

EK BHARAT SHRESHTHA BHARAT

Media Activities of Press Information Bureau

IMPORTANT STEPS TAKEN BY PRESS INFORMATION BUREAU

A nationwide initiative launched by PIB for writing features/articles – on the theme of ‘Ek Bharat Shreshtha Bharat’ and getting them translated and published in various regional language newspapers in a short time.



Run for Unity organised in different states for EBSB.

MAJOR PRESS RELEASES ISSUED BY PIB ON EBSB

Important Press releases issued by PIB for various Ministries on ‘Ek Bharat Shreshtha Bharat’ theme are as follows:

- Paryatan Parv 2019 from 2nd to 13th October, 2019 across the country with the objective to encourage Indians to visit various tourist destinations of the country and also to popularize the idea of Ek Bharat Shreshtha Bharat.
- Union HRD Minister Shri Ramesh Pokhriyal ‘Nishank’ inaugurates mega “KVS-Ek Bharat Shreshtha Bharat Parv” at India Gate on 31st october 2019.
- Ministry of Tourism to open Ek Bharat Shrestha Bharat Quiz Contest on MyGov platform from 1st January 2020.
- Indian Railways offers 50% concession for Youth participating in the “Ek Bharat Shrestha Bharat” programme 18-December-2019.
- DHRUV programme reflects the true spirit of EK Bharat Shreshth Bharat : HRD Minister
- 2nd Day of International Tourism Mart 2019 Focuses on Sustainable Tourism, Buyer Seller Interaction and ‘Ek Bharat Shreshtha Bharat’ initiative at Imphal, Manipur.
- Press releases on two day regional conference on Ek Bharat Shreshtha Bharat by DARPG at Jammu.

SOCIAL MEDIA ACTIVITIES BY PIB ON EBSB

- PIB Social Media Cell is providing extensive visibility to EBSB by posting pictures and videos on Twitter, YouTube, Facebook and Instagram.
- 52 tweets from PIB English twitter handle on the theme generated 1.68 million organic impressions.
- 37 Hindi tweets generated 130 K impression.
- 117 Facebook posts have received 221K views so far.
- Posts and stories on Instagram gathered 2.84 lakh reach.

DEDICATED SOCIAL MEDIA CAMPAIGN BY PIB ON EBSB

- Concerted campaign by PIB Social Media Cell on Ek Bharat Shreshtha Bharat program since 31st October, 2019 which is ongoing.
- It encompasses publicity on Twitter, Facebook, Youtube and Instagram and
- The cell is celebrating a State pair each month.
- Campaign is weaved around various aspects of paired states like posts on culture, cuisine, attire, tourist spots, art forms, sports, festivals etc are posted.
- Purpose is to exhaustively push out interesting information on paired states
- Content format includes banners, promos, videos, gifs, infographics et all.
- Focus will be in States of Madhya Pradesh, Nagaland and Manipur in the month of January, 2020.

THE POSTS HAVE GARNERED CONSIDERABLE TRACTION ON SOCIAL MEDIA



PIB India @PIB_India · Oct 25

From October 31st, even as we pay homage to #SardarVallabhbhaiPatel, let's come together to celebrate our diversity.

Join #PIB on an exciting journey of rediscovery, as we explore our shared heritage and people-to-people links between our States

#EkBharatShreshthaBharat



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Twitter (Hindi)

- Total Tweets: 17
- TOTAL IMPRESSIONS: 61,610

https://twitter.com/PIB_India/status/1187653985185873922

Twitter (English)

- Total Tweets: 19
- Total Impression: 5,03,355



PIB India @PIB_India · Nov 14

#Chattisgarh is well-known for its tribal weaving, adopted from ancient cultures.

On the western coast of India, #Gujarat reflects its cultural vivacity through the traditional costumes.

#EkBharatShreshthaBharat



Kachhora

Kachhora is a typical mannerism in which tribal women from Chattisgarh wear their sari. This type of saree is made from fabric like cotton, silk and linen in bright



Chaniyo

Chaniyo or lehenga is a coloured petticoat or skirt-like garment worn by Gujarati women. Chaniyo is designed with mirrors and thread work.

PIB in Chhattisgarh and PIB in Gujarat

16 60



- Total posts on fb were 80 which have had 162573 views so far.

https://twitter.com/PIB_India/status/1194899083707600897