



शिक्षा मंत्रालय
MINISTRY OF
EDUCATION



संत लोंगोवाल अभियांत्रिकी व प्रौद्योगिकी संस्थान, लोंगोवाल
SANT LONGOWAL INSTITUTE OF ENGINEERING AND TECHNOLOGY
Longowal, District Sangrur (Punjab), INDIA
(Deemed-to-be University under Section 3 of UGC Act, 1956)

Unnat Bharat Abhiyan

Report on Seminar on Unnat Bharat Abhiyan

20 - 21 March 2024

The Department of Rural Development, National Institute of Technical Teachers Training & Research (NITTTR) Chandigarh, in collaboration with Unnat Bharat Abhiyan (UBA), IIT Delhi, successfully organized a **two-day National Seminar** on “**Promotion of Farming, Processing, Marketing, and Exports of Organic, Natural, and Herbal Products for Viksit Bharat through Cooperatives and Unnat Bharat Abhiyan**”. The seminar was held on **20th and 21st March 2024**, bringing together a wide range of participants, including scientists, development professionals, technical experts, rural artisans, and grassroots leaders, to deliberate on key topics related to sustainable rural development.

The seminar focused on leveraging the potential of organic, natural, and herbal products to promote rural prosperity. A major highlight of the event was the **exhibition** organized over the two days, which featured products from **rural artisans, organic farmers, and Self-Help Groups (SHGs)**. The exhibition was supported by national agencies such as **NABARD (National Bank for Agriculture and Rural Development)**, **TRIFED (Tribal Cooperative Marketing Development Federation of India)**, **KVIC (Khadi and Village Industries Commission)**, and **DST (Department of Science and Technology)**, showcasing the innovative efforts and products of rural communities.

On behalf of **SLIET Longowal**, the **Project Co-coordinator of Unnat Bharat Abhiyan (UBA)**, **Dr. Manoj Goyal**, along with **Research Scholars Anshul Kumar and Ankush**, actively participated in the event. They presented a **PowerPoint presentation** titled “**Success Story of SLIET UBA**,” which highlighted the impactful activities and initiatives carried out by **SLIET Longowal** under the **Unnat Bharat Abhiyan** in its adopted villages. The presentation showcased a variety of programs that SLIET has implemented to empower rural communities, focusing on areas like **skill development, entrepreneurship, and sustainable agricultural practices**.



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सत्यमेव जयते



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This seminar provided an excellent platform for exchanging ideas, building connections, and discussing actionable strategies to promote rural development through organic farming and cooperatives. By encouraging participation from rural artisans, organic farmers, and cooperatives, the seminar also emphasized the importance of **market access** and **exports** for rural products, paving the way for economic growth and sustainability in rural areas.

The event received widespread appreciation for its focus on **sustainable rural development** and its efforts to bring together a diverse group of stakeholders. It was an important step toward creating a **Viksit Bharat** (Developed India) through the collective efforts of rural communities, technical institutions, and national agencies.





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