

IMPACT ASSESSMENT OF EK BHARAT SHRESHTHA BHARAT CAMPAIGN

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To protect, promote and preserve various forms of folk art and culture throughout the country, the Government of India has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. These ZCCs organize various cultural activities and programmes in their member States on regular basis. The cultural activities and programmes organized under 'Ek Bharat Shreshtha Bharat' campaign by these ZCCs during the years 2024-25 and 2025-26 are at **Annexure**.

The programmes organized under EBSB are reviewed through regular reports submitted by ZCCs. These ZCCs also upload details of their activities on digital platforms. Information such as the number of programmes conducted, level of participation, footfalls, and feedback received is examined to assess the impact of these initiatives in promoting national integration and cultural awareness.

All the ZCCs ensure wider outreach of the campaign by organizing a variety of cultural programmes, workshops, competitions and interactive sessions in collaboration with schools, colleges, universities and local cultural institutions to involve students, youth and social workers. ZCCs also make use of social media platforms and digital publicity to disseminate information about events and attract wider audiences. Additionally, outreach programmes, cultural exchanges and awareness campaigns are also conducted at the grassroot level to promote participation of youth, thereby strengthening the objectives of the campaign.

This information was given by Union Minister for Culture and Tourism Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today

M Annadurai

ANNEXURE

Cultural activities and programmes organized under 'Ek Bharat Shreshtha Bharat' campaign by the ZCCs during the years 2024-25 and 2025-26

2024-25

Sl. No.	Name of the cultural activities and programmes	Date	Venue	No. of artists participated	Footfall

1.	Cultural Programme (Rashtrapati Bhavan)	2/08/2024	Rashtrapati Bhavan, New Delhi	47	300
2.	World Folklore Day	22/08/2024	Nagpur (Maharashtra)	22	120
3.	Divisional Level Festival	02/10/2024 to 04/10/2024	Nagpur (Maharashtra)	155	500
4.	Divisional Level Festival	02/10/2024 to 04/10/2024	Hyderabad (Telangana)	180	10000
5.	Mysore Dasara	03/10/2024 to 7/10/2024	Mysore (Karnataka)	30	400
6.	Bhagwan Birsa Munda Jayanti & Janjatiya Gaurav Divas "Tribal Dance Festival "	15/11/2024 to 17/11/2024	Nagpur (Maharashtra)	154	1000
7.	Udyan Utsav	02/01/2025 to 13/01/2025	Rashtrapati Bhavan Hyderabad (Telangana)	251	10000
8.	Lok Kala Darshan	22/01/2025 to 24/01/2025	Hiwarkhed, Khed & Shendurjanaghat (Maharashtra)	90	15000
9.	Orange city Craft Mela & Folk Dance Festival	10/01/2025 to 19/01/2025	Nagpur (Maharashtra)	214	50000
10.	Har Kanth Me Bharat	02/02/2025 to 16/02/2025	Madhya Pradesh, Maharashtra & Hyderabad)	60	600
11.	Lok Nritya Bharat Bharati	01/03/2025 to 03/03/2025	Gadchiroli (Maharashtra)	90	9000

12.	National Folk Dance Festival	01/03/2025 to 04/03/2025	Shilpgram Khajuraho (Madhya Pradesh)	152	6000
13.	Loknatya Samaroh	18/03/2025 to 20/03/2025	Amravati (Maharashtra)	75	900
14.	Octave	21/03/2025 to 23/03/2025	Khiragadh (Chhattisgarh)	244	20000
15.	Octave	26/03/2025 to 28/03/2025	Solapur (Maharashtra)	244	15000
16.	Ek Bharat Shretha Bharat programme Tripura-Bihar-Mizoram	9/08/2024 to 10/08/2024	Patna, Bihar	110	1500
17.	Kalakranti – Ek Bharat Shreshtha Bharat programme Maharashtra and Odisha	20/08/2024	Cuttack, Odisha	95	550
18.	Diwali Shilp Mela	17/10/2024 to 28/10/2024	Prayagraj, Uttar Pradesh	375	22224
19.	Rashtriya Shilp Mela	01/12/2024 to 15/12/2024	Prayagraj, Uttar Pradesh	555	63477
20.	Ek Bharat Shreshtha Bharat (EBSB) Cultural Exchange Programme – Folk Dance Presentations (Rikhamapada – Arunachal Pradesh, Wangala – Meghalaya, Jhijiya – Uttar Pradesh)	30/04/2024	Virtual Mode participation from the Pairing States	45	600

21.	Ek Bharat Shreshtha Bharat Cultural Programme – Folk Dance & Song Presentations (Badhai Norta & Baredi – Madhya Pradesh, Folk Dance – Manipur, Lotha Folk Song & Dance – Nagaland)	29/06/2024	Virtual Mode from the Pairing States	45	570
22.	Ek Bharat Shreshtha Bharat Cultural Programme – Folk Performances (Badhai Norta – Madhya Pradesh, Folk Dance – Manipur, Chakhesang Folk Song & Dance – Nagaland)	31/08/2024	Virtual Mode from the Pairing States	45	650
23.	Mango Festival-2024	09/05/2024	Kasargod (Kerala)	31	250
24.	Folk Dance Festival	02/02/2025 to 03/02/2025	Kannur (Kerala)	35	150
25.	National Folk Festival 2025	03/02/2025 to 04/02/2025	Thrissur (Kerala)	30	200
26.	Celebration of Gujarat and Maharashtra Day	01/05/2024	Punjab Raj Bhawan (Chandigarh)	60	Approx 500

27.	Sanskritik Yatra and Sindhu Darshan Festival	16/06/2024 to 30/06/2024	Pathankot (Punjab), Udhampur & Srinagar (UT of J&K), Kargil & Leh (UT of Ladakh) and Keylong & Mandi (Himachal Pradesh)	135	Approx.1000-1200 per day per programme
28.	Baba Sheikh Farid Aagman Purb	19/09/2024 to 23/09/2024	Faridkot (Punjab)	111	Approx. 18000-20000
29.	14 th Chandigarh National Crafts Mela	29/11/2024 to 08/12/2024	Kalagram (Chandigarh)	975	Approx. 98000-99000
30.	International Gita Mahotsav	28/11/2024 to 15/12/2024	Kurukshetra (Haryana)	329	Approx. 26000-28000 per day
31.	Bharat Parv	26/01/2025 to 31/01/2025	Red Fort Lawns (New Delhi)	545	Approx. 2500-3000 daily
32.	All India Governor's Conference, Delhi	02/08/2024	Delhi	32	200
33.	Nareli Purnima, Daman	19/08/2024	Daman	28	3000
34.	Tarang Shakti	30/08/2024 to 07/09/2024	Jodhpur (Rajasthan)	69	1800
35.	Ganeshotsav	12/09/2024 to 18/09/2024	Goa	74	7000
36.	National Lok Mahotsav "Lokrang"	21/10/2024 to 24/10/2024	Jaipur (Rajasthan)	70	2000

37.	National Unity Day	31/10/2024	Kevadiya (Gujarat)	55	10000
38.	Pushkar Fair	09/11/2024	Pushkar (Rajasthan)	58	10000
39.	Lord Birsa-Munda National Tribal Festival	15/11/2024 to 16/11/2024	Shilpgram (Udaipur)	179	1000
40.	Bundi Mahotsav,	18/11/2024 to 20/11/2024	Bundi (Rajasthan)	46	5000
41.	Matsay Mahotsav	25/11/2024 to 26/11/2024	Alwar (Rajasthan)	43	6000
42.	Shilpgram Utsav	21/12/2024 to 30/12/2024	Shilpgram (Udaipur)	683	200000
43.	Camel Festival	11/01/2025 to 12/01/2025	Bikaner (Rajasthan)	46	5000
44.	Lokotsav	17/01/2025 to 26/01/2025	Goa	227	10000
45.	Maru Mahotsav	10/02/2025 to 11/02/2025	Jaisalmer (Rajasthan)	47	5000
46.	Beneshwar Mela	11/02/2025 to 12/02/2025	Dungarpur (Rajasthan)	49	10000
47.	Vasantosav	21/02/2025 to 02/03/2025	Gandhinagar (Gujarat)	172	100000
48.	Lokanurjan Mela	22/02/2025 to 24/02/2025	Udaipur (Rajasthan)	30	1000
49.	Octave	07/03/2025 to 09/03/2025	Goa	227	5000
50.	Daang Darbar	08/03/2025 to 12/03/2025	Ahva Dang (Gujarat)	59	5000
51.	30 th Adi Jati Mahotsav	20/03/2025 to 21/03/2025	Anand (Gujarat)	35	2000

52.	EBSB	20/03/2025 to 22/03/2025	Pune (Maharashtra)	30	2000
53.	Lokanurjan Mela	23/03/2025 to 25/03/2025	Jodhpur (Rajasthan)	56	8000
54.	Shilpdarshan	Throughout the year	Shilpgram (Udaipur)	720	100000

2025-26

Sl. No.	Name of the cultural activities and programmes	Date	Venue	No. of artists participated	Footfall
1.	Chitramala Nirman Karyashala Painting Exhibition on the occasion of Ahilyabai Holkar Trishatabdi Jayanti	20/04/2025	Raipur (Chhattisgarh)	50	500
2.	WAVES	1/05/2025 to 3/05/2025	Mumbai (Maharashtra)	70	10000
3.	Malwa Utsav	08/05/2025 to 14/05/2025	Indore (Madhya Pradesh)	60	1000
4.	Nadi Mahotsav	27/09/2025 to 29/09/2025	Sangli, Miraj & Ichalkarnji (Maharashtra)	120	200
5.	Kolhapur Shahi Dashara Mahotsav	25/09/2025 & 26/09/2025	Kolhapur (Maharashtra)	120	600
6.	Octave - A Festival of North Eastern States of India	09/10/2025 to 12/10/2025	SCZCC, Nagpur (Maharashtra)	206	10000
7.	Bharatiya Kala Mahotsav	21/11/2025 to 30/11/2025	Rashtrapati Nilayam, Secunderabad (Telangana)	357	150000

8.	Shataabdi Mahotasav - Maharashtra Lok Kala Darshan	05/12/2025 to 08/12/2025	Ratlam (Madhya Pradesh)	25	650
9.	Chetak Festival	11/12/2025 to 15/12/2025	Sarangkheda (Maharashtra)	75	6000
10.	Octave - Festival of North Eastern States	24/12/2025 to 27/12/2025	Indore (Madhya Pradesh)	261	3000
11.	Ek Bharat Shreshtha Bharat programme Goa and Jharkhand	08/09/2025	Ranchi (Jharkhand)	105	700
12.	Ek Bharat Shreshtha Bharat programme Tripura, Mizoram, Bihar	04/02/2026 to 05/02/2026	Bhikhanpura, Khorampur & Vaishali (Bihar)	120	2500
13.	Octave	26/04/2025 to 30/04/2025	Bhagalpur (Bihar)	159	950
14.	Kalagram during Mahakumbh	16/01/2025 to 24/02/2025	Prayagraj (Uttar Pradesh)	8499	400000+
15.	Ganga Sanskriti Yatra	17/05/2025 to 18/05/2025	Varanasi (Uttar Pradesh)	103	1550
16.	Diwali Shilp Mela	08/10/2025 to 19/10/2025	Prayagraj (Uttar Pradesh)	512	33206
17.	Rashtriya Shilp Mela	01/12/2025 to 10/12/2025	Prayagraj (Uttar Pradesh)	650	43010
18.	Chalo Mann Ganga Jamuna Teer	04/01/2026 to 13/02/2026	Prayagraj (Uttar Pradesh)	1827	24874
19.	Virasat Kala Mahotsav	24/01/2026 to 02/02/2026	Delhi	163	1100

20.	Virasat Kala Mahotsav	27/01/2026 to 02/02/2026	Chattarpur (Madhya Pradesh)	162	2000
21.	Virasat Kala Mahotsav	23/02/2026 to 01/03/2026	Mahendragarh (Haryana)	141	1450
22.	Ek Bharat Shreshtha Bharat – Cultural Exchange (Participating States: Bihar, Mizoram & Tripura)	13/10/2025 to 15/10/2025	NEZCC Shilpgram, Guwahati (Assam)	45	900
23.	Ek Bharat Shreshtha Bharat Cultural Exchange Programme (Participating States: Madhya Pradesh, Nagaland & Manipur)	07/12/2025	NEZCC Shilpgram, Guwahati (Assam)	45	300
24.	Ek Bharat Shreshtha Bharat Cultural Programme (Pairing States: Uttar Pradesh, Arunachal Pradesh & Meghalaya)	20/01/2026	Shilpgram, NEZCC Guwahati (Assam)	45	300
25.	All India Crafts Mela	20/12/2025 to 05/01/2026	Hyderabad (Telangana)	60	1500
26.	Samanwaya	07/02/2026 to 08/02/2026	Kasargod (Kerala)	61	300
27.	Sisirotsavam	08/02/2026 to 09/02/2026	Kannur (Kerala)	61	300
28.	Sanskriti	09/02/2026 to 11/02/2026	Malapuram (Kerala)	68	250
29.	Celebration of Gujarat and Maharashtra Day	01/05/2025	Punjab Raj Bhawan (Chandigarh)	70	Approx. 450

30.	Sanskritik Yatra and Sindhu Darshan Festival	13/06/2025 to 29/06/2025	Pathankot (Punjab), Udhampur & Srinagar (UT of J&K), Kargil & Leh (UT of Ladakh) and Keylong & Mandi (Himachal Pradesh)	145	Approx. 1200- 1500 per day per programme
31.	Celebration of Foundation Day of Andhra Pradesh, Chhattisgarh, Haryana, Karnataka, Kerala, Madhya Pradesh, Punjab, Tamil Nadu (states), and Andaman and UTs of Nicobar Island, Chandigarh, Delhi, Lakshadweep, Pondicherry	30/10/2025	Punjab Raj Bhawan (Chandigarh)	87	Approx. 480
32.	15 th Chandigarh National Crafts Mela	28/11/2025 to 07/12/2025	Kalagram (Chandigarh)	940	Approx. 83000- 85000
33.	International Gita Mahotsav	15/11/2025 to 05/12/2025	Kurukshetra (Haryana)	503	Approx. 25000- 30000 per day
34.	Bharat Parv	26/01/2026 to 31/01/2026	Red Fort Lawns (New Delhi)	438	Approx. 2500-3000 per day
35.	Bhairav Ji Mela	12/04/2025	Baswara (Rajasthan)	60	5000

36.	WAVES 2025	01/05/2025 to 03/05/2025	Mumbai (Maharashtra)	74	5000
37.	Ek Desh Ek Dhadkan	15/05/2025, 16/05/2025, 18/05/2025, 19/05/2025, 21/05/2025, 24/05/2025, 25/05/2025 & 28/05/2025	Rajasthan	58	5000
38.	Indian Folk Carnival Festival	30/05/2025 to 01/06/2025	Ahmadabad (Gujarat)	35	1500
39.	23 rd Folk Festival	16/06/2025 to 20/06/2025	Puri (Odisha)	29	5000
40.	Yatra Paschimalap	01/08/2025 to 07/08/2025	Pali (Rajasthan)	85	10000
41.	Nareli Purnima	09/08/2025	Daman	45	6000
42.	Warsa Shhyadricha Program	18/08/2025 to 19/08/2025	Auragabad (Maharashtra)	208	1500
43.	Ganeshotsav	01/09/2025 to 06/09/2025	Goa	70	7000
44.	Rashtriya Lok Natya Samaroh	17/09/2025 to 19/09/2025	Jodhpur (Rajasthan)	27	1500
45.	Lok-Rang	12/10/2025 to 17/10/2025	Jaipur (Rajasthan)	97	30000
46.	Octave	09/10/2025 to 12/10/2025	Nagpur (Maharashtra)	185	5000
47.	Pushkar Mela	10/10/2025	Pushkar (Rajasthan)	30	10000
48.	Vagad Mahotsav	03/11/2025 to 04/11/2025	Dugarpur (Rajasthan)	36	3000

49.	Bharat Parv	07/11/2025 to 09/11/2025	Ekta Nagar (Gujarat)	81	10000
50.	Paschim Bharat Ki Vividhata Ka Utsav	19/11/2025 to 30/11/2025	Hyderabad (Telangana)	197	150000
51.	Jan Jati Gaurav Diwas	15/11/2025	Dugarpurn (Rajasthan)	39	5000
52.	Shilpgram Utsav	21/12/2025 to 30/12/2025	Shipgram (Udaipur)	666	200000
53.	Celebration 75 Years the Indian Constitution	26/12/2025 to 27/12/2025	Balotara (Rajasthan)	59	1500
54.	National Swadesi Mahotsav	27/12/2025	Chittorgarh (Rajasthan)	48	2500
55.	Chanderi Mahotsav	27/12/2025 to 01/01/2026	Goa	33	4000
56.	Vande Bhartam	08/01/2026 to 26/01/2026	New Delhi	227	25000
57.	Aadi Lokotsav	09/01/2026 to 11/01/2026	Goa	75	5000
58.	Lokotsav	20/01/2026 to 29/01/2026	Goa	321	10000
59.	Beneshwar Mela	31/01/2026 to 01/02/2026	Dungarpur (Rajasthan)	32	5000
60.	Shilpdarshan	(Throughout the year)	Shilpgram (Udaipur)	460	120000

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