M/O INFORMATION & BROADCASTING

Step taken by Ministry from November 2019 to April 2020

Press Information Bureau (HQs as well as States)

- 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.
M/O INFORMATION & BROADCASTING

Glimpse of Articles Arranged on EBSB by PIB
Social Media highlights on EBSB(PIB)

P/IB India #StayHome #StaySafe @PIB_India · Apr 30

#EkBharatShreshthaBharat explores our shared heritage and people-to-
people links between our States

Let’s celebrate our diversity #EkBharatShreshthaBharat

@HRDMInstitution

KEY THEMES FOR INTERACTION

To celebrate the idea of India as a nation wherein different cultures,
varied geographies coalesce and interact with each other, this gala
of diverse cuisine, music, dance, theatre, movies & films, handcrafts,
literature, festivals, painting, sculpture etc. will enable people to
cherish the chord of binding and brotherhood.

P/IB India @PIB_India · Feb 21

#Lakshadweep and #AndamanAndNicobar Islands are paired under
#EkBharatShreshthaBharat

The two Union Territories are home to some of the most beautiful islands in
the country with breathtaking natural landscapes.

#EkBharatShreshthaBharat

Andaman & Nicobar

Lakshadweep

Barren Island

Kavaratti Island

Andaman & Nicobar

Lakshadweep

Barren Island

Kavaratti 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, its name.

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.

Glimpses of Ek Bharat Shreshtha Bharat from the states Gujarat and Chhattisgarh

#Gujarat #Chhattisgarh
M/O INFORMATION & BROADCASTING

Glance of Vartalaap and Media tour organised on EBSB by PIB