Step taken by Ministry from November 2019 to April 2020

<u>Press Information Bureau(HQs as well as States)</u>

- 64 press releases issued in multiple languages on EBSB theme.
- 185 photographs issued on EBSB theme.
- More than 100 Articles published in more than 20 languages on the theme of EBSB.
- 4 Vartalaaps organised by regional offices of PIB on the theme of EBSB.
- To spread EBSB spirit in paired state, 1 Press Tour from Maharashtra to Odisha organised.
- After the month of February due to Covid 19 PIB HQ as well as Regional/branch offices provided adequate visibility to EBSB through different **social media platforms**.
- Dekho Apna Desh webinar series was launched by M/o Tourism mid April 2020 to promote spirit of of EBSB and is continuing. It has been publicized and popularized through media and is receiving good traction both at home and abroad

Step taken by Ministry from November 2019 to April 2020

Press Information Bureau

- Social media Activities
- Social media Campaign launched by PIB since Oct 2019 and is ongoing
- A special focused social media campaign by PIB (HQs and states)organized during month of Feb
 2020 to give a special thrust to the EBSB campaign on social media
- From Nov19-April20, following taken up on social media by PIB (HQs and states):
- 1325 posts on Twitter with 78,53,882 impressions.
- 697 Posts on various Facebook handles got 15,827 likes with reach of 14,92,160.
- 3515 people shared these EBSB posts on Facebook.

Glimpse of Articles Arranged on EBSB by PIB



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Social Media highlights on EBSB(PIB)



Kavaratti Island

The Kavaratti is the capital of the

Union Territory of Lakshadweep. It has been

selected as one of the hundred Indian cities.

to be developed as a smart city under

PM Narendra Modi's flagship Smart Cities Mission.

Barren Island

India's only confirmed active volcano is

located in Barren Island. It is about

three kilometres in diameter and has

a big crater of the volcano. This place

is uninhabited by humans, earning it,





दक्षिणी भारतीयों के साथ-साथ श्रीलंका में पौष्टिक आहार के रूप में खाया जाने वाला व्यंजन है 'अप्पम'। जिसे रवा, चावल के आटे में सब्जियों और नारियल के दूध के साथ मिलाकर, बहुत ही कम तेल में बनाया सिंद्र हिमाचल प्रदेश में बनाया और खाया जाने वाला एक 'स्टीम बर्गर' का प्रकार है जिसे आटे से तैयार किया जाता है। स्वादिष्ट होने के साथ -साथ यह व्यंजन पोषक तत्त्वों से भी भरपूर है क्योंकि इसे भाप के माध्यम से पकाया जाता है और घी अथवा मक्खन के साथ खाया जाता है।



Glance of Vartalaap and Media tour organised on EBSB by PIB





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.



