

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE

**LOK SABHA**  
**UNSTARRED QUESTION NO. 969**  
ANSWERED ON 29.07.2024

**EK BHARAT SHRESHTH BHARAT CAMPAIGN**

†969. SHRI RAVINDRA DATTARAM WAIKAR:

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government has taken initiatives to promote cultural integration among various States under 'Ek Bharat Shreshth Bharat' campaign in the country,
- (b) if so, the State-wise details along with Maharashtra State thereof;
- (c) the steps being taken by the Government in this regard along with the details of future plans for Maharashtra;
- (d) the areas on which special attention will be paid by the Government under this campaign; and
- (e) if so, the details thereof?

**ANSWER**

MINISTER OF CULTURE AND TOURISM  
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b) Yes sir. Ek Bharat Shreshth Bharat (EBSB) programme of Government of India aims to enhance interaction & promote mutual understanding between people of different States/UTs through the concept of State/UT pairing and experiential learning. 16 participating Ministries/ Departments undertake activities throughout the year to promote sustained and structured cultural connect between paired States/UTs in the areas of language learning, culture, traditions & music, tourism & cuisine, sports and sharing of best practices etc. Further, special initiatives and campaigns are organized under the banner of EBSB to sensitize and immerse the youth in diverse aspects of Indian culture and heritage. These include:

- i. **Yuva Sangam**: It is an ongoing educational-cum-cultural exchange with celebration of diversity at its core wherein participants gain an immersive experience of the language, literature, cuisine, festivals, traditions, art forms, architectural, engineering and historical marvels of the host State.
- ii. **Kashi Tamil Sangamam (KTS)**: Two editions of KTS have been organized under the aegis of EBSB, to celebrate and reinforce the historic connections between Tamil Nadu and Kashi, two renowned centres of learning in ancient India. The two editions witnessed around 3,900 Tamil delegates travelling on 8-day tour to Varanasi, Prayagraj and Ayodhya for cultural immersion. Activities under KTS included seminars, demonstrations, cultural exchanges and exhibitions showcasing handlooms, handicrafts, cuisine and historical landmarks of Tamil Nadu and Uttar Pradesh.

- iii. **Ek Bharat Sanskriti Sangam (EBSS)**: An online social media campaign was carried out from July-Oct, 2023 to encourage youth (18-30 years) to learn and embrace cultures, traditions and art forms of different States/UTs. They were required to perform an art form in the language of any State other than their home State under four categories viz. dancing, singing, painting and photography.

A total of 5,284 participants and coordinators have participated in different phases of Yuva Sangam including the pilot phase across the country. There are a total of 245 participants who have participated from the State of Maharashtra in different phases of Yuva Sangam.

Major activities organized by all the Zonal Cultural Centres (ZCCs) under Ministry of Culture in different States alongwith Maharashtra under 'Ek Bharat Shreshth Bharat' campaign are **Annexed**.

(c) Ministry of Culture organizes various cultural programmes/ activities through its Zonal Cultural Centres (ZCCs) under EBSB taking into consideration the pairing States. The activities which have been planned in Maharashtra are Lok Kala Darshan, Lok Nrutya Bharat Bharti, Tribal Dance Festival, Folk Theatre Festival, Traditional/ Tribal Painting Workshop, Stree Festival, Dr. Vasant Rao Deshpande Smruti Sangeet Mahotsav, Orange City Craft Mela and Folk Dance Festival-2025, Stone Carving Workshop-2024, Abhivyaakti Sanskritik Katta, Guru Shishya Parampara, Research & Documentation etc.

(d) & (e) Under EBSB, activities are planned and implemented throughout India, including Maharashtra, by participating Ministries/ Departments and institutions under their administrative purview.

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**ANNEXURE**

**Annexure referred to in reply to parts (a) & (b) of Lok Sabha Unstarred  
Question No. 969 for 29.07.2024**

**Major activities organized by all the ZCCs in different States alongwith  
Maharashtra under 'Ek Bharat Shreshth Bharat' campaign**

<b>Sl. No.</b>	<b>Name of the major activity</b>	<b>State where activity was organized</b>
1	Baba Sheikh Farid Aagman Purb	Punjab
2	International Geeta Mahotsav	Haryana
3	Mijar Mela	Himachal Pradesh
4	Meera Mahotsav	Rajasthan
5	National Lok Rang Festival	Rajasthan
6	Sindhu Darshan Festival	UT of Ladakh
7	Chandigarh National Craft Mela	UT of Chandigarh
8	Aadi Shaurya-Parv Prakaram Ka	Delhi
9	Bharat Parv	Delhi
10	Zonal Level Rashtriya Sanskriti Mahotsav	Rajasthan
11	Camel Festival	Rajasthan
12	Vitasta-Festival of Kashmir	UT of J&K
13	Vatsal Bharat	Maharashtra
14	Zonal Level Rashtriya Sanskriti Mahotsav	Maharashtra
15	Amrit Kalash Yatra (Meri Maati Mera Desh)	Maharashtra
16	Warli Art Camp & Tribal Workshop	Maharashtra
17	Kashi Tamil Sangamam	Uttar Pradesh
18	Vasantosav	Gujarat
19	Saurashtra Tamil Sangamam	Gujarat
20	Daang Darbar	Gujarat
21	Shilpgram Utsav	Rajasthan
22	Rangshala	Rajasthan
23	Ritu Basant	Rajasthan
24	Malhar	Rajasthan
25	Lok Rang Mahotsav	Rajasthan
26	Baneswar Mela	Rajasthan
27	Phad Wall Workshop	Rajasthan
28	Ganesh Utsav	Goa
29	Lokotsav	Goa
30	Chanderi Mahotsav	Goa
31	Malwa Utsav	Madhya Pradesh
32	Panthe Nritya PrashikshanKaryashala	Chhattisgarh
33	Rangmadhya Dakshini	Chhattisgarh
34	Dr. Vasant Rao Deshpande Smruti Sangeet Samaroh	Maharashtra
35	Lok Nritya Bharat Bharati	Maharashtra
36	Lok Kala Yatra	Karnataka
37	Bahuroopi National Theatre Festival	Karnataka
38	Orange City Craft Mela	Maharashtra
39	Khajuraho Dance Festival	Madhya Pradesh
40	Uttar Pradesh Utsav	Arunachal Pradesh

<b>Sl. No.</b>	<b>Name of the major activity</b>	<b>State where activity was organized</b>
41	Yuva Mahotsav	Sikkim
42	Virasat	Uttarakhand
43	Chalo Man Ganga-Yamuna Teer	Uttar Pradesh
44	Aadi Mahotsav	Delhi
45	Chandra Shekhar Azad Jayanti Samaroh	Uttar Pradesh
46	Bithoor Mahotsav	Uttar Pradesh
47	Janjatiy Utsav	Madhya Pradesh
48	Zonal Level Rashtriya Sanskriti Mahotsav	Delhi
49	ParvateeyNatyaSamaroh	Uttarakhand
50	Markandey Mahadev Mahotsav	Uttar Pradesh
51	Narmada Utsav	Madhya Pradesh
52	Gatha Gayan	Bihar

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