EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM (WEST & CENTRAL REGION) FOR THE MONTH OF AUGUST 2020

In view of current pandemic situation all engagements for promotion of the EK Bharat Shreshtha Bharat has been on digital mode mainly on social media platforms and webinars.

SOCIAL MEDIA PROMOTION

India Tourism Mumbai has been highlighting the concept of Ek Bharat Shreshtha Bharat initiative through its social media handles (Facebook, Instagram & Twitter) with #ekbharatshreshthabharat hashtag.

Following paired states promoted during the month of August, 2020 through social media handles.

**Gujarat-Chhattisgarh**

**Puducherry-Daman & Diu**

Ek Bharat Shrestha Bharat social media statistics for the month of August 2020

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Social Media platform</th>
<th>No. of people Reached</th>
<th>No. of Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Facebook</td>
<td>2300</td>
<td>250</td>
</tr>
<tr>
<td>02</td>
<td>Instagram</td>
<td>700</td>
<td>800 (Impressions)</td>
</tr>
<tr>
<td>03</td>
<td>Twitter</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>3K</strong></td>
<td><strong>1.05K</strong></td>
</tr>
</tbody>
</table>
Glimpse of Social Media Creatives for EBSB promotion during the month of August 2020

Dance Forms of Gujarat & Chhattisgarh
- Siddi Dhamal from Gujarat
- Panthi Dance from Chhattisgarh
- IndiaTourism Mumbai

Festivals of Gujarat & Chhattisgarh
- Navaratri from Gujarat
- Dussehra from Chhattisgarh
- IndiaTourism Mumbai

Cuisines of Puducherry & Daman and Diu
- Quiche Tart from Puducherry
- Jetty rolls from Daman and Diu
- IndiaTourism Mumbai

Festivals of Puducherry and Daman & Diu
- Masi Magam Festival of Puducherry
- Nariyal Poornima Festival of Daman & Diu
- Indiatourism Mumbai
Social Media Coverage of Ek Bharat Shrestha Bharat activities for the Month of August 2020

FACEBOOK

**Indiatourism, Mumbai**

*2 Aug • 😊*

#Dance is one of the most over-abound treasure troves of our opulent heritage. It is intangible but it one that connects us through almost all our sen... See More

**Indiatourism, Mumbai**

*14h • 😊*

Food is a unifying entity. It brings together people from all over the world together. People travel to locations just to savour the special cuisines... See More

**Dance Forms of Gujarat & Chhattisgarh**

- Siddhi Dhamal
- Panthi Dance

**Cuisines of Puducherry & Daman and Diu**

- Quiche Tart
- Jetty rolls

<table>
<thead>
<tr>
<th>No. of people Reached</th>
<th>Engagement</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>714</td>
<td>56</td>
<td>33</td>
<td>-</td>
<td>03</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No. of people Reached</th>
<th>Engagement</th>
<th>Likes</th>
<th>Comments</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>465</td>
<td>54</td>
<td>31</td>
<td>-</td>
<td>05</td>
</tr>
</tbody>
</table>
Cuisines of Puducherry & Daman and Diu

Quiche Tart from Puducherry
Jetty rolls from Daman and Diu

IndiaTourism Mumbai

Festivals of Gujarat & Chhattisgarh

Navaratri from Gujarat
Dussehra from Chhattisgarh

IndiaTourism Mumbai

Liked by chandar_nai and 18 others
indiatourism_mumbai Food is a unifying entity. It brings together people from all over the... more

10 August

Liked by dvenka and 31 others
indiatourism_mumbai Festivals and rituals are an integral part of any culture. They not only un... more