

F.N- 1-7/2019-IS.5
Ministry of Human Resource Development
Department of School Education & Literacy
(IS-5 Section)

Date: 15th November, 2019
Shastri Bhawan, New Delhi

To

The Additional Chief Secretary/Principal Secretary / Secretary (Education),
All States and UTs

Subject:-“Ek Bharat Shrestha Bharat (EBSB)” activities in schools.

Madam/Sir,

Please refer to this Department's D.O. letter of even number dated 7th November, 2019(copy enclosed) addressed to the Chief Secretary of your State/UT regarding “Ek Bharat Shrestha Bharat (EBSB)” activities in schools.

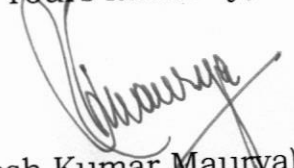
2. Various activities are to be organised under “Ek Bharat Shrestha Bharat” programme in all schools in States and UTs during the coming year. Detailed guidelines along with list of EBSB activities for school, is enclosed. These activities are to be integrated with regular school activities without any need for extra classes. Incentives/recognition may be given to students for good performances in EBSB activities. Further, adequate publicity may be given to activities conducted under EBSB, and innovative and effective ways may be used to reach out to the larger community. The pairing of States/UTs will continue upto 30.6.2020.

3. You are also requested to nominate a Nodal Officer to coordinate the programme with this Department and share his name, designation, contact number and email ID. The details of Nodal officer and action taken report in the matter may be furnished to this Department on ekbharatschools.gov@gmail.com.

4. This issues with the approval of Secretary (SE&L).

Encl: 1. Letter from Secy.(SE&L)
2. Guidelines for EBSB Activities

Yours faithfully,



(Rajesh Kumar Maurya)
Under Secretary to the Govt. of India
Tele No. 23384501

Copy to:

1. The Chairperson,
Central Board of Secondary Education,
2. The Commissioner,
Kendriya Vidyalaya Sangathan
3. The Commissioner,
Navodaya Vidyalaya Samiti,

} For information and
necessary action.

अमित खरे, भा.प्र.से.
सचिव

AMIT KHARE, IAS
Secretary

Tel. : 011-23382587, 23381104

Fax : 011-23387859

E-mail : secy,sel@nic.in

D.O No. 1-7/2019-IS.5



सत्यमेव जयते

भारत सरकार
Government of India
मानव ससाधन विकास मंत्रालय
Ministry of Human Resource Development
स्कूल शिक्षा और साक्षरता विभाग
Department of School Education & Literacy
124 'सी' विंग, शास्त्री भवन, नई दिल्ली-110 001
104 'C' Wing, Shastri Bhawan, New Delhi-110 001

06th November, 2019

Dear Madam / Sir,

As you are aware, "Ek Bharat Shrestha Bharat (EBSB)" programme was launched by Hon'ble Prime Minister on Ekta Diwas (31st October, 2015) on the occasion of birth anniversary of Sardar Vallabhbhai Patel to foster national integration through a co-ordinated mutual engagement process between States, Union Territories, Central Ministries, Educational Institutions and general public through linguistic, literary, cultural, sports, tourism and other forms of people-to-people exchanges. The States/Union Territories have been grouped in 16 pairs (copy enclosed). This pairing will continue for the current financial year 2019-20.

2. Under Samagra Shiksha, student exchange, Bhasha Sangam and Kala Utsav have been organised as part of Ek Bharat Shrestha Bharat.

3. To facilitate greater participation of students, various activities may be organised under "Ek Bharat Shrestha Bharat" programme in all schools in States and UTs during the coming year. A list of such activities which are low/zero-cost, high visibility is enclosed. This will not only lead to enrichment of knowledge of partner state but also develop a sense of bonding between the students of the partner states. These activities should be integrated in regular school activities without any need for extra classes. Incentives/recognition may be given to students for good performances in EBSB activities. Further, adequate publicity may be given to activities conducted under EBSB, and innovative and effective ways may be used to reach out to the larger community.

4. I request you to direct the School Education Department in your State/UT to organise the EBSB activities in all schools. The action taken report in the matter in the enclosed format may be furnished to this Ministry on ekbharatschools.gov@gmail.com.

With regards,

Yours sincerely

Encl: 1. Pairing of States under EBSB.
2. List of Activities under EBSB.

7.11.2019
(Amit Khare)

The Chief Secretaries of All States and UTs.

Ek Bharat Shreshtha Bharat Engagement Matrix

The following engagement matrix has been put in place under programme:

- Jammu & Kashmir and Ladakh: Tamil Nadu
- Punjab : Andhra Pradesh
- Himachal Pradesh : Kerala
- Uttarakhand : Karnataka
- Haryana: Telangana
- Rajasthan: Assam
- Gujarat: Chhattisgarh
- Maharashtra: Odisha
- Goa: Jharkhand
- Delhi: Sikkim
- Madhya Pradesh : Manipur& Nagaland
- Uttar Pradesh : Arunachal Pradesh& Meghalaya
- Bihar : Tripura & Mizoram
- Chandigarh : Dadra & Nagar Haveli
- Puducherry : Daman & Diu
- Lakshadweep : Andaman & Nicobar

Proposed Calendar and list of Activities for Schools under Ek Bharat Shreshtha Bharat:-

| Sl. | Description of Activity | Month/Day/ Location | Organising Authority | Learning Outcome |
|-----|--|--|-------------------------|--|
| 1. | Exposure of students to the alphabets, songs, proverb and 100 sentences in the languages of the partnering state/UT. | Academic Year/Every Week / school premises | Schools | <ul style="list-style-type: none"> It will develop linguistic capacity of the students. |
| 2. | Inclusion of few pages in the course books of schools in the language of the partnering State/UT. | Academic Year | States/UTs (SCERTs) | <ul style="list-style-type: none"> The students will be able to learn the language and various facts of partnering State/UT. |
| 3. | Essay Competition among students in the language of the partnering State/UT | Academic Year | School | <ul style="list-style-type: none"> It will develop multi-linguistic skills in students. |
| 4. | Optional classes in schools, where feasible, for learning the language of the partnering State. | Academic Year/Every Week / school premises | School | <ul style="list-style-type: none"> The students will be able to learn the language of partnering State/UT. |
| 5. | Drama on culture, history, tradition of partnering State/UT. | Academic Year/school premises | School | <ul style="list-style-type: none"> The students will be able to learn the culture of the partnering State/UT. |
| 6. | Identification/translation and dissemination of similar proverbs in the language of partnering State/UT. | Academic Year | States/UTs | <ul style="list-style-type: none"> The students will be able to learn the language and culture of the partnering state/UT. |
| 7. | "Themed Display Board/Wall magazine" on the partnering state. (Historical Monuments, Dressing Style, painting, handicrafts, alphabet and basic sentences of the partnering State/UTs). | Round the Year/ school premises | Schools | <ul style="list-style-type: none"> Pictorial representation will help them in learning and understanding about partnering States/UTs. |

| | | | | |
|-----|---|---|-----------------------|---|
| 8. | Pledge on Swachhta/Single use plastic/water saving/ National Unity in the language of partnering states/UTs | At least two times every month/ Schools' premises during morning assembly. | Schools | <ul style="list-style-type: none"> • The students will have exposure to partnering state language. • Enhance social responsibility among students. |
| 9. | Talking Hour, News on the partnering States/UTs. | Two days every month/ Morning Assembly. | Schools | <ul style="list-style-type: none"> • The students will be acquainted with latest news and important day to day events in partner state/UT. • The students will also know about the partnering States/UTs in detail. |
| 10. | "Questions/Answer session" on partnering States/UTs. (Know Your Partner States/UTs) | Once in a month/ Morning Assembly. | Schools | <ul style="list-style-type: none"> • It will help students to remember the important facts about partnering States/UTs. |
| 11. | "State day Celebration" of partner State/UT | On State Day/ School Premises | Schools | <ul style="list-style-type: none"> • It will develop sense of unity among the students of both the states/UTs. |
| 12. | Cultural competition (Folk Songs/Dance, arts & painting, Music any other cultural activity of the partnering States/UTs.) | January to March/ School Premises & District Head Quarter | Schools/ Districts | <ul style="list-style-type: none"> • The students will get the chance to learn about the cultural activities of partnering States/UTs and showcase their talent. • It will foster community familiarization. |
| 13. | "Literary Fest" (Quiz competition, Poetry, recitation, Extempore, Speech, Debate, Translation of popular regional script of partnering States/UTs). | School Premises | Schools | <ul style="list-style-type: none"> • It will develop linguistic and creative abilities in students. |

| | | | | |
|-----|--|--|---------|--|
| 14. | Ek Bharat Shreshtha Bharat Utsav (Unity Pledge, project on the culture, customs, dress, agriculture, climate and topography, Video Conferencing with students of partnering States/UTs.) | 31 October, 2020 (National Unity Day)/ School Premises | Schools | <ul style="list-style-type: none"> It will provide common platform to students for sharing their overall experience/best practices of Ek Bharat Shreshtha Bharat. |
| 15. | "State-Project Notebook" on partnering state/UT by each student. | November to December/ Class Teacher | Schools | <ul style="list-style-type: none"> It will help children in maintaining a record of their participation in activities Under Ek Bharat Shreshtha Bharat. |
| 16. | "Ek Bharat Shreshtha Bharat" school Report | Quarterly/Annual School administration | Schools | |

EK BHARAT SHRESHTHA BHARAT

**Guidelines for activities to be conducted
under “Ek Bharat Shreshtha Bharat”
Programme in schools**



**Department of School Education and Literacy
Ministry of Human Resource Development
Government of India**

Guidelines for activities to be conducted under “Ek Bharat Shreshtha Bharat” programme in schools

1. Introduction:

India is a unique nation, whose fabric has been woven by diverse linguistic, cultural and religious threads, held together into a composite national identity by a rich history of cultural evolution, coupled with a rousing freedom struggle that was built around the tenets of non-violence and justice. The spirit of mutual understanding amidst a shared history has enabled a special unity in diversity, which stands out as a tall flame of nationhood that needs to be nourished and cherished into the future.

Time and technology have narrowed down distances in terms of connect and communication. In an era that facilitates mobility and outreach, it is important to establish cultural exchanges between people of different regions, as a means to further human bonding and a common approach to nation-building. Mutual understanding and trust are the foundations of India's strength and all citizens should feel culturally integrated in all corners of India.

The idea of a sustained and structured cultural connect between denizens of different regions was mooted by Prime Minister Shri Narendra Modi during the Rashtriya Ekta Divas held on 31st October, 2015, to commemorate the birth anniversary of Sardar Vallabhbhai Patel. Hon'ble Prime Minister propounded that cultural diversity is a joy that ought to be celebrated through mutual interaction & reciprocity between people of different States and UTs so that a common spirit of understanding resonates throughout the country. Every State and UT in the country would be paired with another State/UT for a year, during which they would carry out a structured engagement with one another in the spheres of language, literature, cuisine, festivals, cultural events, tourism etc. cultural adoption of the partner State/UT would be followed by all States and UTs.

All the States/UTs in India have been paired for an entire year. The paired States/UTs would sign MoUs with each other, delineating a set of activities that they would carry out through the year. An activity calendar for each pair would be prepared through mutual consultation, paving the way for a year long process of mutual engagement. Such interaction between different

segments of the population of each pair of States /UTs at the cultural level, would generate a spirit of understanding and appreciation amongst the people and forge mutual bonding, thus securing an enriched value system of unity in the nation.

2. Objectives:

The broad objectives of the Ek Bharat Shreshtha Bharat (EBSB) initiative are as follows:

- i. 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;
- ii. 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;
- iii. 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
- iv. To ESTABLISH long-term engagements and,
- v. To CREATE an environment which promotes learning between States by sharing best practices and experiences.

Key Themes:

- To celebrate the idea of India as a nation wherein different cultural units across varied geographies coalesce and interact with each other; this glorious manifestation of diverse cuisine, music, dance, theatre, movies & films, handicrafts, sports, literature, festivals, painting, sculpture etc. will enable people to imbibe the innate chord of binding and brotherhood.
- To make our people aware about the seamless integral hull of the Modern Indian State spread across a vast landmass on whose firm foundations, the geo-political 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 so vital for the spirit of nation building.

- To induce a sense of responsibility and ownership for the nation as a whole through these close cross-cultural interactions as it intends to build up the inter-dependence matrix unequivocally.

3. Partnering States:

The canvas of Ek Bharat Shreshtha Bharat (EBSB) encompasses all the States and Union Territories of India. The following pairing pattern will continue this year as well as upto June, 2020:

- Jammu & Kashmir and Ladakh: Tamil Nadu
- Punjab : Andhra Pradesh
- Himachal Pradesh : Kerala
- Uttarakhand : Karnataka
- Haryana :Telangana
- Rajasthan : Assam
- Gujarat : Chhattisgarh
- Maharashtra :Odisha
- Goa : Jharkhand
- Delhi : Sikkim
- Madhya Pradesh : Manipur & Nagaland
- Uttar Pradesh : Arunachal Pradesh & Meghalaya
- Bihar : Tripura & Mizoram
- Chandigarh : Dadra & Nagar Haveli
- Puducherry : Daman & Diu
- Lakshadweep : Andaman & Nicobar

4. Suggested EBSB activities in schools:

The Department of School Education and Literacy is also taking initiative by organizing “**Ek Bharat Shreshtha Bharat (EBSB)**” programme in all schools. An illustrative list of suggested activities has been drawn up by the Department for carrying out in all schools. The schools are to organize these activities as per the calendar shared by the department or in coordination with partner States/UTs, keeping in view the academic calendar. The schools are required to maintain a report on activities conducted under “Ek Bharat Shreshtha Bharat” in the form of a quarterly and annual School Report. These reports along with at least two photos and 1 short video of each activity shall be sent to the concerned state and UT. The states and UTs are required to

submit a consolidated Quarterly Report starting from November, 2019 and Annual Report upto June, 2020 with filtered photos and videos to Department of School Education and Literacy by following the process as indicated at **Annexure-A**. The State/UT will also share this Annual Report with their partnering State/UT. The Report format for state is attached at **Annexure-B**. In due course, activities may be uploaded from school level on Ek Bharat Shreshtha Bharat portal (**Annexure-C**).

Calendar and list of Activities for Schools under Ek Bharat Shreshtha Bharat(EBSB) :

| Sl. | Description of Activity | Month/Day/ Location | Organising Authority | Learning Outcome |
|-----|--|--|----------------------|---|
| 1. | Exposure of students to the alphabets, songs, proverb and 100 sentences in the languages of the partnering State/UT. | Academic Year/Every Week / school premises | Schools | It will develop linguistic capacity of the students. |
| 2. | Inclusion of few pages in the course books of schools in the language of the partnering State/UT. | Academic Year | States/UTs (SCERTs) | The students will be able to learn the language and various facts of partnering State/UT. |
| 3. | Essay Competition among students in the language of the partnering State/UT | Academic Year | School | It will develop multi- linguistic skills in students. |
| 4. | Optional classes in schools, where feasible, for learning the language of the partnering State. | Academic Year/Every Week / school premises | School | The students will be able to learn the language of partnering State/UT. |
| 5. | Drama on culture, history, tradition of partnering State/UT. | Academic Year/school premises | School | The students will be able to learn the culture of the partnering State/UT. |
| 6. | Identification/translation and dissemination of similar proverbs in the language of partnering State/UT. | Academic Year | States/UTs | The students will be able to learn the language and culture of the |

| | | | | |
|-----|--|--|---------|--|
| | | | | partnering state/UT. |
| 7. | “Themed Display Board/Wall magazine” on the partnering state. (Historical Monuments, Dressing Style, painting, handicrafts, alphabet and basic sentences of the partnering State/UTs). | Round the Year/ school premises | Schools | Pictorial representation will help them in learning and understanding about partnering States/UTs. |
| 8. | Pledge on Swachhta/Single use plastic/water saving/ National Unity in the language of partnering states/UTs | At least two times every month/ Schools’ premises during morning assembly. | Schools | The students will have exposure to partnering state language. Enhance social responsibility among students. |
| 9. | Talking Hour, News on the partnering States/UTs. | Two days every month/ Morning Assembly. | Schools | The students will be acquainted with latest news and important day to day events in partner state/UT. The students will also know about the partnering States/UTs in detail. |
| 10. | “Questions/Answer session” on partnering States/UTs. (Know Your Partner States/UTs) | Once in a month/ Morning Assembly. | Schools | It will help students to remember the important facts about partnering States/UTs. |
| 11. | “State Day Celebration” of partner State/UT | On State Day/ School Premises | Schools | It will develop sense of unity among the students of both the |

| | | | | States/UTs. |
|-----|--|--|-----------------------|---|
| 12. | Cultural competition (Folk Songs/Dance, arts & painting, Music any other cultural activity of the partnering States/UTs.) | January to March/ School Premises & District Head Quarter | Schools/ Districts | The students will get the chance to learn about the cultural activities of partnering States/UTs and showcase their talent. It will foster community familiarization. |
| 13. | "Literary Fest" (Quiz competition, Poetry, recitation, Extempore, Speech, Debate, Translation of popular regional script of partnering States/UTs). | School Premises | Schools | It will develop linguistic and creative abilities in students. |
| 14. | Ek Bharat Shreshtha Bharat Utsav (Unity Pledge, project on the culture, customs, dress, agriculture, climate and topography, Video Conferencing with students of partnering States/UTs.) | 31 October, 2020 (National Unity Day)/ School Premises | Schools | It will provide common platform to students for sharing their overall experience/best practices of Ek Bharat Shreshtha Bharat. |
| 15. | "State-Project Notebook" on partnering state/UT by each student. | November to December/ Class Teacher | Schools | It will help children in maintaining a record of their participation in activities Under Ek Bharat Shreshtha Bharat. |
| 16. | "Ek Bharat Shreshtha Bharat" school Report | Quarterly/Annual School administration | Schools | |

5. Details of Suggested Activities:

1. Exposure of students to the alphabets, songs, proverb and 100 sentences in the languages of the partnering State/UT: The schools shall give exposure of students to the alphabet, songs, proverb and 100 sentences in the languages of the partnering State/UT.
2. The states and UTs shall include few pages in the course books of schools in the language of the partnering State/UT.
3. Essay Competition among students in the language of the partnering State/UT: The schools shall organise essay competition in the language of the partnering state/UT in which the students will participate.
4. Optional language classes in schools: Optional language classes, where feasible, for learning the language of the partnering State shall be organised in the schools. A Proficiency Certificate may be given to such students and Appreciation Certificate to the teachers who taught the partner state language.
5. Drama on culture, history, tradition of partnering State/UT in the schools.
6. Identification/translation and dissemination of similar proverbs in the language of partnering State/UT: The concerned department of States and UTs shall identify, translate and disseminate the proverbs having similar meaning in the languages of the two States/UTs for interchangeable use.
7. "Themed Display Board/Wall Magazine" on the partnering States/UTs. (Historical Monuments, Dressing Style, painting, handicrafts, alphabet and basic sentences of the partnering State/UTs). The students will be asked to contribute in making wall magazine and themed display board by putting their ideas/thoughts on the themes mentioned above.
8. Pledge taking by the students: The students shall take pledge on Swachhta/Single use plastic/water saving/ National Unity in partnering states language on the day reserved for this activity. The pledge shall be written by the teacher/s assigned with the duties and responsibility for carrying out the Ek Bharat Shreshtha Bharat activities in the school. The pledge on the given themes shall be written first in their own States/UTs official language then shall be translated in their partner States/UTs language.
9. Talking Hour, News on the partnering States/UTs : The schools shall arrange their morning assembly in the way that would have talking hour or news time in which the teacher or student will give a brief talk on the current events of the partnering states, national icons, social reformers

or famous personality hailing from partnering state or any other theme significant to the partnering state.

10. Know Your Partner State- "Questions/Answer session" on partnering States/UTs. The schools shall organize questions/answer sessions in a way which would ensure the maximum participation of the students. This session would be organized in the end of the month. One teacher during the morning assembly can ask all the students some questions related to the partnering State/UT and the students would answer these questions. Some of the examples are:
 - I. What is the literal meaning of the name of partnering State/UT?
 - II. What are the languages spoken in partnering state?
 - III. What is the capital of the partnering state?
 - IV. What is the population of the partnering state?
 - V. What are the major rivers which flow in the partnering state?
 - VI. What are the festivals celebrated in partnering state?
 - VII. What are the important places in the state? (National parks, Heritage or historical sites etc.)
 - VIII. What is the state animal/bird?
11. State Day Celebration: The "State day" of partnering State/UT shall be celebrated in the schools, in which group dance, group singing, speech on partnering state, etc. shall be performed by the students.
12. Cultural competition (Folk Songs/Dance, arts & painting, Music any other cultural activity of the partnering States/UTs.) The school shall organize cultural competition once in the year in which the students shall perform on the above-mentioned cultural activities of the partnering state. This could be clubbed with the function of 15th August, Independence Day or 26th January, Republic Day but separate activities have to be designed.
13. "Literary Fest" (Quiz competition, Poetry, Extempore, Speech, Debate, and translation of popular regional script): The schools shall organize at least one literary fest annually at school level. The students will take part in various competition like Quiz competition (Who is Who in partnering state?), Poetry, Extempore, Speech, Debate, Translation of popular regional script, Drawing competition (on the geography of the partnering states by drawing the map of partnering states highlighting geographical boundaries and show on it the historical place, rivers, mountain, forest, lakes, fauna and flora). All these activities/competitions shall be bi-lingual. (Bi-lingual- State's/UT's own language and partnering State's/UT's language.) One lady teacher or

videos making of the programme and uploading these reports, videos along with the photos on portal of the department of school education and literacy.

8. Reporting and Monitoring:

Method-A

The schools will be required to prepare a quarterly report on activities conducted under "Ek Bharat Shreshtha Bharat" named as "Ek Bharat Shreshtha Bharat school report". These reports along with at least two photos and one short video of each activity shall be sent to the concerned State Nodal Officer. States and UTs will be required to submit a consolidated quarterly report as well as one annual report with filtered photos and videos to Department of School Education and Literacy by following the process as indicated at **Annexure-A**. The report format for state is attached at **Annexure-B**.

How to upload photos/videos of “Ek Bharat Shreshtha Bharat” (EBSB) activities on States/UTs google drive?

1. Create a Gmail id
2. Open the Gmail Account
3. Go to the google drive
4. Create the folder of EBSB with name of States/UTs
For example: EBSB Uttar Pradesh
5. Create the sub folder of all the districts
6. Upload the photos/short videos (maximum 8 minutes)
7. Follow these steps while uploading any documents;
 - I. Write event/activity
 - II. School
 - III. District
 - IV. State
 - V. Month when the activity was conducted
 - VI. Venue
 - VII. State-Pair
 - VIII. Brief about event
8. Share the link with the Department of School Education & Literacy at ekbharatschools.gov@gmail.com
9. Nodal officers for Ek Bharat Shreshtha Bharat from the States and UTs need to send the consolidated quarterly report from November, 2019 as well as annual report upto June, 2020 of all the districts at ekbharatschools.gov@gmail.com

Activities conducted in the states and UTs under Ek Bharat Shreshtha Bharat

| Name of the State/UT: Name of the Nodal Officer: Quarter 1/2/3/4/Annual Report (Tick the appropriate one) | | | Partnering State/UT: Mobile No: Period : _____ to _____ | | |
|--|----------------------------------|--|---|---|--------|
| S. No. | Name of the Activities conducted | Total Number of Schools which participated | Total Number of Students who participated | Total Number of Photographs/Videos uploaded on google drive | |
| | | | | Photos | Videos |
| 1. | | | | | |
| 2. | | | | | |
| 3. | | | | | |
| 4. | | | | | |
| 5. | | | | | |

(*Note: The Department is developing a portal for Ek Bharat Shreshtha Bharat so, for the time being, Method A will be followed for monitoring and reporting purpose.)

Method-B*

Authorized personnel may upload details of activities on the Ek Bharat Shreshtha Bharat portal. The reporting of the data on Ek Bharat Shreshtha Bharat portal will be district wise and state wise. This may be on a monthly basis.

At School Level:

School Principal/Head Master/Head Teacher or any other authorized personnel will collect the data (photos, short videos, report) of the "Ek Bharat Shreshtha Bharat" activities undertaken by the school and upload it on the portal of "Ek Bharat Shreshtha Bharat";

The sample format is given at **Annexure-C**.

At District Level:

District Education Officer will be the Nodal Officer for smooth implementation of the Ek Bharat Shreshtha Bharat activities at District level. S/He will monitor the activities under Ek Bharat Shreshtha Bharat in all the schools at District Level. S/He will monitor all the data reported by the school on Ek Bharat Shreshtha Bharat Portal. S/he will select and approve the good quality photo/short videos/content. S/he will also check the quality of the text uploaded by the school.

Media Outreach:

District Information & Public Relations Office shall work for effective media outreach of activities undertaken at District level under "Ek Bharat Shreshtha Bharat". District Administration may also use innovative and effective ways to reach out to masses for "Ek Bharat Shreshtha Bharat".

State/UT level:

Every State / UT will appoint a State Nodal officer for EBSB. He/she will ensure the smooth implementation of "Ek Bharat Shreshtha Bharat" activities in his/her State/UT. The Nodal officer will check and approve the data (short videos/photos/reports) received from the District Level.

School

- School (Principal/HM) will register themselves on the Ek Bharat Shreshtha Bharat Portal and will upload all the reports/ photos / short Videos of all the activities under Ek Bharat Shreshtha Bharat every month.

District

- DEO/District Nodal Officer will check and approve the data received from the schools on the Ek Bharat Shreshtha Bharat web Portal and will also ensure smooth implementation of all the activities.

State

- States/UTs Nodal Officer will ensure smooth implementation of the Ek Bharat Shreshtha Bharat programme in schools at State/UT level. She/he will also monitor the data reported by District Level.

“Sample report format to be filled on Ek Bharat Shreshtha Bharat Mobile Application/Portal by Schools”

| Name of the School: | | UDISE Code: |
|-------------------------------|---|----------------------|
| Name of the District: | | Partnering State/UT: |
| Name of Authorized personnel: | | Mobile No: |
| | | Month: |
| S.No. | Ek Bharat Shreshtha Bharat Activity Details | Details |
| 1 | No of Activities undertaken by School in the Month..... | |
| 2 | No of Students participated in Ek Bharat Shreshtha Bharat activities during the Month.... | |
| 3 | No of Boys and Girls out of the total No. Of Students participated in the Ek Bharat Shreshtha Bharatactivities in the Month.... | |
| 4 | Incentives/ Appreciation (Certificate of Participation, Badges) given to participants and winner? (YES/NO) | |
| 5 | Brief Description about the Ek Bharat Shreshtha Bharat activities undertaken by the School in the Month..... | |
| 6 | Upload Photos / videos / reports | |
| 7 | Upload Media Coverage in print/social media | |