Press Information Bureau Government of India

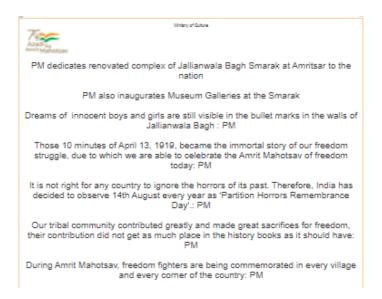
Report on action taken regarding EK BHARAT SHRESHTHA BHARAT in respect of Press Information Bureau during July 2021

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 August, 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 Government is organizing Azadi Ka Amrit Mahotsav to celebrate 75 year of independence. In light of the same, various activities are being taken up by PIB Hqrs and its Regional/Branch offices. In the month of August, 2021, PIB Hqrs and its Regional/Branch offices have actively been involved in publicising activities of M/o Culture and ensuring coverage of these events. The Social Media cell of PIB has also provided visibility to the event (Ek Bharat Shrestha Bharat, Azadi Ka Amrit Mahotsav) on various social media platforms like Twitter, Facebook and Instagram. Regional twitter handles of PIB are also actively promoting EBSB, AKAM. 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.

Renovated complex of Jallianwala Bagh and Museum Galleries:

The Prime Minister dedicated the renovated complex of Jallianwala Bagh Smarak and inaugurated Museum Galleries at the Smarak virtually on 28th August, 2021 as part of celebrations of Azadi Ka Amrit Mahotsav. PIB issued press releases and photographs of the event. Tweets were also made from twitter handles of PIB Hqrs, @PIBCulture and Regional/Branch offices of PIB.



(https://pib.gov.in/PressReleasePage.aspx?PRID=1750035)

RASHTRAGAAN.IN

To commemorate 75th year of Independence, Ministry of Culture took a unique initiative to ensure participation of Indians across the globe in celebration of Azadi Ka Amrit Mahotsav. The Prime Minister announced this initiative in Mann Ki Baat episode of 25th July. In this initiative, Indians across the globe recorded their video of national anthem and uploaded the same on http://www.rashtragaan.in/ website. A compilation of these videos was played live during the main event of 15th August. To promote this initiative of M/o Culture, PIB Hqrs issued press releases giving details of the campaign and the same were also issued by Regional/Branch offices of PIB in regional languages to provide wide publicity. In addition to this, @PIBCulture twitter handle regularly tweeted/retweeted content related to the campaign and highlighted videos of prominent Indians participating in the campaign. #AmritMahotsav and #MeraMaanMeraRashtragaan #tags were actively used by twitter handles of PIB Hqrs and Regional/Branch offices of PIB to create buzz on social media.





Ministry of Culture

Culture Ministry launches a unique programme to celebrate Azadi ka Amrit Mahotsav on Independence Day this year

Sing National Anthem, record and upload your video on 'RASHTRAGAAN.IN

Posted On: 02 AUG 2021 3:55PM by PIB Delhi

Key Highlights:

- -"I have recorded and uploaded my video. Have you?" : Sh $\,G$. Kishan Reddy
- Click on <u>WWW.RASHTRAGAAN.IN</u>, upload your video & be a part of AKAM.
- Compilation of National Anthem will be shown live on 15th August 2021.
- -Azadi ka Amrit Mahotsav is a unique initiative to celebrate and commemorate India's 75 years of Independence.

Azadi ka Amrit Mahotsav is being celebrated across the nation to commemorate India's 75 years of Independence. Several events are being organised to enlist the participation of the people in this commemoration. One such unique initiative, connected with the National Amthem, has been taken up by the Ministry of Culture for celebrating Independence Day this year to instill pride and unity among Indians all around. In this, the people have been invited to sing the National anthem and upload the video on website www.RASHTRAGAAN.IN. The compilation of National Anthem will be shown live on 15th August, 2021.

The initiative was announced by the Prime Minister, Shri Narendra Modi in Mann Ki Baat dated 25th July as a part of Azadi ka Amrit Mahotsav. The Prime Minister said, "It's an effort on part of the Ministry of Culture to have maximum number of Indians sing the National Anthem together. For this, a website too has been created – Rashtragan.in. With the help of this website, you can render the National Anthem and record it, thereby getting connected with the campaign. I hope you connect yourselves with this novel initiative."

Exhorting people to sing and record the national anthem, to celebrate the 75th year of Independence, the Minister of Culture, Tourism and Development of North East Region (DoNER), Sri G Kishan Reddy recorded himself today singing the National Anthem.

(https://pib.gov.in/PressReleasePage.aspx?PRID=1741500)

Ministry of Culture

Our Pride, Our National Anthem: A record breaking feat

Posted On: 14 AUG 2021 9:02PM by PIB Delhi

Every Indian is preparing to celebrate AmritMahotsav with full vigour and enthusiasm. The whole country has announced joyful participation in AzadikaAmritMahotsav by singing the National Anthem. More than 1.5 crore Indians from India and across the world have recorded and uploaded their videos to achieve a never done before record on this very special occasion. This is evidence of the inherent unity, strength and harmony of India.

On July 25, Hon'ble Prime Minister Shri Narendra Modi had given the clarion call to the people of India to sing the National Anthem together in Mann Ki Baat. Like a mantra, this invitation call permeated through the hearts and minds of the people of India who together have now created history and an unbeatable record.

Ministry of Culture, Government of India, created a program to enable people to sing the National Anthem by August 15 and upload it on the website. As is evident from the record-breaking numbers, people from all parts of the country, from all sections have enthusiastically participated in this unique initiative. Children, senior citizens, youth, women, no one wanted to be left behind from this feeling of community and shared pride.

Eminent artists, well-known scholars, top leaders, senior officers, brave soldiers, famous sportsmen to farmers, laborers, people with special needs, everyone came together and sang the National Anthem in one voice. From Kashmir to Kanyakumari, from Arunachal Pradesh to Kutch, the voices singing Jana GanaMana were reverberating from all directions

(https://pib.gov.in/PressReleasePage.aspx?PRID=1745944)

Exhibition on Quit India Movement:

An exhibition to mark 79th anniversary of 'Quit India Movement' was organized by National Archives of India of Ministry of Culture as part of "Azadi Ka Amrit Mahotsav". The exhibition was inaugurated by Minister of Culture and Tourism, Shri G. Kishan Reddy on 8th August, 2021. Ministers of State for Culture Shri Arjun Ram Meghwal and Smt Meenakshi Lekhi were also present on the occasion. PIB issued curtain raiser press release on the eve of the inauguration of the exhibition and media was invited to cover the inauguration at National Archives of India. Press release and photographs of the inaugural were released by PIB Hqrs and were also shared the same with Regional/Branch offices for wide publicity. Updates were also made on twitter handle of @PIBCulture and PIB India on the same #AzadiKaAmritMahotsav.

Ministry of Culture

Culture Minister Sh G. Kishan Reddy to inaugurate an Exhibition on 'Quit India Movement' on its 79th Anniversary tomorrow

The exhibition is being presented by National Archives of India as part of Azadi ka Amrit Mahotsav

Posted On: 07 AUG 2021 4:51PM by PIB Delhi

Key Highlights:

- Ministers of State for Culture, Shri Arjun Ram Meghwal and Ms. Meenakshi Lekhi will remain present at the inauguration
- Exhibition will remain open from 9th August to 8th November 2021 for Public from 10.00 am to 5.30pm

As part of Azadi Ka Amrit Mahotsav being celebrated to mark 75 years of Independence, National archives of India is presenting an exhibition on the 'Quit India Movement' on its 79th anniversary tomorrow. Shri G Kishan Reddy, Union minister of Culture & Tourism and Development of North Eastern Region will inaugurate the exhibition in the presence of Shri Arjun Ram Meghwal, Minister of State for Parliamentary Affairs & Culture and Ms. Meenakshi Lekhi, Minister of state for External Affairs and Culture on 8th august 2021 at 11:30 am.

The is an endeavour to portray the significance of the Quit India Movement in the Freedom Struggle of India through public records, private papers, maps, photographs and other allied material.

The exhibition will remain open from 9th August onwards from 10:00AM to 5:30 PM for the public till 8th November 2021.

(https://pib.gov.in/PressReleasePage.aspx?PRID=1743570)

Ministry of Culture

Exhibition to mark the 79th anniversary of 'Quit India Movement' inaugurated as part of Azadi ka Amrit Mahotsav celebration

Azadi Ka Amrit Mahotsav is being celebrated as a People's Festival: Shri G. Kishan Reddy

Time to say Quit India to Poverty, Inequality, Illiteracy & Terrorism: Culture Minister

Posted On: 08 AUG 2021 6:34PM by PIB Delhi

Union Minister of Culture, Tourism, and Development of North Eastern Region (DoNER) Shri G. Kishan Reddy inaugurated an exhibition to mark the 79th anniversary of the 'Quit India Movement' at National Archives of India in New Delhi today in presence of Ministers of State for Culture Shri Arjun Ram Meghwal and Smt Meenakshi Lekhi.

The exhibition on 'Quit India Movement' has been put up at the National Archives of India as part of 'Azadi Ka Amrit Mahotsav' being celebrated to commemorate 75 years of Independence. Secretary Culture, Shri Raghvendra Singh; Director General, NAI Shri Chandan Sinha; Additional Secretaries in Culture Ministry Shri Robit Kumar Singh and Shri Partha Sarthi Sen Sharma; Joint Secretaries, Ms. Amita Pravad Sarbhai, Ms. Lily Pandeya and other officials of Ministry of Culture and National Archives were also present during the inauguration event.



(https://pib.gov.in/PressReleasePage.aspx?PRID=1743838)



PIB India 📀 @PIB_India - Aug 28

A journey through the exhibition to mark the 79th anniversary of #QuitIndiaMovement

The exhibition has been set up as part of #AzadiKaAmritMahotsav celebration at @IN Archives New Delhi

Open for public: 9 Aug to 8 Nov 2021 at National Archives of India

pib.gov.in/PressReleasePa...







Exhibition on 'Katha Kranthiveeron Ki':

An Exhibition 'Katha Kranthiveeron Ki' on revolutionaries with a dedicated painting exhibition on Alluri Seetharamaraju and exhibits of paintings of Shaheedi Diwas, Champaran Satyagraha and Jallianwala Bagh was organized by Lalit Kala Akademi of M/o Culture at Lalit Kala Galleries, Rabindra Bhawan. The exhibition was inaugurated by Minister of Culture and Tourism, Shri G. Kishan Reddy on 15th August, 2021. Ministers of State for Culture Shri Arjun Ram Meghwal and Smt Meenakshi Lekhi were also present on the occasion. PIB issued curtain raiser press release on the eve of the inauguration of the exhibition and media was invited to cover the inauguration at Lalit Kala Galleries, Rabindra Bhawan, New Delhi. Press release

and photographs of the inaugural were released by PIB Hqrs and were also shared the same with Regional/Branch offices for wide publicity. Updates were also made on twitter handle of @PIBCulture and @PIBIndia on the same with #AzadiKaAmritMahotsay



Ministry of Culture

Sh G. Kishan Reddy will inaugurate two exhibitions 'Katha Kranthi Veeron Ki' and 'Monuments of Victory & Valour' tomorrow

The exhibitions have been organised as part of Azadi Ka Amrit Mahotsav

Posted On: 14 AUG 2021 6:33PM by PIB Delhi

Key Highlights:

-Katha Krauthi Veeron Ki is an exhibition of revolutionaries at Lalit Kala Akademi

- Monuments of Victory & Valour will contain photos of resistance and valour across millennia and organised at NMMA

The Prime Minister Shri Narendra Modi launched Azadi Ka Amrit Mahostav - a 75-week long celebration on 12th March this year in the run up to 75th anniversary of India's Independence. It was the beginning of a unique mode of celebration, with an opportunity for every Indian to play an active part. The Prime Minister also wished that the events of Azadi Ka Amrit Mahostav be not just about the last 75 years of Independence, but a moment to develop a common vision for the next 25 years. He also encouraged stories of valour about our lesser known heroes who have protected India's civilizational haritage over the last 750 years be shared and honoured.

As a part of these celebrations, the Minister for Tourism, Culture and Development of North Eastern Region (DoNER) will be inaugurating two exhibitions on the occasion of Independence Day celebration tomorrow. At the Lalit Kala Akademi, Sh G Kiskan Raddy will inaugurate Katha Kranthi Veeroa Ki, an exhibition of revolutionaries with a dedicated exhibition on Alluri Seetharameraju and exhibits of paintings of Shaheedi Divas, Champaran Satyagraha and Jallianwala Bagh. This is in line with the theme of Azadi Ka Amrit Mahostav which also aims at celebrating unsung and lesser known heroes in our struggle against British Colonialism. This will also include a camp with the awardees of National Exhibition of Art on the topic AzadiKaAmritMahostav.

(https://pib.gov.in/PressReleasePage.aspx?PRID=1745858)

Ministry of Culture



Exhibition 'Katha kranthiveeron ki' to mark the 75 years of Independence inaugurated as part of Azadi ka Amrit Mahotsav at Rabindra Bhawan, New Delhi

Unsung heroes of freedom struggle Leaders like Alluri Sitarama Raju and Komaram Bheem have not got their due, will ensure that they are celebrated appropriately: Sri G Kishan Reddy

Posted On: 15 AUG 2021 7:02PM by PIB Delhi

Key Highlights:

Shri G. Kishan Reddy inaugurated the exhibition in the presence of Ministers of State for Culture Shri Arjun Ram Meghnal and Smt Meenakshi Lekhi

Union Minister of Culture, Tourism, and Development of North Eastern Region (DoNER) Shri G. Kishan Reddy inaugurated an Exhibition Katha Kranthiveeron Ki, an exhibition of revolutionaries with a dedicated painting exhibition on Alluri Seetharamaraju and exhibits of paintings of Shaheedi Diwas, Champeren Satyagraha and Jallianwala Bagh at Lalit Kala Galleries, Rabindra Bhawan in New Delhi today. Ministers of State for Culture Shri Arjun Ram Meghwal and Smit Mesnakshi Lekhi also graced the event.



(https://pib.gov.in/PressReleasePage.aspx?PRID=1746132)

Coverage of EBSB events of Participating Ministries at PIB Headquarter:

PIB headquarter issued 9 press releases on the theme of Azadi Ka Amrit Mahotsav. Few of them are given below:

• PM dedicates renovated complex of Jallianwala Bagh Smarak at Amritsar to the nation

During Amrit Mahotsav, freedom fighters are being commemorated in every village and every corner of the country: PM

https://pib.gov.in/PressReleasePage.aspx?PRID=1750035

 Culture Ministry launches a unique programme to celebrate Azadi ka Amrit Mahotsav on Independence Day this year

https://pib.gov.in/PressReleasePage.aspx?PRID=1741500

 Exhibition to mark the 79th anniversary of 'Quit India Movement' inaugurated as part of Azadi ka Amrit Mahotsav celebration

https://pib.gov.in/PressReleasePage.aspx?PRID=1743838

 Exhibition 'Katha kranthiveeron ki' to mark the 75 years of Independence inaugurated as part of Azadi ka Amrit Mahotsav at Rabindra Bhawan, New Delhi

https://pib.gov.in/PressReleasePage.aspx?PRID=1746132

• Shri Anurag Thakur and Sh G. KishanReddy launch e-Photo Exhibition "Making of the Constitution" and Virtual Film Poster Exhibition "Chitranjali@75"

https://pib.gov.in/PressReleasePage.aspx?PRID=1749588

Social Media cum other media activities of regional offices of PIB in July 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 10 webinars were held on the theme of EBSB/AKAM.

Analytics:

Twitter

Total 342 tweets have been made on **Twitter** by regional PIB offices

- Total Impressions- 289846
- Total engagement- 10136

Facebook

44 Facebook posts have been done on Facebook by regional PIB offices

- Reach of FB posts- 1353
- No. of Likes- 92
- Video views- 229

Webinars:

Tweets highlighting webinars organized by Regional/Branch offices of PIB are given below:







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.

Here is a step by step video guide to record and upload your video of National Anthem on rashtragaan.in

#AmritMahotsav #MeraMaanMeraRashtragaan

¶ G Kishan Reddy Ø @kishanreddybjp - Aug 4 #RashtraGaan

Marking the 75th year of Indian Independence, let us all come together to celebrate #AzadiKaAmritMahotsav by singing and recording our National Anthem on rashtragaan.in

The video guides with steps to register & upload: @AmritMshotsav



निव

PIB Culture 🤣 @PIBCulture - Aug 13

Renowned Singer and Padma Shri, Smt Usha Uthup has joined the celebration of Azadi ka #AmritMahotsav by uploading her video of National Anthem on rashtragaan.in

Its your turn now.

#MeraMaanMeraRashtragaan

Ministry of Culture ◊ @MinOfCultureGol · Aug 12

As a part of Azadi Ka #AmritMahotsav, let's unite to sing the National Anthem, that instills pride & unity amongst Indians all around. Padma Shri Smt. Usha Uthup has recorded and uploaded her video.

Have you? #AmritMahotsav #MeraMaanMeraRashtragaan

Show this thread





PIB Culture @ @PIBCulture - Aug 12

This independence day, let's all come together & join our countrymen in celebrating Azadi ka #AmritMahotsav

Sing National Anthem and upload your video on rashtragasn.in

#MeraMaanMeraRashtragaan



PIB India ② @PIB_India · Aug 12

A special message from Actor @akshaykumar requesting all to join in the saga of celebrating the glory of #MeraMaanMeraRashtraGaan

Come and join Azadi Ka #AmritMahotsav by recording yourself sing our Rashtra Gaan & uploading it on rashtragaan.in

#IndiaAt75





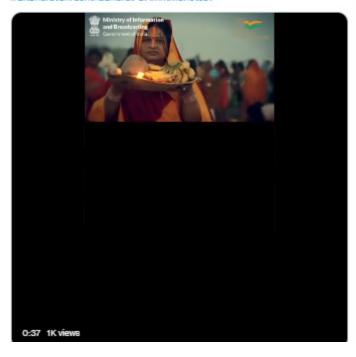
PIB Culture 🤣 @PIBCulture - Aug 23

Let's begin the #IconicWeek celebrations by cherishing the diversity of India.

7 days, 7 colours of Azadi Ka #AmritMahotsav

In spirit of 'Jan Bhagidari', let's be a part of these celebrations & strengthen our incredible unity in diversity.

#EkBharatShreshthaBharat@AmritMahotsav





PIB Culture • Aug 15

Exhibition 'Monuments of Victory & Valour'to mark the 75 years of Independence inaugurated as part of Azadi ka #AmritMahotsav at @NMANEWDELHI. "The gross misrepresentations in our nation's history will be corrected": Sri @kishanreddybjp

Read:pib.gov.in/PressRelessePa...



Ministry of Culture and 5 others



PIB Culture O @PIBCulture - Aug 8

Culture Minister Sh @kishanreddybjp inaugurated an exhibition on Quit India Movement on it's 79th anniversary at @IN_Archives. MoS Sh @arjunrammeghwal and Smt @M_Lekhi were also present. #AmritMahotsav #QuitIndiaMovement



Ministry of Culture and Office of G. Kishan Reddy

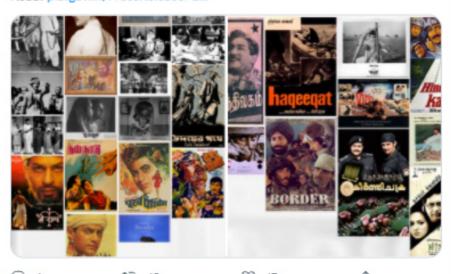


PIB India 🤣 @PIB_India - Aug 27

'Chitranjali @ 75', presents different moods of patriotism through 75 film posters & photographs from different language cinemas.

#Iconicweek #AzadiKaAmritMahotsav

Read: pib.gov.in/PressReleasePa...





PIB India 📀 @PIB_India · Aug 27

Union Minister @ianuragthakur launches e-Photo Exhibition "Making of the Constitution" and Virtual Film Poster Exhibition "Chitranjali@75"

Details: pib.gov.in/PressReleasePa...



PIB in West Bengal O @PIBKolkata - Aug 28

@MIB_India organized a cultural programme as part of #AzadiKaAmritMahotsav at Vanjipur, Hooghly in West Bengal

Read — pib.gov.in/PressReleasePa...

#AmritMahotsav #IconicWeek @BOC_MIB @PIB_India @DfpKolkata @ROBSILIGURI @fobchuchura @DDBanglaNews @airnews_kolkata







PIB in Maharashtra 2 0 @PIBMumbai - Aug 24

#AzadiKaAmritMahotsav Photo- Exhibition by @robmhgoa at Kendriya Sadan, CBD Belapur, Navi Mumbai

Exhibition based on lives of #UnsungHeroes of the Indian #FreedomStruggle

Free for everyone and will be open till Friday, 27 August, 2021

pib.gov.in/PressReleasePa...







PIB India 📀 @PIB_India - Aug 27

Let us all come together to celebrate the glory of our past, progress of our present, and resolve for the future.

Watch this video and let's be a part of #AzadiKaAmritMahotsav

#AmritMahotsav #IconicWeek





PIB In Bihar T Mask yourself e @PIB_Patna - Aug 24 As a part of celebration of #AzadiKaAmritMahotsav during the #IconicWeek(23-28th August) of @MIB_India, the artists of @ROB_Patna stage a mesmerizing #NukkadNatak on the great freedom fighter #BabuKunwarSingh at a village in #Araria district #Bihar

@PIB_India





PIB in Chandigarh 🤣 @PIBChandigarh - Aug 28

Replying to @PIBChandigarh

#AzadiKaAmritMahotsav

Families of Jallianwala Bagh martyrs chanting 'Vande Mataram' and 'Bharat Mata ki Jai" after being honoured at the Renovated Complex of Jallianwala Bagh Smarak, Amritsar.

@PIB_India @MIB_India @ianuragthakur @DDNewslive @airnewsalerts @PMOIndia @CMOPb





PIB in Chandigarh @ @PIBChandigarh - Aug 28 #AzadiKaAmritMahotsav

Some more glimpses from the site of Renovated Complex of Jallianwala Bagh Smarak, Amritsar which will be dedicated to the nation by Hon'ble PM Shri @narendramodi today.



CMO Punjab and 8 others



PIB in Maharashtra 🔤 🧼 @PIBMumbai - Aug 28 Some pictures of the renovated Jallianwala Bagh Smarak

**

Galleries showcase the historical value of events that unfolded in Punjab during the Indian #FreedomStruggle

An inspiration for the coming generations

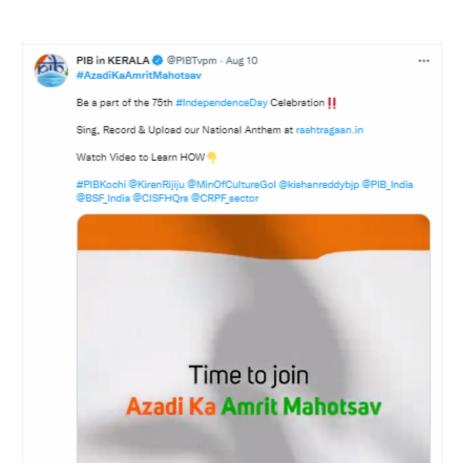
#AzadiKaAmritMahotsav #IndiaAt75





PIB In Bihar Table Mask yourself Po PIB_Patna · Aug 28
'Azadi ka #AmritMahotsav is a feeling,it's feeling of
#EkbharataShreshthaBharat'says the Union Minister Shri @RajKSinghIndia
while inaugurating the Special Program at M M College #Ara on the
occasion of #IconicWeek of #AzadiKaAmritMahotsav of @MIB_India,
organised by @ROB_Patna







PIB In Bihar

Mask yourself

PIB Patna · Aug 29

Artists of

ROB Patna enthrals the audience with their powerful patriotic cultural performance on the 2nd day of 3-day long photo exhibition, organised on the occasion of #IconicWeek of Azadi ka #AmritMahotsav of

MIB India at M M College #Ara

@BOC MIE

0:66 41 views

