

MVJ College of Engineering, Bengaluru

(An Autonomous Institute)

Affiliated to VTU, Belagavi

Approved by AICTE, New Delhi

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Karnataka-Uttarakhand Companionship (Organized by EBSB Cell & IQAC, MVJCE)

The Ek Bharat Shreshtha Bharat initiative is a cultural exchange program launched by the Government of India with the aim of promoting a deeper understanding and appreciation of the rich cultural diversity that exists across the country. The phrase "Ek Bharat Shreshtha Bharat" translates to "One India, Best India," and the initiative seeks to foster a sense of unity and national integration among the people of India.

An **Activity on Screening of cultural films related to Uttarakhand** was organized by EBSB Cell & IQAC, MVJCE from 06-01-2025 to 18-01-2025.

Date of the Activity	06-01-2025 to 18-01-2025.
Category of the Activity	Cultural Exchange
Title of the Activity	Screening of cultural films

Organizing a screening of cultural films related to Uttarakhand for engineering college students in Karnataka as part of the "Ek Bharat Shreshtha Bharat" initiative proved to be an excellent platform for promoting cultural understanding and national integration among the youth.

The core objective of this event was to facilitate meaningful cultural exchange by showcasing the rich and diverse heritage of Uttarakhand to students in Karnataka. Through the medium of cultural films, the initiative aimed to cultivate an appreciation for India's multifaceted cultural landscape. The visual portrayal of Uttarakhand's traditions, customs, festivals, and natural beauty offered an engaging and immersive learning experience for the students.

This initiative also aligned with the broader goal of fostering unity in diversity, by enabling students from different linguistic, social, and cultural backgrounds to connect with and understand one another. By introducing the audience to the distinctive cultural identity of Uttarakhand, the activity contributed to developing empathy, mutual respect, and a shared sense of belonging among participants.

In addition to promoting cultural awareness, the screening served an educational function. It enabled students to gain valuable insights into the lifestyle, art forms, rituals, and folk traditions of Uttarakhand in a way that was both informative and visually compelling. Moreover, the event aimed to enhance participation in the "Ek Bharat Shreshth Bharat" initiative by sparking student interest in cultural exploration and exchange.

Interactive elements such as post-screening discussions and reflection sessions allowed students to share their thoughts and perspectives on the films, encouraging deeper engagement and dialogue. These exchanges were instrumental in helping students grasp the cultural nuances depicted in the visuals, reinforcing the overall purpose of the event.



Sample pictures of students taking involved in the activity

Outcome of the Event:

The cultural film screening yielded several positive outcomes. Firstly, it succeeded in raising cultural awareness and appreciation among the students, offering them a window into the rich traditions of Uttarakhand. This, in turn, contributed to the overarching aim of promoting national integration.

The event created a space for meaningful interaction between students from different states, fostering a spirit of inclusiveness, cultural sensitivity, and unity. Exposure to diverse cultural perspectives expanded the students' horizons and nurtured a stronger sense of shared national identity.

Furthermore, this initiative may serve as a catalyst for future collaborations between engineering institutions in Karnataka and cultural or academic bodies in Uttarakhand. Such partnerships have the potential to further strengthen the bonds of unity and mutual understanding envisioned by the "Ek Bharat Shreshth Bharat" initiative.