

No. DDN/49(116)/Co-ord/
PRASAR BHARATI,
(INDIA'S PUBLIC SERVICE BROADCASTER),
DOORDARSHAN NEWS,
DOORDARSHAN BHAWAN, TOWER 'B',
COPERNICUS MARG, MANDI HOUSE,
NEW DELHI-110001

Dated: April, 2021

To,

Shri Pradeep Kumar Pandey
Under Secretary,
Deptt of Higher Education,
M/o Education, Shastri Bhawan
New Delhi-110001

Sub: Submission of report of DD News on "Ek Bharat Shreshtha Bharat" for the month of March 2021.

Sir,

Please refer to SO(PPC), M/o I&B email dated 19.04.2021 on the subject cited above.

2. The requisite report of DD News on "Ek Bharat Shrestha Bharat" for the month of March, 2021, duly approved by the DG(N&CA) is enclosed herewith at Annexure-A please.

Encl: Annexure-A

Yours sincerely,

-sd-

(Ankur Lahoty)

Deputy Director (Assignment & Co-ord.)

Copy to:-

- 1. Ms. Nanu Bhasin, ADG, PIB and Nodal Officer for EBSB, PIB.**
- 2. The Section Officer (PPC), M/o I&B,**

Prasar Bharati

Doordarshan News

Report on Ek Bharat Shreshtha Bharat March 2021

Background: The initiative “Ek Bharat Shreshtha Bharat” was announced by Hon'ble Prime Minister on 31st October, 2015 on the occasion of the 140th birth anniversary of Sardar Vallabhbhai Patel. Through this innovative measure, the knowledge of the culture, traditions and practices of different states & UTs will lead to an enhanced understanding and bonding between the states, thereby strengthening the unity and integrity of India.

Activities Planned: DD News Network has planned various activities under the mission of “Ek Bharat Shreshtha Bharat”. This includes special half hour programmes on the theme, besides live coverage of any of the major events in relation to “Ek Bharat Shreshtha Bharat”. In addition, telecast of various promos and Public service announcements related to the subject, have been planned to widespread the reach of the message, further amplified through social media platforms.

Action Taken: DD News Network has telecast spots on Iron man of India (Sh. Sardar Patel) for Ek Bharat Shreshtha Bharat on its network several times throughout the day. The two spots include thoughts and quotes of Sardar Patel which were telecast at least 08 times in a Day. Both of these spots are of twenty second in duration. Specifically special dedicated promos on “Ek Bharat Shreshtha Bharat” were also prepared by DD News network and being run continuously throughout the day since 23rd Jan. Overall daily duration of these are 10 mins approximately.

List of Programme

“EK BHARAT SHRESHTHA BHARAT”

March 2021

Sr. No	Date	Title	Category	Duration
01	06.03.2021	EK BHARAT SHRESHTHA BHARAT Topic:- PM Baal Shakti Puruskar Part -2	Discussion Current Affairs	30 mints
02	13.03.2021	EK BHARAT SHRESHTHA BHARAT Topic-Gen. Thimayya Museum	Discussion Current Affairs	30 mints

03	20.03.2021	EK BHARAT SHRESHTHA BHARAT Topic-Har Pariwar- Sainik Pariwar, Coorg	Discussion Current Affairs	30 mints
04	27.03.2021	EK BHARAT SHRESHTHA BHARAT Topic- Hockey Culture of Coorg	Discussion Current Affairs	30 mints

DD News along with DD India and through its Regional News Network which is spread in 31 cities across the length and breadth of the nation has also disseminated news and current affairs based packages, stories, special mentions in its News bulletins on EBSB.

DD News also disseminated the informative content on "Ek Bharat Shreshtha Bharat" as and when available through Scrolls, Website, Twitter, Facebook etc.
