world applications of sustainable farming. Students learned to plan, coordinate, and implement field activities, enhancing their organizational and management skills. Working closely with farmers deepened their understanding of rural challenges, instilling a sense of responsibility toward sustainable development and community welfare. This experiential learning approach bridged the gap between theoretical knowledge and practical application, equipping students with skills for future endeavors.

8. Impact of this Work on the Learning of the Teacher

The implementation of this project provided the teacher with valuable experiential learning in community engagement, participatory planning, and grassroots-level capacity building. It deepened the understanding of rural agricultural challenges, particularly those related to transitioning from chemical-intensive to organic farming systems. Working directly with farmers enhanced the teacher's ability to design practical, need-based interventions rooted in local knowledge and scientific principles.

The project also offered insights into policy-level schemes like PKVY and their ground-level execution, enabling the teacher to bridge the gap between academic knowledge and field application. Facilitating group formation, coordinating with government institutions for soil testing, and managing financial and logistical components of the project contributed to strengthened skills in leadership, project management, and participatory rural development.

Overall, the experience enriched the teacher's role as both a facilitator of sustainable practices and an academic mentor, reinforcing the importance of integrating social work values into community-based agricultural initiatives.

Number of Families and Rural Population Impacted

Here are the details of the farmers impacted by the project:

S.No.	Name	Gender	Aadhar No.	Age	Land Holding	Details of crop
1.	Senthilkumar T	Male	379269552712	44	1 acre	Banana

2.	Arulraj P	Male	525686820972	60	2 acre	Horticultural Crops
3.	Subbulakashmi.T	Female	437996713368	68	1 acre	Banana
4.	Jeganathan.P	Male	469544165809	62	2 acre	Banana
5.	Senthilkumar. S	Male	626626075305	49	4 acre	Coconut, Banana
6.	Palanisamy.K	Male	942689129576	40	2.5 acre	Horticultural Crops
7.	Prakash.P	Male	438340155329	46	3 acre	Horticultural Crops
8.	Padmavathy.P	Female	476726705904	67	3 acre	Horticultural Crops
9.	Allahsamy.A	Male	945072900263	38	1 acre	Horticultural Crops
10.	Kalisamy.P	Male	553993215779	68	2 acre	Banana
11.	Manojkumar. V	Male	627961885437	36	1 acre	Horticultural Crops
12.	Sivakumar T	Male	881661996224	46	1 acre	Banana
13.	Thandayuthapani.K	Male	875423678945	42	2.5 acre	Horticultural Crops

9. Photos (with captions) of the project implementation activities (maximum of 6 photographs of high resolution with at least two GPS tagged photos) with Description of Each Photo in Maximum of 25 Word

Organic Farming Workshop and Farmers' Interaction Meeting

Capacity-building workshop on organic farming under the *Unnat Bharat Abhiyan*.

The chief guests shared their valuable experiences, emphasizing the significance of organic Farming. They also discussed key topics, including soil preparation techniques and the benefits of sustainable farming practices.



Soil Test

Soil testing evaluates the soil's nutrient content, pH level, and overall fertility. This information helps farmers understand the current condition of their soil. Soil samples were collected from farmers willing to be involved in organic farming and submitted to the Soil testing laboratory at Lawley Road, Coimbatore.

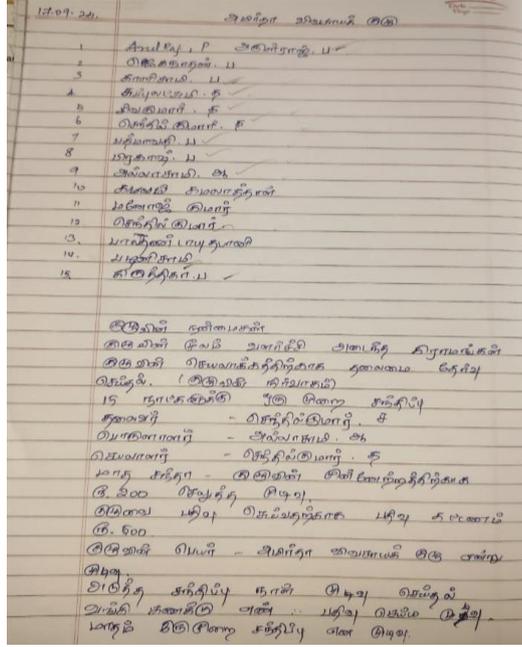


Organization of Follow-up meeting and formation of Farmers group

A meeting was convened with farmers to initiate the formation of a Farmers' Club. Seven farmers participated and collectively decided to establish the group with an initial membership of 14. During the meeting, they finalized the group's name, operating procedures, and rules and regulations to govern the group. It was agreed that each member would contribute ₹200 as a monthly savings amount. The farmers also discussed opening a bank account in the group's name for financial management. Additionally, they planned to commence activities following the soil testing process. A joint decision was made to purchase seeds and cultivate them in a designated area of their agricultural fields to enhance soil fertility and implement organic farming practices. This collaborative approach aimed to promote sustainable and cost-effective farming techniques.



Farmers discussing on Formation of Amrita Farmers Club



Meeting minutes

அமீர்தா விவசாய குழு

சாவடி புதூர், எட்டிமடை
கோயமுத்தூர் - 641105



நாள்: _____

Letterhead



Seal

Farmers details

S.No.	Name	Gender	Aadhar No.	Age	Land Holding	Details of crop
1.	Senthilkumar T	Male	379269552712	44	1 acre	Banana
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13.	Thandayuthapani.K	Male	875423678945	42	2.5 acre	Horticultural Crops

Initiation for the creation of a Bank account

An application form has been submitted to the Tamilnadu Grama Bank, KG Chavadi Branch, for opening a bank account in the name of the group. The farmers will take responsibility for maintaining the group's financial audits.

Justification for the seeds Procured

The first step for farmers transitioning to organic farming is multi-grain sowing. According to agricultural scientist Nammalwar, barren land degraded by the continuous use of chemical fertilizers can be restored to fertility within 200 days through this method.

Multi Cropping System (1.5 Acres)						
S.no	Particulars	Quantity per head (Kg)	Approximate Price per kg	Total Price	Total (Kg)	Total Amount
1	Country Corn	7	30	210	98	2940
2	Bajra	7	36	252	98	3528
3	Red Gram	6	120	720	84	10080
4	Groundnut	5	130	650	70	9100

5	Sesame	2	250	500	28	7000
6	Coriander	2	120	240	28	3360
7	Sunn hemp seeds	6	98	588	84	8232
Total		35	784	3160	490	44240

The table provides details on the quantity and variety of seeds distributed to farmers for adopting the multi-cropping system. It specifies the quantity of seeds required per person for 1.5 acres and the total quantity needed for all 14 group members. Additionally, the table includes the corresponding cost of the seeds.

Sustainability of the project and further follow-up

The purchased seeds have been distributed to the farmers, who are now preparing their land for sowing.



The procedure for sowing and maintenance has already been discussed in the meeting. Farmers are expected to plough the crops after 45 days to prepare the soil for their next round of crop production. As part of a multi-cropping system, this process needs to be repeated two to three times to enhance soil fertility and suitability for organic farming.



Following this, the farmers plan to transition to organic farming methods that do not harm the soil. To facilitate this shift, farmers need to be trained in organic farming techniques. Experts in the field can be invited to conduct interactive and practical sessions. Additionally, exposure visits can be arranged to help farmers better understand organic farming practices. As a farmers' group has already been established, the follow-up process, including creating bank accounts and completing registrations, needs to be finalized. Regular meetings should be organized to ensure the group's smooth functioning and maintain coordination among its members.

10. Testimonials

1. Mr. Senthilkumar T (Farmer, Age 44, 1 Acre – Banana Cultivation):

"This project gave me confidence to try organic farming. The soil health card helped me understand my land better, and I have already started seeing changes in soil texture after the first ploughing cycle. The training was practical and easy to follow."

2. Mrs. Subbulakshmi T (Farmer, Age 68, 1 Acre – Banana Cultivation):

"Earlier, I didn't know how to use organic methods properly. After attending the sessions and getting the seeds, I started working differently. Now, I'm part of the farmers group, and we support each other. It feels like we are building something long-term."

3. Mr. Prakash P (Farmer, Age 46, 3 Acres – Horticultural Crops):

"Being part of this initiative has been eye-opening. I now see the value of working as a group and moving away from chemical farming. The regular meetings and expert guidance have made me more confident to continue with natural methods."

4. Dr. S. Kanagaraj (UBA Coordinator and Project Lead):

"This project has been a transformative journey. Witnessing the enthusiasm of farmers and their willingness to embrace sustainable practices reaffirmed the importance of

community-led development. It has strengthened my resolve to continue integrating social work into real-world agricultural solutions."

11. Other relevant information/ Project Learnings/ Link of feedback videos of villagers (If any)

Project Learnings:

The implementation of this project provided several key learnings:

- **Community Engagement is Crucial:** The success of organic farming initiatives depends heavily on farmer trust, peer support, and continuous handholding. Forming a farmers' group early in the project helped create a strong sense of ownership and accountability.
- **Scientific Support Enhances Adoption:** The use of soil testing and health cards gave scientific credibility to the initiative, making farmers more receptive to changing their traditional practices.
- **Phased Implementation Works Best:** Introducing organic farming in a step-by-step manner—starting with awareness, followed by soil testing, seed distribution, and finally cropping—ensured that farmers were not overwhelmed and could adapt gradually.
- **Financial Literacy is Key:** Encouraging monthly savings and initiating a group bank account laid the groundwork for financial sustainability and opened possibilities for future credit linkages.
- **Field-Level Collaboration Strengthens Outcomes:** Involving experienced organic farmers as trainers created a bridge between theory and practice, helping participants relate to real-life challenges and solutions.

12. Comments from the SEG

13. Comments from National Coordinating Institute (NCI) `

Status of the Project Post 18 Months of the Implementation

1. Sustainability of Implemented Solution after 18 Months
2. What was the Impact Envisaged at the time of Implementation and What is the Impact Achieved?
3. Project Learnings

*** End***