

# EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM (WEST & CENTRAL REGION) FOR THE MONTH OF JUNE 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 June, 2020 through social media handles.

### Maharashtra-Odisha

### Madhya Pradesh-Manipur

Ek Bharat Shreshtha Bharat social media statistics for the month of June 2020

Sr. No	Social Media platform	No. of people Reached	No. of Engagement
01	Facebook	7329	813
02	Instagram	935	878
03	Twitter	482	-
<b>Total</b>		<b>8746</b>	<b>1691</b>

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

 <p>The creative features the Ek Bharat Shreshtha Bharat logo and the text 'अतुल्य! भारत Incredible! India'. Below the text, two images are shown: 'Pattachitra from Odisha' and 'Warli Painting from Maharashtra'. The footer reads 'IndiaTourism Mumbai'.</p>	 <p>The creative features the Ek Bharat Shreshtha Bharat logo and the text 'अतुल्य! भारत Incredible! India'. Below the text, two images are shown: 'Ratha Yatra Puri, Odisha' and 'Ganesh Chaturthi Maharashtra'. The footer reads 'IndiaTourism Mumbai'.</p>
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अतुल्य | भारत  
Incredible India

## Cuisines of Odisha & Maharashtra



Chennapoda  
from Odisha



Puran Poli  
from Maharashtra

IndiaTourism Mumbai



अतुल्य | भारत  
Incredible India

## Celebrating the Festivals of Madhya Pradesh & Manipur



Khajuraho Dance Festival of  
Madhya Pradesh



Sangai Festival of  
Manipur

Indiatourism Mumbai



अतुल्य | भारत  
Incredible India

## Cuisines of Madhya Pradesh & Manipur



Raas Ki Kheer from Madhya Pradesh



Chahao Kheer from Manipur

Indiatourism Mumbai



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Incredible India

## Cuisines of Madhya Pradesh & Manipur



Poha from Madhya Pradesh



Singju from Manipur


Indiatourism Mumbai

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

## FACEBOOK

**Indiatourism, Mumbai** 7 Jun at 5:31 PM

#Handicrafts contribute to the artistic identity of any place. They are tangible pieces of culture that have been passed down generation after generat... See More



<b>No. of people Reached</b>	<b>3618</b>
<b>Engagements</b>	<b>443</b>
<b>Likes</b>	<b>129</b>
<b>Comments</b>	<b>03</b>
<b>Shares</b>	<b>14</b>

**Indiatourism, Mumbai** 13 Jun at 5:31 AM

The Tourism Festivals are great way to discover the greatness of our culture . They promote diversity, become platforms to showcase creativity and pro... See More



**Indiatourism Mumbai**

<b>No. of people Reached</b>	<b>807</b>
<b>Engagements</b>	<b>55</b>
<b>Likes</b>	<b>29</b>
<b>Comments</b>	<b>03</b>
<b>Shares</b>	<b>03</b>



**Indiatourism, Mumbai**



21 Jun at 8:51 PM • 🌐

One of India's most stand out features is its diversity. Ours is a country that is made up of an amalgamation of so many different yet similar culture... See More



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Incredible India

### Cuisines of Odisha & Maharashtra



**Chennapoda**



**Puran Poli**



**Indiatourism, Mumbai**



7 Jun at 2:51 PM • 🌐

Known for its diversity that varies with every region, state, community, culture and even religion, food in India is a vibrant assortment of uncountab... See More



अतुल्य! भारत  
Incredible India

### Cuisines of Madhya Pradesh & Manipur



अतुल्य! भारत  
Incredible India

### Cuisines of Madhya Pradesh & Manipur

<b>No. of people Reached</b>	<b>1500</b>
<b>Engagements</b>	<b>124</b>
<b>Likes</b>	<b>77</b>
<b>Comments</b>	<b>03</b>
<b>Shares</b>	<b>04</b>

<b>No. of people Reached</b>	<b>840</b>
<b>Engagements</b>	<b>82</b>
<b>Likes</b>	<b>43</b>
<b>Comments</b>	<b>02</b>
<b>Shares</b>	<b>04</b>

# INSTAGRAM

 indiatourism\_mumbai

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## Festivals of Odisha & Maharashtra




**Ratha Yatra**  
Puri, Odisha




**Ganesh Chaturthi**  
Maharashtra

 IndiaTourism Mumbai


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Incredible India

## Celebrating the Festivals of Madhya Pradesh & Manipur



**Khajuraho Dance Festival of Madhya Pradesh**



**Sangai Festival of Manipur**

Indiatourism Mumbai

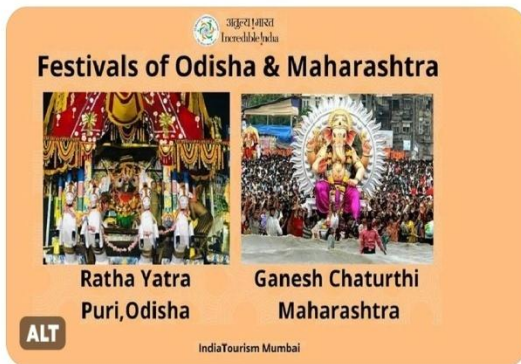
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## TWITTER



**Indiatourism Mumbai** @Indiato... · 1d ▾

Festivals R an integral part of any culture.They not only unify it's members but also showcase wonderful and intricate facets of its people. [#Odisha](#) & [#Maharashtra](#) paired states under [@EBSB\\_MHRD](#) which aims to showcase rich heritage & culture,customs & traditions of paired States



Incredible!India



**Indiatourism Mumbai** @In... · 13 Jun ▾

The Tourism Festivals are great way to discover the greatness of our culture.Presenting here the two famous festivals that promote tourism in paired states [#MadhyaPradesh](#) and [#Manipur](#) [@PIBBhopal](#) [@PIBImphal](#) [@EBSB\\_MHRD](#) [@MPTourism](#) [@TourismManipur](#) [@tourismgoi](#)

