



सावित्रीबाई फुले पुणे विद्यापीठ
(पूर्वीचे पुणे विद्यापीठ)
विद्यार्थी विकास मंडळ
गणेशखिड, पुणे - ४११ ००७.

डॉ. अभिजीत कुलकर्णी
संचालक

संदर्भ क्र. विविमं/२०२३-२४/३३

दिनांक : १०/०८/२०२३

प्रति,

मा. प्राचार्य/संचालक/विभागप्रमुख

सावित्रीबाई फुले पुणे विद्यापीठाशी संलग्नित

सर्व महाविद्यालये व मान्यताप्राप्त परिसंस्था,

विद्यापीठ परिसरातील संबंधित शैक्षणिक विभाग, पुणे.

विषय : 'एक भारत संस्कृती संगम' हा उपक्रम साजरा करण्याबाबत

संदर्भ : शिक्षण मंत्रालयामार्फत दिनांक ०४ ऑगस्ट, २०२३ चा प्राप्त मेल.

महोदय/महोदया,

उपरोक्त संदर्भीय विषयांस अनुसरून आपणास कळविण्यात येते कि, शिक्षण मंत्रालय, भारत सरकार यांच्याद्वारे आयोजित केलेल्या एक भारत श्रेष्ठ भारत या संकल्पनेअंतर्गत 'एक भारत संस्कृती संगम' हा उपक्रम राबविणेबाबत सूचित केले आहे. सदर उपक्रमाची सुरुवात दि. २९ जुलै, २०२३ पासून करण्यात आली आहे. या उपक्रमाच्या माध्यमातून देशाच्या विविध भागांमध्ये असलेली विविधता, सौंदर्य वैविध्यपूर्ण आहे. तसेच विद्यार्थ्यांच्या अंगी असलेल्या विविध कलागुणांना प्रोत्साहन देणे आणि या माध्यमातून अनेक संस्कृतींना एकत्रित करणे हा उद्देश आहे.

सदर उपक्रमामध्ये विविध स्पर्धांच्या माध्यमातून १८ ते ३० वयोगटातील युवकांसाठी आक्टोंबर, २०२३ पर्यंत स्पर्धा आयोजित करण्यात आली आहे. तसेच यासंबंधी स्पर्धेत सहभागी होण्यासाठीची अधिक माहिती पुढील लिंकवर उपलब्ध आहे.

<https://ekbharat.gov.in/EkBharatSanskritiSangam>

या संबंधीचे सविस्तर मेल व पत्रक, आपल्या माहितीसाठी व उचित कार्यवाहीसाठी सोबत जोडले आहे. आपल्या महाविद्यालय/ परिसंस्था / विभागातील मुख्य सूचना फलकावर सदर प्राप्त मेल व पत्रक प्रदर्शित करून विद्यार्थ्यांच्या निदर्शनास आणून देण्याबाबत संबंधितास सूचित करावे, कळावे हि विनंती.

सोबत : वरीलप्रमाणे

(डॉ. अभिजीत कुलकर्णी)
संचालक, (अतिरिक्त कार्यभार)
विद्यार्थी विकास मंडळ

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

EBSB Cell
Department of Higher Education
Ministry of Education

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एक भारत श्रेष्ठ भारत



Ministry of Education
Government of India

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/language of other States/UTs (other than your home state)

POSTING

Post performance/work on your Social Media pages
Instagram, Facebook, Twitter, YouTube

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)

SINGING

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

02

03

PHOTOGRAPHY/SKETCHING/SCULPTING

Monuments, Culture, Festivals, Places, Traditional art forms etc. of the selected State/UT

PAINTING

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

04

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

EACH FOR CAMPAIGN WINNERS & RUNNERS UP IN EACH CATEGORY



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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Visit Us
www.ekbharat.gov.in

MORE INFO



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