

व्ही. राधा आई.ए.एस.
संयुक्त सचिव
V. Radha, I.A.S.
Joint Secretary



भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय
Government of India
Ministry of Drinking Water and Sanitation

D.O letter No. W-11042/39/2018-Water-II

Dated 06, June, 2018.

Dear *Smt. Vijay ji,*

Kindly recall the meeting held on 28.05.2018 in the Ministry of Drinking Water and Sanitation on Atal New India Challenge (ANIC). As you are aware, it is an initiative by Atal Innovation Mission aimed at supporting innovators to create products/solutions based on advanced technologies in areas of national importance and social relevance through a grant-based mechanism. The ANIC is an open call to design and demonstrate market-ready products based on cutting edge technologies in identified focus areas. Applicants showing capability, intent, and promise to be able to productize technologies will be awarded grants of up to 1 crore, strictly on a milestone basis. The details of ANIC are available at website <http://aim.gov.in/atal-new-india-challenge.php>

Ministry of Drinking Water and Sanitation is one of the partner Ministries of ANIC. Using this platform, the Ministry is seeking solutions from R&D organizations, startups, MSMEs, Academic institutions and innovators to some of the vexed issues faced in making available safe, sufficient, sustainable and affordable drinking water to the rural population. Some of the identified issues are sustaining the drinking water sources, providing potable water to water quality affected areas, mini desalination plants for coastal areas etc. A copy of such issues identified in the form of problem statements is hosted in the link mentioned above, as part of the ANIC, seeking solutions from various quarters. The last date for submission of proposals is 31st July, 2018.

I request you to kindly give a wide outreach to this initiative under Unnat Bharat Abhiyan (UBA) by asking the associated UBA Institutions/researchers working in the area of rural water supply to participate in the ANIC and to provide solutions to some of the challenges. This would help us to get a large response to this initiative and to achieve the objective of the ANIC related to the drinking water sector.

warm regards,

Yours sincerely,

[Signature]
(V.Radha)

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