

Press Information Bureau

Government of India

**Report on action taken regarding EK BHARAT SHRESHTHA BHARAT by
PIB during March 2020**

Press Information Bureau

PIB organised a special focussed Campaign on EBSB, with main focus on social media campaign both by PIB Regional/Branch Offices as well as Headquarters during the month of February. This was done as a part of Special Focussed Campaign of I& B Ministry on EBSB during the month of February. In the first two weeks of the month of March the focus of Government was on International Women's Day. In spite of circumstances created by Covid 19, PIB HQs as well as Regional/Branch officers were able to put out activities pertaining to EBSB as below.

Key media activities of regional offices of PIB in March 2020

- Regional offices of PIB are doing hard work to publicise the different events of EBSB. In this direction different regional PIB offices issued 8 press releases and 7 photographs on the theme of EBSB.
- One photo exhibition on EBSB was organised by PIB Chandigarh.
- **VARTALAAP program by PIB Ahmedabad** - The "VARTALAAP program on the theme of EBSB was organised at Sabarkantha district HQ Himmatnagar. It was done keeping in mind the idea of unified India with lot of diversity to be properly presented before the media people. Prominent journalists who have written sizably on the subject of unified India were identified as speakers. Shri Mani Bhai Patel and Shri Ketanbhai Trivedi spoke on the central theme with these two speakers projecting the strength of India such as tolerance and diversity. Around 32 journalists from print media and 5

from electronic media participated interactively. The collector of Sabarkantha district Shri C J Patel gave inaugural address. The seminar was a successful endeavour in highlighting nation's strength underlined under the idea of Ek Bharat Shreshth Bharat.



- **Press Tour to Odisha-** Under Aegis of Ek Barat Shreshtha Bharat, a Press Tour was conducted for media persons from Maharashtra to Odisha from 11th to 18th March 2020 by PIB Mumbai in partnership with India Tourism, Mumbai.
- Journalists from 4 Top Marathi dailies and Cameraperson from Doordarshan along with PIB official were part of contingent.
- Journalists interacted with media persons from Odhisha, at O/o PIB Bhubaneshwar.
- Journalists were also offered insights into activities undertaken by Odisha Govt. to promote tourism during interactive session with Mr. Sachin Jadhav, Director Tourism, Govt. Of Odisha.
- Itinerary of the media contingent was largely aligned with cultural circuit of tourism in Odisha including visit to important temples of the land and exposure to art weaver's & craftsman village and also, performing art of Odisha, Gotipua. Visit to Chilika Lake, gave experience of biodiversity from Dolphins to Sea birds.

Some glimpses of Press tour:



PIB in Odisha  @PIBBhubaneswar · Mar 13
#EkBharatShresthaBharat



A team of Journalists led by @tourismgoi & @PIBMumbai is on tour to #Odisha from 12th to 17th March

Today, the team interacted with Journalists of #Odisha & @PIBBhubaneswar officials about Culture, Tourism, Heritage, Economy and Polity of the State.





ଏକ ଭାରତ ଶ୍ରେଷ୍ଠ ଭାରତ

ଓଡ଼ିଶା-ମହାରାଷ୍ଟ୍ର ସାମ୍ବାଦିକଙ୍କ ଭାବ ବିନିମୟ

ଭୁବନେଶ୍ୱର, (ବୁଧବେଳା) : ଭୁବନେଶ୍ୱରସ୍ଥିତ ପତ୍ର ସୂଚନା କାର୍ଯ୍ୟାଳୟ (ପିଆଇବି) ପରିସରରେ ଭାରତ ସରକାରଙ୍କ 'ଏକ ଭାରତ ଶ୍ରେଷ୍ଠ ଭାରତ' କାର୍ଯ୍ୟକ୍ରମ ଅନ୍ତର୍ଗତ ମହାରାଷ୍ଟ୍ର ଓ ଓଡ଼ିଶାର ଗଣମାଧ୍ୟମ ପ୍ରତିନିଧିମାନଙ୍କୁ ନେଇ ଏକ ଭାବବିନିମୟ କାର୍ଯ୍ୟକ୍ରମ ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି । ପତ୍ର ସୂଚନା କାର୍ଯ୍ୟାଳୟ, ମୁମ୍ବାଇ ଏବଂ କେନ୍ଦ୍ର ପର୍ଯ୍ୟଟନ ମନ୍ତ୍ରାଳୟ ଆନୁକୁଲ୍ୟରେ ମହାରାଷ୍ଟ୍ରର ଗଣମାଧ୍ୟମ ପ୍ରତିନିଧି ଦଳ ଓଡ଼ିଶା ଗସ୍ତରେ ଆସିଛନ୍ତି । ଭାବବିନିମୟ ଅବସରରେ ଓଡ଼ିଶାର କଳା, ସଂସ୍କୃତି, ପର୍ଯ୍ୟଟନ, ଜୀବନକାବିକା, ରାଜନୀତି ଆଦି ସମସ୍ତ କ୍ଷେତ୍ରରେ ମହାରାଷ୍ଟ୍ର ଗଣମାଧ୍ୟମ ପ୍ରତିନିଧିମାନଙ୍କୁ ବିସ୍ତୃତ ଭାବେ ସୂଚନା ଦିଆଯାଇଥିଲା । ସେମାନଙ୍କ ସହିତ ବିଭିନ୍ନ ଓଡ଼ିଆ ସମ୍ବାଦପତ୍ରର ପ୍ରତିନିଧିମାନେ ବିସ୍ତୃତ ଭାବେ ଆଲୋଚନା କରିଥିଲେ । ଏହି ଅବସରରେ ମହାରାଷ୍ଟ୍ର ପ୍ରତିନିଧି ଦଳର ସଦସ୍ୟମାନେ ଓଡ଼ିଆ ଗଣମାଧ୍ୟମର କ୍ରମବିକାଶ, ସ୍ଥିତି ଓ ପ୍ରଗତି ବିଷୟରେ କାର୍ଯ୍ୟକ୍ରମ ଆଗ୍ରହ ପ୍ରକାଶ କରିଥିଲେ ।



ସେହିପରି ଓଡ଼ିଆ ଆଧ୍ୟାତ୍ମିକ ସଂସ୍କୃତି ଉପରେ ମହାରାଷ୍ଟ୍ର ସଂସ୍କୃତିର ପ୍ରଭାବ ଏବଂ ଦୁଇ ରାଜ୍ୟ ମଧ୍ୟରେ ରହିଥିବା ସାଂସ୍କୃତିକ ସମ୍ପର୍କ ଉପରେ ସବିଶେଷ ଆଲୋଚନା କରାଯାଇଥିଲା । ରାଷ୍ଟ୍ରୀୟ ଏକତା ଓ ଅଖଣ୍ଡତା ଦକ୍ଷା ରଖିବା ଉଦ୍ଦେଶ୍ୟରେ କେନ୍ଦ୍ର ସରକାରଙ୍କ ପକ୍ଷରୁ ଆରମ୍ଭ କରାଯାଇଥିବା ଏକ ଭାରତ ଶ୍ରେଷ୍ଠ ଭାରତ କାର୍ଯ୍ୟକ୍ରମରେ ବିଭିନ୍ନ ରାଜ୍ୟ ମଧ୍ୟରେ ସାଂସ୍କୃତିକ ଓ ସାମାଜିକ ବିନିମୟ କାର୍ଯ୍ୟକ୍ରମ ଜାରି ରହିଛି । ଏହି ଉଦ୍ଦେଶ୍ୟରେ ୬ ଦିନିଆ ଓଡ଼ିଶା ଗସ୍ତରେ ଆସିଥିବା ମହାରାଷ୍ଟ୍ର ଗଣମାଧ୍ୟମ ପ୍ରତିନିଧି ଦଳ ପୁରୀ

ଶ୍ରୀକଟକାଥ ମନ୍ଦିର, କୋଣାର୍କ ପୂର୍ବୀ ମନ୍ଦିର, ଭୁବନେଶ୍ୱରସ୍ଥିତ ଲିଙ୍ଗରାଜ ମନ୍ଦିର, ଚିଲିକା ହ୍ରଦ ସମେତ ବିଭିନ୍ନ ପ୍ରସିଦ୍ଧ ପର୍ଯ୍ୟଟନସ୍ଥଳୀ ବୁଲି ଦେଖିବେ । ଏହାଛଡ଼ା ହସ୍ତକଳା, ହସ୍ତଶିଳ୍ପ ଦୃଷ୍ଟିରୁ ଗୁରୁତ୍ୱ ବହନ କରୁଥିବା କଟକ ଜିଲ୍ଲାର ମାଣିଆବନ୍ଧ, ପୁରୀ ଜିଲ୍ଲାର ପିପିଲି ଓ ରଘୁରାଜପୁର ଯୁନେସ୍କୋ ବିରାଟ ଗ୍ରାମ ଆଦି ସ୍ଥାନ ପରିଦର୍ଶନ କରିବେ । ଏହି ଅବସରରେ ସେମାନେ ଓଡ଼ିଆ ଜୀବନଶୈଳୀ, ଭାଷା, କଳା ଓ ସଂସ୍କୃତି ବିଷୟରେ ଅଧ୍ୟୟନ କରିବେ । ପିଆଇବି ମୁମ୍ବାଇର ଉପନିର୍ଦ୍ଦେଶକ ଡ. ରାହୁଲ ଚିତକେଙ୍କ ନେତୃତ୍ୱରେ ୬ଜଣିଆ ମହାରାଷ୍ଟ୍ର ପ୍ରତିନିଧି ଦଳରେ ଲୋକମତ

ସମ୍ବାଦପତ୍ରର ନିଲେଶ ଡି., ସକାଳ ସମ୍ବାଦପତ୍ରର ତ୍ରିକମୋହନ ପାଟିଲ, ନବଭାରତର ସୁନୀଲ ନନ୍ଦଗାଓଙ୍କର, ପୂର୍ଣ୍ଣାନଗରୀର ଦୀପକ ନିକମ, ଦୂରଦର୍ଶନର ବିଶ୍ୱଭୃଷଣ ଛୋଟରାୟ ସାମିଲ ଅଛନ୍ତି । ଏହି ଭାବ ବିନିମୟ କାର୍ଯ୍ୟକ୍ରମରେ ଆଠଟିକି ଜନସମ୍ପର୍କ କାର୍ଯ୍ୟାଳୟ (ଆରଡବି)ର ନିର୍ଦ୍ଦେଶକ ଅଖିଳ କୁମାର ମିଶ୍ର, ପିଆଇବି ଭୁବନେଶ୍ୱରର ଉପନିର୍ଦ୍ଦେଶକ ସୀତାକାନ୍ତ ମିଶ୍ର, ଗଣଯୋଗାଯୋଗ ଅଧିକାରୀ ଡ. ପ୍ରଦୀପ କୁମାର ଚୌଧୁରୀ ଓ ଓଡ଼ିଶାର ବିଭିନ୍ନ ଗଣମାଧ୍ୟମର ପ୍ରତିନିଧିମାନେ ଯୋଗ ଦେଇଥିଲେ ।

Activities of PIB SocialMedia Cell

The Social Media cell has provided adequate visibility to the event (Ek Bharat Shrestha Bharat) on various social media platforms like Twitter, Facebook and Instagram. PIB's social media highlighted cuisine, culture, handicrafts, heritage, tourist destinations of paired states among others.

S. No. Social Media Accounts No. Of Posts Impressions/Reach Engagements

1.	PIB India (Twitter)	01	35,740	2,312
2.	PIB Hindi (Twitter)	03	15,277	1,291
3.	PIB Facebook	02	44,415	1,933
4.	PIB Instagram Stories	02	45323	_____

Analytics of Social media activities of PIB regional offices :

Twitter

Total 71 tweets have been made on **Twitter** by regional PIB offices

- **Total Impressions- 1,70,642**
- **Total engagement- 8440**
- **Video views-1866**

Facebook

38 Facebook posts have been done on **Facebook** by regional PIB offices

- **Reach of FB posts- 1048**
- **No. of Likes- 164**
- **No. of Shares- 15**

Content Format and sample:

The format of the uploaded content has included infographics, videos and press releases.

Provided below is a glimpse of the publicity done so far.



PIB India #StayHome #StaySafe
@PIB_India

A city that eats well, hosts well! What trying the taste and aroma of prominent food from #Maharashtra and #Odisha with #EkBharatShreshthaBharat



EK BHARAT SHRESHTHA BHARAT



Bhelpuris

MAHARASHTRA

A fast-food savoury snack made from puffed rice, onions, tomatoes, cucumber and tangy tamarind sauce. It is mostly available as chaat (savory snack) at the beachside eateries and the alleys of Mumbai



Chhena poda

ODISHA

Chhena poda literally means Roasted Cheese in Odia. It is made of well-kneaded homemade fresh cheese chhena, sugar, cashew nuts and raisins, and is baked for several hours until it browns.

Ek Bharat Shreshtha Bharat and 2 others

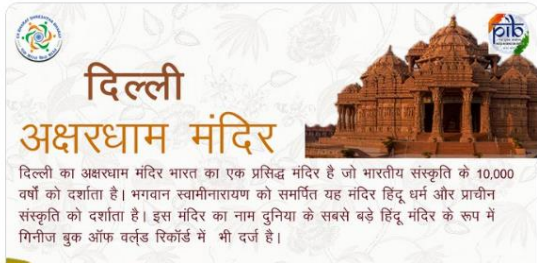


पीआईबी हिंदी
@PIBHindi

#ekbharatshreshthabharat में जानिए सिक्किम के किरातेश्वर महादेव मंदिर और दिल्ली के अक्षरधाम मंदिर के बारे में जिनके अपने महत्व हैं

किरातेश्वर का उल्लेख हिंदू महाकाव्य, महाभारत से जुड़ी कहानियों में किया गया है, तो वहीं अक्षरधाम हिंदू धर्म और प्राचीन संस्कृति को दर्शाता है

Translate Tweet



पीआईबी हिंदी
@PIBHindi

#EkBharatShreshthaBharat कर्नाटक की कूर्गी जाति द्वारा पहने जाने वाले विशेष परिधान जो वहाँ की शालीनता, सभ्यता एवं संस्कृति को दर्शाते हैं और हम सबको अपनी ओर आकर्षित करते हैं।

एक भारत श्रेष्ठ भारत- उत्तराखंड सह राज्य कर्नाटक

Translate Tweet

PIB in Uttarakhand #StayHome #StaySafe @PIBDehradun · Mar 2
#EkBharatShreshthaBharat कर्नाटक की कूर्गी जाति द्वारा पहने जाने वाले विशेष परिधान जो वहाँ की शालीनता, सभ्यता एवं संस्कृति को दर्शाते हैं और हम सबको अपनी ओर आकर्षित करते हैं।

एक भारत श्रेष्ठ भारत- उत्तराखंड सह राज्य कर्नाटक



Press Information Bureau - PIB, Government of India
1 March

खानपान किसी भी राज्य का अभिन्न अंग हैं और जब उस खान-पान के साथ मीठा जुड़ जाए तो खाने का स्वाद बढ़ जाता है

#EkBharatShreshthaBharat में आज जानिए #Maharashtra की 'भेलपुरी' और #Odisha के 'छेना पोड़ा' के बारे में

एक भारत श्रेष्ठ भारत

महाराष्ट्र

भेलपुरी महाराष्ट्र का प्रसिद्ध स्टीट फूड है। भेलपुरी बनाने में मुख्य रूप से मुरमुरे का उपयोग किया जाता है और उसमें मसाले, पापड़ी व प्याज़ टमाटर आदि डाले जाते हैं। पूरे भारत में ही भेलपुरी बड़े शौक से खाई जाती है।

ओडिशा

छेना पोड़ा ओडिशा का प्रसिद्ध व्यंजन है। इसे बनाने के लिए छेना तैयार किया जाता है फिर इसमें इलायची, सूजी और कुछ मेवे मिलाकर पकाया जाता है। इसके बाद इसे तब तक सेंका जाता है जब तक इसका रंग भूरा ना हो जाए।

29,380 People reached 1,331 Engagements Boost Post

551 3 comments 73 shares

Coverage of EBSB events of Ministries of HRD and Culture by PIB:

The Ministry of Human Resource Development celebrated Women's Week from 1st March to 8th March 2020. In this sequence, MHRD remembered the women of history who have made significant contribution in the past. Our history tells us that women from across the country contributed significantly in nation building, it shows Ek Bharat Shreshth Bharat Spirit of our country.

<https://pib.gov.in/PressReleasePage.aspx?PRID=1605294>

To showcase our country's rich cultural heritage which is a symbol of the spirit of Ek Bharat Shreshth Bharat Spirit, Nomination dossiers of 'Dholavira: A Harappan City' and 'Monuments and Forts of Deccan Sultanate' have been submitted for inclusion in the World Heritage List for the year 2020.

<https://pib.gov.in/PressReleasePage.aspx?PRID=1604891>