Press Information Bureau and Regional Outreach Bureau, Jammu organised a webinar on ‘Ek Bharat Shreshtha Bharat’ (EBSB) in close coordination with PIB Chennai and ROB Chennai (paired states) on 31st August, 2020 on the theme of EBSB with special focus on dances of J&K, Ladakh and Tamil Nadu which was jointly chaired by Shri Venkateshwar, Director General (South), Press Information Bureau and Smt. Devpreet Singh, Addl. Director General, PIB, North Zone.

Total no of Participants- 70 that includes Artists of ROB, Chennai and J&K, students of Jammu University, Degree College Bhadarwah (Doda, J&K), Kalakshetra Foundation Chennai, Music & Fine arts institute J&K, Local institutes. Locals, officers & officials of various departments, universities and colleges also participated.
List of Speakers:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Speakers</th>
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<tr>
<td>1.</td>
<td>Shri Kamal Sharma, Rhythmist, Folk Dancer, Cultural Expert &amp; Former DSP, J&amp;K Police</td>
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<td>2.</td>
<td>Smt. Revathi Ramachandran, Director, Kalakshetra Foundation, Chennai</td>
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<td>3.</td>
<td>Shri Shafiq Qureshi, Writer, Director &amp; Choreographer, Kashmir</td>
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<td>4.</td>
<td>Shri Tsweang Rigzin, Director, Art &amp; Cultural organization, Bodh Kharbo, Kargil (Ladakh)</td>
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</table>

The objectives of Ek Bharat Shreshtha Bharat being to celebrate the unity in diversity of our Nation, to promote the spirit of national integration, to showcase the rich heritage and culture, customs and traditions of either State for enabling people to understand and appreciate the diversity of India.

The speakers varied from fields of Folk Dances of Jammu, Kashmir, Ladakh and Tamil Nadu and Classical Dances of Tamil Nadu, Scholars from the fields of Art and Culture, Former Bureaucrats and other diverse fields.

The webinar was focussed on various aspects related to the Ek Bharat Shreshth Bharat, brief History of Folk as well as Classical Dances of Jammu, Kashmir, Ladakh and Tamil Nadu. Scope of cultural exchange through various dance forms of J&K, Ladakh and Tamil Nadu. Overall view of various forms of Folk dances and History of origin, occasion and importance of performing, music and attires used in these dance forms. Various dance forms were showcased using short videos, photographs and Power point presentations.

Points Highlighted by key Speakers

In his opening remarks, Shri Venkateshwar, Director General (South), Press Information Bureau while welcoming the participants and the guests said that this webinar is an opportunity for the students and other participants to learn about the culture and especially the versatile dance forms of the partner states.

Smt. Devpreet Singh, ADG, North Zone, in her address, said that reciprocity and mutual interaction between people of various regions of India was essential for developing common understanding and appreciation for people of other regions and cultures. This, she said, was the basis for strengthening cultural diversity of India.

Neha Jalali, Deputy Director and Head of PIB & ROB J&K said that though the pandemic had restricted field outreach but had opened up new vistas for increasing digital footprint of Government Departments especially in terms of information dissemination and outreach.
Shri Kamal Sharma, Rhythmist, Folk Dancer, Cultural Expert & Former DSP, J&K Police said that apart from scenic beauty Jammu is also having rich treasurer of various folk dances which are performed during the rituals of religious, festive and marriage ceremonies. He gave a presentation of various folk dances of Jammu region.

Smt. Revathi Ramachandran, Director, Kalakshetra Foundation, Chennai spoke about various folk dances of Tamil Nadu. She also presented short videos on historical folk dances like Alarppu, Therukoothu, Poikkl Kuthirai, Karagam and Bharat Natyam. Quoting Natyashathra by Bharat Muni She gave historic insight of origin of various forms of dances of Tamil Nadu. She also talked about preservation of various classical dance forms by Government of India.

Shri Shafiq Qureshi, Writer, Director & Choreographer enlightened the participants about various folk dance forms of Kashmir viz., Rouf Dances, Damali Dance, Bachh Nagma, Chakhri and Pahari Dance through short videos and photographs.

Shri Tsweang Rigzin, Director, Art & Cultural organization, Bodh Kharbo, Kargil (Ladakh) spoke on various folk dances of Ladakh. He said that music plays a vital role in performing folk dances of Ladakh viz., Drums, Shenai, Damroo, Bells, Flute and Double Flute. He also said that various dance forms of Ladakh are Mask dance, Aryan dance, Jabroo dance etc. He used Power Point Presentation and short videos to make the presentation colourful.

Shri Kamraj Jayaraman, Joint Director, Regional Outreach Bureau Chennai proposed the vote of thanks.

**Media Coverage**

1. **Newspaper Coverage**

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<tr>
<th>S.No.</th>
<th>Name of Newspaper</th>
<th>Date</th>
<th>Headline</th>
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<tbody>
<tr>
<td>1.</td>
<td>State Times</td>
<td>31-07-2020</td>
<td>PIB, ROB Jammu organize webinar on EBSB</td>
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<td>2.</td>
<td>The Northlines</td>
<td>31-07-2020</td>
<td>Webinar on “Ek Bharat Shresth Bharat” organised</td>
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<td>4.</td>
<td>North-in-New</td>
<td>31-07-2020</td>
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<td>5.</td>
<td>Arising State</td>
<td>31-07-2020</td>
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<td>6.</td>
<td>Bold Gold</td>
<td>31-07-2020</td>
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<td>7.</td>
<td>Nai Roshani</td>
<td>31-07-2020</td>
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<td>8.</td>
<td>Dogra Herald</td>
<td>31-07-2020</td>
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2. **Electronic Media Coverage**
Media coverage was provided by DD Jammu and telecast in Dogri News Bulletin

3. **Social media Coverage**

Tweeted by Twitter Handle PIB J&K and ROB J&K and retweeted by twitter handles of BOC and all FOBs of J&K.

The webinar was also live streamed from YouTube channel

**Tweets**
Regional Outreach Bureau, J&K @MinOfCultureGoL

A webinar on #ekbharatsreshthabharat was organized by ROB and PIB J&K & Chennai on ‘Insight into DANCES of J&K, Ladakh & Tamil Nadu’ today which was jointly chaired by Shri Venkateshwar, DG (South) PIB and Smt. Devpreet Singh, ADG ROB and PIB, North Zone.

Bureau of Outreach & Commu... @EBSB_Edumin was organized by @ROBJammuKashmir, @PIBSrinagar, @ROBCHENNAI_MIB & @pibchennai on ’Insight into Dances of J&K, Ladakh & Tamil Nadu’ which was jointly chaired by Shri Venkateshwar, DG (South) PIB & Smt. Devpreet Singh, ADG ROB & PIB, North Zone.

PIB in Jammu and Kashmir @PIB... PIB and ROB Jammu organised a webinar on ‘Ek Bharat Shreshtha Bharat’ (EBSB) in close coordination with PIB Chennai and ROB Chennai in order to give wide dissemination to the themes of EBSB with special focus on dances of J&K, Ladakh and Tamil Nadu.

@PIB_India @pibchennai
Press Information Bureau
Government of India

JAMMU

Daily Excelsior

04.07.2022

Webinar on 'Ek Bharat Shresth Bharat' organized by PIB, ROB

Ernakulam Correspondent

JAMMU, Aug 2: Press Information Bureau (PIB) and Regional Outreach Bureau (ROB), Jammu organized a webinar on 'Ek Bharat Shresth Bharat (EBS) - a joint initiative with ROB Central and ROB Jammu - in order to generate awareness and promote the culture of the J&K, Ladakh and Transval areas.

The webinar was inaugurated by Vishwakarma, Director (PIB), PIB and Deepak Singh, Additional Director General, PIB, Jammu. The webinar was also attended by Surjeet Bank, Director, PIB, Jammu; Kamalakshya Jamdar, Joint Director, ROB, Jammu; and Nita Jadhav, Deputy Director, ROB & PIB, Jammu. The webinar was moderated by Abhishek Kumar, Assistant Director, PIB, Jammu.

In his opening remarks, Vishwakarma said that the webinar is an opportunity to impart the culture and values of the people of the J&K, Ladakh, and Transval areas.

Deepak Singh, in his address, said that intercultural and inter-regional interaction between the people of various regions of India is essential for developing a common understanding and appreciation for people of other regions and cultures.

Nita Jadhav said that though it is impossible to mention all the initiatives, it is important to note that initiatives are being taken to promote various aspects of the culture and values of the J&K, Ladakh, and Transval areas.

Amrit Singh, a renowned folk dancer, folk music, and folk dance expert, was the keynote speaker. He highlighted the importance of the J&K, Ladakh, and Transval areas in the context of the EBS initiative and emphasized the need for promoting the culture and values of these regions.

The webinar was attended by artists from ROB Jammu, PIB Jammu, and several Indian institutions, including Jamia Millia Islamia, Indira Gandhi Open University, and National Institute of Design.

The webinar concluded with a presentation of various folk dances from different regions of the J&K, Ladakh, and Transval areas.

Jamia Millia Islamia, Indira Gandhi Open University, and National Institute of Design.
Webinar on 'Ek Bharat Shreshth Bharat' organised by PIB & ROB Jammu

JAMMU, Aug 26

F. I. S. E. S. Information Bureau and Regional Outreach Services, Jammu organised a webinar on the theme of 'Ek Bharat Shreshth Bharat (EBSB)' in collaboration with PIB Channel and ROB Jammu, to promote the unity in diversity of the country by showcasing its rich heritage and culture through traditional art forms and performance by young experts from across the country.

The webinar was attended by a large number of participants, including students, teachers, and cultural enthusiasts from various parts of the country.

The webinar was moderated by Sunita Singh, the Director General of the Information Bureau, Jammu. She welcomed the participants and introduced the theme of the webinar, which was to highlight the diversity and richness of the Indian culture through traditional art forms.

The webinar featured performances by young artists from different parts of the country. The artists showcased their skills in traditional art forms such as dance, music, and folk music, which are an integral part of the cultural heritage of India.

The performances were accompanied by a detailed explanation of each art form, highlighting its significance and the cultural values it represents.

The webinar was concluded with a vote of thanks to all the participants for their active participation and for showcasing the richness and diversity of Indian culture.

The Information Bureau and ROB Jammu are committed to promoting the rich cultural heritage of India and to spreading awareness about the importance of preserving and preserving our cultural legacy for future generations.
PIB, ROB Jammu organize webinar on ‘Ek Bharat Shresth Bharat’

The webinar was also attended by Shri Kuilut Qureshi, Waseda University; Dr. Naveed Akhtar, University of Kashmir; Dr. Sajid Mir, University of Kashmir; Dr. Sajad Ahmad, University of Kashmir; Dr. Firdous Ahmad, University of Kashmir; and Dr. Shabir Ahmad, University of Kashmir.

The webinar was also attended by representatives from various organizations, including the Jammu and Kashmir Tourism Development Corporation, the Jammu and Kashmir Information and Public Relations Department, and the Jammu and Kashmir State council of Higher Education.

The webinar was also attended by students from various universities, including the University of Jammu, the University of Kashmir, and the Jammu and Kashmir State council of Higher Education.

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Webinar on ‘Ek Bharat Shresth Bharat’ organised by PIB & ROB Jammu

The webinar was attended by Shri. Gauri Shankar, Director, PIB, Jammu, Shri. Kansal, Joint Director, ROB, Jammu and M/s. Nishi Jindal, Deputy Director, ROB, Jammu. The webinar was moderated by Shri. Abhisek Kumar, Ass. Director, PIB, Jammu.

The objectives of Ek Bharat Shresth Bharat being to celebrate the unity in diversity of our Nation, to promote the spirit of national integration, to showcase the rich heritage and culture, customs and traditions of other State for enabling people to understand and appreciate the diversity of India.

In his opening remarks, Shri. Venkateshwarlu, Director General (South), Press Information Bureau while welcoming the participants and the guests said that this webinar is an opportunity for the students and other participants to learn about the culture and especially the cultural dance forms of the partner states.

CONT'D ON PG 2
Webinar ‘Ek Bharat Shresth Bharat’ organised by PIB & ROB Jammu

KARAGAM

JAMMU, J&K

The webinar was also attended by other stakeholders, including the Jammu and Kashmir Tourism Department, the J&K State Tourism Development Corporation, and various tourism-related organizations.

The objectives of the webinar were to promote the rich cultural heritage of Jammu and Kashmir, to showcase the diverse tourist attractions, and to encourage sustainable tourism practices.

The webinar was moderated by Mr. Deepak Gupta, the Director of the Jammu and Kashmir Tourism Development Corporation.
Webinar on 'Ek Bharat Shreshth Bharat' organised by Jammu PIB & ROB

JAMMU, AUG 31
Press Information Bureau and Regional Outreach Bureau, Jammu organises a webinar on 'Ek Bharat Shreshth Bharat' (EBSB) in co-ordination with PIB Chennai and ROB Chennai in order to give wide dissemination to the theme of EBSB with special focus on dances of J&K, Ladakh, and Tamil Nada which was jointly chaired by Shri Venkataraman, Director General (South), Press Information Bureau and Shri. Deepak Singh, Addl. Director General, PIB, North Zone.

The webinar was also attended by Shri Gymz Bawa, Director, PIB, Jammu, Shri Kamraj Jaryagan, Joint Director, ROB, Chennai and Ms Neha Jakhi, Deputy Director, ROB & PIB, Jammu. The Webinar was moderated by Shri. Abhishek Kumar, Asst. Director, PIB, Jammu.

The objective of 'Ek Bharat Shreshth Bharat' being to celebrate the unity in diversity of our Nation, to project the spirit of national integration, to showcase the rich heritage and culture, customs and traditions of different States for enabling people to understand and appreciate the diversity of India.

In his opening remarks, Shri Venkataraman, Director General (South), Press Information Bureau while welcoming the participants and the guests said that the webinar is an opportunity for the students and other participants to learn about the culture and especially the versatile dance forms of the partner States.

Shri Deepak Singh, in his address, said that participation and mutual interaction between people of various regions of India was essential for developing mutual understanding and appreciation for people of other regions and cultures. This, he said, was the basis for strengthening cultural diversity of India.

Ms Neha Jakhi, Deputy Director, PIB & ROB J&K, said that through the pandemic, field outreach had restricted and had opened up new vistas for increasing digital footprint of Government Departments to especially in terms of informative dissemination and outreach.

Shri Kuwar Sanyal, Rhythmist, folk dancer, Cultural Expert & Former DSP, HP, Police said that apart from scenic beauty, Jammu is also having rich treasure of various folk dances which are performed during the rituals of religions, festive and marriage ceremonies. He gave a presentation of various folk dances of Jammu region.

Shri. Brodhit Ramachandran, Director, Vallabhbhai Foundation, Chennai, spoke about various folk dances of Tamil Nadu. She also presented short video on historical folk dancer like Alorpu, Thimithiruthu, Pakkil Kulam, Kangai and Bharath Natyam. Quoting Natarajarathy by Bharat Natyam, he gave a glimpse of origin of various forms of dances of Tamil Nadu. She also talked about the preservation of various classical dance forms by Government of India. Shri Shaik Qureshi, Writer, Director & Choreographer enlightened the participants about various folk dance forms viz. Rond Dance, Dandi Dance, Barin Dance, Chakki and Puli Dance of Kathmil Valley through short videos and photographs.

Shri Deepak Singh, Director, Art & Cultural Department, J&K, spoke about various folk dance forms of Ladakh. He also spoke about the various dance forms of Ladakh like Dran, Shemai, Damarwe, Belsa, Flame and Double Flame. He also spoke about various dance forms of Ladakh like Damarwe, Aryan Dance, Jabeen Dance etc.

He used Power Point Presentation and short videos to make the presentation colourful.

Besides, the webinar was also attended by students of ROB Chennai, ROB Jammu and Students from Jammu University, Degree College Shikderkhar, MBA and Fine Arts Jammu & Chennai, Vallabhbhai Foundation, Chennai & Frank Institute of Business.
Webinar on ‘Ek Bharat Shreshth Bharat’ organised by PIB & ROB Jammu

JAMMU, AOGI 20 Press Information Bureau and Regional Office Jammu organized a webinar on ‘Ek Bharat Shreshth Bharat’ (EBSB) in close coordination with PIB Jammu and ROB Channel in order to give wide dissemination in the rhythm of EBSB with special focus on dances of JK, Ladakh and J&K which was jointly chaired by Shri Venkateswar, Director General (Media), Press Information Bureau and Shri Deepesh Singh, ADG, Director General, PIB, North Zone.

The webinar was also attended by Shri Gour Babu, Director, PIB, Chennai, Shri Kesar Singh, Director, ROB, Chennai and Miss Nisha Patel, Deputy Director, ROB & PIB, Jammu. The Webinar was moderated by Sh. Atul Chakraborty, ADG, Director, PIB Jammu.

The objectives of EBSB (Ek Bharat Shreshth Bharat) being to celebrate the unity in diversity of our Nation to promote the spirit of national integration, to showcase the rich heritage and culture, languages, music and dance of the country, enabling people to understand the diversity of India.

In his opening remarks, Shri Venkateswar, Director General (Media), Press Information Bureau while welcoming the participants and said that this webinar is an opportunity for the students and other participants to learn about the culture and especially the traditional dance forms of the partner states.

Shri Deepesh Singh, in his address, said that there are several exchanges and interactions between people of various regions of India which are essential for understanding, respecting and appreciating people from other regions and cultures. This, he said, was the basis for celebrating the rich diversity of India.

Mr. Venkateswar, Deputy Director, PIB & ROB Jammu said that through the theme of Ek Bharat Shreshth Bharat, the webinar aimed to open doors and windows to various states and increase the awareness of the rich cultural heritage of the country.

The Webinar also featured short videos of various folk dances from different regions of India, such as the traditional dance of Ladakh, the folk dance of Jammu and Kashmir, and the folk dance of Uttarakhand. These videos were a highlight of the webinar and helped to create a sense of unity and diversity among the participants.

The webinar was also attended by artists of ROB Chennai, ROB Jammu and Students of Jammu University, Degree College of Music and Dance Arts, Handicrafts Foundation, Jammu & local Institutions of Jammu.
Webinar on 'Ek Bharat Shresth Bharat' organised by PIB & ROB Jammu

Jammu, August 30

Press Information Bureau and Regional Outreach Bureau, Jammu, organised a webinar on 'Ek Bharat Shresth Bharat' (EBS) to create awareness among Jammu and ROB, Jammu, to generate widespread interest and awareness in the theme of EBS with special focus on states of J&K, Ladakh and Jammu & Kashmir, which was jointly chaired by Shri Venkateshwar, Director, General (S) PIB, and Shri Dinesh Singh, Joint Director General, PIB, Jammu. The webinar was attended by Sh. Abid Rehman, Chairman, Press Information Bureau, and Shri Dinesh Singh, Joint Director General, PIB, Jammu.

The objectives of EBS (Ek Bharat Shresth Bharat) are to celebrate the unity in diversity of our Nation, to promote the spirit of national integration, to showcase the rich heritage and culture, customs and traditions of our country for all people to understand and appreciate the culture of India. In his opening remarks, Shri Venkateshwar, Director General (S) PIB, Press Information Bureau, while welcoming the participants, said that the webinar is an opportunity for the students and other participants to learn about the culture and especially the various dance forms of the country’s states.

Shri Dinesh Singh, Joint Director General, PIB, Jammu, in his address, said that the unity and mutual interaction between the people of various regions of India was essential for developing a common understanding and appreciation for people of other regions and cultures.

This, he added, was the basis for strengthening cultural diversity of India.

Shri Nafeel Nadiq, Deputy Director, PIB & ROB, J&K, said that through the webinar, the participants had an opportunity to learn about the various dance forms of the country’s states, especially in terms of information dissemination and outreach.

Shri Ram Pal, Director, Cultural, Cultural Expert & Farmer, RSVP, J&K, said that apart from showcasing the cultural diversity of various folk dances, the webinar also had a focus on various folk dances like Manipuri, Kathakali, Srilankan, and others. He further added that the webinar was an opportunity to teach students the various forms of dance and music, which are a rich source of traditional music and dance forms.

Shri Ravi Shankar, Joint Director, Press Information Bureau, Jammu, also spoke about various folk dances of Jammu and Kashmir. He also presented short videos of various folk dances like Manipuri, Kathakali, Srilankan, and others. He further added that the webinar was an opportunity to teach students the various forms of dance and music, which are a rich source of traditional music and dance forms.

Shri Rajesh Verma, Joint Director, Press Information Bureau, Jammu, also spoke about various folk dances of Jammu and Kashmir. He also presented short videos of various folk dances like Manipuri, Kathakali, Srilankan, and others. He further added that the webinar was an opportunity to teach students the various forms of dance and music, which are a rich source of traditional music and dance forms.