

Press Information Bureau Government of India

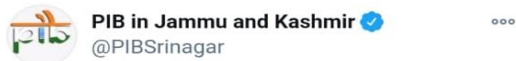
Report on action taken regarding EK BHARAT SHRESHTHA BHARAT in respect of Press Information Bureau during October 2020

Press Information Bureau through its Headquarters and Regional and Branch Offices spread across the country, worked in frontline to give maximum thrust to the publicity of activities held under the umbrella of Ek Bharat Shreshtha Bharat (EBSB) Campaign in the month of October 2020. The key highlight of the EBSB media activities during October 2020 was the one week long special focussed campaign to commemorate the Birth Anniversary of Sardar Vallabh Bhai Patel which falls on 31st October and is celebrated as Rashtriya Ekta Diwas every year.

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 as part of EBSB Campaign. 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.

- A. **Social media campaign:** Carried out by both PIB Headquarters and Regional/ Branch Offices, these activities received good traction and comprised primarily of the following activities.
- Weeklong quiz on the important facts about the life of Sardar Patel was run on twitter by DPO, MHA.
 - Tweets on Sardar Patel's Quotes and videos related to his life and EBSB were published on twitter.
 - Social Media posts were also made on Facebook along with infographics.
 - A special quiz campaign was organized on twitter by PIB Ahmedabad along with other PIB/ROB offices including Chandigarh, Shillong, Kohima, Bengaluru, Chennai, Hyderabad, Thiruvananthpuram, and Mumbai.
- B. **Articles:** Regional/Branch offices of PIB arranged publication of more than 25 articles on the life, philosophy and contribution of Sardar Vallabh Bhai Patel and his contribution to national integration, in National and Regional press in 75 newspapers across the country. An Article by the Union Education Minister on Sardar Patel was also published in Indian Express (online), and Dainik Jagran.
- C. **Webinars:** More than 30 webinars on Sardar Patel were organized by Regional/Branch offices of PIB touching upon the life, philosophy of Sardar Patel and his crucial role in nation building and unifying India. These webinars received good coverage in local media. Few tweets on some of the webinars organized are below:



PIB Jammu and @ROBJammuKashmir organizes Webinar on "Ek Bharat Shreshtha Bharat" with special focus on "Role of Festivals in National Integration in collaboration with @pibchennai and @ROBCHENNAI_MIB (1/n)



8:41 pm · 29 Oct 2020 · Twitter for Android



With his concrete vision, strong determination & realistic approach, Sardar Patel unified all the princely states and played an instrumental role in the formation of a united India, said Speakers at @PIBBhubaneswar Webinar today.

#RashtriyaEktaDiwas



2:07 pm · 28 Oct 2020 · Twitter for Android



Mutual understanding and trust is India's strength and all citizens should feel culturally integrated: Smt. Devpreet Singh, ADG (North Zone), @MIB_India



@PIBChandigarh & @ROBChandigarh in association with @PIBHyderabad @ROBHyderabad are organising a webinar on "Ek Bharat Shreshtha Bharat" focussing on #Festivals of the paired states of #Haryana & #Telangana tomorrow at 11:30 am...



'Ek Bharat Shreshtha Bharat' is providing catalytic spur to 'AtmaNirbhar Entrepreneurship and Socio-Economic Development', opine experts. #RashtriyaEktaDiwas @PIBHomeAffairs Details: pib.gov.in/PressReleaseDet... @MinistryWCD @PIB_India @MIB_India



2:01 pm · 29 Oct 2020 · Twitter Web App

- D. **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 nationwide coverage. The event was livestreamed on YouTube and Facebook. The video bytes of the event were published on Twitter and Facebook.
- E. **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.

- F. **Press Releases issued by PIB:** More than 150 press releases were issued in English, Hindi, Urdu and regional languages by PIB Hqs and Regional/Branch offices related to Sardar Vallabh Bhai Patel and EBSB during the campaign period.

Press Releases
<p>Prime Minister inaugurates dynamic lighting of the Sardar Sarovar Dam</p> <p>Unveils website of Statue of Unity in all the UN Official Languages</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1668940</p>
<p>Prime Minister inaugurates Sardar Vallabhai Patel Zoological Park</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1668884</p>
<p>Prime Minister inaugurates Arogya Van, Arogya Kutir, Ekta Mall and Children Nutrition Park at Kevadia in Gujrat</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1668807</p>
<p>President of India pays homage to Sardar Vallabhbhai Patel on his Birth Anniversary</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1669026</p>
<p>Sardar Patel is the leader whom I admire the most, says Vice President</p> <p>Vice President calls upon citizens to work together towards realizing the dream of Sardar Patel</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1669014</p>
<p>Prime Minister inaugurates to & fro Sea-plane Service between Kevadia and Sabarmati Riverfront in Ahmedabad</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1669048</p>
<p>Prime Minister participates in the Ekta Diwas Celebrations at Kevadia, Gujarat</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1669007</p> <p>On Rashtriya Ekta Diwas, a special program was organized at Sardar Patel Chowk in New Delhi</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1669018</p>
<p>Rashtriya Ekta Diwas Celebration organised by Ministry of Petroleum and Natural Gas through Webinar</p> <p>https://www.pib.gov.in/PressReleasePage.aspx?PRID=1669114</p>

G. Hashtags by PIB: The Social Media cell of PIB HQ and regional offices of PIB have provided visibility to the event (Ek Bharat Shrestha Bharat) on various social media platforms like Twitter, Facebook and Instagram.

#RashtriyaEktaDiwas, #statueofunity, #sardarpatel, #NationalUnityDay #NationalUnityDay2020 #UnityDay, #EktaDiwas, #EBSB, # EkBharatShreshthaBharat are the few hashtags used in social media posts on National Unity Day 2020.

Details of social media posts made by PIB HQs during October 2020:

S. No.	PIB Social Media Accounts	No. Of Posts	Retweets of other handles	Impressions/Reach	Engagements
1.	Twitter English	23	46	06,47,140	22,487
2.	Twitter Hindi	21	44	23,941	06,249
3.	Facebook	08		13,429	23,167
4.	YouTube	03		21,129 Views	01,640 Likes

Regional/Branch carried out extensive social media activity pertaining to EBSB including Rashtriya Ekta Divas as well as paired states as below:

1.	Twitter	Number of Tweets- 206	Impressions- 1,85,282	Engagements- 10,748
2.	Facebook	Number of Posts- 79	Likes- 171	Shares- 41



PIB India @PIB_India · Oct 31

#EkBharatShreshthaBharat initiative announced by PM @narendramodi in 2015, aims to actively enhance interaction between people of diverse cultures living in different States and UTs, thereby strengthening the unity and integrity of India

#RashtriyaEktaDiwas #NationalUnityDay



Ek Bharat Shreshtha Bharat

- **Celebrate** the Unity in Diversity of our Nation and to strengthen the fabric of traditionally existing emotional bonds between the people
- **Promote** the spirit of national integration through a deep and structured engagement between all Indian States & UTs
- **Showcase** the rich heritage, culture, customs and traditions of States, thus fostering a sense of common identity



PIB India @PIB_India · Oct 31

Home Minister @AmitShah administers the #RashtriyaEktaDiwas pledge to the people; says Sardar Patel united the nation post Independence which was scattered in hundreds of princely states and laid the foundation of today's strong India

(2/2)

pib.gov.in/PressReleasePa...



पीआईबी हिंदी @PIBHindi · Oct 31

प्रधानमंत्री @narendramodi ने अहमदाबाद में केवड़िया और साबरमती रिवरफ्रंट के बीच समुद्री विमान सेवा का उद्घाटन किया

विवरण : pib.gov.in/PressReleasePa...

#UnityDay2020

#EktaDiwas

#RashtriyaEktaDiwas



#RashtriyaEktaDivas


Madhya Pradesh-Nagaland-Manipur are paired states @EkBharatShreshthaBharat #Let's promote the spirit of National Integration & celebrate it #RashtriyaEktaDivas

వల్లభభాయి పటిల్‌కు కింద పేర్కొన్న ఏ ఉద్యమానికి నాయకత్వం వహించి విజయం సాధించినందుకుగాను 'సర్కార్' అన్న బిరుదు లభించింది?

- ఎ) ఖేడా సత్యాగ్రహం
- బి) సహాయ నిరాకరణ ఉద్యమం
- సి) బార్డోలి సత్యాగ్రహం
- డి) శాసనోల్లంఘన ఉద్యమం

- @MIB_India
- @PIBImphal
- @PIB_Guwahati
- @MyGovNagaland
- @dipr_nagaland
- @EBSB_Edumin
- @PIBBhopal
- #ironmanofindia

Daily Quiz?



వల్లభభాయి పటిల్‌కు కింద పేర్కొన్న ఏ ఉద్యమానికి నాయకత్వం వహించి విజయం సాధించినందుకుగాను 'సర్కార్' అన్న బిరుదు లభించింది?

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ఎ) ఖేడా సత్యాగ్రహం — బి) సహాయ నిరాకరణ ఉద్యమం

సి) బార్డోలి సత్యాగ్రహం — డి) శాసనోల్లంఘన ఉద్యమం





#Unite2FightCorona #happydussehra2020

Festivities begin...but do exercise caution & follow #COVID19 appropriate behaviour

@sudarsansand continues to mesmerize us with his amazing craft

#PIBKochi @COVIDNewsByMIB @BSF_India @EBSB_Edumin @cpmgkerala @KirenRijiju @IncometaxKerala



4:24 pm · 25 Oct 2020 · Twitter Web App

17 Retweets 311 Likes



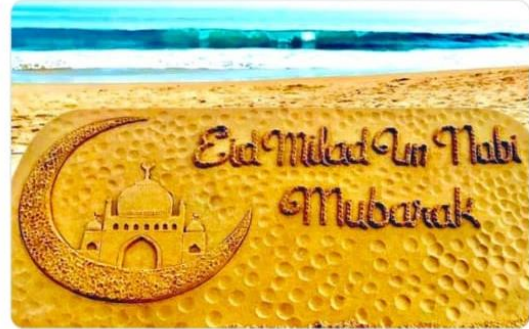
#EkBharatShreshthaBharat

#EidMiladUnNabi greetings to all...

The mesmerizing sand art of Padma Shri awardee @sudarsansand continues to dazzle us!!!

#EidMiladunNabiMubarak

#PIBKochi @EBSB_Edumin @EbsbDoseel @ebsbrusa @odisha_tourism @MinOfCultureGol @pspoffice @KirenRijiju



2:35 pm · 30 Oct 2020 · Twitter Web App

7 Retweets 82 Likes
