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# Impact of University Campus on Sungli Village

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**Abstract:** *Bhaderwah Campus, University of Jammu is determined for accomplishing global -distinction in teaching, research and extension besides contributing to the socio economic development of the region since its inception in 2006.*

*Imparting quality education to the students, promoting their all-round development by participation in sports, extracurricular activities and youth festivals and other socially relevant activities has been the major objective of this campus and since efforts are being made by the University of Jammu to promote and enhance its academic growth and visibility.*

*Promotion, Preservation, Integration and Sustainable Development of the cultural diversity of the region popularly known as "Mini Kashmir" is high on the agenda and consequent community development would always be top priority for the progress of this campus.*

*Bhaderwah campus will attempt to be an institution of excellence in higher education that will continuously respond to changing social realities through the formation and application of knowledge, contribute towards student centric holistic development and just society that nurtures innovation, protects pride and ensures impartiality.*

**Keywords:** *education, economy, bhaderwah campus, impacts.*

## I. INTRODUCTION

For the first time in the history of Jammu and Kashmir, higher education has been taken to the doorsteps of the disadvantaged and hitherto excluded section of the society living in the remote hilly area of the state by establishing offsite Campuses at Bhaderwah. The Bhaderwah Campus aims at catering to the people living in the predominantly hilly areas of the erstwhile district of Doda. The foundation stone for the Campus was laid by the, Jenab Ghulam Nabi Azad, Chief Minister of J & K in March, 2006, at Sungli, 2.5 k.m. away from Bhaderwah town & the New Campus at Sungli was formally inaugurated by Her Excellency Smt. Pratibha Devi Singh Patil, T the President of India, on 26th. Of May, 2008

### A. Objectives

- 1) To examine the educational impact of University Campus on Sungli village;
- 2) To analyze the socio-economic impact of University Campus.
- 3) To understand the role of university campus in creating awareness about social issues.

## II. DATA SOURCES & METHODOLOGY

Data has been collected through primary as well as secondary sources. The primary source of data was collected through:

- 1) Survey of study area.
- 2) Survey of sampled respondents on the basis of questions and interviews.

Besides this secondary data has been conducted from the various sources like Census of India, books, journals. Report is based on the analysis of impact of University Campus on Sungli village. Different maps and diagrams are also prepared using various cartographic techniques. After the analysis of various data report has been prepared.

### A. Study Area

Sungli is a medium size village located in Bhaderwah Tehsil of Doda district, Jammu and Kashmir about 2.5 kms away from Bhaderwah with total 148 families residing.

At present the literacy rate of Sungli village is higher as compared to Jammu and Kashmir. In 2011, literacy rate of Sungli village was 72.18% compare to 67.16% of Jammu and Kashmir. In Sungli male literacy stands at 83.38% while female literacy was 60.91%.

### III. RESULTS AND DISCUSSION

#### A. Educational impact of University Campus on Sungli village

During our visit, we asked many questions to the people about the educational impact of Campus and the replies were very positive. According to the people of the concerned area, the literacy rate has increased to a great extent. People are sending their children to schools, especially the girls education has increased. Because of the educational environment created by the Campus, the people of this area, which once was a backward area become aware of the educational importance in present time, not only for earning their livelihood but also to become a real human being.

Table no. 1.1:-Educational impact of University Campus.

Factors	No. of households	Percentage
Girl education	8	40%
Satisfaction of courses	4	20%
Betterment of courses	3	15%
Dev. Of attitude	2	10%
Quality of education	3	15%
Total	20	100%

Source:-Field Survey

Figure 1.1:-Educational impact of University Campus.

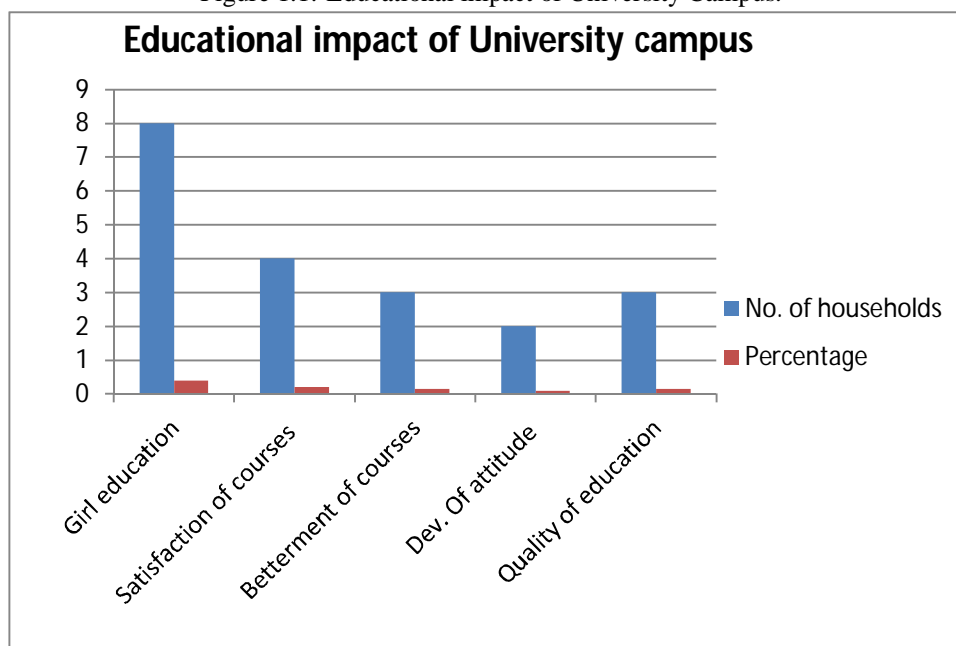


Table 1.1 and figure 1.1 reveal that the educational impact of University campus on Sungli village. There is great impact on girl's education. The percentage of girl's education has increased then the previous years before the establishment of the campus. And most of the people presented their views for the betterment and addition of courses. And they are also satisfied with the quality of education imparted to the students.

#### B. Socio- economic impact of University Campus on Sungli village

The University Campus has also laid down great impact on the social and economic life of people. The economic life in this area has improved to a great extent. About 400 kanals of land are acquired by the Campus and this land was agricultural land. As compensation, the people were given lacks of money and some, who were educated, were employed in the campus.

Because of the establishment of the University Campus the economy of the people has increased, because the students in the campus are from different districts of the state, some have got accommodation in the hostels and some are living on rents in this village and in the main town, which increased the income of the people. Moreover, many shops have opened in this area such as, stationary, Xerox, restaurants, hotels , PG and many others, which also has increased the income of the people.

Besides, economic impact, the Campus has also affected the social life of people. Their standard of living has risen because of improved economic conditions. They have become more modernized than the earlier times.

Table no.1.2:-Economic impact of University Campus

Factors	No.of households	Percentage
Employment	3	15%
Compensation of land	7	35%
Rooms on rent	4	20%
Shops	6	30%
Total	20	100%

Source :- Field Survey

Figure 1.2:-Economic impact of University Campus

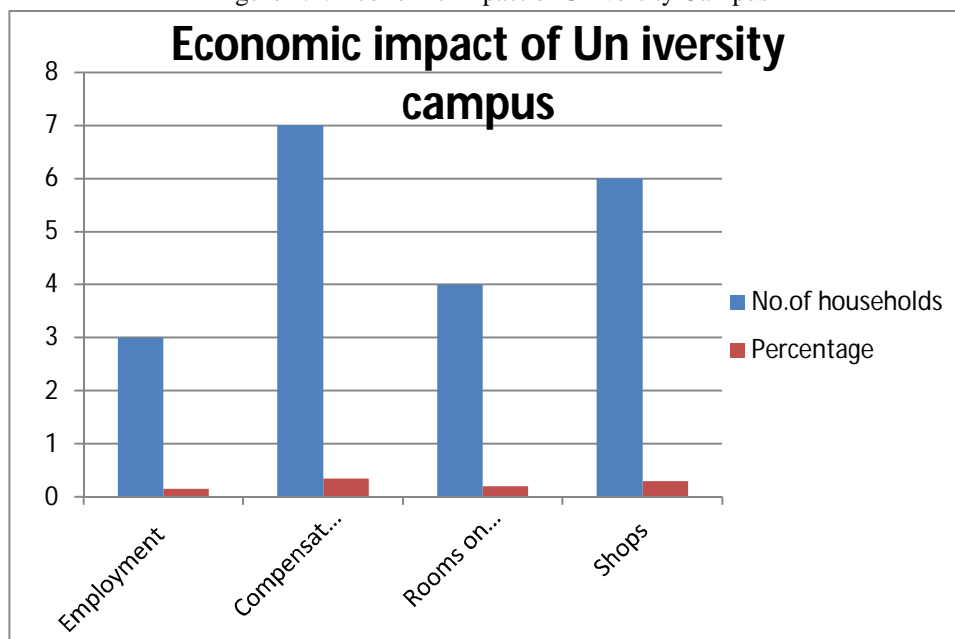


Table 1.2 and figure 1.2 interpret the economic impact of university campus on Sungli village .The establishment of University campus has been proved very beneficial for the people of Sungli economically. Some has been given jobs, to those who were educated and others were given the compensation of land however, according to some respondents, the compensation was very low. Moreover, the students who are from different parts of the state use to live in the rented rooms which increase the income of people and also there is increase in the establishment of market. Many shops like stationaries, Xerox, other cafeterias etc. which also has increased the income of the people in Sungli.

*C. The role of University Campus in creating awareness about social issues*

The University Campus has played and is still playing a great role in creating awareness among the masses about many social issues. The University Campus organizes many programs in which the students of the Campus participate and the people from the surrounding areas are invited. Many programs like :- ‘Beti Bachao Beti Padhao’, ‘Women Empowerment’, ‘Swach Bharat Abhiyan’, ‘Ehasas-ek din buzorgon ke sath’ and many others .All such programs are helping a great to uplift the social status of the people.

Table no .1.3:-Social impact of University Campus

Factors	No. of households	Percentage
Awareness of social issues	6	30%
Dev. of society	6	30%
Change in culture	3	15%
Standard of living	5	25%
Total	20	100%

Source: - Field Survey

Figure .1.3:-Social impact of University Campus

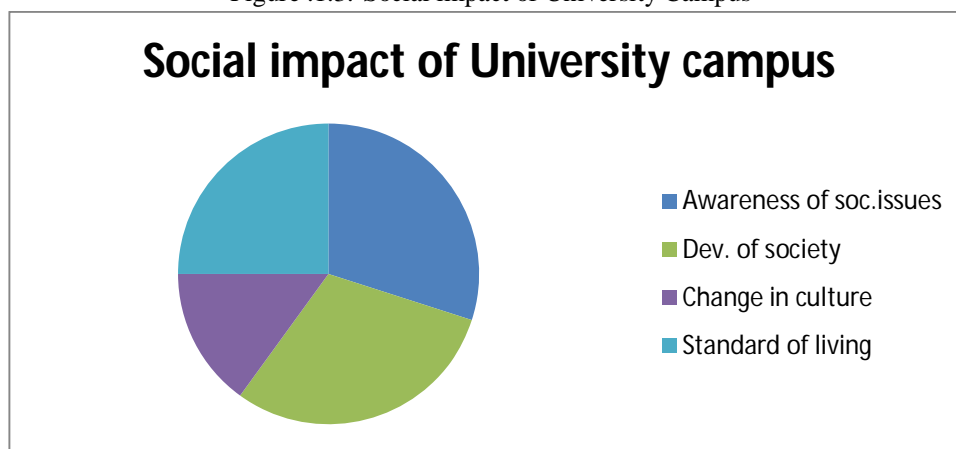


Table 1.3 and figure 1.3 reveals that that the Campus has also changed the social life of people. They have become aware about social issues, their standard of living has changed and most important the society has developed.

#### IV. CONCLUSION

From the above discussion we can conclude that the establishment of University Campus has greatly affected the village of Sungli. It has affected all sphere of human life whether social, economic cultural or educational obviously .Because of the establishment of the campus, people changed their attitude towards education and girl’s education has increased. It has also increased the income of people. But some people responded that there is a negative impact of University because the land which the Campus is holding was an agricultural land and the compensation given to them was very low. The University has also bring social awareness among the people by organizing many social programmes.The people are satisfied with the courses and quality of education and people also suggested for the addition of further courses.

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