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

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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	-	-
<b>Total</b>		<b>3K</b>	<b>1.05K</b>

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

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## Dance Forms of Gujarat & Chhattisgarh



**Siddhi Dhamal**  
from Gujarat



**Panthi Dance**  
from Chhattisgarh

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## Festivals of Gujarat & Chhattisgarh




**Navaratri**  
from Gujarat




**Dussehra**  
from Chhattisgarh


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## Cuisines of Puducherry & Daman and Diu



**Quiche Tart**  
from Puducherry




**Jetty rolls**  
from Daman and Diu


IndiaTourism Mumbai

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[www.incredibleindia.org](http://www.incredibleindia.org)

## Festivals of Puducherry and Daman & Diu



**Masi Magam Festival**  
of Puducherry







**Nariyal Poornima**  
Festival of Daman  
& Diu

Indiatourism Mumbai

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

## FACEBOOK

<p> <b>Indiatourism, Mumbai</b> <span style="float: right;">⋮</span> 2 Aug · 🌐</p> <p>#Dance is one of the most over-abound treasure troves of our opulent heritage. It is intangible but it one that connects us through almost all our sen... See More</p>  <p><b>Dance Forms of Gujarat &amp; Chhattisgarh</b></p> <p><b>Siddhi Dhamal</b>      <b>Panthi Dance</b></p>	<p> <b>Indiatourism, Mumbai</b> <span style="float: right;">⋮</span> 14h · 🌐</p> <p>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</p>  <p><b>Cuisines of Puducherry &amp; Daman and Diu</b></p> <p><b>Quiche Tart</b>      <b>Jetty rolls</b></p>																				
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# INSTAGRAM

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### Cuisines of Puducherry & Daman and Diu






**Quiche Tart**  
from Puducherry



**Jetty rolls**  
from Daman and Diu

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 Liked by **chandar\_naik** and **18 others**  
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**Navaratri**  
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**Dussehra**  
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 Liked by **dvenka** and **31 others**  
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10 August