

Outreach Activities under University Village Adoption Program

Under the University Social Responsibility Program VMSB-UTU Dehradun adopted Shishamwada, Chakmanshah, Dhulkot, Rudrapur, Bhopalpanivillages of Dehradun, District on 20thJuly, 2021. Initially, this program was started with the adoption of Shishamwada village on 12th-April-2017. The objective of this program was to encourage students of the University to get first hand exposure of the various problems being faced by the community members living in rural areas and to enhance the efficacy of the government programs to deal with their common problems. Realizing the need of interaction of the students with the villagers various teams of the students were formed to address following key issues,

1. Woman and Child Related Issues
2. Field Surveys, Networking and Liaoning
3. Environmental Issues
4. Awareness Programs for Education, Health and Hygiene
5. Rural Livelihood Opportunities
6. Technological Interventions
7. Village and Cottage Industries

Students were instructed to collect data related to their assigned fields. The teams of the students were supervised by the Faculty Members from the Faculty of Technology and the Faculty of Pharmacy of the University.

This report presents a summary of activities carried out in the adopted villages during **July-2021 to May-2022**. Photographs and media reports concerning these activities are also illustrated in this report. As the main occupation of the villagers is agriculture. Therefore, Demonstrations, training and awareness campaign about profitable farming practices and value addition to the agricultural produces were the main areas where special attention was paid.

Carried out Activities

The main focus of the carried out activities was on the capacity building of local community members to enhance their chances of better livelihood. Interventions made by the University targeted to form community enterprises and formal organizations of community members after assessing their technical competencies in the form Farmer Producer

Organizations (FPOs), small business enterprises, cottage industry enterprises, Self Help Groups (SHGs) or Mahila Mangal Samooh. Table 1 highlights the major activities planned under this program

Interventions for Capacity Building

Farmers	Smart Farming (Digital Agriculture) Dairy and Poultry Ecological Farming
Youth	Computer Literacy Skill Development Professional Assistance for Small Enterprises
Women	Woman and child related issues Digital and financial inclusion Community Enterprises for Cottage Industry

To address the needs of local people a Whatsapp group of the villagers and community resource persons is formed. People regularly interact through this platform and share their experiences and expectations. Keeping these expectations in our mind, following activities were conducted in recent past,

- ✓ Joined **Unnat Bharat Abhiyan** as a Participating Institute
- ✓ Established a Community Learning Center
- ✓ Conduction of Entrepreneurship Awareness Program for Women and Youth
- ✓ Conduction of 5 day training program on Agarbatti Making for the SHG women
- ✓ Distribution of Covid-19 related items to the villagers
- ✓ Interactive sessions with the students and villagers
- ✓ Surveys are conducted to discuss primary needs of the villagers
- ✓ Community sensitization regarding Vaccination and Covid-Appropriate-Behavior
- ✓ Awareness sessions on various topics for the villagers
- ✓ Plantation drive to increase green cover in the village
- ✓ UBA Project on Capacity Building among Rural Women