

**'EK BHARAT SHRESHTHA BHARAT' BOOSTING STEP FOR NATIONAL  
INTEGRATION**

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**ABSTRACT:**

*In information and communication technology era, every field of social life is almost changing but uniqueness of our Nation has not been change. India is unique country where we can found unity in diversity. This uniqueness has been woven by various types of languages, cultural, rituals, religions, views and many more. By our honourable Prime Minister Shri Narendra Modi has been taken an initiative "Ek Bharat Shreshtha Bharat" for boosting unity in diversity and preserved our incredible heritage. The Government of India wants to embark on a mission to enter into a wide range of mutual interaction with the paired states / U.Ts including its dance form, dressing style, cuisine, language, music, language and tourism.*

**KEYWORDS:** Language, Culture, festivals, Integrity

**INTRODUCTION**

India is unique country where we can found unity in diversity. This uniqueness has been woven by various types of languages, cultural, rituals, religions, views and many more. This is fact that today we are in Information and communication era but our mulmantra "Vasudhaiv Kutumbakam" is in every heart of an Indian. This is the reason till day we are united and our cultural are alive in our hearts. Time and technology have a great amount of effect on our lives but our culture is making us unite. That is why this time we should have established our cultural exchanges between people of various religions. The students or people from four zones as North, east, West and South should not feel strangers in anywhere of our country, the Prime minister of India taken an Initiative as "Ek Bharat Shreshtha Bharat" on Rashtriya Ekta Diwas.



It was announced by our honourable Prime Minister of India on 31 October 2015 on the occasion of birth anniversary of Sardar Vallabha Bhai Patel. This programme has been fully influences by life of freedom fighter Sardar Vallabha Bhai Patel.

The main aim of Ek Bharat Shreshtha Bharat is to enhance understanding between our Indian states which in turn, will help to strengthening the unity and integrity of India. The all states and union territories are having different languages, living, dressing and geographical structures. This programme has been started to promote cultural unity amongst Indian states and territory. The main objective of this programme is also promoting National Integration by various cultural activities.

This programme will improve interaction between people of different religion, culture and region living among 29 states and UTs. Building good mutual understanding and rapport between Indians, knowledge of language, traditions, rituals, dressing style etc will also lead to an another level.



The Government of India wants to embark on a mission to enter into a wide range of mutual interaction with the paired states / U.Ts including its dance form, dressing style, cuisine, language, music, language and tourism.



In this initiative, the main motive of Government of India is to promote interaction between people of states and their various types of cultural and social activities and rituals. Minimize the lags between rituals and cultural activities of one state to another state. This programme will prove as showcase of our rich heritage and culture, traditions, customs and all in front of all over

world. In this scheme, states of the country will connect to each other to promote their rich traditions and culture like dance, song, lok geet, lok nriyta, food festivals, tourism, literacy programmes, books festivals and many more. This programme has a clear vision that enhancement of unity and strengthen of the nation depend only on understanding of cultures and bonding among the people. To know the opinion of the citizen of country, the Government of India launched Ek Bharat Shreshtha Bharat contest, quiz and competitions. In this way, the government of India opened a portal for people to give their innovative ideas, suggestions, tasks and many more. Our leader Sardar Vallabha Bhai Patel gave our nation as EK BHARAT so it is now duty of 125 crore Indians to make our country SHRESHTHA

BHARAT. This programme will definitely prove a boon to our unity as well as development of our nation.

**OBJECTIVES:** The objectives of the programme are as follows-

- This programme will promote emotional bonds amongst citizen of the country.
- This programme will promote learning between states by performing various activities.
- To set up a basis of long- term engagements.
- To exhibit rich culture, heritage, rituals and tradition of both the states.
- To praise the diversity of India thus, encouraging a sense of identity and fostering an unique identity.
- The spirit of national integration among all states and union territories will be promoted.

### **CHARACTERISTICS**

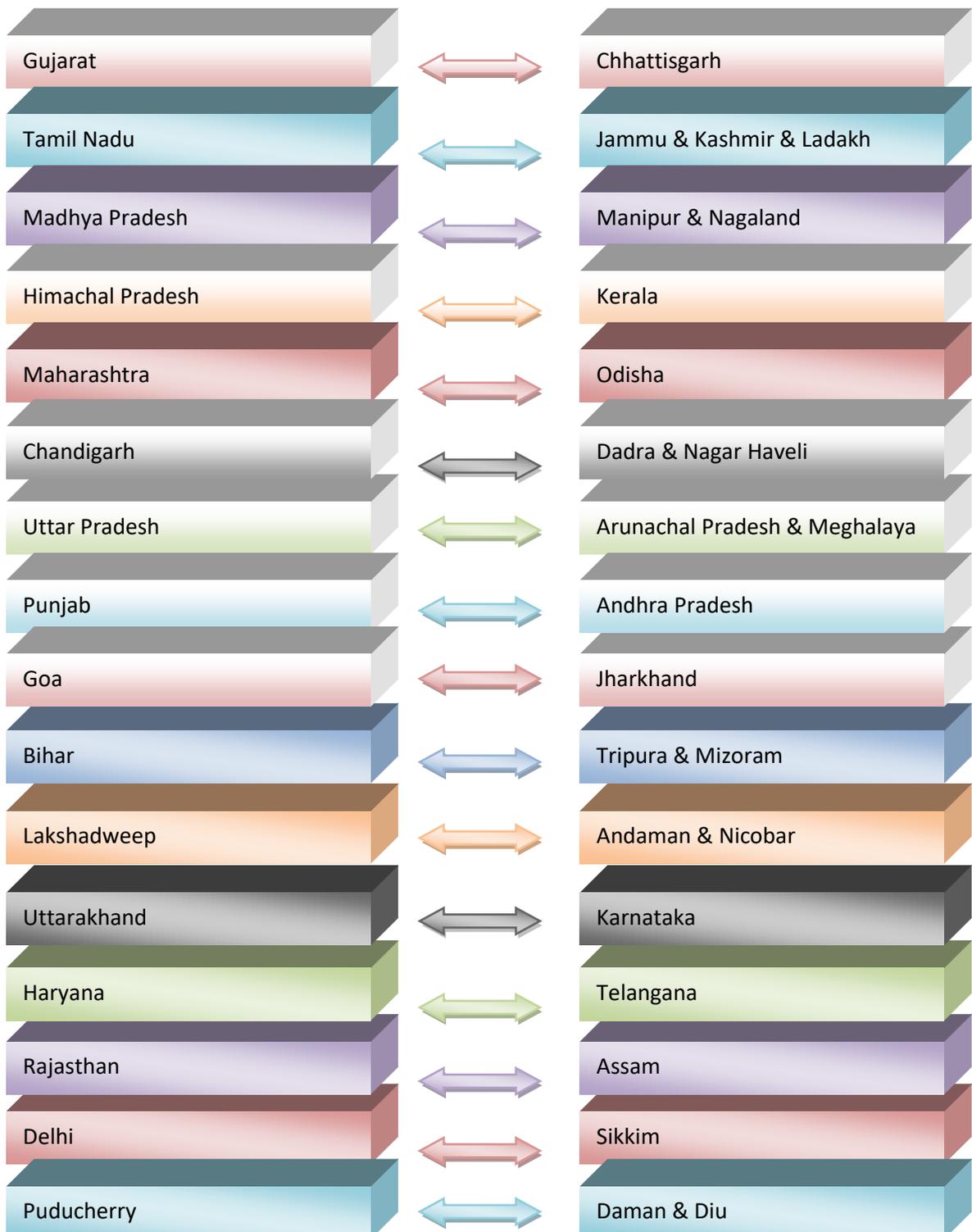
- It is a booster initiative for national integration and reduces geographical distances among people.
- It is an initiative to boost the cultural connection between the states and union territories of country.
- It will help people to interact in a better way with people of different regions, culture, rituals etc.
- In this scheme, one state will be paired with another on a yearly basis and both will try to promote the tradition mutually with the help of co-curricular activities like singing, dancing, food and book festivals, cuisine competitions and many more.
- More notably, in the next year both states will connect to two different states for the same.
- Ek Bharat Shreshtha Bharat was launched to get ideas and views of people regarding each other and making each other more effective in turn, making India more effective.

### **PARTNERING STATES FOR EK BHARAT SHRESHTHA BHARAT:**

Union Territories and states are entering into a wide way of mutual partnership. The ministry of Human Resource Development is designated Nodal ministry for make co-ordination of the programme. The MHRD has stated to Union Territories and states to nominate a nodal officer to co-ordinate the programme. The partner states and union

territories sign MoUs and making an action plan and drafting of activities for the programme. In this MoUs, Partner states and union territories are also decide timelines implementation duties with consultation each other. During this period, the states and the union territories are giving a structured platform to the people in the areas of languages, literature, cuisine, festivals, cultural activities and many more. The current pairing will continue till June of this year. With help of a smart chart we can show all the Indian states and union territories partnering with each other under the programme “Ek Bharat Shrethaa Bharat”.

***Partnering States and Union Territories***



**LIST OF ACTIVITIES PERFORMED BY PARTNERING STATES AND UNION TERRITORIES**

- Translating at least 5 award winning Books and Poetry, popular folk songs of one state in the language of the partnered state.
- Exchange Programme for Writers and Poets.
- Organising Cuisine related competitions and events for learning inter- state cuisine.
- Organizing educational tours for for students of schools and universities.
- Organising Essay competitions among students of their respective states and union territories.
- Acting, Mimicry and drama in theatres by people of their partnering states and union territories.
- Showcasing the dressing style of each other's states or union territories in the form of fashion show or other.
- Broadcasting programmes of one state on the regional radio channels.
- Organising Photography competitions showing the culture, tradition and heritage of each other's states and union territories.
- Having exposure to the sports of the partnering states and union territories.
- Learning and competing in inter -state music, dance and singing competitions.
- Organising National/ Inter- State Quiz or General Knowledge competitions.
- Having each other's Film Festivals in each other's states and union territories.
- Taking part in each other's Parade and Ceremonial occasions.
- Exchange of each other's traditional agricultural practices by farmers.
- Trying to practise and learn the language of their partnering states and union territories.
- Sharing information of their culture, rituals and customs with each other.
- Promoting tourism in each other's partner states.

**CONCLUSION**

- To sum up, Ek Bharat Shrethta Bharat is one of the best schemes to help people of the country understand and commemorate each other.
- It will make the nation stand united hand in hand with each other inspite of standing against each other in times of need.

- Being launched on Rashtriya Ekta Diwas, one state or UT will connect to the other and promote each other's heritage in other state.

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