

Press Information Bureau

Government of India

New Delhi
Date: 08 /03/2021

Subject: Monthly activities of PIB under EBSB

The Press Information Bureau of M/o I & B has been playing an active role in the flagship campaign of the Government 'Ek Bharat Sreshtha Bharat'(EBSB). It has not only been highlighting the activities of various Government Ministries/Departments being organised under the EBSB campaign but also initiated and carried out its own media activities like social media campaigns, webinars, theme based media campaigns within the larger campaign among others. Press releases and photographs are issued from time to time whenever any Ministry/department requests for coverage of its EBSB activities. PIB has also weaved its media activities related to EBSB around important calendar events like Ekta Diwas, Sanvidhan Diwas, Republic day, Festival seasons etc. Accordingly, the following will be the activities to be taken up by PIB in this year:

- 1)Coverage of activities of Ministries/Deptts on EBSB through press releases, photographs and social media.
- 2)Special focussed campaigns will be organised by PIB around various calendar events and government campaigns. The activities within these special focussed campaigns will include social media posts by both PIB HQs and states, promoting the event related hashtag, webinars through Regional/Branch PIB offices, issuing press releases and photographs and any other required.
- 3)Publication of articles by Ministers and experts will be taken up in national and regional media . This has been a successful practice and will be taken up in this year too.
- 4) Highlighting the Unity in Diversity aspects of India and Indian culture through special weekly/fortnightly campaigns with the help of Regional/Branch Offices.
