

Press Information Bureau

Government of India

**Report on action taken regarding EK BHARAT SHRESHTHA BHARAT of
PIB for April 2020**

Press Information Bureau

PIB has been playing a major role in spreading the message of EBSB through various activities and platforms across the country. PIB headquarter and regional offices of PIB are regularly issuing press releases and social media posts on EBSB activities. Apart from that PIB is arranging to publish articles on EBSB in different part of countries. PIB Regional/Branch Offices have been organising Vartalaap programme during pre-covid period. It may be noted that due to nationwide Lock down in the month of April , publicity of EBSB programme was on a limited scale since on ground activities of EBSB programme were no permitted. However, activities on social media have continued.

Activities of PIB Social Media Cell

The Social Media cell has provided adequate visibility to the event (Ek Bharat Shrestha Bharat) on various social media platforms like Twitter, Facebook and Instagram. PIB's social media highlighted cuisine, culture, handicrafts, heritage, tourist destinations of paired states among others.

Analytics:

Cumulatively, in April 2020 by PIB Headquarter:

1. 01 post has been done on Twitter by PIB India

S. No. Social Media Accounts No. Of Posts Impressions/Reach Engagements

1.	PIB India (Twitter)	01	30,031	582
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2.	PIB Hindi (Twitter)	10	93,489	09,231
3.	PIB Facebook	01	38,509	01,646
4.	PIB Instagram Stories	01	12,967	_____

Social Media cum other media activities of regional offices of PIB in April 2020

- Regional offices of PIB are doing hard work to publicise the different events of EBSB. In this direction different regional PIB offices issued 04 press releases on the theme of EBSB.

Analytics:

Twitter

Total 48 tweets have been made on **Twitter** by regional PIB offices

- **Total Impressions- 39,091**
- **Total engagement- 8058**
- **Video views- 15**

Facebook

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

- **Reach of FB posts - 2054**
- **No. of Likes- 69**
- **No. of Shares- 19**

Content Format and sample:

The format of the uploaded content has included infographics, videos and press releases.

Provided below is a glimpse of the publicity done so far.



PIB India #StayHome #StaySafe @PIB_India · Apr 30
#EkBharatShreshthaBharat explores our shared heritage and people-to-people links between our States

Let's celebrate our diversity #EkBharatShreshthaBharat

@HRDMinistry



Coverage of EBSB events of Ministry of Tourism by PIB:

Ministry of Tourism’s 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. PIB has issued press releases on the webinar series Dekho Apna Desh which has helped to generate much interest in the series through media.

- <https://pib.gov.in/PressReleasePage.aspx?PRID=1619178>
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1619289>
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1617477>
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1616892>
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1615015>