

Press Information Bureau

Government of India

**Report on action taken regarding EK BHARAT SHRESHTHA BHARAT of
PIB for May 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 also organised Vartalap programmes to promote the spirit of EBSB. It may be noted that due to covid , 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 May 2020 by PIB Headquarter:

1. 09 posts have been done on Twitter by PIB India
2. 10 posts have been done on Twitter by PIB Hindi
3. 01 posts have been done by PIB Facebook
4. 01 Story have been done by PIB Instagram

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

1.	PIB India (Twitter)	09	04,25,156	12,548
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 May 2020

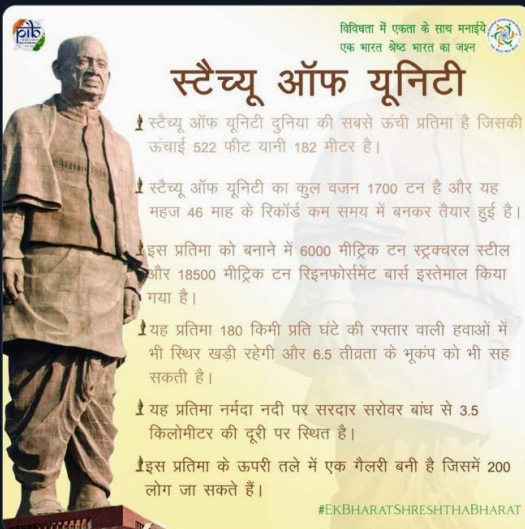
- Regional offices of PIB are doing hard work to publicise the different events of EBSB. In this direction different regional PIB offices issued 26 press releases on the theme of EBSB.

PIB in Rajasthan
@PIBJaipur

#StatueOfUnity का उद्घाटन प्रधानमंत्री श्री @narendramodi द्वारा 31 अक्टूबर को 'राष्ट्रीय एकता दिवस' के दिन किया गया,

आइए जानते हैं #EkBharatShreshthaBharat के तहत भारत की एकता के सूत्रधार कहे जाने वाले लौह पुरुष #SardarPatel की प्रतिमा के बारे में

Translate Tweet



विविधता में एकता के साथ मनाईये
एक भारत श्रेष्ठ भारत का जन्म

स्टैच्यू ऑफ यूनिटी

- स्टैच्यू ऑफ यूनिटी दुनिया की सबसे ऊँची प्रतिमा है जिसकी ऊँचाई 522 फीट यानी 182 मीटर है।
- स्टैच्यू ऑफ यूनिटी का कुल वजन 1700 टन है और यह महज 46 माह के रिकॉर्ड कम समय में बनकर तैयार हुई है।
- इस प्रतिमा को बनाने में 6000 मीट्रिक टन स्ट्रक्चरल स्टील और 18500 मीट्रिक टन रिइनफोर्समेंट बार्स इस्तेमाल किया गया है।
- यह प्रतिमा 180 किमी प्रति घंटे की रफ्तार वाली हवाओं में भी स्थिर खड़ी रहेगी और 6.5 तीव्रता के भूकंप को भी सह सकती है।
- यह प्रतिमा नर्मदा नदी पर सरदार सरोवर बांध से 3.5 किलोमीटर की दूरी पर स्थित है।
- इस प्रतिमा के ऊपरी तले में एक गैलरी बनी है जिसमें 200 लोग जा सकते हैं।

#EKBHARATSHRESHTHABHARAT

Ek Bharat Shreshtha Bharat and 3 others

11:09 AM · May 30, 2020 · Twitter for Android

PIB in Rajasthan
@PIBJaipur

#असम राज्य का प्रसिद्ध मानस राष्ट्रीय उद्यान जीवों की 20 से अधिक संकटापन्न प्रजातियों का घर है। गुवाहाटी से करीब 176 किलोमीटर दूर पश्चिमी असम में मौजूद यह उद्यान हाथी, गेंडे, बाघ जैसे जीवों के लिए चर्चित है और हरे-भरे मनोहर दृश्यों के लिए प्रसिद्ध है।

#EkBharatShreshthaBharat

Translate Tweet



एमआईबी हिंदी #MaskYourself and 9 others

9:42 AM · Jun 12, 2020 · Twitter for Android

View Tweet activity

7 Likes

Analytics:

Twitter

Total 91 tweets have been made on **Twitter** by regional PIB offices

- **Total Impressions- 1,78,258**
- **Total engagement- 10924**
- **Video views- 720**

Facebook

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

- **Reach of FB posts - 801**
- **No. of Likes- 105**
- **No. of Shares- 24**

Content Format and sample:

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

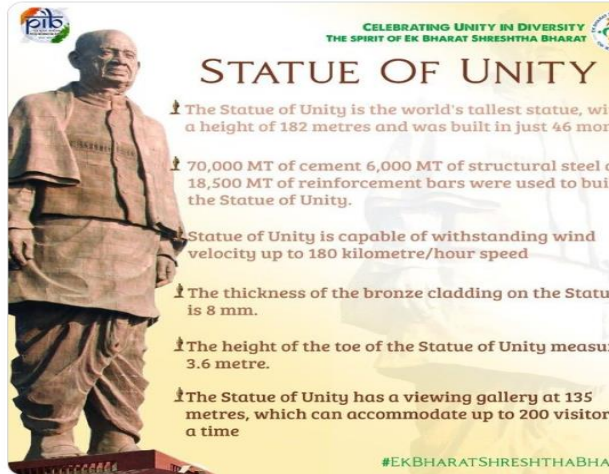
Provided below is a glimpse of the publicity done so far.

	
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#EkBharatShreshthaBharat celebrates the spirit of #India's #UnityInDiversity

The #StatueOfUnity is a tribute to the #IronMan of India #SardarPatel, a role model of unity.



9:23 am · 30 May 2020 · Twitter Web App



#MadhyaPradesh and #Manipur have exquisite jewellery art with fine detailed work using sophisticated techniques.

- Madhya Pradesh: Thewa Jewellery
- Manipur: Tangkhul Naga Necklace

Stay tuned for more on #EkBharatShreshthaBharat

@EBSB_MHRD @HRDMinistry



7:14 pm · 29 May 2020 · Twitter Web App



Every State & UT is paired with another State/UT to carry out a structured engagement with one another in the spheres of language, literature, cuisine, festivals, cultural events, tourism

Lets us promote the spirit of national integration & celebrate #EkBharatShreshthaBharat



7:00 pm · 29 May 2020 · Twitter Web App



IIIT Guwahati keeps up the spirit of #EkBharatShreshthaBharat by holding poster making competition "RAJASTHAN TOURISM AND TRAVELS" under EBSB campaign

Students were asked to participate from their homes as the competition held online due to #lockdown

pib.gov.in/PressReleasePa...



7:51 pm · 12 May 2020 · Twitter for iPhone

Coverage of EBSB events of Ministries of HRD and Tourism by PIB:

PIB issues press releases to highlight some of the EBSB events like cultural events, essay competitions, poster making etc.

To sensitize the youth about our fundamental duties, the Central University of Punjab Bathinda (CUPB), Punjab have released a Short Video titled "A Reminder on Fundamental Duties". The CUPB EBSB Club prepared this Video under Ek Bharat Shreshtha Bharat as per directives of MHRD.

Similarly, IIIT, Guwahati held a poster making contest. Two press releases were issued as below:

<https://pib.gov.in/PressReleasePage.aspx?PRID=1628097>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1623317>

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. 6 Press releases on these series have been issued to showcase the rich cultural heritage of an Ek Bharat Shreshtha Bharat:

<https://pib.gov.in/PressReleasePage.aspx?PRID=1626704>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1627615>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1626176>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1624849>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1623486>

<https://pib.gov.in/PressReleasePage.aspx?PRID=1622761>