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Best Practice #2:

1. Title: Adoption of the Villages under a) UBA and b) the sickle cell awareness programme

Madhya Pradesh Bhoj Open University, Bhopal, adopted five villages in Bhopal and ten villages in Dhar as a part of social responsibility to improve the lives of people living in rural areas.

2. Objectives of the Practice

This initiative is a form of community engagement that enables the University to contribute to sustainable development by empowering village communities.

The principles or the concepts followed by the University in adopting these villages are:

- ☐ Comprehensive Assessment to identify the challenges and problems faced by villagers.
- ☐ A collaborative approach involving the local community, government officials, and other stakeholders in the development process.
- ☐ Education and Skill Development aimed to improve the employment opportunities of the villagers.
- ☐ Health and Sanitation initiatives to improve the overall health of the villagers.

a) Unnat Bharat Abhiyaan- the context

It is a crucial initiative of MHRD in the Government of India. The Abhiyaan directed institutions to involve in the holistic development of rural areas. It aims to create awareness amongst the villagers about the various issues in the social milieu.

The Practice

Madhya Pradesh Bhoj Open University has adopted 05 villages under Unnat Bharat Abhiyan (UBA) for a transformational change in rural life. While designing and implementing the practice, the following features were incorporated to make holistic development possible.

- The adopted villages are located in remote and rural areas of Madhya Pradesh, where access to education and healthcare is limited.
- Local participation was a cornerstone of the approach for customization and continuity.
- The technology-enabled approach was adopted to deliver educational programs and services to remote and rural areas.
- An inclusive approach was followed with a focus on women and marginalized communities.
- Sustainable development was a vital aspect of the program and included initiatives to promote eco-friendly practices, renewable energy, and water conservation.

As per the directive, Madhya Pradesh Bhoj Open University adopted five villages of Bhopal. The villages Semari, Kharpa, Jagrakhand, Sarvar, and Khakhasrdole had a population of about 5000 to 6000. Situated in the periphery of Bhopal, these are tribal-dominant areas.

Evidence of success

The university team continuously visits the adopted villages and informs the district administration about the various problems plaguing these villages. The University collated category-specific data and zeroed in upon the welfare measures to be initiated for the SC/ST/OBC, who constitute over 92% of the population in the target villages. We organized awareness camps to encourage the covid 19 vaccination to achieve a hundred percent vaccination (First cycle). Many health awareness camps were also organized. The extension services include non-formal education and different activities meant for learning the learners in the entire Madhya Pradesh. Extension services and outreach programs are an important part of the mission of the Madhya Pradesh Bhoj Open University, Bhopal.

Problems encountered or resources required

The main constraint in such a program pertains to the awareness level of rural people and the lack of resources at their end in general.

B) Sickle Cell Awareness Programme

Objective

Educating villagers about sickle cell anaemia by Madhya Pradesh Bhoj Open University in Bhopal is a positive initiative to increase awareness and understanding of this genetic blood disorder in rural communities.

Practice

Madhya Pradesh Bhoj Open University adopted five villages from the Dharmapuri Block of district Dhar on 5th July 2022. The names of the Villages are:

- 1: Rampura
- 2: Dhegda
- 3: Bhvanyakhurd
- 4: Gulati
- 5: Dasoda

Later in the next step, 5 villages of Dharmapuri block of the District Dhar were adopted by the University on 16/3/2023. Their names are:

- 1: Nimbola
- 2: Pedwee
- 3: Pagara
- 4: Pipaliya Khut
- 5: Bhogwa

This program could help prevent the spread of the disease and improve the quality of life of those affected. The program involved various activities, such as workshops, seminars, and health camps in educating villagers about sickle cell anaemia. In addition, the University worked with local health authorities and medical professionals to provide accurate and up-to-date information about the disease, causes, symptoms, and treatments. The program could also focus on raising awareness of the importance of genetic testing and counselling, as sickle cell anaemia is inherited. This could help individuals and families make informed decisions

about their and their children's health. In addition to education, the program could provide support and resources to those affected by sickle cell anaemia, such as access to medical treatment, counselling, and support groups. This could help to reduce the stigma and discrimination faced by those living with the disease and improve their quality of life. Overall, educating villagers about sickle cell anaemia by the Madhya Pradesh Bhoj Open University is a valuable initiative that has the potential to improve the health and well-being of rural communities in the region.

Evidence of Success

A first household survey was conducted on 20th Feb and 28th Feb 2018 at Villages of Semari Bajyafi and Kharpa in 152 and 83 households, respectively. Similarly, in the villages of Savor, Jhagrikhurd, and Khakhrdol 112, 79, and 52 households were surveyed, respectively. The University maintained continuous monitoring of the adopted villages, especially during COVID-19. During the lockdown and relaxed periods, the University organized several camps on 16.07.2021, 17.07.2021, 23.07.2021, 02.08.2021, 12.04.2022, 20.04.2022, 26.04.2022, 27.04.2022, 14.11.2022 and 15.02.2023.

Problems Encountered and Resources Required

The problems encountered regarding the implementation of the practice range from the difficult accessibility of the adopted villages to the rural community, literacy level, and cognitive capabilities. The resources required for implementation include better road connectivity and improvement in literacy level.

Notes (Optional)

The University is also looking after all burning issues ranging from Sickle cell anaemia, awareness missions, save energy and save earth programs, overall sanitation awareness programs, imparting education, including girl education, the importance of women empowerment, employment guidance, agricultural improvement related camps, Ayushman camps and many awareness initiatives so that rural people can become self-independent.