EK BHARAT SHRESHTHA BHARAT
Press Information Bureau arranged to publish features/articles - highlighting elements of 'Ek Bharat Shreshtha Bharat', Ekta Diwas, National Unity and Run for Unity in National and regional media.

**IMPORTANT STEPS TAKEN BY PRESS INFORMATION BUREAU**

Apart from articles PIB have provided nationwide coverage to the various EBSB events.

**MAJOR ACHIEVEMENTS**

000 EBSB Articles published

000 languages carried the EBSB article

An article each from the regional offices in the paired states were exchanged and published in the regional newspaper.
Press Releases on important events with ESBS theme issued as follows:

- Paryatan Parv 2019 from 2nd to 13th October, 2019 based on the theme of Ek Bharat Shreshtha Bharat.
- “KVS-Ek Bharat Shreshtha Bharat Parv” at India Gate on 31st October 2019 by HRD Ministry.
- Ek Bharat Shrestha Bharat Quiz Contest of M/o Tourism 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.
- Launch of DHRUV programme which also reflects the spirit of EK Bharat Shreshth Bharat
- International Tourism Mart 2019 at Imphal, Manipur with a component on ‘Ek Bharat Shreshtha Bharat’

All of the above have been disseminated through PIB social media handles also
SOCIAL MEDIA CAMPAIGN BY PIB ON EBSB

- Concerted campaign by PIB Social Media Cell on Ek Bharat Shreshtha Bharat program.
- It encompasses publicity on Twitter, Facebook, Youtube and Instagram and
- 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 al.
THE POSTS HAVE GARNERED CONSIDERABLE TRACTION ON SOCIAL MEDIA

Twitter (English)
- Total Tweets: 19
- Total Impressions: 5,03,355

Twitter (Hindi)
- Total Tweets: 17
- TOTAL IMPRESSIONS: 61,610

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

https://twitter.com/PIB_India/status/1194899083707600897
ACTIVITIES UNDERTAKEN ON EBSB BY BOC

- 7 Mini, 3 small all and one medium integrated communication and outreach program conducted by regional outreach Bureau Ahmadabad, Bhuvaneshwar and Hyderabad during October and November 2019.
- 35 Special Outreach Programmes (SOPs) organized by Hyderabad, Jaipur, Lucknow, Pune and Visakhapatnam Regional Outreach Bureau during October & November, 2019.
- 7 Multimedia Exhibitions of three day long were mounted by ROB Guwahati & Imphal during October & November, 2019.