

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

RAJYA SABHA
UNSTARRED QUESTION NO. 13
ANSWERED ON 02.02.2023

EK BHARAT SHRESHTHA BHARAT

13 # SHRI BRIJLAL:

Will the Minister of Culture be pleased to state:

- whether Government has taken the initiative to increase cultural connectivity among all the States under the campaign "Ek Bharat Shreshtha Bharat";
- if so, the details thereof, along with the steps taken by the Central Government, and especially the future plans for the State of Uttar Pradesh; and
- the areas wherein special attention has been given by Government under this campaign?

ANSWER

MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH EASTERN REGION

(SHRI G. KISHAN REDDY)

- Yes, Sir.
- Government has taken number of initiatives to increase cultural connectivity among all the States under the campaign "Ek Bharat Shreshtha Bharat" (EBSB) by celebrating cultural diversity of India through mutual interaction 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 has been paired with another State/UT during which they are carrying out a regular engagement with one another in the spheres of language, literature, cuisine, festivals, cultural events, tourism etc. The pairing States/UTs under Ek Bharat Shreshtha Bharat are as under:

Sl. No.	Pairing States/UTs	Paired States/UTs
1	Gujarat	Chhattisgarh
2	Tamil Nadu	UT of Jammu & Kashmir and Ladakh
3	Madhya Pradesh	Manipur & Nagaland
4	Himachal Pradesh	Kerala
5	Maharashtra	Odisha
6	Uttar Pradesh	Arunachal Pradesh & Meghalaya
7	Punjab	Andhra Pradesh
8	Goa	Jharkhand
9	UT of Lakshadweep	UT of Andaman & Nicobar
10	Uttarakhand	Karnataka
11	Haryana	Telangana
12	Rajasthan	Assam
13	Delhi	Sikkim
14	Bihar	Tripura & Mizoram
15	UT of Chandigarh	UT of Dadra & Nagar Haveli and Daman & Diu
16	UT of Puducherry	

Ministry of Education, Govt. of India has been coordinating implementation of this programme in the country. The idea of a sustained and structured engagement between denizens of different regions in the spheres of culture, literature, sports, tourism etc. was conceptualized as the Ek Bharat Shreshtha Bharat (EBSB) programme. It is a programme to foster unity in India by celebrating its diversity through promoting a structured engagement between different States/UTs so that they experience a single composite national identity through enhanced mutual understanding, by sharing facets of their diverse cultures.

To rediscover the age-old links between Tamil Nadu and Kashi (Uttar Pradesh), Ministry of Education, Government of India in collaboration with the Ministry of Culture has organized 'Kashi Tamil Sangamam' from 17th November to 16th December, 2022 at Varanasi, Uttar Pradesh under the banner of Ek Bharat Shrestha Bharat (EBSB). In order to further strengthen the relationship between Tamil Nadu and Uttar Pradesh, various cultural programmes were organized simultaneously at the venue. The cultural inputs for the event were jointly facilitated by North Central Zone Cultural Centre (NCZCC), Prayagraj; South Zone Cultural Centre (SZCC), Thanjavur; Indira Gandhi National Centre for the Arts (IGNCA) and Archaeological Survey of India (ASI) on behalf of the Ministry of Culture.

(c) Ministry of Culture, Govt. of India organizes various cultural programmes/ activities through its Zonal Cultural Centres (ZCCs) under EBSB taking into consideration the pairing States.

Since 2015, Ministry of Culture has been organizing Rashtriya Sanskriti Mahotsavs (RSMs) under Ek Bharat Shreshtha Bharat (EBSB) umbrella. 12 RSMs have been held in the country. The 12th RSM was organized at Rajahmundry (Andhra Pradesh), Warangal & Hyderabad (Telangana) from 26th March to 3rd April, 2022.

The following activities were organized by various organizations under Ministry of Culture in synergy with the Ministry of Education and Ministry of Youth Affairs and Sports (Nehru Yuva Kendra Sangathan):

- All the Zonal Cultural Centres (ZCCs) participated in 18 camps organized by Nehru Yuva Kendra Sangathan (NYKS) between November, 2019 and March, 2020.
- Sangeet Natak Akademi (SNA) organized 11 lecture-cum-demonstrations in these camps.
- 5 books translated and published in the language of paired States by Sahitya Akademi.
- Number of activities have been undertaken by Archaeological Survey of India (ASI) like collecting of information on 22 World Heritage Sites and other 25 Monuments; Publication on Monuments of Karnataka, Madhya Pradesh, Odisha, Tamil Nadu, Bihar, Punjab, Haryana, North Eastern States, Goa, Telangana, Rajasthan, UT of J&K, UT of Ladakh, Chhattisgarh, Himachal Pradesh, Kerala and Andhra Pradesh; Content development in digital form relating to Monuments of Karnataka, Madhya Pradesh, Odisha, Tamil Nadu, Bihar, Punjab, Haryana, North Eastern States, Goa, Telangana, Rajasthan, UT of J&K, UT of Ladakh, Chhattisgarh, Himachal Pradesh, Kerala and Andhra Pradesh

Besides, 248 online and 310 physical activities/events have been organized by Ministry of Culture under EBSB from July, 2020 to December, 2022.
