

F.No. 11018/02/2019-EBSB(Pt.I)-Part(2)
Government of India
Ministry of Human Resource Development
Department of Higher Education
EBSB Cell

Shastri Bhawan, New Delhi
Dated the 4th August, 2020


OFFICE MEMORANDUM

Subject: Dekho Apna Desh Webinar Series - Promotion through EBSB Platform and Other Educational Institutes.

The undersigned is directed to enclose M/o Tourism's DO letter no. TP-5/23/2020-SST.DG(Public) dated 24th July, 2020 regarding subject mentioned above and to say that M/o Tourism has been organizing a series of webinars on the overall theme of "Dekho Apna Desh" with the objective to create awareness about and promote various tourism destinations of India. The recordings of these webinars are available on the website of MOT & YouTube channel of Digital India. This repository of their videos has now become a 'Knowledge Bank' and can be accessed by the student community, researchers etc. interested in India's culture, history, tourism etc. These are also available on EBSB Portal under the Digital Repository Section (<https://ekbharat.gov.in/DigitalResourcesSearch>).

2. All the concerned Bureau Heads/ AICTE/ UGC/ RUSA are, therefore, requested to ask Institutions under their administrative control to give these webinars wide publicity so that these may be accessed and utilized by student community, researchers etc. interested in India's culture, history, tourism etc.

Encl.: As above


4/8/2020

(Pandey Pradeep Kumar)

Under Secretary to the Government of India

To

1.	Sh. Rakesh Ranjan, Additional Secretary
2.	Dr. Chandra Shekhar Kumar, JS (IISER)
3.	Sh. Madan Mohan, ADG (Statistics)
4.	Sh. Madhu Ranjan Kumar, JS (DL & Admn)
5.	Smt. Kamini Chauhan Ratan, JS (HE)
6.	Sh. Sanjay Kumar Sinha, JS (Mgt. & ICR)
7.	Sh. G.C.Hosur, JS (CU)
8.	Chairperson, AICTE with the request to issue necessary directions to AICTE approved Institutions
9.	Secretary, UGC with the request to issue necessary directions to UGC recognized Institutions
10.	National Project Coordinator, RUSA with the request to issue necessary directions to RUSA funded Institutions

रूपिन्दर बरार
RUPINDER BRAR



सत्यमेव जयते

अपर महानिदेशक
पर्यटन मंत्रालय
भारत सरकार
नई दिल्ली
Additional Director General
Ministry of Tourism
Government of India
New Delhi

F.No. TP-5/23/2020-ASST.DG(PUBLIC)

Dated: 24th July, 2020

Dear *Neeta*

As you may be aware the Ministry of Tourism, Government of India is organising a series of Webinars on the overall theme of 'Dekho Apna Desh'. The objective of these Webinars is to create awareness about and promote various tourism destinations of India – including the lesser known destinations and lesser known facets of popular destinations.

2. The Concepts of Responsible Tourism, Accessible and Inclusive Tourism have also been highlighted through these Webinars. Further, through webinars Ministry is also promoting the varied culture, heritage and festivals. The Webinars have had tourism industry experts, City and Heritage walks practitioners, story tellers enriching the audiences with new and unique experiences at various destinations in India. A total of 42 Webinars have been organised during the period 14th April to 18th July 2020 and these have been well received by participants including the travel industry, students as well as the general public

3. The webinars fit in the overall theme of 'Ek Bharat Shreshtha Bharat' (EBSB) as it enables the viewers to understand the varied cultural practices, cuisines of various region of India. The recordings of these webinars are available on the website of MOT & Youtube channel of Digital India and can be accessed through the URL <https://bit.ly/DADVIDEOS>. Further, the Ministry of Tourism has compiled all the video recordings of the webinar and the HTML file links (YouTube links) of all the webinars held till date is enclosed herewith.

4. The repository of the videos of Dekho Apna Desh Webinars conducted by domain experts has now become a kind of 'Knowledge Bank'. This can be accessed by the student community, researchers etc interested in India's culture, history, tourism etc. In view of the above, it is requested that you may give wide publicity to these videos (Webinars) through EBSB Platforms and other educational institutes.

Regards,

Rupinder Brar
(Rupinder Brar)

To
Smt. Neeta Prasad
Joint Secretary (P&ICC)
Department of Higher Education,
Ministry of Human Resources Development,
Government of India)

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