A university that sends students from Classroom to Common Man
Vision
Creation of an enabling environment where in our university would act as an agent of social change and transformation through innovations and outreaching and make it a “People’s University”.

Mission
Mitigating the economic and social sufferings of the region by invoking the strengths of faculty through community oriented actions by optimal usage of human resources.
Dr. BRAU Linkages with 7 Missions of AP Govt. & Bharat Nirman Programme

Taking a clue from the objectives of our CM’s vision 2029 and Narendra Modi’s new success sutra of

‘Skill + Will + Zeal = WIN’ ..... 

Dr. BRAU aims at poverty eradication and improve quality of life of the poor and underprivileged within the university area
DEVELOPMENTAL PROGRAMMES

1. Poverty Eradication
2. Power to People
3. Support to Farmers
4. Labour Welfare
5. Food Security
6. Clean Drinking Water
7. Housing for All
8. Health for All
9. Education for All
10. Welfare of Scheduled Castes, Scheduled Tribes, Minorities and OBCs
11. Women Welfare
12. Child Welfare
13. Youth Development
14. Improvement of Slums
15. Environment Protection and Afforestation
16. Social Security
17. Rural Roads
18. Energising of Rural Area
19. Development of backward Areas
20. IT enabled & e-Governance
Study and Practice

Practice & Experience

Experience and Enlighten

Enlighten & Empower
Let’s Revolutionize the Education System

- Can we make a conscious move from volume to value?
- Shall universities be confined to mere production of graduates?
- Can we reduce pain and sorrow of the poverty stricken by the care and concern of our research support systems?
- Can we ignite awareness among faculties / academia on their abilities to serve social interests?
‘Universities to People’

FEATURES:

• Faculty expertise to the doorsteps of common man
• Translation of theory and concept into action outside university
• Utility based research and need oriented approach
• Interdisciplinary approach to solve peoples’ problems.
Gearing up Good Governance through Universities

**Strategies:**

- Brainstorming the stakeholders on role of a university in a civil society.
- Study and Implement within the university jurisdiction.
- Generating eagerness to correlate the realities beyond class room.
- Tuning syllabi based on community needs.
- Making every one part of solution, instead of a problem.
- Making students & faculty feel part of the governance.
- Coordinating UGC guidelines on faculty extension within India’s National Policy on the Voluntary Sector, 2006.
What’s A University’s Role?

Dr. BRAU Departments

- Rural Development
- Social Work
- Economics
- MLISc
- Telugu
- English
- Education
- Special Education
- Commerce & Mgt.
  - M.Com
  - MBA
- Computer Science
- Organic Chemistry
- Geo-Sciences
  - Geo-Physics
  - Geology
- Bio – Technology
- Mathematics
- College of LAW
  - LLB
  - M.L
- P.G Diploma in
  - Yoga & Fitness
  - Journalism & Mass - Communication
  - Medical Records and Health - Information
<table>
<thead>
<tr>
<th>Department</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Dept.: Skill Development centers</td>
<td>Improve communication skills and orient rural under-graduates</td>
</tr>
<tr>
<td>Maths Dept.: Skill Development centers</td>
<td>Mitigating maths phobia among rural degree students</td>
</tr>
<tr>
<td>Telugu Dept.: Depts. of Culture and Information</td>
<td>Initiates cultural enhancement programmes and disseminate information in local rural accent on various welfare initiatives</td>
</tr>
<tr>
<td>Spl. Education &amp; Education Dept.: Education missions of Govt.</td>
<td>Programmes for differently abled children, adult education, social education, environmental awareness, etc.</td>
</tr>
<tr>
<td>Lib. Sc. &amp; Infn. Dept.: Liaison with DPRO</td>
<td>Upkeeps all data relating to government schemes and programmes and generate input data for field work.</td>
</tr>
<tr>
<td>History Dept.: Liaison with District Tourism Officer, Archaeology Dept., DPRO, and NGOs.</td>
<td>Organises major events leading to spread awareness on preservation of historical sites, using students as guides leading to their cultural enrichment.</td>
</tr>
<tr>
<td>Law Dept.: Liaison with District Legal Aid Authority.</td>
<td>Legal education, legal aid, consumer awareness and protection.</td>
</tr>
<tr>
<td>Social Work Dept.: Liaison with CDPO, ICDS, Health &amp; Nutrition, Sanitation related depts.</td>
<td>Health, Nutrition, Sanitation, linkage of insurance schemes for unorganized labour, anti-drug and de-addiction activities, etc.</td>
</tr>
<tr>
<td>Dept of Comp. Science: Liaison with AP Technology Services, NIC, e-Seva Services</td>
<td>Aadhar Card, Voter registrations, awareness on Tech. transfer in Agricl.</td>
</tr>
<tr>
<td>Rural Development Dept: Liaison with DRDA, DWMA, S&amp;ME, Enterprises, DICs, Banks, other Rural Development related depts., ZP CEO, MPDO Etc.</td>
<td>Spread of information on governmental rural schemes and liaison with bankers in grounding activity, DWCRA group formations and monitoring rural livelihood initiatives.</td>
</tr>
<tr>
<td>Department</td>
<td>Responsibilities</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Commerce &amp; Management Dept.</td>
<td>Identification of new projects, feasibility studies, cost-benefit analysis, promotion of entrepreneurship.</td>
</tr>
<tr>
<td>Economics Dept.</td>
<td>Liaison with Dist. Chief Planning Officer/ all other development depts. Socio-economic surveys, evaluation of government programmes- identification of SHG groups.</td>
</tr>
<tr>
<td>Zoology Dept.:</td>
<td>Liaison with Animal Husbandry Dept., AP Dairy, Fisheries, Agriculture Studies relating to problems of livestock in villages and help bridge the gaps between the stakeholders and the govt.</td>
</tr>
<tr>
<td>Botany Dept.:</td>
<td>Liaison with Horticulture, Agriculture and Forest depts. Field activities on crop change, seed quality, awareness on HYVs, preservation of flora, taxonomy, etc.</td>
</tr>
<tr>
<td>Geo-Sciences Dept.:</td>
<td>Liaison with Mines &amp; Geology, Ground Water Dept., NGRI, Central Ground Water Board Concentrate on soil testing, mineral location, counseling on ground water, awareness on AP WALTA Act, rain water harvesting, etc.</td>
</tr>
<tr>
<td>Chemistry &amp; Organic Chemistry Depts.:</td>
<td>Collaboration with Govt. Depts./ Health Dept., RWS Dept., Drug controller, etc. Use labs to check quality of consumables like water, drugs, pesticides, fertilizers, etc.</td>
</tr>
<tr>
<td>Instrumentation &amp; Physics Depts.:</td>
<td>Collaboration with Electricity depts., vocational training centers, lobbying with manufacturing companies. Examine and guide on electrical and electronic items and check their quality, correction of problems like high and low voltages etc.</td>
</tr>
<tr>
<td>Engineering faculties:</td>
<td>Liaison with Govt. Depts: R&amp;B, Housing Board, Irrigation and CAD. Examine construction defects quality and grade of cement, etc.</td>
</tr>
<tr>
<td>Biotechnology Dept.:</td>
<td>Liaison with PHCs, Red Cross Society, RWS, Agriculture Dept., etc. Undertake blood-group data for emergency needs. Identify contaminated material in underground / drinking water resources.</td>
</tr>
</tbody>
</table>
Public Welfare through ID Convergence

- Lack of synergy among different disciplines in the conventional universities.
- Slow initiatives in the direction of interdisciplinary approach.

**Measures:**

- Harness available resources, expertise and materials with least financial commitment.
- Need for a separate department or agency in universities to coordinate on societal needs.
Models of Convergence:

Extension service activities could be taken up in the following areas by the respective faculties as follows:

- **Botany, Zoology and Rural Developments** can converge to promote and advise on:
  - Bio village model of soil health care.
  - Water harvesting and management.
  - Crop diversification and value addition.
  - Introduction of improved post harvest technology.

**Objective:**

Ensure work and income security for farmers.
RD, Physics, Geography and Computer Science departments can liaison to train farmers on information and skill empowerment through:

- ISRO satellite-linked village resource centers through computer aided.
- Internet-connected village knowledge centers.

Strategy:
- Undertaking such ID research projects that ought to facilitate visits to villages by faculties and enlighten.
RD, Social Work and Economics departments can jointly counsel on farmers suicides and avert agrarian crisis.

- Counseling on shift of crisis from suicide relief to suicide prevention.
- Linking farmers with rural livelihood initiatives and reduce their indebtedness.
- Strengths of Law, Commerce faculties can address many areas of social concern on-human rights, consumer protection, women empowerment, etc.
Sharing information through workshops and training programmes:

- Group of Researchers / Professors expose the ground level realities to the district officials and offer them with a set of solutions.

- Research Scholars / Proactive teachers from degree colleges will be trained to act as agents of universities at cutting edge levels.
IMPACT:

‘University to People’ concept is already under implementation in DR.BRAU

- Institutional activities geared to social needs.
- Ignited academic inputs to safeguard public interest.
- Extended faculty expertise to the needy in society.
- A tremendous response to the programme from the public.
- Credibility on university efficacy generated.
- Faculties became aware of their potential and responsibilities.
- Ready to share our unique experience with other universities.
Action Plan

• Identifying a Thrust Area chosen from the Bharat Nirman / 7 Missions of A.P. for each faculty/ dept. in the university
• Award 25 marks to the students semester wise towards field work and expose them to village problems.
• Each student to work one week clubbed with holidays outside campus in a village per semester
• Form student groups on an interdisciplinary mode
• Evaluation through a seminar by the students along with their beneficiaries.
DEPARTMENT OF COMPUTER SCIENCE

20\textsuperscript{th} Point in 20 – Point Programme

“IT enabled & e-Governance”

- Thrust area: “IT enabled & e – Governance”.

- Under this, the Department has taken up “Observing and Examining IT services provided to the public in the panchayaths so as to Strengthen IT Enabled & e – Governance Services”
Action Plan:

- Students visit doorsteps with Laptop Wi-Fi
- Enhancement of employability through Computer Literacy in selected panchayaths
  - To bridge learning gaps and guide rural students in Internet browsing, etc. so as to enable them utilize e-governance services.
Contd…

- **Usage of Computers in Rural Areas:**
  To create awareness among the rural people about e-seva and mee-seva centres.

Collecting data from the stakeholders at Lingalapeta & Chinna Ravupalli villages in Etcherla Mandal during the voter enrolment process.
Disseminate latest technology in Agriculture:

To access information to farmers on the websites of AP Agriculture Dept (AGRINET) regarding best agronomic practices, control of pests and government subsidies for agri inputs.
Thrust Area: “Education for all”.

- Under this the Department has taken up work to “reduce mathematics phobia for non-Mathematical students” in affiliated colleges.
- PG Maths students who number 40 would be divided into 8 groups and be entrusted to selected local colleges.
- Teach to non-maths students various aspects of logical, arithmetic and mathematical reasoning useful in various competitive examinations.
University students are giving lessons on Mathematics to the Degree students

Addressing the students at Sagar Degree College, Amadalavalasa

Classes handled by Dr. B.R. Ambedkar University Mathematics students at Govt. Degree College, Amadalavalasa

University students imparting learning to Degree 1st year students on enhancement mode
General Objective:

- Initiating active participation and involvement of the teachers and scholars of the department in promoting English education to the wider range.

Primary objective:

- To create awareness as well as to impart practical knowledge of English for all the competitive examinations for the students in Jr./Degree Colleges in and around Etcherla mandal where university is located.
DEPARTMENT OF RURAL DEVELOPMENT

“Polam Pilustondi & Maa Vooru”

Action Plan

- Convergence is planned with Departments namely DRDA, DWUMA, Agriculture, Animal Husbandry, Housing Programmes, Rural Women Health Care and other developmental programmes.
Bad sanitation conditions and drainage system in ARINAMA AKKIVALASA Village in Etcherla Mandal.

No safe drinking water facility in ARINAMA AKKIVALASA Village, Etcherla Mandal
Open defecation: Unconditioned and unused toilets in S.M. Puram Village, Etcherla Mandal. Students sensitizing the local elders on sanitation aspects.

Sanitation and Drainage System: No sanitation and bad drainage system in S.M. Puram and Allinagaram Villages
**Action Plan**

- Orientation of students about collection and testing of pesticides, fertilizers and soil samples used by farmers and their analysis.

- Students test the quality within the lab and liaison with Government labs.
Awareness camp on quality of Pesticides in Kesavarao Peta Village, Etcherla mandal

Organic Chemistry Students explaining how to use the pesticides in Jarajam Village, Etcherla Mandal

Awareness camp on quality of pesticides in Etcherla (V). Farmers holding the pesticide sample bottles
DEPARTMENT OF LAW

“Power to People”

Enabling the people to know about their constitutionally sanctioned rights and remedial measures through legal counselling cells in the university.

- To create awareness on the Consumer Protection Act, 1986 and consumer rights.
- To sensitize the consumer in identifying in defective goods and deficiency of services.
- To help people in solving the consumer problems.
- Orientation Classes for LL.B Students on Consumer Protection
- Find out consumer problems through village visits
- Rural Consumer Awareness Programmes
- Liaison with NGO’s, consumer activists, Legal Metrology Officers & Liaison with Sarpanches
LL.B Student creating awareness among villagers about harmful effects of expired medicines and how to protect their legal rights at Etcherla village.

Law Students and Faculty enrolling eligible villagers at Jarajam under Jana Shree Bhima Yojana.

Consumer Awareness' Campaign at Jarajam village on BIS Hallmarked Gold.

Students Collecting Jana Shree Bhima Yojana Policy Premium from villagers at S.M.Puram to make them beneficiaries.
DEPARTMENT OF ECONOMICS

“Poverty Eradication (MGNREGP) & Women Welfare (SHGs)”

Action Plan

The Department has adopted all villages in Etcherla Mandal of Srikakulam District, as a part of academic and extension programme.

- Forming SHGs for new members
- Identification of deficiencies
- Intimating deficiencies to the authorities
- Results of the programme and working of the scheme to be intimated to the district authorities periodically.

Door to door survey by students at Kesavaraopeta V to identify eligible SHG women

Students with newly formed SHG members at Kesavaraopeta village

Students and Teachers with newly formed SHG members at Etcherla village
DEPARTMENT OF BIOTECHNOLOGY

“Clean Drinking Water”

**Action Plan**

- Orientation of students about collection of water samples from villages
- Estimation of Coliform in the water samples.
- Determine the Bacterial load of the water samples collected from different locations.
- Engage with the communities, environmental agencies and other partners.
- Identify the blood group of the students enrolled in the Dr.BRAU campus and organise blood donation camps.
Collection of Water Samples from open well / bore well in Mukundapuram V

Collection of Water Samples from open well/ bore well in Pathuru V, Saravakota

Collection of Water Samples from open well / bore well in Tandyam Village, Ponduru Mandal

Collection of Water Samples from open well / bore well in Mukundapuram village
Most of the rural population depends, directly and indirectly, on small-scale industries, food crop agriculture, and ancillary activities linked to rural townships.

- Advise rural families to diversify their sources of income and employment in view of low agricultural productivity.
- Help creation of micro enterprises for sustainable livelihood, poverty alleviation and employment generation in the rural areas.
- Exposure to potential opportunities existing in business small scale industries and service sectors.
Guiding rural entrepreneurs on village industries such as:

- Agro-based units
- Khadi Industries
- Polymer and chemical based units
- Small scale engineering units
- Forest based / Horticulture units.
- Guidance on business opportunities.
- Selection of potential entrepreneurs.
- Creation of right aptitude and competency
- Focus on the participants acquiring knowledge and skills.
- Dealing with inadequacy of capital which is regarded as the life blood of business unit
- Guiding in feasibility reports and market survey

Conducting a study on customer perception towards rural banking

Discussion with Estate Officer in Rythu Bazar, Amadalavalasa

Student teams checking MRP and package act rules, and weights and measures in the nearby shops at Etcherla mandal.
Action Plan:

- To ensure implementation of guidelines for up keeping of libraries in all colleges in the University area.
- To take steps for enrichment of student learning through reading habits and teach techniques of reading.
- To organise book donation campaigns for enrichment of university library.
- To organise interactive programmes with the authors.

Creating Awareness about Information Technology (IT)

- Build interactions within a civil society.
- Connect citizens with their government through informatics.
- Disseminate information about e-governance benefits and help improve government processes.
- Encourage youth for library visits.
- Counseling rural youth on various employment opportunities and information dissemination.
- Dissemination of information on various government schemes and help facilitate inclusive policy.
- Student counseling on various career programmes.
- Organizing computer literary programmes and guide on information browsing.
- Propagation of SC/ST Sub-Plan and its benefits etc. like establishment of libraries in their locations.

Faculty to society programme launched at SYSTEM Degree College, Ponduru by faculty of Library and Information Science.

Orientation Programme for students along with team leaders.
DEPARTMENT OF EDUCATION (M.Ed.)

“Women Education”.

Action Plan

- Observing and examining Women Welfare Services provided to the public in the Panchayaths.
- To make rural women aware of educating themselves leading to their women empowerment.
- To create awareness on women welfare schemes

Bank Pass distribution to the new account holders at Etcherla SC Colony under DHAN-JAN YOJANA Scheme
DEPARTMENT OF SPECIAL EDUCATION – B.Ed. (SE-MR)

“Child Welfare”

Action Plan

The M.Ed. (Spcl.Edn.-MR) programme has the Community Based Rehabilitation Project. For this the department selects a Gram-Panchayat in Etcherla Mandal to conduct various activities

- To create awareness among parents and community about the education of the mentally retarded.
- To educate the youth and newly married couple about the causes for mental retardation.
- To advocate various preventive steps regarding mental retardation.
- To educate on interventions to minimize damage and achieve the desired improvement in the child.
- To provide multidisciplinary services for the improvement and rehabilitation of the disabled children.
- To educate the parents and community regarding various Govt. schemes
DEPARTMENT OF SOCIAL WORK
“Education for All”.

MISSION OF THE DEPARTMENT

Prepare graduate students for social work practices and professional leadership within a multicultural, global environment based on the concepts of human rights, social and economic justice, religious and spiritual tolerance.

- Observation visits
- Health check up & Nutrition awareness campaigns
- Campaign on financial inclusion
- Back to school campaigning for the drop-out in slum and villages
- Prevention of open defecation
- Legal awareness camps
- Child marriage prevention
- Linkages with Government and NGOs
- Conducting meetings to empower women groups
Social work faculty and students explaining women welfare schemes

Students explained about the Maa Inti Mahalakshmi scheme at SM Puram Village

Immunization programme along with the Anganwadi workers and ANMs in mobilizing parents for child vaccination. Nearly 75 children were immunized.

Collecting data from the villager about problems found at Anganwadi centre
B.P check-up for the pregnant women during the awareness programme.

UNICEF Team visit to Dr.B.R.Ambedkar University, Srikakulam

Students conducting awareness meeting on open defecation

Kalajatha Programme on open defecation Bontalakoduru village
DEPARTMENT OF GEO - SCIENCES

“Clean Drinking Water”.

Action Plan

- Examining the elemental concentration like existence of fluoride, heavy metals like arsenic that may cause cancer and Hydrogeo-chemical constraints to understand the groundwater dynamics in Etcherla Village.
Contd...

- Water level monitoring
- Water level and quality evaluation, in terms of suitability for both drinking and irrigation purposes.
- Tracing metals and pesticides, if any, around the industries and assess the impact on ground water quality.
- Conducting geophysical investigations for testing the ground water potential.
- Rain water harvesting points in University and Etcherla (Soak pits) and other areas.
- Liaison with National labs located at NGRI (National Geophysical Research Institute), Hyderabad or with Andhra University labs, CGWB (Central Ground Water Board), Visakhapatnam on payment basis.
DEPARTMENT OF TELUGU

“Education For All”.

Action Plan

1) మాధ్యమిక సంస్థలలో తెలుగు శాస్త్రం ప్రాముఖ్యాత్మకంగా అభివృద్ధి చేయండు.
2) మాధ్యమిక సంస్థలలో కళాశాలల్లో ఈ ప్రాముఖ్యత ప్రతి తీసుకువచ్చడానికి ప్రశాసన మరెగులు చేయండు.
3) 30 లోకాలు తీసుకునది, ఇరు లోకాలు తీసుకునది ఇంటి సాంస్కృతికంగా నిర్దేశించండు.
4) యొక్క నేతృత్వం కలిగిన ఉపశాస్త్ర వైద్యంతి విద్యార్థులను సాంస్కృతికంగా చేపించండు.
5) హోమీ భారతీ రాజస్థాన ధర్మాలు ఉపాధ్యాయ ప్రతి తీసుకువచ్చడానికి ప్రశాసన మరెగులు చేయండు.
6) ఇరువైపుల ఉపశాస్త్ర అభివృద్ధి ప్రశంఖలను లేదు అనే విషయం సమాధురించడానికి ప్రశాసన మరెగులు చేయండు.
హెచ్చెర్ల మండలంలో నిర్క్షరాస్యులకు స్ంతకము నేరపిస్య

విపరీత మండలంలో విద్యార్థులు విద్యాభ్యాసం మాత్రమే విడుదల

విష్ణు మండలంలో విద్యార్థులు విద్యాభ్యాసం మాత్రమే విడుదల

మాత్రమే విద్యాభ్యాసం మాత్రమే విడుదల

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మాత్రమే విద్యాభ్యాసం మాత్రమే విడుదల
Rain Water Harvesting
Geo-Sciences & NSS Depts.

What is it?
Construction of water harvesting points in villages.

Rainwater harvesting is the accumulation and deposition of rainwater for reuse before it reaches the aquifer. In many places the water collected is just redirected to a deep pit with percolation.
Strategy: Involve NSS Volunteers to identify unhygienic well water points in villages & extend manpower for construction of soak pits under technical guidance of DWUMA/ Ground Water Dept.
After constructing Recharge pits by giving no space to water wastage
This is how we should learn respecting the water
THANK YOU