

**Press Information Bureau
Government of India**

New Delhi,
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EBSB activities of PIB for month of October, 2020

Brief Note

Special Focussed campaign on Sardar Vallabh Bhai Patel

EBSB is a tribute to the Iron Man of India, Sardar Vallabh Bhai Patel. Since the Birth Anniversary of Sardar Patel falls on 31st October, 2020, a special one-week campaign was mounted in the last week of October by PIB (both Hqrs and Regional/Branch Offices) to celebrate the Rashtriya Ekta Divas. The key activities included arranging coverage of the events of Prime Minister at Kevadia, webinars by State PIB offices, publication of articles and focussed social media campaigns.

Social media Campaign: The social media campaign primarily comprised of a weeklong quizzes on twitter, quotes by Sardar Patel and videos related to life of Sardar Patel and EBSB. These were carried out by both PIB Hqrs and Regional/Branch offices. Social Media posts were also made on Facebook alongwith infographics. A special quiz campaign was organized on twitter by Hqrs (DPO, MHA) as well as by PIB Ahmedabad alongwith other PIB/ROB offices including Chandigarh, Shillong, Kohima, Bengaluru, Chennai, Hyderabad, Thiruvananthpuram, Mumbai. The campaign got received very good traction.

Articles: More than 25 articles were published in National and Regional press in 75 newspapers across the country. Article by Education Minister was also published in Indian Express (online) , and Dainik Jagran.

Webinars: Webinars have become an important and popular tool for awareness generation and is being used successfully by Regional/Branch offices of PIB. More than 30 webinars on Sardar Patel were organized by Regional/Branch offices of PIB on various topics including the life, philosophy ,persona and role in nation building and unifying India. These webinars received good coverage in local media.

Coverage of PM's Events at Kevadia: Elaborate coverage was arranged for PM's event to commemorate the iconic leader at Kevadia. It was telecast live on DD and AIR and was also carried live by more than key 40 private Channels including National(English

and Hindi) and Regional channels. PIB issued press releases and photographs of the event which received nation wide coverage.

Coverage of Events of Dignitaries: Coverage was arranged for the function at Sardar Patel chowk in New Delhi. The event was attended by President of India, Vice President of India, Union Home Minister and Lieutenant Governor of NCT of Delhi. This was also telecast live by DD and some private TV channels. Pres release with videos of the event was issued by PIB.

Press Releases: More than 150 press releases were issued in English, Hindi, Urdu and regional languages related to Sardar Vallabh Bhai Patel and EBSB during the campaign period .