

Business Standard



KRISTU JAYANTI SCHOOL OF MANAGEMENT ORGANISED EK BHARAT SHRESHTA BHARAT (EBSB) PROGRAMME

Ek Bharat Shreshta Bharat (EBSB) is an initiative put forth by the Prime Minister of India, Shri Narendra Modi. This program aims to enhance interaction & promote mutual understanding between people of different states/UTs by carrying out activities to promote a sustained and structured cultural connection in the areas of language learning, culture, traditions & music, tourism & cuisine, sports and sharing of best practices. The National Education Policy (NEP) 2020 proposes to strengthen the spirit of EBSB by understanding the 100 identified tourist destinations. As part of EBSB, the students of the School of Management organised a program introducing the state, Madhya Pradesh on 22nd December 2021.

The session began with a silent prayer. Mr Hari Prasad R, a student of School of Management, gave an introduction on the state Madhya Pradesh, followed by a documentary video presented by Mr Amal M T. Like a tourist guide, Mr Franklin Anto explained and took the audience for a virtual tour to the different tourist destinations of Madhya Pradesh. Ms Aleena Sunny gave an insight into the unique art and culture of

Madhya Pradesh and Ms Einteina Albert did a presentation on the cuisines of the state. A quiz was done at the end to assess the audience's understanding of the state. Mr Abhishek Sam Kachora conducted the quiz. The whole class was divided into different teams and the teams participated enthusiastically in the quiz. Team 4 and team 14 got 1st and 2nd positions respectively. The program concluded by singing the national anthem.

