

Report on the activities performed by IGNOU under Ek Bharat Shreshtha Bharat (EBSB)

After taking over the responsibility of Ek Bharat Shreshtha Bharat (EBSB) as Nodal Officer under Azadi Ka Amrit Mahotsav as per OM from EBSB Cell, Department of Higher Education, MoE, GoI dated 9th February, 2022, the report on the activities undertaken under EBSB are as under:

Prof. Nageshwar Rao, Vice Chancellor, IGNOU inaugurated the 20 days Programme for celebration of Ek Bharat Shreshtha Bharat (EBSB) Week under Azadi ka Amrit Mahotsav on 24-02-2022. On this occasion, Dr. Srikant Mohapatra, the then Director, RSD and now Pro-Vice Chancellor, IGNOU and Prof. Jitendra Kumar Srivastava, Director, International Division and Nodal Officer, EBSB were the key speakers.

<https://www.youtube.com/watch?v=17XNngsisGA>

Thereafter, a virtual webinar was organized by Nodal Regional Centre (RC) Jaipur on 28th February, 2022 by pairing the learners of the Regional Centres Jodhpur and Jorhat on “Tourism for Celebration of Ek Bharat Shreshtha Bharat under Azadi Ka Amrit Mahotsav by Ministry of Education (MoE), Govt. of India” in which 60 students of IGNOU pursuing CTS, DTS, BTS and MTTM programmes joined the webinar and presented their views.

On 2nd March, 2022 a workshop was organized by Nodal Regional Centre Lucknow on “Cultural Nationalism and Yuva Man Ka Bharatbodh” to inculcate the values of nationalism. On this occasion, Dr. Saurabh Malviya, Specialist and Coordinator, Happiness Curriculum, UP threw light on the works of nationalists and advised the participants to follow their footprints.

Regional Centre Delhi-1, Delhi-2, Delhi-3 and Gangtok organized an event on Ek Bharat Shreshtha Bharat under Azadi Ka Amrit Mahotsava on Thursday, the 03rd March 2022 through virtual mode. The learners from all the 04 participating Regional Centres made their presentation on various aspects such as virtual visits of important tourist attractions/monuments, local cuisine, North Indian handicraft, local festivals, community costumes and virtual meeting with important sportsperson etc.

A virtual webinar was organized by Nodal Regional Centre (RC) Jaipur on 3rd March, 2022 by pairing the learners of the Regional Centre Guwahati on “Local Cuisine of Rajasthan and Assam” for Celebration of Ek Bharat Shreshtha Bharat under Azadi Ka Amrit Mahotsav by

Ministry of Education (MoE), Govt. of India in which 54 students of IGNOU pursuing M.Sc DFSM and DNHE programmes participated in the webinar and presented their views.

Regional Centre Chandigarh along with Vatakara organized events on Ek Bharat Shreshtha Bharat under Azadi Ka Amrit Mahotsava on 4th March and 8th March 2022 through virtual mode. During the programme, the recorded display of Kalaripayattu- the Martial art of Malabar and traditional dance forms of Malabar/Kerala- Kathakali and Mohiniattam was made on 4th March, 2022 whereas a virtual visit to Sargalaya, Kerala Arts and Crafts Village, Iringal -one of the best in Asia and the preparation of exquisite Kerala Cuisine- Banana Chips was displayed on 8th March, 2022. More than 100 learners from both the Regional Centres actively participated in the programme.

<https://youtu.be/F2QHNPOG0pk>

<https://youtu.be/avU3qbBwgq4>

Regional Centre Goa hosted the Programme on 10th March, 2022 along with Regional Centre Ranchi and Deoghar and during the programme organised 9 activities under the 'Ek Bharat Shreshtha Bharat'. The students of Vidhya Prabodini College presented activities ranging from Tourist Destinations to the Flora and Fauna of Goa. The students from RC Ranchi showcased two Live and 4 video programs on the uniqueness of the State's tradition, culture and sports. RC Deoghar participated in the program and two of its students exchanged their views. The program was streamed live on Facebook.

https://mail.google.com/mail/u/0?ui=2&ik=27eafc171d&attid=0.2&permmsgid=msg-f:1727013215593729418&th=17f7955e95de8d8a&view=att&disp=safe&realattid=f_10maejv1

RC Bhubaneswar and RC Pune jointly organized a webinar on "Unity in Diversity – Marathi and Odia Foods" on 10th March, 2022. RC Bhubaneswar organized another webinar on 11th March,

2022 on “Tourism potentials of Odisha – India’s most kept secret” on ‘Ek Bharat Shreshtha Bharat’ under Azadi Ka Amrit Mahotsav. The Chief Speaker from OTDC made a PowerPoint Presentation on the not-so-unraveled areas of Odisha’s tourism sector.

RC Trivandrum, Cochin and Shimla organized a webinar on “Ethnic Food Varieties of Kerala and Himachal Pradesh-its Health Benefits” on 10th March, 2022 on ‘Ek Bharat Shreshtha Bharat’ under Azadi Ka Amrit Mahotsav. During the webinar, talks were delivered on “Similarities in Food pattern across India with special reference to the State of Kerala and Himachal Pradesh”, “Ethnic and Healthy Foods of Kerala”, “Eating Right with Ethnic Food Crops of Kerala”, “Traditional Foods of Himachal Pradesh and their Nutritional Values” and “Traditional Food Values and Health in Himachal Pradesh”.

<https://www.youtube.com/watch?v=d8sW1fPfkUo&authuser=0>

RC Hyderabad and Karnal jointly organized the programmes through virtual mode on 10th March and 14th March, 2022 on ‘Ek Bharat Shreshtha Bharat’ under Azadi Ka Amrit Mahotsav covering activities like Bhangra dance, Haryana Cuisine, Ragini song of Bhagat Singh,

PowerPoint presentation on Historical Science, a show on Ramappa temple, a UNESCO heritage temple of 11th century and local floral festival of Telangana. 50 IGNOU students from both the Regional Centres participated in the programmes.

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Regional Centre, Patna as a Nodal Regional Centre for the Ek Bharata Shreshtha Bharat Programme of Govt. of India along with Regional Centres Darbhanga, Aizwal, Saharsa, Agartala and Bhagalpur initiated programmes and at least organized one activity by the 15th March, 2022. Regional Centre Agartala and Aizwal organized a programme jointly on 12th March, 2022 on the different forms of dance of both the states. On this occasion, a poem in Bengali language was also recited.

[file:///C:/Users/Dr.%20Silima%20Nanda/Downloads/Report%20on%20Incredible%20India%20\(under%20Ek%20Bharat%20Shrestha%20Bharat\).pdf](file:///C:/Users/Dr.%20Silima%20Nanda/Downloads/Report%20on%20Incredible%20India%20(under%20Ek%20Bharat%20Shrestha%20Bharat).pdf)

On 13th March 2022, Regional Centre, Patna organized a mega event Incredible India(A Virtual Visit to the Cultural heritage of the East) along with Regional Centres Darbhanga, Aizwal, Saharsa, Agartala and Bhagalpur through the Google Meet Platform. During the programme, a virtual visit to Ahilya Sthan wife of Maharishi Gautam who turned into stone and received life with the touch of Lord Rama. Regional Centre Aizwal arranged a live presentation of the Folk Dance Chheihlam, dedicated to war. PC Malsawmtluanga & Jenny Laldanglovi were the lead artists and it was presented by the Ngopa Cultural Club. This was followed by virtual visit of Food Production Outlet for Khaza (famous sweet in Bihar) from Regional Centre, Saharsa. From Regional Centre, Agartala, a live performances of a tribal folk dance Hojagiri Nritya was presented by an IGNOU learner in which the dancer balanced herself on an pitcher with series of lamps on her head. A poem in Bengali was recited by Mrs. Pinki Debarma and her daughter. Regional Centre, Bhagalpur presented virtual visit of Vikramashila University (one of the largest ancient Buddhist Universities).

<https://youtu.be/NbkTohoOvWk>

In the end, Regional Centre, Patna arranged a virtual visit of Bodh Gaya (associated with Mahabodhi Temple a UNESCO World Heritage site) Gaya, Ruins of Nalanda University, Nalanda, and Ashoka Pillar at Vaishali. The teams were led by Dr.Hegoyel, Assistant Professor, Dept. of A.I.&A.S, Nalanda College, Bihar Sharif and Dr Dillip Kumar Singh, Coordinator of 05160. During the virtual visit of these places, Dr Sanjay Kumar Manjul, Additional Director General, ASI, new Delhi provided explanation and expert comments for the understanding of the participants.

Sh. Rajendra Prasad, Rtd. Sr. Artist, Darbhanga Museum on Patna Kalam explained in detail about the growth and development of Patna Kalam, the different motifs used in the paintings and the way colours are prepared and mixed to make the paintings.

Sh. Sunil Kumar Manjul, Secretary, Mithila Art & Culture Association made a presentation on internationally renowned Madhubani Painting and highlighted the growth and development of the Madhubani painting, different motifs driving the painters.

Mrs. Geetawali, Assistant Professor, Fashion Designing, Patna Women's College, Patna made a presentation on Tikuli Art and explained the growth and development of Tikuli Art, different motifs used for making the art on different items and exhibited some of her beautiful creations.

Prof. Jitendra Kumar Srivastava, Director, International Division, Chairperson & Nodal Officer, Ek Bharat Shreshtha Bharat Committee, IGNOU, New Delhi and Dr. Umesh Chandra Pandey Director, Regional Services Division also present on the occasion and appreciated the presentations made by the Regional Centres.

RC Chennai, Jammu, Srinagar and Madurai organized virtual celebration on 13th March, 2022 on 'Ek Bharat Shreshtha Bharat' under Azadi Ka Amrit Mahotsav to showcase the traditions, food, culture and tourism of the Incredible India through Google Meet and the entire session has been live streamed on the YouTube.

During Session-I, Traditional Food varieties and its Nutritional values with special reference to the state of Tamil Nadu and Jammu & Kashmir was showcased like Kanchipuram Idli, Garlic Rasam and Pongal and its nutritional values of Tamil Nadu, Rajma, kachaloo and palle of

Jammu, Kashmiri culture and the important traditional foods of the Kashmir valley depicting on Kashmiri Chai and popular local food items was presented by Srinagar.

In Session–II, Traditional Arts, Culture and Festivals with special reference to the state of Tamil Nadu and Jammu & Kashmir like rich heritage of Tamil drama, Bharatanatyam, Puliattam, Kavadi Attam and Kummi etc. Jammu performed dances and festivals of Jammu such as Baisakhi, Lohri etc. Srinagar highlighted the Kashmiri dresses pheran and firepot known as kangiri.

Session–III showcased the important Tourism Destinations in the State of Tamil Nadu and Jammu & Kashmir. Chennai began with the presentation of Joyful Destinations in the state of Tamil Nadu such as Kodaikanal, Ooty and Yercaud also on Mahapalipuram and Marina Beach. Jammu depicted various beautiful tourist destinations like Vaishno Devi Temple, Raghunath Temple, Noori Chamb waterfalls etc. Madurai presented about the tourist attractions such as Madurai Meenakshi Temple, Kanyakumari and Kanchipuram Temples in Tamil Nadu. Srinagar presented on famous tourism hotspots in Kashmir such as mountains, meadows and commerce & culture of the state through tourism.

RC Kolkata, Siliguri, Port Blair and Cochin organized a webinar on 13th March, 2022 on the topic “Historical Tourism-its impact on national building” on ‘Ek Bharat Shreshtha Bharat’ under Azadi Ka Amrit Mahotsav. The programme was live telecast through RC Website, Facebook Live and YouTube Live Channels. The themes for panel discussion were as under:

1. Documentation and Identification of Historical sites of interest.
2. Infrastructure building and revival of case studys of historical significance.
3. Identifying unique historical artefacts, stories that could be brought under a single window display as in Museum.
4. Identifying unique histories, biographies and events that are local and region specific, little and great traditions, folk and urban but has the potential to evolve into global historical legacy, invaluable for youth to inculcate into their common historical legacy.
5. Effective training strategies for Professional Guides, curators and academics as professional experts in History.

6, Means and strategies to creating Institutional network that could highlight the need based approach of tourists with historical interests.

RC Dehradun, Bangalore and Bijapur organized a virtual event on 14th March, 2022 on 'Ek Bharat Shreshtha Bharat' under Azadi Ka Amrit Mahotsav. The students of IGNOU, Dehradun made a presentation on the folk Dance of Uttarakhand, Tourism Potential of Uttarakhand and Food Culture of Uttarakhand. The students of IGNOU, Bangalore made a presentation on Talk on Food Culture of Karnataka, and the folk Song of Karnataka. The students of IGNOU, Bangalore made a presentation on the folk Dance of Karnataka and the folk Song of Karnataka.

<https://www.facebook.com/ignoudehradun/videos/512600033714058>

RC Ahmedabad, Rajkot and Raipur organized a webinar on 14th March, 2022 on the topic 'Tribal Culture and Tourism Perspectives in Chattisgarh and Dr. Vrishottam Sahu, Director, Archeology and Culture, Raipur was the resource person on this occasion of 'Ek Bharat Shreshtha Bharat' under Azadi Ka Amrit Mahotsav. He highlighted about 36 tribals and their ethnicity, languages, dresses, costumes, music, food habits, marriage system and their uniqueness which attract the tourists and is a great source of income for the Chhattisgarh. He also elaborated upon the linkages and similarities between the tribal culture of Gujarat and Chhattisgarh.

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RC Khanna, Vishkhapatnam and Vijaywada organized a collaborative event on 14th March, 2022 on the topic 'Incredible India: A Virtual Visit to Historical Tourism, Retreat Ceremony of Wagah Border, Folk Song, Folk Dances of Punjab' on 'Ek Bharat Shreshtha Bharat' under Azadi Ka Amrit Mahotsav. About 50 students participated in the programme and the programme is available on Facebook (Link: <https://fb.me/e/1EhVI9st3>).

RC Noida, Lucknow, Varanasi, Itanagar and Shillong organized an online programme on 15th March, 2022 on the topic 'A Melting Pot: Cultural Fusion of Uttar Pradesh, Arunachal Pradesh and Meghalaya' on 'Ek Bharat Shreshtha Bharat' under Azadi Ka Amrit Mahotsav. Dr.Srikant Mohapatra, Pro-Vice Chancellor gave the inaugural address and Prof. Jitendra K. Srivastava, Director, International Division and Nodal Officer, EBSB Activities, IGNOU also highlighted upon the importance of Ek Bharat Shreshtha Bharat' under Azadi Ka Amrit Mahotsav. The program was attended by 76 participants. The Programme is uploaded on YouTube Channel of RC Noida.

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