

F. No.11018/02/2019-EBSB (Pt-I)
Government of India
Ministry of Human Resource Department
Department of Higher Education
EBSB Cell

Shastri Bhawan, New Delhi
Dated 20th July, 2020

OFFICE MEMORANDUM

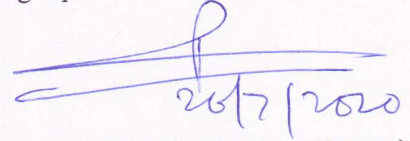
Subject: Guidelines for uploading activities on EBSB Portal – reg.

The undersigned is directed to refer to the subject mentioned above and the activities uploaded by the participating Ministries/ Departments, on the Ek Bharat Shreshtha Bharat portal.

2. It has been noted that some of the activities uploaded by various Ministries/ Departments have no connection to the EBSB themes, nor is there any element of sharing with paired states. It is also noticed that the reports that are uploaded on the portal are often very sketchy, not reflecting how the event in question promoted the spirit of EBSB. A guidelines for uploading the activities on the portal has been therefore prepared and is attached herewith.

3. It is therefore, requested to share the attached guidelines with all nodal officers at the field/ institution level who are responsible for organizing events and uploading reports on the portal to promote the true spirit of Ek Bharat Shreshtha Bharat.

Encl.: As above



26/7/2020

(Pandey Pradeep Kumar)
Under Secretary to the Government of India

To:

Nodal Officers of participating Ministries/ Departments

Guidelines for conducting / reporting activities with regard to the EBSB Campaign

1. Activities conducted should be in accordance with the spirit of Ek Bharat Shreshtha Bharat – which means that they should reflect/ highlight some aspect of life in the state – language, tourism, culture, cuisine, geography, history, festivals, lifestyles, wildlife, architectural styles, implementation of Acts and schemes, state of health, education, economy in the state – anything can be included.
2. Focus MUST be on participation of people from the paired state. In present times this can be done digitally. For eg a college/ school/ other institution in a state can do an online programme / webinar/ quiz/ debate/ sports / tourism related programme etc on any theme and invite students from their paired states to attend these programmes digitally. For this, they can contact another school/ college in the paired state and can also invite students of paired state enrolled in their own institutions.
3. Many events reported on the portal have not adhered to the above guidelines. For example, some colleges have done events of Right to Information Act, Distribution of Relief to Staff, Creating Awareness about Online Classes – where there is neither anything state specific, nor is there any element of participation of paired state. There are many such examples.
4. Swachhta Pledge and other such pledge related activities, can be included only if the pledge is taken in the language of the paired state. Any other activity associated with swachhta will not be a valid activity under EBSB. Videos of such pledge should be uploaded with the report.
5. For conducting activities like ethnic days, food fest, cultural fest, tourism event etc the component of the paired state should be kept in mind. No institution should organize these activities on a stand-alone basis without including the paired state element.
6. For language related activities, the language of the paired state should be the main element.
7. For all the cultural activities, cultural programmes should be done as per the paired state's culture or at least people of the paired state should be participating in the programme. Eg An institution in Maharashtra can do a cultural festival and invite people from Odisha to see it.
8. Activities conducted on festival days will not be valid if they do not highlight the paired state's take on that festival. Holi, Diwali etc. activities should clearly be avoided if they do not contain the state pairing elements. If there are programmes on these festivals, they should bring out the state specific elements.
9. Festivities, special days or special occasions can be organized with the institutions of the paired state
10. For any film screening or cultural activity, the dance and folk traditions of paired states should be kept in mind.
11. However, activities conducted on Indian culture or PAN India activities are very much welcome. Even if these activities are not done with a specific paired state, any activity/ event

done with people participating from different parts of India or activities highlighting diversity of India will be appreciated.

12. For the online activities happening due to COVID 19, it has been observed that any online activity, not in consonance with EBSB theme also gets reported on the portal. This should be avoided.
13. The reports of activities should clearly bring out how the programme promoted the spirit of EBSB. It should mention the participation of the paired state and how the theme was used to promote the spirit of EBSB. Photographs/ videos should be uploaded . INVITATION OR A NOTICE GIVING INFORMATION ABOUT A PROGRAMME THAT IS SCHEDULED CANNOT BE ACCEPTED AS A REPORT.