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## URGENT: Plan of Action on Ek Bharat Shrestha Bharat (EBSB) in Higher Education Institutions

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To: directortias@tecnica.in

Thu, Nov 7, 2019 at 2:09 PM

Dear Madam/Sir,

Greetings from AICTE!

In continuation of our earlier official communication (Refer Attachment-1) in connection with Ek Bharat Shrestha Bharat (EBSB) in Higher Education Institutions, please find attached the document on "Plan of action on Ek Bharat Shrestha Bharat (EBSB) in Higher Education Institutions."

In this connection, MHRD has paired all the States & Union Territories for an entire year and mandated to sign MoUs with each other, delineating a set of activities that they would carry out together throughout the year. Detailed background of the scheme, its objectives, implementation strategy/ methodology and the pairing of the States/ Union Territories are available in [www.ekbharat.gov.in](http://www.ekbharat.gov.in)

As per the directives of Ministry, in order to intensify the EBSB by spreading it to all the higher education institutions in the country, including all AICTE, regulated colleges., a plan of action has been worked out (Annexure-I with Attachment-1). Accordingly, your institution is now required to

- (a) Prepare a date-wise action plan covering all activities (As per Annexure-II with Attachment-1)
- (b) Identify a Nodal Officer for this activity, and

**share the same with us latest by 15-11-2019(17.00Hrs) Positively.**

**Note: At the earliest your Counterpart Institute Details will be shared with your Institution. Please share your institute Plan of Action on EBSB through the online form available @ <https://forms.gle/cyj3wPL1sNHJprVZ6>**

PFA: <https://drive.google.com/file/d/1SUeiqkzRWodVMnevZB9EdIHf2Nt9JaAD/view?usp=sharing>

With Warm Regards,

Prof. M.P.Ponia  
Vice-Chairman AICTE, New Delhi



प्रो. एम.पी. पूनीयाँ  
उपाध्यक्ष  
Prof. M.P. Poonia  
Vice-Chairman



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F. No. AICTE/P&AP/Misc./2019

To,

Dated: 31<sup>st</sup> October, 2019

**All the Directors/ Principals of AICTE Approved Institutions.**

**Subject: Plan of action on Ek Bharat Shrestha Bharat (EBSB) in Higher Education Institutions.**

Dear Madam/ Sir,

India is 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 rousing freedom struggle that was built around the tenets of non-violence and justice. The spirit of mutual understanding amidst a shared history has enabled a special unity in diversity, which stands out as a tall flame of nationhood that needs to be nourished and cherished into the future.

With a view to foster national integration by a co-ordinated mutual engagement process between States, Union Territories, Central Ministries, Educational Institutions and general public through linguistic, literary, cultural, sports, tourism and other forms of people-to-people exchanges, the Government of India has launched an initiative Ek Bharat Shrestha Bharat (EBSB).

All the 36 States/ UTs in India have been paired for an entire year and mandated to sign MoUs with each other, delineating a set of activities that they would carry out together though the year. Such interaction between deferent segments of the population of each pair of States/ UTs at the cultural level, would generate the vibrancy of understanding & appreciation amongst the people and forge mutual bonding, thus securing an enriched value system of unity in the nation. Detailed background of the scheme, its objectives, implementation strategy/ methodology and the pairing of the States/ Union Territories are available in [www.ekbharat.gov.in](http://www.ekbharat.gov.in)

It has been decided by Government of India to intensify the EBSB by spreading it to all the higher education institutions in the country, including all AICTE regulated colleges. A plan of action has been worked out (Annexure-I) and accordingly, your institution is now required to

- Prepare a date-wise action plan covering all activities (As per Annexure-II)
- Identify a Nodal Officer for this activity

We request you to accord highest priority to the action sought and maintain a record of activities under EBSB for sharing with AICTE whenever asked for.

Regards

(Prof. M.P. Poonia)

11/10/19

## Plan of action on Ek Bharat Shreshtha Bharat in Higher Educational institutions

It has been decided in the meeting in PMO that the Ek Bharat Shreshtha Bharat (EBSB) should be intensified and spread to the all the Higher Educational Institutions in the Country with special emphasis on the following institutions:

- A) All Central Universities (40) (Action: JS CU)
- B) All NITs (32) (Action: Addl DG)
- C) All IITs (23) (Action: AS TE)
- D) Other Central Institutions (5) (Action: JS A)
- E) All RUSA funded State Universities/Colleges (Action: RUSA unit)
- F) All AICTE regulated colleges (Action: Chairman AICTE)

### Programme of action for EBSB :-

#### 1. Student exchanges:

Every year, at least (50) students of a HEI in one State will travel and spend 10 days in the paired institution of the paired State. (The pairing of States would be intimated in due course). The purpose would be to learn the language, culture, living styles, festivals, social customs, food habits and such other aspects of the social and cultural affairs of the paired State. The contingent would be led by one or more teachers who will be responsible for the proper organisation of the visit and also for the safety of the students.

The organisation of the student exchange would be done in the following manner:-

- a) Identification of the contingent: Students in each institution may be invited to participate in a competition, such as a quiz regarding paired State. Such students who have exhibited minimum knowledge and understanding of the paired State should be selected.
- b) Conduct of the visit:- The visit will be done in accordance with the dates agreed with the paired institution. Since Indian Railways is expected to give concession for the movement of students under EBSB, it is advised to use the Railways for movement of students to the extent possible. The visiting students would be housed in the hostels of the paired institution. Suitable facilities should be provided by the paired institution for this purpose. The contingent will not only interact with the local students, but would also fan out to visit historical sites, villages around the institution and would learn the language of the paired State. They would also learn the dance and customs of the paired State. Each

of the learning process should be properly documented through photos, videos, write-ups etc.

c) Preparing reports: Each member of the visiting contingents is expected to focus on one aspect of the culture of the State which has been visited; and prepare a small write-up along with photographs within 30 days from the date of return from the visit.

d) Dissemination: The report so prepared would be printed and should be shared using social media accounts like Facebook and Twitter, duly tagging the social media accounts of the Ministry, and EBSB. Apart from above, they will share the findings of the visit with the larger audience in the college.

The cost of the student visit should be locally managed by the institution.

## **2. Youth Festival:**

One institution in every State with adequate infrastructure would be identified to conduct EBSB Youth Festival in which all the Universities (and their affiliated colleges) in their State, and all Universities and affiliated colleges in the paired State, should be invited to participate in various cultural and sports competitions. Similarly, wherever there is TECH festival in IITs etc. there could be special events with the paired State.

## **3. Exchange by teachers:**

In every State, about (50) teachers would be selected (by the RUSA State Coordinator) for exchange visit to the paired State. Teachers so selected should have in-depth knowledge of the culture, music, dance and life style of their State. The teachers' visit would be organised by the paired State RUSA unit, and should facilitate talks and in various HEIs of the State covering as many institutions as possible.

## **4. Screening of films etc:-**

All Higher Educational Institutions in each State should organise screening of the films of the paired State for which the institutions should make suitable arrangements.

## **5. EBSB Day in all Central Institutions:**

In every Central Institution like IIT, NIT, CU, who are having students from various parts of the country, there shall be (10) EBSB days per year @ 1 day per every month depicting the culture of the paired State.

During these days, there shall be food, cultural demonstrations of the paired States along with screening of popular films in both the languages.

**6. EBSB Clubs:**

Every Higher Educational Institution should have a EBSB Club whose aim would be to propagate language, culture of the paired State through various activities (**Action: UGC**). The best EBSB Club would be awarded by Hon'ble Minister on 31<sup>st</sup> October, 2020.

**7. Translation of popular books:**

CIIL, Mysore may be asked to translate the popular books of the paired State into other Indian language. An action plan will be prepared by the CIIL for this purpose.

**Action Plan by HEIs**

In accordance with the above, every institution under MHRD control would need to prepare a date-wise action plan covering all the activities before **22nd October 2019**. This will be printed and released on 31st October 2019. A format in which these activities are to be listed is enclosed.

All HEIs should also identify a nodal officer for this activity for their institution.

**EBSB Campaign Office**

EBSB Campaign Office will be set up in MHRD with the help of 5 young professional to be recruited by Edcil with organisational skills and skills for launching media campaign, content writing and social media management. This Unit should start functioning from 1<sup>st</sup> week of November, 2019 and shall be responsible for coordination the above effort.

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## NAME OF THE INSTITUTION:

S.No.	Type Of Activity	Date Of Identification Of Team/Persons/Event	Date Of Finalization Of Visit/Activity/Event	Date Of Conduct Of Event/Activity	Nodal Person Responsible For Activity And Contact Details	Remarks
1	Identification Of Student Contingent Or Partner State Visit					
2	Youth Festivals					
3	Teachers Exchange					
4	EBSB Day					
5	Screening Of Films					
5	Formation Of EBSB Quality In Institution		X	X		
6	Nomination Of Nodal Person For Entire EBSB Coordination					