

Dekho Apna Desh

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

In view of current pandemic situation all engagements for promotion of the EK Bharat Shreshtha Bharat has been on digital mode mainly on social media platforms and webinars.

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 August, 2020 through social media handles.

Gujarat-Chhattisgarh

Puducherry-Daman & Diu

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

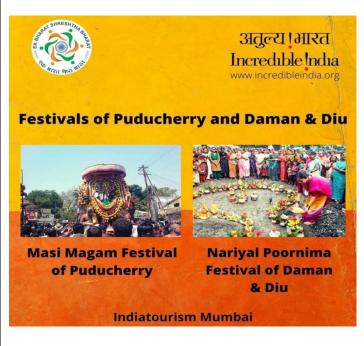
Sr. No	Social Media platform	No. of people Reached	No. of
			Engagement
01	Facebook	2300	250
02	Instagram	700	800 (Impressions)
03	Twitter	-	-
	Total	3K	1.05K

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



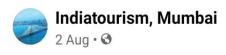






Social Media Coverage of Ek Bharat Shrestha Bharat activities for the Month of August 2020

FACEBOOK



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Indiatourism, Mumbai

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Food is a unifying entity. It brings together people from all over the world together. People travel to locations just to savour the special cuisines... See More



No. of people Reached	714
Engagements	56
Likes	33
Comments	-
Shares	03

No. of people Reached	465
Engagements	54
Likes	31
Comments	-
Shares	05

INSTAGRAM

