



**UNNAT BHARAT ABHIYAN
ST. XAVIER'S COLLEGE (AUTONOMOUS), KOLKATA**

PROGRESS REPORT

JULY - SEPTEMBER 2024

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Sl. No	ADOPTED VILLAGES	TALUKA (BLOCK)	DISTRICT
1.	Bakeswar	Bishnupur I	South 24 Parganas
2.	Magurkhali		
3.	Raghabpur		
4.	Shalpukur		
5.	Debipur		

LIST OF ACTIVITIES

TITLE OF THE ACTIVITY 1: Awareness session on vector borne diseases and cleanliness drive for rural children of Bakeswar village

Objective: To increase awareness and knowledge about vector borne diseases and practice cleanliness in the network village.

Brief Description

The UBA Cell in collaboration with the NSS Unit I conducted an awareness programme on vector borne diseases and the importance of cleanliness at Bakeswar village on **28th July 2024**. The three-hour session was made interactive through story-telling and presentation of informative handmade charts. The programme concluded with games and cultural performances by **32 volunteers** and **50 middle and high school students**.

Impact – This session strengthened the bond between the rural students and the college students. It further increased the knowledge base of the rural students on vector borne diseases and they were able to understand the seriousness of the disease and the need to maintain cleanliness. On the other hand, the college students felt the need to be good mentors for their rural counterparts. While researching on the subject, the college students were able to increase their knowledge base and expressed their desire to conduct repeated sessions in the village.



Learning together about preventive measures of dengue at Bakeswar village

TITLE OF THE ACTIVITY 2: Dengue awareness rally

Objective: To raise awareness about dengue prevention and control among the rural community.

Brief Description

On 30th July 2024, the UBA Cell in collaboration with the NSS Unit II conducted a dengue awareness Rally in Raghampur village. The rally commenced from the rural college campus and traversed through the village, passing by Nepalgaunge Haat, and culminated back at the campus. **160 volunteers** were actively engaged in – (i) microphone announcements highlighting key dengue prevention measures; (ii) door-to-door campaign to create awareness on identifying and eliminating potential mosquito breeding grounds. The volunteers also cleared stagnant water to mitigate mosquito proliferation. The rally saw a positive response from the local community, with several villagers actively engaging with the volunteers. The presence and support of the village Panchayat members reinforced the message, showcasing a united front in combating dengue. The proactive involvement of NSS volunteers in both awareness and immediate action emphasized the role of youth in addressing public health concerns.

Impact: Both the college students as well as the villagers became aware about the preventive measures to be undertaken to combat the spread of dengue. The hands-on experience of clearing stagnant water made the students more firm in their commitment to raise awareness on dengue prevention and control.



TITLE OF THE ACTIVITY 3: March with the Tricolor - Celebration of Independence Day

Objective: To instill patriotism and promote Har Ghar Tiranga campaign in the network villages

Brief Description

On 17th August 2024, the UBA Cell in collaboration with NSS Unit II organized a march with the Tricolor in its network villages of Raghampur, Magurkhali and Debipur. **65 volunteers** participated in the patriotic march where village children and local school students too carried the Indian tricolour with pride. Chanting slogans like "Vande Mataram" and "Bharat Mata Ki Jai,". The participants marched through the village lanes, spreading an air of unity and nationalism. The volunteers provided a brief introduction about the significance of the Tricolor before the march began upholding the true essence of Har Ghar Tiranga amongst the villagers.

Impact –The message of ‘Har Ghar Tiranga’ reached all the households in the villages.



Har Ghar Tiranga Campaign in the network villages



TITLE OF THE ACTIVITY 4: Celebration of Independence Day

Objective: To understand the Rights and Responsibilities of every citizen.

Brief Description

UBA Cell in collaboration with the NSS Unit I celebrated Independence Day on **25th August 2024** with **40 rural children of Shalpokur and 34 NSS volunteers** with the theme '**Har Ghar Tiranga**'. The participants were divided into smaller groups and each group was assigned topics like – (i) **communal harmony**; (ii) **safeguarding and nurturing the environment**; (iii) **respecting family members – especially women and elders**; (iv) **prevention of bullying in various spaces (like family, school, neighbourhood and digital space)**.

The celebration concluded with a cultural programme put up by both the volunteers and the children. The icing on the cake was a street play on '**Digital Literacy**' put up by **Xaverian Theatrical Society (XTS)** students. Adding humour to the play, the students were able to make the participants understand the need of being alert and vigilant in the digital space. The children were very happy to receive '**Tirangas**' and refreshments from the volunteers and 6 saplings were planted promoting '**Ek Ped Maa Ke Naam**'.

Impact- Through the programme, the college students mentored the rural children on crucial social and environmental issues. The children understood the importance of being responsible citizens and contribute towards nation building. The distribution of the National Flag further re-instilled patriotism among all. The street play was able to successfully blend education with entertainment. The sapling distribution further emphasized the commitment of the college students and the rural children towards nurturing the environment.

HAR GHAR TIRANGA CAMPAIGN AT SHALPUKUR VILLAGE



Independence Day celebration with the rural children



Discussing about independence day, digital literacy, harmonious society and environment





Cultural programme, skit on digital literacy, Ek Ped Ma Ke Naam campaign at the village



TITLE OF THE ACTIVITY 5: Youth for Digital Literacy at Bakeswar Village

Objective: To empower the youth with essential knowledge to navigate the digital space safely and responsibly.

Brief Description

On 22nd September 2024, UBA Cell in collaboration with NSS Unit I, organized the *Youth for Digital Literacy* programme at village Bakeswar. The initiative saw active participation from **32 volunteers and 40 rural children** and aimed to empower the youth with essential knowledge to navigate the digital space safely and responsibly.

The volunteers utilized handmade charts to explain the core concepts of digital literacy. They highlighted the significance of the internet for education, the constructive role of social media, and the importance of practicing digital etiquette. Key discussions focused on identifying and addressing online threats such as cyberbullying, cyberstalking, and financial frauds, providing the youth with practical strategies to protect themselves online. Moreover, the programme delved into the connection between digital engagement and mental health. Volunteers emphasized the potential impacts of excessive online exposure on well-being and shared strategies to maintain a healthy balance in the digital space.

Impact: The rural youth gained greater confidence in leveraging the digital world for academic and personal growth while adopting precautions to safeguard their online presence. The programme successfully instilled digital awareness and responsibility, fostering a safer and more constructive use of technology among the youth of Bakeswar village. The college students on the other hand re-affirmed their commitment to raise digital awareness and responsibility among rural children of other network villages.



TITLE OF THE ACTIVITY 6: Swaachata Hi Seva Campaign

Objective: To promote Swaachata Hi Seva Campaign and cleanliness in the network villages of Raghampur and Bakeswar

Brief Description

On 17th September 2024, UBA Cell in collaboration with NSS Unit II organised a cleanliness drive and rally in **Raghampur village and Nepulgunge Haat**. Around **120 volunteers** participated in this initiative and cleared single-use plastics from Nepulgunge Haat (a prominent local market). This initiative created awareness amongst all stakeholders about the detrimental effect of plastics on the environment.

On 22nd September 2024, UBA Cell in collaboration with NSS Unit I organised a cleanliness drive and rally in **Bakeswar village**. The event saw the participation of **32 volunteers, one staff member, and two panchayat officials, including the Panchayat Pradhan, Mr. Bholanath Sardar of Panakua Gram Panchayat**. The rally, followed by the cleanliness drive, encouraged community members to take responsibility for their environment. The volunteers also engaged with **40 rural youth** using posters to create awareness about maintaining clean surroundings, homes, and schools. Discussions were also held around harmful effects of single-use plastics and the participants explored eco-friendly alternatives.

Impact – While the cleanliness drive significantly reduced the presence of single-use plastics in the network villages of Raghampur and Bakeswar, the rallies educated local communities about the harmful effects of single-use plastics on the environment. The College students became aware of the need to do more such initiatives in all network villages to check the use of single-use plastics.





TITLE OF THE ACTIVITY 7: Mentoring other UBA Participating Institute

Objective: To share the journey of UBA cell at St. Xavier’s College with the new PI

Brief Description

On 9th September 2024, Ma’am Cheryl Francis, the UBA Coordinator of St. Xavier’s College, conducted an orientation session for the faculty and students of the UBA Cell at the International Management Institute, Kolkata. During the session, she outlined the core values and objectives of UBA and shared the inspiring journey of the UBA Cell at St. Xavier’s College. Ma’am Francis encouraged the participants to actively engage in rural development initiatives under the UBA framework, fostering a deeper commitment to social transformation and rural development.

Impact – The new PI became well versed with the UBA framework and ways to engage faculty and students for UBA programme.



Next Action Plan – October to December 2024

Sl. no.	Activity to be conducted
1.	Organise residential camp for students in the adopted villages
2.	Organise cleanliness drives in the adopted villages
