

## EK BHARAT SHRESTHA BHARAT

31.10.2021

With a collective vision to celebrate the unity in diversity of our nation and to ignite the sense of togetherness among the diverse set of communities, religions and ethnicities, [Ek Bharat Shrestha Bharat](#) programme (EBSB) was announced by Hon'ble Prime Minister Shri Narendra Modi on 31 October, 2015 to commemorate the birth anniversary of [Sardar Vallabhbhai Patel](#). The idea of a sustained and structured cultural connect between people of different regions was mooted by Prime Minister Shri Narendra Modi during the Rashtriya Ekta Divas.



### PM Narendra Modi remarks on **Rashtriya Ekta Divas**

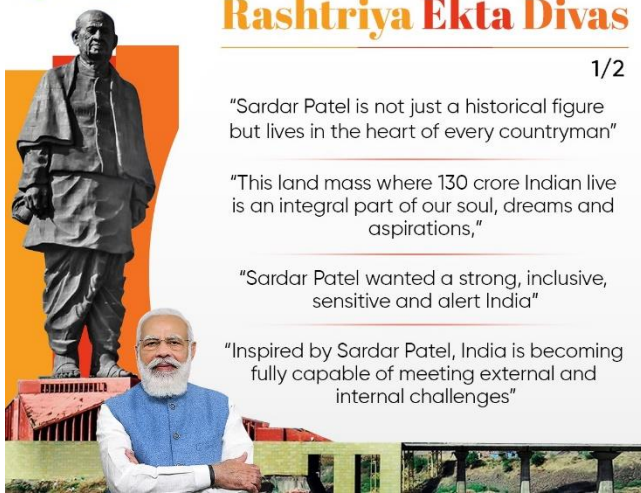
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"Sardar Patel is not just a historical figure but lives in the heart of every countryman"

"This land mass where 130 crore Indian live is an integral part of our soul, dreams and aspirations,"

"Sardar Patel wanted a strong, inclusive, sensitive and alert India"

"Inspired by Sardar Patel, India is becoming fully capable of meeting external and internal challenges"



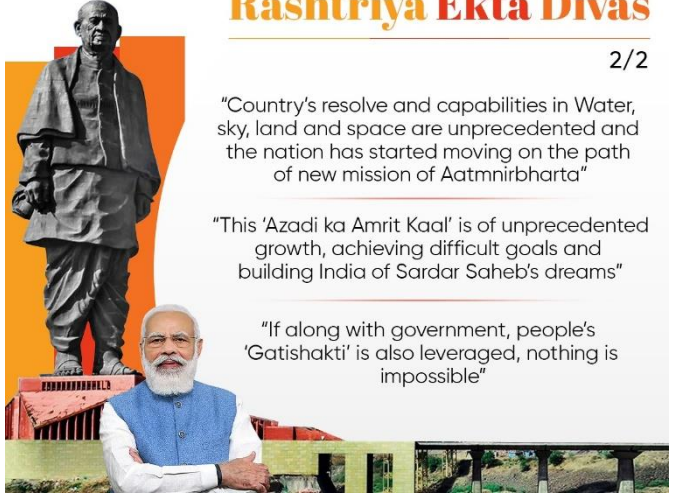
### PM Narendra Modi remarks on **Rashtriya Ekta Divas**

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"Country's resolve and capabilities in Water, sky, land and space are unprecedented and the nation has started moving on the path of new mission of Aatmnirbharta"

"This 'Azadi ka Amrit Kaal' is of unprecedented growth, achieving difficult goals and building India of Sardar Saheb's dreams"

"If along with government, people's 'Gatishakti' is also leveraged, nothing is impossible"



Ek Bharat Shrestha Bharat will ensure the collaborative efforts towards development and recognition of the spirit of unity in diversity, which stands out as a tall flame of nationhood that needs to be nourished and cherished into the future. India is a unique nation, whose fabric has been woven by diverse linguistic, cultural and religious threads, held together into a composite national identity by a rich history of cultural evolution, coupled with a freedom struggle that was built around the tenets of non-violence and justice.



## Ek Bharat Shreshtha Bharat

Hon'ble Prime Minister propounded that under this programme, every State and UT in the country would be paired with another State/UT for a year, during which they carry out a regular engagement with one another in the spheres of language, literature, cuisine, festivals, cultural events, tourism etc. This would automatically lead to the development of tourism across the nation, helping citizens explore beautiful destinations and get a first-hand experience of the natural beauty and rich cultural heritage India has to offer.



### Vision of the Scheme:

- To celebrate the idea of India as a nation wherein different cultural units across varied geographies coalesce and interact with each other
- To enable people to imbibe the innate chord of binding and brotherhood
- To make our people aware about the seamless integral hull of the Modern Indian State spread across a vast landmass on whose firm foundations, the geo-political strength of the country is ensured to benefit one and all
- To impress upon people at large about the increasing inter-connectedness between the constituents of various cultures and traditions, which is so vital for the spirit of nation building

- To ease out the feeling of ‘stranger in a strange land’ among the people of different states, cultures and traditions living in various states of India
- To induce a sense of responsibility & ownership for the nation as a whole through these close cross-cultural interactions
- To celebrate the diversity as well as unity of the Nation at the same time
- To generate the vibrance of understanding & appreciation amongst the people and forge mutual bonding to securing an enriched value system of unity in the nation



### Objectives:

- To celebrate the unity in diversity of our nation and to maintain and strengthen the fabric of traditionally existing emotional bonds between the people of our country.
- To promote the spirit of national integration through a deep and structured engagement between all states and union territories through a year-long planned engagement between states.
- To showcase the rich heritage and culture, customs and traditions of either state for enabling people to understand and appreciate the diversity that is India, thus fostering a sense of common identity.
- To create an environment which promotes learning between states by sharing best practices and experiences.

### **Activities being conducted under Ek Bharat Shreshtha Bharat:**

- **Food Festivals/Culinary Exchange-** Food is an ingredient that binds us together. As a nation with 28 states and 8 union territories, India is a rich country when it comes to food culture. Food festivals / culinary exchanges are held to make people familiar with the cuisines of the paired state as well as other states of the country.
- **Cultural Exchange-** These are carried out through cultural programmes – folk dance, folk music, drama, literary festivals; screening of films, band shows, etc. People from one organization/ institution visit the paired state or get online exposure to and learn about cultural art forms of the paired states.
- **Youth Festival-** Selected educational institution from each state / UT, [Nehru Yuva Kendras](#), [NSS](#) groups etc. organise Youth Festivals. The main purpose is to bring all students together on a common platform where they can cherish and understand each other's rich traditions and culture.
- **EBSB DAY / EBSB CLUB-** An EBSB Club is an informal group of young people, formed in educational institutions across the country, who can lead the EBSB campaign and spread its message in their institutions and surrounding areas by organizing activities in a regular and sustained manner. The club recognizes one day of a month as EBSB Day on which they hold events / programmes like seminars on paired states, folk dance, folk music, quiz, essay competitions etc.
- **Academic Exchange-** Under this, educational institutions interact to discuss academic issues of mutual interest, hold seminars/webinars and visit paired institutions for short courses, among other activities. A compendium of cultures, languages, traditions and festivals of all States/Union Territories named “India: Unity in Cultural Diversity” has been prepared by [NCERT](#).
- **Sporting Event-** Sports events are also conducted as a part of Ek Bharat Shreshtha Bharat as team events, primarily to promote team spirit and ensure adequate interaction amongst the youth of the Paired States.
- **Tourism Exchange-** The purpose of tourism exchange is to know about the tourist attractions in the paired states. Under tourism exchange, various activities are held like dissemination of information about monuments and tourist places, organising road shows for tour operators, promotion of home stays, conducting of webinars etc.

- **Translation of books-** This involves translation of select books of one language into the language of the paired state by [Sahitya Akademi](#).
- **Learning the Language of the Paired State-** Language is perhaps one of the biggest markers of India's diversity. The objective of EBSB is to familiarize people with the languages of their paired states so that they acquire a basic level of ability to communicate with people of that state. Several initiatives are being taken to enable and encourage students in educational institutions and schools as well as general public to learn an Indian language other than their mother tongue. MoUs have been signed between the paired States/Union Territories. The Action Plans are followed up periodically under the EBSB Scheme.
- **Dissemination of Information about the Paired State-** Various activities are held for dissemination of information about paired states. Talking hours are organized in schools, students prepare notebooks / scrapbooks on paired states, information about paired states is made available on notice/ display boards, debates/ essays/ quiz/ cultural / cooking competitions are held. India Tourism offices disseminate information about monuments, tourist places through exhibitions, Paryatan Parvs, magazines etc.
- **Online Interactions-** Keeping in view the COVID-19 situation, activities are being organised in digital format. Activities like webinars, quiz, workshops and language learning classes are being conducted online so that the spirit of Ek Bharat Shreshtha Bharat is consistently maintained. A Digital Repository has been created in the website where all online information material is stored for use by anyone who wishes to use it.

#### **Video References:**

1. All about Ek Bharat Shreshtha Bharat-  
<https://www.youtube.com/watch?v=UHAI15SfeXo>
2. Mann Ki Baat on Ek Bharat Shreshtha Bharat-<https://youtu.be/MBScNkqzN9U>
3. Rastriya Ekta Diwas, PIB-<https://www.youtube.com/watch?v=pHRLuKbMX60>
4. DD Chandigarh, Special Program on "Ek Bharat Shreshtha Bharat"  
<https://www.youtube.com/watch?v=1EII2I37dE0>
5. PM Speech on Ek Bharat Shreshtha Bharat-  
<https://www.youtube.com/watch?v=tE9vYvjwTxQ>

6. PM Speech-<https://www.youtube.com/watch?v=M3rw8Wm8mOk>

**References:**

1. <https://www.india.gov.in/spotlight/ek-bharat-shreshtha-bharat>
2. <https://ekbharat.gov.in/>
3. <https://www.mygov.in/campaigns/ebsb/>
4. <https://inc.in/our-inspiration/sardar-vallabhbhai-patel>
5. <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1516572>
6. Union Minister for Tourism G Kishan Reddy on Ek Bharat Shrestha Bharat  
<https://timesofindia.indiatimes.com/blogs/voices/building-unity-synergies-and-convergence-through-ek-bharat-shreshtha-bharat/>

**Annexure:**

List of some Ministries involved in Ek Bharat Shreshtha Bharat Scheme:

[Ministry of Education](#)

[Ministry of Youth Affairs & Sports](#)

[Ministry of Culture](#)

[Ministry of Tourism](#)

[Ministry of Defence](#)

[Ministry of Railways](#)

[Ministry of Home Affairs](#)

[Ministry of Information and Broadcasting](#)

[Ministry of Environment, Forest and Climate Change](#)

[Ministry of Women & Child Development](#)

[Ministry of Ayush](#)

[Ministry of Textiles](#)

AG/SA