

## A Role of Unnat Bharat Abhiyan Scheme in Rural Development of India

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### **Abstract:**

*The Unnat Bharat Abhiyan (UBA) is a flagship program of the ministry of Education Launched in 2014. This scheme intends to link the Higher Education Institutions (HEIs) with a set of at least five villages. These HEIs can contribute to the social and economical betterment of the village communities by using their knowledge base under the Unnat Bharat Abhiyan. The UBA envisages a transformation change in the rural development process by leveraging the knowledge institutions to build the architecture for an inclusive India.*

### **Keywords:**

*Unnat Bharat Abhiyan, Rural Development.*

### **Introduction**

Rural development is the process of improving the quality of life and economic well-being of people living in rural areas. Presently, 70% of our population lives in rural areas engaged in agrarian economy with agriculture and allied sector employing 51% of the total work-force but accounting such as for only 17% of the country's GDP. There are huge development disconnects between the rural and urban sectors such as inequity in education, health and income and basic amenities as well as employment opportunities, all causing great discontent and large-scale migration to urban areas. Further, the imperative of sustainable development which are being felt more and more acutely all over the world also demand eco-friendly development of the villages and creation of appropriate employment opportunities locally. Increasing urbanization is neither sustainable nor desirable.

In this context, it may be recalled that Mahatma Gandhi has envisioned that the development of the country should take place on the basis of one prominent reason for this situation is the gross alienation between the ethos and activities of our

higher knowledge institution particularly, The professional institution from the process of indigenous rural development. So far, our professional and higher education institution have largely been oriented to cater to the mainstream industrial sector and, barring a few exceptions, have neither had the opportunity nor the orientation and the wherewithal to directly partake in the indigenous developmental activities. The critical developmental parameters for sustainable rural development can be visualized as the trinity of interdisciplinary professionalism, people participation and the convergence of physical resources and all this must be synthesized in the framework of a holistic paradigm. This project encapsulate the vision, scope, methodology and funding mechanism to develop the requisite structure, networking and grass root level involvement of knowledge institution in close collaboration with the Panchayats Raj Institution, Voluntary organization and various Government Ministries and other funding agencies concerned with rural development in a coherent and integrated manner.

### **Objectives of the Study**

The main objective of the study is to study the role of Unnat Bharat Abhiyan Scheme in rural development of India.

### **Review of Literature**

W.S. Ho, H. Hashim, J.S. Lim, Integrated biomass and solar town concept for a smart eco-village in Iskandar Malaysia (2014) in this paper researcher presents a brand new integrated biomass and star city conception that may functions a worldwide model for good eco villages in tropical countries. In this analysis, a renewable energy (based distributed energy generation system for an eco-village driven by the "integrated biomass and solar town" concept was considered in order to optimize

resource utilization. Mehta and Arun (2008) conducted a study on Universalization of elementary education in India. The National University of Educational Planning and Administration has created a comprehensive database on elementary education in India known as District Information System for Education (DISE). The project covers both primary and upper primary schools/ sections of all the districts of the 42 country.

### **Research Methodology**

This study is based on secondary data and descriptive analytical method. Secondary data were collected from the Journals and devoted to the topic.

### **Objectives of Unnat Bharat Abhiyan Scheme**

**The main objectives of UBA are as under:**

- To engage the students and Faculty of the Higher Education Institution (HEIs) to identify development Issues in rural areas find sustainable solution.
- Identifying and selecting the existing innovative technologies devise implementation methods for innovative solutions and customizing technological as required by the people.
- Allowing the HEIs to contributing to devising systems for the smooth implementation of various government schemes and programmes.

### **The Vision and Mission of Unnat Bharat Abhiyan Scheme**

#### **Vision:**

To involve professional and other higher educational institutions of the country in the of indigenous development of self-sufficient and sustainable village clusters in tune with the notion of Gramswarajy propounded by Mahatma Gandhi.

#### **Mission:**

In accordance with the above mentioned vision, Unnat Bharat Abhiyan will strive to pursue the following:

- Develop the necessary mechanism and proper networking among educational institutions, implementation agencies (Panchāyati Rāj Institutions) and the grass root voluntary organizations to enable effective intervention at the field level.
- Select suitable rural clusters and effectively participate in the holistic development of these clusters using eco-friendly sustainable

technologies and local resources creating sufficient employment opportunities in the process, harnessing multifarious Govt. schemes as well as the efforts of voluntary organizations.

- Simultaneously, reorient the ethos, the academic curricula and research programs in professional institutions to make these more compatible with the national needs including those of rural areas, thus contributing to capacity building towards indigenous development.

### **Results and Discussion**

#### **Dimension Covered Under Unnat Bhatat Abhiyan Scheme**

The dimensions in which the participating institute can assist under the UBA scheme are:

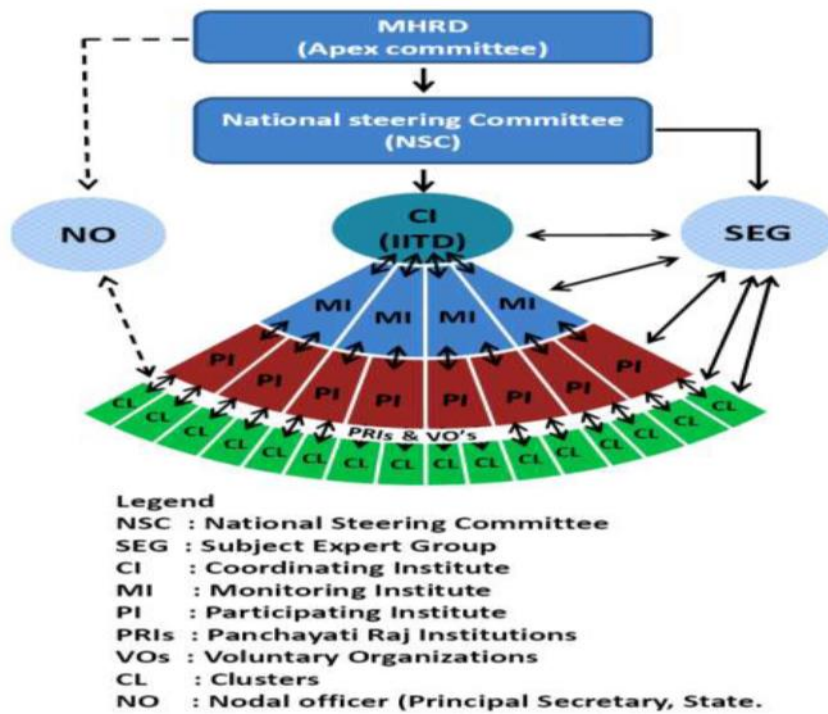
- i. **Economic:** Through skills and entrepreneurship development, assistance in development of cottage and village industries based on farm and other local products, providing appropriate Marketing mechanism and training in maintenance of various essential services.
- ii. **Social:** Empowering the local Gramsabhas to play an active role in participatory development of villages, collaborating with field agencies in promoting voluntarism and setting high standards of probity and social values.
- iii. **Human:** Promoting literacy (especially e-literacy), in village youth and adults, education in holistic vision, health and nutrition.
- iv. **Governance:** Strengthening the PRIs through education and handholding in participatory Planning for development; social audit of the development plans, providing feedback on the progress of developmental work.
- v. **Basic Amenities:** Developing plans for appropriate housing, water supply, roads, electricity etc. for domestic as well as for agriculture, animal husbandry and various rural industry applications and monitoring their implementation.
- vi. **Environmental:** Developing plans for eco-friendly waste management, sanitation, social forestry, watershed management and monitoring their implementation.

### **Creating the Requisite Structure to Cope With the Challenge**

As Unnat Bharat Abhiyan has been launched by MHRD, an Apex Committee for UBA has been constituted in the ministry. It is chaired by the

Honourable Minister HRD and has Representation from various concerned ministries.

**The Structural Network of UBA**



**Expected Outcomes from UBA**

Considering the nature of intervention proposed, it is clear that the participation of the professional institutes in the rural development process through the PRI mechanism should be a long term affair, since plans would have to be prepared every year even after a reasonable ‘development’ of the chosen villages. However, to give a clear measure of the evaluation of the success of the Abhiyan, following broad expected outcomes after about 3 years have been identified.

- A network of MIs followed by PIs is established which has a fraternal relationship with the complete network of the PRIs and local Grass-root Organizations.
- Much needed technical support becomes available to various authentic voluntary organizations engaged in rural development and the professional institutions get directly exposed to the real needs and the ground reality.
- Gradual movement towards holistic development of the chosen cluster takes place
- Enough livelihood opportunities are created for the youth to reverse the migration
- The ethos, the academic curricula and research programs in professional institutions becomes

more compatible with the national needs including those of rural areas

- from villages & modern scientific, technological knowledge from PIs
- Student projects and the R&D projects undertaken by faculty become more relevant to rural areas
- A bank of unfulfilled technology needs of rural areas is developed which becomes a dynamic source of live projects for the students, research scholars and faculty in the professional institutes
- Contribution to technology policy of the nation to facilitate the process of indigenous development of the Nation in a sustainable way.

**Performance So Far**

- Currently under the scheme, 13072 villages have been adopted by 2474 Institutes.
- The technological interventions under the UBA cover different subjects broadly categorized like in the area of sustainable agriculture; water resource management; artisans, industries and livelihood; basic amenities (infrastructure & services) and rural energy system.

- This has transformed the living conditions in villages and has been beneficial for rural India.

### **Conclusion**

This study considering transformational change in the rural development process by leveraging the knowledge institutions to build the architecture for an Inclusive India. The mission of Unnat Bharat Abhiyan is to enable HEIs to work with the people of rural India for identifying development challenges and coming up with appropriate solutions to accelerate sustainable growth. Its aims to create a virtuous cycle between society and an inclusive academic system by giving knowledge and practices for upcoming professions and upgrading the capabilities of both the private and public sectors in their response to the developmental needs of rural India.

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