



Unnat Bharat Abhiyan

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The **Ministry of Education's Unnat Bharat Abhiyan (UBA)** completes a decade, redefining the role of higher education in rural development.

- **About UBA:** UBA (2014) aims at bringing **transformational change in rural India** by leveraging the resources of [higher educational institutions \(HEIs\)](#) to solve **local development challenges** through **sustainable and inclusive practices**.
- **Need:** UBA is crucial because **70%** of India's **population** lives in **rural areas**, and while **54-55% of the workforce** is engaged in **agriculture and allied sectors**, they contribute only **15-18%** to the **national GDP**, highlighting the urgent need for **comprehensive rural development**.
- **Implementation & Reach:** IIT Delhi is the **National Coordinating Institute** that oversees UBA, with **4,000+ institutions working with 19,000+ villages** across 35 states and union territories.
- **Key Focus Areas:** [Organic agriculture](#), Water and energy systems, Healthcare and sanitation, Rural crafts and housing, [E-governance](#) and basic amenities.
 - **Village Adhyayan (Participatory Learning)** is central to UBA, promoting **bottom-up planning** rather than top-down imposition of solutions.
- **Notable success stories:**
 - **IIT Delhi's lemongrass cultivation and oil extraction unit** boosted farmer income by **Rs 8,000-10,000 per month** during harvest.
 - **NIT Manipur's water purifier** provides clean water to **2,000+ villagers**.
- **UBA 2.0 (2018)** follows a **Challenge Mode**, requiring all HEIs to **voluntarily adopt at least 5 villages**, unlike **UBA 1.0** (Invitation Mode), where institutions were **invited** to participate.

Read More: [Unnat Bharat Abhiyan Scheme](#)

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