

समस्त पत्र-व्यवहार "कुलसचिव" को ही संबोधित किया जाये  
किसी अधिकारी के व्यक्तिगत नाम से नहीं। पूर्व सन्दर्भ यदि हो  
तो, देना आवश्यक है अन्यथा कोई कार्यवाही संभव नहीं होगी।

दूरभाष : 2529540-2527532  
तार : यूनिवर्सिटी  
फेक्स : 0731-2529540



## देवी अहिल्या विश्वविद्यालय, इन्दौर

विश्वविद्यालय भवन

इन्दौर-452001

दिनांक :

7 FEB 2020  
7 FEB 2020

क्रमांक : सं.वि.क./2020/रूसा/234  
प्रति,  
समस्त विभागाध्यक्ष/निदेशक/प्रभारी,  
अध्ययनशाला/संस्थान/विभाग/सेंटर  
देवी अहिल्या विश्वविद्यालय,  
इंदौर (म.प्र.)

विषय :- एक भारत श्रेष्ठ भारत कार्यक्रम अंतर्गत माह फरवरी 2020 की गतिविधियाँ संचालित कर  
रिपोर्ट प्रेषित करने बाबत।

संदर्भ :-उक्त विषयांतर्गत स्टेट प्रोजेक्ट डायरेक्टोरेट, राष्ट्रीय उच्चतर शिक्षा अभियान (रूसा) उच्च  
शिक्षा विभाग, भोपाल (मध्यप्रदेश) का पत्र क्रमांक 78/रूसा/2020 दिनांक 04/02/2020.

महोदय/महोदया,

समस्त सर्व सम्बन्धितों से उपर्युक्त विषयांतर्गत जारी संदर्भित पत्र का संज्ञान लेने का  
अनुरोध है। स्टेट प्रोजेक्ट डायरेक्टोरेट, राष्ट्रीय उच्चतर शिक्षा अभियान (रूसा) उच्च शिक्षा विभाग,  
भोपाल (मध्यप्रदेश) के उक्त संदर्भित पत्र द्वारा माह फरवरी 2020 हेतु निर्धारित की गई गतिविधियाँ  
संचालित कर रिपोर्ट प्रेषित किये जाने बाबत निर्देश है।

संलग्न संदर्भित पत्रानुसार नियत दिनांक पर निर्धारित गतिविधियों का संचालन/आयोजन  
कर कृत कार्यवाही से सम्बन्धित अपने विभाग का अभ्यावेदन (रिपोर्ट-मय फोटो, पेपर कटिंग, इत्यादि  
सहित) दिनांक 20.02.2020 तक आवश्यक रूप से अधिष्ठाता, छात्र कल्याण कार्यालय को प्रेषित की  
जाना सुनिश्चित करने का कष्ट करें। जिससे प्राप्त रिपोर्ट रूसा कार्यालय के ई-मेल  
rusamphe@gmail.com पर दिनांक 24.02.2020 के पूर्व अनिवार्यतः प्रेषित की जा सकें।

कृपया संदर्भित पत्र में प्रदत्त निर्देशों के अनुरूप, निर्धारित तिथि पर तय किये गये  
कार्यक्रमों/गतिविधियों का आयोजन/संचालन किया जावे, कार्यक्रमों के आयोजन में किसी भी  
प्रकार की शिथिलता न बरती जावे।

संलग्न :- संदर्भित पत्र की छाया-प्रति

क्रमांक : सं.वि.क./2020/रूसा/234

दिनांक :

संलग्न  
कुलसचिव

7 FEB 2020

- 1 अतिरिक्त संचालक, इंदौर संभाग इंदौर, माता जीजाबाई महाविद्यालय, मोती तबेला, इंदौर।
- 2 निज सहायक, आयुक्त उच्च शिक्षा विभाग, मध्य प्रदेश।
- 3.कुलपति के सचिव, देवी अहिल्या विश्वविद्यालय इंदौर।
- 4.कुलसचिव, के निज सहायक, देवी अहिल्या विश्वविद्यालय इंदौर।
5. आई.ई.टी. विभाग, देवी अहिल्या विश्वविद्यालय इंदौर की ओर वेबसाइट पर अपलोड करने हेतु।

84-

अधिष्ठाता,

छात्र कल्याण विभाग,

देवी अहिल्या विश्वविद्यालय,

इंदौर।



स्टेट प्रोजेक्ट डायरेक्टोरेट, राष्ट्रीय उच्चतर शिक्षा अभियान (रूसा)  
उच्च शिक्षा विभाग, भोपाल (मध्य प्रदेश)

(192, एवीएन टावर, मेजनाइन फ्लोर, जोन-1 एमपी नगर, भोपाल.), E-mail:- [rusamphe@gmail.com](mailto:rusamphe@gmail.com)  
क्रमांक 78 /रूसा/2020

दिनांक 04/02/2020

प्रति,

समस्त कुल सचिव एवं प्राचार्य

रूसा लाभार्थी विश्वविद्यालय / महाविद्यालय

उच्च शिक्षा विभाग, म.प्र. शासन, भोपाल

विषय:- एक भारत श्रेष्ठ भारत कार्यक्रम के सम्बन्ध में फरवरी माह की गतिविधियाँ संचालित कर रिपोर्ट प्रेषित करने  
बाबत।

संदर्भ :- मानव संसाधन विकास मंत्रालय का ई-मेल, दिनांक 01/01/2020।

उपरोक्त विषयांतर्गत संदर्भित में लेख हैं कि मानव संसाधन विकास मंत्रालय ने एक भारत श्रेष्ठ भारत कार्यक्रम  
के अंतर्गत की जाने वाली फरवरी माह की गतिविधियाँ में निम्न निर्धारित तिथियों में महाविद्यालयों द्वारा संचालित  
की जानी है:-

1. Monthly screening of films of paired State – 08.02.2020।
2. Video Conferencing/ Skype session – 10.02.2020।
3. Statehood day celebration – 12.02.2020।
4. Notice/Display board about paired State (Subject) – 13.02.2020।
5. Classes to teach Language of paired State – 15.02.2020।
6. Pledge on Swachata / Single Use Plastic / Water Saving / National Unity in language  
of paired institutions – 17.02.2020।
7. Essay Writing/ Debate/ Drama/ Quiz / Cultural Programme -19.02.2020।

उपरोक्त गतिविधियाँ सम्पन्न होने के पश्चात दिनांक 24.02.2020 तक अपनी रिपोर्ट रूसा कार्यालय की  
ई – मेल [rusamphe@gmail.com](mailto:rusamphe@gmail.com) पर प्रेषित करना सुनिश्चित करें। गतिविधियों में होने वाला व्यय संस्थान द्वारा  
वहन किया जायेगा।

संलग्नक :- मानव संसाधन विकास मंत्रालय द्वारा प्राप्त गतिविधियों की जानकारी।

क्रमांक 79 /रूसा/2020

प्रतिलिपि :-

1. निज सहायक, आयुक्त, उच्च शिक्षा विभाग, मध्य प्रदेश।
2. कुलपति, समस्त रूसा लाभार्थी विश्वविद्यालय, मध्य प्रदेश।
3. अतिरिक्त संचालक, समस्त संभाग, उच्च शिक्षा विभाग, मध्य प्रदेश।

(वेद प्रकाश)

परियोजना संचालक

स्टेट प्रोजेक्ट डायरेक्टोरेट, (रूसा) म.प्र.

दिनांक 04/02/2020

परियोजना संचालक

स्टेट प्रोजेक्ट डायरेक्टोरेट, (रूसा) म.प्र.



**F.No. 11018/02/2019- EBSB**  
**Government of India**  
**Ministry of Human Resource Development**  
**Department of Higher Education**  
**EBSB Cell**

**Shastri Bhawan, New Delhi**  
**Dated the 31<sup>st</sup> December, 2019**

**OFFICE MEMORANDUM**

**Subject EBSB Campaign : Revised Activities proposed for HE Institutions**

This is regarding revision in the activities proposed to be performed by higher educational institutions under the Ek Bharat Shrestha Bharat Campaign. So far, pairings have been done for all HE institutions across the paired states – for example, IIT of state 1 has been paired with IIT of paired state and similarly for NITs/IITs/ CU/ IISER/ IIMs/ RUSA funded institutions / AICTE regulated institutions.

2. The paired institutions were asked, vide our earlier communications, to carry out Student Exchange, Teacher Exchange, Youth Festival , EBSB Day, EBSB Club and Translation of Books of paired States.
3. Based on feedback from institutions, it is understood that several of them are finding it difficult to organize the Student Exchange activity owing to time, budget and other logistic constraints. The list of proposed activities has therefore been reconsidered and redrawn with focus on low cost, high volume activities which can be easily woven into the curriculum of the institution without large scale movement of students. The list of proposed revised activities is at Annexure to this letter.
4. All Bureau Heads, AICTE, UGC, Coordinator RUSA are requested to
  - i. Communicate the above revised plan to the institutions under their administrative control.
  - ii. The pairing of institutions that has been done already will continue for the proposed programmes.



- iii. All institutions may please convey the monthly schedule of each kind of activity to us on the email [ebshmh19@gmail.com](mailto:ebshmh19@gmail.com) latest by 10<sup>th</sup> January 2020
- iv. After the event is over institutions may please upload their reports

*Neeta Prasad*  
(Neeta Prasad)  
Joint Secretary (ICC)

To	
1.	Sh. Rakesh Sarwal, AS(TE)
2.	Sh. V.L.V.S.S. Subba Rao, Sr. Economic Advisor
3.	Sh. Madan Mohan, ADG (Stats.)
4.	Sh. Madhu Ranjan Kumar, JS (DL & Admn).
5.	Sh. Sanjay Kumar Sinha, JS (Mgt. & ICR)
6.	Sh. G.C.Hosur, JS (CU)
7.	Ms. Kamini Chauhan Ratan, JS (HE)
8.	Secretary UGC
9.	Chairman AICTE
10.	National Coordinator, RUSA



## Annexure

This is regarding the activities to be performed by higher educational institutions under the Ek Bharat Shrestha Bharat Campaign.

- So far, pairings have been done for all HE institutions across the paired states – for example, IIT of state 1 has been paired with IIT of paired state and similarly for NITs/IIITs/ CU/ IISers/ IIMs/ RUSA institutions / AICTE institutions
- The paired institutions were asked to carry out the following activities :
  - **Student Exchange** involving 5 day mutual exchange visit of 50 students between paired institutions
  - **Teacher Exchange** involving visit of 50 teachers from every state to the paired state
  - **Youth Festival** in one selected institution in every state with participation of students from various institutions in the paired state
  - **EBSB Day**
  - **EBSB Club**
  - **Translation of Books of Paired States**
- Based on feedback from institutions, it is understood that several of them are finding it difficult to organize the Student Exchange activity owing to time, budget and other logistic constraints.
- The Action Plan has therefore been reconsidered and redrawn with focus on low cost, high volume activities which can be easily woven into the curriculum of the institution .  
The proposed Action Plan is as follows :

### I. ACTIVITIES AT THE INSTITUTION LEVEL

1. **EBSB Day** – one day in every month will be observed as EBSB Day in every HE institution where activities like cultural demonstrations -songs, dance, drama of paired state, film shows of paired states, food festivals, reading of translated books of paired states can be undertaken. The list is indicative, there can be other similar activities.
2. **EBSB Clubs** – Every HEI will have an EBSB club. Objective is to propagate the culture, language, art forms etc of the paired state by organizing appropriate activities. These can include reading of books from paired states, cultural programmes, cuisine, listening to news from the paired state, listening to/ watching a language Radio/ TV News / other programme from the paired state, holding quiz about the paired state etc. In addition to the above the EBSB Clubs can lead/ drive other EBSB activities being organized by the institution.  
The Best EBSB club to be awarded by Hon'ble Minister on 31<sup>st</sup> Oct 2020
3. **Celebrating Statehood Day** of the paired state
4. **Notice/ Display Boards** about paired state - Each institution can have one or two notice / display boards where students will put up information/ pictures/ write-ups etc about the paired state. This activity can be lead by the EBSB Club.



5. **Optional classes to teach language of the paired state.** Alternatively, students can be encouraged to learn the language of paired state through many available online apps. Each student must learn at least the alphabets, 100 sentences, 5 songs, 20 proverbs in the language of the paired state,
6. **Essay Writing/ Debates/ Drama / Quiz / Cultural Programme** based on some aspect of the paired state, preferably in the language of the paired state. This can be linked to the area of study of the students. For eg students of Economics can be asked to write an essay on an economic problem of the paired state, Political Science students can debate on some political issue on the paired state, Engineering students can look for technical applications suited to the paired state.
7. **Pledge on Swachhta/Single use plastic/water saving/ National Unity** in the language of partnering states/UTs.
8. **Ek Bharat Shreshtha Bharat Utsav.**
9. **Bringing out Bi-Annual Ek Bharat Shrestha Bharat Newsletter / Report**

## II. ACTIVITIES BETWEEN PAIRED INSTITUTIONS

1. **Skype / Email Friends** – Students should make skype / email friends from among students of the paired institutions and interact with them on a regular basis like penfriends
2. **Video Conferencing / Skype sessions** between groups of students of the paired institutions. These sessions will help the students get to know each other and learn about each other's states. Subjects for these interactions can be related to the study area of the interacting groups to make it more meaningful. There can be literary discussions, debates on socio-economic issues, discussions on political, technical, engineering, environment and other such issues, or even song and dance recitals, poetry sessions as part of these interactions.
3. **Hackathon between paired states** – AICTE will organize the hackathons. All HE institutions in a state can participate. Institutions will be asked to identify both technical and socio-economic problems in their states. Two problems from each state ( one technical, one socio-economic) can be decided upon finally and paired states can work to find solutions to these.
4. **Teacher Exchange** – 50 Teachers from each state will visit the paired state.
5. **Youth Festivals** – One identified institution in every state will organize the festival. All HE institutions of the paired state will be invited. Students who have done well / showed interest in the institutions level EBSB activities can participate in these festivals.



### III. Translation of Popular Books

- CIL Mysore will translate popular books of the paired states. Books of Sahitya Academy winners can be translated

### SUMMARY OF ACTIVITIES TO BE ORGANIZED BY HE INSTITUTIONS AS PART OF EBSB CAMPAIGN

Sl.	Description of Activity	Month/Day/Location	Organising Authority	Learning Outcome
1.	Formation of EBSB Clubs in every HE institution. Objective is to learn about and familiarize students with the culture, language, art forms, cuisine, history, politics, socio-economic conditions and contemporary issues etc concerning the paired state by organizing various activities on a sustained basis covering the entire academic year. These can include reading of translated books from paired states, cultural programmes, cuisine, reading of news from the paired state, listening to/ watching a language Radio/ TV News / other programme from the paired state, holding quiz about the paired state etc.	The clubs will meet at regular intervals and at least once every month over the academic session	HE institution	The EBSB Clubs will lead much of the EBSB activities in the institution and help in creating an affinity with the paired state
2.	EBSB Day- one day in every month will be observed as EBSB Day in every HE institution where activities like cultural demonstrations like songs, dance, drama of paired state, film shows of paired states, food festivals, reading of translated books of paired states can be undertaken	One day every month	HE Institution	Creating awareness and generating an interest about the paired state
3.	Celebrating Statehood Day of the paired state	One day in a year	HE Institution	



4.	Encourage students to learn the language of the paired state – at least the alphabets, 100 sentences, 20 proverbs and 5 songs	Ongoing activity, students can even do on their own through apps, EBSB Clubs can facilitate	HE Institutions	It will develop linguistic capacity of the students, increase familiarity and affinity to the paired state
5.	Optional classes in HE institutions where feasible, for learning the language of the partnering State.	Academic Year/Every Week / In the college	HE Institutions	The students will be able to learn the language of partnering State/UT.
6.	Essay Writing/ Debates/ Drama / Quiz/ Cultural programme based on some aspect of the paired state, preferably in the language of the paired state. This can be linked to the area of study of the students. For eg students of Economics can be asked to write an essay on an economic problem of the paired state, Political Science students can debate on some political issue on the paired state, Engineering students can look for technical applications suited to the paired state.	Spread over the academic year – with at least one essay, one quiz, one debate, one drama and one cultural programme during the period	HE Institutions – EBSB Clubs can lead	Deepen the understanding about and empathy with the partner state
7.	Skype / Email Friends – Students should make skype / email friends from among students of the paired institutions and interact with them on a regular basis like pen friends	Continuous process	Between students of paired institutions	Will increase familiarity and friendship between students of paired states
8.	Video Conferencing / Skype sessions between groups of students of the paired institutions. These sessions will help the students get to know each other and learn about each other's states. Subjects for these interactions can be related to the study area of the interacting groups to make it more meaningful.	Once a month	Between students of paired institutions in paired states	Will increase familiarity and friendship between students of paired states, build deeper understanding and appreciation of each others' issues, problems and priorities



	There can be literary discussions, debates on socio-economic issues, discussions on political, technical, engineering, environment and other such issues, or even song and dance recitals, poetry sessions as part of these interactions.			
9.	<b>Hackathon between paired states</b> - AICTE will organize the hackathons. All HE institutions in a state can participate. Institutions will be asked to identify both technical and socio-economic problems in their states. Two problems from each state (one technical, one socio-economic) can be decided upon finally and paired states can work to find solutions to these.	<b>One Hackathon between each pair of states</b>	In the paired states	Moving from learning about paired state to understanding each other's problems and trying to solve them together.
10.	<b>Teacher Exchange</b> – 50 Teachers from each state will visit the paired state	One time for 50 teachers of each state	Between paired states	First hand experience of life in the paired state
11.	<b>Youth Festivals</b> – One identified institution in every state will organize the festival. All HE institutions of the paired state will be invited. Students who have done well / showed interest in the institutions level EBSB activities can participate in these festivals.	One time in every state	In one identified institution in every state	First hand interaction between students of paired states
12.	<b>"Themed Display Board/Wall magazine"</b> on the partnering state. (Historical Monuments, Dressing Style, painting,	Round the Year/ College premises	HE institutions – EBSB Clubs can lead	Pictorial representation will help in learning and understanding about partnering States/UTs.



	handicrafts, alphabet and basic sentences of the partnering State/UTs).			
13.	Pledge on Swachhta/Single use plastic/water saving/ National Unity in the language of partnering states/UTs	At least two times every month/	HE Institutions	<ul style="list-style-type: none"> <li>• The students will have exposure to partnering state language.</li> <li>• Enhance social responsibility among students.</li> </ul>
14.	Translation of Popular Books - CIL Mysore will translate popular books of the paired states. Books of Sahitya Academy winners can be translated. These can be read/ popularized by EBSB Clubs	Continuous activity	CIL Mysore (translation)/ HE Institutions(Reading)	
15.	Celebrate Ek Bharat Shreshtha Bharat Utsav with partner institutions through video conferencing	31 October, 2020	Partnering HE institutions	It will provide common platform to students for sharing their overall experience/best practices of Ek Bharat Shreshtha Bharat.
16.	"Ek Bharat Shreshtha Bharat" Report/ Newsletter	Quarterly/Annual	HE Institutions	