

**UNIVERSITY OF MUMBAI
NATIONAL SERVICE SCHEME**



Web site- www.nssmu.in
Vidyapeeth Vidyarthi Bhavan,
2nd Floor, 'B' Road, Churchgate,
Mumbai – 400 020.
No. NSS/ECD/2023-2024/191
Date:30.08.2023

MOST IMPORTANT

To,
The Principal,
Constituent and affiliated Colleges having NSS Unit of the University of Mumbai.

Sub- Programme on "Ek Bharat Sanskriti Sangam" under Ek Bharat Shrestha Bharat.

Dear Sir/ Madam,

With reference to above, the direction has been received from NSS Regional Directorate, Pune, Ministry of Youth Affairs & Sports, Government of India, New Delhi, it is to that Department of higher education has launched a Social media campaign- "Ek Bharat Sanskriti Sangam" under the aegis of Ek Bharat Shrestha Bharat (EBSB).

The Campaign presents opportunities to the youth in the age group of 18-30 years to display their talent in art forms such as Dance, Singing, Photography and painting with the sole prerequisite being that the participants have to perform in the art forms / languages of states other than their Home state. The campaign will culminate in th Ekta Diwas celebration on 31st October, 2023 wherein winners will be felicitated.

Participating Volunteers must be register themselves on Ek Bharat Shrestha Bharat (EBSB) portal /website (<https://ekbharat.gov.in/>). Detailed note on the Ek Bharat Sanskriti Sangam along with sample pamphlet is enclosed herewith for perusal and dissemination among NSS Volunteers. Further information on the campaign is available on the link; <https://ekbharat.gov.in/EkBharatSanskritiSangam>. All entries must be submitted on Ek Bharat Shreshtha Bharat portal (<https://ekbharat.gov.in/>)

All College NSS Units are requested to ensure the participation of above campaign and support the authorities to increase the participation of student's volunteers and amplify the campaign in large scale.

Looking forward for your co-operation.

With regards,

Mr. Sushil Shinde
OSD, NSS

Yours sincerely,

- - - sd - - -

Mr. Sudhir S. Puranik
I/c, Director, NSS

CC to. 1. The Regional Director, NSS Regional Directorate, Pune for information.
2. The State Liaison Officer, NSS, Government of Maharashtra, for information.