Press Information Bureau
Government of India

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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
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

<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>16</td>
<td>07,96,668</td>
<td>25,361</td>
</tr>
<tr>
<td>2.</td>
<td>PIB Hindi (Twitter)</td>
<td>09</td>
<td>94,146</td>
<td>07,625</td>
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<tr>
<td>3.</td>
<td>PIB Facebook</td>
<td>14</td>
<td>03,58,477</td>
<td>13,125</td>
</tr>
<tr>
<td>4.</td>
<td>PIB Instagram Stories</td>
<td>01</td>
<td>19,483</td>
<td>____</td>
</tr>
</tbody>
</table>

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

DELHI

India Gate

A stunning archway standing as a tribute to the brave soldiers who sacrificed their lives for the country. India Gate also plays host to the awe-inspiring Republic Day Parade.

SIKKIM

Baba Harbhajan Singh Memorial

This has been built in honour of Sepoy Harbhajan Singh, the brave soldier. It is visited by hundreds of people each day.

#EkBharatShreshthaBharat

केवल एक कारण नहीं बल्कि दो जानेंगे हैं कि यह भारत के लिए क्या हैं! सीधे भारत के लिए जो देखा गया है और जो नहीं देखा गया है।

@EBSB_MHRD

सिक्किम

Baba Harbhajan Singh Smarak

23वें संस्करण रिस्मेंट में बाबा हरभजन सिंह का समाधि प्रदर्शन गया था, जो सिक्किम के लोगों के लिए एक विशेष दिन बन गया।

Ek Bharat Shreshtha Bharat

के लिए नमस्कार सांगणा! यह भारत की विरासत का भाग भी बना जाता है।

Ek Bharat Shreshtha Bharat
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 Sreshtha Bharat: