

## **INTERNATIONAL SCHOOL OF BUSINESS & MEDIA, KOLKATA**

Date: January 1, 2022

### **NOTICE**

**AICTE - Under Ministry of Education, Government of India**

**UNNAT BHARATH ABHIYAN / SANSAD ADARSH GRAM YOJANA**

In pursuance of the requirements of Unnat Bharat Abhiyan (UBA), & Saansad Adarsh Gram Yojana (SAGY), the International School of Business & Media, Kolkata has developed plans to bring about transformational changes in rural development processes to help build the architecture of an Inclusive India.

The objectives of the Unnat Bharat Abhiyan Scheme 2.0. officially launched on 25<sup>th</sup> April, 2018 in AICTE, are as follows:

1. To engage faculty and students of higher educational institutions in understanding rural realities.
2. Identify and select existing innovative technologies, enable customization of technologies or devise implementation methods for innovative solutions as required by people.
3. To allow higher educational institutions to contribute to devising systems for smooth implementation of various Government Programs.

SAGY is different to UBA in that it aims to empower villagers to achieve betterment. In the words of the Hon'ble Prime Minister, Shri Narendra Modi, "The Saansad Adarsh Gram Yojana, unlike other Schemes, does not look at the beneficiaries as receivers and the Government as the doer. The Yojana aims to empower the villagers to make choices and provide them with opportunities to exercise those choices. The Scheme will give direction and I am certain that our ingenuous villagers will pave their own path through their hard work and entrepreneurial skills." This will be our endeavour.

The mission of ISB&M, Kolkata is to enable processes that connect the college with local communities to address the developmental challenges of rural India through participatory processes and appropriate technologies for accelerating sustainable growth. In order to facilitate and contribute to devising systems for smooth implementation of various Government Programs, ISB&M, Kolkata has formed a UBA/SAGY Cell.

ISB&M, Kolkata is located at Pujali, a town in the Dist. of South 24 Parganas. The town is surrounded by an area which is essentially rural. This has provided ISB&M with ample opportunities to focus on issues which involve society and to contribute to the growth & development of the surrounding area.

A Unnat Bharat Abhiyan (UBA) and the Saansad Adarsh Gram Yojana (SAGY) Cell has been formed comprising of students who have volunteered to take part in this initiative. Students taking part in the UBA Cell activities would be:

1. Encouraged to choose their own areas of work in keeping with the objectives of the UBA Cell
2. Provided with guidance to develop a time bound plan to achieve their targets
3. Motivated constantly so that they develop a sense of perseverance and tenacity to achieve their targets

The Executive Committee of the UBA/SAGY Cell consists of

1. Two faculty members nominated by the institute
2. Four student members to be elected by the Cell

To initiate activities, the UBA /SAGY Cell has:

1. Chosen and identified two neighbouring villages which satisfy the objectives of the Cell. These are:
  - a. Rajibpur, Mouza Achipur, adjacent to and located to the East of the campus.
  - b. Rajampur, Mouza Achipur, located also to the East of the campus but beyond Rajibpur.
2. Conducted a survey to ascertain their needs and requirements in accordance with the following principal objectives

The objectives of the UBA/SAGY Cell are as follows:

- 1. Promotion of Entrepreneurship**
  - a. Forming a Business Development Cell within the UBA Cell with the help of the National Entrepreneurship Network (NEN). Cell Members to provide help and guidance to interested locals in their business endeavours
- 2. Promotion of Social Welfare Activities**
  - a. Educating residents in neighbouring areas about the importance of hygiene and sanitation
  - b. Encouraging the use of potable drinking water
  - c. Bringing to the attention of girls and women the importance of using sanitary napkins. The primary aim is to improve menstrual sanitation among these women who use cloth, hay, sand, ash and other such unhygienic alternatives.
  - d. Working with the Panchayat and Primary Health Centres to ensure that pregnant women, new mothers and children attend the appropriate health clinics and follow the prescribed regimen of inoculations
- 3. Promotion of Education**
  - a. Providing coaching classes in English and Maths to students using the institute's infrastructure.

The achievement of the objectives of UBA/SAGY are necessarily an ongoing and continuous process and tangible results will be seen in due course.