

**Press Information Bureau
Government of India**

**Report on action taken regarding EK BHARAT SHRESHTHA BHARAT in respect of
Press Information Bureau during January, 2022**

Press Information Bureau through its Headquarters and Regional and Branch Offices spread across the country has been taking up several media activities under the umbrella of Ek Bharat Shreshtha Bharat (EBSB) Campaign since its inception.

Year-long action plan of EBSB of PIB (Upto 31st October, 2022)

PIB has been carrying out large number of media activities under Ek Bharat Shrestha Bharat including Pan-India publication of articles, press tours, social media campaigns, webinars, issuing press releases/photographs on EBSB programmes of various ministries.

EBSB aims to enhance interaction & promote mutual understanding among people of different states/UTs through the concept of states/UTs pairing. The states carry out activities to promote a sustained and structured cultural connect in the areas of language learning, culture, traditions & music, tourism & cuisine, sports and sharing of best practices, among others.

Some of the key activities through which EBSB has been highlighted this month includes splendid display of 750 m long Kala Kumbh scroll paintings on Rajpath during Republic Day, celebration of Harvest festival (Umang” and “Udaan), mega performance of Vande Bharatam: Nriya Utsav at Rajpath on Janpath, webinar on ‘Role of Bengal in the freedom movement for India’, under Dekho Apna Desh among others.

As per revised strategy, Uttarakhand and Karnataka were paired states for the month of January, 2022. The PIB units of Uttarakhand and Karnataka organized various activities through the month of January, 2022 to highlight their paired state.

Activities carried out by PIB Karnataka in connection with Paired state of Uttarakhand

- PIB Bengaluru in collaboration with Regional Outreach Bureau conducted wide range of activities and programmes under EBSB in the month of January 2022.
- PIB Karnataka has actively promoted EBSB campaign using Social Media official handles of PIB Bengaluru Twitter, Facebook and Instagram.
- PIB’s social media platforms highlighted cuisine, culture, handicrafts, heritage, tourist destinations of paired states Karnataka and Uttarakhand.
- PIB Bengaluru commissioned four articles and sent to PIB Dehradun. Following are the titles of these articles:
 - Karnataka: A land of robust arts and culture

- Karnataka and Uttarakhand rich with historic spots
- Eco Tourism: Karnataka and Uttarakhand have a lot to share
- Floriculture & Horticulture: Uttarakhand and Karnataka have a lot to share and grow
- Total 6 Mini programs were organized on EBSB on the occasion of Republic day in Bagalkote, Ballari, Ankola, Belagavi, Kalaburgi and Udupi.
- On the occasion of Swami Vivekananda Jayanti, one field program was organized in Vijayapur highlighting the theme EBSB with National Youth Day.

Activities carried out by PIB Uttarakhand in connection with Paired state of Haryana

- Press Information Bureau Dehradun in collaboration with Regional Outreach Bureau conducted wide range of activities and programmes under EBSB in the month of January 2022.
- PIB Uttarakhand has actively promoted EBSB campaign using Social Media official handles of PIB Dehradun Twitter, Facebook and Instagram.
- PIB's social media platforms highlighted cuisine, culture, handicrafts, heritage, tourist destinations of paired states Karnataka and Uttarakhand.
- Four articles provided by the PIB Bengaluru office were published in Uttarakhand with the following topics:
 - Karnataka: A land of robust arts and culture
 - Karnataka and Uttarakhand rich with historic spots
 - Eco Tourism: Karnataka and Uttarakhand have a lot to share
 - Floriculture & Horticulture: Uttarakhand and Karnataka have a lot to share and grow

PIB HQ highlighted EBSB through various events like **National Youth Festival 2022** in which students participated from various parts of the country on one platform and shared their diversity. They were also familiarised with the concept of Unity in Diversity through cultural programmes pertaining to different states and participation in various interesting activities.

Kala Kumbh Scrolls created under the unique initiative 'Kala Kumbh' were installed at Rajpath for Republic Day 2022 celebration. These scrolls were produced by artists from various parts of the country who were brought together at mega workshops to create the wonderful masterpieces to highlight the unsung heroes of freedom struggle. They were also exposed to arts, culture and cuisine of various states during their participation in the workshops, embodying the spirit of Ek Bharat Shrestha Bharat.

Vande Bharatam, Nritya Utsav was another mega initiative under Azadi ka Amrit Mahotsav in which dance groups from grassroots were encouraged to participate in the competition. Finally 480 dancers were selected who made a magnificent dance presentation at the Rajpath on Republic day, bringing together the splendour of myriad dance forms of the country under one umbrella in the true spirit of Ek Bharat Shrestha Bharat.

- **Media Activities of PIB:** PIB prepared media plan for sustained and pan India publicity of the events over the entire month. Apart from regular press releases, issuing eye-catching and colourful photographs and updates, region-wise publicity was arranged for events like Vande Bharatam and Kal Kumbh scroll workshops as well as Dekho Apna Desh. PIB also arranged special press visits; bytes and visuals for Electronic media as well as online media and further shared with Regions. Special interviews of musicians of Vande Bharatam of international fame Ricky Kej and Bikram Ghosh were arranged which were published by Delhi Times/Mumbai Times/Bangalore Times/Kolkata Times of Times of India, Similarly, interviews of dance composers and costume designers were also carried by print and online media. This helped create a very good buzz through the media with all the key newspapers, TV channels as well as online media carrying special stories with photographs throughout the month and generating the atmosphere of Ek Bharat Shreshtha Bharat successfully.

Press Releases and Photographs:

PIB headquarter issued 18 press releases and related photographs on the theme of Azadi Ka Amrit Mahotsav highlighting the spirit of EBSB. 8 press releases were issued by Regional/Branch offices of PIB in the month.

Social Media Activities

Along with PIB HQ and selected paired States for the month, other regional offices also highlighted EBSB through their social media handles.

Twitter

53 Tweets have been made by different handles of PIB HQs with **81215 Impressions and 4792 engagements**.

116 tweets have been made by regional PIB offices with **131030 Impressions and 2819 engagements**. More than **300 tweets** done by Regional offices on National Youth Day and #NationalYouthDay garnered **238 million reach** among 223K mentions from 102K users. #NYF2022 garnered **36.5 million reach** among 40.9K mentions from 12.1K users.

Facebook

74 Facebook posts have been done on **Facebook** by regional PIB offices.
Reach of FB posts: **3396**

Special Info graphics were created and disseminated through social media platforms showcasing the information relating to creative featuring various aspects of Karnataka and Uttarakhand on EBSB theme was organized through Twitter.

Clippings of commissioned articles(paired states of Karnataka and Uttarakhand):

Karnataka: A Land Of Robust Arts And Culture

Manohar Yadavatti
Karnataka is a land of robust arts and culture. It is a state with a rich heritage and a vibrant scene of traditional and contemporary art forms. The state is home to a variety of folk arts, including the Kodava Moplah dance, the Kannada Kathakali, and the Tulu Kathakali. The state is also known for its classical music, including the Carnatic music and the Tulu music. The state is a hub for the performing arts, with a long tradition of dance and music. The state is also known for its handicrafts, including the silk sarees, the handloom textiles, and the traditional crafts. The state is a land of diverse cultures and traditions, and it is a state that is proud of its rich heritage and vibrant arts and culture scene.

work 31 districts. It also includes the North West, Karnataka to the North, Karnataka to the South, Karnataka to the East, Tamil Nadu to the South East and Kerala to the South. It happens to be the only state in South India having land borders with the neighboring states. The state covers an area of 191,791 square kilometers (74,051 square miles) or 5.83 percent of the total geographical area of the country. It also is the sixth largest state in terms of population with 61.7 million people as per the 2011 census. The state has the highest literacy rate of 75.36 percent, which is higher than the national average of 74.04 percent. The state is also known for its rich cultural heritage and vibrant arts and culture scene. The state is a land of diverse cultures and traditions, and it is a state that is proud of its rich heritage and vibrant arts and culture scene.

Uttarakhand on the Path to Progress
Uttarakhand is a state of progress and development. It is a state that is rapidly growing and modernizing. The state is a hub for the IT industry, with a large number of IT parks and software companies. The state is also known for its tourism industry, with a variety of scenic spots and historical sites. The state is a land of diverse cultures and traditions, and it is a state that is proud of its rich heritage and vibrant arts and culture scene. The state is a land of progress and development, and it is a state that is rapidly growing and modernizing. The state is a hub for the IT industry, with a large number of IT parks and software companies. The state is also known for its tourism industry, with a variety of scenic spots and historical sites. The state is a land of diverse cultures and traditions, and it is a state that is proud of its rich heritage and vibrant arts and culture scene.



Peak in snow, in Uttarakhand. -PTI

News clipping from The Hawk

Karnataka & Uttarakhand: Rich with Historic Spots

By YADAVATI MANOHAR

Karnataka and Uttarakhand are two states that are rich in history and culture. Both states have a long and glorious past, and they are home to a variety of historical sites and monuments. Karnataka is known for its ancient ruins, including the Vijayanagara Empire and the Hoysaleswara Temple. Uttarakhand is known for its historical sites, including the Char Dham and the Badli Ka Dargah. Both states are also known for their vibrant arts and culture scene, and they are a land of progress and development. Both states are rich in history and culture, and they are home to a variety of historical sites and monuments.

which have also evolved into a major tourist spot. The state is also known for its handicrafts, including the silk sarees, the handloom textiles, and the traditional crafts. The state is a land of diverse cultures and traditions, and it is a state that is proud of its rich heritage and vibrant arts and culture scene. The state is a land of progress and development, and it is a state that is rapidly growing and modernizing. The state is a hub for the IT industry, with a large number of IT parks and software companies. The state is also known for its tourism industry, with a variety of scenic spots and historical sites. The state is a land of diverse cultures and traditions, and it is a state that is proud of its rich heritage and vibrant arts and culture scene.

wherein gold jewelry and diamonds were sold on the street. Biggar dam in the world's largest dam project is also located in Karnataka. The dam is a landmark project and is a source of pride for the state. The dam is also known for its scenic views and is a popular tourist spot. The dam is a landmark project and is a source of pride for the state. The dam is also known for its scenic views and is a popular tourist spot. The dam is a landmark project and is a source of pride for the state. The dam is also known for its scenic views and is a popular tourist spot.

News clipping from Garhwal Post

Eco-Tourism: Karnataka And Uttarakhand Have A Lot To Share

Manohar Yadavatti

Eco-tourism is a growing industry in both Karnataka and Uttarakhand. Both states have a rich natural heritage and a variety of scenic spots. Karnataka is known for its wildlife sanctuaries, including the Nagarhole Wildlife Sanctuary and the Bannerghatta National Park. Uttarakhand is known for its national parks, including the Nainital National Park and the Corbett National Park. Both states are also known for their traditional crafts and handicrafts, which are a source of pride for the state. Both states are rich in natural heritage and scenic spots, and they are a land of progress and development.



Parrot in Karnataka.



Scenic view in Uttarakhand.

Paradise has certainly made people realize the importance of nature. It has become a source of pride for the state. The state is a land of progress and development, and it is a state that is rapidly growing and modernizing. The state is a hub for the IT industry, with a large number of IT parks and software companies. The state is also known for its tourism industry, with a variety of scenic spots and historical sites. The state is a land of diverse cultures and traditions, and it is a state that is proud of its rich heritage and vibrant arts and culture scene.

News clipping from The Hawk

Flouriculture & Horticulture: Uttarakhand And Karnataka Have A Lot To Share And Grow

Manohar Yadavatti

Flouriculture and horticulture are two industries that are growing rapidly in both Karnataka and Uttarakhand. Both states have a rich natural heritage and a variety of scenic spots. Karnataka is known for its traditional crafts and handicrafts, which are a source of pride for the state. Uttarakhand is known for its national parks and wildlife sanctuaries, which are a source of pride for the state. Both states are rich in natural heritage and scenic spots, and they are a land of progress and development.



Flowers in Karnataka.



Scenic view in Uttarakhand.

Flouriculture and horticulture are two industries that are growing rapidly in both Karnataka and Uttarakhand. Both states have a rich natural heritage and a variety of scenic spots. Karnataka is known for its traditional crafts and handicrafts, which are a source of pride for the state. Uttarakhand is known for its national parks and wildlife sanctuaries, which are a source of pride for the state. Both states are rich in natural heritage and scenic spots, and they are a land of progress and development.

News clipping from The Hawk

Details of Exhibition & Programmes on EBSB showcasing various interesting aspects of the paired states of Karnataka and Uttarakhand:


Few Glimpses of programs organized by FOBs on EBSB on Republic Day (PIB Bengaluru)






Creatives featuring various aspects of Karnataka and Uttarakhand

With the help of ROB, Dehradun in authentic content compilation, ROB Bangalore created and posted 11 creatives on social media (In Kannada and English both). These creatives featured various aspects of both partner states such as food, festivals, religious places, wildlife, tableaux on Republic day parade etc.



ವಾರ್ಧಾ ಮತ್ತು ಕರ್ನಾಟಕ
ಸಚಿವಾಲಯ
ಭಾರತ ಸರ್ಕಾರ


ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ



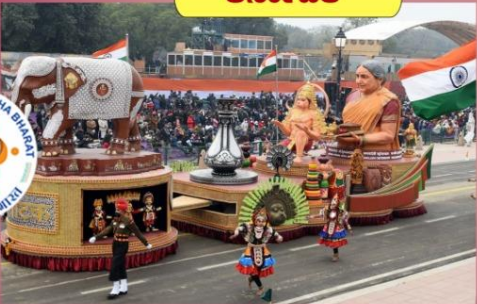
75
ಸ್ವಾತಂತ್ರ್ಯ
ಅಮೃತಮಹೋತ್ಸವ


ಗಣರಾಜ್ಯೋತ್ಸವದಂದು ಭಾಗವಹಿಸಲಿರುವ
ಉತ್ತರಾಖಂಡ ಮತ್ತು ಕರ್ನಾಟಕದ ಸ್ವಲ್ಪಚಿತ್ರಗಳು

ಉತ್ತರಾಖಂಡ




ಕರ್ನಾಟಕ







#AmritMahotsav #EBSB

Creative featuring tableaux of partner states i.e. Karnataka and Uttarakhand



 ವಾರ್ಧಾ ಮಠ್ತು ಕ್ಷನಾರ
 ಸಚಿವಾಲಯ
 ಭಾರತ ಸರ್ಕಾರ

ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ





ವಿಶೇಷ ಹಬ್ಬಗಲ

ಕರ್ನಾಟಕ



ಉತ್ತರಾಖಂಡ




ಹಂಪಿ ಉತ್ಸವ

ಕುಂಭಮೇಲ



Ek Bharat Shreshtha Bharat

#AmritMahotsav #EBSB

Creative featuring famous festivals (Hampi Utsav and Kumbh Mela) of Karnataka and Uttarakhand respectively



 ವಾರ್ಧಾ ಮಠ್ತು ಕ್ಷನಾರ
 ಸಚಿವಾಲಯ
 ಭಾರತ ಸರ್ಕಾರ

ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ





ವಿಶೇಷ ಹಬ್ಬಗಲ

ಕರ್ನಾಟಕ



ಉತ್ತರಾಖಂಡ






ಮೈಸೂರು ದಸರ ಉತ್ಸವ

ನಂದಾದೇವಿ ಮೇಲ

Ek Bharat Shreshtha Bharat


#AmritMahotsav #EBSB

Creative featuring famous festivals (Mysuru Dassara and Nandadevi Mela) of Karnataka and Uttarakhand respectively


 ವಾರ್ಧಾ ಮಧ್ಯ ಪ್ರದೇಶ ಸಚಿವಾಲಯ ಭಾರತ ಸರ್ಕಾರ
 ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ




ಆಹಾರದ ವಿಶೇಷತೆ

ಕರ್ನಾಟಕ



ಸಿಹಿ ಅನ್ನ




ಉತ್ತರಾಖಂಡ



ಸಿಂಗೋರಿ


Ek Bharat Shreshtha Bharat #AmritMahotsav #EBSB

Creative featuring famous sweet dishes (Palu Annam and Singori) of Karnataka and Uttarakhand respectively


 ವಾರ್ಧಾ ಮಧ್ಯ ಪ್ರದೇಶ ಸಚಿವಾಲಯ ಭಾರತ ಸರ್ಕಾರ
 ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ




ಆಹಾರದ ವಿಶೇಷತೆ

ಕರ್ನಾಟಕ



ರಾಗಿ ಮುದ್ದೆ

ಉತ್ತರಾಖಂಡ



ಆಲೋ ಕೀ ಗುಟ್ಟೆ

Ek Bharat Shreshtha Bharat #AmritMahotsav #EBSB

Creative featuring famous food (Raagi Mudde and Aloo ke gutke) of Karnataka and Uttarakhand respectively



ವಾರ್ಷಿಕ ಮಧ್ಯ ಪ್ರಸಾರ
ಸಚಿವಾಲಯ
ಭಾರತ ಸರ್ಕಾರ

ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ



75
ಸ್ವಾತಂತ್ರ್ಯವು
ಅಮೃತಮಹೋತ್ಸವ

ಆಹಾರದ ವಿಶೇಷತೆ

ಕರ್ನಾಟಕ



ನೀರ್ ದೋಸೆ

ಉತ್ತರಾಖಂಡ



ಗಹತ್ ಪಾರತ್

Ek Bharat Shreshtha Bharat

#AmritMahotsav #EBSB

Creative featuring famous food (Neer Dosa and Gahat Parathe) of Karnataka and Uttarakhand respectively



ವಾರ್ಷಿಕ ಮಧ್ಯ ಪ್ರಸಾರ
ಸಚಿವಾಲಯ
ಭಾರತ ಸರ್ಕಾರ

ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ



75
ಸ್ವಾತಂತ್ರ್ಯವು
ಅಮೃತಮಹೋತ್ಸವ

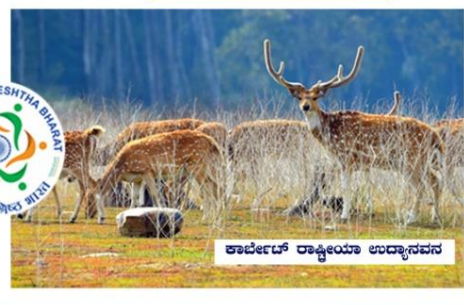
ಆಕರ್ಷಣೀಯ ವನ್ಯಜೀವಿಧಾಮಗಳು

ಕರ್ನಾಟಕ



ದಾಂಡೇಲಿ ರಾಷ್ಟ್ರೀಯ ಉದ್ಯಾನವನ

ಉತ್ತರಾಖಂಡ




ಕಾರ್ಬೆಟ್ ರಾಷ್ಟ್ರೀಯ ಉದ್ಯಾನವನ



Ek Bharat Shreshtha Bharat

#AmritMahotsav #EBSB

Creative featuring famous wildlife sanctuaries/national parks (Dandeli wildlife sanctuary and Corbett National park) of Karnataka and Uttarakhand respectively



 ವಾರ್ಧಾ ಮಠು ಕ್ರನಾರ
 ಸಚಿವಾಲಯ
 ಭಾರತ ಸರ್ಕಾರ


ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ

ಆಕರ್ಷಣೀಯ ವನ್ಯಜೀವಿಧಾಮಗಳು

ಕರ್ನಾಟಕ


 ನಾಗರಹೋಲ ರಾಷ್ಟ್ರೀಯ ಉದ್ಯಾನವನ


 ಜಂಕ ಉದ್ಯಾನವನ ಅಲ್ ಮೋರ

ಉತ್ತರಾಖಂಡ


Ek Bharat Shreshtha Bharat

#AmritMahotsav #EBSB

Creative featuring famous wildlife sanctuaries/national parks (Nagarhole National Park and Deer Park) of Karnataka and Uttarakhand respectively


 ವಾರ್ಧಾ ಮಠು ಕ್ರನಾರ
 ಸಚಿವಾಲಯ
 ಭಾರತ ಸರ್ಕಾರ

ಏಕ ಭಾರತ ಶ್ರೇಷ್ಠ ಭಾರತ

ಧಾರ್ಮಿಕ ಆಕರ್ಷಣೆಗಳು

ಕರ್ನಾಟಕ


 ನಂಜುಂಡೇಶ್ವರ ದೇವಾಲಯ


 ಭದ್ರೀನಾಥ ದೇವಾಲಯ

ಉತ್ತರಾಖಂಡ

Ek Bharat Shreshtha Bharat

#AmritMahotsav #EBSB

Creative featuring famous religious places (Nanjudeshwara temple and Badrinath) of Karnataka and Uttarakhand respectively


 ವಾರ್ತಾ ಮತ್ತು ಪ್ರಸಾರ ಸಚಿವಾಲಯ ಭಾರತ ಸರ್ಕಾರ



ಧಾರ್ಮಿಕ ಆಕರ್ಷಣೆಗಳು

ಕರ್ನಾಟಕ **ಉತ್ತರಾಖಂಡ**




Ek Bharat Shreshtha Bharat #AmritMahotsav #EBSB

Creative featuring famous religious places (Murudeshwara and Kedarnath) of Karnataka and Uttarakhand respectively


 Ministry of Information & Broadcasting Government of India




Ek Bharat Shreshtha Bharat

Karnataka **Uttarakhand**




Gokarna Mahabaleshwara Temple **Har ki Pauri, Haridwar**

#EBSB #AmritMahotsav

Creative featuring famous religious places (Gokarna temple and Har ki Pauri) of Karnataka and Uttarakhand respectively

Social media analytics of PIB Bengaluru

No. of Tweets	25
No. of Re-Tweets	108
Likes	226
Impressions	42898
Engagements	2291
Facebook Post	15
Facebook people reached	32
Facebook Engagements	213
Instagram Posts	15
Instagram Likes	152
Share chat Posts	15
Share chat Views	1288

Glimpse of Twitter Posts:

















Regional Outreach Bureau, Karnataka @ROB_Bengaluru

#ಏಕಭಾರತಶ್ರೇಷ್ಠಭಾರತ...

ಕರ್ನಾಟಕ ಮತ್ತು ಉತ್ತರಾಖಂಡದ ವಿಶೇಷ ಹಬ್ಬಗಳು...

#EBSB #AmritMahotsav

Translate Tweet



Ek Bharat Shreshtha Bharat and 6 others

Regional Outreach Bureau, Karnataka @ROB_Bengaluru

#ಏಕಭಾರತಶ್ರೇಷ್ಠಭಾರತ...

ಗಣರಾಜ್ಯೋತ್ಸವದಂದು ಭಾಗವಹಿಸಲಿರುವ ಉತ್ತರಾಖಂಡ ಮತ್ತು ಕರ್ನಾಟಕದ ಸ್ವಬಿಜಿತ್ಯಗಳು...

#EBSB #AmritMahotsav

Translate Tweet



Ek Bharat Shreshtha Bharat and 7 others

Regional Outreach Bureau, Karnataka @ROB_Bengaluru · Jan 18

#ಏಕಭಾರತಶ್ರೇಷ್ಠಭಾರತ...

ಕರ್ನಾಟಕ ಮತ್ತು ಉತ್ತರಾಖಂಡದ ಆಕರ್ಷಣೀಯ ವನ್ಯಜೀವಿಧಾಮಗಳು...

#EBSB #AmritMahotsav



Ek Bharat Shreshtha Bharat and 6 others

Regional Outreach Bureau, Karnataka @ROB_Bengaluru · Jan 19

#ಏಕಭಾರತಶ್ರೇಷ್ಠಭಾರತ...

ಕರ್ನಾಟಕ ಮತ್ತು ಉತ್ತರಾಖಂಡದ ಆಕರ್ಷಣೀಯ ವನ್ಯಜೀವಿಧಾಮಗಳು...

#EBSB #AmritMahotsav



Bureau of Outreach & Communication (BOC) and 5 others

PIB in Karnataka @PIBBengaluru

Ancient religious pilgrimage sites: Gokarna Mahabaleshwara Temple in #Karnataka and Har ki Pauri in #Uttarakhand.

#EBSB #AmritMahotsav

Translate Tweet



Ek Bharat Shreshtha Bharat and 6 others

5:21 PM · Feb 2, 2022 · Twitter for Android

12 Retweets 24 Likes

PIB in Karnataka @PIBBengaluru

Karnataka's Neer Dosa and Uttarakhand's Gahat Parathe are among the irresistible cuisines of these states.

#EBSB #AmritMahotsav

Translate Tweet



Ek Bharat Shreshtha Bharat and 4 others

3:34 PM · Feb 3, 2022 · Twitter for Android

85 Retweets 16 Quote Tweets 618 Likes

PIB Bengaluru
22 Jan · 🌐

#ಏಕಭಾರತಶ್ರೇಷ್ಠಭಾರತ...

ಕರ್ನಾಟಕ ಮತ್ತು ಉತ್ತರಾಖಂಡದ ವಿಶೇಷ ಖಾದ್ಯಗಳು...

#EBSB #AmritMahotsav



PIB Bengaluru
19 Jan · 🌐

#ಏಕಭಾರತಶ್ರೇಷ್ಠಭಾರತ...

ಕರ್ನಾಟಕ ಮತ್ತು ಉತ್ತರಾಖಂಡದ ಆಕರ್ಷಣೀಯ ವನ್ಯಜೀವಿಧಾಮಗಳು...

#EBSB #AmritMahotsav



Like Comment Share

PIB Bengaluru
19 Jan · 🌐

ಉತ್ತರಾಖಂಡದ ಪಿಥೋಗಡದಲ್ಲಿ ಪ್ರತಿ ವರ್ಷ ಜೋಲಿಯಾ ನೃತ್ಯವನ್ನು ಆಯೋಜಿಸಲಾಗುವುದು. ಈ ನೃತ್ಯ ಪೌರಾಣಿಕ ಯುದ್ಧ ಮತ್ತು ಯೋಧರ ಪ್ರತಿಬಿಂಬವಾಗಿದೆ. ಎಲ್ಲ ನೃತ್ಯ ಪಟುಗಳು ಪೌರಾಣಿಕ ವೇಷ ತೊಡುತ್ತಾರೆ ಮತ್ತು ಕತ್ತಿ ಮತ್ತು ಗುರಾಣಿ ಹಿಡಿದುಕೊಂಡು ಯುದ್ಧದಲ್ಲಿ ಹೋರಾಡುತ್ತಾರೆ. ಈ ನೃತ್ಯ ಯುದ್ಧಾನಂತರದ ಸಂಭ್ರಮವನ್ನು ಪ್ರಸ್ತುತಪಡಿಸುತ್ತದೆ.

#EBSB



Glimpse of Sharechat:



PIB Dehradun has undertaken the following activities to promote the awareness of

EBSB.

Glimpse of Social media:

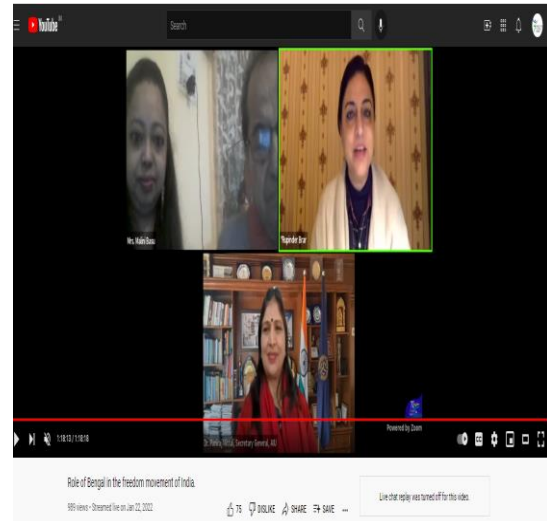


SPECIAL ACTIVITIES HIGHLIGHTED AT PIB HEADQUARTERS

EK BHARAT SHRESTHA BHARAT HIGHLIGHTED THROUGH WEBINAR ON "ROLE OF BENGAL IN THE FREEDOM MOVEMENT OF INDIA" UNDER DEKHO APNA DESH SERIES

Ministry of Tourism organises webinar on "Role of Bengal in the Freedom Movement of India" under Dekho Apna Desh series. On the eve of India's 75th Independence Day celebration on 14th August 2021, the Ministry of Tourism in collaboration with the Association of Indian Universities (AIU) held a webinar and during the webinar, a series of 12 episodes was launched that will take the participants on a virtual journey of Incredible India. The webinar titled "Role

of Bengal in the Freedom Movement of India” was the 6 episode of the series. 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. The webinar was followed by a quiz hosted on MyGov. The Dekho Apna Desh Webinar and AKAM Webinar Series is presented in technical partnership with National e Governance Department, Ministry of Electronics and Information Technology.



KALA KUMBH ORGANIZED UNDER AZADI KA AMRIT MAHOTSAV REFLECTS THE ESSENCE OF UNITY IN DIVERSITY

The National Gallery of Modern Art, New Delhi celebrated Azadi ka Amrit Mahotsav with Kala Kumbh- artist workshops for painting scrolls measuring approximately 750 metres, representing the tales of valor of unsung heroes of India’s freedom movement. The scrolls reflect traditional forms of art as well as contemporary expressions, which showcase the essence of rich cultural and artistic heritage of India while also analyzing the absolute sacrifice and contribution of our unsung heroes proving to be a befitting tribute to Kalakumbh- Azadi ka Amrit Mahotsav and a true celebration of Ek Bharat Shrestha Bharat.

Published Date:	15 Jan 2022	Publication:	Millennium Post (New Delhi)
Journalist:	Bureau	Page No.:	14

NGMA celebrates 'Kala Kumbh - Azadi Ka Amrit Mahotsav'

It is an artist workshop for painting scrolls measuring approximately 750 meters



OUR CORRESPONDENT

The National Gallery of Modern Art (NGMA), New Delhi celebrated 'Kala Kumbh - Azadi Ka Amrit Mahotsav' with India Kumbh, which is the artist workshop for painting scrolls measuring approximately 750 meters. These scrolls represent the state of valour of citizens of our country in its cultural aspects and witnessed while portraying the heroic lives and struggles of various heroes of the nation. These scrolls have been artistically conceptualized and painted collaboratively by more than 700 artists spread over two locations, Okhla and Chandigarh.

'Kala Kumbh' reflects the essence of unity in diversity while also capturing the initiative of the Government of India to celebrate and commemorate 75 years of progressive India.

strategic. Inspiration has also been drawn from the creative illustrations in the Constitution of India whenever the artists during painting. These scrolls have been artistically conceptualized and painted collaboratively by more than 700 artists spread over two locations, Okhla and Chandigarh.

Published Date:	15 Jan 2022	Publication:	The Morning Standard (New Delhi)
Journalist:	Bureau	Page No.:	7

Painted scrolls to tell tales of valour in Republic Day celebrations

EXPRESS NEWS SERVICE



TEN gigantic painted scrolls, each about 750 metres long, portraying the tales of valour of various heroes of India's freedom movement will adorn Rajpath during Republic Day celebrations.

The scrolls have been painted by artists in different painting styles such as Pahari, Pindwali, Warli, and Bhadranth in workshops organised by National Gallery of Modern Art, especially for the purpose in Okhla and Chandigarh in December and this month.

The network on the scroll have also drawn inspiration from the creative illustrations in the Constitution of India wherein the artistic elements

Published Date:	15 Jan 2022	Publication:	Dainik Bhaskar (Hindi) (New Delhi)
Journalist:	Bureau	Page No.:	2

कला कुम्भ समारोह 2022

अमित अंग लगेगी 750 मीटर के दस विशाल नामवली

नई दिल्ली: राष्ट्रीय आधुनिक कला संग्रहालय (एनएमए) नई दिल्ली में आज के सांस्कृतिक कार्यक्रम के रूप में 'कला कुम्भ' की शुरुआत की। यह कार्यक्रम का उद्देश्य देश के विभिन्न राज्यों के लोगों को एक साथ जोड़ना है।

Published Date:	15 Jan 2022	Publication:	The Tribune (New Delhi)
Journalist:	Bureau	Page No.:	20

Rajpath to get artistic touch



Gigantic scroll paintings, each 750-m long, will be strategically placed along the Rajpath, as part of the Republic Day celebrations this year.

The scrolls have been created by 500 artists during workshops as part of National Gallery of Modern Arts Kala Kumbh in Chandigarh and Bhuzaneswar.

The scrolls represent the heroic lives and struggles of various heroes of India's freedom movement and the culture and ethos of the country, no

PIB in Tripura @PIBgartala - Jan 14
Kala Kumbh organized under #AzadiKaAmritMahotsav reflects the essence of unity in diversity

Ten Gigantic scrolls of nearly 750 m will be an integral part of the Republic day celebrations 2022
@MinOfCultureGol @MIB_India @PIB_India
pib.gov.in/PressReleaseDet...



PIB in Nagaland @PIBKohima - Jan 14
Kala Kumbh organized under #AzadiKaAmritMahotsav reflects the essence of unity in diversity

Ten Gigantic scrolls of nearly 750 m will be an integral part of the Republic day celebrations 2022

Details: pib.gov.in/PressReleaseDet...
@MinOfCultureGol





AZADI KA AMRIT MAHOTSAV CELEBRATES THE JOYOUS TRADITION OF HARVEST FESTIVALS THROUGH “UMANG” AND “UDAAN”

“Umang and Udaan”, representing the colours of rangoli and the flight of the kites symbolizing our vibrant culture, were celebrated across 18 states and Union Territories at more than 70 locations to showcase the event. Be it be Uttarayan in Gujarat and Rajasthan, lohri in Punjab Pongal in southern regions, Makar Sankranti in Uttarakhand, Madhya Pradesh and Chhattisgarh, the essence of celebration remains the same. These truly represent the spirit of Ek Bharat Shreshtha Bharat which is embodied in our culture all around us. The occasion was graced by Minister of State for Culture Smt. Meenakshi Lekhi and Minister of State for Textile Smt. Darshana Vikram Jardosh. Secretary Culture Shri Govind Mohan and Secretary Textiles Shri Upendra Prasad Singh were also present on this occasion.



VANDE BHARTAM, NRITYA UTSAV WINNERS PERFORM AT THE REPUBLIC DAY 2022 PARADE AT RAJPATH

The 480 performers selected by the Ministry of Culture through Vande Bharatam-Nritya Utsav competition gave a splendid performance at the Republic Day 2022 parade at Rajpath bringing out the various hues of India's culture including dance, music and costumes. The Vande Bharatam competition began at the district level on November 17 and saw the participation of more than 3,870 contestants in 323 groups. Those who cleared the screening at the district level took part in the state-level competition from November 30, 2021. More than 20 virtual events were conducted for the state-level competition over a span of 5 days till 4th December 2021. The zonal finals took place at Kolkata, Mumbai, Bengaluru and Delhi from 9th to 12th of December.



Published Date:	15 Jan 2022	Publication:	The Morning Standard (New Delhi)
Journalist:	Parvez Sultan	Page No.:	4

STAGE SET

Young dancers to be part of R-Day

PARVEZ SULTAN @NewDelhi



Kathak group Synchrony from Surat during a rehearsal session | EXPRESS

THIS Republic Day the celebrations in the national capital will be a big day in the life of Deepak Kumar, a Bharatanatyam instructor part of Kulkarni Bihar Bal Bhawan in Bihar's capital Patna. The institution run by the state education department trains children in arts and sports.

A team of 14 young dancers led by Kumar will perform the Bihar folk dance form - 'Sama Chakeva' - on the Rajpath along with 496 artistes as part of a special performance planned by the ministry of culture under its Kashi Ka Amrit Mahotsav initiative. For the first time, such a dance recital will be part of the R-Day parade.

All 480 performers have been chosen by the ministry through a four-level competition - Vande Bharatam-Nritya Utsav - held across many states.

"Our act is based on the folk dance form of Mithilanchal region - Sama Chakeva. The members of the group are students, who will be performing for the first time in a national-level function of such magnitude," said the 31-year-old. January 26 will also be a special day for Synchrony, a 10-member group from Surat, which will perform a mix of Kathak and contemporary dance. Thirty-seven-year-old Reshma Nagar, who has qualified bachelors and masters in Kathak, is the leader of the group.

"I will be performing for the first time on Republic Day. All the participants are my students," Nagar said.

Published Date:	17 Jan 2022	Publication:	The Times of India (New Delhi)
Journalist:	Kushagra Chak, Priyanshu Agarwal	Page No.:	2

In perfect sync: Dancers step up to steal the show

Kushagra Chak & Priyanshu Agarwal



MAKING THE RIGHT MOVES

New Delhi: It was an incredible sight to witness as the 480 dancers from across the country stepped onto the stage of the Republic Day parade on Monday. The dancers, who were selected through a rigorous competition, performed with precision and grace, stealing the show from the other participants.

The dancers, who were selected through a rigorous competition, performed with precision and grace, stealing the show from the other participants.

The dancers, who were selected through a rigorous competition, performed with precision and grace, stealing the show from the other participants.

 **PIB Culture** @PIBCulture · Jan 20

Nothing can stop them! Not even the harsh Delhi winter, 480 performers selected from across the country through #VandeBharatam, Nritya Utsav rehearsing in full swing for the performance at R. Day celebration, 2022. pib.gov.in/PressReleasePage.aspx?PRID=171111

#EBSB
#AmritMahotsav



 **PIB Culture** @PIBCulture · Jan 17

देश भर में #VandeBharatam नृत्य उत्सव के माध्यम से चुने गए 400 से अधिक शीर्ष नर्तक #RepublicDay2022 समारोह में #राजपथ #नईदिल्ली में शास्त्रीय, लोक, जनजातीय और प्युजन नृत्य प्रस्तुत करेंगे। देखें एक रिपोर्ट: #AmritMahotsav #EkBharatShreshthaBharat

youtube.com

गणतंत्र दिवस परेड में देशभर के 480 शीर्ष नर्तक लेंगे हिस्सा
गणतंत्र दिवस परेड में देशभर के 480 शीर्ष नर्तक लेंगे हिस्सा
DD News is India's 24x7 news channel from the ...

GLIMPSES OF MAGNIFICENT KALA KUMBH SCROLLS CREATED UNDER THE UNIQUE INITIATIVE 'KALA KUMBH' INSTALLED AT RAJPATH FOR REPUBLIC DAY 2022 CELEBRATIONS



For the first time ever, two gigantic scroll paintings, each about one kilometre long, will be exhibited at the India Gate, as part of the upcoming Republic Day celebrations. The scrolls, created by around 500 Indian artists living worldwide, as well as Rajpath, Gallery of National Art, NGMA, recent Kala Kumbh in the cities of Chandigarh and Shubaneswar (Odisha). Depicting the unsung heroes of India's freedom movement, these scrolls will add an artistic touch to the R-Day fervour.

Adwaita Gadanayak, director general, NGMA, informed, "These scrolls celebrating the unsung heroes of India, indigenous, traditional and contemporary artists have worked in the same emotion to make them... We will begin installing these scrolls about 10 days before the parade day, and these will be visible at an open gallery at the Rajpath on January 26. This will help connect Indian artists with the public." And, "It's for the first time something like this would be exhibited at Republic Day," says Rishi Singh Bains, curator at NGMA.



NEWS SERVICES DIVISION ALL INDIA RADIO
 CONTACTS SCREENREADER ACCESS
 English - Last Updated 0 Feb 4 2022 12:30PM
 NEWS HIGHLIGHTS - EC issues notification for local body elections in Andaman and Nicobar islands; polls to be held on 6th March

Jan 20, 2022, 8:16PM

Gigantic scrolls created under 'Kala Kumbh' installed at Rajpath for Republic Day celebrations

The gigantic and spectacular scrolls created under the unique initiative 'Kala Kumbh' have now been installed at the Rajpath for the Republic Day 2022 celebrations. These scrolls, which are a form of art to express National pride and excellence with varied forms of art from diverse geographical locations of the country. These have been diligently researched upon and painted enthusiastically by more than five hundred artists who participated in special workshops or 'Kala Kumbh' at two locations, Odisha and Chandigarh.



Secretary, Culture Gound Mohan today visited Rajpath and inspected the installations.

Briefing media persons, Mr Mohan said that as the country celebrates Azadi Ka Amrit Mahotsav, the 750 metre long scrolls are a unique initiative of Ministry of Culture and Ministry of Defence. The magnificent scrolls have been painted by local artists drawn from different regions and largely portray the tales of valour of unsung heroes of freedom struggle. The varied art forms of these artists are also reflected in the scrolls which have been brought together on a single platform in the true spirit of Ek Bharat Shreshtha Bharat. He further said that after Republic Day, the scrolls will be taken to different parts of the country and exhibited there as part of Azadi Ka Amrit Mahotsav.

Name of the News paper	ASOSHITA
Date	21-1-2022
Language of Publication	English/ Telugu
Place of Publication	Hyderabad

Name of the News paper	SOUTH INDIAN TIMES
Date	21-1-2022
Language of Publication	English/ Telugu
Place of Publication	Hyderabad

సూపర్ కలం "కలం"
 దేశీయ నాణ్యత కలం
 ప్రపంచ వ్యాప్తంగా
 ప్రసిద్ధి చెందిన
 కలం

కలం అనేది మానవ జీవితంలో ఒక అత్యంత ముఖ్యమైన భాగం. ఇది మానవుని సృజనాత్మకతను, ఆలోచనా శక్తిని, మరియు అందాన్ని ప్రకటిస్తుంది. కలం మానవుని ఆలోచనా శక్తిని పెంచుతుంది మరియు అందాన్ని ప్రకటిస్తుంది. కలం మానవుని ఆలోచనా శక్తిని పెంచుతుంది మరియు అందాన్ని ప్రకటిస్తుంది.

RARE RECOGNITION FOR TELUGU ARTIST SUDHEER KALAMKARI HAND PAINTING ON DISPLAY AT RAJ PATH FOR REPUBLIC DAY CELEBRATIONS

Hyderabad: Inherited in tradition and history, India's varied folk art forms have witnessed a renaissance through vibrant forms of representation and each one is culturally significant. One of such traditional art forms that were part of the process of scroll making in Kala Kumbh at Chitkara University, Rajgurunagar, Punjab is on showcase on the Rajpath during the upcoming Republic Day celebrations. In an open gallery at Rajpath, the National Gallery of Modern Art (NGMA) will showcase gigantic scrolls, each over 700 metres long, prepared by over 500 artists from across India.

The Kalamkari art form is also on the list of selected prestigious art forms to be displayed on the day of Republic Day. The Kalamkari art created by Artist Sudheer from Kalamkari in Andhra Pradesh will be on the scroll. Kalamkari is an ancient style of hand painting done on cotton or silk fabric with a tamarind pen, using natural dyes. The word Kalamkari is derived from a Persian word where 'kalam' means pen and 'kari' refers to craftsmanship. This art involves 23 tedious steps of dyeing, bleaching, hand painting, block printing, marbling, etching, and more. Most of the scrolls are painted in various styles like Mahabharata and Ramayana. However, this art is primarily done to create Kalamkari sarees. Artist Sudheer is a traditional Kalamkari artist who won several prestigious awards. He has completed Bachelor in Visual Arts (BVA) in painting from Karnataka University, Hampi.



PIB In Odisha @PIBHubaneswar · Dec 14, 2021
 Artists engaged in painting the heroic tales of valour of the unsung heroes of India's freedom struggle in scrolls at @Silicotech_bbs, #Bhubaneswar, #Odisha as part of Kala Kumbh. The scrolls will be displayed on Rajpath during #RepublicDay2022



#AzadiKaAmritMahotsav

PIB In Meghalaya @PIBShillong · Jan 20
 The gigantic and magnificent scrolls created under the unique initiative 'Kala Kumbh' installed at Rajpath for #RepublicDay2022 celebrations



Details: pib.gov.in/PressReleaseDet...
 @MinOfCultureGol @PIB_India @ddnewshillong @airnews_shi



NATIONAL YOUTH FESTIVAL 2022 CELEBRATED UNDER AZADI KA AMRIT MAHOTSAV HIGHLIGHTED THE SPRIT OR EBSB

Prime Minister Shri Narendra Modi inaugurated the 25th National Youth Festival on 12th January, 2022 via video conferencing in Puducherry. January 12 being the birth anniversary of Swami Vivekananda, is observed as National Youth Day due to covid-19 the event was held virtually from 12th -13th January.

A comprehensive media plan for pan-India outreach was drawn up by PIB for the National Youth Day celebrations as well as the National Youth Day Festival 2022 to be inaugurated by the Prime Minister. The media plan was prepared much in advance to create appropriate buzz and for pan-India visibility in partnership with regional offices of PIB and NYKS/NSS, various media units of I&B Ministry including AIR/DD /BOC; SAI, Department of Youth Affairs, My Gov, PM Unit, Social Media Cell of YAS Minister Shri Anurag Thakur and Social Media cells of PIB, DD, AIR, Bureau of Outreach Communication and I&B along with social media cells of Regional offices of PIB.

PIB arranged pan-India publication of special article by the MoS Shri Arjun Ram Meghwal titled "National Youth Day: Turn possibilities into realities", which got published in 46 New papers across India in multiple languages. Along with these Regional offices also commissioned articles written by experts on National Youth Day. More than 40 press releases were issued from the PIB HQs & Regional. 18 WEBINARS were organised by Regional/Branch Offices of PIB on various themes related to the National Youth Day/Festival which were reported widely by the local regional media and created visibility for the entire event.

Social Media: PIB popularised the key hashtag #NationalYouthDay & #NYF2022 specified for the purpose on twitter through its official handles at HQs as well as Regional handles. Social media handles of AIR/DD/BoC/various Ministries/SAI/Deptt of Youth Affairs etc were also encouraged to use the hashtags to garner traction for the theme and help generate awareness.

- Apart from the large number of tweets from PIB India (English and Hindi) and ministry handles, more than 300 tweets were made from twitter handles of Regional/Branch Offices.
- All the important tweets of
- National Youth Day and National Youth Festival got huge response on social media. On the National Youth Day, four hashtags related to the theme were top four trends for the large part of the day ie #NationalYouthDay, #NYF2022, #SwamiVivekananda and #स्वामीविवेकानंद were trending in top 4 slots on twitter.
- PMO approved #NationalYouthDay garnered 238 million reach among 223K mentions from 102K users.
- #NYF2022 garnered 36.5 million reach among 40.9K mentions from 12.1K users.
- PIB also amplified the initiative to invite suggestions through registrations on pmevents.ncog.gov.in for Prime Minister's address for National Youth Festival
- All the important tweets of National Youth Day, National Youth Festival and Prime Minister address, which were tweeted by the Minister of YAS Shri Anurag Thakur were retweeted by PIB. These were also shared with regional offices of PIB as well as media Units of I&B Ministry for retweeting.

PIB issued 4 Press releases and photographs of the events were also issued and shared with R/B offices for wide publicity.

Post-21 knot to help women professionally: PM

TIMES NEWS NETWORK

New Delhi: PM Modi on Wednesday said the purpose of raising the age of marriage of women from 18 to 21 years was based on the principle of equality and to bring more women into the country's workforce allowing them an opportunity to pursue their professional goals.

Addressing the participants of the National Youth Festival in Puducherry virtually, PM Modi said by raising the marriage age "daughters can also make their career; they get more time, this is a very important step in this direction."

"The government believes that sons and daughters are



PM Modi also highlighted the contribution of the youth, saying that India is entering the 'golden age of start-ups'

equal. With this thinking, the government has decided to raise the age of marriage to 21

years," he said.

During the winter session of Parliament the government introduced the legislative changes to increase the marriage age of women from 18 to 21, to bring gender equality and also ensure that they get equal opportunity with regard to higher education, vocational training and skill sets to enter employment and make themselves atma nirbhar.

At the same event, the PM also highlighted the contribution of the youth amid the Covid-19 crisis, saying that India is entering the 'golden age of start-ups' and is being reckoned as a force in the unicorn system and digital payments all over the world due to its in-

novations. The PM said the youth are a demographic dividend as well as driver of development. He said India's youths are writing the code of global prosperity.

"India today has a strong ecosystem of over 50,000 start-ups out of which more than 10,000 start-ups came up amidst the challenge of the pandemic," the PM said, adding that the "mantra of the New India is to 'compete and conquer'. That is, get involved and win." The PM cited India's performance in the Olympics and Paralympics and participation of youths in the vaccination drive as proof of the will to win and a sense of responsibility among the youth.

(The Times of India)

Raising marriage age will help women build career: PM

New Delhi: PM Narendra Modi on Wednesday said the government has decided to raise the marriageable age of women from 18 to 21 so that they can build their career. Modi was speaking at the inauguration of the 25th National Youth Festival in Puducherry via

video conferencing.

"We believe that sons and daughters are equal. Keeping this in mind, the government has decided to raise the age of marriage to 21 years for the betterment of daughters. Daughters can also make their career, they

get more time, this is a very important step in this direction," Modi said.

The government had introduced the Prohibition of Child Marriage (Amendment) Bill during the winter session of the Parliament. **ENS**

(The India Express)

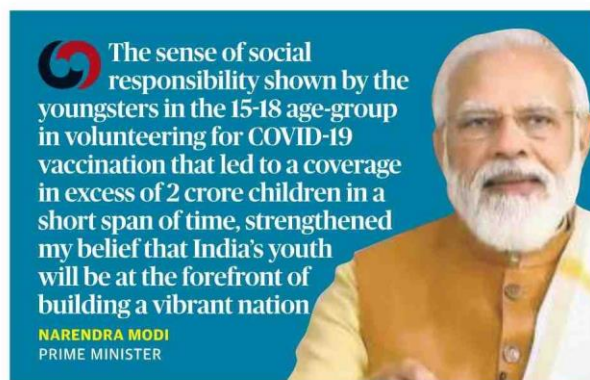
Modi exhorts youth to adopt motto of 'compete & conquer'

Inaugurating National Youth Festival, PM praises 'can-do' spirit of new generation

SPECIAL CORRESPONDENT
PUDUCHERRY

Foreseeing the dawn of the golden age of start-ups in India, Prime Minister Narendra Modi on Wednesday issued a call to the country's youth to adopt the motto of "compete and conquer" as their guiding principle in life.

Inaugurating, in virtual mode, the 25th National Youth Festival (NYF) hosted by the Union Territory of Puducherry, Mr. Modi said the evolution of the start-up ecosystem that had grown to over 50,000 units, about 10,000 of them initiated during six to seven months of the COVID-19 pandemic, reflected the "can-do" spirit of the youth of today. The resilience, spirit of innovation and the zest for problem-



solving should be a source of inspiration for every generation, he said.

The Prime Minister said the sense of social responsibility shown by the youngsters in the 15-18 age-group in volunteering for COVID-19 vaccination that led to a coverage in excess of 2 crore children in a short span of

time, strengthened his belief that India's youth would be at the forefront of building a vibrant nation and a better world in future.

The government had initiated several schemes focused on creating space for the youth to translate their ideas and develop their skills such as MUDRA, Start-Up In-

dia, Stand-Up India and the Atal Incubation centres, the Prime Minister said.

'Vocal for local'

Drawing from the words of Sri Aurobindo, whose 150th anniversary also coincided with the NYF, that "a brave, frank, clean hearted, courageous and aspiring youth is the only foundation on which the future nation can be built," Mr. Modi said he believed that the nation's youth were not only a "demographic dividend" but "drivers of development" and proponents of democratic values.

The Prime Minister also gave a call to the youth to espouse a "vocal for local" motto as a fitting tribute to the great sons that the country had produced.

(The Hindu)

COVERAGE OF EBSB EVENTS OF PARTICIPATING MINISTRIES AT PIB HEADQUARTERS:

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

- Ministry of Tourism celebrates Azadi Ka Amrit Mahotsav- India@75 in collaboration with Association of Indian Universities
<https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1791826>
- Vande Bharatam- the dance extravaganza and the gigantic scrolls created under ‘Kala Kumbh’ to be one of star attractions at Republic Day 2022 programme at Rajpath tomorrow
<https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1792604>
- The gigantic and magnificent scrolls created under the unique initiative ‘Kala Kumbh’ installed at Rajpath for Republic Day 2022 celebrations
<https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1791242>
- Winners of Vande Bhartam, Nritya Utsav competition gearing up to enthral audiences at the Republic Day 2022 parade at Rajpath
<https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1790860>
- Azadi Ka Amrit Mahotsav celebrates the joyous tradition of Harvest Festivals through “Umang” and “Udaan”
<https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1790005>
- Kala Kumbh organized under Azadi Ka Amrit Mahotsav reflects the essence of unity in diversity
<https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1789907>

Glimpses of Social Media activities of regional offices of PIB in January 2022




PIB in Telangana #AmritMahotsav @PIBHyderabad · Jan 20 ...

The gigantic and magnificent scrolls created under the unique initiative 'Kala Kumbh' installed at #Rajpath for #RepublicDay 2022 celebrations

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





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PIB India @PIB_India ...

#AzadiKaAmritMahotsav celebrates the joyous tradition of harvest festivals through "Umang" and "Udaan"

These truly represent the spirit of #EkBharatShreshthaBharat which is embodied in our culture all around us

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




PIB in Odisha @PIBBhubaneswar · Feb 4 ...

#ExploreOdisha

Chhau Dance of Mayurbhanj, #Odisha performed with grace & poise is one of the most enchanting dance forms. Set in a style that is free, intense, stormy yet lyrical, the dance form depicts tales from great epics like Ramayan & Mahabharat.

#EkBharatShreshthaBharat



Dharmendra Pradhan and 9 others


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