

**Telecast Report on Ek Bharat Shreshtha Bharat
April 2020 - August 2020**

Background : The initiative 'Ek Bharat Shreshtha Bharat' was announced by Hon'ble Prime Minister on 31st October, 2015 on the occasion of the 140th birth anniversary of Sardar Vallabhbhai Patel. Through this innovative measure, the knowledge of the culture, traditions and practices of different states & UTs will lead to an enhanced understanding and bonding between the states, thereby strengthening the unity and integrity of India.

Activities Planned : DD News Network has planned various activities under the mission of 'Ek Bharat Shreshtha Bharat'. DD News also planned and target to telecast live of any of the major events in relation to 'Ek Bharat Shreshtha Bharat'. DD News Network has also planned to telecast the various promos and Public service announcements to widespread the reach of the mission through its telecast medium , website & social media platforms.

Action Taken : DD News Network has telecast dedicated promos on Iron man of India (Sh. Sardar Patel) for Ek Bharat Shreshtha Bharat on its network several times through-out the day. Majorly DD News telecast the Two Spots on the thoughts and teachings of Sardar Patel which were telecast at least 08 times in a Day. Both of these spots are of twenty second in duration.

Specifically special dedicated promos on "Ek Bharat Shreshtha Bharat" were also prepared by DD News network and being run

continuously throughout the day since 23rd Jan till date. Overall daily duration of these are 10 mints approximately.

Due to COVID-19 pandemic all the News Bulletins and Programmes was majorly focused on to spread awareness about Corona Virus and other national disasters in national interest, but then also DD News telecast the special programme on 'Ek Bharat Shreshtha Bharat' as under

List of Programme "EK BHARAT SHRESHTHA BHARAT" 2020

Sr.	Date	Subject	Duration
1	21.08.20	EK BHARAT SHRESHTHA BHARAT-EPISODE-1 JHARKHAND	30 mints

DD News along with DD India and through its Regional News Network which is spread in 31 cities across the length and breadth of the nation has also disseminated news and current affairs based packages, stories, special mentions in its News bulletins.

DD News also disseminated the informative content on 'Ek Bharat Shreshtha Bharat' as and when available through Scrolls, Website, Twitter, Facebook etc.