

## KRISTU JAYANTI SCHOOL OF MANAGEMENT ORGANISED THE EBSB DAY 2024

On October 15th, 2024, the EBSB Cell of Kristu Jayanti School of Management organised its annual Ek Bharat Shrestha Bharat (EBSB) Day for first-year MBA students. This event, part of the nationwide EBSB programme launched by our Honourable Prime Minister Narendra Modi, aims to foster mutual understanding and strengthen the unity and integrity of India by promoting the cultural, historical, and socio-economic exchange between states and union territories. Karnataka state is paired with the state of Uttarakhand under EBSB. Under the theme "Know the States in the North," student representatives from Assam, Bihar, Chhattisgarh, Madhya Pradesh, Maharashtra, Mizoram, and Uttarakhand showcased presentations on the geography, language, history, culture, and socio-economic aspects of their respective states. These informative sessions encouraged students to explore the rich diversity of India and foster a deeper bond between participants from various regions.

To further promote cultural exchange, the EBSB cell organised Poster Making and Fusion Reel Making Competitions based on the theme "Tradition and Culture of India." These competitions provided students with a platform to creatively express the unique traditions of the states of Uttarakhand and Karnataka. Additionally, a student representative from northern Delhi engaged their peers in a Hindi language dialogue session, enhancing cultural learning through interactive communication. Dr P C Gita, Coordinator-School of Management,

applauded the efforts of the students during her concluding remarks, emphasizing the importance of events like EBSB Day in promoting cultural understanding and national integration. She also felicitated the winners of the competitions, commending them for their creative contributions. The event successfully brought together students from diverse backgrounds, fostering a sense of unity and celebrating the vibrant cultural tapestry of India.

**Campus Reporter:**

**CH Venkata Sai Sarvani, First year,  
MBA student**

