



MARATHWADA MITRA MANDAL'S
COLLEGE OF COMMERCE

Affiliated to Savitribai Phule Pune University, Re-Accredited by NAAC with "A"
Grade

ISO 9001:2015 Certified, Awarded as Best College by Savitribai Phule Pune
University

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**Report On
Unnat Bharat Abhiyan, MMCC**

Unnat Bharat Abhiyan is a significant initiative of the Government of India aimed at driving rural development through the collaboration of higher educational institutions and rural communities. MMCC, with its vision of promoting quality education and sustainable development, has taken part in this flagship program by adopting five villages in Pune district: Ambi, Agalambe, Zalanwadi, Matalwadi, and Gorhe.

In these villages, a substantial portion of the community comprises residents, spinners, farmers, and farm laborers, with agriculture and complementary businesses being the primary sources of livelihood. While primary education facilities are available, there is a notable lack of interest in education among some backward communities, leading to a high dropout rate at the primary level. Many children are deprived of education as they accompany their parents to work in wage labor, rather than attending school.

To address these challenges, MMCC, as part of Unnat Bharat Abhiyan, has engaged with village stakeholders, including the Sarpanch, Gram Sevak, and other Panchayat members. The motto and objectives of the program were discussed with them, fostering an understanding of the shared goals. Additionally, a household survey was conducted to gain insights into the specific needs and requirements of the villages.

To improve healthcare in these rural areas, health camps were organized, providing primary health checkups for villagers and school children. Specific initiatives like breast cancer awareness and checkups were conducted in collaboration with hospitals.

Furthermore, to encourage education and mentorship opportunities in these villages, four-day value education programs were held at the schools. Through these initiatives, students benefited from enhanced educational facilities and were exposed to issues prevalent in rural areas. The student volunteers actively participated in all activities, witnessing positive role models and gaining insights into moral values, gender equality, respect, and the importance of education. The faculty members of MMCC have also played a crucial role in the success of the program, showing enthusiastic engagement and commitment to the cause.



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Overall, Unnat Bharat Abhiyan has facilitated the transformational change in rural development processes in these adopted villages by leveraging the expertise of MMCC and other higher educational institutions. The collaborative efforts aim to accelerate sustainable growth and improve the overall well-being of rural communities in India.



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