

Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

As per the vision of the University, the University has laid emphasis on creation of knowledge vis-à-vis revival of Indian Traditional Knowledge & Practices and amelioration of the standard of living of the local communities through involvement of students and faculty. The location of University and its adjoining villages still follows the traditional style of living. The University which is still in its state of infancy (only 10 years old) has two campuses and has adopted five villages in both of its campuses with the sole objective of improving the traditional skills, upgrading their standard of living, making the locals aware of health and hygiene through the team of students and faculty. The team also provides them with marketing skills.

In tune with the vision of the University, the University has identified few areas for upliftment of the local people which are:

- Traditional skills
- Technology transfer
- Standard of living and
- Education
- Awakening of rural for recycle of waste to products
- Rejuvenating local pottery industry
- Promoting villages for marketing and branding
- Prompting health support through medical camps at their door steps
- Promoting villages for donating in blood camps

The University has identified traditional skills like broom making, bamboo woodwork, pottery, fishery, mushrooming, and guidance to apple garden and providing support to villages on landscaping and hazard solution etc. Faculty members along with students of different departments have systematically addressed these issues with local peoples. The groups approach these skill practitioners with latest technology for enhancing the quality of their products. Further they give guidance for packaging, marketing and distribution.

In addition to this the university has organized *melas* for showcasing their products to general public and selling at better rates which indirectly benefits the local people.

Technology transfer: Faculty and students of the University make the artisans and local people aware of various government and private (Amazon, flipkart etc) platforms for selling their products offline & online and transportation of products developed by small farmers and artisans such as Pottery and Bamboo woodwork etc.

Standard of living: The University has identified some thrust areas for improving standard of living of local community. The faculty and students group associated with respective

adopted villages organize sessions to promote their product in the market through advertisement at Dharamshala, Kangra cities under the central government and state government schemes and initiatives.

University simultaneously conducts various activities in all its adopted villages with respect to health & hygiene, cleanliness, use of renewable energy, save environment, blood donation, distribution of sanitary napkins, drug free community, use of waste material to usable product through recycling of material, educating locals with the techniques of reviving the water bodies of the villages etc.

University has established linkages with various locals and local bodies for facilitation of outreach and extension services. These linkages help the artisans in two ways one for improvement of self (through training imparted by our teams) and second being part of university as visiting faculty imparting practical skills to students. More than 500 youths in these villages have been trained who are now entrepreneurs and earning their livelihood with improved standard of living. Department of Social works has organized various skill development programs and workshops for the villagers. [Central University of Himachal Pradesh \(cuhimachal.ac.in\)](http://cuhimachal.ac.in).

Dr. Shabab Ahmed offered counselling as social scientist at Tanda Hospital which benefitted the patients of the hospital. Solid waste management techniques are offered in association with Waste warrior (NGO). One of their initiatives includes recycling of bottles & juice packs to make sitting racks in all the hospitals of the district. The departments of social works students have participated in Economic Census.

To inculcate these social responsibilities among the students and faculty, the university had taken another initiative where each student and faculty plant trees and take responsibility for the development of those trees. The university has arranged five medical camps and 03 eye camps for the regular checkup of patients in the villages, which have benefitted more than 500 peoples of these villages. Students of Social works department as part of their internship identify different slum area children from the age group of 4-16 yrs and teach them every day one hour in the evening from Monday to Friday as per their requirements. They also impart activity based teaching on Saturday. To making teaching and learning complete, the team also distributes stationary to these children's from adopted villages and other surrounding areas

Centre for entrepreneurship and innovation, school of commerce & management studies in collaboration with department of rural development, HP, organized SARAS Fair-2022 from 21st to 30th March 2022. The cell promoted the products made by the participating rural artisans in the University as well as on various social media platforms. Some of the The products manufactured included Bamboo Art work, Bengali Saree, Kangra Paintings,

Chamba Rumaal, toys, processed food products, handlooms and handicraft products etc.
[Central University of Himachal Pradesh \(cuhimachal.ac.in\)](http://cuhimachal.ac.in)

Nodal officer Swachh Bharat Abhiyaan has conducted various initiatives of cleanliness drives in the surroundings of the University. One of its star activity was Distribution of materials to construct the toilets in the adopted village in the pursuance of “**Open Defecation Free India**” [Adopted Villages.pdf \(cuhimachal.ac.in\)](#) and [Central University of Himachal Pradesh \(cuhimachal.ac.in\)](#)

CUHP has recently signed MOU with IIT Delhi to carry forward the various activities under UBA – the Ministry of Human Resource Development project ‘Unnat Bharat Abhiyan (UBA)’. As a part of UBA initiatives, Central University of Himachal Pradesh has adopted 10 villages. The university has conducted Household Surveys related to energy saving and cleanliness and given recommendations for improving the plight of villagers [Red Cross Society NewDelhi.pdf \(cuhimachal.ac.in\)](#)

Eminent research addressing community issues:

- 'Microfinancing Through Self Help Group Bank Linkage Programme: An Impact Assessment in Himachal Pradesh"
- 'Household Portfolio, Financial Literacy and Risk Tolerance: A Study on Schedule Tribes of Himachal Pradesh"
- 'GIS based Landslide Susceptibility Zonation of Gaj Watershed of Beas River and Dharamshala Region in Kangra Valley, Himachal Pradesh with Special Reference to Slope Stability Analysis of Tira Lines Landslide at Dharamshala Cantonment"
- 'A Study of Mass Media Impact on the Gujjar Tribe of Chamba and Kangra Districts of Himachal Pradesh"
- 'Destination Image of Himachal Pradesh: A Foreign Tourists' Perspective"
- 'Social Work Intervention with Cancer Patients: A Descriptive Study in Himachal Pradesh"