

## **PRESS RELEASE**

"Ek Bharat Shreshtha Bharat" is an initiative to pay tribute to Sardar Patel, who played a key role in integrating the nation, for his great contributions to the nation, This initiative can build bonds between the people of various States of India.

**"Ek Bharat Shreshtha Bharat"** will celebrate the cultural vibrancy of India while establishing a concrete mechanism to inculcate nationalism and cultural awareness among the fellow citizens. This program will give a boost to the existing cultural connect between different parts of the country and enhance interaction between people living in different states. These programs will allow us to use our culture as a soft power to make our country a super power.

These exchange programs, being run at the behest of Niti Aayog will foster cultural exchange amongst various States of India. Each State will experience the cultural glimpse of other State. This will also allow promotion of art, culture and tourism of each of the States.

As part of this program, Maharashtra is tagged with Odisha. Accordingly a large contingent of Maharashtra is present in Bhubaneswar to showcase the culture and art of Maharashtra. This contingent is putting up at Utkal Mandap where more than 70 stalls have been put up. These Stalls will depict the variety of interesting aspect of Maharashtra's tradition through organizations such as famous Film City of Mumbai, JJ School of Art, Archaeology Department of Maharashtra, Govt. Press and MTDC. These organizations have put up informative and innovative stalls where people can interact with the exhibitors. MSSIDC (Maharashtra State Small Scale Industrial Development Corporation) has put up about 50 stalls which will show and sale a large variety of artefacts, decoration items, jewellery, handicraft items and famous spices of Maharashtra. This would be a great opportunity for the connoisseur.

In addition there will be 3 hours cultural show every day from 6.30 p.m. to 9.30 p.m. which will present famous tradition of Maharashtra through Tamasha, Lavani, Povada, Keertan etc. in a lively manner.

While speaking with the Press, Dr. Nitian Jwale, Director Tourism of Odisha welcomed this exchange program. He narrated that the cultural ties between Maharashtra and Odisha dates back to centuries. He informed that sometimes in August Odisha Govt will hold a similar program in Maharashtra. He also noted that a Cycle Rally will be undertaken from Nagpur to Puri sometimes in August.

Shri Sanjay K Patil, Director Cultural Affairs of Maharashtra informed that the 4 day event at Bhubaneshwar will strengthened the ties between the citizens of the two States. He informed that famous cultural groups will perform traditional dances like Povada, Tamasha, Lavani and will also offer traditional songs. He thanked Odisha Govt. for hosting the Maharashtra Team.