

डॉ. विनीत जोशी, भा.प्र.से.

सचिव

**Dr. VINEET JOSHI, IAS**  
**Secretary**

Tel. : 011-23386451, 23382698

E-mail : secy.dhe@nic.in



सत्यमेव जयते

भारत सरकार  
Government of India  
शिक्षा मंत्रालय

Ministry of Education  
उच्चतर शिक्षा विभाग

Department of Higher Education

127 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001  
127 'C' Wing, Shastri Bhawan, New Delhi-110 001

**D.O. No.15-12/2018-UBA**

**Dated: 14<sup>th</sup> July, 2025**

*Dear Ma'am/Sir,*

Unnat Bharat Abhiyan (UBA) is a flagship scheme of the Ministry of Education launched in September 2014. It connects Higher Education Institutions (HEIs) in the country with the villages and local communities to identify challenges faced by the rural communities. UBA aims to bring students closer to the village communities and other government organizations with the ultimate goal of sensitizing students about the socio-economic conditions of villages.

2. The UBA has created a wide network of stakeholders, viz., HEIs, government organizations, youth, NGOs, etc., to work across villages. The scheme covers 4274 HEIs, called Participating Institutions (PIs), which includes institutes of repute, like, IITs, IIMs, IISERs and State Universities. IIT Delhi is the National Coordination Institution (NCI) for the UBA. The details of the scheme are available at <https://unnatbharatabhiyan.gov.in/>.

3. I am glad to inform that in order to instil the concept of rural community engagement in the youth of the country, UGC has launched a 2-credit course in Community Engagement in all HEIs in 2021. AICTE has also introduced a Rural/Social Internship Programme to connect the AICTE approved institutions in a district with nearby villages.

4. I shall be grateful, if you could instruct the Higher Education Institutions in your State/UT to participate in this Initiatives and also Instruct the District Administration to facilitate the Participating Institutions (PIs) in implementation of the scheme to bring students closer to the village communities and other government organizations with the ultimate goal of sensitizing students about the socio-economic conditions of villages and bring about innovative solutions. The human and Knowledge resources available with the Higher Educational institutions can be utilized by the District Administration for enabling many of the Rural development projects.

5. For more details, the HEIs/District Administration may contact Prof. Virendra Kumar Vijay, the National Coordinator, UBA at IIT Delhi (Mob: 9871366611, [vkvijay@rdat.iitd.ac.in](mailto:vkvijay@rdat.iitd.ac.in)). or may contact the Regional coordinating Institutes in your region.

*With regards,*

Yours sincerely,

  
(Dr. Vineet Joshi)

To

The Chief Secretaries of the all the States/ Administrators of Union Territories.

Copy to: 1. The Principal Secretary (Higher Education)/Commissioner/Secretary  
(Higher Education) of all the States/UTs.

2. Shri Virendra Kumar Vijay, National Coordinator, UB