



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)

D.O.No.F.1-1/2024 (Env.Ed.)

October 24, 2024/ 2 कार्तिक, 1946

**आदरणीय महोदया,**

This is with reference to your letter dated October 11, 2024, regarding the request for UGC's endorsement of the "GO4YOUTH" Olympiad on Environment and Sustainable Development for students in Universities and Colleges. The Energy and Resources Institute (TERI) has consistently demonstrated its commitment to promoting environmental education and sustainable development, which is commendable.

The University Grants Commission (UGC) values such initiatives that foster environmental consciousness and sustainable practices among the youth, and we are pleased to endorse the GO4YOUTH initiative for the 2024-25 academic year. UGC is keen to establish a knowledge partnership with TERI in this regard, aligning with our shared goals of nurturing environmentally responsible behaviour in higher education institutions (HEIs).

However, in moving forward with this partnership, we kindly request that TERI consider the following

- Alignment with UGC Guidelines:** The UGC guidelines on environmental education, the framework for Eco-Friendly and Sustainable Campus Development in HEIs (SATAT), Mission LiFE, Sustainable Development Goals (SDGs), Net Zero, Jal Sanchay Jan Bhagidari, and Unnat Bharat Abhiyaan should be referred to while developing the Multiple-Choice Questions (MCQs) and application-based questions. This will ensure the Olympiad reflects the national priorities in sustainability and environmental education.
- Ministry Support:** We request that TERI obtain support from the Ministry of Environment, Forest and Climate Change (MoEFCC) and the Ministry of Education (MoE) for GO4YOUTH. Their collaboration would enhance the reach and impact of the Olympiad across educational institutions.

We are confident that this initiative will significantly encourage students to contribute towards building a sustainable and eco-conscious nation. We look forward to continued collaboration with TERI to promote environment-related education across the HEI landscape.

सादर,

भवदीय,

(मनिष जोशी)

To,

Dr. Vibha Dhawan

Director-General

The Energy and Resources Institute (TERI)

Indian Habitat Centre, New Delhi



To,

**Ms. Vibha Dhawan,**  
Director General,  
The Energy and Resources Institute (TERI)  
Lodhi Road, New Delhi


**Subject: Logo support for GREEN Olympiad for Youth (GO4Youth) 2024-25.**

Madam,

I am directed to refer to letter dated 11.10.2024 on the above subject. The Ministry of Environment, Forest & Climate Change (MoEF&CC) accords its consent that Ministry's non-financial logo may be used as supporting Ministry for **GREEN Olympiad for Youth (GO4Youth) 2024-25**. However, the Ministry accords its consent that its non-financial logo may be used for the said event, subject to following conditions:

- a. Logo of MoEFCC and LiFE shall be used.
- b. The event will be co-branded with LiFE.
- c. Sufficient publicity on Print, Electronic and Social Media shall be undertaken and an analytical report comprising tweets, Facebook posts, Instagram posts, impressions, tweets shall be submitted during and post the event.
- d. Pictures and video clips of the event shall be submitted during and post the event.
- e. Social Media Creatives already created on various themes shall be given wide publicity (may kindly be downloaded from download tab of <http://missionlife-moefcc.nic.in/>).
- f. Wherever possible, wide publicity shall be given to the film on LiFE, Save Water, Saying No to Single Use Plastic and such other films (may kindly be downloaded from download tab of <http://missionlife-moefcc.nic.in/>).
- g. Banner of cloth displaying all the logos as well as standees etc shall be prominently displayed during the event.
- h. submission of a report on the level of participation and submission of proof of compliance of the aforesaid conditions
- i. 2 Minute Video in English on LiFE shall be played at the start of the event
- j. The report of awareness generation about LiFE through creatives/Selfies/Video film etc together with the high resolution pictures be submitted within 3 days of the close of the event.
- k. The organizations will mandatorily carry out plantation#एक\_पेड़\_माँ\_के\_नाम #Plant4Mother and upload 5 pics and/or 3 video clips of up to 45 second duration on MeriLiFE portal (<https://merilife.nic.in/>) and also provide the same to this Division on the mail ID **mediamoef23@gmail.com** within 1-2 days after the event is over. The video clip on # एक\_पेड़\_माँ\_के\_नाम shall also be mandatorily screened along with that on Mission LiFE.

2. It may be ensured that the Logo is not used for any commercial purpose. It is requested to submit a report on the level of participation and proof of compliance.

भवदीय,  
  
(सुरेंद्र सिंह मीना)

अवर सचिव (मीडिया)

Tel: 011-20819277

Email:- [mediamoef23@gmail.com](mailto:mediamoef23@gmail.com)



**F.No.5-50/2023 PN-II  
Government of India  
Ministry of Education  
Department of Higher Education  
(PN-II Section)**

**Room No. 424, C-Wing, Shastri Bhawan  
New Delhi -110001, dated 3<sup>rd</sup> Feb, 2025**

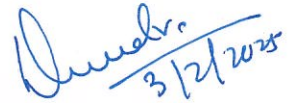
To,  
Dr. Vibha Dhawan  
Director General  
The Energy and Resources Institute (TERI),  
Core-6C, Darbari Seth Block, Indian Habitat Centre(IHC),  
Lodhi Road, New Delhi 110003

**Subject: Request for endorsement for 'GO4Youth' initiative  
to be organised by The Energy and Resources Institute  
(TERI)-reg**

Sir,

I am directed to refer to the letter dated **11.10.2024** from **The Energy and Resources Institute (TERI)** on the subject mentioned above and to convey its consent to use Ministry's logo for the GO4Youth initiative, subject to the condition that logo should not be used for any other purpose other than as a supporting ministry of the GO4Youth initiative or any commercial purpose.

**Yours faithfully,**



**(Devendra kumar Sharma)  
Director to the Govt. of India  
Ph. No. 011-23073639**