

F.No. 24-17/2016-U.Policy  
Government of India  
Ministry of Human Resource Development  
Department of Higher Education  
U.Policy Section

537/C, Shastri Bhawan, New Delhi  
Dated: 15<sup>th</sup> June, 2016

To,  
Principal Secretary (Higher Education)  
Of all States / UTs

Sir / Madam,

The Rashtriya Uchchar Shiksha Abhiyan (RUSA), over the past two years has emerged as one of the most participative, inclusive and catalytic programmes of the Government of India in the education sector. Working together, the Centre and the States have collaborated in bringing about change and innovation, best practices in the higher education sector, and much needed infrastructure.

2. Reflecting the evolving vision and continuing progress and achievement, the Ministry of Human Resource Development has taken a decision to invite suggestions/recommendations from students for a new name, acronym and logo for the Rashtriya Uchchar Shiksha Abhiyan (RUSA).

3. The name, acronym and logo should be presented by the students and the institution as a totality incorporating all three elements. There should be only one entry from an institution. It should be prepared and designed by the students, preferably a group of students, of an institution. The new name, acronym and logo should capture and reflect the new vision and dynamism, the all India character of RUSA and the participation of States and their partnership with the Government of India in the planning, preparation and implementation of the RUSA.

4. Individual students or a group of students who would be participating in the event must send their entries through the institution on or before **1700 hrs of 15<sup>th</sup> July, 2016.**

4. The award winning name, acronym and logo will be announced on 15<sup>th</sup> August, 2016.
5. The award for the winning entry will be a study tour (lectures + a seminar) to a top rated institution abroad for 10 students + 1 teacher from the institution for 12-14 days. As a part of the award, the winning local institution will in turn commit to, and receive and host a group of students from the institution abroad.
6. It is requested that adequate publicity may be given for the event within institutions of your State.

Yours sincerely,



**(Ishita Roy)**  
**Joint Secretary to the Government of India &**  
**National Mission Director (RUSA)**  
**Tel. No. 011-23381721**

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