



Government of Rajasthan
STATE PROJECT DIRECTORATE
Rashtriya Uchchar Shiksha Abhiyan (RUSA)
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F30(39)SPD/RUSA/2019/693

Date: September 2019
01.10.2019

To
The Principal,
All Govt. Colleges,
Rajasthan


Sub: To procure public funds for College Development through Bhamashah Sahyog Yojna

Rajasthan has a glorious tradition of philanthropic assistance in the field of education leading to the growth and development of the state. To harness this generosity for development of state higher education scenario, **Bhamashah Sahyog Yojna** is launched with a view to remove deficiencies of infrastructure and other facilities in government colleges thereby to overcome the pitfalls in the field of higher education.

This scheme aims to meet infrastructure and other needs of government colleges of the state. The scheme envisages soliciting philanthropic assistance of Bhamashah (Donors), support of Corporate Houses, Industries under CSR, Individual contributors, N.G.O., NRI's, Alumni of the institutions and anyone who is willing to contribute in cash or kind for the development of the institute

Bhamashah Sahyog Yojna is a platform for institutions and Donors. Institutions will register and upload their requirement of essential needs along with the tentative cost on the link generated on HTE Portal. On the other hand, the donors will register across the globe willing to extend financial support, mentioning quantum of support, geographical area of their preference and type of support indented to. **Colleges are required to give wide publicity to this Bhamashah Sahyog Yojna through notices, banners, news etc. College can also circulate the information of the scheme in the proceedings of Vikas Samiti/ Alumni Meet/ Students Union Inauguration or any other function in the College.**

Colleges are required to appoint a Nodal Officer who will coordinate and act as a link with the Bhamashah (Corporate Houses, Industries, Individual contributors, N.G.O., NRI's, Alumni of the institutions and anyone who is willing to contribute). The Principal/ Nodal Officer should persuade and encourage the potential Bhamashahs to contribute to the development of college by means of cash or any item of public utility. The Principal should also meet the District Collector and other administrative officers of the district for every possible support. The Nodal Officer will be responsible for uploading requirements of the college and motivate and communicate with the Bhamashah to provide facility to the college and upload their information. It should be ensured that high resolution photographs be used while updating information on the Portal.


(Pradeep Kumar Borar) IAS
Commissioner, College Education
State Project Director (RUSA) &
Special Secretary, Higher Education

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Copy for Information and further necessary action:

1. Website in-charge, CCE for uploading on circulars


Joint Director RUSA