Press Information Bureau
Government of India

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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. Inspite 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 sizable 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 Bhubaneswar.
- 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:**
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 & @PIBhubaneswar officials about Culture, Tourism, Heritage, Economy and Polity of the State.
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.

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

**MAHARASHTRA**

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

**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.
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.


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.