



**YUVA SANGAM PHASE 5 (युवा संगम फेज 5)**

**REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA**



# **YUVA SANGAM PHASE-V**

Exposure visits of youth to various states of India  
under

**EK BHARAT SHRESHTHA BHARAT**

Education-Cultural Exchange Trip of

**ODISHA ↔ MAHARSHTRA**

**MAHARSHTRA ↔ ODISHA**

26<sup>th</sup> November to 6<sup>th</sup> December 2024



ज्ञानम् जयति सर्वत्र  
**IIM MUMBAI**

**REPORT  
BY  
IIM MUMBAI**



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)



## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### Yuva Sangam Phase V: Education-Cultural Exchange Trip Maharashtra - Odisha under Ek Bharat Shreshtha Bharat Club



शिक्षा मंत्रालय  
MINISTRY OF  
EDUCATION



### YUVA SANGAM (युवा संगम)

Exposure Visit of Youth to Various States of India

### EK Bharat Shreshtha Bharat

*With the spirit of national integration, enhancing  
mutual interaction and understanding*

## IIM MUMBAI

is proudly organising

### Phase V

Education - Cultural Exchange Trip

Maharashtra - Odisha

IIM Mumbai – IIT Bhubaneswar





# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



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#### Ek Bharat Shreshtha Bharat (EBSB) Club Team:

- Prof. Nikhil K. Mehta – Coordinator
- Prof. Nikhil Ghag – Nodal Officer
- Prof. Ajay Kumar Panda - Member
- Prof. Vidyadhar Gedam – Member
- Prof. Rosalin Sahoo - Member
- Shri Pramod T Sudrik - Member
- Shri Md. Aftab Alam – Member



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### 1. MESSAGE FROM DIRECTOR IIM MUMBAI

It gives me immense pleasure to share the report of Yuva Sangam Phase 5, an excellent initiative undertaken by the Ministry of Education under the Ek Bharat Shreshtha Bharat program. This program is unique in its approach for the exchange of cultures and national integration through the bringing together of youth from all walks of life and the encouragement of a shared understanding of our nation's rich heritage.

It was a great privilege for the Indian Institute of Management Mumbai to host this phase and enable the sharing of ideas, traditions, and aspirations among delegates from Maharashtra and Odisha. This program's careful planning and execution, with its 5Ps alignment: Paryatan (Tourism), Parampara (Traditions), Paraspar Sampark (People-to-People Connect), Prodyogiki (Technology), and Pragati (Development), were manifestations of our faculty, staff, and participants' collective commitment.

I thank all stakeholders, including IRCTC, AICTE, the faculty coordinators, and the volunteers, who worked tirelessly for this effort to be a success. Special thanks are in order to the participants, who took this ride with eagerness and left as champions of cultural homogeneity and mutual respect.

This report documents the work and achievements of Phase 5 but also marks our challenges overcome and best practices established, thus becoming a guide for future phases.

As we continue to contribute to such transformative initiatives, I am sure that Yuva Sangam will create an indelible impression on the participants and make the way for stronger bonding among the states of India.

**Prof. Manoj Tiwari**

Director

Indian Institute of Management Mumbai



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### 2. BACKGROUND NOTE

The Ek Bharat Shreshtha Bharat (EBSB) program has been conceptualized and championed by the Hon'ble Prime Minister to enhance interaction & mutual understanding between people of different States/ UTs in India. Initiatives and campaigns under EBSB, made possible by the active collaboration and support of participating Ministries/Departments and State governments, bear testimony to the 'Whole of Government' approach. One such special initiative, the 'Yuva Sangam' program, was introduced as part of EBSB in early 2023 to enhance interpersonal connections and build empathy among the youth of our nation.

Yuva Sangam is an ongoing education cum cultural exchange that celebrates diversity at its core wherein participants gain an immersive experience of various aspects of life, natural landforms, development landmarks, recent achievements, and youth connect in the host state through exposure tours of 5-7 days. These tours offer multidimensional insights to the youth under five broad areas - the 5 Ps, i.e. Paryatan (Tourism), Parampara (Traditions), Pragati (Development), Prodyogiki (Technology) and Paraspar Sampark (People-to-people connect). The program aligns with the vision of the National Education Policy (NEP) 2020 through its emphasis on experiential learning and imbibing first-hand knowledge of the rich diversity of India.

As India embarks on the fifth phase of the program, promising opportunities await students and youth. The country's Higher Education Institutions (HEIs) were identified to participate in this enriching journey. In this alignment, the Indian Institute of Management Mumbai is proud to be identified as one of the twenty nodal institutions and is aligned with Odisha.

While we have sent 48 delegates from Maharashtra to Odisha, we have received 48 students and five coordinators from Odisha on this educational cum cultural trip to Maharashtra. They will experience the culture of Maharashtra from November 29 to December 03, 2024. The selection of Yuva Sangam delegates, the identified HEIs, designed itineraries for the tours in a holistic manner, in coordination with multiple stakeholders, to provide all-encompassing exposure to the youth under the five broad areas highlighted above. In addition, meaningful interactions with industrial bodies, associations, dignitaries (especially the Governor/ Chief Minister), local heroes, start-up entrepreneurs, artists, singers, sportspersons, musicians, SHGs, NGOs, stalwarts from various spheres were arranged as part of the tour to enrich the overall experience and learnings of the Yuva Sangam delegation.

**Prof. Nikhil K Mehta**

*Coordinator, EBSB*

IIM Mumbai



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### 3. ACKNOWLEDGEMENT

India has always been a quintessential repository of varied language, geographical landscape and home to myriad languages. Confluence of these existing heritage would have been possible by the initiative of the Government of India. Cherishing the idea of unity in diversity of our nation and to develop understanding and establish long term engagement between States, the govt. of India has initiated the YUVA SANGAM 2024 under the ages of Ek Bharat Shreshtha Bharat. We are deeply indebted to our Prime Minister Shri Narendra Modi for emphasizing the confluence of states, which offered us a chance to spread the rich history, culture and beauty of Maharashtra.

We would like to extend our deepest gratitude to the Ministry of Education for providing a wonderful opportunity to strengthen the fabric of traditionally existing emotional bond through the multidimensional Learnings which includes Paryatan (Tourism), Parampara (Tradition), Pragati (Development), Prodyogiki (Technology), and Paraspar Sampark (People to People Connect).

This exchange not only introduced the people of the two regions to different customs, it also made boundaries between traditions fluid and dynamic with parts of one flowing into the other. This would not have been possible without unwavering support and effort of the State Government of Maharashtra and Tourism Department of Maharashtra. They helped in planning the tour for Yuva Sangam-Odisha team, obtaining the necessary administrative approval for organizing and shaping the event.

We would like to mention special acknowledgment to the Director IIM Mumbai, Prof. Manoj Kumar Tiwari, for his relentless guidance and insights into offering an immersive experience to the Odisha team. Prof. Nikhil K Mehta, EBSB Coordinator, remained an instrumental to roll out the program very smoothly. A heartfelt gratitude to all the committee members of EBSB/Yuva Sangam Phase 5 for extending continuous support and coordination.

Indeed, Yuva Sangam has fostered a sense of harmony and brotherhood, despite having cultural, regional, or social differences. It developed empathy and connected between the state Odisha-Maharashtra. It is imperative that the knowledge of this shared heritage is passed down to the younger generations and they are provided with a perspective about India's cultural and civilization ethos to make it a huge success and contribute immensely towards the Ek Bharat Shreshtha Bharat.

**Prof. Nikhil Ghag**  
Nodal Officer, EBSB  
IIM Mumbai



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

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### 4. ABOUT YUVA SANGAM (युवा संगम)

Yuva Sangam (युवा संगम) under Ek Bharat Shreshtha Bharat is an initiative by the Government of India to strengthen people-to-people connections, especially between youth belonging to Northeastern India and other States.

In the spirit of 'Ek Bharat Shreshtha Bharat', Yuva Sangam (युवा संगम) aims to focus on conducting exposure tours of youth between the 8 North Eastern States and other States. The objectives are to provide immersive experience of various facets of life, development landmarks, recent achievements and youth connections in the host state.

During their visits, the youth had multi-dimensional exposure to five broad areas – Paryatan (Tourism), Parampara (Traditions), Pragati (Development), Prodyogik (Technology) and Paraspar Sampark (People-to-people connect).

It also creates an environment that promotes learning between states by sharing practices and experiences. Through this innovative measure, the knowledge of the culture, traditions, and practices of different states and UTs will lead to an enhanced bonding between the states, thereby strengthening the unity and integrity of the country.

Yuva Sangam under Ek Bharat Shreshtha Bharat is an exposure visit of youth to various parts of India. This program led to the uniting of the country via new generations. Tourism, Tradition, development, and connection are the major aspects of the Yuva Sangam Mission. Yuva Sangam is a multidimensional disclosure tour of the Northeastern states and vice versa to bring educational and cultural exposure through sightseeing, learning, and interacting with grassroots people.

IIM Mumbai has been chosen as the nodal institute for the state of Maharashtra and paired with IIT Bhubaneswar to host the Yuva Sangam Phase 5 Program under Ek Bharat Shreshtha Bharat. IIM Mumbai hosted the youths from Odisha for their five-day exposure trip to Maharashtra.

### 5. INCOMING TRIP EVENT (ITINERARY)

- **From: Bhubaneshwar to Mumbai**
- **Dated: November 29 to December 03, 2024**
- **Registered Participants: 48 (Male: 28 + Females: 20)**
- **Coordinators: 5 (3 Males + 2 Females)**
- **Accommodation at: MDP Hostel, IIM Mumbai**
- **Tour Food arrangements: Breakfast, Lunch and Dinner by IRCTC**

SN	Date	Event	Timing	Guest
1	29-11-24	Welcome Programme	5:00pm	<i>Shri G.D. Yadav</i> , Padmashri (Nanomaterials, green chemistry, energy engineering)
2.	30-11-24	Visit to Governor House	12:30am	EBSB Team, IIM Mumbai
3.	30-11-24	Trip to South Bombay + Local Market	2:00 noon onwards	EBSB Team, IIM Mumbai
4.	30-11-24	Trip to Chatrapati Shivaji Maharaj Vastu Sangrahalaya		EBSB Team, IIM Mumbai
5.	01-12-24	Sports Event ( Demonstration and training of Mallakhamb and Mardani Khel(Martial Art))	9:00am-12:00 noon	<i>Shri Uday Deshpande</i> Padmashri (Shree Samarth Vyayam Mandir) <i>Shri Pranay Shelar</i> Mardani Khel Demonstration (Shivgarjana Mardani Khel)
6.	01-12-24	Paraspar Sampark	3:00pm	
7.	01-12-24	Culture of Maharashtra	4:15pm	<i>Prof. Pallavi Yogesh Jambale</i> , KJIDS, Mumbai
8.	01-12-24	Nukkad Natak	5:15pm	<i>Thespian Club</i> IIM Mumbai
9.	01-12-24	Cultural Evening	6:00pm	<i>Dr Shoma Ghosh</i> Padmashri <i>Shri Sanjaya Pradhan and Shri Amit Dutta</i> E-kalakaar
10.	02-12-24	IDC, IIT Bombay	9:00am	EBSB Team, IIM Mumbai
11.	02-12-24	Film City	2:00pm	EBSB Team, IIM Mumbai
12.	03-12-23	Godrej Museum	10:00 am	<i>Ms Vrunda Pathare</i> , Head of Godrej Archives
13.	03-12-23	SEBI	1:00pm	<i>Mr Krishnanand</i> CGM, SEBI
14.	03-12-24	Closing Ceremony	5:45pm	<i>Ms Madhura Bachal</i> YouTube Influencer



### 6. DAY WISE ACTIVITY DETAILS OF MAHARASHTRA

#### • 5.1. Day-1 (29 November 2024)- Welcome of Odisha Delegates:

We are delighted to host the delegates from Bhubaneswar, Odisha, as the Yuva Sangam Phase 5 kicks off under the visionary Ek Bharat Shreshtha Bharat (EBSB) campaign, led by the Ministry of Education, Government of India, New Delhi.

The visiting students and coordinators from Odisha arrived at LTT Railway Station, Mumbai in the afternoon after a two-day long journey. They were welcomed and greeted by the Nodal Officer and EBSB team at LTT Railway Station Mumbai, located in the financial capital of the country.



#### **Day 1: Welcome to Odisha delegates at LTT Station Platform by EBSB Team**

A “Buddy System” under the Yuva Sangam program is another initiative to create a bond between the youths, of the team of buddies were also present to welcome the delegates from Odisha. After 1.30 hours of journey from LTT Railway Station via road they finally reached IIM Mumbai in the evening where they were accorded a grand welcome in the presence of Director Prof. Manoj Kumar Tiwari with garlands, band and Lezim dance by School Children.



### ***Day 1: Welcome to Odisha delegates at LTT Station by EBSB Team***

The esteemed Padmashri Prof. Ganapati D. Yadav graced the event, whose inspiring words set the tone for this meaningful exchange. The evening was enriched by a vibrant cultural program where our talented students showcased the essence of Maharashtra through traditional music and folk dance, celebrating our nation's cultural richness and diversity.

We were honored to have the presence of Prof. Vivekanand Khanapuri, Dean (SRIC), Prof. Rauf Iqbal, Dean (Student Affairs), and Prof. Shirish Sangle, Dean (Faculty Affairs).

Special thanks to our visionary leader, Prof. Manoj Tiwari, Director of IIM Mumbai, for his steadfast support and guidance in bringing this initiative to life.

The event was coordinated by Prof. Nikhil K Mehta, Co-ordinator for Ek Bharat Shreshtha Bharat, and Prof. Dr. Nikhil Ghag, Nodal Officer for the Yuva Sangam event, Prof. Ajaya Kumar Panda, Prof. Vidyadhar Gedam, Prof. Rosalin Sahoo, and Md. Aftab Alam.



**Day 1: Welcome with Lezim by Powai school student to delegates**



**Day 1: Welcome with Lezim by Powai school student to delegates**



**Day 1: Welcome event at LH 04, IIM Mumbai**



**Day 1: Welcome of Chief Guest Padmashri Prof. Ganapati D. Yadav at IIM Mumbai**

### 5.2.: Day 2 (30 November 2024)- Visit to Raj Bhavan and CSMV Sangrahalaya, Mumbai

Day 2 of the Yuva Sangam Phase 5 Program at the Indian Institute of Management Mumbai (IIM Mumbai) was an unforgettable experience for the student delegates of Odisha.

The day commenced with a visit to the Governor's House, where the delegates had the honor of meeting the Honorable Governor of Maharashtra, Shri C. P. Radhakrishnan. The interaction was profoundly inspiring, as the Governor shared his insightful perspectives on India's rich cultural diversity and unity. This unique opportunity left a lasting impression on the students, providing them with invaluable lessons from a distinguished leader.

The delegates also visited Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, formerly named the Prince of Wales Museum of Western India, is a museum in Mumbai that documents the history of India from prehistoric to modern times.

We extend our heartfelt gratitude to our Director, Prof. Manoj Tiwari, and our Chief Administrative Officer, Lt Cdr Nisha Singh (Retd), for their unwavering support and guidance, which made this initiative a grand success. Prof. Nikhil K Mehta, Professor (OB and HRM), on behalf of IIM Mumbai-EBSB and Yuva Sangam team, felicitated Honorable Governor of Maharashtra Shri C.P. Radhakrishnan.

The event was coordinated by Prof. Nikhil K Mehta, Co-ordinator for Ek Bharat Shreshtha Bharat, and Prof. Dr. Nikhil Ghag, Nodal Officer for the Yuva Sangam event, Prof. Ajaya Kumar Panda, Prof. Vidyadhar Gedam, Prof. Rosalin Sahoo, and Md. Aftab Alam.



**Day 2: Visit to the Governor's House**



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### Honorable Governor's Speech - Shri C. P. Radhakrishnan

It is with great joy and pride that I extend a warm welcome to all of you to the Governor's House here in Mumbai, the vibrant capital of Maharashtra. Your visit under the Ek Bharat Shrestha Bharat initiative is a testament to the shared vision of unity, diversity, and cultural exchange that binds us as a nation.

India's strength lies in its diversity. From the serene coasts of Odisha to the bustling streets of Maharashtra, each region of our country contributes to the unique tapestry of traditions, languages, arts, and innovations that define India. Today, as I stand before you, I see a group of young ambassadors of Odisha's rich heritage, culture, and aspirations.

The Ek Bharat Shrestha Bharat program, envisioned by the Honorable Prime Minister, is a celebration of our incredible diversity. It bridges states, fosters mutual understanding, and cultivates respect for one another's heritage. It is heartening to know that this initiative is being carried out with such enthusiasm, and I commend IIT Bhubaneswar for coordinating this cultural exchange.

As you explore Maharashtra over the next few days, you will experience the essence of Paryatan (Tourism) through the magnificent forts of the Marathas, the iconic Gateway of India, and the breathtaking Western Ghats. You will witness Parampara (Traditions) in the vibrant festivals, diverse cuisines, and rich arts that define this land. Pragati (Development) will be evident in Maharashtra's remarkable contributions to India's industrial growth, educational advancements, and technological innovations.

Through Paraspar Sampark (People-to-People Connect), you will build meaningful relationships with your counterparts here, fostering mutual understanding and appreciation of our shared heritage. Additionally, Prodyogiki (Technology) will be showcased in your interactions with academic institutions, technological hubs, and innovative initiatives that reflect Maharashtra's forward-thinking approach.

This exchange is not just about observing; it is about engaging. It is about building bridges, sharing ideas, and creating memories that will last a lifetime. I urge each of you to embrace every experience, learn from every interaction, and take back with you the spirit of Maharashtra.

As young leaders, you have a unique opportunity to become messengers of unity. Carry the lessons and stories from this journey back to Odisha, just as we in Maharashtra will cherish the opportunity to learn from you.

Before I conclude, let me share a thought from Mahatma Gandhi: "Our ability to reach unity in diversity will be the beauty and the test of our civilization." Through programs like Ek Bharat Shrestha Bharat, we are not only passing this test but strengthening the very fabric of our nation.

Thank you for being a part of this significant initiative. I hope your visit to the Governor's House and your journey through Maharashtra inspire you and leave you with invaluable experiences.

Jai Hind!



**Day 2: Welcome to Hon'ble Governor of Maharashtra Shri C. P. Radhakrishnan**



**Day 2: Group photo of Raj Bhavan**



**Day 2: Visit to Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, formerly named the Prince of Wales Museum of Western India, Mumbai**



### 5.3. Day 3 (01 December 2024) – A Celebration of Odisha and Maharashtra's Cultural Heritage

The third day of the Yuva Sangam Phase 5 event, held under the Ek Bharat Shreshtha Bharat campaign, was a vibrant showcase of traditional sports and cultural events, celebrating the unique heritage of Odisha and Maharashtra.

The event was honored by the presence of distinguished guests, including Dr. Uday Deshpande, Padma Shri awardee Dr. Soma Ghosh, Shri Subankar Ghosh, Shri Sanjay Pradhan, and Prof. Pallavi Nalawde Jambhale.

Delegates were treated to a splendid array of art, culture, and music through performances such as Nukkad Natak by IIM Mumbai students, along with traditional dance forms like Sambalpuri dance, Chhau, and soulful songs by Odisha delegates. Adding to the energy of the day was an exhilarating demonstration of Mallakhamb, showcasing the rich traditional sport of Maharashtra.

This unforgettable event brought together diverse cultures in a beautiful blend, leaving a profound impact on all attendees.

We express our sincere gratitude to the Ministry of Education, Government of India for organizing such an inspiring and impactful initiative.

The event was coordinated by Prof. Nikhil K Mehta, Co-ordinator for Ek Bharat Shreshtha Bharat, and Prof. Dr. Nikhil Ghag, Nodal Officer for the Yuva Sangam event, Prof. Ajaya Kumar Panda, Prof. Vidyadhar Gedam, Prof. Rosalin Sahoo, and Md. Aftab Alam.



**Day 3: Art, Culture and Musical performances**



**Day 3: Padmashri Mr. Uday Deshpande**



**Day 3: Prof. Pallavi Yogesh Jambale**



**Day 3: Cultural event organized at Sports Ground, IIM Mumbai**



**Day 3: Training the delegates with Ancient Maharashtrian Sport Mallakhamb**





**Day 3: Training the delegates with Ancient Maharashtrian Martial Art (Mardani Khel)**

### 6.4. Day 4 (02<sup>nd</sup> December 2024) – Visit to IDC, IIT Bombay and Mumbai Film City:

Day 4 began with an enriching educational visit to the Industrial Design Centre (IDC) at Indian Institute of Technology, Bombay, where Prof. Sugandh Malhotra and Prof. Arun Mascarenhas guided us through the cutting-edge design labs, offering a glimpse into innovative design processes and creativity in action.

The day continued with an exciting visit to Mumbai Film City, situated in Goregaon area where delegates experienced the magic of filmmaking and explored the world behind the screen.

A perfect blend of education and entertainment, showcasing Mumbai's essence!

The event was coordinated by Prof. Nikhil K Mehta, Co-ordinator for Ek Bharat Shreshtha Bharat, and Prof. Dr. Nikhil Ghag, Nodal Officer for the Yuva Sangam event, Prof. Ajaya Kumar Panda, Prof. Vidyadhar Gedam, Prof. Rosalin Sahoo, and Md. Aftab Alam.



**Day 4: Visit of Rahul Bajaj Technology Innovation Centre, IIT Bombay**



**Day 4: Visit to Tarak Mehta ka ulta chashm fame Gokuldham Society, Goregaon, Mumbai**



**Day 4: Visit to Film City, Mumbai**

### 6.5. : Day 5 (03<sup>rd</sup> December 2024) – Visit to Godrej, SEBI and Closing Ceremony:

- **A Memorable Culmination of Culture, Development, and Innovation**

The final day of the Yuva Sangam program was marked by enriching experiences and heartfelt moments. Delegates from Odisha began their day at the Godrej Compound in Vikhroli, Mumbai, exploring the archival section and learning about restoration techniques for antique structures. This visit highlighted the harmonious blend of heritage and innovation. Later, the day concluded with an insightful session at the Securities and Exchange Board of India (SEBI), where participants gained valuable knowledge about India's financial regulatory framework.

The delegates were felicitated during a special ceremony graced by Ms. Madhura Bachal, a renowned digital pioneer of Maharashtrian cuisine with over eight million YouTube subscribers. She shared her inspiring journey and highlighted the culinary richness of Maharashtra and Odisha. Adding to the significance of the event, Prof. Vivekanand Khanapuri, Dean (SRIC), and Prof. Rauf Iqbal, Dean (SA), offered words of encouragement and wisdom.

As the program came to a close, Indian Institute of Management Mumbai (IIM Mumbai) extended a warm farewell to the delegates, encouraging them to apply their learnings to nation-building. Yuva Sangam was a celebration of India's unity in diversity, promoting cultural understanding, development, and innovation.



### The Essence of Yuva Sangam: The 5 Ps

- **Paryatan (Tourism):** Exploring cultural landmarks such as the Gateway of India, Taj Lands' End, and Asiatic Library.
- **Parampara (Traditions):** Immersing in Maharashtrian cuisine and traditional sports.
- **Pragati (Development):** Visiting SEBI and iconic architectural marvels like skyscrapers and the Bandra-Worli Sea Link.
- **Paraspar Sampark (People-to-People Connect):** Engaging with the Governor's House, bonding with IIM Mumbai students, showcasing Maharashtrian and Odia art forms, and enjoying a street play performed by IIM Mumbai students.
- **Prodyogiki (Technology):** Exploring cutting-edge innovation at IIT Bombay's Industrial Design Centre, Godrej Compound, and Film City.

This memorable event was made possible through the unwavering support of IIM Mumbai's Director, Prof. Manoj Tiwari, and Chief Administrative Officer, Lt Cdr Nisha Singh (Retd), along with the meticulous coordination by Prof. Nikhil K Mehta, Prof. Nikhil Ghag, and the dedicated EBSB team, including Prof. Ajaya Kumar Panda, Prof. Vidyadhar Gedam, Prof. Rosalin Sahoo, and Mr. Md. Aftab Alam.



**Day 5: Closing ceremony of Yuva Sangam Phase 5 at LH 04, IIM Mumbai**



**Day 5: Visit to SEBI, Mumbai.**





**Day 5: Visit to SEBI, Mumbai**



**Day 5: Odisha delegates ready to return from Mumbai to Bhubaneswar**



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### 7. PRESS, DIGITAL AND SOCIAL MEDIA COVERAGE & PUBLICITY

#### Coverage Report of IIM Mumbai, Maharashtra- IIT Bhubaneswar, Odisha 26th Nov-5th Dec 2024

Print Coverage	Online Coverage	Electronic Coverage	Total Coverage
08	20	03	31

#### 7.1: PRINT MEDIA COVERAGE (Mumbai/Maharashtra)

SL. No.	Date	Publication	Page No.	Edition
1	27-11-2024	The Times of India	06	Mumbai
2	27-11-2024	The Free Press Journal	05	Mumbai
3	27-11-2024	Hindustan Times	06	Mumbai
4	30-11-2024	Janpath Samachar	11	Mumbai

#### Pre-event News:

IIM Mumbai is proud to host our Yuva Sangam (युवा संगम) Phase- V participants from Odisha. We warmly welcome them to Mumbai. Maharashtra program begins on November 29, 2024.

IIM Mumbai and IIT Bhubaneswar proudly represent their respective states, Maharashtra and Odisha, bringing together youth from these regions to celebrate and experience each other's unique cultures. We are set to host the Yuva Sangam-Phase V, a cultural exchange program under the Ek Bharat Shreshtha Bharat (EBSB) campaign, celebrating Paryatan (Tourism), Parampara (Traditions), Pragati (Development), Paraspar Sampark (People-to-People connect), Prodyogiki (Technology). The program aims to promote national integration by fostering a deeper understanding of India's diverse cultures. We thank our Director, Prof. Manoj Tiwari, Director, IIM Mumbai, for his guidance.



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- Coverage reports in Mumbai Daily Newspapers

page7 (21-10-2024) PDF

सोमवार, दि. २१ ऑक्टोबर २०२४

## युवा संगम फेज-५ साठी आईआईएम मुंबई बनली नोडल संस्था नोंदणीची शेवटची तारीख २१ ऑक्टोबर २०२४ आहे

भारत सरकारच्या शिक्षण मंत्रालयाने एक भारत श्रेष्ठ भारत अंतर्गत युवा संगमच्या ५ व्या टप्प्यासाठी भारतीय व्यवस्थापन संस्था मुंबई (IIM मुंबई) ही नोडल संस्था म्हणून नियुक्त केली आहे. या अंतर्गत आयआयएम मुंबई आणि आयआयटी भुवनेश्वरच्या तरुणांना त्यांच्या राज्याचे प्रतिनिधित्व करण्याची संधी मिळणार आहे. या उपक्रमात दोन्ही संस्था आपापल्या राज्यातील विद्यार्थ्यांना सहभागी करून घेतील. या संगमाची नोंदणी प्रक्रिया अनेक दिवसांपासून सुरू आहे जी २१ ऑक्टोबर २०२४ पर्यंत सुरू राहणार आहे. १८ ते ३० वर्षे वयोगटातील तरुण ज्यांना या अनोंख्या उपक्रमात सहभागी व्हायचे आहे ते युवा संगमच्या [www.ebsb.aicte-india.org](http://www.ebsb.aicte-india.org) या अधिकृत वेबसाइटला भेट देऊन नोंदणी करू शकतात.

या उपक्रमाद्वारे देशभरातील हजारो

तरुणांना त्यांच्या राज्य/केंद्रशासित प्रदेशाचे प्रतिनिधित्व करण्याची संधी दिली जात आहे. तरुण, प्रामुख्याने विद्यार्थी, NSS/NYKS स्वयंसेवक, रोजगार/स्वयंरोजगार उमेदवार या कार्यक्रमासाठी अर्ज करू शकतात. यासोबतच कॅम्पसबाहेरील विद्यार्थीही यासाठी नोंदणी करू शकतात. यासाठी उमेदवाराचे किमान वय १८ वर्षांपेक्षा जास्त आणि कमाल वय ३० वर्षांपेक्षा जास्त नसावे.

विद्यार्थी आणि तरुण व्यावसायिकांसाठी ही एक अतिशय रोमांचक संधी आहे. ५-७ दिवसांच्या या परिवर्तनीय प्रवासात त्यांना त्यांच्या देशाबद्दल, तेथील लोकांबद्दल आणि अगदी स्वतःबद्दलच्या अनेक नवीन गोष्टी कळतील आणि शिकायला मिळतील. युवा संगम सहभागींना भारतातील विविधतेचा प्रत्यक्ष अनुभव

घेण्याची, सांस्कृतिक-सामाजिक समानता आणि आव्हाने ओळखण्याची आणि त्यांच्या व्यावसायिक/शैक्षणिक निपुणतेद्वारे समस्यांवर सर्वसमावेशक उपाय विकसित करण्याची किंवा संधीचा लाभ घेण्याची संधी प्रदान करते.

युवा संगमचे उद्दिष्ट भारताच्या विस्तृत क्षेत्रांमध्ये पोहोचणे आणि समजूतदारपणाद्वारे सखोल प्रतिबद्धता आहे. हा उपक्रम जागरूक आणि सहानुभूतीशील नागरिकांच्या नवीन पिढीचे पालनपोषण करून राष्ट्र उभारणीत महत्त्वाची भूमिका बजावेल. युवा संगमच्या मागील टप्प्यात प्रचंड उत्साह होता, शेवटच्या टप्प्यात नोंदणीने ४४ हजारांचा आकडा पार केला होता. आत्तापर्यंत, भारतातील सुमारे ५,००० विद्यार्थ्यांनी युवा संगमच्या विविध टप्प्यांमध्ये ११० हून अधिक सहलींमध्ये सहभाग घेतला आहे.

सीआ

दिही.

रोहिणी येथे परिसरात केंद्राच्या (१० काल (२०) मोठा स्फोट जोरदार होत लोकांमध्ये पसरले. स जवळील का फुटल्या, तर धूर दिसून उ स्फोटानं पोलिसांनी केली आणि फॉरेन्सिक पाचारण कर कशामुळे झ झाले नसून स्फोटाच्या व जात आहे.

घटनास्थ

## युवा संगम के पांचवें चरण के लिए ऑनलाइन पंजीकरण की अंतिम तारीख आज

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मुंबई। देश भर के हजारों युवाओं को अपने राज्य/ केन्द्रीय शासित प्रदेश का प्रतिनिधित्व करने का अवसर दिया जा रहा है और वे ऐसा कर सकते हैं शिक्षा मंत्रालय द्वारा एक भारत श्रेष्ठ भारत के अंतर्गत लांच किए गए एक अनूठे कार्यक्रम युवा संगम के जरिए। इसके तहत युवा संगम के 5वें चरण के लिए भारतीय प्रबंधन संस्थान मुंबई (आईआईएम मुंबई) को नोडल संस्थान के रूप में नामित किया है। इसके तहत आईआईएम मुंबई और आईआईटी भुवनेश्वर के युवाओं के पास अपने राज्य का प्रतिनिधित्व करने का मौका

मिलेगा। दोनों संस्थान अपने अपने राज्यों के विद्यार्थियों को इस पहल में शामिल करेंगे।

इस संगम के लिए ऑनलाइन पंजीकरण 21 अक्टूबर 2024 तक खुला है। 18 से 30 वर्ष के युवा मु य रूप से छात्र, एनएसएस/ एनवाईकेएस स्वयंसेवक, नियोजित/ स्व-रोजगार वाले उमीदवार, जो इस अनूठी पहल में शामिल होना चाहते हैं वे युवा संगम की ऑफिशियल वेबसाइट [www.ebsb.aicte-india.org](http://www.ebsb.aicte-india.org) पर जाकर पंजीकरण कर सकते हैं। इसके साथ ही ऑफ-कै पस विद्यार्थी भी इसके लिए

पंजीकरण कर सकते हैं। यह पहल जागरूक एवं समानुभूतिपूर्ण नागरिकों की नवीन पीढ़ी को पोषित करते हुए राष्ट्र निर्माण में अहम भूमिका निभाएगी। युवा संगम के पिछले चरणों में भारी उत्साह देखने को मिला था, बीते चरण में पंजीकरण 44,000 का आंकड़ा पार कर गया था। अब तक भारत के लगभग 5,000 विद्यार्थी युवा संगम के विभिन्न चरणों में 110 से अधिक यात्राओं में भाग ले चुके हैं। युवा संगम के पांचवें चरण के लिए पूरे भारत से 20 प्रतिष्ठित संस्थानों को चुना गया है।

# IIM-Mumbai to offer three more MBA programmes from next yr

TIMES NEWS NETWORK

**Mumbai:** IIM-Mumbai will expand its offerings next year with an online executive MBA, a part-time MBA and a specialised MBA in innovation and entrepreneurship—all aimed at equipping students for a rapidly evolving global marketplace. Admissions for the online MBA have already begun, while plans for the other programmes are underway.

According to director Manoj Tiwari, the MBA in innovation and entrepreneurship awaits final approval but is supported by a draft curriculum. The institute's vision extends beyond coursework, with a newly established incubation centre set to nurture startups nationwide. Budding entrepreneurs will gain access to seed funding, industry mentorship and a collaborative campus environment. "We've encouraged



Admissions for the online MBA have begun, while plans for the other two are underway

our students to think of their hostel rooms as their garages, incubating ideas that can grow into successful ventures," Tiwari said, emphasising the institute's commitment to fostering innovation.

IIM-Mumbai is also aligning education with industry needs, offering short

online courses on supply chain analytics and generative AI. These programmes will integrate video-based case studies and simulations, ensuring practical, impactful learning experiences.

Meanwhile, placements continue to reflect the institute's growing stature, with 142 pre-placement offers and 134 students successfully placed so far. The annual average salary rose from Rs 25 lakh to Rs 35 lakh. Phase two of placements is slated for Jan.

Beyond academics, IIM-Mumbai is hosting Yuva Sangam, a cultural exchange programme under 'Ek Bharat, Shreshtha Bharat'. Collaborating with IIT-Bhubaneswar, the initiative brings students from Odisha to Maharashtra, fostering meaningful interactions and cross-cultural learning. Additionally, 50 selected students from Maharashtra left to spend a week in Odisha.

**Times of India, Mumbai, Page No.6, Dated- 27.11.2024**

## New programs at city's IIM from '25

**Vikrant Jha**  
MUMBAI

The Indian Institute of Management (IIM) Mumbai is introducing new Master of Business Administration (MBA) programs from 2025-26. Among these is an MBA in Innovation and Entrepreneurship, aimed at fostering an entrepreneurial culture and encouraging innovative thinking among aspiring business leaders.

The institute is also set to launch flexible learning formats and will offer a fully online MBA program and a weekend MBA program on Saturdays and Sundays, said IIM Mumbai director, Prof Manoj Kumar Tiwari. The fees for the online program will be

### PLACEMENTS

480 Students | 276 Placed

142 Pre-placement offers

134 Lateral recruitment

Annual packages up from ₹25 lakh to ₹34 lakh

nearly Rs15 lakh.

Prof Tiwari said, "Unlike traditional executive MBA offerings, these options are regular MBA programs, ensuring participants receive the same comprehensive curriculum and rigorous training as full-time students"

For the online course, while

the mode of education will not require physical presence, it will be necessary for the students to physically appear for at least half of the final examination papers every semester. Prof Tiwari said students can attend lectures, submit assignments and do other course related work online, but they will have to appear for about 50% of exams physically.

IIM Mumbai is also all set to start operations of its in-house incubator to help new start-ups and innovations. The incubator will allow both its students as well as outsiders to start their own entrepreneurship journey.

Set up at a cost of Rs50 lakh, the incubator, which currently has 10 rooms, will start operations early next year. Prof Tiwari said they have selected

10 students from the campus and have allocated Rs10,000 each to them to work on their ideas. Once the incubator starts its operation, he said they will be able to support a large number of students as well as innovators from outside.

Prof Tiwari said, "We will provide an initial fund of Rs1-2 lakh to entrepreneurs who we select to use our incubator. "We will apply for funds from the government, but thankfully we will not have to depend on that," he said.

These announcements were made on Tuesday as the institute held the farewell event of the fifth phase of Yuva Sangam, the cultural exchange program under the Ek Bharat Shreshtha Bharat campaign by the Prime Minister's Office

epaper.freep

**Free Press Journal, Mumbai, Page No.5, Dated- 27.11.2024**



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



# IIM Mumbai plans online, part-time MBA

**Niraj Pandit**

niraj.pandit@hindustantimes.com

**MUMBAI:** The Indian Institute of Management (IIM) Mumbai is going all out to get with the programme. The institute, launched only last year, is introducing online and weekend MBA programmes designed for working professionals. It is also gearing up to launch an MBA programme in Innovation and Entrepreneurship in the upcoming academic year, to foster entrepreneurial skills and creative thinking among students.

Meanwhile, for the first time, IIM Mumbai hosted a Yuva Sangam, a cultural exchange programme under the Ek Bharat Shreshtha Bharat campaign by the Prime Minister's Office (PMO). Running until December 6, it will feature vibrant cultural exchanges between students representing Maharashtra and Odisha. IIM Mumbai and IIT Bhubaneswar have collaborated to launch this initiative, with Maharashtra welcoming a delegation of students from Odisha for a week of meaningful interactions and experiences.

Professor Tiwari said, "For a country to stay strong and united, it is important for us as a nation to understand these nuances and be tolerant towards each other. Programs like Ek Bharat Shreshtha Bharat will help build bridges between different states and further unite the country."

After the event, he shared the institute's plans with the media. He said that ever since IIM Mumbai was launched in 2023-

it was previously the National Institute of Industrial Engineering (NITIE) Mumbai - the institute has focused on developing programmes tailored to meet evolving market demands. "Our goal is to develop human capital and create leaders capable of addressing dynamic business challenges in the emerging economy. To this end, the institute has decided to offer online and weekend programmes. The online programme is expected to start in February or March," he said.

Highlighting another major initiative, Professor Tiwari discussed the institute's new incubation centre on its campus. This is a 10-seat incubation centre with advanced amenities, costing ₹50 lakh. "We plan to inaugurate it in February. While the infrastructure is ready, we still need to finalise the selection process for start-ups and make funding arrangements. Initially, we are considering using our own funds, while also seeking government aid and exploring alumni and investor support for long-term funding," he explained.

Regarding student placements, he said that the placement season for students with work experience is underway. "Out of 480 students, around 280 have already been placed. For freshers, the placement season will commence in January," he added. Since attaining IIM status, the institute has welcomed 17 new companies, resulting in a substantial increase in the average annual package, which has risen by ₹10 lakh.

## युवा संगमची धुरा आयआयएम मुंबईकडे

ठयुवा संगमठच्या पाचव्या टप्प्यासाठी नोडल संस्था म्हणून केंद्रीय शिक्षण मंत्रालयाने मुंबईतील इंडियन इन्स्टिट्यूट ऑफ मॅनेजमेंटकडे (आयआयएम), मुंबई) धुरा सोपवली आहे. १८ ते ३० वयोगटातील तरुण या उपक्रमात [www.ebW.aicte-india.org](http://www.ebW.aicte-india.org) या अधिवृत्त वेबसाइटद्वारे नोंदणी करू शकतात. नोंदणीची प्रक्रिया २१ ऑक्टोबरपर्यंत सुरू राहणार आहे. या उपक्रमात विद्यार्थी आणि तरुणांना सांस्कृतिक एकात्मतेबद्दल बरेच काही शिकायला मिळेल. तसेच देशातील विविधतेचा प्रत्यक्ष अनुभव घेण्याची, सांस्कृतिक-सामाजिक समानता आणि आव्हाने ओळखण्याची आणि त्यांच्या व्यावसायिक/शैक्षणिक कौशल्याद्वारे सर्वसमावेशक उपाय किंवा अवसर विकसित करण्याची संधी मिळेल.

## युवा संगम चरण 5 : महाराष्ट्र के 48 छात्रों का एक प्रतिनिधिमंडल आईआईटी भुवनेश्वर खाना हुआ

मुंबई । भारत सरकार के सांस्कृतिक और शैक्षिक प्रयास 'एक भारत श्रेष्ठ भारत युवा संगम' कार्यक्रम के पांचवें चरण के तहत महाराष्ट्र के 48 छात्रों का एक प्रतिनिधिमंडल आईआईटी भुवनेश्वर के लिए खाना हुआ है।

महाराष्ट्र का नोडल संस्थान आईआईएम मुंबई है, जबकि ओडिशा का नोडल संस्थान आईआईटी भुवनेश्वर है। प्रतिनिधि सदस्य 28 नवंबर से 5 दिसंबर 2024 तक आईआईटी भुवनेश्वर

में रहेंगे। आईआईएम मुंबई ने 26 नवंबर 2024 को ध्वजारोहण समारोह की मेजबानी की, जिसमें महाराष्ट्र से भुवनेश्वर के लिए छात्रों का प्रस्थान हुआ।

आईआईएम मुंबई को सम्मानित गणमान्य व्यक्तियों का साथ पाकर गर्व हुआ, जिसमें अभिनेता और मॉडल अजय दत्ता; एआईसीटीई के तकनीकी सहायक तरुण कक्कड़; ईकलाकार के सह-संस्थापक अमित दत्ता और केजेएसओएम से बौद्ध अध्ययन और प्राचीन

भारतीय इतिहास की विशेषज्ञ प्रो. पल्लवी नलावडे जा भाले ने अपनी उपस्थिति से इस अवसर की शोभा बढ़ाई।

आईआईएम मुंबई के निदेशक प्रो. मनोज तिवारी के कुशल नेतृत्व में, इस कार्यक्रम का समन्वय आईआईएम मुंबई की ईबीएसबी टीम द्वारा किया गया। कार्यक्रम को मुख्य प्रशासनिक अधिकारी लेफ्टिनेंट कमांडर निशा सिंह (सेवानिवृत्त) द्वारा सक्रिय रूप से समर्थन दिया गया।

Janpath Samachar, Mumbai, Page No.11, Dated-27.11.2024

## भारत की विविध संस्कृतियों से विद्यार्थियों को जोड़ने की अनूठी पहल IIM में युवा संगम हुआ संपन्न

■ मुंबई (सं). भारत की विविध संस्कृतियों से छात्रों को जोड़ने के लिए इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट (आईआईएम) मुंबई ने 26 नवंबर से 6 दिसंबर तक मुंबई में 'युवा संगम' का आयोजन किया था, जिसमें सांस्कृतिक आदान-प्रदान के जरिये छात्रों को नये अनुभवों से जुड़ने का मौका मिला। इस कार्यक्रम की मेजबानी आईआईएम मुंबई युवा संगम ने की थी, जिसका उद्देश्य भारत की विविध संस्कृतियों की गहरी समझ को बढ़ावा देकर राष्ट्रीय एकीकरण को बढ़ावा देना है।



### छात्रों पर स्थायी प्रभाव छोड़ता है कार्यक्रम: तिवारी

कार्यक्रम के बारे में आईआईएम मुंबई के निदेशक प्रो. मनोज कुमार तिवारी ने कहा कि यह पहल न केवल भारत की विविध परंपराओं को संरक्षित और बढ़ावा देने में मदद करती है, बल्कि छात्रों को एकता और राष्ट्रीय एकीकरण

की भावना से भी जोड़ती है। यह कार्यक्रम छात्रों पर एक स्थायी प्रभाव छोड़ता है, जिससे उन्हें एकीकृत और विविध भारत के दृष्टिकोण को आगे बढ़ाते हुए महाराष्ट्र की सांस्कृतिक समृद्धि का अनुभव करने का अवसर मिलता है।

Navbharat, Mumbai, Supplement Page No.4, Dated-07.12.2024



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### 7.2.: DIGITAL MEDIA COVERAGE

S.No.	Dated	Web Portal	Headline/Link
1.	26-11-2024	The Times of India	<a href="https://timesofindia.indiatimes.com/city/mumbai/iim-mumbai-launches-new-mba-programmes-online-part-time-and-innovation-focused/articleshow/115705517.cms">https://timesofindia.indiatimes.com/city/mumbai/iim-mumbai-launches-new-mba-programmes-online-part-time-and-innovation-focused/articleshow/115705517.cms</a>
2.	27-11-2024	Hindustan Times	<a href="https://www.hindustantimes.com/cities/mumbai-news/iim-mumbai-plans-online-part-time-mba-courses-101732646741129.html">https://www.hindustantimes.com/cities/mumbai-news/iim-mumbai-plans-online-part-time-mba-courses-101732646741129.html</a>
3.	26-11-2024	The Indian Express	<a href="https://indianexpress.com/article/cities/mumbai/iim-mumbai-mba-course-innovations-entrepreneurship-9692060/">https://indianexpress.com/article/cities/mumbai/iim-mumbai-mba-course-innovations-entrepreneurship-9692060/</a>
4.	26-11-2024	APN News	<a href="https://www.apnnews.com/yuva-sangam-to-be-held-in-mumbai/">https://www.apnnews.com/yuva-sangam-to-be-held-in-mumbai/</a>
5.	27-11-2024	Free Press Journal	<a href="https://www.freepressjournal.in/education/iim-mumbai-to-launch-new-mba-programs-in-2025-including-online-and-entrepreneurship-tracks">https://www.freepressjournal.in/education/iim-mumbai-to-launch-new-mba-programs-in-2025-including-online-and-entrepreneurship-tracks</a>
6.	26-11-2024	City Air News	<a href="https://www.cityairnews.com/content/yuva-sangam-kicks-off-at-iim-mumbai">https://www.cityairnews.com/content/yuva-sangam-kicks-off-at-iim-mumbai</a>
7.	27-11-2024	MSN	<a href="https://www.msn.com/en-in/news/india/iim-mumbai-to-offer-three-more-mba-programmes-from-next-yr">IIM-Mumbai to offer three more MBA programmes from next yr</a>
8.	27-11-2024	Business Sandesh	<a href="https://businesssandesh.in/yuva-sangam-kicks-off-at-iim-mumbai/">https://businesssandesh.in/yuva-sangam-kicks-off-at-iim-mumbai/</a>
9.	27-11-2024	Saamana	<a href="https://www.saamana.com/yuva-sangam-begins-with-enthusiasm-at-mumbai/">https://www.saamana.com/yuva-sangam-begins-with-enthusiasm-at-mumbai/</a>
10.	26-11-2024	News 18 Marathi	<a href="https://news18marathi.com/mumbai/yuva-sangam-program-starts-in-iim-mumbai-know-in-detail-about-this-initiative-mntm-mhkd-local18-1287001.html">https://news18marathi.com/mumbai/yuva-sangam-program-starts-in-iim-mumbai-know-in-detail-about-this-initiative-mntm-mhkd-local18-1287001.html</a>
11.	26-11-2024	City Air News	<a href="https://www.cityairnews.com/content/yuva-sangam-kicks-off-at-iim-mumbai">https://www.cityairnews.com/content/yuva-sangam-kicks-off-at-iim-mumbai</a>
12.	30-11-2024	APN News	<a href="https://www.apnnews.com/yuvasangam-phase-5-student-team-of-varied-higher-education-institutions-from-maharashtra-leaves-from-iim-mumbai-to-iit-bhubaneswar/">https://www.apnnews.com/yuvasangam-phase-5-student-team-of-varied-higher-education-institutions-from-maharashtra-leaves-from-iim-mumbai-to-iit-bhubaneswar/</a>
13.	02-12-2024	Pragativadi	<a href="https://pragativadi.com/odisha-governor-lauds-yuva-sangam-initiative-for-attaining-ek-bharat-shreshtha-bharat-objective/">https://pragativadi.com/odisha-governor-lauds-yuva-sangam-initiative-for-attaining-ek-bharat-shreshtha-bharat-objective/</a>
14.	02-12-2024	IBG News	<a href="https://ibgnews.com/2024/12/02/governor-of-odisha-lauds-yuva-sangam-initiative-for-attaining-">https://ibgnews.com/2024/12/02/governor-of-odisha-lauds-yuva-sangam-initiative-for-attaining-</a>





# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)



## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA

			<a href="#">ek-bharat-shreshtha-bharat-objective/</a>
15.	02-12-2024	Killerstartups	<a href="https://www.killerstartups.com/iim-mumbai-to-launch-mba-in-innovations/">https://www.killerstartups.com/iim-mumbai-to-launch-mba-in-innovations/</a>
16.	03-12-2024	India CSR	<a href="https://indiacsr.in/odisha-governor-praises-yuva-sangam-initiative-for-advancing-ek-bharat-shreshtha-bharat-vision/">https://indiacsr.in/odisha-governor-praises-yuva-sangam-initiative-for-advancing-ek-bharat-shreshtha-bharat-vision/</a>
17.	05-12-2024	Pragativadi	<a href="https://pragativadi.com/exposure-trip-of-maharashtra-delegates-to-odisha-under-yuva-sangam-phase-5-concludes/">https://pragativadi.com/exposure-trip-of-maharashtra-delegates-to-odisha-under-yuva-sangam-phase-5-concludes/</a>
18.	05-12-2024	Prameya News	<a href="https://www.prameyanews.com/yuva-sangam-phase5-exposure-trip-of-maharashtra-delegates-to-odisha-comes-to-an-end">https://www.prameyanews.com/yuva-sangam-phase5-exposure-trip-of-maharashtra-delegates-to-odisha-comes-to-an-end</a>
19.	05-12-2024	Indus Valley Times	<a href="https://indusvalleytimes.com/news/yuva-sangam-phase-5exposure-trip-of-maharashtra-delegates-to-odisha-comes-to-an-end/">https://indusvalleytimes.com/news/yuva-sangam-phase-5exposure-trip-of-maharashtra-delegates-to-odisha-comes-to-an-end/</a>
20.	07.12.2024	Navbharat	<a href="https://navbharatlive.com">https://navbharatlive.com</a>

### 7.3.: Education Ministry featured:

[https://www.instagram.com/p/DC\\_UO88v7uZ/?img\\_index=2&igsh=MTVoMm13N2RnZzdmdA](https://www.instagram.com/p/DC_UO88v7uZ/?img_index=2&igsh=MTVoMm13N2RnZzdmdA)

<https://www.instagram.com/reel/DC0tncSPE5A/?igsh=MWoydDhpNHV4Nm50>



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



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## Yuva Sangam to be held in Mumbai

by NS — November 26, 2024 in Youth 0

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Mumbai – Indian Institute of Management (IIM) Mumbai is set to host the 5th phase of the Yuva Sangam, a cultural exchange program, from 26th November to 6th December 2024. Students will exchange their ideas and will Show exemplary talent in Yuva Sangam to be held in Mumbai this week. This exciting initiative, which is part of the Ek Bharat Shreshtha Bharat campaign, aims to promote national integration by fostering a deeper understanding of India's diverse cultures.

Under this phase of Yuva Sangam, IIM Mumbai, and IIT Bhubaneswar will represent their respective states, Maharashtra and Odisha, and will involve students from these states in various cultural activities. The program will see a delegation from Odisha visiting Mumbai, allowing them to experience

APN News: 26.11.2024

Link: <https://www.apnnews.com/yuva-sangam-to-be-held-in-mumbai/>

## Yuva Sangam kicks off at IIM Mumbai

Yuva Sangam the cultural exchange program under the Ek Bharat Shreshtha Bharat campaign by the PMO, commenced its 5th phase today. At the farewell event that was held at the Indian Institute of Management (IIM) Mumbai, students who were a part of this exchange program were bid adieu with a lot of zest and fanfare. This initiative, spearheaded by the Prime Minister's Office, aims to celebrate India's cultural diversity and foster national integration.

City Air News Nov 26, 2024 06:13

0

City Air News: 26.11.2024

Link: <https://www.cityairnews.com/content/yuva-sangam-kicks-off-at-iim-mumbai>



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### ज्ञानम जयति सर्वत्र

#### YUVA SANGAM KICKS OFF AT IIM MUMBAI

Business Sandesh 3 minutes ago Business, Latest News, National

Yuva Sangam the cultural exchange program under the Ek Bharat Shreshtha Bharat campaign by the PMO, commenced its 5<sup>th</sup> phase today. At the farewell event that was held at the Indian Institute of Management (IIM) Mumbai, students who were a part of this exchange program were bid adieu with a lot of zest and fanfare. This initiative, spearheaded by the Prime Minister's Office, aims to celebrate India's cultural diversity and foster national integration.

Addressing the students and officials on the occasion, Prof. Manoj Tiwari, Director, IIM Mumbai said, "Students are our future. And for our future to be strong and united its important for them to understand our country and its culture better. India is a very diverse country with lot of cultural nuances. For a country to stay strong and united its important for us a nation to understand these nuances and be tolerant towards each other. Programs like Ek Bharat Shreshtha Bharat will help build bridges between different states and bring the country closer."

**Business Sandesh: 27.11.2024**

**Link: <https://businesssandesh.in/yuva-sangam-kicks-off-at-iim-mumbai/>**

#### Yuva Sangam kicks off at IIM Mumbai

Yuva Sangam the cultural exchange program under the Ek Bharat Shreshtha Bharat campaign by the PMO, commenced its 5th phase today. At the farewell event that was held at the Indian Institute of Management (IIM) Mumbai, students who were a part of this exchange program were bid adieu with a lot of zest and fanfare. This initiative, spearheaded by the Prime Minister's Office, aims to celebrate India's cultural diversity and foster national integration.

City Air News Nov 26, 2024 06:13



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**City Air News: 26.11.2024**

**Link: <https://www.cityairnews.com/content/yuva-sangam-kicks-off-at-iim-mumbai>**

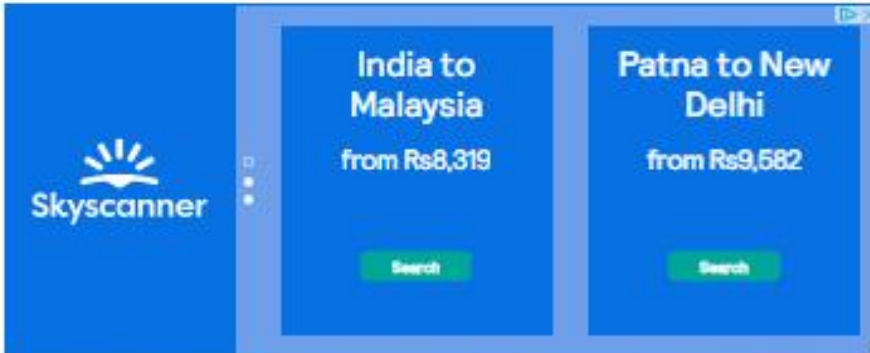
# सामना

शहरं संपादकीय देश विदेश मनोरंजन क्रीडा लाइफस्टाईल भविष्य विचित्र

महाराष्ट्र मुंबई ताज्या बातम्या

## मुंबई आयआयएममध्ये युवा संगम उत्साहात

सामना ऑनलाईन | 27 Nov 2024, 5:00 am



देशाच्या नवीन पिढीला एकत्र आणि बळकट करण्याच्या आणि त्यांच्यामध्ये सांस्कृतिक विविधतेला प्रोत्साहन देण्याच्या उद्देशाने मुंबईतील इंडियन इन्स्टिट्यूट ऑफ मॅनेजमेंट (आयआयएम) येथे आजपासून सुरु झालेल्या 'युवा संगम'मध्ये प्रचंड उत्साह दिसून आला.

Saamana (Marathi): 27.11.2024

Link: <https://www.saamana.com/yuva-sangam-begins-with-enthusiasm-at-mumbai/>

मराठी बातम्या / मुंबई / सांस्कृतिक जागृतीतून राष्ट्रीय ऐक्य, IIM मुंबई येथे 'युवा संगम'चे भव्य उद्घाटन, काय आहे उपक्रम?

## सांस्कृतिक जागृतीतून राष्ट्रीय ऐक्य, IIM मुंबई येथे 'युवा संगम'चे भव्य उद्घाटन, काय आहे उपक्रम?



IIM Mumbai Yuva Sangam : इंडियन इंस्टिट्यूट ऑफ मॅनेजमेंट मुंबई (आयआयएम मुंबई) येथे आजपासून सुरू झालेल्या "युवा संगम" कार्यक्रमात प्रचंड उत्साह दिसून आला. पीएमओद्वारे एक भारत श्रेष्ठ भारत मोहिमेअंतर्गत या सांस्कृतिक देवाणघेवाण कार्यक्रमाच्या 5 व्या टप्प्यात फेअरवेल समारंभ... पुढे वाचा ...

• 1-MIN READ • LOCAL18 • MUMBAI, MAHARASHTRA  
• LAST UPDATED : NOVEMBER 26, 2024, 7:44 PM IST



• PUBLISHED BY : Khushalkant Dusane • REPORTED BY : Nikita Tiwari

News 18 Marathi: 26.11.2024

Link: <https://news18marathi.com/mumbai/yuva-sangam-program-starts-in-iim-mumbai-know-in-detail-about-this-initiative-mntm-mhkd-local18-1287001.html>

## भारत की विविध संस्कृतियों से विद्यार्थियों को जोड़ने की अनूठी पहल IIM में युवा संगम हुआ संपन्न

■ मुंबई (सं). भारत की विविध संस्कृतियों से छात्रों को जोड़ने के लिए इंडियन इंस्टिट्यूट ऑफ मॅनेजमेंट (आईआईएम) मुंबई ने 26 नवंबर से 6 दिसंबर तक मुंबई में 'युवा संगम' का आयोजन किया था, जिसमें सांस्कृतिक आदान-प्रदान के जरिये छात्रों को नये अनुभवों से जुड़ने का मौका मिला. इस कार्यक्रम की मेजबानी आईआईएम मुंबई युवा संगम ने की थी, जिसका उद्देश्य भारत की विविध संस्कृतियों की गहरी समझ को बढ़ावा देकर राष्ट्रीय एकीकरण को बढ़ावा देना है.



### छात्रों पर स्थायी प्रभाव छोड़ता है कार्यक्रम: तिवारी

कार्यक्रम के बारे में आईआईएम मुंबई के निदेशक प्रो. मनोज कुमार तिवारी ने कहा कि यह पहल न केवल भारत की विविध परंपराओं को संरक्षित और बढ़ावा देने में मदद करती है, बल्कि छात्रों को एकता और राष्ट्रीय एकीकरण

की भावना से भी जोड़ती है. यह कार्यक्रम छात्रों पर एक स्थायी प्रभाव छोड़ता है, जिससे उन्हें एकीकृत और विविध भारत के दृष्टिकोण को आगे बढ़ाते हुए महाराष्ट्र की सांस्कृतिक समृद्धि का अनुभव करने का अवसर मिलता है.

Mumbai plus Edition

Dec 07, 2024 Page No. 2

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# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### YuvaSangam Phase 5: Student team of varied higher education institutions from Maharashtra leaves from IIM Mumbai to IIT Bhubaneswar

by NS — November 30, 2024 in Youth 0

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A delegation of 48 students from Maharashtra have left for IIT Bhubaneswar as a part of the fifth phase of the Government of India's cultural and educational endeavour 'Ek Bharat Shreshtha Bharat Yuva Sangam' programme.

Madhavgarh Farms

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APN News: 30.11.2024

Link: <https://www.apnnews.com/yuvasangam-phase-5-student-team-of-varied-higher-education-institutions-from-maharashtra-leaves-from-iim-mumbai-to-iit-bhubaneswar/>



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### 7.4.: ELECTRONIC MEDIA COVERAGE

Name	News Heading/Link	Dated
Doodarshan (Sahyadri)	आयआयएम अर्थात भारतीय व्यवस्थापन संस्थेत सहभागी विद्यार्थ्यांचा निरोप समारंभ मोठ्या उत्साहात पार पडला. Link: <a href="https://youtu.be/4N64LaQbeGQ?si=OxfAYMg1abWHzEdL">https://youtu.be/4N64LaQbeGQ?si=OxfAYMg1abWHzEdL</a>	4.12.2024
Youtube (@MadhurasRecipeMarathi)	Valedictory Ceremony <a href="https://www.youtube.com/watch?v=q0p0I2ZY6RU">https://www.youtube.com/watch?v=q0p0I2ZY6RU</a>	15.12.2024
All India Radio	About the Yuva Sangam Phase 5	28.11.2024

### 7.5: POST ON SOCIAL MEDIA HANDLE at IIM Mumbai\_Official

#### LinkedIn Post:

Post 1:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_yuvasangam5-ebsbyyuvasangam5-ekbharatshreshthabharat-activity-7250389688828448768-4eo-?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_yuvasangam5-ebsbyyuvasangam5-ekbharatshreshthabharat-activity-7250389688828448768-4eo-?utm_source=share&utm_medium=member_desktop)

Post 2:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_yuvasangam5-ebsbyyuvasangam5-ekbharatshreshthabharat-activity-7251952919401398273-9a3x?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_yuvasangam5-ebsbyyuvasangam5-ekbharatshreshthabharat-activity-7251952919401398273-9a3x?utm_source=share&utm_medium=member_desktop)

Post 3:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_yuvasangam5-ebsbyyuvasangam5-ekbharatshreshthabharat-activity-7266489144439164928-FFig?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_yuvasangam5-ebsbyyuvasangam5-ekbharatshreshthabharat-activity-7266489144439164928-FFig?utm_source=share&utm_medium=member_desktop)

Post 4:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_ekbharatshreshthabharat-iimmumbai-iitbhubaneswar-activity-7267116377365241856-uB-?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_ekbharatshreshthabharat-iimmumbai-iitbhubaneswar-activity-7267116377365241856-uB-?utm_source=share&utm_medium=member_desktop)

Post 5:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_ekbharatshreshthabharat-iimmumbai-iitbhubaneswar-activity-7268117001871507456-HYyi?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_ekbharatshreshthabharat-iimmumbai-iitbhubaneswar-activity-7268117001871507456-HYyi?utm_source=share&utm_medium=member_desktop)

Post 6:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_yuvasangam5-ebsbyyuvasangam5-ekbharatshreshthabharat-activity-7267488879614529538-ifeC?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_yuvasangam5-ebsbyyuvasangam5-ekbharatshreshthabharat-activity-7267488879614529538-ifeC?utm_source=share&utm_medium=member_desktop)



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



Post 7:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_ekbharatshreshthabharat-iimmumbai-iitbhubaneswar-activity-7268466310479577088-x4Ro?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_ekbharatshreshthabharat-iimmumbai-iitbhubaneswar-activity-7268466310479577088-x4Ro?utm_source=share&utm_medium=member_desktop)

Post 8:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_yuvasangam5-ebbyuvasangam5-ekbharatshreshthabharat-activity-7268979696032186368-HAec?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_yuvasangam5-ebbyuvasangam5-ekbharatshreshthabharat-activity-7268979696032186368-HAec?utm_source=share&utm_medium=member_desktop)

Post 9:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_ekbharatshreshthabharat-yuvasangam-culturalunity-activity-7269608153942552576-DfDw?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_ekbharatshreshthabharat-yuvasangam-culturalunity-activity-7269608153942552576-DfDw?utm_source=share&utm_medium=member_desktop)

Post 10:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_ekbharatshreshthabharat-yuvasangam-innovationmeetsculture-activity-7269696522978488320-2REV?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_ekbharatshreshthabharat-yuvasangam-innovationmeetsculture-activity-7269696522978488320-2REV?utm_source=share&utm_medium=member_desktop)

Post 11:

[https://www.linkedin.com/posts/national-institute-of-industrial-engineering\\_ekbharatshreshthabharat-iimmumbai-iitbhubaneswar-activity-7270336211305537536-S2ys?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/national-institute-of-industrial-engineering_ekbharatshreshthabharat-iimmumbai-iitbhubaneswar-activity-7270336211305537536-S2ys?utm_source=share&utm_medium=member_desktop)

### **Instagram Post:**

[https://www.instagram.com/p/DDME5jNorMT/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DDME5jNorMT/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DDHjwiIoBGi/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DDHjwiIoBGi/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DDG4DbCodU-/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DDG4DbCodU-/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DDCZdiFomUC/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DDCZdiFomUC/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DC-wFKOox2D/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DC-wFKOox2D/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DC8QydwIzSx/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DC8QydwIzSx/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DC3y4rcPr-o/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DC3y4rcPr-o/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DC1KTrDS4IL/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DC1KTrDS4IL/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/reel/DCwtwqDI5xx/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DCwtwqDI5xx/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

[https://www.instagram.com/p/DBfs0WKPg5o/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DBfs0WKPg5o/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)  
[https://www.instagram.com/p/DBJU-g1IjWj/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/DBJU-g1IjWj/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)





# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



<https://www.instagram.com/reel/DCwtwqDI5xx/?igsh=MWFsd3l0bWFrZDI2cw==>

### **Facebook Post:**

<https://www.facebook.com/photo/?fbid=999175825351019&set=pcb.999176315350970>

<https://www.facebook.com/photo/?fbid=1000290888572846&set=pcb.1000290915239510>

<https://www.facebook.com/photo/?fbid=1001428111792457&set=pcb.1001428251792443>

<https://www.facebook.com/photo/?fbid=1001603801774888&set=pcb.1001603951774873>

<https://www.facebook.com/photo/?fbid=1002720178329917&set=pcb.1002720374996564>

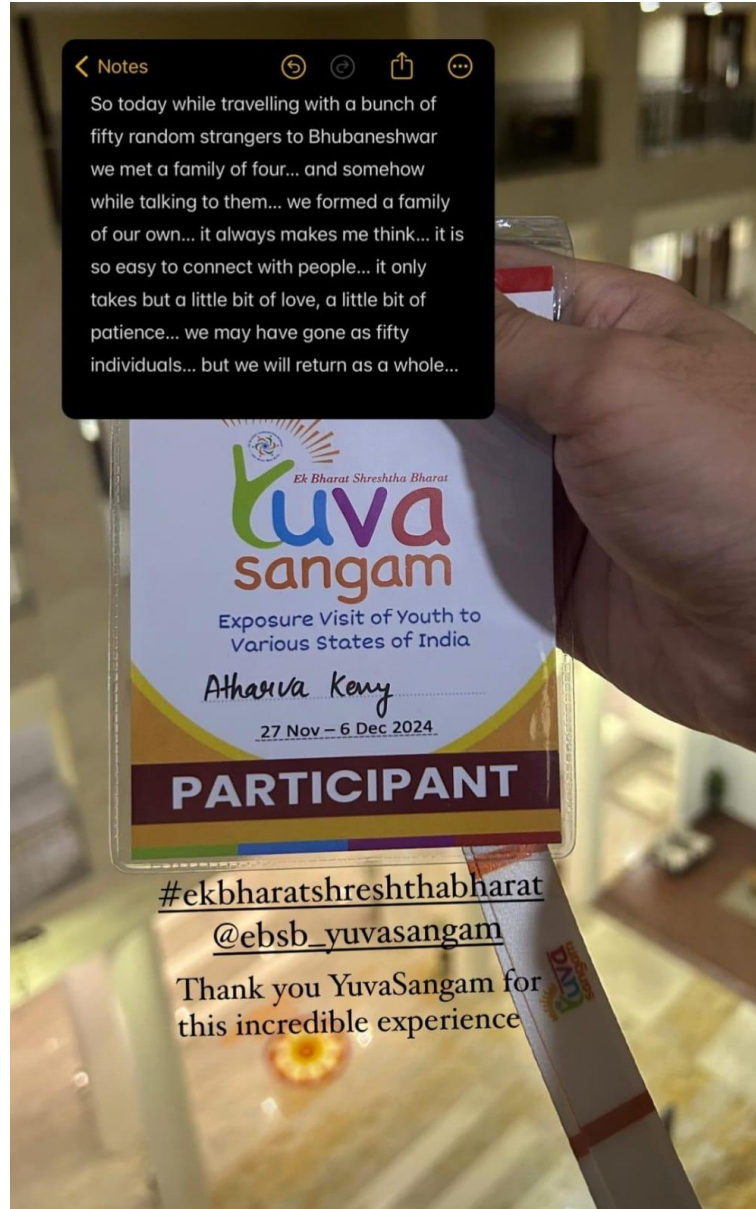
### **X Post:**

<https://x.com/IIMMumbai/status/1864563530113913274>

<https://x.com/IIMMumbai/status/1863931834800975914/photo/1>

<https://x.com/IIMMumbai/status/1863301006643114411/photo/1>

### 7.6.: Odisha Youth on X Post:



**Students from Maharashtra with their Train journey experience to Bhubaneswar**



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### 8. OUTGOING TRIP EVENT (ITINERARY)

**From: Mumbai to Bhubaneshwar- Registration of Maharashtra**

**Dated: 26.11.2024 to 06.12.2024**

#### 1. Participants

- **Students: 48**
  - Gender: Male: 29, Female: 19
  - District wise: Palghar: 04, Wardha: 02, Thanke-06, Yavatmal-01, Nashik-03, Mumbai-06, Satara-01, Bhandara -02, Ahmednagar-02, Jalgaon-01, Jalna-01, Pune-03, Latur-02, Mumbai (Sub)-04, Sangli-01, Nagpur-01, Gadchiroli-01, Beed-01, Washim-01, Solapur-01, Kohlapur-01, Nanded-02, Buldhana-01, Dhule-01, Ratnagiri-01
  - Urban/Rural: 21 Rural 27 Urban
- **Coordinators: 04**
  - **Female:** Ms Sunita Karkera, Ms Jalaja Ramachandran
  - **Male:** Mr Pramod Sudrik, Mr Atul Dhoble

#### 2. Trip Details

S.NO.	Date	Event	Timing	Guest
1	26-11-24	Orientation Programme and	3:00pm	EBSB team IIM Mumbai
2	26-11-24	Lecture on Culture of Maharashtra	4:00pm	<i>Prof. Pallavi Yogesh Jambale</i> , KJ Somaiya College of Dharma Studies
3	26-11-24	Send-off / Flag off event	5:00pm	<i>Shri Ajay Dutta</i> Character, Actor and Model <i>Shri Amit Dutta</i> E-kalakaar
4	06-12-24	Welcome Back Programme	3:00pm	EBSB Team IIM Mumbai

### OUTGOING TRIP FROM MAHARASHTRA TO ODISHA (26.11.2024 to 05.12.2024)

- **FLAG-OFF CEREMONY:**

The much-anticipated Yuva Sangam Phase 5, an inspiring educational and cultural exchange program under the Ek Bharat Shreshtha Bharat initiative, marked its beginning with a flag-off ceremony at the Swami Vivekananda Hostel, IIM Mumbai, on November 26, 2024, at 9:30 p.m. Spearheaded by the Ministry of Education, Government of India, New Delhi in collaboration with AICTE, this initiative exemplifies the spirit of unity through diversity. The delegation embarked on their journey from LTT (Lokmanya Tilak Terminus) at 1:30 a.m. on November 27, 2024.



***Flag-off ceremony at the Swami Vivekananda Hostel, IIM Mumbai on 26.11.2024***

IIM Mumbai proudly hosted the flag-off ceremony, marking the departure of students from Maharashtra to Bhubaneswar under the guidance of our esteemed Director, Prof. Manoj Tiwari, and Chief Administrative Officer, Lt Cdr. Nisha Singh (Retd). Organized in partnership with IIT Bhubaneswar, this week-long program offers a profound opportunity for participants to immerse themselves in Odisha's vibrant cultural heritage, fostering mutual respect and strengthening ties between communities.

We are deeply honoured to have esteemed dignitaries, including Mr. Ajay Dutta, Actor & Model; Mr. Tarun Kakkar, Technical Assistant, AICTE; Mr. Amit Dutta Co-founder of eKalakaar; and Prof. Pallavi Nalawde Jambhale, an expert in Buddhist Studies and Ancient Indian History from KJSOM, grace this occasion with their presence.

The event was coordinated by Prof. Nikhil K Mehta, Co-ordinator for Ek Bharat Shreshtha Bharat, and Prof. Dr. Nikhil Ghag, Nodal Officer for the Yuva Sangam event, Prof. Ajaya Kumar Panda, Prof. Dr. Vidyadhar Gedam, Prof. Rosalin Sahoo, Mr. Aftab Alam, and Mr. Pramod Sudrik.

### Welcome ceremony of Maharashtra delegates for Odisha Trip at IIM Mumbai on 26.11.2024



**Group Photos of Maharashtra delegates for Odisha Trip at IIM Mumbai on 26.11.2024**



**Group Photos of Maharashtra delegates for Odisha Trip at IIM Mumbai on 26.11.2024**

## 10. BUDDY STORIES

### Ria Das

Our trip to Maharashtra was really amazing and unforgettable.

It is the best experience of my life till date.

And this trip was incomplete without the buddies from IIM Mumbai. They were just like our friends and made us much comfortable during our stay. We had a lots of fun with them during the whole trip.

Sochantha didi, Nimisha didi, Gargi didi and Nitesh bhaiya had a lots of talks with us, they also danced with us on sambalpuri songs.

I can never forget those days ever.

Thank you buddies for everything 😊



### Swati

I'm swati

All the buddies were so helpful and kind . They all are humble. Actually they made our stay very comfortable and we became too close to them especially Nimisha didi, Rimjhim didi , Gargi didi , Sunny bhaiya and Rohit bhaiya. The bond we made really took very little time but its impact will be there throughout my lifetime. We danced together in odia songs, marathi songs and Hindi songs. Being unaware of the meaning of the song, we danced like crazy. And on the last day they waved goodbyes with heavy hearts . We exchanged our contacts to be connected . My heart also became heavy when I was sitting in the bus and waving goodbyes to the buddies who were standing on the road. We all became attached . The bond felt like a special bond of brother and sisters. I want to thank all the buddies . ✨



### Rohit Patel

I am Rohit Patel, currently final year student of IIM Mumbai. Participating as a buddy in the Ek Bharat Shreshtha Bharat (EBSB) event was a truly enriching experience. Beyond the responsibility of managing and coordinating various event activities, I had the opportunity to interact closely with participants from Odisha, gaining insights into their vibrant culture and traditions.

Engaging with the group, I realized that everyone possesses unique skills and talents that reflect their individuality and background. From traditional art forms to culinary expertise, the exchange of ideas and stories was both inspiring and thought-provoking. Witnessing their enthusiasm and creativity made my time with them incredibly rewarding.

I also took the chance to guide some participants regarding their future aspirations, particularly in areas like higher education. Sharing insights and providing practical advice to help them navigate opportunities felt deeply fulfilling. Building this connection reinforced the importance of mutual learning and support in such programs.





# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### Barsha Parida

Namaskar Jay Jagannath

My name is Barsha Parida .I am Odisha delegate visits to Maharashtra IIM. Yuva sangam 5 par jo 5P tha uspe ek P tha people to people connected toh Mumbai jakar Hamein iss P ka matlab samjha mein aye. IIM ke taraf se hamein kuch buddies provide ki gayi thi jinsen milakar hamein wo people to people connecting filling's samjha mein aye.Woh sara buddies itne ache the ke humein time ka pata nehin chala 5days kese chala gaya.Or buddies ne hum log ko IIM campus ghumayi or Maharashtra ke street food,folk dance and Marathi language sikhne me madat ki .Unse Maharashtra art and culture ke bare mein jane ko mila .so thank you all buddies giving your most peaceful time.Or sab se zada humein yeh acha laga ki sare buddies milakar Lord Jagannath temple ka story folk dance in puri district Gotipua dance Ko Represent kie hai. Toh Odisha ke lie unka pyar humein acha laga .Last line in my heart I miss you lots all Buddies . Thank you Yuva sangam

### Jalaja Ramachandran

The Yuva Sangam program, under the Ek Bharat Shreshtha Bharat (EBSB) initiative, marked its beginning with a flag-off ceremony at the Swami Vivekananda Hostel, IIM Mumbai, on November 26, 2024, at 9:30 p.m. The delegation embarked on their journey from LTT (Lokmanya Tilak Terminus) at 1:30 a.m. on November 27, 2024.

Upon reaching Bhubaneswar on November 28, 2024, the delegates were warmly welcomed by the team from IIT Bhubaneswar. A traditional reception, including garlands and a vibrant Odissi dance performance, was held at the institute premises. The ceremony was graced by the presence of the Director, Dean of Student Affairs, faculty members, and officers of IIT Bhubaneswar. After the event, the female delegates were accommodated in spacious, twin-sharing studio apartments alongside coordinators.

The program itinerary featured visits to significant sites such as the Governor's House, industries, educational institutes, SSI, and CTTC. Delegates also explored historical and cultural landmarks, including the Jagannath Temple in Puri, the Sun Temple in Konark, Lingaraj Temple, Pipli Village, Chilika Lake, the Maritime Museum, and Podapada village, adopted by IIT Bhubaneswar. Each day began early and concluded late in the evening, with multiple destinations covered. The meticulous arrangements made by IIT Bhubaneswar ensured a seamless and enriching experience.





# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



The delegation departed from IIT Bhubaneswar on December 5, 2024, carrying cherished memories of the trip. The return journey, with all participants traveling in a single bogie, was lively and energetic, further enhanced by the excellent food services provided by IRCTC.

I am grateful for the opportunity to serve as part of the coordinating team for this memorable journey, representing Maharashtra's youth on this remarkable trip to IIT Bhubaneswar, Odisha.

Thanks.

JALAJA

.JAO, IIM MUMBAI

### Sanjay

Hello Sir,

I'm Sanjay, and I would like to express my heartfelt gratitude to all the wonderful buddies who made our experience truly memorable. Each one of them was incredibly helpful, kind, and humble, and they went out of their way to ensure our stay was comfortable. Over time, we grew so close to them, especially Nimisha didi, Rimjhim didi, Gargi didi, Sunny bhaiya, and Rohit bhaiya. The bond we shared developed so quickly, but its impact will remain with me for a lifetime.

We spent so many joyful moments together, dancing to Odia, Marathi, and Hindi songs. Despite not knowing the meaning of the lyrics, we danced with pure joy and enthusiasm, losing ourselves in the music. It felt like we were one big family, bound by laughter, rhythm, and camaraderie. On the last day, as we exchanged goodbyes, I could feel the weight of the moment in my heart. The final wave from the buddies, with heavy hearts, was an emotional farewell. We exchanged our contact details with promises to stay in touch, and I was overwhelmed with emotion as I sat on the bus, waving goodbye to the buddies who stood on the roadside.

It wasn't just a simple goodbye; it was the end of a chapter, a moment where we all realized how deeply we had connected with one another. The bond that we formed felt like the purest form of sibling love—a bond of brothers and sisters that transcended time and distance. It's a connection that will never fade away, and I will cherish these memories forever.

I want to take this opportunity to thank each and every one of the buddies. Your warmth, kindness, and spirit made our time truly unforgettable. You've all left an indelible mark on my heart, and I will forever be grateful for the love and support you've shown. Thank you so much for everything!

Warm regards,

Sanjay



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### 11. THREE BEST PAPERS OF DELEGATES

1. Abhash Padhan
2. Sudipta Nayak
3. Swetapadma Pattanayak

All the three above shortlisted best papers are attached with the report.



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



## 12. BEST PRACTICES BY THE INSTITUTE

The successful execution of Yuva Sangam Phase 5 was driven by the institute's ability to implement several best practices. These efforts ensured a seamless, impactful, and enriching experience for all participants. Below are the key highlights:

### 1. Selection of Students

#### Understanding Data Received and Use of Filters

The student selection process began with analyzing the extensive dataset of applications. Filters were applied to ensure a diverse group of participants based on:

**Gender Ratio:** Maintaining an equitable balance between male and female participants.

**Urban and Rural Representation:** Ensuring inclusivity by selecting students from diverse geographic backgrounds.

**Subject Background:** Encouraging a mix of academic disciplines for varied perspectives.

**NYSS/NCC Criteria:** Prioritizing students with experience in National Service Schemes or National Cadet Corps to promote leadership and responsibility.

**District wise Distribution:** To maintain diversity from each part of Maharashtra

#### Creation of Panel Members

A multidisciplinary panel of experts was formed to review. This panel ensured fairness, transparency, and adherence to the selection criteria.

#### Managing Last-Minute Cancellations

Efficient backup planning was in place to address last-minute cancellations. Alternate candidates from the waiting list were notified promptly, ensuring that no seats went vacant and the program proceeded as planned.

### 2. Media Coverage

#### Extensive Media Engagement

The program achieved significant visibility through a well-coordinated media strategy, involving:

**Doordarshan and FM-Radio:** Broadcasting program highlights to reach wider audiences.

**Print Media:** Coverage in newspapers to document the event and its objectives.

**Social Media:** Real-time updates, videos, and photos were shared on platforms like Twitter, Instagram, and Facebook to engage youth and the community.

This comprehensive media coverage not only highlighted the program's success but also emphasized its importance in fostering cultural exchange.



## YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

### REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### 3. Designing the Program with All 5Ps

The program was meticulously designed around the core themes of Paryatan (Tourism), Parampara (Traditions), Paraspar Sampark (People-to-People Connect), Prodyogiki (Technology), and Pragati (Development) to provide a holistic experience:

#### Parampara (Traditions)

- Maharashtra Food: Delegates experienced authentic Maharashtra cuisine, immersing themselves in the state's culinary heritage.
- Museum Visits: Highlighting traditional and cultural artifacts that reflect Maharashtra's rich history.

#### Paryatan (Tourism)

Delegates visited iconic sites such as:

- Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSVM)
- Gateway of India
- Asiatic Library
- Film City

These visits showcased Maharashtra's heritage and provided delegates with a sense of the state's historical significance and modern achievements.

#### Pragati (Development)

- Godrej Museum: Delegates observed India's industrial progress through the exhibits at the museum.
- IDC (Industrial Design Centre): A visit showcasing innovation and design, aligning with the theme of progress.

#### Prodyogiki (Technology)

- Session by GD Yadav: An insightful session by Padma Shri GD Yadav on technological advancements and their impact on society.

### 4. Worked with Limited Resources and Budget

Despite resource and budget constraints, the institute demonstrated exceptional management skills by:

The entire program, encompassing travel, accommodations, sessions, and cultural activities, was executed by a core team of just 5 faculty members and 2 staff members.

### 13. MERCHANDISE AND RELATED ITEMS



**Handbag and Cap for delegates**



**T-Shirts for delegates and all guests and coordinators**



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### 14. CHALLENGES FACED

Before discussing the challenges, we would like to express our heartfelt gratitude to all the stakeholders who made the Yuva Sangam Phase 5 program possible. Special thanks are due to **IRCTC**, whose logistical support was invaluable in ensuring smooth travel arrangements; **AICTE**, for their consistent guidance and coordination; and the **institute's administration and faculty**, who worked tirelessly to make the program a success.

Organizing the Yuva Sangam Phase 5 program presented unique challenges for the institute. Despite our commitment to ensuring a seamless experience for all participants, we experienced the following challenges:

#### City Traffic and Infrastructure

Geographically, IIM Mumbai is located in the heart of the city. The access to IIM Mumbai is covered with congested roads and an underwater bridge pipeline. This access route created a hurdle as the city tour towards South Mumbai always had to be routed through traffic-congested Saki Naka and took a lot of our time. We requested IRCTC to organize a small bus that could pass through the underwater pipeline. However, this came to our understanding later once the bus was frozen. If we had a previous understanding with IRCTC on the same, we could have avoided this problem.

#### Scheduling the Tour

One of the significant challenges was finalizing the 5-day tour schedule. While the plan was meticulously designed, we encountered last-minute changes due to train loads. We were informed about the same close to the program's start date that certain train services would not be available for the tour.

#### Seating arrangements for students in Train

All the students' seating arrangements were not in the same compartment. Therefore, monitoring them in one go was challenging for the coordinators.



# YUVA SANGAM PHASE 5 (युवा संगम फेज 5)

## REPORT ON STUDENT'S VISITS FROM ODISHA TO MAHARASHTRA



### 15. WAY FORWARD- SUGGESTIONS FOR THE NEXT PHASE

The Yuva Sangam Phase 5 program was a remarkable success, bringing together diverse participants and fostering cultural exchange under the Ek Bharat Shreshtha Bharat initiative. The program demonstrated the commitment and dedication of all stakeholders, including IRCTC, AICTE, and the institute's administration, to creating a meaningful and enriching experience for the delegates.

While the event achieved its objectives, addressing certain challenges will further enhance the program's execution in future phases. Below are some suggestions for improvement:

#### **Strengthening Coordination with Transport Agencies**

- Engage in early and detailed discussions with IRCTC and other transport partners to ensure clarity on logistical requirements, including:
- Bus size and suitability for specific routes, considering city infrastructure constraints.
- Train seat allocations to keep student groups and coordinators in the same compartments for efficient monitoring.

### 16. CONCLUSION:

The exposure visit of students of the Yuva Sangam program from Odisha to Maharashtra on the initiative of the Govt of India under the Ek Bharat Shreshtha Bharat was concluded on 3rd December 2024 at IIM Mumbai. The team on a tour of Odisha for 5 days witnessed the various socio-cultural aspects of the State along with a visit to numerous tourist sites and places of religious and economic interest.

The program aimed to cover multi-dimensional exposure under five broad areas of Yuva Sangam such as Paryatan (Tourism), Parampara (Traditions), Pragati (Development), Prodyogiki (Technology), and Paraspar Sampark (People-to-people connect)

The IIM Mumbai, being the nodal institute, has hosted the program in Mumbai (Maharashtra) with full commitment to establish rich memory amongst the students for their lifetime experience.

The visiting students thanked Hon'ble PM Narendra Modi and the Hon'ble Education Minister Shri Dharmendra Pradhan for the visionary concept of Yuva Sangam which has created lasting memories, indelible learnings and new friends for a lifetime.

The students also wholeheartedly thanked Prof. Manoj Kumar Tiwari, Director of IIM Mumbai, for his constant support and for creating a homely environment during their stay in IIM Mumbai Hostel. The heartfelt gratitude goes to the various Departments, Officials, CISF Team, and People of Maharashtra for their warm hospitality and affection. Thanks to IRCTC for arranging comfortable travel during the tour.



*Receiving Odisha delegates at LTT Railway Station, Mumbai*

**Thank You...!**