

**Press Information Bureau  
Government of India**

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**Report on action taken regarding EK BHARAT SHRESHTHA BHARAT in  
respect of Press Information Bureau during December 2020**

Press Information Bureau through its Headquarters and Regional and Branch Offices spread across the country, has worked in the frontline to give maximum thrust to the publicity of activities held under the umbrella of Ek Bharat Shreshtha Bharat (EBSB) Campaign. PIB has given publicity to the campaign through social media, articles and webinars apart from press releases and photographs during the entire year of 2020. The EBSB Webinars were also covered prominently by the press.

The following are the details of EBSB activities taken up by PIB during the month of December 2020.

**Coverage of EBSB events of Ministries of Tourism by PIB Headquarter:**

- PIB headquarter is doing hard work to publicise the different events of EBSB. In this direction different ministries issued 20 press releases on the theme of EBSB.

**Ministry of Tourism:**

Ministry of Tourism's DekhoApnaDesh Webinar Series is an effort to showcase India's rich diversity under Ek Bharat Shreshtha Bharat and it is continuously spreading spirit of Ek Bharat Shreshtha Bharat through virtual platform. **PIB issued 4 press releases on 4 webinars on EBSB of Ministry of Tourism. Some links of webinars are as below-**

<https://pib.gov.in/PressReleasePage.aspx?PRID=1680281>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1682072>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1684006>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1684007>

**Ministry of Education:**

Group of Ministers reviews the progress of Ek Bharat Shreshtha Bharat

Link: <https://pib.gov.in/PressReleasePage.aspx?PRID=1685106>

**Ministry of Culture:**

Shri Prahlad Singh Patel holds preparatory meeting to finalize programs and projects for Commemoration of 125th Birth Anniversary of Netaji Subhash Chandra Bose (23.01.2021 to 23.01.2022)

Link:<https://pib.gov.in/PressReleasePage.aspx?PRID=1680823>

## **Ministry of Science & Technology**

**The India International Science Festival-2020 (IISF-2020) carried forward the theme of “Ek Bharat Shreshta Bharat”**

The India International Science Festival-2020 (IISF-2020), the mega event connecting various stakeholders across India and abroad, was inaugurated by the Prime Minister Shri Narendra Modi on December 22, 2020 and the valedictory function was addressed by the Vice President Shri Venkaiah Naidu on December 25, 2020. It reflected on the importance of this pan-India-world event carrying forward the themes of “**Ek Bharat Shreshta Bharat**”, “**AtmaNirbhar Bharat**” and **Vocal for Local**”. The event was held on virtual platform. The number of events at this year’s festival increased from 28 to 41. The new events also link it to **History of Science , Philosophy, Performing Arts , Science Behind Indegenous , Toys and Education**. Such events highlight the rich tradition of Indian Science that is evidenced in our ancient texts which includes the Vedas & Upanishads. Such events also generate awareness of the great scientific discoveries and technological achievements in the field of Mathematics, Astronomy, Architecture, Chemistry, Metallurgy and Medicine & Surgery, which have been strength of ancient India. The IISF-2020 is a vehicle to showcase the tremendous Science & Technology potential of Modern-Day India and the rich scientific heritage. New events like science and performing arts, Toys and games, Science films, science literature, great Indian scientists etc added a rich flavour to the IISF-2020. IISF should also be known for linguistic diversity and cultural diversity of science.

Links:

<https://pib.gov.in/PressReleasePage.aspx?PRID=1673515>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1676718>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1677504>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1676983>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1677690>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1678449>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1678564>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1678787>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1679133>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1680236>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1680536>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1680743>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1681329>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1682155>

### **Activities of PIB SocialMedia Cell**

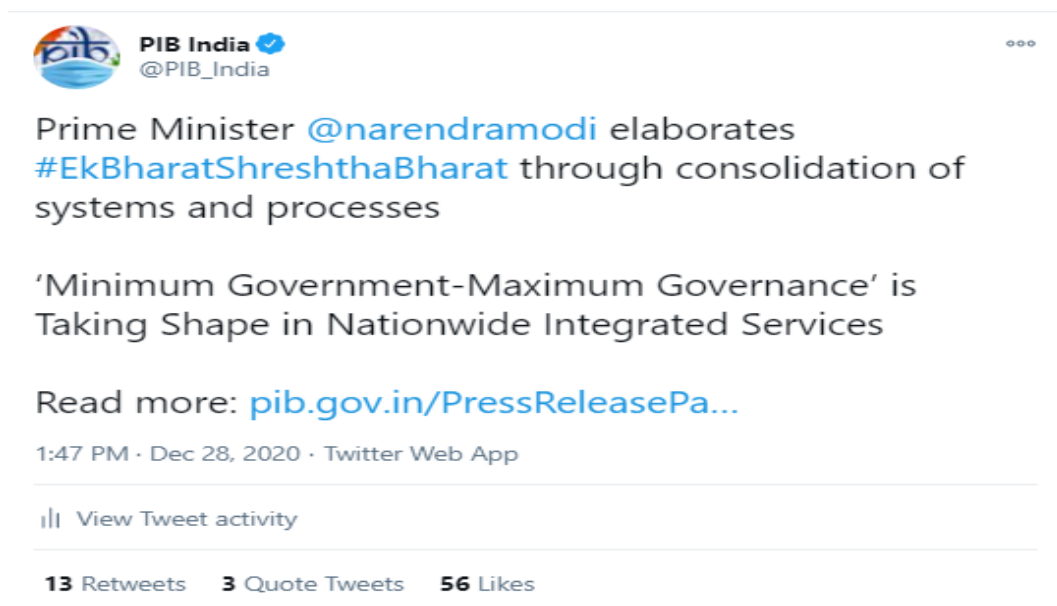
The Social Media cell has provided visibility to the event (Ek Bharat Shrestha Bharat) on various social media platforms like Twitter, Facebook and Instagram. PIB's social media highlighted cuisine, culture, handicrafts, heritage, and tourist destinations of paired states among others.

### **Social Media cum other media activities of PIB Headquarter in December 2020**

#### **Analytics:**

Cumulatively, in December 2020:

1. 01 posts have been done on Twitter by PIB India, which got 145 engagements with the reach of 21,242.



### **Social Media cum other media activities of regional offices of PIB in December 2020**

- Regional offices of PIB are doing hard work to publicise the different events of EBSB. In this direction different regional PIB offices issued 3 press releases on the theme of EBSB.

## Analytics:

### Twitter

Total 40 tweets have been made on **Twitter** by regional PIB offices

- **Total Impressions- 17,727**
- **Total engagement- 1570**

### Facebook

**23 Facebook posts** have been done on **Facebook** by regional PIB offices

- **Reach of FB posts- 309**
- **No. of Likes- 25**
- **No. of Shares- 11**

## Content Format and sample:

The format of the uploaded content has included infographics, videos, clippings and press releases.

Provided below is a glimpse of the publicity done so far.

The image shows a screenshot of a Twitter post. At the top, it says "PIB in Rajasthan Retweeted" and shows the profile of "ROB Rajasthan @ROBRajasthan". The tweet is from "PIB in Rajasthan @PIBJaipur" and is about the "#EkBharatShreshthaBharat" competition. The tweet text says: "Ministry of Culture @MinOfCultureGol · Dec 4, 2020 The Vedi temple, Kumbhalgarh, #Rajasthan was built by Rana Kumbha in 1457 CE for performing rituals after completion of the fort. This octagonal temple is double storeyed erected on a high platform with thirty-six pillars supporting the domical ceiling. #EkBharatShreshthaBharat". Below the tweet is a large infographic. The infographic has a purple background and features the text "Vedi Temple Kumbhalgarh, Rajasthan" in large blue letters. It also includes the Ministry of Culture logo and a small image of the temple. To the right of the infographic, there is a purple box with white text that reads: "प्रादेशिक लोक सम्पर्क ब्यूरो, सूचना एवं प्रसारण मंत्रालय भारत सरकार, जयपुर" (State Folk Contact Bureau, Ministry of Information & Public Relations, Government of India, Jaipur). Below this, it says "आयु वर्ग- 8 से 18 वर्ष 18 वर्ष से अधिक" (Age Group - 8 to 18 years, 18 years and above). In the center, it says "पेंटिंग प्रतियोगिता 'एक भारत श्रेष्ठ भारत'" (Painting Competition 'One India, Best India'). To the right, it lists prizes: "पुरस्कार- प्रथम - 4000 रु (दो-वर्षीय के) द्वितीय - 2500 रु तृतीय - 1500 रु" (Prizes - First - 4000 Ru (for two-year olds), Second - 2500 Ru, Third - 1500 Ru). At the bottom, it says "अपनी प्रविष्टियाँ (पेंटिंग) स्कैन करें और अपने नाम, उम्र, फोन नंबर, पता और हस्ताक्षर के साथ jaipurrob@gmail.com पर दिनांक:- 31 दिसम्बर 2020 तक भेजें।" (Scan your entries (paintings) and send them with your name, age, phone number, address and signature to jaipurrob@gmail.com by the date:- 31 December 2020). The bottom of the screenshot shows "10:26 AM · Dec 21, 2020 · Twitter Web App".