

**Press Information Bureau
Government of India**

**Report on action taken regarding EK BHARAT SHRESHTHA BHARAT in
respect of Press Information Bureau during May 2021**

Press Information Bureau through its Headquarters and Regional and Branch Offices spread across the country have been taking up activities under the umbrella of Ek Bharat Shreshtha Bharat (EBSB) Campaign in the month of May 2021. Due to onslaught of Covid pandemic during month of May, only limited activities could be organised. However, PIB has tried to keep the campaign going with the help of digital/social media throughout the country. The Social Media cell has provided visibility to the event (Ek Bharat Shrestha Bharat) on various social media platforms like Twitter, Facebook and Instagram. Regional twitter handles of PIB are also actively promoting EBSB. PIB's social media highlighted cuisine, culture, handicrafts, heritage, tourist destinations of paired states among others. Other media activities include webinars, press releases and photographs.

Coverage of EBSB events of Participating Ministries at PIB Headquarter:

- PIB headquarter issued 1 press release on the theme of EBSB.

Ministry of Tourism:

Ministry of Tourism's Dekho Apna Desh Webinar Series is an effort to showcase India's rich diversity under Ek Bharat Shreshtha Bharat and it is continuously spreading spirit of Ek Bharat Shreshtha Bharat through virtual platform.

PIB issued press releases on webinar on EBSB, links are as below-

<https://pib.gov.in/PressReleasePage.aspx?PRID=1715702>

Social Media cum other media activities of regional offices of PIB in May 2021

- Regional offices of PIB are doing hard work to publicise the different events of EBSB. In this direction different regional PIB offices issued 8 press releases and 2 **webinars were held on the theme of EBSB.**

Analytics:

Twitter

Total 36 tweets have been made on **Twitter** by regional PIB offices

- **Total Impressions- 29063**
- **Total engagement- 1073**

Facebook

10 Facebook posts have been done on **Facebook** by regional PIB offices

- **Reach of FB posts- 205**
- **No. of Likes- 18**
- **Video views- 56**

Content Format and sample:

The format of the uploaded content has included infographics, videos, clippings and press releases.

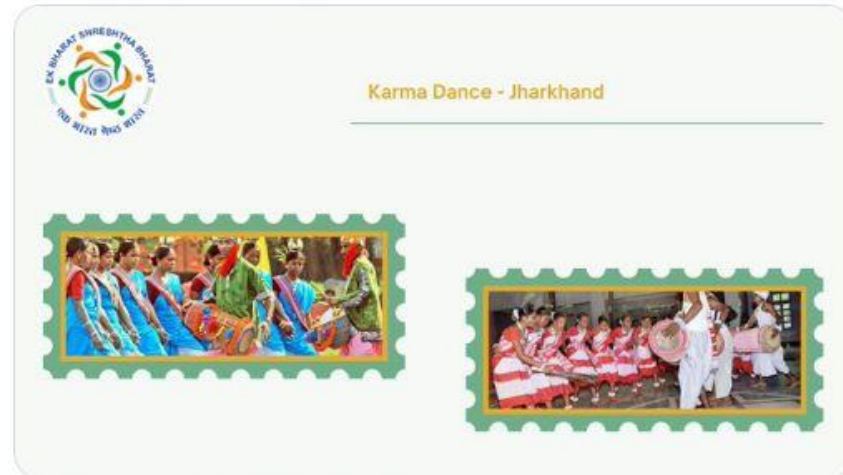
Provided below is a glimpse of the publicity done so far.



PIB in Goa @PIB_Panaji · May 3

Karma Dance is a traditional dance form of the State of #Jharkhand, takes place during the auspicious Karma festival, men and women both perform the dance to the tunes of the local instruments like "Thumki."

#EkBharatShreshthaBharat



Ek Bharat Shreshtha Bharat and 6 others



PIB in Goa @PIB_Panaji · May 27

Dokra the world famous ancient metal craft is practised by the Malhar and Tentrri tribes of the #Jharkhand.

Hand crafted, intricately worked figurines are the creative masterpieces.

#EkBharatShreshthaBharat



Ek Bharat Shreshtha Bharat and 5 others



PIB in Tamil Nadu   @pibchennai · May 28

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Can you Name this Iconic bridge?

[#EkBharatShreshthaBharat](#)



_____ bridge is known to be the 'Queen Of Bridges' in India.

Ministry of Tourism and 6 others



PIB in Odisha  @PIBBhubaneswar · May 28

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[#DidYouKnow](#)

[#GudhiPadwa](#) is one of the prominent festivals in [#India](#), celebrated especially in [#Maharashtra](#), Andhra Pradesh and Karnataka.

On this day, a Gudhi, believed to be Brahma's flag, is hoisted outside every house as a symbol of victory & joy.

[#EkBharatShreshthaBharat](#)



Rush for buying special sugar candies

Traditional way to welcome new year
