

Report on 'Ek Bharat Shreshtha Bharat' Club Launch

15 /02/2020

'Ek Bharat Shreshtha Bharat' campaign has been launched to promote cultural unity among various states of the country. It is 18-days long campaign that will continue till the 28th of February 2020. The objective of this campaign is to promote the spirit of national integration through various cultural activities.

As per the agenda of Ek Bharat Shreshth Bharat, the concept of a nation for India is based on cultural diversity. Unity has been established by integrating these variations of cultural elements like language, religion, caste, customs, food and living in India.

The broad objectives of the initiative are as follows

- i. To CELEBRATE the Unity in Diversity of our Nation and to maintain and strengthen the fabric of traditionally existing emotional bonds between the people of our Country;
- ii. To PROMOTE the spirit of national integration through a deep and structured engagement between all Indian States and Union Territories through a year-long planned engagement between States;
- iii. To SHOWCASE the rich heritage and culture, customs and traditions of either State for enabling people to understand and appreciate the diversity that is India, thus fostering a sense of common identity
- iv. TO ESTABLISH long-term engagements and,
- v. TO CREATE an environment which promotes learning between States by sharing best practices and experiences.

'Ek Bharat Shreshtha Bharat' Club

Every Higher Educational Institution should have an EBSB Club whose aim would be to propagate language, culture of the paired State through various activities. It should meet one day in a month. EBSB Club is for every institution and pairing of institutions is not required. The best EBSB Club would be awarded by Hon'ble Minister on 31st October, 2020.

At IMDR Pune '**Ek Bharat Shreshtha Bharat' Club** has been formed in order to achieve the given objectives:

1. To celebrate the Unity in Diversity of our Nation.
2. To promote the spirit of national integration.
3. To showcase the rich heritage and culture of different States.

The ESBS Club comprises of the ten members representing the student volunteers and faculty members. Their names are given as follows:

1. Dr. Shruti Nagar
2. Dr. Vipra Tiwari

3. Chetan Ingle
4. Manab Saha
5. Komal Mulchandani
6. Deepti Tiwai
7. Aishwarya Chanchad
8. Shubhadha Narsale
9. Prithviraj Sutar
10. Abhijit Mahunta

The club aims to organise various activities in order to achieve the aforesaid objectives.

The 'Ek Bharat Shreshtha Bharat' Club has been launched on 15 February 2020 in the auditorium of IMDR. The CEO of DES, Dr. Shriram Nerlekar and Director IMDR, Dr Shikha Jain have graced the event as the guest of honour and launched the club in the presence of faculty members and the students. IMDR students represented the culture of different states with their performances in regional languages and dresses. The students have shown their enthusiasm in promoting the spirit of national integration. The club is committed to organise cultural and literary events to showcase the cultural heritage, industrial resources and other specialities of different states of India.