

Ek Bharat Shreshtha Bharat

Ek Bharat Shreshtha Bharat programme aims to actively promote interactions among the people of diverse cultures residing in the different states and union territories of India, with an aim to promote greater mutual understanding among them

Ek Bharat Shreshtha Bharat, translating to "One India, Best India" stands as a testament to India's cultural diversity and unity. Rooted in the vision of Hon'ble Prime Minister Shri Narendra Modi, this initiative was mooted on October 31st, 2015 during the Rashtriya Ekta Diwas celebrations to commemorate the 140th birth anniversary of Sardar Vallabhbhai Patel. Inspired by the ideas of Sardar Patel, who played a pivotal role in unifying the country after independence, Ek Bharat Shreshtha Bharat (EBSB) strives to bridge the gap between different regions, languages, and traditions of India, thus creating a cohesive national identity. By promoting sustained and structured cultural exchanges, language learning, and mutual celebrations of festivals and heritage, this initiative embodies the essence of "Unity in Diversity". It reflects India's rich tapestry of cultures, languages, and traditions, showcasing the country's strength and resilience as a vibrant and inclusive nation.

In order to foster greater cultural exchange and understanding among the various states and union territories of India, EBSB deploys a unique engagement matrix in which different states and union territories (UTs) of the country are paired with each other. The matched pairs deep dive into a wide range of mutual engagements to foster the spirit of 'Ek Bharat Shreshtha Bharat' as highlighted by the Hon'ble PM.

OBJECTIVES OF EBSB PROGRAMME

CHERISH THE DIVERSE UNITY WITHIN OUR NATION, NURTURING THE EMOTIONAL BONDS AMONG OUR PEOPLE.

FOSTER NATIONAL INTEGRATION THROUGH STRUCTURED ENGAGEMENTS AMONG ALL STATES AND UNION TERRITORIES.

SHOWCASE THE RICH CULTURAL TAPESTRY OF PAIRED STATES TO PROMOTE UNDERSTANDING AND APPRECIATION OF INDIA'S DIVERSITY.

ESTABLISH ENDURING PARTNERSHIPS.

CULTIVATE AN ATMOSPHERE CONDUCTIVE TO MUTUAL LEARNING BY SHARING BEST PRACTICES AND EXPERIENCES AMONG STATES.



