



**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:

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

**3. Strategy**

- a) 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.
- b) 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.
- c) 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.
- d) 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.
- e) 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.