



प्रो. रजनीश जैन
सचिव

Prof. Rajnish Jain
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

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D.O.No.F.1-1/2018(SA/UBA)

6th March, 2018

Dear Madam/Sir,

Ministry of Human Resource Development (MHRD), Government of India has launched a programme '**UNNAT BHARAT ABHIYAN**' aiming to connect the higher educational institutions to the villages around, for transfer of knowledge to enrich rural India.

The primary objectives of Unnat Bharat Abhiyan are to engage the faculty and students of Higher Educational Institutions in understanding rural realities; identify and select existing innovative technologies, customise and implement as per local needs; to allow the institutions to contribute to devise systems for smooth implementation of various government schemes.

Both Central and State Higher Educational Institutions (Technical & Non-technical) will be selected through **CHALLENGE METHOD**, based on certain parameters. The selected Institutions will work closely with State Government/ District Administration/ Panchayati Raj Institutions/Other Institutions/ NGOs to provide customized technological solutions, undertake field studies, study the implementation of government schemes and facilitate their implementation according to the local needs. The selected institutions are expected to meet some expenses from their own resources as MHRD would be funding them partially.

OM dated 20.02.2018 and advertisement for Unnat Bharat Abhiyan are attached for your ready reference. For further details, you may access www.unnat.iitd.ac.in.

The interested institutions may apply only online on the above mentioned link of Unnat Bharat Abhiyan, latest by 5 pm on 15.03.2018.

I request you to take this opportunity to be part of Unnat Bharat Abhiyan in contributing to enrich rural India. You are also requested to encourage your affiliated colleges to participate in Unnat Bharat Abhiyan.

With regards,

Yours sincerely,

(Prof. Rajnish Jain)

The Vice Chancellors of all Universities

Copy to:

1. The Secretary (HE), Department of Higher Education, Ministry of Human Resource Development, Shastri Bhawan, New Delhi
2. Mr. S Saravana Kumar, Joint Secretary, Ministry of Human Resource Development, Shastri Bhawan, New Delhi
3. The Publication officer, UGC, New Delhi for uploading on UGC website
4. All regional offices of UGC for uploading on their respective website

(Prof. Rajnish Jain)