



Best Practice -01

Title of the Best Practice- Siddharth University Vocal for Local (SUVL)

Objective- The Covid 19 pandemic has brought about significant changes in our lives including how we consume goods and service. This has led the government to focus on promoting self-reliance and encouraging the use of local products through Vocal for Local Campaign. The ‘Siddharth University Vocal for Local ‘campaign aims to receive the Indian economy by promoting and encouraging the use of local products and services made in India. Siddharth University, being situated in an aspirational district has started this practice for being Vocal for Local since 2021, to ensure Self-reliance among the inhabitants of Siddharthnagar and adjoining district.

The Context – The Siddharth University Vocal for Local movement has reinforced a sense of community bonding in rural areas. University has adopted ten villages in nearby areas of University Campus. Since Siddharthnagar is an aspirational district, we need to make people aware of their potential and promote them to start ups at their own efforts. The ten villages adopted by Siddharth University are Piprahwa, Palta Devi, Semari, Gayaghat, Dulha Sumali, Piparsan, Deviapur, Magarahiya, Boharwa, Ganvaria.

Local products often reflect the unique cultural heritage of a region. The Vocal for Local initiative has played a role in preserving and promoting traditional heritage, crafts, arts and practices. They are integral to rural culture. Under these practices we encourage-

1. Preserving local heritage and Monuments.
2. Promoting Folk Art of region
3. Promoting health and hygiene by natural resources.
4. Promoting Greenery.
5. Adhere to Culture and traditions.
6. Promoting Literacy for all.
7. Celebrating Festivals and Events.

Every region has certain specific traits, which are to be identified for self-sustainability. By strengthening local cultures, people become aware of their own heritage and social values. A healthy society is an asset for any Nation. This need to encourage moral values and human values. The Siddharth University Vocal for Local campaign fosters collaboration between different communities and societies. Joint ventures enable better dissemination of knowledge.

The Practice- Women Study Centre of Siddharth University promote such activities by interacting with village people of adopted villages. Every month we choose a village where an activity is performed so that a better life style be given to the people of nearby areas. We promote a healthy life style by using right habits and local products. They are encouraged to revive their culture and heritage. Since this place is directly related to Gautama Buddha it is our foremost duty to preserve all monuments and artefacts found in this region. Under this scheme, the International Buddhist Center of Siddharth University has preserved rare manuscripts of Pali language, which are being uploaded on our website for promoting research in the area of Siddharthnagar district.

On various occasions, the female sings their folk songs, which are being uploaded by faculty and students on their social media accounts, leading to local culture spreaders. Our faculties visit these places to ensure practicing hygiene and promoting local crafts. At the same time with the efforts of Hon'ble Chancellor madam we are distributing books and colors to primary school children as well as aids were given to aganwadis for play centers. We are trying to search the tribal people also so that they can be brought to lime light and their culture and traditions are also learnt by the new generation.

Evidence of Success- The ten villages adopted by Siddharth University are regularly visited by a team of faculties and staff. They arrange different programmes, awareness campaigns, promoting different cultural activities like folk songs, folk dances, handicrafts and promoting local products in nearby areas to increase income generation within rural communities. The girl child of the area if interested in higher education are promoted and proper counselling is done for them by the faculties. Now more and more women are participating in these activities, many of them have started making handicraft products.

Problem Encountered and Resources required- Siddharthnagar area is an under developed area, it need lot of efforts to reach the villages. The gram Pradhanas were contacted to help us, and they arrange meetings for us. In the beginning few people came for such program but now gradually a good number of people understand and adopt the ideas. A vehicle is needed for approaching remote areas and more frequent visits are required to encourage people and a skill development programme is launched for them. Through Social media, the hidden treasure knowledge shall be disseminated.

Craft Works by Village girls

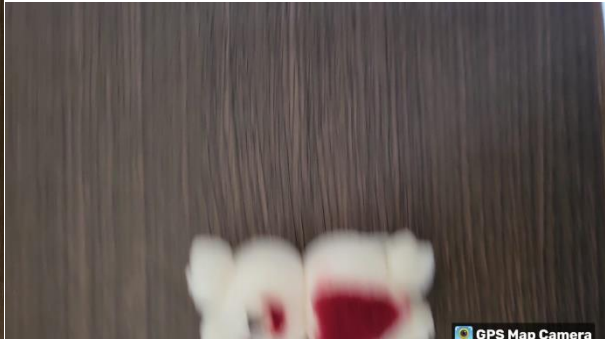




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Paintings made by girls



