

**Press Information Bureau
Government of India**

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

Press Information Bureau through its Headquarters and Regional and Branch Offices spread across the country has taken up several media activities under the umbrella of Ek Bharat Shreshtha Bharat (EBSB) Campaign in the month of June, 2021. Due to onslaught of Covid pandemic, only limited media activities could be organised since on-ground activities of various ministries are very few. However, PIB has tried to keep the campaign going with the help of digital/social media throughout the country.

The highlight of PIB activities during the month of June 2021 has been the ten-day long campaign on twitter handle of PIB Culture in respect of EBSB. The Social Media cell of PIB has also provided visibility to the event (Ek Bharat Shreshtha 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.

Social Media Campaign on PIB Culture Twitter handle:

The Ministry of Culture organised nationwide campaign on Yoga day called "Yoga : And Indian Heritage". Under this campaign, Yoga performances were organised at 75 heritage sites across the country along with a wide range of cultural performances esp of lesser known dance and music art forms.

The pictures and videos of the cultural performances across India were provided to PIB by M/o Culture. The spell binding performances in the backdrop of heritage monuments and sites were truly symbolic of an Ek Bharat Shreshtha Bharat.

Accordingly, these cultural performances were highlighted through twitter handle of PIB Culture Handle as a part of ten-day campaign, also giving a short introduction to

the art form for benefit of common man. The following hashtags were popularised through the campaign:

#YogaAnIndianHeritage

#EBSB #EkBharatShreshthaBharat

#AzadiKaAmritMahotsav

This ten-day long campaign received very good traction as follows:

Total 52 campaign tweets were made from Twitter handle of PIB Culture

- *Total Impressions- 125424*
- *Total engagements- 2789*

These cultural performances were also amplified through social media platforms of Regional/Branch offices, who also issued press releases and photographs on the same.

Media coverage of these cultural events was also arranged through Regional/Branch offices of PIB which was highlighted well by local media.





PIB Culture
@PIBCulture

...

Girls of Miji Tribe of #ArunachalPradesh bring out beautiful diversity of India with performance of folk dance & Monpa Folk songs on #IDY2021 programme at Gaden Rabgye-ling Monastery #Bomdila organised by @MinOfCultureGol #EkBharatShreshthaBharat #AzadiKaAmritMahotsav @PIB_India



1:38 311 views

1:47 PM · Jun 28, 2021 · Twitter Web App



PIB Culture
@PIBCulture

...

Yoga and cultural performances organised by Culture Ministry at Ramappa Temple Telangana.

#InternationalDayOfYoga #YogaAnIndianHeritage #EkBharatShreshthaBharat #AzadiKaAmritMahotsav #YogaForWellness @PIB_India @MinOfCultureGol



3:58 PM · Jun 21, 2021 · Twitter for Android



PIB Culture · Jun 25

...

Lively performance of Bhangra, a folk dance of Punjab at #SheeshMahal Patiala on #IDY2021 organized by @MinOfCultureGol #EkBharatShreshthaBharat #AzadiKaAmritMahotsav @PIB_India @PIBChandigarh



0:24 289 views



PIB Culture
@PIBCulture

...

Yoga and cultural performances in backdrop of heritage monument at Hampi, Karnataka under nationwide Yoga programmes of @MinOfCultureGol #InternationalDayOfYoga #YogaAnIndianHeritage #EkBharatShreshthaBharat #AzadiKaAmritMahotsav #YogaForWellness @PIB_India @ASIGol



4:18 PM · Jun 21, 2021 · Twitter Web App



PIB Culture · Jun 28

...

Enchanting performance of Sitar Vadan and Kathak dance at #IDY2021 programme organised by @MinOfCultureGol at #FortAguada in #Goa. 21st June is also celebrated as #WorldMusicDay #EBSB #AzadiKaAmritMahotsav @PIB_India



1:45 296 views



PIB Culture · Jun 25

...

Presentation of Mayur Bhanj Chhau by Odissi dancer Ms. Shaily Shrivastav at #Shilpgram, #Udaipur on #IDY2021 organized by @MinOfCultureGol. Originally a tribal dance from forests of Mayur Bhanj it got status of martial art #EkBharatShreshthaBharat #AzadiKaAmritMahotsav @PIB_India



2:03 398 views



Artist perform [#ShivkalinYudhKala](#), a self defence martial art at Old High Court Building, Nagpur at [#IDY2021](#) celebration program organized by [@MinOfCultureGol](#) [#EkBharatShreshthaBharat](#) [#AzadiKaAmritMahotsav](#)



6:22 PM · Jun 24, 2021 · Twitter Web App



PIB Culture [@PIBCulture](#) · Jun 21
संस्कृति मंत्रालय के राष्ट्रव्यापी योग कार्यक्रम के तहत बसवण्णा, लेपाक्षी में योग प्रदर्शन का आयोजन। [#InternationalDayOfYoga](#) [#YogaAnIndianHeritage](#) [#EkBharatShreshthaBharat](#) [#AzadiKaAmritMahotsav](#) [#YogaForWellness](#) [@PIB_India](#) [@MinOfCultureGol](#)



Chhau dance performance at [#IDY](#) programme of [@MinOfCultureGol](#) at Chandankiyari, Bokaro, Jharkhand. Chhau dance of eastern India has martial, tribal & folk traditions. It is included in prestigious Intangible Cultural Heritage list of UNESCO. [#EkBharatShreshthaBharat](#) [@PIB_India](#)



4:23 PM · Jun 29, 2021 · Twitter for Android



Colorful cultural programme at [#ShahiFort](#) Jaunpur, UP on [#IDY2021](#). [@MinOfCultureGol](#) organised programmes at 75 heritage sites to encourage artists during covid pandemic. [#EkBharatShreshthaBharat](#) [#AzadiKaAmritMahotsav](#) [@PIB_India](#)





Colorful performance of popular Gedi Folk dance of central India during the #Yoga Celebrations program organized by @MinOfCultureGol at Jagdalpur. #EkBharatShreshthaBharat #AzadiKaAmritMahotsav #EBSB



Colorful performance of popular Kaksar Folk dance of central India during the #Yoga Celebrations program organized by @MinOfCultureGol at Jagdalpur. #EkBharatShreshthaBharat #AzadiKaAmritMahotsav #EBSB

[Translate Tweet](#)



052 177 views

Coverage of EBSB events of Participating Ministries at PIB Headquarter:

- PIB headquarter issued 4 press releases on the theme of EBSB.

<https://pib.gov.in/PressReleasePage.aspx?PRID=1728594>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1728999>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1728722>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1727972>

Ministry of Culture and Tourism:

Minister of State for Culture and Tourism (I/C), Shri Prahlad Singh Patel performed yoga with officers of Ministries of Culture and Tourism as well as yoga experts and yoga fans at the historic Red Fort in Delhi on the occasion of seventh International Day of Yoga. The Union Minister was leading the drive “Yoga, An Indian Heritage” as a part of “Azadi ka Amrit Mahotsav” campaign. The program was organised at 75 cultural heritage locations across the country with the active participation of all institutions/bodies of the Ministry to commemorate 75 years of Independence.

Culture Ministry organised yoga and cultural programmes at heritage locations like Ellora Caves (Aurangabad), Nalanda (Bihar), Sabarmati Ashram (Gujarat), Hampi (Karnataka) , Ladakh Shanti Stupa (Leh), Sanchi Stupa (Vidisha), Sheesh Mahal (Patiala), Rajiv Lochan temple (Chhattisgarh), Bomdila(Arunachal Pradesh) among others. The zonal cultural centres and Sangeet Natak Akademi of the Ministry of Culture organised several cultural performances from different states and regions at the locations of Yoga programmes. The colourful programmes held in the backdrop of heritage sites brought out the spirit of **Ek Bharat Shrestha Bharat**.

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 **47 press releases** and **1 webinar was held on the theme of EBSB.**

Analytics:

Twitter

Total 87 tweets have been made on **Twitter** by regional PIB offices

- **Total Impressions- 102486**
- **Total engagement- 4604**

Facebook

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

- **Reach of FB posts- 538**
- **No. of Likes- 85**
- **Video views- 25**

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 Bihar 🇮🇳 Mask yourself 🙋🏻 @PIB_Patna · Jun 21
 @MinOfCultureGol organised #Yoga programmes at 75 heritage locations across #India including #Nalanda (#Bihar), with the theme #YogaAnIndianHeritage on #IYD2021 today as a part of #AzadiKaAmritMahotsav.

pib.gov.in/PressReleasePa...

#AmritMahotsav
 #EkBharatSreshthaBharat
 #EBSB



Ministry of Youth and Sports



PIB in Telangana 🇮🇳 @PIBHyderabad · Jun 21
 యోగా మనల్ని ఒత్తిడిని దూరం చేసి మనల్ని మానసికంగా బలోపేతం చేస్తుంది : ప్రధానమంత్రి శ్రీ @narendramodi

#YogaAnIndianHeritage
 #AzadiKaAmritMahotsav
 #EkBharatSreshthaBharat
 #EBSB
 #InternationalDayOfYoga #IDY2021



Ministry of Health and Family Welfare



PIB in Tamil Nadu 🇮🇳 @pibchennai · Jun 20
 சர்வதேச யோகா தினத்தை முன்னிட்டு பிரதமர் நரேந்திர மோடி நாளை காலை 6:35 மணிக்கு உரையாற்ற உள்ளார்.

#YogaAnIndianHeritage
 #azadikaamritmahotsav
 #EkBharatShreshthaBharat
 #EBSB

Join the National Lead Event (televised) of the International Day of Yoga (IDY) 2021!

Sr.No.	Time	Programme
1.	6:30 AM - 6:35 AM	Address by Hon'ble Ayush Minister
2.	6:35 AM - 7 AM	Address by Hon'ble PM
3.	7 AM - 7:45 AM	Live Yoga demonstration by Morarji Desai

PMO India and 9 others



PIB in Gujarat 🇮🇳 @PIBAhmedabad · Jun 29
 છત્રીસગઢના જગલેણુરમાં ભારત સરકારના સંસ્કૃતિ મંત્રાલય દ્વારા આયોજીત યોગ સમારોહ દરમિયાન લોકપ્રિય કક્ષાર લોક નૃત્યની અભૂત રજૂઆત કરવામાં આવી હતી.

#EkBharatShreshthaBharat #AzadiKaAmritMahotsav #EBSB
 @MinOfCultureGol @PIBCulture @PIBChandigarh



Ministry of Culture



PIB in Tamil Nadu 🇮🇳 @pibchennai · Jun 19
 சர்வதேச யோகா தினம் 2021: ஜூன் 21 அன்று தொலைக்காட்சியில் ஒளிபரப்பாகும் முதன்மை நிகழ்ச்சியின் முக்கிய அம்சமாக பிரதமரின் உரை இருக்கும் 📢

#YogaAnIndianHeritage
 #AzadiKaAmritMahotsav
 #EkBharatSreshthaBharat
 #EBSB

pib.gov.in/PressReleasePa...

@IndiaPostOffice @moayush @ROBCHENNAI_MIB @DDNewsChennai

1 3 6



PIB in Tamil Nadu 🇮🇳 @pibchennai · Jun 19
 சர்வதேச யோகா தினம் 2021: ஜூன் 21 அன்று தொலைக்காட்சியில் ஒளிபரப்பாகும் முதன்மை நிகழ்ச்சியின் முக்கிய அம்சமாக பிரதமரின் உரை இருக்கும் 📢

pib.gov.in/PressReleasePa...

#YogaAnIndianHeritage
 #AzadiKaAmritMahotsav
 #EkBharatSreshthaBharat
 #EBSB

@moayush @MinOfCultureGol @KirenRijju

2 3



PIB in Goa @PIB_Panaji · Jun 7
 Netarhat- Queen of Chota Nagpur, #Jharkhand.

नेत्रघाट- छोटा नागपुर पठारची राणी

#EkBharatShreshthaBharat

@EbsbDosei @RanchiPIB @FOBGumia



PIB in Odisha @PIBBhubaneswar · Jun 29
 ସଂସ୍କୃତି ମହୋତ୍ସବର ଦ୍ଵାରା ଆୟୋଜିତ ଆଡ଼ର୍ଶୀତୀୟ ଯୋଗ ବିଦ୍ୟା ଉତ୍ସବ ଅବସରରେ ପୁରୀର ଆଗା ଖାନ୍ ପ୍ୟାଲେସରେ ବଳକାରମାନେ ମହାବାହୁର ଏକ ଲୋକ ନୃତ୍ୟ, ଲେଟିନ୍ ନୃତ୍ୟ, ପ୍ରଦର୍ଶନ କରିଛନ୍ତି।

21 ରୁ ୨୩ ଦିନ ପର୍ଯ୍ୟନ୍ତ ବିଦ୍ୟା ଉତ୍ସବର ମଧ୍ୟ ପାଳନ କରାଯାଏ।

#EkBharatShreshthaBharat
 #AmritMahotsav



PIB in Odisha @PIBBhubaneswar · Jun 29
 ସଂସ୍କୃତି ମହୋତ୍ସବର ଦ୍ଵାରା ଆୟୋଜିତ ଆଡ଼ର୍ଶୀତୀୟ ଯୋଗ ବିଦ୍ୟା ଉତ୍ସବ ଅବସରରେ ନାଗପୁରର ପୁରୁଣା ହାଲକୋର୍ ବିକିଂଠାରେ ବଳକାରମାନେ ଶିବକାଳିନ୍ ନୃତ୍ୟ ବଳର ପ୍ରଦର୍ଶନ କରୁଛନ୍ତି।

#EkBharatShreshthaBharat #AmritMahotsav



Draksh Javandekar and 7 others



PIB in Tamil Nadu @pibchennai · Jun 26
 ଫର୍ଷ୍ଟ ହାଣ୍ଡ ଯୋଗୀ ତିନିମ-2021-ଈ ଉର୍ଦ୍ଧ୍ଵ ପଞ୍ଚାୟତିଥୀରେ ଉତ୍ସବ ଆୟୋଜନ କରାଯାଇଛି। ଆୟୋଜନ କରାଯାଇଥିବା ଉତ୍ସବରେ ଆୟୋଜିତ ଆଡ଼ର୍ଶୀତୀୟ ଯୋଗ ବିଦ୍ୟା ଉତ୍ସବ ଅବସରରେ ନାଗପୁରର ପୁରୁଣା ହାଲକୋର୍ ବିକିଂଠାରେ ବଳକାରମାନେ ଶିବକାଳିନ୍ ନୃତ୍ୟ ବଳର ପ୍ରଦର୍ଶନ କରୁଛନ୍ତି।
 @MinOfCultureGol #EkBharatShreshthaBharat #AzadiKaAmritMahotsav @PIB_India @PIBChandigarh



PIB Culture @PIBCulture · Jun 24
 Artists enthral the audience with Lezim dance, a folk dance form of Maharashtra at Aga Khan Palace, Pune on #IDY2021 organized by @MinOfCultureGol . 21st June is also celebrated as #WorldMusicDay .
 #EkBharatShreshthaBharat #AzadiKaAmritMahotsav



PIB in KERALA @PIBTvpm · Jun 10
 #EkBharatShreshthaBharat
 How beautiful are the colours of #Alappuzha Beach?
 #OmkarJadhav perfectly captures Alappuzha's amazing seascape
 Courtesy - @KeralaTourism
 #PIBKochi @ebsbrusa @EBSB_Edumin @PIBShimia @PIB_India @KirenRijju @MinOfCultureGol @psppoffice





PIB in Odisha @PIBBhubaneswar · Jun 15
#ExploreOdisha

Hirakud Dam in #Sambalpur, #Odisha, the longest earthen dam in world, is an engineering marvel. Its reservoir forms the largest artificial lake in #Asia. A 21 km drive on its dyke offers the visitors a unique experience of calm serenity.

#EkBharatShreshthaBharat



PIB in Tripura @PIBAgartala · Jun 19
Cultural programme held in spirit of #EkBharatShreshthaBharat to commemorate Martyrdom of 33 Satyagrahis, held in Srirangapatna, Mysore as part of #AzadiKaAmritMahotsav [pib.gov.in/PressReleasePa...](#)

#EBSB
@MinOfCultureGol



PIB in Odisha @PIBBhubaneswar · Jun 11
#ExploreOdisha

Chandipur in #Balasore, #Odisha is the place where nature can surprise you. Known as the "Vanishing Beach", the beach during low tides recedes upto 5 KM offering visitors the unique opportunity to walk on the sea bed itself.

#EkBharatShreshthaBharat



Pratao Saranai and 9 others



PIB in Goa @PIB_Panaji · Jun 24
The Chota Nagpur and Ranchi areas of #Jharkhand are also known for their wooden toys. The most common figures are the mother and child and Raja-Rani that are painted on wood.

#EkBharatShreshthaBharat



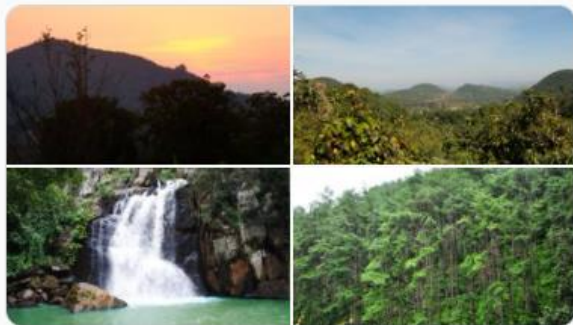
Ek Bharat Shreshtha Bharat and 5 others



PIB in Odisha @PIBBhubaneswar · Jun 18
#ExploreOdisha

Known as the #Kashmir of #Odisha, Daringbadi in #Kandhamal provides an unique mix of cultural, tribal & nature tourism to the visitors. The series of waterfalls punctuating the landscape and the serenity is a must visit for all.

#EkBharatShreshthaBharat



CMO Odisha and 9 others



PIB in Goa @PIB_Panaji · Jun 9
Celebrating Dance forms of Goa & Jharkhand

Fugdi Dance from Goa

Chhau Dance from #Jharkhand

#EkBharatShreshthaBharat

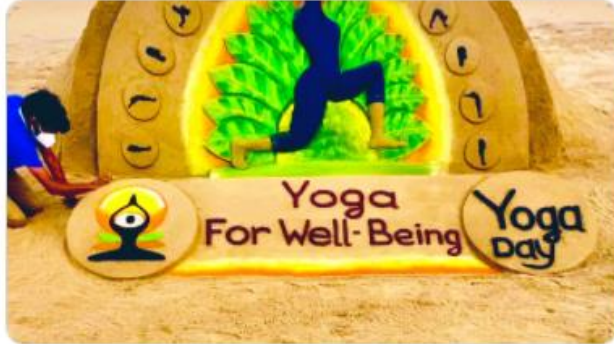


Ek Bharat Shreshtha Bharat_DoSEL (Official) and 5 others



PIB in Tamil Nadu @pibchennai · Jun 21
#InternationalDayOfYoga sand art by @sudarsansand

#YogaAnIndianHeritage
#azadikaamritmahotsav
#EkBharatShreshthaBharat
#EBSB



PIB in Odisha @PIBBhubaneswar · Jun 13
#ExploreOdisha

Located in #Mayurbhanj, #Odisha, Similipal is a place where nature comes to its fullest with awe inspiring beauty, grace, charm, power & calmness. The magnificent Joranda, Barehipani & other waterfalls can leave one spellbound.

#EkBharatShreshthaBharat



CMO Odisha and Bhubaneswar



PIB in KERALA @PIBTvm · Jun 20
#EkBharatShreshthaBharat

A glowing tribute to the legendary athlete by Padma Shri winning sand artist @sudarsansand !!

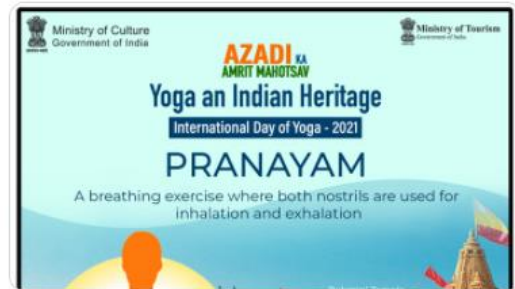
#PIBKochi @KirenRijju @MinOfCultureGol @IndiaSports @YASMinistry @EBSB_Edumin



PIB in Telangana @PIBHyderabad · Jun 20

PRANAYAM- Inculcation of #Yoga has increased the domain of India Heritage by leaps and bounds. Pranayama is fundamental type of breathing exercise by using both nostrils for inhalation and exhalation.

#YogaAnIndianHeritage
#AzadiKaAmritMahotsav
#EkBharatShreshthaBharat
#EBSB



PIB in Odisha @PIBBhubaneswar · Jun 20

On the other hand, the Avalokiteswara statue in a sitting position at Mahedragad is another attraction along with the Monastery at Labarasingh. Do not miss the peace pagoda at entrance of Camp No. 4.

#EkBharatShreshthaBharat



PIB Culture @PIBCulture · Jun 21

संस्कृति मंत्रालय के राष्ट्रव्यापी योग कार्यक्रमों के तहत पंजाब में ऐतिहासिक शीश महल, पटियाला में योग और सांस्कृतिक आयोजन किए गए। #InternationalDayOfYoga

#YogaAnIndianHeritage #EkBharatShreshthaBharat
#AzadiKaAmritMahotsav #YogaForWellness
@PIB_India @MinOfCultureGol





PIB Culture @PIBCulture · Jun 25

#IDY2021 पर शिल्पग्राम, उदयपुर में नृत्यांगना सुश्री शैली श्रीवास्तव ने 'मयूर भंज छऊ' की प्रस्तुति दी। छऊ मूल रूप से मयूरभंज (ओडिशा) के आदिवासी समुदाय का लोकनृत्य है। छऊ में मार्शल आर्ट का बेहद खूबसूरत संगम देखा जाता है। .@MinOfCultureGol
#EBSB #AzadiKaAmritMahotsav
@PIBHindi



PIB Culture @PIBCulture · Jun 25

Presentation of Mayur Bhanj Chhau by Odissi dancer Ms. Shaily Shrivastav at #Shilpgram, #Udaipur on #IDY2021 organized by @MinOfCultureGol. Originally a tribal dance from forests of Mayur Bhanj it got status of martial art #EkBharatShresthaBharat #AzadiKaAmritMahotsav @PIB_India