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Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग
University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)
(Ministry of Human Resource Development, Govt. of India)

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Subject : Conducting Activities under Ek Bharat Shreshtha Bharat through Digital Medium

Respected Sir/Madam,

As you are aware that the University Grants Commission vide letter of 6th November, 2019, requested all the Higher Educational Institutions to have Ek Bharat Shreshtha Bharat Club (EBSB) to promote the uniqueness of India as a nation which is woven by diverse linguistic, cultural and religious threads, held together into a composite national identity by a rich history of cultural evolutions.

To promote the spirit of Ek Bharat Shreshtha Bharat, the Ministry of Tourism is conducting webinars titled 'Dekho Apna Desh'. The webinars showcase the history, tangible and intangible heritage, foods, arts, craft etc. of our country. YouTube links to these webinars are available on the Ministry of Tourism website <http://tourism.gov.in/>, under the heading "Dekho Apna Desh Webinars."

In the above context, all Higher Educational Institutions and its affiliated colleges / institutes are requested to use these webinars to further the objectives of Ek Bharat Shreshtha Bharat. These webinars can be accessed and used by all Higher Educational Institutions and EBSB Clubs.

With kind regards,

Yours sincerely,

(Rajnish Jain)

The Vice-Chancellors of all the Universities

The Principals of all Colleges