

Ek Bharat Shreshtha Bharat programme aims to enhance interaction & promote mutual understanding between people of different states/UTs through the concept of state/UT pairing. The states carry out activities to promote a sustained and structured cultural connect in the areas of language learning, culture, traditions & music, tourism & cuisine, sports and sharing of best practices, etc

The idea of a sustained and structured cultural connect between people of different regions was mooted by Prime Minister Shri Narendra Modi during the Rashtriya Ekta Divas held on 31st October, 2015, to commemorate the birth anniversary of Sardar Vallabhbhai Patel. Hon'ble Prime Minister propounded that cultural diversity is a joy that ought to be celebrated through mutual interaction & reciprocity between people of different States and UTs so that a common spirit of understanding resonates throughout the country. Every State and UT in the country would be paired with another State/UT for a time period, during which they would carry out a structured engagement with one another in the spheres of language, literature, cuisine, festivals, cultural events, tourism etc. For example, Andhra Pradesh is paired with Punjab for During this period, Punjabis would attempt to learn key words in Telugu, a few Telugu books would be translated into Punjabi & vice-versa, Andhraites would hold food festivals offering Punjabi dishes, Punjabis would perform Andhra folk dances, while Andhraites would perform Bhangra at staged events etc. This pattern of cultural adoption of the partner State/UT would be followed by all states and UTs..

IITTM has been doing the various activities under Ek Bharat Shreshtha Bharat since year 2019 November. We have covered various states under this program. A comprehensive list of the various activities

School Awareness Workshops
Tourism Stakeholder Awareness Programs
Online Quiz Competition
Students Exchange Program
Webinar on Tourism, culture and traditions of Pairing states
Film Screening on EBSB
Poster Making Competition
Webinar on Tourism, culture and traditions of Pairing states
Cultural program promoting dance and music of pairing state
Screening of Nukkad Natak on EBSB
Food Festival
Folk dance competition
Cultural Attire Show
Music Festival