



एक भारत श्रेष्ठ भारत



Ek Bharat Shreshtha Bharat is a pioneering initiative launched by the Government of India to enhance unity in India. Hon'ble Prime Minister of India, Shri Narendra Damodardas Modi announced this scheme on Rashtriya Ekta Divas address held on 31st of October 2015, to commemorate the birth anniversary of Sardar Vallabhbhai Patel.

This program aims to strengthen the existing cultural connection among diverse parts of the country and enhance interaction between people living in various states and union territories. This initiative aims to improve mutual understanding and reciprocity among the people of India so that a shared spirit of understanding may reverberate throughout the country.

About

The focus of the **Ek Bharat Shreshtha Bharat** program is to actively enhance the interaction between people of diverse cultures living in different States and UTs in India to promote greater mutual understanding amongst them. As per the program, each year, every State/UT would be paired with another State/UT. It is envisaged that through this exchange, the knowledge of the language, culture, traditions, and practices of different states will lead to an enhanced understanding and bonding between them, thereby strengthening the unity and integrity of India.

As part of this initiative, the States and UTs are to embark on a mission to augment their cultural, academic and economic ties by entering into an eclectic range of mutual engagements with the paired States/UTs covering the spheres of music, drama, cuisine, language, history, tourism and other forms of exchange.

Objectives of “Ek Bharat Shreshtha Bharat”:

The broad five goals or objectives of **Ek Bharat Shreshtha Bharat** are

- i) **to celebrate** the unity of diversity of India,
- ii) **to promote** the spirit of national integration,
- iii) **to showcase** the rich heritage and culture of diverse states and UTs,
- iv) **to establish** long-term engagement, and
- v) **to create** an environment that fosters a tradition of learning among the states in sharing the best practices and experiences.

Critical Themes for Interaction:

- To celebrate the “idea of India” as a nation wherein different cultural units across varied geographies blend and interact with each other. A glorious manifestation of diverse cuisine, music, dance, theatre, cinema, handicrafts, sports, literature, festivals, painting, sculpture (etc.) reflective of the unique rhythms of each state will enable people to imbibe and appreciate the innate chord of harmony and brotherhood that runs through the nation;
- To make the people of India aware of the seamless integral hull of the Modern Indian State spread across a vast landmass, on whose firm foundations, the geopolitical strength of the country is ensured to benefit one and all;
- To impress upon people at large about the increasing inter-connectedness between the constituents of various cultures and traditions, which is integral to the spirit of nation-building;
- To induce a sense of responsibility & ownership for the nation as a whole through these close cross-cultural interactions as it intends to shape the interdependence matrix unequivocally; and
- To create a learning ecosystem between the various stakeholders of the partnering states so that they benefit from the best practices by establishing a State to State Connect.