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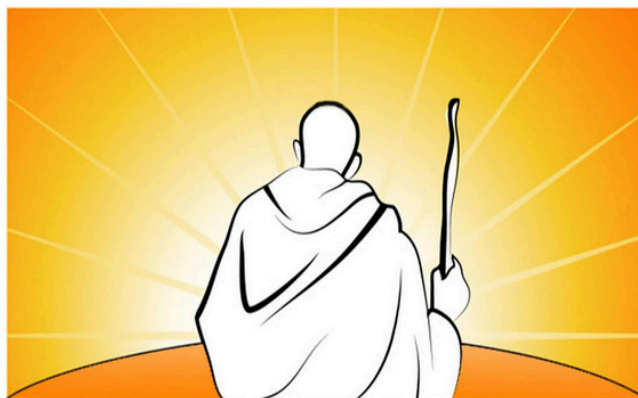


# FAIRFIELD

## Institute of Management & Technology

Affiliated to GGS IP University (Govt. of Delhi), an 'A+' Grade College by DHE, Govt. of NCT DELHI,  
Approved by AICTE, Bar Council of India, NCTE and Recognised under 2(f) of UGC Act of 1956

# HANDBOOK



उन्नत भारत अभियान  
UNNAT BHARAT ABHIYAN

*A stronger Bharat begins with stronger villages*

EMPOWER • EDUCATE • EVOLVE



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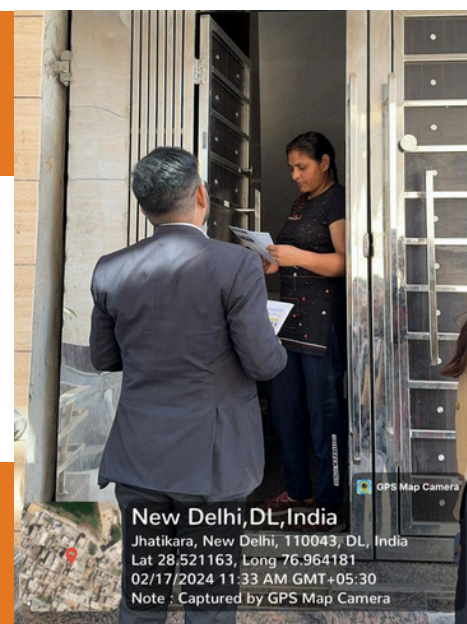
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## INTRODUCTION

# About the Unnat Bharat Abhiyan (UBA)



The **Unnat Bharat Abhiyan**, commonly known as **UBA**, is a flagship program of the Ministry of Education (MOE), Govt of India. 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.

It aims to create a vibrant relationship between the society and higher education institutions, with the latter providing scientific knowledge and technological support to improve livelihoods & lives in rural areas and to enable faculty and students of higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth of villages.

The program was formally launched by the Ministry of Education (MOE) on 11th November 2014 by His Excellency, the President of India with IIT Delhi as the National Coordinating Institute.

# MISSION OF UBA

## OBJECTIVES OF UNNAT BHARAT ABHIYAN 2.0



To engage the faculty and students of Higher Education Institutions in understanding rural realities.

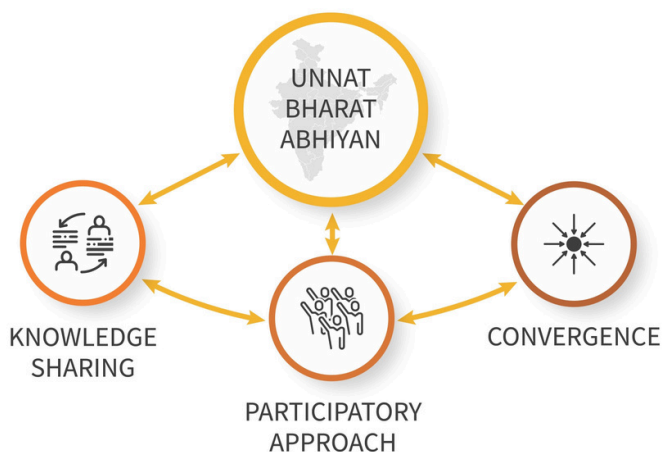


To identify & select existing innovative technologies, enable customisation of technologies, or devise implementation methods for innovative solutions, as per the local needs.



To leverage the knowledge base of the educational institutions for effective implementation of various government programmes.

## ETHOS OF UBA



Developing effective coordination among educational institutions, local authorities, and grassroots stakeholders is crucial for implementing sustainable interventions in selected rural clusters. Utilizing eco-friendly technologies and local resources, while integrating government schemes and tailored technologies, will foster employment and holistic development. Moreover, reorienting higher education curricula to address societal needs enhances student understanding of rural issues and promotes holistic development.

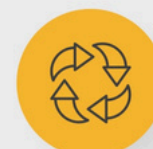
## STRATEGY OF UNNAT BHARAT ABHIYAN 2.0



Capacity enhancement of Higher Education Institutions in research and training activities relevant to national needs, especially those of rural India.



**Village Adhyan (गाँव का अध्ययन)**  
Situation analysis, Need Assessment of the adopted village with objective to study, assess and identify area of intervention / initiatives on different subjects broadly categorized



To create a virtuous cycle benefitting the society, government, and higher education system.



# UNDER THE GUIDANCE OF OUR LEADERS



**Shri V.K.N Bhardwaj**  
**CHAIRMAN, FIMT**

**Shri V.K.N. Bhardwaj** serves as the Chairman of Fairfield Institute of Management and Technology (FIMT). With a distinguished career spanning decades, he brings profound leadership and strategic expertise to FIMT. His dedication as a social worker is evident in his commitment to the betterment of society, and his values greatly influence FIMT's ethos. Under his guidance, FIMT has continually evolved as a premier institution, fostering innovation, academic excellence, and industry relevance. His mentorship and support towards the UBA Cell of FIMT has been commendable, providing new opportunities to the volunteers and supporting them at every stage. Encouraging the volunteers with his compassionate leadership, he instills in them the importance of service and community engagement. His visionary leadership has been pivotal in shaping FIMT's mission to nurture future leaders and contribute meaningfully to society.

**Dr. Saroj Vyas** is the esteemed Director of FIMT. With a distinguished background in academic and leadership, Dr. Vyas brings a wealth of experience to her role, guiding FIMT towards academic excellence and holistic student development. She inspires and supports all UBA volunteers and her guidance makes a significant impact on the UBA Cell of FIMT. Dr. Vyas is deeply involved in social work and encourages the volunteers to work for the society, with her strong will and dedication to making society a better place through her hard work is commendable. Her visionary approach and commitment to provide quality education has played a pivotal role in shaping the institution's success.



**Dr. Saroj Vyas**  
**DIRECTOR, FIMT**

## OUR CO-ORDINATOR



**Ms. Mahima Rana** is the revered Co-ordinator of the Unnat Bharat Abhiyan Cell of FIMT. Her dedication to foster selflessness and social consciousness among her students is admirable. Her impactful and innovative contributions towards social welfare through community engagement initiatives, including village surveys, awareness campaigns and donation drives have earned great recognition. Her visionary leadership and dedication inspire our team to create meaningful changes and foster sustainable development across all UBA's adopted villages.

# MEET THE TEAM



**Sagar Pandey**  
**PRESIDENT, UBA**

My journey with Unnat Bharat Abhiyan began as a founding volunteer, where I actively contributed to setting up the framework for rural engagement and development in line with the Government of India's vision. Through consistent efforts and participation in various outreach programs, I eventually took on the responsibility of leading the initiative at my institution. For the past two years, I have served as the President of the UBA Cell, leading village surveys, socio-economic research, and awareness campaigns on health, legal rights, and digital literacy. Working closely with local authorities and community members, I implemented sustainable solutions in sanitation, education, and empowerment. This experience significantly sharpened my leadership and communication skills while deepening my commitment to public service and social impact.

Being part of the Unnat Bharat Abhiyan (UBA) has been an enriching and eye-opening experience. As Head Boy and a core member of the initiative, I had the opportunity to step into rural communities, understand their everyday challenges, and contribute through surveys, training sessions, and community discussions. One of the most impactful moments was organizing awareness campaigns on health and sanitation, where I witnessed how sharing the right information can truly make a difference. This journey helped me apply classroom knowledge to real-life situations while strengthening my leadership, communication, and teamwork skills. It also deepened my sense of responsibility toward creating a more inclusive and sustainable future for rural India.



**Nitesh Kataria**  
**HEAD BOY, UBA**



**Aastha Kumari**  
**HEAD GIRL, UBA**

My three-year journey with Unnat Bharat Abhiyan has been both enriching and transformative. As a volunteer and later as the Head Girl, I had the opportunity to work closely with rural communities, gaining firsthand insight into the social, economic, and legal challenges they face. Through legal literacy drives, awareness campaigns, and development projects, I was able to contribute meaningfully to their progress. This experience enhanced my leadership, communication, and problem-solving abilities while deepening my empathy and commitment to public service. It helped me connect legal education with real-world impact, making UBA one of the most meaningful aspects of my academic journey.



# Major Activities of UBA



**Unnat Bharat Abhiyan (UBA)** undertakes a myriad of events aimed at fostering rural development in India. The UBA Cell of FIMT, established in 2022, intends to enrich the five adopted villages through structured community outreaching. The five villages adopted under the programme are **Daulatpur, Badusara, Raghupur, Jhatikara, and Salahpur, situated in South west district of Delhi.**

**Health camps** are organized to provide vital medical services to underserved communities, offering free check-ups and consultations.



**Educational workshops** are conducted, focusing on vocational training, literacy programs, and skill development to empower rural youth and adults alike.



**Environmental initiatives** form a significant part of UBA's agenda, encompassing tree plantations, waste management seminars, and water conservation projects to promote sustainability.

**Cultural festivals** celebrate the rich diversity of rural India, fostering community cohesion and preserving indigenous traditions.



Additionally, technology dissemination programs are introduced to implement innovative solutions in agriculture, aiming to **enhance productivity and economic growth in rural areas.**

These events collectively contribute to the holistic development of rural regions, addressing various socio-economic and environmental challenges while empowering local communities to thrive.

# OUR VOLUNTEER'S TESTIMONIALS



**GEETANSHI DUBEY**

**BBA**

Participating in Unnat Bharat Abhiyan has been an enriching journey, giving me the opportunity to connect with rural communities and understand their challenges. It contributed to my personal and professional growth and inspired me to continue working towards meaningful social change. The experience also strengthened my commitment to inclusive and sustainable development.



**POOJA PODDAR**

**BA.LLB**

Working with Unnat Bharat Abhiyan has been a rewarding experience, allowing me to engage with rural communities and understand their challenges. It taught me the value of collaboration, sustainable solutions, and inclusive development. UBA helped me grow both personally and professionally, and I truly enjoyed being part of the initiative. It has inspired me to continue working towards meaningful social change.



**KESHAV SHUKLA**

**BA.LLB**

Being a part of the Unnat Bharat Abhiyan Society in my college was a rewarding experience. As a law student, I conducted legal literacy sessions to educate villagers about their rights and government schemes. The initiative deepened my understanding of rural challenges and the importance of inclusive development. It also helped me grow personally and professionally, inspiring me to contribute to society meaningfully.



**AMAN HABIB UZ ZAMAN**

**BBA.LLB**

Being a part of Unnat Bharat Abhiyan was a meaningful experience that allowed me to connect with rural communities and contribute to their development. From field visits to awareness drives, every activity helped me understand grassroots challenges and develop practical problem-solving and teamwork skills. It was a journey of learning, service, and real impact.

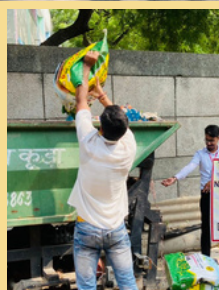


**DEEPAK PANDEY**

**BA.LLB**

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