

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 31st 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 1st week of November, 2019 and shall be responsible for coordination the above effort.

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					