

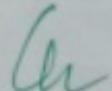
कार्यालय :- प्राचार्य, माँ जालपा देवी राजकीय महाविद्यालय, तारानगर (चूरु)

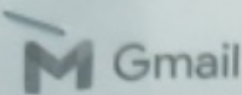
दिनांक:-16.08.2023

आवश्यक सूचना

नई शिक्षा नीति 2020 की तीसरी वर्षगांठ पर शिक्षा मंत्रालय, भारत सरकार की ओर से 29 जुलाई 2023 से 16 अक्टूबर 2023 के मध्य तीन चरणों में "एक भारत श्रेष्ठ भारत" के तत्वावधान में सोशल मीडिया कैम्पेन " एक भारत संस्कृति संगम" चलाया जा रहा है। जो विद्यार्थी 18 से 30 वर्ष आयु के हैं वे इसमें भाग लेकर इस अभियान को सफल बनायें। इसमें प्रत्येक कैटेगरी में विजेता एवं उपविजेता प्रतिभागियों को नकद पुरस्कार दिया जायेगा। अधिक जानकारी के लिए महाविद्यालय वेबसाइट व <https://ekbharat.gov.in> पर login करें।

सही
16/08/2023
प्रभारी
(EBSB)


प्राचार्य 16/08/2023



Narendra kumar <narender.sharma3090@gmail.com>

Fwd: Launch of "Ek Bharat Sanskriti Sangam" - A social media campaign under the aegis of "Ek Bharat, Shreshtha Bharat" initiative of Ministry of Education-regarding.

Hansraj Parihar <parihar.hansraj82@gmail.com>
To: Narendra kumar <narender.sharma3090@gmail.com>

Mon, Aug 14, 2023 at 12:18 AM

----- Forwarded message -----

From: <ekbharat@mail.inflibnet.ac.in>

Date: Sun, 6 Aug 2023, 14:52

Subject: Launch of "Ek Bharat Sanskriti Sangam" - A social media campaign under the aegis of "Ek Bharat, Shreshtha Bharat" initiative of Ministry of Education-regarding.

To: <parihar.hansraj82@gmail.com>

Cc: <ebsbypmhrd@gmail.com>

Respected Sir/Ma'am,

We are pleased to inform you about the launch of "Ek Bharat Sanskriti Sangam" – A social media campaign under the aegis of "Ek Bharat, Shreshtha Bharat" initiative of Ministry of Education, Government of India. The Campaign is formally launched on 29th July, 2023 coinciding with the 3rd anniversary of NEP 2020. The objective of the campaign is to recognize the immense potential and talent present in different parts of the country, and to celebrate the rich diversity of India.

Ek Bharat Sanskriti Sangam is conceptualized around the idea:
"The beauty of the world lies in differences, not in similarities"

The essence of the campaign is to encourage youth to recognise and embrace other cultures and thus, in the process of doing it, imbibe the spirit of "Ek Bharat Shreshtha Bharat". This is a unique opportunity for participants to display their talent in art forms such as Dance, Singing, Photography and Painting, and Sculpting/Sketching. **The only condition is that participants would have to perform in art forms/languages of other States/UTs (other than their home state).**

The Campaign is open to Indian citizens in the age group of 18 to 30 years. This campaign is a 3 month long campaign divided into 3 phases and finally concluding on 31st October i.e. Ekta Diwas. **Participants stand a chance to grab lots of exciting rewards.** This is a national-level campaign hence the participants will get an opportunity to showcase their talent on a **national platform**. Please find below timelines of Campaign:

Phase – I Submission Window	29th July – 21st August, 2023
Phase – II Submission Window	22nd August – 19th September, 2023
Phase –III Submission Window	20th September – 16th October, 2023

Kindly note that Phase 1 of the Campaign is live! The submission window closes on 21st August, 2023.

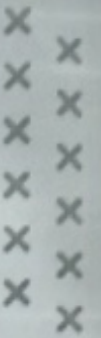
An earnest request from respective nodal officers to circulate this message among all students of your esteemed institution and encourage students to participate in the campaign enthusiastically. **Please ensure a strong turnout from your institution.**

For more details, please visit our **Ek Bharat Sanskriti Sangam** Campaign page: <https://ekbharat.gov.in/>
EkBharatSanskritiSangam

Kind Regards

<https://mail.google.com/mail/u/0/?ik=400cc6c066&view=pt&search=all&permmsgid=msg-f:1774188011842259904&siml=msg-f:1774188011842259904> 1/2

EK BHARAT SANSKRITI SANGAM



SOCIAL MEDIA

CAMPAIGN

29th July to 31st October 2023

THEME: "THE BEAUTY OF THE WORLD LIES IN DIFFERENCES, NOT IN SIMILARITIES"

DISPLAY YOUR TALENT AND GET A CHANCE TO BE FEATURED ON EBSB WEBSITE UNDER WINNER'S HALL OF FAME & EBSB SOCIAL MEDIA PAGES PROVIDING NATIONAL RECOGNITION

PARTICIPATE



3-MONTH
campaign divided into 3 phases & concluding on Ekta Diwas i.e. 31st October, 2023.

TALENT
Display your talent & Perform in artforms/languages of other States/UTs (other than your home state)

POSTING
Post performance/work on your social Media pages

HASHTAG
Use hashtags #EkBharatShreष्ठBharat & #EkBharatSanskritiSangam

SUBMISSION
Submit Post link on EBSB portal. Only submitted entries on portal will be considered & evaluated.

01

DANCE

(Traditional, Regional, Classical, Folk etc. of the selected State/UT)

02

SINGING

(Traditional, Classical, Regional, Folk etc. of the selected State/UT)

03

PHOTOGRAPHY/SKETCHING/SCULPTING

Monuments, Culture, Festivals, Places, Landmarks and forms etc. of the selected State/UT

04

PAINTING

Monuments, Culture, Festivals, Places etc. of selected State/UT

CASH PRIZE OF
RS. 75,000/-
&
RS. 50,000/-



CASH PRIZE OF
RS. 20,000/-
&
RS. 10,000/-

ENTER TO
WIN PRIZES

FOR THE MONTH/PHASE-WISE
WINNERS & RUNNERS-UP IN EACH
CATEGORY MEDALS/ROSETTES & CERTIFICATES



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www.ekbharat.gov.in

MORE INFO