



The Indian Pharmaceutical Association-Maharashtra State Branch's

BOMBAY COLLEGE OF PHARMACY



TOPIC: "EK BHARAT SHRESTHA BHARAT"

Objectives of Ek Bharat Shreshtha Bharat:

- I. To CELEBRATE the Unity in Diversity of our Nation and to maintain and strengthen the fabric of traditionally existing emotional bonds between the people of our Country;
- II. To PROMOTE the spirit of national integration through a deep and structured engagement between all Indian States and Union Territories through a year-long planned engagement between States;
- **III. To SHOWCASE** the rich heritage and culture, customs and traditions of either State for enabling people to understand and appreciate the diversity that is India, thus fostering a sense of common identity
- IV. TO ESTABLISH long-term engagements and,
- V. TO CREATE an environment which promotes learning between States by sharing best practices and experiences.

Key Themes for Interaction:

- To celebrate the idea of India as a nation wherein different cultural units across varied geographies coalesce and interact with each other, this glorious manifestation of diverse cuisine, music, dance, theatre, movies & films, handicrafts, sports, literature, festivals, painting, sculpture etc. will enable people to imbibe the innate chord of binding and brotherhood.
- To make our people aware about the seamless integral hull of the Modern Indian State spread across a vast landmass on whose firm foundations, the geo-political strength of the country is ensured to benefit one and all.
- To impress upon people at large about the increasing inter-connectedness between the constituents of various cultures and traditions, which is so vital for the spirit of nation building.
- To induce a sense of responsibility & ownership for the nation as a whole through these close cross-cultural interactions as it intends to build up the inter-dependence matrix unequivocally.

Our Partner State : ODISHA

Name of the Event : Know my Odisha

Video link : https://youtu.be/bSZIpyfCJcw

Quiz link:

https://forms.office.com/Pages/ResponsePage.aspx?i

d=SpqdCOGbdE6_5oa75-

8rXT_4grCuZ3ZMjYq4NuPg4ExUNkRFTzBOVFZMRDlDR IRBOERWSzdGMEFNUC4u

Date of the event :30/03/2020 to 04/04/2020
All are requested to view the video link and answer a
MCQ based quiz

