



Anmol Arora &lt;tecniawebsite@tecnia.in&gt;

## Fwd: Celebration of Ek Bharat Shreshtha Bharat Week under Azadi ka Amrit Mahotsav - reg

1 message

**Directortias** <directortias@tecnia.in>

Thu, Feb 10, 2022 at 1:24 PM

To: DEAN JMC <deanjmc@tecnia.in>, Ek Bharat Shreshtha Bharat <ebsb@tecnia.in>, Tecnia Student Welfare <studentswelfare@tecnia.in>

Cc: HOD MBA <hodmba@tecnia.in>, Anmol Arora <tecniawebsite@tecnia.in>

----- Forwarded message -----

From: **no-reply** <admin@aicte-india.org>

Date: Thu, Feb 10, 2022 at 1:14 PM

Subject: Celebration of Ek Bharat Shreshtha Bharat Week under Azadi ka Amrit Mahotsav - reg

To: <directortias@tecnia.in>

Dear Sir/Madam,

Greetings from All India Council for Technical Education !

We are happy to inform you that under Azadi Ka Amrit Mahotsav. Ek Bharat Shreshtha Bharat programme has been selected for Iconic Activity during February 2022. It has been decided that Higher Education Institutions (HEIs) in each state will team up with HEIs in their paired states and hold online interactions spread over a 20- day period during 24th February-15th March, 2022.

Each activity has to be reported preferably on the day it is performed on EBSB Portal as well as AKAM Portal. Guidelines for reporting activities may be seen as mentioned below:

For EBSB Portal (<https://ekbharat.gov.in>), login ids already exist with EBSB Nodal persons in HEIs. In case an institution does not have a login id they may let us know at [ebsbmhrd19@gmail.com](mailto:ebsbmhrd19@gmail.com) in the enclosed proforma at Annexure-II

Login Credentials for AKAM Portal (<https://cmsadmin.amritmahotsav.nic.in/EventUser/EventLogin.aspx>)

User code - M10334, Password - Education#123

### Form for registration of Nodal Officers of HEIs on EBSB Portal For getting registered on the EBSB Portal :

please share the following details on the email ID [ebsbmhrd19@gmail.com](mailto:ebsbmhrd19@gmail.com) : 1. Name of the nodal officer: 2. Designation: 3. Name of College/ Institute/ University: 4. Affiliation: AICTE / UGC/ RUSA 5. Category: Centrally Funded HEI/ State University/ Private University 6. Email ID : 7. Phone Number.

In view of the above, AICTE requests your Institution(s) to kindly disseminate this information among all the faculties, Students, staff & others so they can take active participation in the EBSB week.

**PFA:** <https://drive.google.com/file/d/1D5XNp8c9ITD3ZNfZi8Ojh8quFRC49k9t/view?usp=sharing>

Best regards,

Manoj Singh

Assistant Director (eGovernance),

All India Council for Technical Education,

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070

Ph 011-29581330

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Ph: 27555121-22-23-24 Fax: 27555120; Email: [directortias@tecnia.in](mailto:directortias@tecnia.in); [director.tecniaindia@gmail.com](mailto:director.tecniaindia@gmail.com); Website: <http://tiaspg.tecnia.in>



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F. No. 11018/16/2021-EBSB  
Government of India  
Ministry of Education  
Department of Higher Education  
EBSB Cell

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Shastri Bhawan, New Delhi  
Dated the 9<sup>th</sup> February, 2022

OFFICE MEMORANDUM

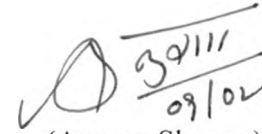
**Subject: Celebration of Ek Bharat Shreshtha Bharat Week under Azadi ka Amrit Mahotsav – reg.**

This is to inform that under Azadi Ka Amrit Mahotsav, Ek Bharat Shreshtha Bharat programme has been selected for Iconic Activity during February 2022.

2. It has been decided that Higher Education Institutions (HEIs) in each state will team up with HEIs in their paired states and hold online interactions spread over a 20- day period during 24<sup>th</sup> February-15<sup>th</sup> March, 2022. A set of brief guidelines in this regard is enclosed at Annexure-I.

3. All the Bureau Heads, AICTE, UGC and RUSA are requested to share the guidelines with autonomous bodies/ institutions under their administrative control and ensure their active participation in the EBSB week.

Encl.: As above.

  
30/11  
09/02/2022

(Anurag Sharma)  
Deputy Secretary (EBSB)  
Ph.: 011-23387538

To

1. Shri Rakesh Ranjan, AS (TE)
2. Shri Vineet Joshi, AS(Edu)
3. Sh. P.K. Banerjee, JS(Mgt)
4. Smt. Kamini Chauhan Ratan, JS(HE)
5. Ms. Saumya Gupta, JS(NIT)
6. Shri Mrutyunjay Behera, Economic Advisor (CU & Admn)
7. Chairman, AICTE
8. Secretary, UGC
9. National Coordinator, RUSA
10. Vice Chancellor, IGNOU

Copy for information to:

1. Ms. Geetu Joshi, Economic Advisor, D/o SE&L
2. PPS to JS(ICC & Vig.)

**Ministry of Education**  
**Department of Higher Education**  
**EBSB Cell**  
**AKAM-EBSB : Event in Virtual Mode**

**Background**

Under Azadi Ka Amrit Mahotsav, the Ek Bharat Shreshtha Bharat prog has been selected for Iconic Activity during February 2022.

EBSB is a programme aimed at celebrating India's diversity through continuous, sustained engagement between people from different parts of the country. The engagements cover various aspects of life – language, society, culture, economy, food, festivals, tourist spots, sports and a lot more. States and UTs have been paired with each other, and engagements take place between paired states.

During the month of February 2022, D/o Higher Education is organizing Iconic Activity as part of Azadi Ka Amrit Mahotsav. Keeping in view the current situation due to Covid 19 wave, it has been decided to organize the activities in online mode.

**1. Guidelines for the event : Higher Education Institutions**

- All HEIs – Central, State, Private can participate
- Each institution will identify an institution in their paired state and tie up with them for the programme. (as per list of EBSB state pairings attached at Annexure-III)
- Alternatively, institutions on both sides can team up in groups for the activities.
- Each institution / group of institutions can have a team of faculty and students coordinating the events, with one person assigned as Nodal person
- While selecting students for participation care must be taken have a balanced representation of girls, boys, students from different categories and different streams.
- Total participation from each HEI should be at least 25
- It should be ensured that at least 50 % of the participating students are active on social media.
- The possible areas of activities are suggested under the programme details. *This list is only indicative.*
- During the event it should be ensured that students from the paired states *share their ideas and experiences with each other.* There should be *active interaction between them*, which is the goal of Ek Bharat Shreshtha Bharat.
- The programme will be spread over 20 days during which each pair of institution / group will be expected to do at least 5 activities
- Each activity has to be reported *preferably* on the day it is performed on EBSB Portal as well as AKAM Portal. Guidelines for reporting activities may be seen as mentioned below:
  - For EBSB Portal (<https://ekbharat.gov.in>), login ids already exist with EBSB Nodal persons in HEIs. In case an institution does not have a login id they may let us know at [ebsbmhrd19@gmail.com](mailto:ebsbmhrd19@gmail.com) in the enclosed proforma at Annexure-II

- Login Credentials for AKAM Portal (<https://cmsadmin.amritmahotsav.nic.in/EventUser/EventLogin.aspx>): User code - M10334, Password - Education#123
- Institutes/ EBSB group of the institute / students / faculty to share short videos and photographs of each activity being held on social media – Twitter/ Facebook/ Instagram etc. under hashtag: ‘#EBSBxAmritMahotsav’ and also tag the following:
  - *Facebook:* @EduMinOfIndia, @EBSB.EDUMIN, @AzadiKaAmritMahotsav
  - *Twitter:* @EduMinOfIndia, @EBSBEduMin, @AmritMahotsav
  - *Instagram:* @ eduminofindia, @ ebsb\_edumin, @amritmahotsav
- *The best posts will be shared through M/o Education / EBSB social media handles.*
- At least 5 students from each HEI shall submit their Write –ups / Blogs on the EBSB Portal. Selected blogs will be shared through social media handles of M/o Education/ EBSB Cell.
- A final report containing compilation of all activities should be submitted at the end of the programme.

## 2. **Online Interaction between paired institutions from paired states**

- HEIs from each state will conduct activities with HEIs of their paired states.
- Each of the HEI will constitute a team of faculty, with a Nodal Person for coordinating the activities with their partner institution in their paired states.
- The paired institutions will organize online activity between their students, based on the major themes under Ek Bharat Shreshtha Bharat including exchange based on culture, language, tourism, sports, cuisine, festivals.
- There can be presentation by cultural troupes of each state, lecdem, interaction with important cultural personalities – literary figures, dancers, painters, singers etc.
- Virtual tour of important tourist attractions / monuments.
- Local Cuisine.
- Talk / presentation by experts regarding the lead industry / handicraft of the states.
- Quiz on each other’s language – introduction to the Bhasha Sangam App.
- Presentation on local / indigenous sports. Virtual meeting with important sportsperson of the states.

**Form for registration of Nodal Officers of HEIs on EBSB Portal**

For getting registered on the EBSB Portal, please share the following details on the email ID [ebsbmhrd19@gmail.com](mailto:ebsbmhrd19@gmail.com) :

1. Name of the nodal officer:
2. Designation:
3. Name of College/ Institute/ University:
4. Affiliation:                   AICTE / UGC/ RUSA
5. Category:                   Centrally Funded HEI/ State University/ Private University
6. Email ID :
7. Phone Number:

## Annexure-III

### Ek Bharat Shreshtha Bharat State Pairing Matrix

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