

**SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA (SNVPMV)**

*(Sponsored by the Exhibition Society) Tarnaka, Secunderabad*

**REPORT ON INTERACTIVE SESSION ON UNNAT BHARATH  
ABHIYAN(UBA)2.0**

**TOPIC: Interactive session on UBA**

**DATE AND TIME OF EVENT: 31/07/2024, 10:00 am**

**HOSTED BY: NIRDPR campus at Rajendra Nagar, Hyderabad**

**ATTENDEES: 1. Dr.K.Sirisha, Professor & Vice-Principal, SNVPMV**

**2. Dr.M.Shiva Rama Krishna, Assistant Professor & UBA faculty  
coordinator, SNVPMV**

**3. Ms.Rishika Srivastava, M.Pharm Final year student**

**4.Ms.Lubna, Pharm.D 4<sup>th</sup> year student, UBA Student coordinator**

**SUMMARY:**

On July 31, 2024, the NIRDPR Campus hosted an engaging and insightful event for the Unnat Bharat Abhiyan (UBA) 2.0 phase. The program began promptly at 10:00 AM. The session commenced with a welcome address by Dr. Ramesh, who emphasized the role of educational institutions in rural transformation and sustainable development and highlighted that UBA in bridging the gap between urban and rural development.

The interactive session of UBA started with the introduction session of the following 15 college Principals and UBA coordinators who attended the event:

1. Gokaraju Rangaraju College Of Pharmacy
2. R.B.V.R.R. Womens College
3. Kasturba Gandhi Degree & PG College For Women
4. Geethanjali College Of Pharmacy
5. B V Raju Institute Of Technology
6. SNVPMV
7. Keshav Memorial Engineering College
8. Ellenki College Of Engineering & Technology
9. VNR Vignana Jyothi Institute Of Engineering And Technology
10. St.Francis College
11. JNTUH
12. VIPER
13. Rathnam Institution

14. HITAM

15. St. Joseph's Degree College

### **Overview of UBA Initiatives:**

At 10:30 AM, Dr. Ramesh and his team led an interactive session wherein Dr. Ramesh provided an overview of UBA, emphasizing key priorities such as academia, research, and social responsibility. His insightful presentation set the tone for the rest of the event, highlighting the critical role educational institutions play in rural development.

A tea break was provided at 11:10 AM, giving participants an opportunity to network and exchange ideas. Following the break, there was a group photo session with all the principals and coordinators, capturing the collaborative spirit of the event.

### **Presentations by UBA coordinators:**

- Each college principal presented their institution's initiatives and experiences in participating in UBA projects. They shared success stories, innovative approaches, challenges faced and the impact of their work on rural development.
- The event progressed with engaging presentations from a variety of colleges, each highlighting their unique UBA projects carried out in different thandas (hamlets). These captivating presentations showcased the remarkable progress made to elevate the standard of living for the residents in these thandas. Our college, SNVPMV, proudly shared its UBA initiatives, providing intricate details of projects undertaken in Peddagolconda village on June 29 and Muchintal village on July 26. Furthermore, two colleges delivered succinct oral presentations, shedding light on their impactful development efforts in thandas..

### **Brainstorming Session:**

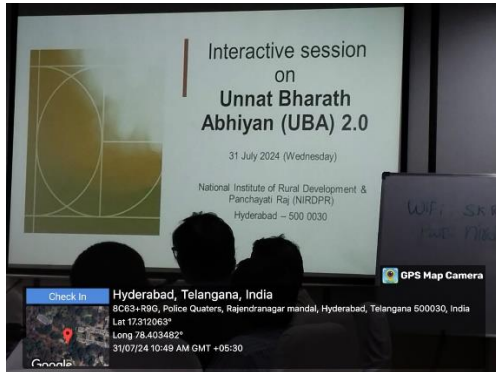
- A collaborative brainstorming session was held to identify solutions to the challenges discussed. Participants proposed various strategies such as enhancing community engagement, leveraging technology, and seeking partnerships with local government bodies.

### **Role of Coordinators:**

- The session highlighted the crucial role of UBA coordinators in facilitating communication between colleges and rural communities. Coordinators shared their experiences and suggested best practices for effective project implementation.
- Strengthening community involvement is vital for the success of UBA projects.
- Increased collaboration between educational institutions and local government can enhance the effectiveness of rural development initiatives.
- Regular training and capacity-building programs for UBA coordinators are essential to maintain project momentum and ensure sustainability.

Later Dr.Ramesh discussed about the SEG projects and requested all the institutions to prepare multiple proposals for the same in various thrust areas and submit them once the call for proposals is announced on UBA portal, mostly in the month of August.

The session concluded at 1:35 PM with a delicious lunch and dessert, providing a perfect ending to a productive and inspiring event. The event successfully fostered a spirit of cooperation and showcased the impactful work being done under the UBA initiative.



### Rural Development visit:

The Rural Development Park at the National Institute of Rural Development and Panchayati Raj hosted a vibrant showcase event, highlighting innovative and sustainable materials crafted from natural resources like soil, honey, and leaves. This event brought together artisans, rural entrepreneurs, and local communities to exhibit their unique products and promote eco-friendly practices.

## Exhibits

### 1. Soil-Based Products:

- Pottery and utensils: Artisans displayed beautifully crafted pottery items and eco-friendly utensils made from locally sourced soil. These products demonstrated traditional craftsmanship and sustainable building practices.

### 2. Honey-Based Products:

- Honey Infusions: Stalls featured a range of honey infusions blended with herbs and spices, promoting the health benefits and culinary uses of honey.

### 3. Leaf-Based Products:

- Leaf Plates and Bowls: The event displayed biodegradable plates and bowls made from pressed leaves, offering an eco-friendly alternative to plastic utensils.



## Conclusion:

The interactive session at NIRDPR provided a valuable platform for sharing experiences, discussing challenges, and formulating strategies for the effective implementation of Unnat Bharat Abhiyan program. The active participation of college principals and UBA coordinators underscored the collective commitment to rural development and empowerment.