



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

Shastri Bhavan, New Delhi
20th 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: 4th 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, GDP 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, GDP 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
Total		1023	3135	4150	8308

(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

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