REPORT

Ek Bharat Shreshtha Bharat was announced by Hon'ble Prime Minister on 31st October, 2015 on the occasion of the 140th birth anniversary of Sardar Vallabhbhai Patel. The Ek Bharat Shrestha Bharat programme, aims to actively enhance interaction between people of diverse cultures living in different States and UTs in India, with the objective of promoting greater mutual understanding amongst them. As per the programme, each year, every State/UT would be paired with another State/UT in India for reciprocal interaction between the people. It is envisaged through this exchange, that the knowledge of the language, culture, traditions and practices of different states will lead to an enhanced understanding and bonding between one another, thereby strengthening the unity and integrity of India. In this purview the Ministry has already made the combination of mutual , State partners, according to which Punjab and Andhra Pradesh State are the mutual partners for cultural exchange.

The School of Planning and Architecture Vijayawada an Institute of National Importance under Ministry of Education, GOI constituted EBSB Cell to identify, invite and organize the cultural exchange program under the aegis of "Ek Bharat Shrestha Bharat Mission". Due to pandemic situation limitation was there to conduct program on virtual platform hence organized on Zoom. After sequential email communications with the Nodal Representatives of Andhra Pradesh and Punjab State, SPAV Identified Lovely Punjab University, Punjab State for mutual cultural exchange program. Below were the broader activities proposed to be organized for EBSB promotion by SPAV for this year 2021-2022.

S.No.	Proposed Activities
(a)	Introducing Cultures/ architectural marvels of both the states with narration and voice over+ songs
(b)	Video presentation- Talk about Kalamkari and Phulkari art works +songs
(c)	Video presentation- Talk about cuisines of both states – narration + voiceover
(d)	Video presentation- Folk dances of both the states – narration + voiceover

In this purview, On the 18th of September 2021, Ek Bharat Shreshth Bharat program, an innovative measure to enhance the knowledge of culture, traditions

and practices of different states, thereby strengthening the unity and integrity of India had been conducted by EBSB Cell - SPAV recently online with the vibrancy of the culture and tradition of Andhra Pradesh, a wholesome mix of music, dance, art works and cuisines which helped to promote and enhance the interaction and mutual understanding amongst people of different states of India. More than 200 participants participated from both the institutes.

The Esteemed Dignitaries and Organizing Team from SPAV were mentioned below:

Patron, Director- Prof. Dr. Minakshi Jain
Nodal officer- Dr. Amitava Sarkar
Faculty Co- ordinators- Dr. Prashanti Rao
Ms. Naina Gupta
Ar. Karthik Ch.
Student Co- ordinators- Ar.Luvditya Khurana
Ar. Varsha Prasad
Technical support- Mr. Abhinav

The Esteemed Dignitaries and Participating Team from LPU, Punjab state were mentioned Below:

Head of School of Architecture and Design- Dr. (Ar.) Atul Kumar Singla
Head of Department (Domain-2)- Ar.Amrita Shukla
Head of Department (Domain-1)- Ar. Nagendra Narayan
Faculty , Staff and Student.





Fig-1 Invitation

Detailed Schedule of Program

EK BHARAT SHRESHTH BHARAT

Programme Schedule

- Faculty Coordinator – Dr. Prashanti Rao, Ar. Karthik Ch., Ms. Naina Gupta
- Student Coordinator- Luvditya Khurana, Varsha Prasad (M. Arch)
- IT Coordinator – Mr. Abhinav Kumar
- Guest – Lovely Professional University, Punjab

Date of the Event- 18.09.2021, Saturday
Time: 11: 30 am- 01: 00 pm

PROGRAMME SCHEDULE

S.No.	Duration	Schedule
1.	15 mins	Welcome Address- 'Introducing Ek Bharat Shreshth Bharat'- Dr. Prashanti Rao
2.		Program Introduction – Luvditya Khurana (M. Arch)
3.		Lighting of the Lamp
4.		Introduction + Open Message – Nodal Officer – Dr. Amitava Sarkar
5.		Introduction + Director's Message – Prof. Dr. Minakshi Jain
6.		Student briefing about the Documentary- Varsha (M. Arch)
(a)	Documentary – 07 mins	**Introducing Architectural marvels of Andhra Pradesh with narration by Varsha Prasad**
		(Brief- what the song means in English) – Anushka Arora (M. Arch)
		Telugu song- Jyoti (B.Arch)- Ritmo Club
		Telugu song- Vismai (B.Arch)- Ritmo Club
ADVERTISMENT (BREAK) – 02 mins		
(b)	Documentary – 07 mins	**Talk about Kalamkari art work with narration by Aakash S.**
		(Brief- what the story means in English)- Varsha and Divya Gayatri (M. Arch)
		Story telling – Making of Kalamkari (Telugu)- Divya Gayatri (M. Arch)
ADVERTISMENT (BREAK) – 02 mins		
(c)	Documentary – 03 mins	**Talk about cuisines and markets of Andhra Pradesh with narration by Sneha S.**
		Video presentation- street food (V Log videos)- Monologue Club Bhramanik, Varsha (B.Arch)
ADVERTISMENT (BREAK) – 02 mins		
(d)	Documentary – 06 mins.	**Folk dances and attire of Andhra Pradesh with narration by Luvditya Khurana**
		Video presentation- Club29 (Dance) and Avant Garde (Fashion) – II Arch
		Dance Performance – Ms. Prateepa (Video) – II. Plan
ADVERTISMENT (BREAK) – 02 mins		
6.	05 mins	Poster Making Competition – Display of entries: Video Presentation
7.		Result Declaration- Poster Making Competition – Ms. Naina Gupta
8.	05 mins	End Note – Dignitary (Lovely Profession University)
9.	02 mins	Vote of Thanks- Ms. Naina Gupta
10.		Closing – Luvditya Khurana (M. Arch)

The program started with lighting of the ceremonial E-lamp. The program brief and introduction was conveyed by Dr. Prashanti Rao, AP, SPA Vijayawada. This was followed by welcome address by Dr. Amitava Sarkar, Nodal Officer, SPA, Vijayawada. The program commenced with a brief explanation of the documentary prepared by the UG and PG students of SPAV. The first part of the documentary showcased the rich culture and heritage of Andhra Pradesh in the form of visuals and narration. It was followed by a musical performance by the students of SPAV, where Telugu songs were sung with translation for easier understanding.

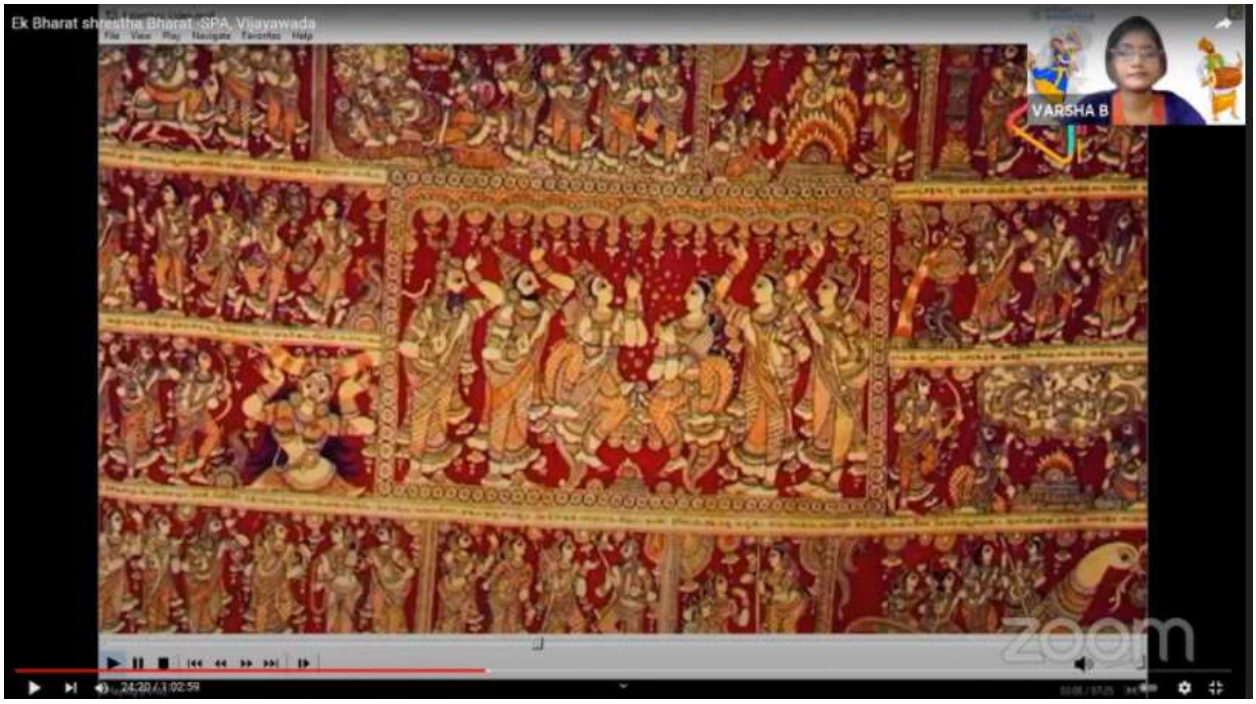
The second part of the documentary covered the different art works that originated in Andhra Pradesh. The Kalamkari art work was explained in detail with its process of manufacture in the form of visuals and narration. The third part of the documentary flaunted the rich tasty delicacies and varieties of cuisines that are native to Andhra, in a compiled video of visuals with narration. It was followed by a cooking video shot by the students who also displayed some unique skills in the same capacity.

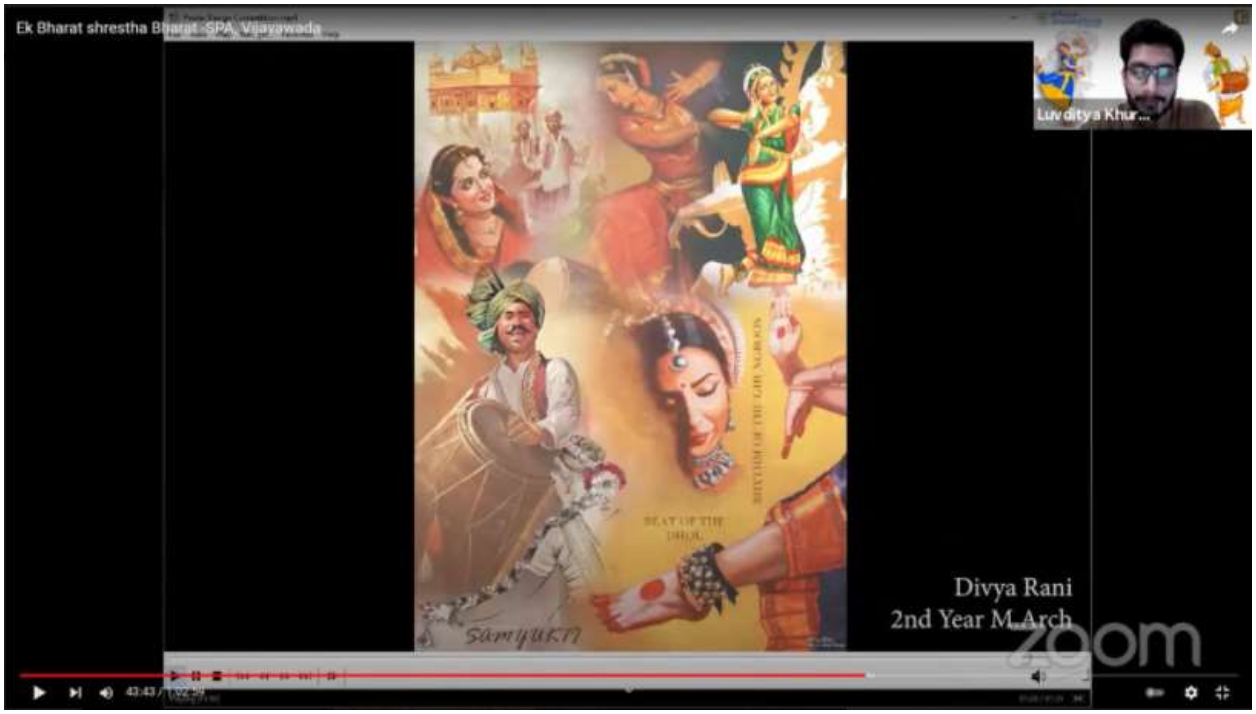
The fourth and the final part of the documentary showcased the traditional dances and attires of Andhra Pradesh that were beautifully captured and performed by the students themselves. To celebrate the cultural exchange between Andhra Pradesh and Punjab, School of Planning and Architecture, Vijayawada also organized an Open Poster Competition in digital mode, and the results of the same were announced later, after which the entries were displayed in a compiled video. The event was appreciated by Dr.Atul Kumar Singla, Head of School of Architecture and Design- and Ar. Amrita Shukla, Head of the Department (Domain 02), LPU. The event came to an end with Vote of thanks delivered by Ms. Naina Gupta, Faculty, SPAV.

Glimpses of the EVENT






Ek Bharat shrestha Bharat -SPA, Vijayawada
VARSHA B
zoom


Ek Bharat shrestha Bharat -SPA, Vijayawada
Luvditya Khur...
Divya Rani
2nd Year M.Arch
zoom


Ek Bharat shrestha Bharat :SPA, Vijayawada
the unsung communities
Shivani Singh
5th Year B.Arch
Luvditya Khur...
zoom


Ek Bharat shrestha Bharat :SPA, Vijayawada
VARSHA B
zoom


Ek Bharat shrestha Bharat -SPA, Vijayawada
VARSHA B
Shri Jaganath; designs of peacock, lotus; and scenes
zoom


Ek Bharat shrestha Bharat -SPA, Vijayawada
VARSHA B
zoom


Ek Bharat shrestha Bharat -SPA, Vijayawada
Luvditya Khurana
VARSHA B
Dr. Amitava Sarkar
Prof Ar Nagendra Narayan
Dr. Prashanti Rao
zoom
5:33 / 1:02:59


Ek Bharat shrestha Bharat -SPA, Vijayawada
Luvditya Khurana
VARSHA B
Dr. Amitava Sarkar
Amrita Shukla
Prof Ar Nagendra Narayan
Dr. Prashanti Rao
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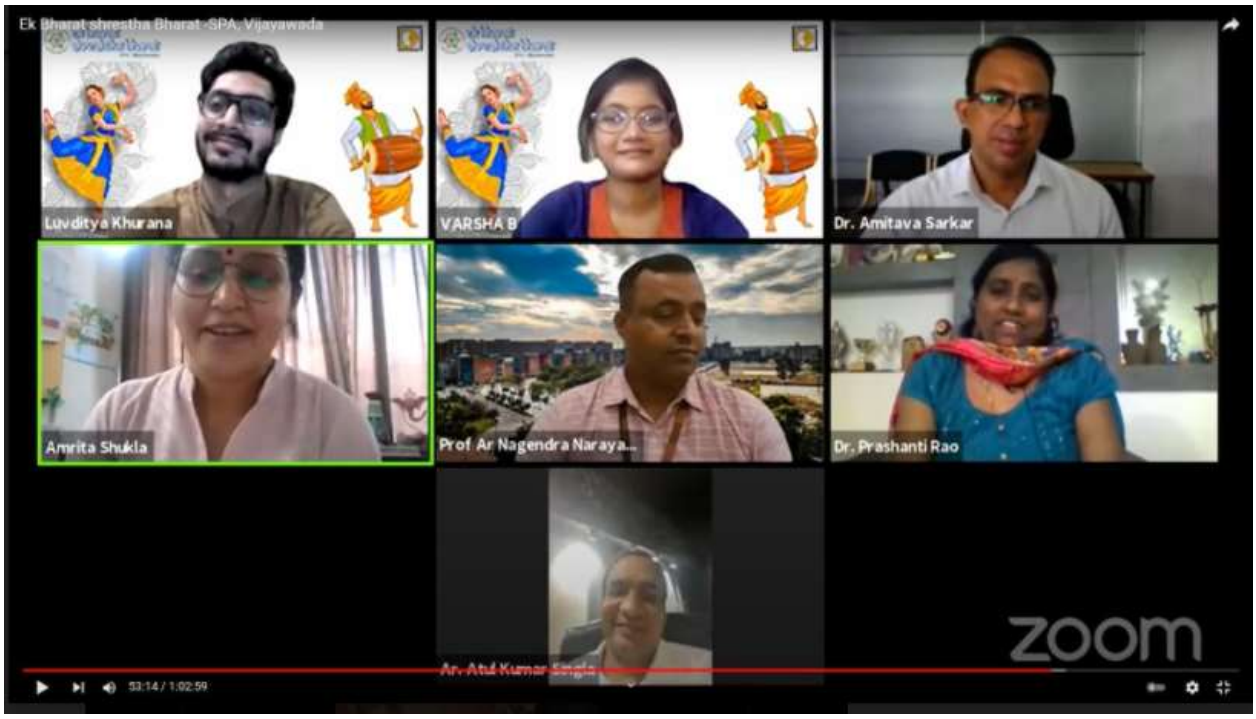
Ek Bharat shresth Bharat -SPA, Vijayawada
Luvditya Khurana
VARSHA B
Dr. Amitava Sarkar
Amrita Shukla
Prof Ar Nagendra Naraya...
Dr. Prashanti Rao
zoom
53:14 / 1:02:59