

**Prasar Bharati
Doordarshan News**

**Report on Ek Bharat Shreshtha Bharat
December 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'. This includes special half hour programmes on the theme, besides live coverage of any of the major events in relation to 'Ek Bharat Shreshtha Bharat'. In addition, telecast of various promos and Public service announcements related to the subject, have been planned to widespread the reach of the message, further amplified through social media platforms.

Action Taken: DD News Network has telecast spots on Iron man of India (Sh. Sardar Patel) for Ek Bharat Shreshtha Bharat on its network several times through-out the day. The two spots include thoughts and quotes of Sardar Patel which were telecast at least 08 times in a Day. Both of these spots are of twenty second in duration.

Specifically special dedicated promos on "Ek Bharat Shreshtha Bharat" were also prepared by DD News network and being run continuously throughout the day since 23rd Jan. Overall daily duration of these are 10 mins approximately.

DD News telecast programmes on Ek Bharat Shreshtha Bharat in the month of December 2020.

List of Programme
"EK BHARAT SHRESHTHA BHARAT"
December 2020

Date	Programme	Category	Duration
06.12.20	EK BHARAT SHRESHTHA BHARAT KV- ARUNACHAL PRADESH	Discussion Current Affairs	30 mints
13.12.20	EK BHARAT SHRESHTHA BHARAT KANNAUJ SPL.	Discussion Current Affairs	30 mints
15.12.20	विशेष कार्यक्रम:राष्ट्रीय एकता के नायक सरदार	Discussion Current Affairs	30 mints
20.12.20	EK BHARAT SHRESHTHA BHARAT वैदिक मंत्र (680)	Discussion Current Affairs	30 mints
27.12.20	EK BHARAT SHRESHTHA BHARAT YEARENDER	Discussion Current Affairs	30 mints
28.12.20	EK BHARAT SHRESHTHA BHARAT YEARENDER	Discussion Current Affairs	30 mints

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 on EBSB.

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