

उन्नत भारत अभियान Unnat Bharat Abhiyan

A flagship programme of MHRD, Govt. of India



(A movement for progressive India)

शिक्षित भारत - सक्षम भारत - स्वच्छ भारत - स्वावलम्बी भारत - संपन्न भारत

सभी को मिलाकर गावों के विकास के लिए

Convergence of knowledge of Institutions / Experiences of Voluntary Agencies / Resources of Governments for Rural Development



**Sustainable
Agriculture
Systems**



**Water Resource
Management**



**Artisans,
Industries,
and Livelihood**



**Basic Amenities
(Infrastructure
& Services)**



**Rural Energy
Systems**

National Coordinating Institute of UBA
Indian Institute of Technology Delhi
Hauz Khas, New Delhi – 110016

www.unnatbharatabhiyan.gov.in
Email: unnatbharatabhiyaniitd@gmail.com
Phone: 01126596451, 01126596351

Unnat Bharat Abhiyan (UBA), a flagship programme of Ministry of Human Resource Development (MHRD), Govt. of India, is an opportunity to enable faculty and students of higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth of villages.

Vision:

To involve the higher educational institutions (technical / non-technical / public / private) of the country in the process of indigenous development of self-sufficient and sustainable village clusters.

Mission:

In accordance with the above mentioned vision, Unnat Bharat Abhiyan will strive to pursue the following:

- Develop the necessary mechanism and proper coordination among educational institutions, implementation agencies (District Administration / Panchayati Raj Institutions) and the grass root level stakeholders to enable effective intervention at the field level.
- Select suitable rural clusters and effectively participate in the holistic development of these clusters using eco-friendly sustainable technologies and local re-sources creating sufficient employment opportunities in the process, harnessing multifarious government schemes, Customised use of existing technologies and use of knowledge as per the local needs.
- Reorienting the academic curricula and research programs in higher educational institutions to make them more in alignment with the local needs to bring in holistic development and enrich knowledge of students about issues of villages / society.

Objectives:

- To engage the faculty and students of Higher Educational Institutions in understanding rural realities.
- To identify & select existing innovative technologies, enable customisation of technologies, or devise implementation method for innovative solutions, as per the local needs.
- To leverage the knowledge base of the institutions to devise processes for effective implementation of various government programmes.

Strategy:

- Capacity building in institutes of Higher Education in research and training relevant to national needs, especially those of rural India.
- Transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India.
- Aim to create a virtuous cycle between the Society, Government, and Higher Education system.

Role of Various Stakeholders of UBA

a. Sponsoring Ministry–MHRD:

The Ministry of Human Resource Development (MHRD), Government of India has launched the program of Unnat Bharat Abhiyan (UBA), a national program with the vision to involve the professional and other higher educational institutions of the country in the development of villages.

b. National Steering Committee (NSC):

An Empowered Steering Committee has been constituted by the Ministry of HRD for guidance and monitoring of the program at the national level and to provide direction and requisite thrust to the programme.

c. National Executive Committee (NEC):

National Executive Committee to take policy related decisions for Unnat Bharat Abhiyan.

The Committee will lead to the efforts by working with all the stakeholders, Institutions and State Governments.

d. National Coordinating Institute (NCI):

The Indian Institute of Technology Delhi is the National Coordination Institute (NCI) for the scheme. The NCI has the overall responsibility in monitoring and effective execution of the programme.

e. Regional Coordinating Institutions (RCIs):

In order to facilitate, guide and monitor the activities of the participating institutions (PIs), 44 Regional Coordinating Institutions (RCIs) are identified on the basis of their earlier experience and infrastructural competence etc.

The responsibilities of RCIs are:

- RCIs will act as nodal centres for promoting & facilitate UBA network in their region.
- RCIs will groom PIs of the region to design innovative solutions for the identified-challenge.
- RCIs is responsible to facilitate, guide and monitor the activities of Participating Institutions in their region.

f. Participating Institutions:

Any Higher Educational Institute which accept to work for Unnat Bharat Abhiyan, can do so by applying online on UBA website. The responsibilities of PIs are:

- As part of the programme it is mandatory to adopt five villages' in consultation with the District collectors for the development activities under the UBA.
- Institutions are expected to do field studies, study the implementation of Government schemes, and facilitate their better implementation so that they meet their objectives best.
- PIs should engage interested faculty members & students, NSS and other bodies of the institutes engaged in community development activities.
- The selected PIs will work with State Government, district authorities / PRIs / other institutions and non-governmental bodies, for arriving at suitable solutions for improving the social and economic well-being of the rural communities.

g. Subject Expert Group Institutions (SEGs):

The Subject Expert Groups are institutions which have been appointed by the UBA for providing operational expertise sought by the institutions engaged in the rural work. The responsibilities of SEGs are:

- To support PIs through a group of experts in their respective subject area.
- Preparation of the compendium of relevant technologies.
- To recommended and approve technical intervention & customization project submitted by PIs



Launch of Unnat Bharat Abhiyan (UBA- 2.0) on April 25th, 2018 at AICTE Auditorium, Nelson Mandela Marg, Vasant Kunj, New Delhi.

Support from UBA to Participating Institutes:

- Funds for Awareness, survey, visits etc @₹ 10000/- per village
- Technical Intervention ₹ 1.0 lakh per technology for implementation in the village
- Customization of Technology ₹ 50000/- per solution for villages

Future Possibilities in Pipeline:

- To incentivize the PIs who will generate additional funds for UBA activities, if they generated additional funds from other sources.

Additional sources of funds that may be explored:

CSR Support & Special Projects:

- Oil and Natural Gas Corporation (ONGC) CSR funding
- Indian Renewable Energy Development Agency (IREDA) Limited CSR funding
- National Backward Classes Finance and Development Corporation CSR funding
- Ministry of New and Renewable Energy (MNRE)
- Department of Science and Technology (DST)
- Any registered corporate in India etc.

Stake Holder's Contribution:

- Ownership of the Project
- Alumni Fund

Society Participation:

- Reputed Industrialist / Business Houses
- Identification of local Clubs / NGOs / Social workers
- Adoption of the activity
- Local institutional support

Government programs through District Authorities:

- Central and State Government Schemes

Awards

Unnat Bharat Abhiyan annually holds “**UBA BEST IMPLEMENTATION AWARD**” to the Participating Institute / District Authorities. All the PIs, who have demonstrated the effective interventions to bring in positive impact in the lives of rural communities, are encouraged to apply. Kindly login with your PI login credentials and apply for the same ‘BEST IMPLEMENTATION AWARD’, if you are eligible.

UBA Incharges' Contact Details

National Coordinator, UBA

Prof. Virendra Kumar Vijay

Centre for Rural Development and Technology,
Indian Institute of Technology Delhi Hauz Khas,
New Delhi – 110 016

www.unnatbharatabhiyan.gov.in

Email: unnatbharatabhiyaniitd@gmail.com

Phone: +91-11-26596451, +91-11-26596351

UBA Nodal Incharge

Ms. Neeta Prasad

Joint Secretary

Department of Higher Education
Ministry of HRD, Govt. of India
Shastri Bhawan, New Delhi -110001

Email: neetaprasad@pib.gov.in

Phone: +91-11-23071486