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.

Ek Bharat Shrestha Bharat statistics for the month of May 2020

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Social Media platform</th>
<th>No. of people Reached</th>
<th>No. of Engagement</th>
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<tr>
<td>01</td>
<td>Facebook</td>
<td>14.8k</td>
<td>6.2k</td>
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<tr>
<td>02</td>
<td>Instagram</td>
<td>18k</td>
<td>2.3k</td>
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<tr>
<td>03</td>
<td>Twitter</td>
<td>440</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>33.2k</strong></td>
<td><strong>8.5k</strong></td>
</tr>
</tbody>
</table>

Glimpse of Social Media Creatives for EBSB promotion during the month of May 2020
Celebrating Dance Forms of Goa & Jharkhand

Fugdi Dance from Goa
Chhau Dance from Jharkhand

Indiatourism Mumbai

Celebrating Dance Forms of Goa & Jharkhand

Zagor Dance from Goa
Paika Dance from Jharkhand

Indiatourism Mumbai

Handicrafts of Goa & Jharkhand

Sea shell craft from Goa
Tribal ornaments from Jharkhand

IndiaTourism Mumbai

Handicrafts of Goa & Jharkhand

Crochet & Embroidery from Goa
Bamboo Work from Jharkhand

IndiaTourism Mumbai
Social Media Coverage of Ek Bharat Shrestha Bharat activities for the Month of May 2020

FACEBOOK

*Indiatourism, Mumbai* added 7 new photos.
17 May at 11:05 PM •

It's not just the natural marvels and huge edifices that contribute to the unique experience of a region. Food plays an intrinsic role in the cultural... See More

Neela Lad and 63 others  4 Comments

Like  Comment  Share

*Indiatourism, Mumbai* added 26 new photos.
2 May at 12:10 PM •

So far, we've been sharing images taken by travellers. And now it's our turn. We want to show to you, the beauty of West and Central India through wonderful posters designed by our team using the #images from #incredibleindia #photo bank.

#Chhattisgarh - *Full of Surprises*
#Goa - *A Perfect Holiday Destination*
#Madhya Pradesh - *The Heart of Incredible India*
#Maharashtra - *Unlimited*
#Gujarat - *Vibrant Gujarat*
#DekhoApnaDesh
#EkBharatShresthaBharat
#traveltomorrow

<table>
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<tr>
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<td>Engagement</td>
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<table>
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<tr>
<td>Engagement</td>
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</tr>
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</table>
The soul is like a waterfall, running wild and free ultimately towards tranquility. Waterfalls are truly a wonder of nature that yet again makes you m... See More

Malti Dutta and 49 others 6 Comments

Like Comment Share

Indiatourism, Mumbai added 7 new photos.
3 May at 3:34 PM • 🕒

When two roads diverge, taking the one less travelled has made all the difference in the world. So when we indulge in unconventional methods of travel... See More

Malti Dutta and 45 others 3 Comments

Like Comment Share

Indiatourism, Mumbai added 12 new photos.
4 May at 9:40 PM • 🕒
Indiatourism, Mumbai added 18 new photos.
6 May at 5:37 PM

A state that is acclaimed for its wonderfully flamboyant charm, fragrant and colourful food that is a tantalizing delight to the palate, bold and amic... See More

Likes: 63
Comments: 02
Shares: 07
Reach: 813
Engagement: 121

Indiatourism, Mumbai added 10 new photos.
5 May at 10:02 PM

Donald Patrick “Pat” Conroy, the American author had said “Once you have travelled, the voyage never ends, but is played out over and over again in... See More

Likes: 46
Comments: 03
Shares: 04
Reach: 507
Engagement: 94
Indiatourism, Mumbai
11 May at 7:58 PM •

Odisha - India’s Best Kept Secret! Join the Dekho Apna Desh Webinar of Ministry of Tourism on 12.5.2020 at 11 am. To join in please register here: https://bit.ly/OdishaDAD #Odisha is ‘paired state’ with #Maharashtra under #ekbharatshresthabharat

Indiatourism, Mumbai
added 10 new photos.
10 May at 7:22 PM •

The beautiful region of Bastar in #Chhattigarh has more to offer than her lovely waterfalls, wilderness, festivals and warm and welcoming people. #Bas... See More

Muti Dutta and 46 others
2 Comments

Likes 32
Comments 02
Shares 05
Reach 371
Engagement 54

Likes 185
Comments 05
Shares 11
Reach 3200
Engagement 582
**Indiatourism, Mumbai** added 7 new photos.

24 May at 6:42 PM •

With their undeniable air of thrill and mystery, caves are fascinating places to visit. Unexplored grottoes are the perfect places to visit for thrill... See More

![Cave Image](image1.jpg)

- Likes: 107
- Comments: 11
- Shares: 05
- Reach: 2300
- Engagement: 230

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**Indiatourism, Mumbai**

23 May at 3:25 PM •

With a country so diverse, people may wonder as to what keeps #India together. With so many contributing factors, it's hard to pinpoint one singular aspect. But one thing that is a beacon of culture and is also something that has the power to bring together scores of people together is food. Each culture has a distinctive cuisine and through the Ek Bharat Ek Shreshtha initiative, we have tried to showcase the cuisine of two states #Jharkhand and #Goa in a way that can tingle the palate. #incredibleindia #culinary #heritage #food #cuisine Ek Bharat Shreshtha Bharat Incredible India #ekbharatshreshthabharat

![Cuisines of Goa & Jharkhand](image2.jpg)

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<td>Engagement</td>
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</table>
What better way to express the depth and intricacies of culture than through dance. #Dance helps paint visceral visual paintings of lore and appeals both aurally and visually. Watch the two cultures of #Goa and #Jharkhand come alive through dance. #ekbharatshreshthabharat : The Ek Bharat Shrestha Bharat programme, aims to actively enhance interaction between people of diverse cultures living in different States and UTs in India, with the objective of promoting greater mutual understanding amongst them. #EkBharatShreshthaBharat #DekhoApnaDesh Incredible India #incredibleindia

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<tr>
<td>Engagement</td>
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</table>

Handicrafts of Goa & Jharkhand

#Handicrafts contribute to the artistic identity of any place. They are tangible pieces of culture that have been passed down generation after generation. And nothing unifies like art. Today we present you the handicrafts of #Goa and #Jharkhand to show you that although diverse, beauty and craftsmanship is universal. @EBSB.HRD #EkBharatShreshthaBharat #incredibleindia #art #artisan #craft #culture

<table>
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<td>Reach</td>
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Tribal ornaments from Jharkhand
IndiaTourism Mumbai

Celebrating Dance Forms of Goa & Jharkhand

Zagor Dance from Goa
Paika Dance from Jharkhand
IndiaTourism Mumbai

View Insights
Promote

Like by rup_pannu and 10 others
indiatourism_mumbai #Handicrafts contribute to the artistic identity of any place. They are ta... more

Like by bunuelphotos and 18 others
indiatourism_mumbai What better way to express the depth and intricacies of culture than th... more
Cuisines of Goa & Jharkhand

Bebinca from Goa
Pitta from Jharkhand

Indiatourism Mumbai

Liked by dvenka and 34 others

indiatourism_mumbai The beautiful region of Bastar in Chhattisgarh has more to offer than her lovely waterfalls, wilderness, festivals and warm and welcoming people. #Bastar is also home to exquisite temples. A region known for its 75 days long Dussehra festivities, Bastar houses temples built during the 9th to 14th century by the
Indiatourism Mumbai @Indiatourm · 9h

#Dance helps paint visceral visual paintings of lore and appeals both aurally and visually. Watch the two cultures of #Goa and #Jharkhand come alive through dance.

#ekbharatshreshthabharat :
#DekhoApnaDesh . #IncredibleIndia @EBSB_MHRD @incredibleindia

Indiatourism Mumbai @Indiatourm · 7m

#Handicrafts contribute to the artistic identity of any place. They are tangible pieces of culture that have been passed down generation after generation. And nothing unifies like art. Today we present you the handicrafts of #Goa and #Jharkhand.

#EkBharatShreshthaBharat