



प्रो. रजनीश जैन  
सचिव

Prof. Rajnish Jain  
Secretary



विश्वविद्यालय अनुदान आयोग  
University Grants Commission

(शिक्षा मंत्रालय, भारत सरकार)  
(Ministry of Education, Govt. of India)

बहादुरशाह जफर मार्ग, नई दिल्ली-110002  
Bahadur Shah Zafar Marg, New Delhi-110002

Ph.: 011-23236288/23239337

Fax: 011-2323 8858

E-mail: secy.ugc@nic.in

D.O.NO. 1-8/2021(IC)

13<sup>th</sup> January 2021

Subject: **Alumni Connect at University level**

Respected Sir/Madam,

As you are aware, National Education Policy 2020 has laid emphasis on expanding the global outreach of the Indian higher education institutions. In line with the vision of NEP 2020, Government of India has made efforts to make India a global study destination. The Alumni are a strong support to the institution. An active Alumni Association can contribute in academic matters, student support as well as mobilization of resources – both financial and non-financial. Alumni of foreign origin as well as Indian alumni living abroad can play a crucial role in brand building of the Indian HEIs. Higher Education Institutions in India need to create a culture for alumni to reconnect, devise suitable vehicles for brand building and give due recognition to their contributions.

Accordingly, an initiative called “**Alumni Connect**” is being introduced in order to encourage Indian HEIs to engage with Alumni (of foreign origin and Indians living abroad). In order to maintain a continuous engagement with the alumni, the HEIs may undertake a number of activities such as,

1. To establish an alumni cell and maintain a database of the alumni living abroad (both Indian and foreign)
2. To share information with the alumni regarding the latest initiatives of the institution
3. To invite them for participation in conferences/webinars
4. To organize networking get-togethers (at least through video conferencing)
5. To honour distinguished alumni for supporting in brand building exercise as well as overall development of the institution
6. System generated emails/SMS may be sent on various occasions

You are requested to establish an Alumni Cell and undertake a host of activities including the ones mentioned above. You are also requested to share relevant information regarding the Alumni Cell with UGC by 15<sup>th</sup> February 2021 in the following Google Form link:  
<https://forms.gle/grvEw11yWMHALdFXA>

I am sure, Alumni Connect will enable the institutions to utilise the services of the alumni as brand ambassadors to showcase the strengths of Indian Higher Education system.

Soliciting your kind cooperation in this regard.

Yours sincerely,

(Rajnish Jain)

To:  
The Vice Chancellors of all Universities