



## GOAL 1

## NO POVERTY

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*Swami Rama Himalayan University (SRHU) is dedicated to advancing Sustainable Development Goal 1 (No Poverty) through community empowerment, skill development, and educational initiatives. By fostering sustainable livelihoods and promoting inclusive growth, SRHU works to alleviate poverty and create economic opportunities for marginalized communities. This report highlights key programs and partnerships from 2023-2024 that contribute to poverty reduction, including curriculum enrichment, skill-building initiatives, and community development projects, all aimed at creating lasting socio-economic impact.*

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Swami Rama Himalayan University (SRHU) reaffirms its dedication to Sustainable Development Goal 1 (No Poverty) by focusing on community empowerment, sustainable livelihood creation, and education-driven socio-economic upliftment. Through its multidimensional initiatives, SRHU actively addresses poverty, fostering economic independence and inclusive development.

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## Curriculum Enrichment

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SRHU's academic framework integrates poverty reduction as a key focus area, ensuring students develop the skills and knowledge necessary to tackle socio-economic challenges. Out of **1134 courses**, **153 courses** are strategically aligned with SDG 1 to create a meaningful impact.

### Key Features of SDG 1-Aligned Courses

- **Equity and Inclusion:** Courses such as **Community Health Nursing**, **Health Policy Planning**, and **Public Health Legislations** foster equitable systems and promote access to essential resources for vulnerable populations.
- **Community-Based Solutions:** Subjects like **Yoga**, **Naturopathy**, and **Holistic Health** emphasize preventive care and sustainable health practices.
- **Socio-Economic Awareness:** Modules in **Applied Sociology**, **Environmental Studies**, and **Business Environment** explore root causes of poverty and avenues for socio-economic growth.

SRHU's curriculum not only addresses poverty as a standalone issue but also integrates it into broader discussions of health, environment, and economic opportunities, preparing graduates to drive long-term change



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## Skill Development Programs at SRHU

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Recognizing the vital role of skills in poverty reduction, SRHU has established a dedicated **Skill Development Centre**, offering a diverse range of programs in collaboration with the **National Skill Development Corporation (NSDC)** and other organizations.

### Programs Tailored for Employment

- Industrial Sewing Machine Operation
- Plumbing
- Fashion Designing
- Computer Hardware and Networking
- Mobile Repairing

By equipping participants with industry-relevant skills, these programs foster employability and economic independence, particularly among youth from disadvantaged backgrounds. [For more information](#)

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## Generation Programme: A Social Initiative by McKinsey & Company

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A collaboration between **McKinsey & Company** and SRHU, the **Generation Programme** has revolutionized youth employment. Through its **7-week Food & Beverage Services Steward Certification Program**, participants receive domain-specific training complemented by soft skills, IT, and life skills modules. [For more information](#)



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## Solar Energy Training for Sustainable Livelihoods

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This fully residential program addresses the demand for skilled solar energy professionals. Covering areas such as solar PV system installation, maintenance, and electricity fundamentals, the program ensures participants are industry ready. [For more information](#)

### Key Achievements:

- Collaboration with solar firms and EPC companies for direct placements.
- Field exposure through visits to industries and power distribution units.

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## PMKVY-2.0: Skill Training for Employability

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The **Prime Minister Kaushal Vikas Yojana 2.0 (PMKVY-2.0)** continues to empower youth with industry-focused skills. Supported by the **Ministry of Skill Development & Entrepreneurship (MSDE)**, the initiative incorporates additional training in soft skills, entrepreneurship, and financial literacy. [For more information](#)

- **Cost-Free Training:** Government-funded modules ensure accessibility for all participants.
- **Focus Areas:** Domain-specific skills, financial independence, and job readiness.



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## Rural Development Institute (RDI): Promoting Sustainable Livelihoods

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The Rural Development Institute, an integral part of SRHU, has been a beacon of support for the underserved communities in the hinterlands of Uttarakhand. The Comprehensive Community Development Program (CCDP) launched by SRHU and RDI is a multi-faceted initiative aligned with **SDG 1**. CCDP is implemented in the Toli area of Jaiharikhal block, Pauri Garhwal district, with the aim of fostering sustainable, comprehensive development. This initiative focuses on income generation and health services for the general welfare of selected local communities. Using a need-based, demand-driven, and community-oriented approach, the programme ensures active participation from Panchayati Raj Institutions (PRI), local communities, and especially women. The primary strategy revolves around improving the quality of life by implementing community/individual action plans, serving as a model for a community-based development approach.

### Agricultural and Horticultural Development

#### Alternative Uses for Fallow Land

- Promoted the cultivation of **rosemary, black cardamom, ginger, turmeric, and garlic**, resulting in increased household incomes.
- These crops, resilient to non-irrigated conditions and resistant to wildlife damage, serve as a sustainable livelihood option.





### Distillation of Lemongrass

- Lemongrass cultivation involved 90 farmers across 4 villages, producing 185,000 kg of raw material.
- 67 kg of lemongrass oil was extracted through distillation, with farmers receiving payments directly at their doorsteps.



### Cultivation of Turmeric, Ginger, Black Cardamom, and Chilies

- **Turmeric:**
  - 2,100 kg of turmeric harvested from 28 farmers across 13 villages, yielding 325 kg of processed turmeric.
  - All processed turmeric was sold on campus within 30 days.
- **Chilies:**
  - 85 kg of fresh red chilies from 15 families in 8 villages were dried, processed, and sold out within 7 days.







- **Ginger:**
  - 1 kg of ginger powder was processed and sold in 100 g packs.
- **Black Cardamom:**
  - 37 kg collected from 2 farmers, sold immediately after harvest.



## Establishment of Polyhouse

- A 100-square-metre polyhouse was established, producing 500 kg of ginger along with chillies, cauliflower, and other vegetables.



## Plantation Initiatives

- Planted 125 mango trees and 125 lemon trees in collaboration with 2 farmers.
- Provided compost fertilizers to 4 existing orchards, which were linked with the state horticulture department for additional resources and guidance.



## Support for Women in Agriculture

- Distributed farming tools to 10 women, enabling them to sustain agricultural activities and livelihoods.



## Tailoring and Skill Development

### Tailoring Unit Operations

- Produced uniforms for university students and staff, masks for hospital use, and scarves for SRHU convocation.
- Provided sweaters, uniforms, and shoes for children under the Swami Rama Scholarship program.
- Prepared additional items such as mala pouches, japa bags, sandbags, and yoga relaxation kits.





## Training Programs

- Conducted tailoring and handicraft training for 62 participants (women, girls, and boys) at centres in Itharna, Laltappar, Mayakund, and two Gujjar Bastis.
- Tailoring training at Nagthat included 11 women, who have started producing woollen clothes.
- Initiated a one-year tailoring program in the Bahadrabad block, Haridwar district.

## Bella Tailoring Course

- Introduced a specialized course for the Flying Birds community, focusing on women and girls with fundamental literacy.
- Regular training for 8-10 participants under the guidance of a dedicated instructor.
- Trainees are now earning an additional ₹4,000–₹6,000 per month, supporting their families.

