



# AMRITA

## VISHWA VIDYAPEETHAM

DEEMED TO BE UNIVERSITY



# Amrita Vishwa Vidyapeetham

## Coimbatore Campus

### “Unnat Bharat Abhiyan (UBA) 2.0”

### Annual Report – 2025 - 26

### *May 2025 to February 2026*

### UBA Participating Institute Id no. 5558

### AISHE Code - U-0436

PI: Amrita Vishwa Vidyapeetham, Coimbatore campus

### 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. Fieldwork at UBA Village**

In an inspiring blend of academic learning and grassroots engagement, the MSW students of Amrita Vishwa Vidyapeetham, in collaboration with AMMACHI Labs, launched their fieldwork at UBA village, Arasampalayam village on March 8, 2025. Spanning from March 8th to April 3rd, 2025, this immersive experience provided students with a unique opportunity to engage directly with rural communities. Marking the occasion of International Women’s Day, the day unfolded as a celebration and a powerful starting point for participatory learning. Cultural performances, interactive discussions, and inclusive activities brought women and community members together in an atmosphere of joy, dialogue, and mutual respect. This first encounter did more than break the ice—it sowed the seeds of trust, empathy, and collaboration that would define the following weeks of field engagement. The initiative aimed to go far beyond textbooks, immersing students in the heart of rural realities while promoting empowerment, awareness, and social transformation—beginning with listening, observing, and learning from the people themselves.

Over the following weeks, the students immersed themselves in a rich array of field-based activities, including household surveys, focus group discussions (FGDs), key informant interviews (KIIs), seasonal calendars, socio-ecological mapping, daily activity clocks, problem tree analysis, SWOT analysis, and transect walks. These tools allowed students to delve into the intricate layers of village life, uncovering patterns of employment, education, gender roles, health issues, access to resources, and environmental challenges. Each group of students engaged with diverse segments of the community, ranging from elderly residents and self-help group leaders to unmarried youth and working families, capturing a holistic picture of rural dynamics. A key insight from the field was the pervasive issue of water scarcity, with many families receiving water for barely 25 minutes on alternate days. Employment patterns revealed seasonal fluctuations and a growing dependence

on schemes like MGNREGA, while health discussions exposed concerns about access to consistent medical care. Gender-based time-use studies highlighted the invisible labor of women, who juggled domestic responsibilities, caregiving, and in some cases, income-generating work. Through focus group discussions, women voiced aspirations for greater educational and economic opportunities, while elderly participants reflected on shifting cultural values and the challenges of aging in a rapidly changing society. The students didn't just study the community—they became a part of it. From mapping village resources to listening to life stories, from celebrating Women's Day with dance and song to sitting in quiet conversations under shaded verandas, this experience transformed theory into empathy and data into dialogue. More than just observers, the students became facilitators of reflection, offering the villagers a mirror through which to see their strengths, struggles, and the paths ahead.

Importantly, the fieldwork highlighted the power of participatory methods in rural development—methods that prioritize listening, learning, and co-creating solutions rather than imposing them. Students walked away not just with sharpened research skills, but with a deeper appreciation for resilience, for community bonds, and for the nuances of development that no textbook can truly capture. This collaboration between Amrita Vishwa Vidyapeetham and AMMACHI Labs was more than a field visit—it was a journey of mutual learning. Students and villagers exchanged knowledge, built meaningful connections, and discovered the power of community-led change. They returned not just with data, but with deeper insights, renewed purpose, and the wisdom to practice social work with empathy and understanding.









## **4. World Mental Health Day – “Empower Your Mind, Unlock Your Potential” – 10.10.2025**

Date: 10th October 2025

Organised by: Amrita Social Work Association of Alumni and Students (ASWAAS)

Venue: 1st MSW Classroom, Amrita Vishwa Vidyapeetham, Coimbatore

Participants: 75 participants, consisting of faculty, guests, PHD scholars and students.

As part of UBA World Mental Health Day 2025 was observed by the Amrita Social Work Association of Alumni and Students (ASWAAS) organized an inspiring and thought-provoking workshop titled “Empower Your Mind, Unlock Your Potential” on 10th October 2025 at School of Social and Behavioural Sciences, Amrita Vishwa Vidyapeetham, Coimbatore. The event aimed to promote awareness about mental well-being, self-reflection, and the importance of building meaningful connections in everyday life.

The session commenced at 3:00 PM with a prayer, setting a calm and positive tone for the proceedings. This was followed by a welcome address and the introduction of the Chief Guest by Ms. Rose Maria, Joint Secretary of ASWAAS. Following this, Dr. V. Priya, Chairperson of the School of Social and Behavioural Sciences, honoured the Chief Guest Dr. K. Kiruthiga, District Psychiatrist, District Mental Health Programme, Coimbatore. The gathering was then addressed with a few inspiring words by Dr. Dipanjan Bhattacharjee, Chairperson of the PG Diploma in Counselling Psychology Programme, who emphasized the significance of observing World Mental Health Day and nurturing emotional resilience in both personal and professional lives.

The workshop session was then led by Dr. K. Kiruthiga, who delivered an engaging and insightful talk centred on knowing oneself. She highlighted that every individual, in one way or another, develops certain forms of addiction—whether to things, habits, or people—and understanding these patterns is crucial to maintaining a healthy mental state. She discussed how these addictions can be managed or prevented through connection—by reconnecting with nature, people, and through genuine communication.

The session involved several reflective discussions, where participants were guided to analyse their own thoughts, time usage, addictive tendencies, and potential alternatives to those addictions. Through introspective questioning, Dr. Kiruthiga encouraged participants to identify the emotional needs their addictions fulfilled and explore healthier habits and meaningful connections as replacements. She further helped students identify and measure various aspects of balanced mental health, focusing on four key areas: attention to the body (physical health), evaluation of achievements, relationships, and future purpose in life. To deepen self-awareness, she conducted a series of self-reflective questions on addiction and its root causes. One engaging activity involved drawing a three-storeyed building, with each level symbolising different aspects of the self through both words and artistic expression. Dr. Kiruthiga highlighted the significance of art therapy as a powerful tool for understanding oneself and others. The session includes a dance exercise where the attendees were asked to follow the moves and beats of a video displayed, this helped everyone to have a breath of fresh air in between the session. Additionally, she introduced the audience to the 24-hour mental health helpline number – 14416, available to individuals in Coimbatore seeking support. The session concluded with a brief 10-minute experience of Jacobson Progressive Muscle

Relaxation (JPMR), allowing participants to practically feel the benefits of this technique in promoting mental well-being and relaxation. Dr..Kiruthiga encouraged to develop the habit of including exercises like JPMR into everyone’s daily routines, as it is not only important to do physical exercise but also put effort for a healthy Mind and brain functioning.

The workshop saw the enthusiastic participation of students from BSW, MSW, and PG Diploma in Counselling Psychology programmes, along with faculty members of the School of Social and Behavioural Sciences. The session concluded with an interactive Q&A segment, where students actively engaged with the resource person to clarify their doubts and share reflections on the topic. Students asked about the various causes of addiction, which can be previous exposure to trauma, escape from pain, underdetermination and so on. The students received an opportunity to self-evaluate their mental health and ask clarifications on the exercises conducted in the presence of a psychiatrist.

As a mark of gratitude, Dr. P. Rangasami, Vice-Principal of the School of Social and Behavioural Sciences, presented a token of love to the Chief Guest. The event came to a close with a warm Vote of Thanks delivered by Ms. Amrita R. Menon, Treasurer of ASWAAS, expressing heartfelt appreciation to the Chief Guest and all participants for their contribution to the success of the workshop. The program concluded at 4:45 PM, leaving the audience with valuable insights on self-awareness, emotional connection, and the significance of nurturing mental well-being.

## PHOTO GALLERY



Figure 1 Welcome Address



Figure 2 Exploring various aspects on Mental Health



Figure 3 An introduction to JPMR (Jacobson Progressive Muscle Relaxation)



Figure 4 An exercise to self-reflect on Mental health.



Figure 5 Guest Speaker interacts with the students.



Figure 6 Dr. V Priya, Chairperson, SSBS, Coimbatore, honours Dr. K Kiruthiga



Figure 7 Dr. P Rangasami, Vice-Principal, SSBS, Coimbatore presents the token of gratitude.

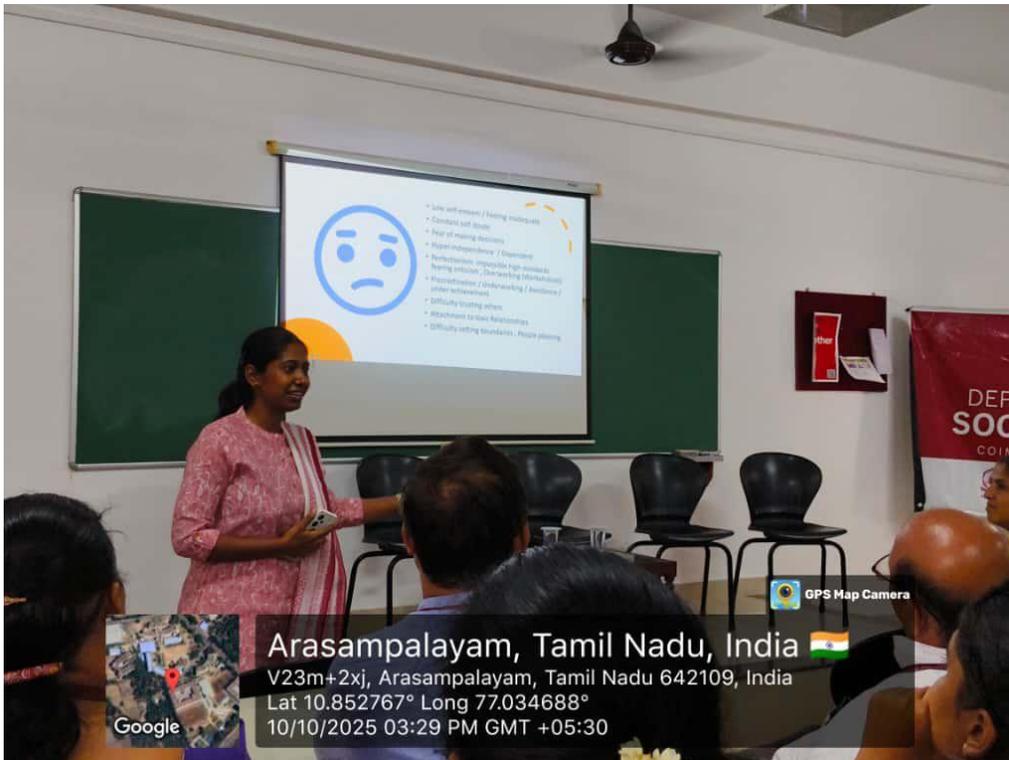


Figure 8 Engaging presentation on various aspects on mental health.



SCHOOL OF SOCIAL AND BEHAVIOURAL SCIENCES  
DEPARTMENT OF SOCIAL WORK  
ARASAMPALAYAM, COIMBATORE



**ASWAAS**

presents

# Empower Your Mind, Unlock Your Potential

## A Workshop on Mental Health



**Dr. K. Kiruthiga**

District Psychiatrist, District Mental Health Programme, Coimbatore  
Consulting Psychiatrist at Natchiyar Mind Care  
Founder of Psychiatric & Psychotherapeutic Educational Foundation, Mind Wellness Hub



10<sup>th</sup> October 2025



3:00 pm - 4:00 pm



1st MSW Classroom

**All are cordially invited**

Figure 4 Event Poster

Figure 5 Workshop Agenda

AGENDA		PARTICIPANTS		ATTENDANCE LIST	
DATE : 10-10-2025		23. Vasanthi Lakshmi Arun	CB SB P10W25001	58. Srinidhar S	CB SB P26CW25016
TIME : 2:00 PM - 4:00 PM		24. M. Sivaraj	CB SB P26CW25008	59. Nayana KA	CB SB P26CW25023
FACULTY INCHARGE : DR. S. KANAGARAN		25. Anu Elan Ray	CB SB P25CW25002	58. Sushilamma R	CB SB P26CW25043
PROGRAMME NAME : Empower Your Mind, Unleash Your Power		26. Vishwajayanti J	CB SB P25CW25018	59. Anshu K	CB SB P25CW25001
CHIEF SPEAKER : DR. E. KANAKALAKSHMI		27. Aditya Anil	CB SB P25CW25003	60. Anshu K S	CB SB P26CW25010
		28. Annu Usha	CB SB P25CW25015	61. Anshu C	CB SB P25CW25010
		29. Anvika S	CB SB P25CW25008	62. Anshu R Manoj	CB SB P26CW25005
		30. Anshu Riva	CB SB P25CW25038	63. Dipi Rajesh	CB SB P25CW25012
		31. Ananya K	CB SB P25CW25026	64. Anusha Rameshwar	
		32. Anupama Lakshmi	CB SB P25CW25040	65. Anu Praveen	
		33. Anusha V R	CB SB P25CW25007	66. Anu Praveen	
		34. Anusha	CB SB P25CW25007	67. Dr. P. Rangaswami	
		35. Anusha	CB SB P25CW25007	68. Anvika S	
		36. Anvika	CB SB P25CW25007	69. Dr. S. Karanagopal	
		37. Anvika	CB SB P25CW25019	70. Dr. Rajesh Komarath	
		38. Anvika	CB SB P25CW25029	71. Dr. Rajesh C	
		39. Anvika	CB SB P25CW25006	72. Anvika K	
		40. Anvika	CB SB P25CW25005	73. Anvika Chandra	
		41. Anvika	CB SB P25CW25011	74. Anvika C	
		42. Anvika	CB SB P25CW25014	75. Anvika	
		43. Anvika	CB SB P25CW25020	76. Anvika	
		44. Anvika	CB SB P25CW25022	77. Anvika	
		45. Anvika	CB SB P25CW25016	78. Anvika	
		46. Anvika	CB SB P25CW25012	79. Anvika	
		47. Anvika	CB SB P25CW25011	80. Anvika	
		48. Anvika	CB SB P25CW25014	81. Anvika	
		49. Anvika	CB SB P25CW25019	82. Anvika	
		50. Anvika	CB SB P25CW25004	83. Anvika	
		51. Anvika	CB SB P25CW25010	84. Anvika	
		52. Anvika	CB SB P25CW25002	85. Anvika	
		53. Anvika	CB SB P25CW25007	86. Anvika	
		54. Anvika	CB SB P25CW25004	87. Anvika	
		55. Anvika	CB SB P25CW25004	88. Anvika	

Figure 6 Attendance list of the participants.

## **5. Grama Sabha Meeting Report – 11 October 2025**

As part of UBA, the students of the Department of Social Work, Amrita Vishwa Vidyapeetham, Coimbatore, along with Dr. S. Kanagaraj, UBA Coordinator and Assistant Professor, and Kirthika P., Ph.D. Scholar, attended the Gram Sabha conducted at Arasampalayam village. To strengthen grassroots democracy, the Hon'ble Chief Minister of Tamil Nadu, M. K. Stalin, addressed 10,000 gram sabha meetings through video conferencing. This was a part of the state's mission to make local governance more participatory and transparent.

CM Stalin addressed key developmental initiatives and social responsibilities for sustainable community living. The CM highlighted the progress under Kalaignar Kanavu Illam, a scheme focused on providing adequate housing facilities to all households. He noted the improvements in road infrastructure across rural Tamil Nadu. Under the Anaithu Grama Anna Marumalarchi Thittam, comprehensive efforts are being made to achieve all-round village development. The Thayumanavar Thittam, focusing on women and child welfare, was also recognized for its contribution towards empowering women and safeguarding child rights.

The Chief Minister highlighted the government's commitment to eliminating child labour and ensuring education for all children. He reviewed the implementation of the MGNREGA Scheme. Emphasising the citizen's social responsibility, a strong message was conveyed to maintain cleanliness and a pollution-free environment. The public was urged to avoid the use of plastics, ensure proper segregation of waste, and promote awareness on waste management practices.

He stressed the importance of health and the need for joint efforts of medical officers and rural development for the well-being of the community. He expressed concerns about increasing global warming and water scarcity, encouraging the adoption of rainwater harvesting techniques to conserve water resources.

The citizens were advised to take preventive measures to stay protected from diseases, especially during the rainy season, and to ensure the establishment of a proper drainage system in their localities. The Chief Minister emphasized the need for emergency preparedness and for transparent maintenance of accounts in all rural development projects.

This was followed by the Secretary, Mr. Ramasami, reading out the agenda of the meeting, outlining the key issues and action points for discussion. Later, a pledge was taken on HIV awareness, reaffirming the community's commitment to spreading knowledge, reducing stigma, and promoting health and well-being for all.

Subsequently, Mr. Suryamani, District Childline Supervisor, took an awareness session on child rights, highlighting issues such as child marriage and child labour, and emphasizing the importance of collective action to protect children and ensure their access to education and a safe environment. Following this, Dr. S. Kanagaraj, Assistant Professor, Department of Social Work, Amrita Vishwa Vidyapeetham, spoke about the International Day of the Girl Child and the importance of celebrating it. He emphasized the need to promote gender equality, empower girls through education and opportunities, and create a society that values and supports the rights of every girl child.

The Gram Sabha at Arasampalayam village concluded successfully, emphasizing the importance of community participation in rural development. Key issues such as health, sanitation, education, and social welfare were discussed, and collective commitments were made toward building a clean, healthy, and self-reliant village.



UBA volunteers attend Grama Sabha

UBA



Volunteers at Grama Sabha at Arasampalayam

## **6. 77th Republic Day Celebration - 26 January 2026**

The 77th Republic Day was celebrated with pride and respect at Amrita Vishwa Vidyapeetham, Arasampalayam, Coimbatore Campus, on 26 January 2026. Students, faculty members, and staff gathered at the Front Block to mark the occasion. The programme began with the lighting of the lamp and prayer, followed by the welcome address by Ms. Joanne Thomas, I Year, MSW, she spoke about the importance of Republic Day and the values that guide the nation. Her words set a thoughtful tone for the celebration. The National Flag was unfurled by Dr. Sudheesh Manalil, Dean, Amrita School of Agricultural Sciences, and the gathering stood together for the National Anthem, reflecting unity and national pride. The celebration was further enriched by patriotic song performed by Ms. Suvarna K.A (II BSW), Ms. Diya Jayachandran (II Masscommunication) and Mr. Adwaith G Nair (I Masscommunication) and they were received with appreciation. The programme concluded with a vote of thanks, leaving everyone with a renewed sense of respect for the nation and its democratic values.



Flag hoisting by Dr. Sudheesh Manalil Dean, Amrita School of Agricultural Sciences.



Students, faculty members, and staff attending the Republic Day programme.



Welcome address by Ms. Joanne Thomas (I MSW)



Patriotic song by Ms. Suvarna K.A (II BSW), Ms. Diya Jayachandran (II Masscommunication) and Mr. Adwaith G Nair (I Masscommunication).

## **7. On going UBA funded project**

The project titled “Develop a community-based Model Treatment system to Restore Water Quality of abandoned Open Well using Soil Biotechnology (SBT) and Copper Nanoparticle" under SEG Water Resource Management, Unnat Bharat Abhiyan Project-No: RP-03525G, and the amount of Rs.1,00,000/- by the National Coordinating Institute, IIT Delhi dated 22<sup>nd</sup> August 2025.

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