

DATE BOUND / IMMEDIATE ACTION REQUIRED

From

Director General Higher Education, Haryana,  
Shiksha Sadan, Sector-5, Panchkula.

To

1. Principals of all Govt. Colleges in the State of Haryana.
2. Principals of all Govt. Aided Colleges in the State of Haryana.

Memo No. 27/127-2017 Co (1)  
Dated, Panchkula, the 14.8.2018

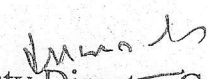
Subject:

Unnat Bharat Abhiyan (UBA) Programme of Government of India.

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Kindly refer to the subject cited above.

I have been directed to forward a copy of letter bearing No. 5-1/2016-UBA, dated 18.12.2017 received from Ministry of Human Resources Development, Department of Higher Education, New Delhi, vide which brief detail of the UBA programme has been informed and is being enclosed herewith for registration of your institution under this Abhiyan, if not done earlier.

Encl: As above.

  
Deputy Director Coordination  
for Director General Higher Education,  
Haryana, Panchkula.

111000  
8/1/18

File No. 5-1/2016-UBA  
Ministry of Human Resource Development  
Department of Higher Education  
UBA Cell

  
(Dr. K. K. Khandelwal)

DSE ACS (SE)  
28/12/17

Shastri Bhawan, New Delhi  
Dated the 18<sup>th</sup> December, 2017

OFFICE MEMORANDUM

Subject: Unnat Bharat Abhiyan Programme of Government of India

The Government has approved the Unnat Bharat Abhiyan (UBA) Programme, a Central Sector Scheme to be undertaken by the Department of Higher Education, Ministry of Human Resource Development. The total outlay of the Scheme is Rs. 83.08 crore for three years from 2017-18 to 2019-20.

Unnat Bharat Abhiyan has been conceptualised and framed as a flagship programme of the Ministry of Human Resource Development to address the twin objectives of transformative rural development and introduction of greater social relevance into the higher education sector. The Scheme aims to involve higher educational institutions which are self-motivated by the task of rural amelioration, have a proven track record in rural engagement and are willing to commit their own resources for the preliminary processes like field visits etc. The implementation of the solutions suggested by the Higher Educational Institutions in respect of the adopted villages, would be executed by the concerned District Administrative authorities from the resources at their disposal.

2. **Functional Objectives**

- a) Every technical institution shall adopt an innovative approach to find solutions for the needs of the masses
- b) Students of technical institutions and other professional educational institutions would engage and understand the requirements of the rural people
- c) Identify & select existing innovative technologies, enable customisation of technologies, or devise implementation method for innovative solutions, as required by the people & reflected by the village and district authorities
- d) Non - technical institutions like Universities, Colleges and Deemed Universities will participate in rural processes for understanding and contributing to social re-engineering and locating solutions for rural needs, including facilitation of technological interventions, where feasible
- e) All solutions shall be sustainable, implementable, scalable and acceptable
- f) There would be no top-down imposition of technological solutions and all solutions would emanate from a study of village requirement and articulated by Panchayats and District authorities
- g) There shall be clear performance output parameters.

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DAE 1.1.18

AC

O/o ACS (SE)  
File No. 39654  
Date 29-12-17

for Higher Edu


PA/SS

for MEC

DGHEM/DEV  
No. 131  
Date 08/1/18  
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Anil Kumar  
09.01.2018

### 3. Strategy for Implementation

3.1 The UBA would be implemented through two verticals, the technical and the non- technical institutions. Both would engage with rural areas and arrive at solutions to the immediate and critical needs of the people. In situations where technology is the solution, the institutions would look at harnessing existing technologies to cater to the requirement of the village and work towards obtaining the same for customising in the village, in co-ordination with the district authorities. Entire financial assistance for funding the solutions would flow from the district authorities, with UBA funding a small portion of the financial gap. UBA component of the resources for customising or installing an existing technology would be provided to the institutions through a challenge method, where the institution would need to project the need and bid for the funds, after due projection of the requirement and approval of District funding from the District authorities, so that a portion of any gap in finances can be provided by UBA, as per the limit prescribed. The programme predominantly aims to concentrate on customising the plethora of existing technological solutions in the chosen rural areas, apart from also attempting various non-technical solutions to secure an overall amelioration in the village scenario.

3.2 The non-technical institutions like Universities, Deemed Universities, Management Institutions etc. would participate in the UBA by way of field study, awareness generation, social re-engineering and also location of solutions , both technical and managerial, to the problems of the villages. Non-technical institutions also have a great role to play in the customisation of technologies in a socially acceptable manner, apart from themselves locating ideal technologies from the vast basket of rural technologies available all over the country.

3.3 There shall be an open call to all the Higher Educational Institutions to participate, rather than the adoption of a pick-and-choose method. Selection of institutions shall be based on challenge method, according to the fulfilment of criteria like adequacy of qualified faculty, campus, facilities & academic merit, adequacy in number of students, work done in rural areas by the institution, proven aptitude of faculty for rural development etc. The institution would be required to provide its background in an authenticated manner with names of villages, intervened, nature of work done, any recognition for rural work received, number of faculty members with demonstrated rural experience & understanding of rural processes etc.

Year	Number of technical institutions
2017-18	250
2018-19	1000
2019-20	1500

Year	Number of Non-technical Institutions
2017-18	500
2018-19	2000
2019-10	3000

3.4 Institutions would be selected for each year separately. Institutions which have participated in the previous year can also apply for the next year, with a different set of villages.

3.5 Identified institutions would engage at the field level, assess the need and select innovative solutions for the problems identified. The expenditure towards village visits, travel, meetings etc. would be borne entirely by the educational institution. The cost of implementing the solutions would be met by the District administration from the resources already available with them. However, based on the recommendations of the Expert Groups, some small funding would be provided by UBA, more to meet the gaps in the financing the customisation of solutions at ground level.

3.6 Solutions selected have to be acceptable to the village community/Gram Panchayat and the cost of customisation shall be met from the Gram Panchayat Budget or from other Govt schemes. However, gaps in funding for customisation would be provided on the recommendation of the Expert Groups constituted.

#### **4. Nature of Interventions by Higher Educational Institutions**

There would be a monitorable concept of an Unnat Gram in terms of a set of pre-defined measurable or identifiable indicators such as ODF, absence of open sewerages & garbage, availability of pure drinking water, facilities for solid & liquid waste management, bio-energy facilities, adequate spread of perennial green trees, avenues for skill development, livelihood prospects, provision of electricity with working street lights, high level of literacy, good schools with e-Learning facility, broadband connectivity, e-Gram Panchayat, and an overall positive environment. The above scenario is realisable only if the Indian village is transformed into an ecosystem that is not de-linked from the development process of the country. The institutions would offer their inputs factoring in all the existing Government schemes in operation and indicating convergence where feasible.

#### **5. Selection of the Institutions & Further Processes**

5.1 Higher Educational Institutions would be selected after receiving online responses to an open advertisement for participation in Unnat Bharat Abhiyan. The selection would be based on a Challenge Method. The number of best & most eligible institutions selected would be 250 technical institutions for 2017-18 , 1000 in 2018-19 and 1500 in 2019-20. Further, up to 500 non-technical institutions will be selected for 2017-18 , 2000 in 2018-19 and 3000 in 2019-20. The Ministry would intimate the concerned District Collectors about the villages identified by the Institutions.

5.2 Selection of institutions would be followed by a training and orientation programme to expose the institutions to rural engagement mechanisms, rural technologies and practices in vogue etc. The orientation sessions will be organised by the National Coordinating Institution.

5.3 Identification of solutions by the Institutions would take place after a qualitative engagement with the rural people, local bodies, district authorities and obtaining a clear insight into the problems and requirements of the adopted villages. The solutions proposed would be uploaded in the UBA portal giving a clear statement of the problem, proposed solution, with proof of requirement & willingness to fund the solution by the District authorities, cost of the solution etc. which would be verified by the Subject Expert Group (SEG) Institutions constituted. After verification of the proposed solutions by the SEGs, assistance would be recommended by SEG up to Rs. 1 lakh per technology for selection of the technical solutions and Rs. 50,000/- per village for customisation of any existing solutions in village. This amount is only towards meeting a portion of the gap in fund availability. For the non-technical institutions carrying out awareness & sensitisation programmes and also participating in spreading knowledge of improved practices and processes, a token amount of Rs. 10,000 per village would be released, on conclusion of visits and reporting of interventions.

5.4 The solutions selected/customised would be sustainable, innovative, implementable and scalable. There is no scope for mere lab projects or proto-types and all solutions should have been tested at field level. There would also be no scope for Institutions to suggest solutions in the form of provision of subsidies, provision of funds for implementation, financing research proposals or projects for construction of infrastructure for funding from UBA. Long term research projects/Fellowships of any kind, cost on PhD programmes, setting up laboratories/centres, Exhibitions & similar events, Workshops (except when MHRD conducts Workshops) and capital/construction expenditure of any sort, also do not attract UBA funding. All selected solutions are to be customised in the village with the assistance of the Gram Panchayat and outcomes to be recorded by the institutions. A web based monitoring system would be in place with all progress uploaded on the Portal by the institutions along with photographs.

5.5 A UBA Sammelan would be held towards the end of the exercise each year to celebrate and showcase the successes where the best institutions and the concerned District Collectors would be awarded.

## **6. Roles of Various Stakeholder Institutions/Committees**

6.1 The Higher Educational Institutions participating in UBA are expected to be motivated for the cause of rural engagement, driven by the desire to effect solutions to rural needs, augment their course & research content into socially required channels and possess the aptitude to leverage the exposure being provided to rural processes for the benefit of their students & faculty. In line with the above, they would be expected to meet the cost of travel, stay at village & other operational expenses on their own; award credits to the students involved in UBA; allow use of their labs for developing solutions; meet additional cost, if any, for selection of solutions; accept only the token financial contributions being made by UBA as mentioned in earlier paragraphs.

6.2 The identified Subject Expert Group Institutions would lend any operational expertise sought by the institutions engaged in the village exercise. They would be provided some basic funding for hiring contract man power in carrying out the task of identifying solutions, assisting in their customisation and monitoring. No funding for

creation of Centres etc. is permitted under UBA. The SEGs funded by Central Government would also devote a portion of their normal Budget for UBA activities. The role of SEGs would be to approve the solutions proposed for selection & customisation, including their part funding and monitor the customisation process.

6.3 The National Co-ordination Institution ( IIT Delhi ) would function under the overall guidance of MHRD and the National Committee. It would be responsible for the overall monitoring & co-ordination of the programme, maintenance of the portal and monitoring system, constituting the Subject Expert Groups (SEGs) with the approval of the National Committee and MHRD. The National Co-ordinator will serve as the single point reference to MHRD for providing all information and data sought in respect of UBA implementation. IIT Delhi, the current National Co-ordinator would also dedicate a portion of its Budget for UBA

6.4 The National Committee on UBA would provide overall advice in respect of the process, review and monitoring of the programme, in accordance with the scheme parameters prescribed and approved under UBA. The Committee would meet half yearly to review progress. The advice of the National Steering Committee would be fully aligned to the scope of the UBA, as approved. The National Committee would also have representatives from Ministries of Rural Development, Panchayat Raj, D/o Land Resources, Drinking Water & Sanitation and a few other related Ministries/Departments.

## 7. UBA Budget

The programme would be funded fully from Government of India Budget and the annual funding pattern/outlays under different heads/categories is as follows:

Item	Detail	Cost (Rs lakh)			
		2017 -18	2018 -19	2019 -20	Total
Orientation of the faculty in identification of the projects	InstitutionsX2 facultyX1dayXRrs1000	15	60	90	165
Maintenance of the portal by AISHE and IIT Delhi	Rs. 10 lakhs a year	10	10	10	30
Subject Expert Groups (12 groups) – wages for personnel hired	12 groupsX10 membersX30 daysXRrs.5000	180	180	180	540
Assistance for selection of technologies ( 75, 350 & 700 items cap each year based on demand at village level towards gap in cost only)	Each technology XRrs. 1 lakh	75	350	700	1125
Assistance for customisation of solutions (500, 1000 & 1000 villages cap each year)	Each solution X Rs.50,000	250	500	500	1250
Assistance for awareness, GPDP study, need assessment etc. to all technical institutions ( cap at 250, 1000 & 1500 institutions X 5 villages each)	Token amount of Rs. 10,000 per village	125	500	750	1375

Assistance for awareness, GDPD study, need assessment etc. to all non-technical institutions ( cap at 500, 2000 & 3000 institutions X 5 villages each)	Token amount of Rs. 10,000 per village	250	1000	1500	2750
National Coordinator – office and monitoring	For essential office support/monitoring	15	30	45	90
Publicity, UBA Sammelan, workshops & recording success stories	MHRD to administer	50	100	150	300
Evaluation of solutions	Solutions @ Rs.5000 each	28	65	75	168
Swachhta Action Plan	For release to IIT Madras		240		240
Miscellaneous Expenditure		25	100	150	275
<b>Total</b>		<b>1023</b>	<b>3135</b>	<b>4150</b>	<b>8308</b>

#### 7.1 Modalities of Fund Release

Funds under the programme would be released ( for items other than Publicity, UBA Sammelan, Swachhta Action Plan , as mentioned in statement above) on a quarterly basis, first to IIT Delhi, to be in turn released to the Institutions through the EAT (Expenditure Assessment Transfer) Module of IIT Delhi. IIT Delhi, as the National Co-ordinator, would enable the institutions joining UBA to get enabled under the EAT Module, immediately after their joining the programme. Fund releases would be based on quantum and quality of utilisation.

*o/c*

*Subba Rao*  
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To

1. Secretary, Ministry of Rural Development, Krishi Bhawan, New Delhi
2. Secretary , Ministry of Panchayat Raj, Sardar Patel Bhawan, New Delhi
3. Secretary , Ministry of Drinking Water & Sanitation, Paryavaran Bhawan, CGO Complex, New Delhi
4. Principal Secretaries , Higher Education of all States & UTs
5. Principal Secretaries , Rural Development of all States & UTs
6. Director, IIT Delhi
7. PSO to Secretary (HE), Shastri Bhawan, New Delhi → 326558
8. PPS to Special Secretary (HE) , Shastri Bhawan, New Delhi → 326558(1)

9. All Bureau Heads in Department of Higher Education, MHRD, Shastri Bhawan, New Delhi

**Copy to :**

1. PS to Hon'ble Minister , HRD, Shastri Bhawan, New Delhi → 826558 (15)
2. PS to Hon'ble MoS , Higher Education, Shastri Bhawan, New Delhi → (16)
3. Additional Secretary, PMO ( Dr. Tarun Bajaj), South Block, New Delhi

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