Press Information Bureau
Government of India

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Report on action taken regarding EK BHARAT SHRESHTHA BHARAT of PIB for May 2020

Press Information Bureau

PIB has been playing a major role in spreading the message of EBSB through various activities and platforms across the country. PIB headquarter and regional offices of PIB are regularly issuing press releases and social media posts on EBSB activities. Apart from that PIB is arranging to publish articles on EBSB in different part of countries. PIB Regional/Branch Offices have also organised Vartalap programmes to promote the spirit of EBSB. It may be noted that due to covid , publicity of EBSB programme was on a limited scale since on ground activities of EBSB programme were no permitted. However, activities on social media have continued.

Activities of PIB Social Media 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.

Analytics:
Cumulatively, in May 2020 by PIB Headquarter:

1. 09 posts have been done on Twitter by PIB India
2. 10 posts have been done on Twitter by PIB Hindi
3. 01 posts have been done by PIB Facebook
4. 01 Story have been done by PIB Instagram
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Social Media Accounts</th>
<th>No. Of Posts</th>
<th>Impressions/Reach</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>PIB India (Twitter)</td>
<td>09</td>
<td>04,25,156</td>
<td>12,548</td>
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<tr>
<td>2.</td>
<td>PIB Hindi (Twitter)</td>
<td>10</td>
<td>93,489</td>
<td>09,231</td>
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<td>3.</td>
<td>PIB Facebook</td>
<td>01</td>
<td>38,509</td>
<td>01,646</td>
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<tr>
<td>4.</td>
<td>PIB Instagram Stories</td>
<td>01</td>
<td>12,967</td>
<td>_____</td>
</tr>
</tbody>
</table>

Social Media cum other media activities of regional offices of PIB in May 2020

- Regional offices of PIB are doing hard work to publicise the different events of EBSB. In this direction different regional PIB offices issued 26 press releases on the theme of EBSB.
Analytics:

Twitter

Total 91 tweets have been made on Twitter by regional PIB offices
- Total Impressions- 1,78,258
- Total engagement- 10924
- Video views- 720

Facebook

38 Facebook posts have been done on Facebook by regional PIB offices
- Reach of FB posts - 801
- No. of Likes - 105
- No. of Shares- 24

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.
Coverage of EBSB events of Ministries of HRD and Tourism by PIB:

PIB issues press releases to highlight some of the EBSB events like cultural events, essay competitions, poster making etc.

To sensitize the youth about our fundamental duties, the Central University of Punjab Bathinda (CUPB), Punjab have released a Short Video titled “A Reminder on Fundamental Duties”. The CUPB EBSB Club prepared this Video under Ek Bharat Shreshtha Bharat as per directives of MHRD.

Similarly, IIIT, Guwahati held a poster making contest. Two press releases were issued as below:
Ministry of Tourism’s Dekho Apna Desh Webinar Series is an effort to showcase India’s rich diversity under Ek Bharat Shreshtha Bharat and it is continuously spreading spirit of Ek Bharat Shreshtha Bharat through virtual platform. 6 Press releases on these series have been issued to showcase the rich cultural heritage of an Ek Bharat Sreshtha Bharat: