

# Role of UBA-backed Higher Educational Institutions in Tamil Nadu's Rural Development

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## Abstract

The Unnat Bharat Abhiyan (UBA) is a programme initiated by the Ministry of Education, Government of India, to leverage higher educational institutions (HEIs) to tackle rural development challenges. UBA seeks to foster self-sufficiency and sustainable development in rural areas, positioning HEIs as key players in promoting rural development. Research on UBA remains scarce, particularly regarding the experiences and perspectives of UBA coordinators. A study was conducted involving 220 HEIs in Tamil Nadu to examine the contributions of HEIs within the UBA framework towards enhancing rural development initiatives. Furthermore, the study aimed to assess the impact of UBA activities, identify the challenges HEIs and rural communities face in executing UBA projects and suggest strategies for improvement. The study utilised a mixed-methods approach to evaluate the impact and efficacy of UBA. This article underscores the vital role of HEIs in rural development through UBA, emphasising the need for sustainable partnerships with stakeholders and effective community organisation methods to innovate solutions for rural issues. It also emphasises the importance of training UBA coordinators in community organisation to improve service delivery by understanding community dynamics, responding to local needs and building trust with community leaders.

## Keywords

Partnership, community engagement, economic impact, higher educational institutions, rural development, Unnat Bharat Abhiyan

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