



# GUJARAT TECHNOLOGICAL UNIVERSITY

(Established Under Gujarat Act No.: 20 of 2007)

## ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Ref:GTU/UGC/Misc/2018/1464

Date:12/03/2017

### CIRCULAR

Please find enclosed the UGC letter No. D.O. No.F.1-1/2018 (SA/UBA) dated March 6, 2018 for dissemination.

-Sd/-  
Registrar

To:-

1. Principals / Directors of all Affiliated Colleges/Institutions
2. Principals / Directors of all PG School, GTU

Copy to:-

1. Academic Section, GTU
2. Affiliation Section, GTU
3. Innovation Council, GTU
4. I.T. Section, GTU, for uploading on Circular portal on the GTU's website

*Winners of : ICT Enabled University Award E-India - 2009 ❖ Manthan Award - 2009 ❖ GESIA Award - 2011  
❖ Digital Learning WES - 2011 Award ❖ AIMS International Innovative University Award - 2013*

**Chandkheda** : Nr. Campus of Vishwakarma Government Engineering College, Sabarmati - Koba Highway, Nr. Visat Three Roads, Chandkheda, Ahmedabad - 382 424. Gujarat, India Ph. : 079 - 232 67 500  
**Ahmedabad** : 2nd Floor, ACPC Building, L. D. College of Engineering Campus, Navrangpura, Ahmedabad, (Gujarat) India - 380 015. Phone : + 91 - 79 - 26 300 499 / 599 Fax : + 91 - 79 - 26 30 1500  
**Gandhinagar** : K-6 Circle, E-4 Electronic Estate G.I.D.C., Nr. Government Polytechnic, Sector-26, Gandhinagar - 382 028 Gujarat.  
**e-mail : [info@gtu.ac.in](mailto:info@gtu.ac.in) URL : [www.gtu.ac.in](http://www.gtu.ac.in)**



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

Shastri Bhavan, New Delhi  
20<sup>th</sup> Feb 2018

**OFFICE MEMORANDUM**

**Subject: Unnat Bharat Abhiyan Programme of Government of India**

This to convey the approval of Government for implementation of the Unnat Bharat Abhiyan (UBA), aimed to connect the higher educational institutions to the villages around, at a total cost of Rs.83.08 Cr. The scheme shall be implemented through the selected higher educational institutions which adopt villages and through knowledge transfer, would bring overall growth in the rural communities.

**Objectives**

2. The following are the objectives of UBA:
- To engage the faculty and students of Higher Educational Institutions (HEIs) in understanding rural realities.
  - Identify & select existing innovative technologies, enable customisation of technologies, or devise implementation method for innovative solutions, as required by the people.
  - To allow HEIs to contribute to devising systems for smooth implementation of various Govt programmes.

**3. Strategy**

- The HEIs will be selected through a challenge method, from both technical and on-technical streams, based on parameters such as – history of engagement with rural communities, adequate faculty, and commitment to the programme objectives.
- The selected institutions will work with State Govt, district authorities / PRIs / other institutions and nongovernmental bodies, for arriving at suitable and solutions for improving the social and economic well-being of the rural communities.
- The selected HEIs shall meet from their own resources all expenses for the field visits, and any other expense that is not specifically funded under the scheme.
- Where technological solution is to be developed or customized to the local requirements, a small grant would be available under the scheme, as recommended by Subject Expert Groups.
- Institutions are expected to do field studies, study the implementation of Govt schemes, and facilitate their better implementation so that they meet their objectives best.

**4. Selection of institutions:**

The following is proposed to be the number of institutions selected for UBA programme in the next three years:

year	Number of technical institutions	Non-technical institutions	Total institutions to be selected
2017-18	250	500	750
2018-19	1000	2000	3000
2019-20	1500	3000	4500

Note: The (170) Institutions which are already participating in UBA would be automatically selected for the first year.

The selected institutions would be intimated to the State Government and the District Magistrates concerned so as to allow easy linking up with the local authorities.

### 5. Nature of Interventions

The interventions under the UBA can cover various field such as low cost technological solutions covering agriculture/education/health/sanitation/housing, organic/natural farming, Swachh Bharat Abhiyan, drinking water, bioenergy, afforestation, skill development, digital literacy/e-Gram Panchayat etc.

### 6. Organizational structure:

- a) The **National Steering Committee (NSC)** is a body of reputed experts constituted vide MHRD order no. 1-1/2016-UBA dated: 4<sup>th</sup> April, 2016 and would be apex policy making body. It has representatives from Ministry of HRD, Ministries of Rural Development, Panchayati Raj, D/O Land Resources, Drinking Water & Sanitation and a few other related Ministries/ Departments.
- b) The Indian Institute of Technology Delhi will be the **National Coordination Institute (NCI)** for the scheme. The NCI has the overall responsibility in selection, training of institutions, constituting the Subject Expert Groups and monitoring the programme through a web portal. They are accountable for successful implementation of the UBA as per the objectives of the programme.
- c) The **Subject Expert Groups** are institutions which have been appointed by the NCI for providing operational expertise sought by the HEIs engaged in the village exercise. They evaluate and approve the technical solutions proposed by the HEIs and monitor the customisation process.
- d) **Regional Coordinating Institutes (RCI)** are institutions identified by the NSC for the purpose of better coordination of the programme in specified areas/States.
- e) All the selected participating HEIs are expected to establish a **UBA cell** which will be responsible for carrying out the activities of UBA in that institution.

## 7. Financial allocations:

An amount of Rs. 83.08 Cr would be spent on the programme as per the details enclosed. All funds would be released on the EAT (Expenditure Assessment Transfer) Module.

### Financial allocations for UBA

Item	Detail	Allocation (in Rs lakhs)			
		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) –personnel hiring	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, GPD 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, GPD 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
NCI admin expenses		15	30	45	90
Publicity/sammelans/workshops		50	100	150	300
Evaluation of solutions		28	65	75	168
Swachata Action Plan			240		240
Miscellaneous expenditure		25	100	150	275
<b>Total</b>		<b>1023</b>	<b>3135</b>	<b>4150</b>	<b>8308</b>

(This OM replaces the orders issued in earlier OM No. 5-1/2016-UBA dated 18.12.2017)

  
(N. Saravana Kumar)  
Joint Secretary  
Tele : 23071486  
saravana.kumar@gov.in

**File No. 5-1/2016-UBA**

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
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
8. PPS to Special Secretary (HE), Shastri Bhawan, New Delhi
9. All Bureau Heads in Department of Higher Education, MHRD, Shastri Bhawan, New Delhi.
10. Dr. Vijay Bhatkar, Chairman, National Steering Committee, UBA
11. Prof. V.K. Vijay, National Coordinator, UBA

**Copy to:**

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



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)

बहादुरशाह ज़फ़र मार्ग, नई दिल्ली-110002  
Bahadur Shah Zafar Marg, New Delhi-110002

Ph.: 011-23236288/23239337

Fax : 011-2323 8858

E-mail : secy.ugc@nic.in

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

6<sup>th</sup> 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](http://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)