



UNIVERSITY GRANTS COMMISSION

UGC GUIDELINES FOR EK BHARAT SHRESHTHA BHARAT CLUB

Preamble

Whereas India as a nation is marked by diverse linguistic, cultural and religious backgrounds, which is held together into a composite national identity by a rich history;

Whereas the spirit of mutual understanding and a shared history has enabled a special unity in diversity in the country;

Whereas promoting cultural exchanges between people of different regions is essential for furthering human bonding and a common approach to nation-building;

Whereas cultural exchanges would generate understanding and appreciation amongst the people and build mutual bonding, thus securing an enriched value system of unity in the nation;

Whereas the Government of India launched the 'Ek Bharat Shreshtha Bharat (EBSB)' initiative to foster national integration;

Whereas to give a boost to the existing initiative, the University Grants Commission seeks to initiate 'Ek Bharat Shreshtha Bharat Club' (EBSB) in all Higher Educational Institutions to promote cultural connect and enhance interaction between people hailing from different states.

University Grants Commission hereby issues the following guidelines for EBSB clubs in all the higher educational institutions in the Country.

Guidelines

Scope

- a. These guidelines are applicable to all the higher educational institutions (HEIs) in the Country.
- b. They encourage HEIs (universities and colleges) to establish EBSB Clubs, whose aim would be to propagate language, culture of the paired State through various activities.

Implementation of EBSB Clubs:

All HEIs need to establish EBSB Clubs and ensure conduct of activities in these clubs to promote cultural connect. The idea is that each year one state should connect to any other state in India on reciprocal basis. The mutual exchange would promote knowledge of the culture, traditions and practices of different states. The list of paired States/UTs is enclosed. HEIs should evolve a mechanism for implementation and monitoring of such activities. Details of all activities to be uploaded/submitted in the given format (*ENCLOSED*) on University Activity Monitoring Portal (UAMP), UGC (<https://www.ugc.ac.in/uamp/>). The following activities may be conducted in the EBSB Clubs:

1. **Food and Culinary festival;** To promote and provide opportunity to experience and learn the cuisine of the partner State.
2. **Culture day;** To showcase attires, dance, songs, literature, theatre of the partner.
3. **States' Regional movie week;** To showcase documentaries and movies of different regions and States.
4. **Art and handicraft week;** To promote appreciation and learning of inter-regional handicraft and art.
5. **Rashtra bhasha Utsav;** To provide exposure to inter-State languages.
6. **Educational Tour;** To bring out salient features of partnering State.
7. **Heritage/cultural walks;** To provide exposure to varied cultures and heritage.
8. **Language learning Classes;** To promote learning and language.
9. **Competitive Events;** To bring in a friendly spirit of competition while learning. Organize events like essay writing, quiz etc.

The above list is indicative. Universities/colleges may also undertake other innovative activities.

Club Constitution

The Club should comprise of not less than ten members including; nodal officer, teachers (female and male), students (female and male), volunteers from NSS and cadets from NCC. The Club shall be supervised by the Dean, Student Welfare (in case of Universities) and Principal (in case of Colleges).

Format for EBSB Club activities

(for uploading details of activities on University Activity Monitoring Portal, UGC)

Name of the University/College/Institution: _____

Date of formation of the EBSB Club (DD/MM/YYYY): _____

S. N.	Type of Activity	Description of Activity	Start date	End Date	Duration	State Pairing	No. of Participant <i>(student, staff, others)</i>	Upload of video/photos etc. of activity on website. <i>(please give link)</i>

The EK Bharat Shreshtha Bharat Engagement Matrix between States and UTs would be as follows:

- **Jammu Kashmir: Tamil Nadu**
- **Punjab: Andhra Pradesh**
- **Himachal Pradesh: Kerala**
- **Uttarakhand: Karnataka**
- **Haryana: Telangana**
- **Rajasthan: West Bengal**
- **Gujarat: Chhattisgarh**
- **Maharashtra: Odisha**
- **Goa: Jharkhand**
- **Delhi: Sikkim & Assam**
- **Madhya Pradesh: Manipur & Nagaland**
- **Uttar Pradesh: Arunachal Pradesh & Meghalaya**
- **Bihar: Tripura & Mizoram**
- **Chandigarh: Dadra & Nagar Haveli**
- **Puducherry: Daman & Diu**
- **Lakshadweep: Andaman & Nicobar**