

Press Information Bureau Government of India

Report on action taken regarding EK BHARAT SHRESHTHA BHARAT by PIB for June 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 are have been organising Vartalaap programmes. But due to Covid, the focus of activities shifted to digital mode. So, from June onwards , **PIB has started organising Webinars to promote the spirit of EBSB .**


First Ever PIB Webinar On EBSB Organised by PIB Chandigarh

Ministry of Culture

PIB Regional Office, Chandigarh of M/o I&B organises webinar on Ek Bharat Shrestha Bharat showcasing rich culture & heritage of paired states Himachal Pradesh & Kerala

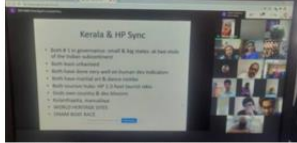
Posted On: 30 JUN 2020 7:43PM by PIB Cein

Regional office of Press Information Bureau, Chandigarh, Ministry of Information & Broadcasting, Government of India organised a webinar on Ek Bharat Shrestha Bharat which beautifully showcased the rich culture & heritage of paired states Himachal Pradesh & Kerala under Ek Bharat Shrestha Bharat. The webinar was moderated by Sant Deepveer Singh, ADO, PIB, Ministry of Information & Broadcasting. While briefing the participants in the webinar she said that the Government of India's unique initiative of "Ek Bharat, Shrestha Bharat" is aimed at reviving the sense of national unity in today's times by connecting people of far-flung states. Amidst such a vastly diverse social panorama, India has a running thread across the country that binds it so strongly and gives it a composite national identity.




Ek Bharat Shrestha Bharat (EBSB) is the flagship initiative of Government of India to celebrate the Idea of India and its cultural diversity through mutual interaction and reciprocity between people of different states. As part of this initiative, a webinar was organised today with focus on sharing of rich culture & heritage of the paired states of Himachal Pradesh & Kerala under the EBSB initiative.

Ms. Shalika Khanna, Member of the Expert committee for Culture, Government of Himachal Pradesh, who was one of the subject experts highlighted the rich history of Folk Music of Himachal Pradesh, its associated instruments and uniqueness during her session. She further spoke about the simple, graceful and melodic Nati Dance of Himachal Pradesh and stress physical beauty that has inspired the art, craft, music and dance of the state.



Dr. Purvima Chhabra, former Secretary, Language Art & Culture, Government of Himachal Pradesh emphasised on the commonalities between the two states. She said that both states with abundant natural beauty, situated at two ends of the Indian subcontinent, have done very well on Human Development Indicators. While explaining about different cultural aspects of the Himachal Pradesh, she touched upon its Buddhist connection and colonial past. She said Tabo Monastery in Spiti is considered to be the Ajanta of the hills whereas single rock cut Mahara Temple in Kasgar in Eilers of the hills. She also showcased the different Pahari painting styles of the state of Himachal Pradesh namely Kangra paintings and Thangla paintings.




Dr. Neena Prasad, an Academician, Researcher & a Classical dancer from Kerala explained in detail about the various Performing Art Traditions in Kerala, namely, "Kunthyattam" - an ancient Sanskrit theatre art from Kerala and "Mohiniyattam" - a classical dance form of Kerala. Adding further about the Kerala's rich culture, she briefly shared the Kerala's historical connect with Arabic, Portuguese, Dutch that helped in developing the common Malayali culture.

She added that Kerala is a land of temples with each temple having its own way of celebrating festivals. Onam, a harvest festival, is the most popular festival in the state with people from all sections of society celebrating it with gaiety and enthusiasm. She also touched upon the Mural paintings from Kerala, Mural Art form - Kalarigattam, and Kerala cuisine.

Shri S. Venkateswarar, Director General, South Zone, Ministry of Information and Broadcasting said that people from the paired states should visit each other more often and learn about the cultural diversity. He suggested that exchange programs could be organised for the benefit of students from the paired states.

The Webinar was attended by students from O D Grewalia World School, Margosa. The students appreciated the session and visual presentation by the guest speakers as very informative and exciting.

The session concluded with Shri Ashish Goyal, Director, Regional Outreach Bureau (ROB) Chandigarh, presenting a vote of thanks to all the participants. Shri Anil Chandel, Deputy Director, ROB Chandigarh and other officials of Ministry of Information & Broadcasting from the region participated in the webinar.



ND 1177

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 June 2020 by PIB Headquarter:

1. **16 posts** have been done on Twitter by PIB India
2. **9 posts** have been done on Twitter by PIB Hindi
3. **14 posts** have been done by PIB Facebook
4. **01 Story** have been done by PIB Instagram

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

1.	PIB India (Twitter)	16	07,96,668	25,361
2.	PIB Hindi (Twitter)	09	94,146	07,625
3.	PIB Facebook	14	03,58,477	13,125
4.	PIB Instagram Stories	01	19,483	_____

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

- Regional offices of PIB are doing hard work to publicise the different events of EBSB. In this direction different regional PIB offices issued 11 press releases and 8 photographs on the theme of EBSB.
- Regional offices of PIB also arranged 8 articles on the theme of EBSB, which were published in different newspapers.

- In the time of COVID19 PIB Chandigarh & PIB Himachal both organised one webinar each on the theme of EBSB.

Analytics:

Twitter

Total 279 tweets have been made on **Twitter** by regional PIB offices

- **Total Impressions- 4,51,103**
- **Total engagement- 26159**
- **Video views- 890**

Facebook

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

- **Reach of FB posts - 4797**
- **No. of Likes- 52**
- **No. of Shares- 14**

Content Format and sample:

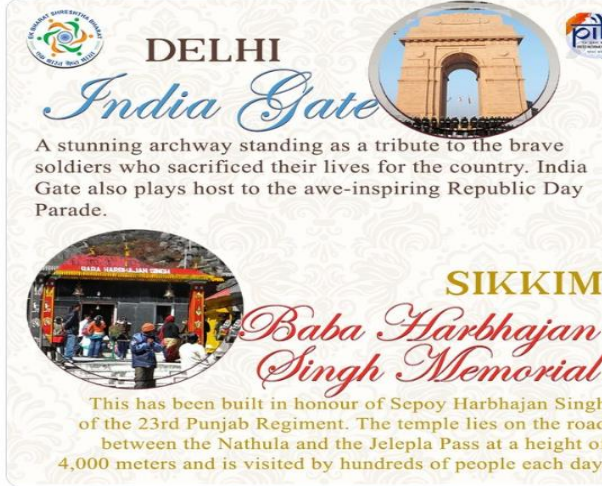
The format of the uploaded content has included infographics, videos and press releases.

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



'India Gate' in #Delhi and 'Baba Mandir' in #Sikkim are among the most popular tourist destinations in the country. The two sites invoke a spirit of patriotism that unites us as a nation!

#EkBharatShreshthaBharat



12:19 pm · 29 Jun 2020 · Twitter Web App



पीआईवी हिंदी @PIBHindi · 27 Jun

#EkBharatShreshthaBharat केवल एक वाक्य नहीं बल्कि संदेश है सभी भारत के लिए जो देश हमारे बीच भावनात्मक एकता के परम्परागत ताने-बाने को और मजबूत करता है

@EBSB_MHRD



38 73



पीआईवी हिंदी @PIBHindi · 29 Jun
क्या आप इन परिधानों के बारे में जानते हैं ??

#EkBharatShreshthaBharat में आज जानिए #Chattisgarh और #Gujarat के खास परिधानों के बारे में

दोनों ही राज्यों के पहनावे में रंगों का खास महत्व है,

चटख रंगों का प्रयोग, बारीक काम इन राज्यों की परंपरा और विविध शैली को दर्शाते हैं



Ek Bharat Shreshtha Bharat

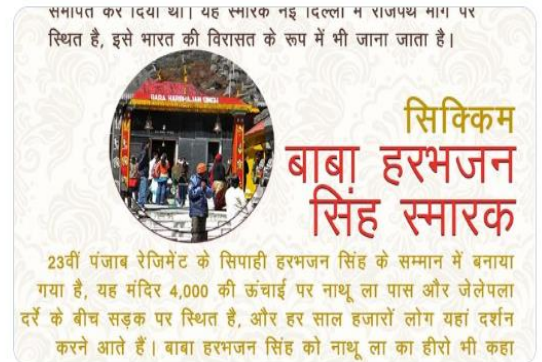
37 93



पीआईवी हिंदी @PIBHindi · 16 Jun

ऐतिहासिक महत्व के स्मारक 'इंडिया गेट' का निर्माण सैनिकों के सम्मान के लिए किया गया था तो वहीं बाबा हरभजन सिंह जो पंजाब रेजिमेंट के एक सिपाही थे उनके नाम पर मंदिर बनवाया गया, और यहाँ हर साल हजारों लोग दर्शन करने आते हैं

#EkBharatShreshthaBharat



Ek Bharat Shreshtha Bharat

1 30 193

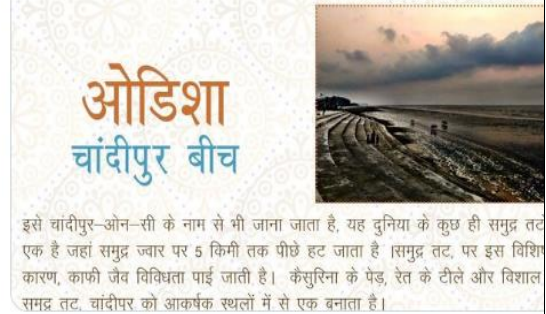


पीआईबी हिंदी @PIBHindi · 10 Jun

#Maharashtra की 'वेलस बीच' प्रमुख पर्यटक स्थलों में से एक है और आनंदपूर्ण स्नानों वहीं #Odisha की 'चांदीपुर' बीच के बारे में कहा जाता है कि आप समुद्र के अंदर किलोमीटर तक चलते रहें, फिर भी पानी घुटनों से ऊपर नहीं जाएगा

#EkBharatShreshthaBharat

पन अड दन आत ह, कछुआ का कुछ प्रजातया पाना स बाहर आकर समुद्र तट पर अंडे देती हैं और समुद्र तक अपना रास्ता बनाने का यह दृश्य मनोरम होता है।



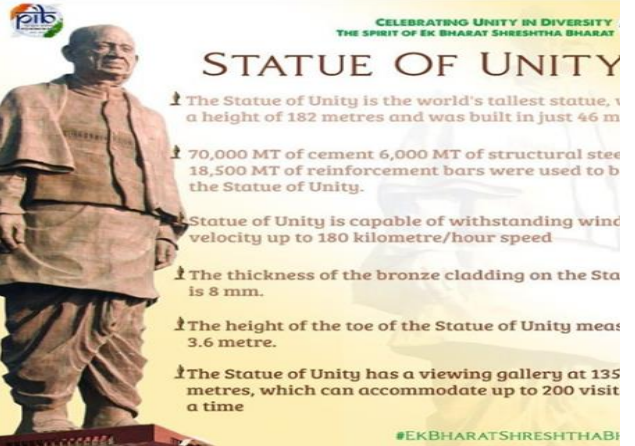
Ek Bharat Shreshtha Bharat

39 136



Press Information Bureau - PIB, Government of India

#EkBharatShreshthaBharat celebrates the spirit of #India's #UnityInDiversity. The #StatueOfUnity is a tribute to the #IronMan of India #SardarPatel, a model of unity.



54,362 People reached

2,669 Engagements

Boost

Coverage of EBSB events of Ministries of Tourism by PIB:

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 Shreshtha Bharat:

<https://pib.gov.in/PressReleasePage.aspx?PRID=1635108>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1634457>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1633871>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1633316>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1633315>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1632869>