

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE

**LOK SABHA**  
**UNSTARRED QUESTION NO-2552**  
ANSWERED ON 09.03.2026

**IMPACT ASSESSMENT OF EK BHARAT SHRESHTHA BHARAT CAMPAIGN**

†2552. SHRI TARIQ ANWAR:

Will the Minister of CULTURE be pleased to state:

- (a) the details of the action plan under the 'Ek Bharat Shreshtha Bharat' campaign with regard to cultural programmes, exhibitions and heritage tours organized/to be organized between States and the Union Territories for the financial years 2024-25 and 2025-26;
- (b) whether the Government has any standardized impact assessment mechanism to evaluate the extent to which the programme is contributing to the objectives of national integration and cultural understanding despite the increase in budget allocation for this campaign; and
- (c) whether the Government has formulated any new strategy to ensure wider outreach of the campaign by enhancing the engagement of students, youth and social workers?

**ANSWER**

MINISTER OF CULTURE AND TOURISM  
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) To protect, promote and preserve various forms of folk art and culture throughout the country, the Government of India has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. These ZCCs organize various cultural activities and programmes in their member States on regular basis. The cultural activities and programmes organized under 'Ek Bharat Shreshtha Bharat' campaign by these ZCCs during the years 2024-25 and 2025-26 are at **Annexure**.

(b) The programmes organized under EBSB are reviewed through regular reports submitted by ZCCs. These ZCCs also upload details of their activities on digital platforms. Information such as the number of programmes conducted, level of participation, footfalls, and feedback received is examined to assess the impact of these initiatives in promoting national integration and cultural awareness.

(c) All the ZCCs ensure wider outreach of the campaign by organizing a variety of cultural programmes, workshops, competitions and interactive sessions in collaboration with schools, colleges, universities and local cultural institutions to involve students, youth and social workers. ZCCs also make use of social media platforms and digital publicity to disseminate information about events and attract wider audiences. Additionally, outreach programmes, cultural exchanges and awareness campaigns are also conducted at the grassroots level to promote participation of youth, thereby strengthening the objectives of the campaign.

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**Annexure referred to in reply to part (a) of Lok Sabha Unstarred Question No. 2552 for  
09.03.2026**

Cultural activities and programmes organized under 'Ek Bharat Shreshtha Bharat' campaign by the  
ZCCs during the years 2024-25 and 2025-26

**2024-25**

| <b>Sl. No.</b> | <b>Name of the cultural activities and programmes</b>                         | <b>Date</b>              | <b>Venue</b>                                    | <b>No. of artists participated</b> | <b>Footfall</b> |
|----------------|---|--------------------------|---|------------------------------------|-----------------|
| 1.             | Cultural Programme (Rashtrapati Bhavan)                                       | 2/08/2024                | Rashtrapati Bhavan, New Delhi                   | 47                                 | 300             |
| 2.             | World Folklore Day  | 22/08/2024               | Nagpur (Maharashtra)                            | 22                                 | 120             |
| 3.             | Divisional Level Festival   | 02/10/2024 to 04/10/2024 | Nagpur (Maharashtra)                            | 155                                | 500             |
| 4.             | Divisional Level Festival   | 02/10/2024 to 04/10/2024 | Hyderabad (Telangana)                           | 180                                | 10000           |
| 5.             | Mysore Dasara   | 03/10/2024 to 7/10/2024  | Mysore (Karnataka)                              | 30                                 | 400             |
| 6.             | Bhagwan Birsa Munda Jayanti & Janjatiya Gaurav Divas "Tribal Dance Festival " | 15/11/2024 to 17/11/2024 | Nagpur (Maharashtra)                            | 154                                | 1000            |
| 7.             | Udyan Utsav   | 02/01/2025 to 13/01/2025 | Rashtrapati Bhavan Hyderabad (Telangana)        | 251                                | 10000           |
| 8.             | Lok Kala Darshan  | 22/01/2025 to 24/01/2025 | Hiwarkhed, Khed & Shendurjanaghat (Maharashtra) | 90                                 | 15000           |
| 9.             | Orange city Craft Mela & Folk Dance Festival                                  | 10/01/2025 to 19/01/2025 | Nagpur (Maharashtra)                            | 214                                | 50000           |
| 10.            | Har Kanth Me Bharat   | 02/02/2025 to 16/02/2025 | Madhya Pradesh, Maharashtra & Hyderabad)        | 60                                 | 600             |
| 11.            | Lok Nritya Bharat Bharati   | 01/03/2025 to 03/03/2025 | Gadchiroli (Maharashtra)                        | 90                                 | 9000            |
| 12.            | National Folk Dance Festival  | 01/03/2025 to 04/03/2025 | Shilpgram Khajuraho (Madhya Pradesh)            | 152                                | 6000            |
| 13.            | Loknatya Samaroh  | 18/03/2025 to 20/03/2025 | Amravati (Maharashtra)                          | 75                                 | 900             |
| 14.            | Octave  | 21/03/2025 to 23/03/2025 | Khiragadh (Chhattisgarh)                        | 244                                | 20000           |
| 15.            | Octave  | 26/03/2025 to 28/03/2025 | Solapur (Maharashtra)                           | 244                                | 15000           |

|     |  |                          |  |     |  |
|-----|--|--------------------------|--|-----|--|
| 16. | Ek Bharat Shretha Bharat programme Tripura-Bihar-Mizoram   | 9/08/2024 to 10/08/2024  | Patna, Bihar                                       | 110 | 1500                                   |
| 17. | Kalakranti – Ek Bharat Shreshtha Bharat programme Maharashtra and Odisha   | 20/08/2024               | Cuttack, Odisha                                    | 95  | 550                                    |
| 18. | Diwali Shilp Mela  | 17/10/2024 to 28/10/2024 | Prayagraj, Uttar Pradesh                           | 375 | 22224                                  |
| 19. | Rashtriya Shilp Mela   | 01/12/2024 to 15/12/2024 | Prayagraj, Uttar Pradesh                           | 555 | 63477                                  |
| 20. | Ek Bharat Shreshtha Bharat (EBSB) Cultural Exchange Programme – Folk Dance Presentations (Rikhamapada – Arunachal Pradesh, Wangala – Meghalaya, Jhijiya – Uttar Pradesh)           | 30/04/2024               | Virtual Mode participation from the Pairing States | 45  | 600                                    |
| 21. | Ek Bharat Shreshtha Bharat Cultural Programme – Folk Dance & Song Presentations (Badhai Norta & Baredi – Madhya Pradesh, Folk Dance – Manipur, Lotha Folk Song & Dance – Nagaland) | 29/06/2024               | Virtual Mode from the Pairing States               | 45  | 570                                    |
| 22. | Ek Bharat Shreshtha Bharat Cultural Programme – Folk Performances (Badhai Norta – Madhya Pradesh, Folk Dance – Manipur, Chakhesang Folk Song & Dance – Nagaland)                   | 31/08/2024               | Virtual Mode from the Pairing States               | 45  | 650                                    |
| 23. | Mango Festival-2024  | 09/05/2024               | Kasargod (Kerala)                                  | 31  | 250                                    |
| 24. | Folk Dance Festival  | 02/02/2025 to 03/02/2025 | Kannur (Kerala)                                    | 35  | 150                                    |
| 25. | National Folk Festival 2025  | 03/02/2025 to 04/02/2025 | Thrissur (Kerala)                                  | 30  | 200                                    |
| 26. | Celebration of Gujarat and Maharashtra Day   | 01/05/2024               | Punjab Raj Bhawan (Chandigarh)                     | 60  | Approx 500                             |
| 27. | Sanskritik Yatra and Sindhu Darshan Festival   | 16/06/2024 to 30/06/2024 | Pathankot (Punjab), Udhampur & Srinagar (UT        | 135 | Approx.1000-1200 per day per programme |

|     |   |                             |  |     |                                       |
|-----|---|-----------------------------|--|-----|---------------------------------------|
|     |   |                             | of J&K),<br>Kargil & Leh<br>(UT of<br>Ladakh) and<br>Keylong &<br>Mandi<br>(Himachal<br>Pradesh) |     |                                       |
| 28. | Baba Sheikh Farid<br>Aagman Purb                    | 19/09/2024 to<br>23/09/2024 | Faridkot<br>(Punjab)   | 111 | Approx.<br>18000-20000                |
| 29. | 14 <sup>th</sup> Chandigarh<br>National Crafts Mela | 29/11/2024 to<br>08/12/2024 | Kalagram<br>(Chandigarh)   | 975 | Approx.<br>98000-<br>99000            |
| 30. | International Gita<br>Mahotsav                      | 28/11/2024 to<br>15/12/2024 | Kurukshetra<br>(Haryana)   | 329 | Approx.<br>26000-<br>28000<br>per day |
| 31. | Bharat Parv   | 26/01/2025 to<br>31/01/2025 | Red Fort Lawns<br>(New Delhi)  | 545 | Approx. 2500-<br>3000 daily           |
| 32. | All India Governor's<br>Conference, Delhi           | 02/08/2024                  | Delhi  | 32  | 200                                   |
| 33. | Nareli Purnima,<br>Daman                            | 19/08/2024                  | Daman  | 28  | 3000                                  |
| 34. | Tarang Shakti                                       | 30/08/2024 to<br>07/09/2024 | Jodhpur<br>(Rajasthan)   | 69  | 1800                                  |
| 35. | Ganeshotsav   | 12/09/2024 to<br>18/09/2024 | Goa  | 74  | 7000                                  |
| 36. | National Lok<br>Mahotsav "Lokrang"                  | 21/10/2024 to<br>24/10/2024 | Jaipur<br>(Rajasthan)  | 70  | 2000                                  |
| 37. | National Unity Day                                  | 31/10/2024                  | Kevadiya<br>(Gujarat)  | 55  | 10000                                 |
| 38. | Pushkar Fair  | 09/11/2024                  | Pushkar<br>(Rajasthan)   | 58  | 10000                                 |
| 39. | Lord Birsa-Munda<br>National Tribal<br>Festival     | 15/11/2024 to<br>16/11/2024 | Shilpgram<br>(Udaipur)   | 179 | 1000                                  |
| 40. | Bundi Mahotsav,                                     | 18/11/2024 to<br>20/11/2024 | Bundi<br>(Rajasthan)   | 46  | 5000                                  |
| 41. | Matsay Mahotsav                                     | 25/11/2024 to<br>26/11/2024 | Alwar<br>(Rajasthan)   | 43  | 6000                                  |
| 42. | Shilpgram Utsav                                     | 21/12/2024 to<br>30/12/2024 | Shilpgram<br>(Udaipur)   | 683 | 200000                                |
| 43. | Camel Festival                                      | 11/01/2025 to<br>12/01/2025 | Bikaner<br>(Rajasthan)   | 46  | 5000                                  |
| 44. | Lokotsav  | 17/01/2025 to<br>26/01/2025 | Goa  | 227 | 10000                                 |
| 45. | Maru Mahotsav                                       | 10/02/2025 to<br>11/02/2025 | Jaisalmer<br>(Rajasthan)   | 47  | 5000                                  |
| 46. | Beneshwar Mela                                      | 11/02/2025 to<br>12/02/2025 | Dungarpur<br>(Rajasthan)   | 49  | 10000                                 |
| 47. | Vasantosav  | 21/02/2025 to<br>02/03/2025 | Gandhinagar<br>(Gujarat)   | 172 | 100000                                |
| 48. | Lokanurjan Mela                                     | 22/02/2025 to<br>24/02/2025 | Udaipur<br>(Rajasthan)   | 30  | 1000                                  |
| 49. | Octave  | 07/03/2025 to<br>09/03/2025 | Goa  | 227 | 5000                                  |

|     |                                       |                             |                        |     |        |
|-----|---------------------------------------|-----------------------------|------------------------|-----|--------|
| 50. | Daang Darbar                          | 08/03/2025 to<br>12/03/2025 | Ahva Dang<br>(Gujarat) | 59  | 5000   |
| 51. | 30 <sup>th</sup> Adi Jati<br>Mahotsav | 20/03/2025 to<br>21/03/2025 | Anand (Gujarat)        | 35  | 2000   |
| 52. | EBSB                                  | 20/03/2025 to<br>22/03/2025 | Pune<br>(Maharashtra)  | 30  | 2000   |
| 53. | Lokanurjan Mela                       | 23/03/2025 to<br>25/03/2025 | Jodhpur<br>(Rajasthan) | 56  | 8000   |
| 54. | Shilpdarshan                          | Throughout the<br>year      | Shilpgram<br>(Udaipur) | 720 | 100000 |

### 2025-26

| Sl. No. | Name of the cultural activities and programmes   | Date                        | Venue   | No. of artists participated | Footfall |
|---------|--|-----------------------------|---|-----------------------------|----------|
| 1.      | Chitramala Nirman Karyashala Painting Exhibition on the occasion of Ahilyabai Holkar Trishatabdi Jayanti | 20/04/2025                  | Raipur<br>(Chhattisgarh)                            | 50                          | 500      |
| 2.      | WAVES  | 1/05/2025 to<br>3/05/2025   | Mumbai<br>(Maharashtra)                             | 70                          | 10000    |
| 3.      | Malwa Utsav  | 08/05/2025 to<br>14/05/2025 | Indore (Madhya Pradesh)                             | 60                          | 1000     |
| 4.      | Nadi Mahotsav  | 27/09/2025<br>to 29/09/2025 | Sangli, Miraj &<br>Ichalkarnji<br>(Maharashtra)     | 120                         | 200      |
| 5.      | Kolhapur Shahi Dashara Mahotsav  | 25/09/2025 &<br>26/09/2025  | Kolhapur<br>(Maharashtra)                           | 120                         | 600      |
| 6.      | Octave - A Festival of North Eastern States of India   | 09/10/2025 to<br>12/10/2025 | SCZCC, Nagpur<br>(Maharashtra)                      | 206                         | 10000    |
| 7.      | Bharatiya Kala Mahotsav  | 21/11/2025 to<br>30/11/2025 | Rashtrapati Nilayam,<br>Secunderabad<br>(Telangana) | 357                         | 150000   |
| 8.      | Shataabdi Mahotasav - Maharashtra Lok Kala Darshan   | 05/12/2025 to<br>08/12/2025 | Ratlam (Madhya Pradesh)                             | 25                          | 650      |
| 9.      | Chetak Festival  | 11/12/2025 to<br>15/12/2025 | Sarangkheda<br>(Maharashtra)                        | 75                          | 6000     |
| 10.     | Octave - Festival of North Eastern States  | 24/12/2025 to<br>27/12/2025 | Indore (Madhya Pradesh)                             | 261                         | 3000     |
| 11.     | Ek Bharat Shreshtha Bharat programme Goa and Jharkhand   | 08/09/2025                  | Ranchi<br>(Jharkhand)                               | 105                         | 700      |
| 12.     | Ek Bharat Shreshtha Bharat programme Tripura, Mizoram, Bihar   | 04/02/2026 to<br>05/02/2026 | Bhikhanpura,<br>Khorampur &<br>Vaishali (Bihar)     | 120                         | 2500     |
| 13.     | Octave   | 26/04/2025 to<br>30/04/2025 | Bhagalpur (Bihar)                                   | 159                         | 950      |

|     |   |                          |  |      |   |
|-----|---|--------------------------|--|------|---|
| 14. | Kalagram during Mahakumbh   | 16/01/2025 to 24/02/2025 | Prayagraj (Uttar Pradesh)  | 8499 | 400000+                                 |
| 15. | Ganga Sanskriti Yatra   | 17/05/2025 to 18/05/2025 | Varanasi (Uttar Pradesh)   | 103  | 1550                                    |
| 16. | Diwali Shilp Mela   | 08/10/2025 to 19/10/2025 | Prayagraj (Uttar Pradesh)  | 512  | 33206                                   |
| 17. | Rashtriya Shilp Mela  | 01/12/2025 to 10/12/2025 | Prayagraj (Uttar Pradesh)  | 650  | 43010                                   |
| 18. | Chalo Mann Ganga Jamuna Teer  | 04/01/2026 to 13/02/2026 | Prayagraj (Uttar Pradesh)  | 1827 | 24874                                   |
| 19. | Virasat Kala Mahotsav   | 24/01/2026 to 02/02/2026 | Delhi  | 163  | 1100                                    |
| 20. | Virasat Kala Mahotsav   | 27/01/2026 to 02/02/2026 | Chattarpur (Madhya Pradesh)  | 162  | 2000                                    |
| 21. | Virasat Kala Mahotsav   | 23/02/2026 to 01/03/2026 | Mahendragarh (Haryana)   | 141  | 1450                                    |
| 22. | Ek Bharat Shreshtha Bharat – Cultural Exchange (Participating States: Bihar, Mizoram & Tripura)                   | 13/10/2025 to 15/10/2025 | NEZCC Shilpgram, Guwahati (Assam)  | 45   | 900                                     |
| 23. | Ek Bharat Shreshtha Bharat Cultural Exchange Programme (Participating States: Madhya Pradesh, Nagaland & Manipur) | 07/12/2025               | NEZCC Shilpgram, Guwahati (Assam)  | 45   | 300                                     |
| 24. | Ek Bharat Shreshtha Bharat Cultural Programme (Pairing States: Uttar Pradesh, Arunachal Pradesh & Meghalaya)      | 20/01/2026               | Shilpgram, NEZCC Guwahati (Assam)  | 45   | 300                                     |
| 25. | All India Crafts Mela   | 20/12/2025 to 05/01/2026 | Hyderabad (Telangana)  | 60   | 1500                                    |
| 26. | Samanwaya   | 07/02/2026 to 08/02/2026 | Kasargod (Kerala)  | 61   | 300                                     |
| 27. | Sisirotsavam  | 08/02/2026 to 09/02/2026 | Kannur (Kerala)  | 61   | 300                                     |
| 28. | Sanskriti   | 09/02/2026 to 11/02/2026 | Malapuram (Kerala)   | 68   | 250                                     |
| 29. | Celebration of Gujaratand Maharashtra Day   | 01/05/2025               | Punjab Raj Bhawan (Chandigarh)   | 70   | Approx. 450                             |
| 30. | Sanskritik Yatra and Sindhu Darshan Festival  | 13/06/2025 to 29/06/2025 | Pathankot (Punjab), Udhampur & Srinagar (UT of J&K), Kargil & Leh (UT of Ladakh) and Keylong & Mandi | 145  | Approx. 1200-1500 per day per programme |

|     |  |   |                                |     |                             |
|-----|--|---|--------------------------------|-----|-----------------------------|
|     |  |   | (Himachal Pradesh)             |     |                             |
| 31. | Celebration of Foundation Day of Andhra Pradesh, Chhattisgarh, Haryana, Karnataka, Kerala, Madhya Pradesh, Punjab, Tamil Nadu (states), and Andaman and UTs of Nicobar Island, Chandigarh, Delhi, Lakshadweep, Pondicherry | 30/10/2025  | Punjab Raj Bhawan (Chandigarh) | 87  | Approx. 480                 |
| 32. | 15 <sup>th</sup> Chandigarh National Crafts Mela   | 28/11/2025 to 07/12/2025  | Kalagram (Chandigarh)          | 940 | Approx. 83000-85000         |
| 33. | International Gita Mahotsav  | 15/11/2025 to 05/12/2025  | Kurukshetra (Haryana)          | 503 | Approx. 25000-30000 per day |
| 34. | Bharat Parv  | 26/01/2026 to 31/01/2026  | Red Fort Lawns (New Delhi)     | 438 | Approx. 2500-3000 per day   |
| 35. | Bhairav Ji Mela  | 12/04/2025  | Baswara (Rajasthan)            | 60  | 5000                        |
| 36. | WAVES 2025   | 01/05/2025 to 03/05/2025  | Mumbai (Maharashtra)           | 74  | 5000                        |
| 37. | Ek Desh Ek Dhadkan   | 15/05/2025, 16/05/2025, 18/05/2025, 19/05/2025, 21/05/2025, 24/05/2025, 25/05/2025 & 28/05/2025 | Rajasthan                      | 58  | 5000                        |
| 38. | Indian Folk Carnival Festival  | 30/05/2025 to 01/06/2025  | Ahmadabad (Gujarat)            | 35  | 1500                        |
| 39. | 23 <sup>rd</sup> Folk Festival   | 16/06/2025 to 20/06/2025  | Puri (Odisha)                  | 29  | 5000                        |
| 40. | Yatra Paschimalap  | 01/08/2025 to 07/08/2025  | Pali (Rajasthan)               | 85  | 10000                       |
| 41. | Nareli Purnima   | 09/08/2025  | Daman                          | 45  | 6000                        |
| 42. | Warsa Shhyadricha Program  | 18/08/2025 to 19/08/2025  | Auragabad (Maharashtra)        | 208 | 1500                        |
| 43. | Ganeshotsav  | 01/09/2025 to 06/09/2025  | Goa                            | 70  | 7000                        |
| 44. | Rashtriya Lok Natya Samaroh  | 17/09/2025 to 19/09/2025  | Jodhpur (Rajasthan)            | 27  | 1500                        |
| 45. | Lok-Rang   | 12/10/2025 to 17/10/2025  | Jaipur (Rajasthan)             | 97  | 30000                       |
| 46. | Octave   | 09/10/2025 to 12/10/2025  | Nagpur (Maharashtra)           | 185 | 5000                        |
| 47. | Pushkar Mela   | 10/10/2025  | Pushkar (Rajasthan)            | 30  | 10000                       |

|     |  |                             |                            |     |        |
|-----|--|-----------------------------|----------------------------|-----|--------|
| 48. | Vagad Mahotsav                                     | 03/11/2025 to<br>04/11/2025 | Dugarpur<br>(Rajasthan)    | 36  | 3000   |
| 49. | Bharat Parv  | 07/11/2025 to<br>09/11/2025 | Ekta Nagar<br>(Gujarat)    | 81  | 10000  |
| 50. | Paschim Bharat Ki<br>Vividhata Ka Utsav            | 19/11/2025 to<br>30/11/2025 | Hyderabad<br>(Telangana)   | 197 | 150000 |
| 51. | Jan Jati Gaurav<br>Diwas                           | 15/11/2025                  | Dugarpurn<br>(Rajasthan)   | 39  | 5000   |
| 52. | Shilpgram Utsav                                    | 21/12/2025 to<br>30/12/2025 | Shipgram<br>(Udaipur)      | 666 | 200000 |
| 53. | Celebration 75<br>Years the Indian<br>Constitution | 26/12/2025 to<br>27/12/2025 | Balotara<br>(Rajasthan)    | 59  | 1500   |
| 54. | National Swadesi<br>Mahotsav                       | 27/12/2025                  | Chittorgarh<br>(Rajasthan) | 48  | 2500   |
| 55. | Chanderi Mahotsav                                  | 27/12/2025 to<br>01/01/2026 | Goa                        | 33  | 4000   |
| 56. | Vande Bhartam                                      | 08/01/2026 to<br>26/01/2026 | New Delhi                  | 227 | 25000  |
| 57. | Aadi Lokotsav                                      | 09/01/2026 to<br>11/01/2026 | Goa                        | 75  | 5000   |
| 58. | Lokotsav   | 20/01/2026 to<br>29/01/2026 | Goa                        | 321 | 10000  |
| 59. | Beneshwar Mela                                     | 31/01/2026 to<br>01/02/2026 | Dungarpur<br>(Rajasthan)   | 32  | 5000   |
| 60. | Shilpdarshan                                       | (Throughout the<br>year)    | Shilpgram<br>(Udaipur)     | 460 | 120000 |

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