



एक भारत श्रेष्ठ भारत



विद्या परं दैवतम्

**IIM**

भारतीय प्रबंध संस्थान विशाखपट्टणम  
Indian Institute of Management Visakhapatnam

EBSB Club  
IIM Visakhapatnam

**About:**

Ek Bharat Shrestha Bharat (EBSB) program of the Government of India (GoI) aims at enhancing interaction and promoting mutual understanding between people of different states/UTs through the concept of state/UT pairing. The states carry out activities to promote a sustained and structured cultural connect in the areas of language learning, culture, traditions, music, tourism, cuisine, sports and sharing of best practices, etc.

**Objectives of EBSB**

The broad objectives of this initiative of GoI are as follows:

1. **To CELEBRATE** the Unity in Diversity of our Nation and to maintain and strengthen the fabric of traditionally existing emotional bonds between the people of our country
2. **To PROMOTE** the spirit of national integration through a deep and structured engagement between all Indian States and Union Territories through a year-long planned engagement between States
3. **To SHOWCASE** the rich heritage and culture, customs and traditions of either State for enabling people to understand and appreciate the diversity that is India, thus fostering a sense of common identity
4. **TO ESTABLISH** long-term engagements
5. **TO CREATE** an environment which promotes learning between States by sharing best practices and experiences.

**EBSB Club:**

In pursuance of the advisories of the Ministry of Education (MoE), GoI, and to strengthen the activities in realization of the objectives of the EBSB program, the Indian Institute of Management Visakhapatnam (IIMV) established the EBSB Club.

**Paired State:**

The state Andhra Pradesh is paired with the state Punjab.

**Nodal officer – EBSB: -**

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**Activities planned to promote EBSB at the Institute:**

<b>Planned Activity</b>	<b>Schedule</b>
1. Taking the Constitution Pledge in English and Punjabi (paired state)	26 Nov. 2021 (completed)
2. Translation of at least 5 Award Winning Books, 5 award winning songs of one state in the language of partnering state.	Dec 2021

Planned Activity	Schedule
3. Identification of proverbs having similar meaning in the languages of the two states and their translation and dissemination for interchangeable use.	
4. Culinary festivals with opportunity to learn culinary practices of partner State.	
5. Exposure of students of one State to alphabets, songs, proverbs and 100 sentences in the language of the partnering state.	Jan 2022
6. Encouraging the administration of oaths/Pledges in the two languages of the pairing state.	
7. Organizing Essay Competition among students in the language of the partnering State.	Feb 2022
8. Organizing Optional Classes in Schools / colleges, where feasible, for learning the language of the partnering state.	
9. Organizing Drama(s) of other State in the educational institutions of the partnering state	Mar 2022
10. Organizing Photography competition for the people of One state creating their portfolio on sites, places, and objects in the partnering state.	Apr 2022

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