

## **Telecast Report on Ek Bharat Shreshtha Bharat September 2020**

**Background :** The initiative 'Ek Bharat Shreshtha Bharat' was announced by Hon'ble Prime Minister on 31st October, 2015 on the occasion of the 140th birth anniversary of Sardar Vallabhbhai Patel. Through this innovative measure, the knowledge of the culture, traditions and practices of different states & UTs will lead to an enhanced understanding and bonding between the states, thereby strengthening the unity and integrity of India.

**Activities Planned :** DD News Network has planned various activities under the mission of 'Ek Bharat Shreshtha Bharat'. DD News also planned and target to telecast live of any of the major events in relation to 'Ek Bharat Shreshtha Bharat'. DD News Network has also planned to telecast the various promos and Public service announcements to widespread the reach of the mission through its telecast medium , website & social media platforms.

**Action Taken :** DD News Network has telecast dedicated promos on Iron man of India (Sh. Sardar Patel) for Ek Bharat Shreshtha Bharat on its network several times through-out the day. Majorly DD News telecast the Two Spots on Sardar Patel which is being run at least 08 times in a Day. Both of these spots are of twenty second in duration.

Specifically special dedicated spots on "Ek Bharat Shreshtha Bharat" were also prepared by DD News network and being run continuously throughout the day since 23<sup>rd</sup> Jan till date. Overall daily duration of these spots are 10 mints approximately.

Due to COVID-19 pandemic all the News Bulletins and Programmes was majorly focused on to spread awareness about Corona Virus and other national disasters in national interest, but then also DD News telecast the special programme on 'Ek Bharat Shreshtha Bharat' as under

**List of Programme "EK BHARAT SHRESHTHA BHARAT" in  
September 2020**

<b>Sr.</b>	<b>Date</b>	<b>Subject</b>	<b>Duration</b>
1	20.09.20	EK BHARAT SHRESHTHA BHARAT SHIKSHA KE SANSKAR	<b>30 mints</b>
2	27.09.20	EK BHARAT SHRESHTHA खास मुलाकात डॉ वल्लभभाई कथिरिया अध्यक्ष राष्ट्रीय कामधेतु आयोग के साथ	

DD News along with DD India and through its Regional News Network which is spread in 31 cities across the length and breadth of the nation has also disseminated news and current affairs based packages, stories, special mentions in its News bulletins.

DD News also disseminated the informative content on 'Ek Bharat Shreshtha Bharat' as and when available through Scrolls, Website, Twitter, Facebook etc.