

**GOVERNMENT OF KERALA**

Higher Education (K) Department

No.K1/212/2025-HEDN

29-09-2025, Thiruvananthapuram

From

Principal Secretary to Government

To

1. The Director of Collegiate Education, Thiruvananthapuram.
2. The Director of Technical Education, Thiruvananthapuram.
3. The Director, Institute of Human Resource Development, T.C 86/1949 (2), NH Bypass Junction, Chackai, Pettah. P.O., Thiruvananthapuram
4. The Director of LBS Centre, Thiruvananthapuram
5. The Director, Centre for Continuing Education Kerala, Anathara Lane, Charachira, Kowdiar P.O., Thiruvananthapuram - 3
6. The Principal, Law College, Thiruvananthapuram/Ernakulam/Thrissur/Kozhikode.
7. The Registrar, University of Kerala, Thiruvananthapuram/ M.G.University, Kottayam/Sree Sankaracharya University Sanskrit, Kalady, Ernakulam/ Cochin University of Science and Technology, Kochi/Calicut University, Malappuram/ Kannur University, Kannur/ Malayalam University, Thirur/National University of Advanced Legal Studies, NUALS Campus, H.M.T. Colony P.O., Kalamassery, Ernakulam/A P J Abdul Kalam Technological University, College of Engineering Campus, Thiruvananthapuram/ Sreenarayana Guru Open University, University Building, Kureepuzha, Kollam - 691601
8. The Director, K.R. Narayanan National Institute of Visual Science & Arts, Thekkumthala, Kottayam, Kerala - 686 585

Sir,

Sub: Higher Education Department- Celebration of 'Sewa Parv 2025'
- 17th September to 2nd October, 2025 - reg

Ref: Letter no.1-1/2025 (Sewa Parv 2025) dated 23.08.2025 from
University Grants Commission

Kind attention is invited to the referred communication regarding the celebration of 'Seva Parv 2025', being observed across the country from 17th September to 2nd October 2025 on the theme "Viksit Bharat".

The letter outlines suggested activities for Higher Education Institutions (HEIs), which include:

- * Organizing painting workshops
- * Conducting cultural programmes
- * Undertaking outreach initiatives under 'Unnat Bharat Abhiyan'
- * Ensuring active participation of students, faculty, and staff

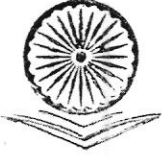
In this regard, you are requested to ensure wide participation and adequate publicity of the activities in your institution. Further, you are requested to upload detailed reports, photographs, and artworks on the official portal <https://amritkaal.nic.in/sewa-parv.htm> latest by 2nd oct, 2025 for documentation, publicity, and creating a unified national record. You may also upload the details of activities undertaken under 'Unnat Bharat Abhiyan' in the official portal at the following link latest by 15.09.2025: <https://docs.google.com/forms/d/e/1FAIpQLSe8uwj9enGB8OU39mbg.TyvLpgLuH3LMkstI2EVEuPu-g/viewform?usp=header>

The attached communication may kindly be referred to for further details. **This may be treated as most urgent.**

Yours Faithfully,
SANGEETHA S
UNDER SECRETARY
For Principal Secretary to Government.

Approved for Issue,

Section Officer.



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

File No. - 1-1/2025(Sewa Parv 2025)

1 आश्विन 1947/ 23rd September, 2025

Subject: Celebration of Sewa Parv 2025 from 17th September to 2nd October, 2025 – reg.

आदरणीय महोदय/महोदय,

As you may be aware, Sewa Parv 2025 is being celebrated across the country from **17th September to 2nd October, 2025** on the overarching theme of “*Viksit Bharat*”. The Parv seeks to inspire collective participation in realising the vision of a developed India by 2047, as articulated by the Hon’ble Prime Minister, and will bring together communities, institutions, and individuals in a nationwide celebration of service, creativity, and cultural pride.

In this regard **one-day Painting Workshops** are being coordinated by the Ministry of Culture at 75 prominent locations across the country as per the attached schedule (Annexure 1). These workshops are aimed at engaging artists, faculty, students, and community members in creating artworks on the theme “*Sewa Parv – Vision of Viksit Bharat*”. All Universities and Higher Education Institutions (HEIs) are requested to:

- Organise similar painting workshops and cultural programmes during Sewa Parv 2025 in line with the Suggestive Standard Operating Procedure (SOP) enclosed at Annexure 2.
- Encourage active participation of students, faculty, and staff in the celebrations.
- Document all events/activities and **upload detailed reports, photographs, and artworks** on the official portal <https://amritkaal.nic.in/sewa-parv.htm> latest by 2nd Oct, 2025 for documentation, publicity, and creating a unified national record.
- Encourage participants to share their experiences on **social media platforms** using the hashtag **#SewaParv**.
- Make use of the official branding and publicity materials available at the following link: https://drive.google.com/drive/folders/1CRViQvoCph9CBx_ha1YWeDsCKGx-6e3
- In case of any queries, please feel free to contact Nodal Officers from Ministry of Culture, Government of India as mentioned below: -

1. Shri. Rajeev Kumar, Director, Ministry of Culture and Secretary, LKA, Tel: - 011-23446300, Email: - rajeev.kr37@gov.in

2. Smt. Pooja Hali, Director, NGMA, Ministry of Culture, Tel: - 011-23386208, Email: - ngma.delhi@ngmaindia.gov.in

In addition to the above, HEIs are also requested to undertake the following suggestive activities as part of the **Action Plan under Unnat Bharat Abhiyan (UBA)**:

- Create awareness among senior citizens in adopted villages about **digital literacy** and the use of Digital Public Infrastructure.
- Disseminate information on key Government schemes such as **PM Vidya Lakshmi Scheme, National Apprenticeship Training Scheme (NATS)**, and promotion of **Bhartiya Bhasha** in teaching-learning.

- Promote awareness on **higher education opportunities** to facilitate smooth transition from school to higher education.
- Conduct **hands-on workshops** on specific interventions under UBA, in collaboration with SHGs, schools, and NGOs.
- Organise **special drives** addressing student grievances, mental health, balanced diet (reduced sugar/oil consumption), digital wellness, zero waste, drug-free campuses, and the vision of *Viksit Bharat @2047*.
- Intensify efforts for **awareness and saturation of NATS beneficiaries**.
- Build **student capacity in Artificial Intelligence (AI)** and its applications.
- Detailed reports, photographs, and artworks undertaken under UBA may be submitted using the below mentioned link latest by 15th Oct, 2025: -
https://docs.google.com/forms/d/e/1FAIpQLSe8uwj9en_GB8OU39mbg_TyvLpgL_uH3LMkstI2EVEuPu_g/viewform?usp=header

You are requested to ensure **maximum participation of students, faculty, and community members** in these celebrations and to give **wide publicity** to all activities organised during *Sewa Parv 2025*.

सादर,

भवदीय,



(मनिष जोशी)

संलग्नक: उपरोक्तानुसार

To,

1. Vice-Chancellors of all Universities
2. Principals of all Colleges

Copy to:

Principal Secretary (Higher Education) of all States/UTs
State Higher Education Councils