



अतुल्य! भारत
Incredible! India

Dekho Apna Desh

EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM (WEST & CENTRAL REGION) FOR THE MONTH OF JULY 2020

SOCIAL MEDIA PROMOTION

India Tourism Mumbai has been highlighting the concept of Ek Bharat Shreshtha Bharat initiative through its social media handles (Facebook, Instagram & Twitter) with **#ekbharatshreshthabharat** hashtag.

Following paired states promoted during the month of July, 2020 through social media handles.

Maharashtra-Odisha

Gujarat-Chhattisgarh

Ek Bharat Shrestha Bharat social media statistics for the month of July 2020

Sr. No	Social Media platform	No. of people Reached	No. of Engagement
01	Facebook	8340	457
02	Instagram	799	991
03	Twitter	-	-
Total		9139	1448







Glimpse of Social Media Creatives for EBSB promotion during the month of July 2020

 <p>अतुल्य! भारत Incredible India</p> <h3>Cuisines of Gujarat & Chhattisgarh</h3>   <p>Khaman Dhokla from Gujarat</p> <p>Muthia from Chhattisgarh</p> <p>IndiaTourism Mumbai</p>	 <p>अतुल्य! भारत Incredible India</p> <h3>Gurguret from Goa</h3>  <p>Water dispenser made of clay and a thirst quencher of the old times</p> <p>Indiatourism Mumbai</p>
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 <p>अतुल्य! भारत Incredible India</p> <h3>Handicrafts of Gujarat & Chhattisgarh</h3>   <p>Embroidery of Kutch from Gujarat</p> <p>Bell Metal Craft from Chhattisgarh</p> <p>IndiaTourism Mumbai</p>	 <p>अतुल्य! भारत Incredible India</p> <h3>Street Foods of Odisha & Maharashtra</h3>   <p>Bara & Ghuguni from Odisha</p> <p>Vada Pav from Maharashtra</p> <p>IndiaTourism Mumbai</p>
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Social Media Coverage of Ek Bharat Shrestha Bharat activities for the Month of July 2020

FACEBOOK

<p> Indiatourism, Mumbai ... 12 Jul • </p> <p>When you start travelling, "Explore India and carry a Craft Back ". Handicrafts are tangible pieces of culture that have been passed down generation a... See More</p> 	<p> Indiatourism, Mumbai ... 5 Jul • </p> <p>While Travelling , a street culinary experience is something that cannot be missed. When it comes to street food, every state and city in India have a... See More</p> 																				
<table border="1"> <tbody> <tr> <td>No. of people Reached</td> <td>7100</td> </tr> <tr> <td>Engagements</td> <td>289</td> </tr> <tr> <td>Likes</td> <td>167</td> </tr> <tr> <td>Comments</td> <td>05</td> </tr> <tr> <td>Shares</td> <td>12</td> </tr> </tbody> </table>	No. of people Reached	7100	Engagements	289	Likes	167	Comments	05	Shares	12	<table border="1"> <tbody> <tr> <td>No. of people Reached</td> <td>667</td> </tr> <tr> <td>Engagements</td> <td>83</td> </tr> <tr> <td>Likes</td> <td>57</td> </tr> <tr> <td>Comments</td> <td>02</td> </tr> <tr> <td>Shares</td> <td>01</td> </tr> </tbody> </table>	No. of people Reached	667	Engagements	83	Likes	57	Comments	02	Shares	01
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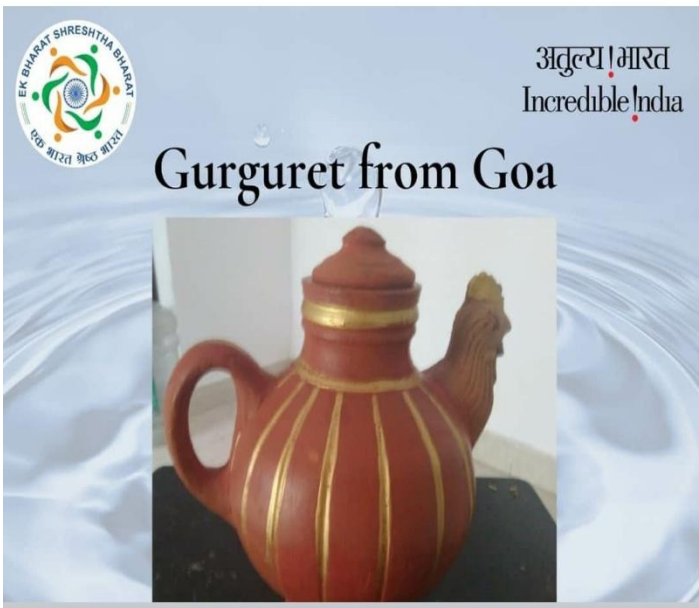


Indiatourism, Mumbai



16 Jul • 🌐

Gurguret is a water dispenser made of clay. Skillfully crafted by Goan potters, it is a very famous item that is sold in the market area of major town... See More



Indiatourism, Mumbai



3d • 🌐


A country as diverse as India , must have some things contributing to keep it in harmony. With so many factors, its hard to pick out one singular aspe... See More




No. of people Reached	368
Engagements	47
Likes	29
Comments	04
Shares	03


No. of people Reached	205
Engagements	38
Likes	33
Comments	-
Shares	01

INSTAGRAM


 indiatourism_mumbai

 अतुल्य! भारत
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Cuisines of Gujarat & Chhattisgarh







Khaman Dhokla
from Gujarat




Muthia
from Chhattisgarh


 IndiaTourism Mumbai


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 Liked by **dvenka** and **26 others**

indiatourism_mumbai A country as diverse as India , must have some things contributing t... more


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 अतुल्य! भारत
Incredible India


Handicrafts of Gujarat & Chhattisgarh







Embroidery of Kutch
from Gujarat




Bell Metal Craft
from Chhattisgarh

 IndiaTourism Mumbai


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 Liked by **dvenka** and **42 others**

indiatourism_mumbai When you start travelling, "Explore India and carry a Craft Back ". Han... more

[View all 2 comments](#)

neelalad 🙌🙌🙌 

PROMOTION OF EK BHARAT SHRESTHA BHARAT INITIATIVE THROUGH BLOG SERIES

India Tourism Mumbai Published a blog titled **"United by Culture"** highlighting the concept of EBSB on its official blog site <https://indiatourismmumbai.wordpress.com>. This blog also lists the activities organised by India Tourism Mumbai to promote EBSB.

The image shows a side-by-side comparison of a WordPress blog post. The left side is a full-page view of the post, and the right side is a zoomed-in view of the main content area.

Left Panel (Full Page View):

- Browser address bar: mumbai.wordpress.com
- Header: "Create your website at WordPress.com" with a "Get started" button.
- Logos: India Tourism Mumbai logo, "अतुल्य! भारत Incredible India", and "Dekho Apna Desh".
- Section: "Indiatourism Mumbai" with a "Menu +" button.
- Post Title: "United by Culture"
- Author: "Indiatourism Mumbai" | Date: "July 19, 2020" | Category: "Uncategorized"
- Text: "Geographically India is extremely diverse, the landscape, mountain ranges, hills, plains, deserts and a coastline of over 7500 km gives distinct yet a unique identity to India. The fertile Indo-Gangetic plains occupy most of northern India while the Deccan Plateau occupies most of"

Right Panel (Zoomed-in Content View):

- Browser address bar: mumbai.wordpress.com
- Header: "Create your website at WordPress.com" with a "Get started" button.
- Text: "Street foods of Odisha (Dahi and Amugani) and Maharashtra (Vada Pav), **'Art as a way of communication'** which showcased paintings of Odisha (Pattachitra) and Maharashtra (Warli Painting), **'Festivals and Rituals as an integral part of any culture'** which showcased the festivals of Odisha (Rath Yatra) and Maharashtra (Ganesh Chaturthi).
- Image: A promotional graphic for "Handicrafts of Gujarat & Chhattisgarh". It features the "अतुल्य! भारत Incredible India" logo and two images: "Embroidery of Kutch from Gujarat" and "Bell Metal Craft from Chhattisgarh". Below the images is the text "India Tourism Mumbai".
- Text: "'Explore India and carry a craft back' showcasing Handicrafts of Gujarat (Embroidery of Kutch) and"