

# UNNAT BHARAT ABHIYAN

UNNAT BHARAT ABHIYAN is a flagship program of the Ministry of Human Resource Development (MHRD). It is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an inclusive India. The mission of UNNAT BHARAT ABHIYAN is to enable higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth.



# KALAKRIT

The Academic Year 2021-22, though online, was very eventful for UBA. Over the year, UBA conducted several events.

The session started with a poster and poetry competition in October to mark Gandhi Jayanti. The event, Kalakrit, witnessed participation from some of the most prominent colleges in Delhi University. Kalakriti, which was organised in association with IQAC, aimed to educate students about the social issues plaguing the nation. Cash prizes were awarded to the winners in both categories.

The poster for the Kalakriti Poster Making Competition features a dark background with blue and red light streaks. At the top left is the IQAC logo. The text reads: 'INTERNAL QUALITY ASSURANCE CELL Sri Guru Gobind Singh College of Commerce presents kalakriti In association with Uurat Bharat Abhiyan POSTER MAKING COMPETITION'. Below this, 'Handmade' and 'Digital' are listed as categories. The themes are: 1. Gandhiji's ideologies, 2. Significance of home rule in India, 3. Developmental hardships faced by the rural India, 4. Provision of public and community toilets, 5. How female hygiene and cleanliness is neglected in India, especially rural. The cash prize is ₹ 4500 and the last date to register is 29th September '21. Contact information for Shatakshi Bindra (9821658458) and Gobindpreet Singh (999952537) is provided at the bottom.

**IQAC**  
INTERNAL QUALITY ASSURANCE CELL  
Sri Guru Gobind Singh College of Commerce  
*presents*  
**kalakriti**  
*In association with Uurat Bharat Abhiyan*  
**POSTER MAKING COMPETITION**

**Handmade** CATEGORIES **Digital**

**THEMES**

1. Gandhiji's ideologies.
2. Significance of home rule in India.
3. Developmental hardships faced by the rural India.
4. Provision of public and community toilets
5. How female hygiene and cleanliness is neglected in India, especially rural

Cash Prize worth ₹ 4500

Last Date to register: 29th September'21

Shatakshi Bindra 9821658458  
Gobindpreet Singh 999952537

The poster for the Kalakriti Poetry Composition Competition features a dark background with blue and red light streaks. At the top left is the IQAC logo. The text reads: 'INTERNAL QUALITY ASSURANCE CELL Sri Guru Gobind Singh College of Commerce presents kalakriti In association with Uurat Bharat Abhiyan POETRY COMPOSITION COMPETITION'. Below this, 'Hindi' and 'English' are listed as categories. The themes are: 1. Gandhiji's ideologies, 2. Significance of home rule in India, 3. Developmental hardships faced by the rural India, 4. Provision of public and community toilets, 5. How female hygiene and cleanliness is neglected in India, especially rural. The cash prize is ₹ 4500 and the last date to register is 29th September '21. Contact information for Shatakshi Bindra (9821658458) and Gobind Preet Singh (999952537) is provided at the bottom.

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**POETRY COMPOSITION COMPETITION**

**Hindi** CATEGORIES **English**

**THEMES**

1. Gandhiji's ideologies.
2. Significance of home rule in India.
3. Developmental hardships faced by the rural India.
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# FINANCIAL LITERACY MELA

## NAHARPUR VILLAGE

UNNAT BHARAT ABHIYAN program survey was conducted by Sri Guru Gobind Singh College of Commerce. We went for a visit in Naharpur village, Rohini keeping in mind all the Covid restrictions and regulations. It was organized in collaboration with Life Insurance Corporation and Punjab & Sind Bank with the main aim of rural development.

People in the village were gathered and asked to fill the survey form given by the government under the project UNNAT BHARAT ABHIYAN. Also, for the development of rural areas, Punjab & Sind Bank was opening a '0' balance account, which can be opened with a minimum balance of Rs. 100 and do not have a minimum balance requirement; Pradhan Mantri Jan Dhan Yojana account; and Pradhan Mantri Sukanya Yojana Account, for the girl child below 10 years of age, which needed a small amount of Rs. 250 for opening the Account and SGGSC provided for those funds required for opening those Accounts. LIC was also spreading awareness about different policies provided by them and their benefits.

The main aim of UNNAT BHARAT ABHIYAN was accomplished gracefully by making the villagers aware about the program and its importance in rural development.



# ANEMIA CAMP

## HAIDERPUR VILLAGE

“Only a life lived in the service to others is worth living.”

Bharat Vikas Parishad Delhi Province (Central) and Sri Guru Gobind Singh College of Commerce (Delhi University) collaborated with the joint cooperation and guidance of Mahila Upyogi Yojana of Government of India. Under the Anemia and Malnutrition Free Delhi Campaign, “Free Haemoglobin Testing Camp” was successfully organized on 11th April, 2022 from 10:00 am to 1:30 pm for all the women in the age group 15 to 55. The camp was set up in Banjara Bhawan, Choupal, Near Bus Stand, Haiderpur, Delhi. The aim of organizing the camp was to educate the people of Haiderpur about Anemia and malnutrition and test their Hemoglobin levels absolutely free of cost.

The drive began with an exuberant multitude of people enquiring about the camp and about Anemia. Some students were handed the registration task where on the other hand, the others educated and informed the people passing by, about the issue of Anemia along with the services provided at the camp. Soon enough the room was filled with people registering and getting themselves tested. They were very patient and enthusiastic learners. At the end of the day, more than 50 women from Haiderpur village were tested and if required, provided with immunity boosting pills and a few care tips. A special thanks to all the teachers for supporting the team throughout the event. The team was successful in educating people and creating awareness in Haiderpur village about the issue and are looking forward to adopting more villages to continue doing the same work thus, working towards creating a better tomorrow for all.



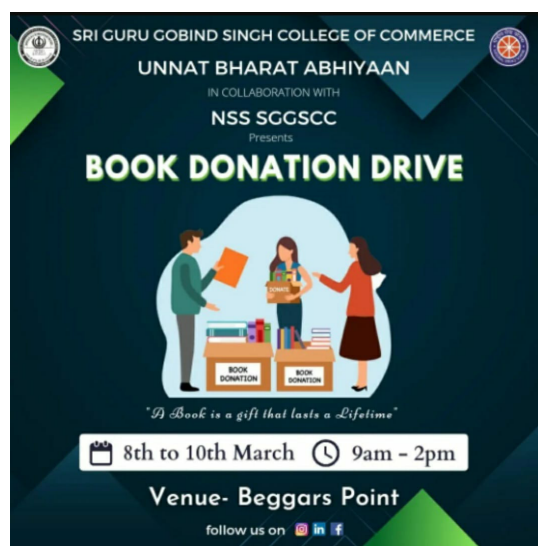
# Book Donation Drive

The National Service Scheme of Sri Guru Gobind Singh College of Commerce conducted a Book Donation Drive under the Unnat Bharat Abhiyan from 8<sup>th</sup> to 11<sup>th</sup> March, 2021.

The event took place at the Beggars' Point in college premises which was successfully conducted with the help of the members of NSS. The purpose of this initiative was to raise awareness of the benefits of books and to ensure that each book donated is able to reach those in need.

In this drive, the members put together a small camp at the venue where a large number of participants were seen taking interest and were able to fulfill the motive of donating books to the ones in need, with the help of Unnat Bharat Abhiyan.

At NSS, we use the motto "NOT ME, BUT YOU" and following this, we organized the Book Donation Drive as a way of spreading the message of the importance of books and of serving the society as a whole. Books play a quintessential role in every student's life by introducing them to a world of imagination, providing knowledge of the outside world, improving their reading, writing and speaking skills as well as boosting memory and intelligence.



# WASTE SEGREGATION

## CLEANLINESS DRIVE

### KHERAKHURD VILLAGE DRIVE

TEAM UBA visited KHERAKHURD VILLAGE on November 11,2022. In this drive, we taught the people in village , how to segregate their wastes; and also distributed **Blue** and **Green** coloured bins to more **100 families**. We also did survey of more than **50 families** and filled forms. These forms helped us in gaining an overview about what are the major problems in the village and what are the further steps that we can take to solve these problems.

It was an amazing drive for the whole team as we got to learn a lot of things from this drive.



# CAREER COUNSELING AND

# PLANTATION DRIVE

# POOTKHURD VILLAGE DRIVE

**TEAM UBA** visited **POOTKHURD VILLAGE** on **November 4,2022**. In this drive, we taught the people in village, the importance of planting trees and also organized a **Sapling Distribution Drive** in which we distributed around 100 plants to families of Pootkhurd village. We also organized a **Career counseling session** in the school of Pootkhurd Village, in which we made the students aware of the various opportunities they have in different streams, and careers which they can opt for.

We also did surveys of more than **50 families** and filled forms. These forms helped us in gaining an overview about what are the major problems in the village and what are the further steps that we can take to overcome these problems. It was an amazing drive for the whole team as we gained amazing exposure from this drive.



# RECRUITMENT DRIVE

Team uba conducted the online interview sessions with the freshers for the recruitment and went great interacting with the freshers

We tried to interview as many good volunteers for the team. we interacted with a lot of students that were hardworking and wanted to do something for the rural upliftment a lot of students wanted to be a part of the team but we selected the best from the bunch

**Interview date:** 25 November, 2022

**Result day of recruitment:** 5 December, 2022





Awareness about UBA was done through messages on whatsapp and on instagram account.

Link: [https://instagram.com/uba\\_sggsc?igshid=YmMyMTA2M2Y=](https://instagram.com/uba_sggsc?igshid=YmMyMTA2M2Y=)