



भारत सरकार
शिक्षा मंत्रालय
उच्चतर शिक्षा विभाग
शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION
SHASTRI BHAVAN
NEW DELHI-110 115

NEETA PRASAD
Joint Secretary

D.O.No. 11018/09/2023-EBSB

Dated the 23rd August 2023

Dear *Shri Bharadwaj*

I am pleased to share with you that the Department of Higher Education has launched a social media campaign- "**Ek Bharat Sanskriti Sangam**" under the aegis of "Ek Bharat, Shreshtha Bharat" (EBSB) programme. The campaign rooted in the idea; "**The beauty of the world lies in differences, not in similarities**" was launched on July 29, 2023 to coincide with the 3rd anniversary of the National Education Policy (NEP) 2020.

2. The essence of the campaign lies in encouraging the youth to recognize and embrace other cultures and thus, in the process of doing so, imbibe the spirit of "Ek Bharat Shreshtha Bharat". The campaign presents a unique opportunity for youth to display their talent in art forms such as Dance, Singing, Photography and Painting with the **sole pre-requisite being that the participants have to perform in art forms/languages of States/UTs other than their home state/UT**. The campaign is open to Indian citizens in the age group of 18 to 30 years and will culminate in the Ekta Divas Celebrations on 31st October wherein the Campaign Winners will be felicitated.

3. As one of the participating Ministries under EBSB, your Ministry has played an instrumental role in providing support for this unique programme which embodies the 'Whole of Government' approach. As we move forward, I seek your support in ensuring the success of the "Ek Bharat Sanskriti Sangam" campaign by facilitating extensive promotion and widespread outreach of the same. Leveraging youth centred institutions under your purview such as Nehru Yuva Kendra Sangathan (NYKS) and National Service Scheme (NSS) to bolster participation and amplify the campaign would go a long way towards this end. Detailed note on the **Ek Bharat Sanskriti Sangam** along with sample pamphlet is enclosed herewith for perusal and dissemination. Further information on the campaign is available on the link; <https://ekbharat.gov.in/EkBharatSanskritiSangam>

4. This campaign envisions a confluence of talent celebrating the diversity of India's art forms and beauty and in the process fostering the genuine spirit of Ek Bharat Shreshtha Bharat among the participants. Your support is crucial in realizing this vision.

Best regards
Encl: as above

Yours Sincerely

Neeta Prasad
(Neeta Prasad)

To

Sh. Devashish Bhardwaj, DS
Nodal Officer EBSB
Department of Youth Affairs

EK BHARAT SANSKRITI SANGAM CAMPAIGN DETAILS

ABOUT

India is blessed with a rich heritage of regional dance forms and music. Each state, and even regions within states, have their own distinct styles of dance and music, adding to the vibrant cultural landscape of the country. India is also home to various cultures, traditions, customs, folklore and epics, heritage monuments and more, which provide creative impetus to talented painters, sculptors and photographers of the country.

With an objective to recognize the immense potential and talent present in different parts of the country, and to celebrate the rich diversity of India, Ministry of Education, Government of India has launched the “**Ek Bharat Sanskriti Sangam**” campaign under the aegis of “**Ek Bharat, Shreshtha Bharat (EBSB)**” initiative.

THEME

“The beauty of the world lies in differences, not in similarities”

“Ek Bharat Sanskriti Sangam” campaign has been launched to celebrate ‘**Diversity**’ and ‘**Art**’. The essence of this campaign is to encourage youth to recognise and embrace other cultures and thus in the process of doing it, instilling 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, 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).**

POINTS TO NOTE

- “Ek Bharat Sanskriti Sangam” is a 3-month campaign divided into 3 phases commencing on 29th July, 2023 and concluding on Ekta Diwas i.e., 31st October, 2023.
- Campaign is open to Indian citizens. Participants must be between the age group of 18 to 30 years.
- Participants must first register themselves on Ek Bharat Shrestha Bharat (EBSB) portal/website (<https://ekbharat.gov.in/>).
- Participation is invited in following categories:
 - **Dancing** (Traditional, Regional, Classical, Folk etc. of the selected State/UT)
 - **Singing** (Traditional, Classical, Regional, Folk etc. of the selected State/UT)
 - **Painting/Sketching/Sculpting** (Monuments, Culture, Festivals, Places, Traditional art forms etc. of the selected State/UT; **digital painting not permitted**)
 - **Photography** (Monuments, Culture, Festivals, Places etc. of selected State/UT)
- **Participants have to perform art forms of States/UTS other than the State/UT they are domiciled in. Similarly, photos, paintings and sculptures should represent other States/UTs or any form typical to other States/UTs.**
- Participants are required to post their act/performance/work on their Social Media pages viz. **Instagram, Facebook, YouTube, and Twitter (“Social Media”)** only.
- Participants are required to use the following hashtags in their posts as per the respective categories:

Main Hashtag: #EkBharatShreshthaBharat AND #EkBharatSanskritiSangam

Category-Specific Hashtags:

- Dancing: #NrityaSangamSangam
- Singing: #SwarSangamSangam
- Painting/Sketching/Sculpting: #ChitraSanskritiSangamSangam
- Photography: #ChhaviSrijanSangam

These hashtags should be included in the captions or descriptions of the participants' posts to ensure proper categorization and identification within the campaign.

- Participants must strictly adhere to the specific formats and guidelines for posting their content on different platforms as given below:

Text:	Ek Bharat Sanskriti Sangam: [Compelling Hook or Introduction]	[Insert an engaging and informative text relating to the campaign and the participant's act/performance.] Mention the chosen place from the phase-wise list and the art form/category they are participating in and the place they belong to.
Visual:	[Include a high-quality performance video]	Include the engaging content related to the campaign in correct format for chosen social media channels
Hashtags:	Include relevant main campaign hashtags #EkBharatSanskritiSangam and other hashtags for visibility	#EkBharatSanskritiSangam #Ekbharatshreshthabharat #[Participant'sChosenPlace] #[ArtForm/Category specific hashtag]
CTA:	[Call to Action]	Provide details to encourage the users to support the participant, such as liking, sharing, and voting on the portal

- **Participants must submit** the link of their Post/YouTube video on **Ek Bharat Shrestha Bharat (EBSB) portal/website** (<https://ekbharat.gov.in/>). Only submitted entries on portal will be considered and evaluated.
- Participants are encouraged to garner as many likes as possible on their Social Media post/video.
- The art work or performances of the participants will also be visible (*after due moderation*) on the EBSB portal under the "Performance Gallery" for the purpose of **public voting**.
- At the end of each phase, the participants will have to upload a screenshot of their Social Media post/video clearly showing the number of likes they have received. Participants will also have to type the number of likes manually.
- The cut-off time for uploading the screenshots will be **15.00 hrs. (i.e., 3 PM)** on the last day of the respective phase.

TIMELINE

Start Date	29 th July, 2023
Phase-I Submission Window	29 th July - 21 st August, 2023

Phase-II Submission Window	22 nd August - 19 th September, 2023
Phase-III Submission Window	20 th September - 16 th October, 2023
Campaign Winner Announcement	21 st October (Tentative)
Grand Ceremony on Ekta Diwas	31 st October, 2023

Phase-wise Monthly Winners will be announced within 6 working days from the end of the respective phases

EVALUATION GUIDELINES

We value transparency, accountability and objectivity. Hence, a suitable evaluation mechanism has been devised which will take into account multiple criteria for evaluation. Participants will be evaluated on following criteria: **(1) Social Media Likes (2) EBSB Portal Votes and (3) Jury Points**

A. Evaluation Mechanism for Monthly Winners/Runners-up:

Social Media Points	<ul style="list-style-type: none"> Participants are encouraged to gather as many likes as possible on their post/video posted on Social Media Platforms Entry which has got maximum likes (<i>in each category</i>) will be awarded full 100 points Every other participant will be assigned points (<i>out of 100</i>), basis likes generated by them, in proportion to the participant which has got maximum likes in that category 40% weightage will be assigned to Social Media Points in the final scorecard of the participant
EBSB Portal Points	<ul style="list-style-type: none"> Participants are encouraged to gather as many votes as possible on their performance/act on the EBSB Website Entry which has got maximum votes (<i>in each category</i>) will be awarded full 100 points Every other participant will be assigned points (<i>out of 100</i>), basis votes generated by them. in proportion to the participant which has got maximum votes in that category 40% weightage will be assigned to EBSB Portal Points in the final scorecard of the participant
Jury Points	<ul style="list-style-type: none"> A Jury will be constituted comprising senior officials, experts in performing and visual arts among others Top 10 entries with highest points (Social Media Points + EBSB Portal Points) will be submitted to the Jury for evaluation Jury will assign points to the participants 20% weightage will be assigned to Jury Points in the final scorecard of the participant
Result Declaration	<ul style="list-style-type: none"> At the end of each phase, 1 Winner and 1 Runners-up will be declared (<i>in each category</i>) Every month/phase, new set of Winners/Runners-up will be announced to ensure greater mix of

	<p>Winners/Runners-up</p> <ul style="list-style-type: none"> • Monthly Winners/Runners-up are encouraged to participate in all the phases to enhance their chance of bagging the Campaign Winner Trophy and Rewards
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B. Evaluation Mechanism for Campaign Winners/Runners-up:

Points Locking	<ul style="list-style-type: none"> • Participants are encouraged to take part in all three phases to maximise their chances of winning • Social Media Points and EBSB Portal Points of participants will be calculated (<i>in same manner as described above</i>) for all the three phases • At the end of each phase, the points scored by the participants will be locked
Summation of Points	<ul style="list-style-type: none"> • Social Media and EBSB Portal Points (<i>across 3 phases</i>) will be summed up for the participants • 40% weightage will be assigned each to Social Media and EBSB Portal Points in the final scorecard of the participants
Jury Points	<ul style="list-style-type: none"> • Top 10 entries with highest points (<i>as above</i>) across 3 phases will be submitted to the Jury for evaluation • Jury will assign points to the participants • 20% weightage will be assigned to Jury Points in the final scorecard of the participants

REWARDS

A. Monthly/Phase-wise Winners & Runners-up

- Cash Prize of **Rs. 20,000/-** and **Rs. 10,000/-** for the Winners and Runners-up in each category
- Medallions and Certificates
- Opportunity to have an **offline/online interactive session** with senior bureaucrats at **Ministry of Education, Shastri Bhawan, New Delhi** to reflect on performances, experience, diversity etc.
- Display of performances on **EBSB Website** under **Winner's Hall of Fame** and endorsement on EBSB social media pages providing **national recognition**

B. Campaign Winners/Runners-up

- Cash Prize of **Rs. 75,000/-** and **Rs. 50,000/-** each for the Winners and Runners-up in each category
- Trophies and Certificates
- Opportunity to perform or display exhibitions live at the Grand Ceremony on **Ekta Diwas Day i.e. 31st October**. *(The event would have a national coverage)*
- Opportunity to meet with the **Hon'ble Minister of Education** or **Hon'ble Minister of State Education** at the felicitation ceremony
- Display of performances on **EBSB Website** under **Winner's Hall of Fame** and endorsement on EBSB social media pages providing **national recognition**

OTHER TERMS AND CONDITIONS

1. Participants must complete the registration form accurately and provide valid contact details.
2. Participants will be required to submit their age and home State/UT at the time of registration. Please note that Winners/Runners-up will be asked to submit the relevant physical proofs/IDs at the time of verification. Any discrepancy found will lead to disqualification.
3. Participants must adhere to the specified guidelines and formats for the posts. Any non-compliance will lead to disqualification.
4. All entries must be submitted on Ek Bharat Shreshtha Bharat portal (<https://ekbharat.gov.in/>). Entries submitted through any other mode will not be considered for evaluation.
5. Plagiarism or the use of copyrighted material is strictly prohibited. Performances, Photos, videos etc. must be original and should not violate any provision of the Indian Copyright Act, 1957. If any entry is found infringing on others, the entry will be disqualified from the competition.
6. Participant & profile owner should be the same. Mismatch will lead to disqualification.
7. The entry must not contain any provocative, objectionable, or inappropriate content.
8. Entries must be submitted within the specified deadline. Late entries will not be considered.
9. Participants are allowed to take part in multiple categories in a particular phase, however they can only submit 1 entry per category in a particular phase.
10. The winners will be intimated over e-mail/mobile contact provided in their registration forms.
11. Organisers reserve the right to reject any entry that does not feel suitable or appropriate or which does not conform to any of the conditions listed above.
12. Participants accept and agree with the [Privacy Policy and Consent Agreement](#)
13. In the event of unforeseen circumstances, organizers reserve the right to amend or withdraw the competition at any time. For the avoidance of doubt this includes the right to amend the terms and conditions as well.
14. By sending the entries, the participants accept and agrees to be bound by the Terms & Conditions.
15. Participants are required to create and submit fresh posts for the "Ek Bharat Sanskriti Sangam" campaign and make content that has not been previously published or shared on any social media platform before the campaign commencement date of 29th July 2023.
16. The content of the posts should align with the theme of the campaign, which is to celebrate diversity and art. Participants must perform or showcase their talent in art forms/languages of states/UTs other than their home state/UT.
17. Participants are responsible for creating high-quality, clear, visually appealing, and technically sound content. Poor audio or video quality may affect the overall evaluation of the submission.
18. Participants must adhere to the content guidelines and specifications of each social media platform (Facebook, Instagram, YouTube, Twitter) while creating their posts.

They should familiarize themselves with the respective platform's terms of service and community guidelines.

19. All posts must include the relevant campaign hashtags, such as #EkBharatSanskritiSangam to ensure visibility and participation tracking.
20. Participants are solely responsible for the accuracy and authenticity of the information provided in their posts. Any false or misleading information may result in disqualification from the campaign.
21. The number of likes received on social media posts will be considered as one of the evaluation criteria, but it will not guarantee selection or victory in the campaign. Participants will also be evaluated based on EBSB Portal Votes and Jury Points, as mentioned in the evaluation guidelines.
22. Participants should keep a backup of their posts and maintain the original content until the campaign concludes. The Ministry of Education will not be responsible for any loss or deletion of content.
23. By submitting their posts on the EBSB portal, participants confirm that they have read and agree to our Privacy Policy and Consent Agreement.



एक भारत श्रेष्ठ भारत



Ministry of Education
Government of India

EK BHARAT SANSKRITI SANGAM



29th July to 31st October 2023

SOCIAL MEDIA
CAMPAIGN

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 #EkBharatShreshthaBharat & #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, Traditional art 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/-

FOR THE MONTHLY/PHASE-WISE WINNERS & RUNNERS-UP IN EACH CATEGORY MEDALLIONS & CERTIFICATES

ENTER TO
WIN PRIZES



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MORE INFO



CAMPAIGN IS OPEN TO INDIAN CITIZENS. PARTICIPANTS MUST BE BETWEEN THE AGE GROUP OF 18 TO 30 YEARS