

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

Ek Bharat Shrestha Bharat statistics for the month of May 2020

| Sr. No | Social Media platform | No. of people Reached | No. of Engagement |
|--------------|-----------------------|-----------------------|-------------------|
| 01 | Facebook | 14.8k | 6.2k |
| 02 | Instagram | 18k | 2.3k |
| 03 | Twitter | 440 | - |
| Total | | 33.2k | 8.5k |

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



**Celebrating Dance Forms of
Goa & Jharkhand**



Dhalo Dance, Goa



Santhali Dance, Jharkhand



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**Celebrating Dance Forms of
Goa & Jharkhand**



Dekhni Dance, Goa



Karma Dance, Jharkhand



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Celebrating Dance Forms of Goa & Jharkhand

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Fugdi Dance from Goa



Chhau Dance from Jharkhand

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Celebrating Dance Forms of Goa & Jharkhand



Zagor Dance from Goa



Paika Dance from Jharkhand

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Handicrafts of Goa & Jharkhand



Sea shell craft from Goa



Tribal ornaments from Jharkhand

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Handicrafts of Goa & Jharkhand



Crochet & Embroidery from Goa



Bamboo Work from Jharkhand

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Cuisines of Goa & Jharkhand



Bebinca
from Goa



Pitta
from Jharkhand

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Cuisines of Goa & Jharkhand



Sorpotel
from Goa





Litti-Chokha
from Jharkhand

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

FACEBOOK

| | | | | | | | | | | | | | | | | | | | | | |
|--|--|------------|-----------------|-----------|---------------|-----------|--------------|-------------|-------------------|-------------|--|--------------|-----------|-----------------|-----------|---------------|-----------|--------------|------------|-------------------|------------|
| <p>Indiatourism, Mumbai added 7 new photos. 17 May at 11:05 PM • 🌐</p> <p>Its not just the natural marvels and huge edifices that contribute to the unique experience of a region. Food plays an intrinsic role in the cultural... See More</p> <p>👍👍👍 Neela Lad and 63 others 4 Comments</p> <p>👍 Like 💬 Comment ➦ Share</p>  | <p>Indiatourism, Mumbai added 26 new photos. ... 2 May at 12:10 PM • 🌐</p> <p>So far, we've been sharing images taken by travellers. And now it's our turn. We want to show to you, the beauty of West and Central India through wonderful posters designed by our team using the #images from #incredibleindia #photo bank.</p> <p>#Chhattisgarh- *Full of Surprises* #Goa- *A Perfect Holiday Destination* #Madya Pradesh- *The Heart of Incredible India* #Maharashtra- *Unlimited* #Gujarat- *Vibrant Gujarat* #DekhoApnaDesh #EkBharatShresthaBharat #traveltomorrow</p>  | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>Likes</td> <td>347</td> </tr> <tr> <td>Comments</td> <td>17</td> </tr> <tr> <td>Shares</td> <td>20</td> </tr> <tr> <td>Reach</td> <td>6700</td> </tr> <tr> <td>Engagement</td> <td>1900</td> </tr> </table> | Likes | 347 | Comments | 17 | Shares | 20 | Reach | 6700 | Engagement | 1900 | <table border="1"> <tr> <td>Likes</td> <td>49</td> </tr> <tr> <td>Comments</td> <td>13</td> </tr> <tr> <td>Shares</td> <td>05</td> </tr> <tr> <td>Reach</td> <td>783</td> </tr> <tr> <td>Engagement</td> <td>117</td> </tr> </table> | Likes | 49 | Comments | 13 | Shares | 05 | Reach | 783 | Engagement | 117 |
| Likes | 347 | | | | | | | | | | | | | | | | | | | | |
| Comments | 17 | | | | | | | | | | | | | | | | | | | | |
| Shares | 20 | | | | | | | | | | | | | | | | | | | | |
| Reach | 6700 | | | | | | | | | | | | | | | | | | | | |
| Engagement | 1900 | | | | | | | | | | | | | | | | | | | | |
| Likes | 49 | | | | | | | | | | | | | | | | | | | | |
| Comments | 13 | | | | | | | | | | | | | | | | | | | | |
| Shares | 05 | | | | | | | | | | | | | | | | | | | | |
| Reach | 783 | | | | | | | | | | | | | | | | | | | | |
| Engagement | 117 | | | | | | | | | | | | | | | | | | | | |



Indiatourism, Mumbai added 7 new photos.

3 May at 3:34 PM • 🌐

The soul is like a waterfall, running wild and free ultimately towards tranquility. Waterfalls are truly a wonder of nature that yet again makes you m... [See More](#)

👍❤️👤 Malti Dutta and 49 others 6 Comments

👍 Like 💬 Comment ➦ Share



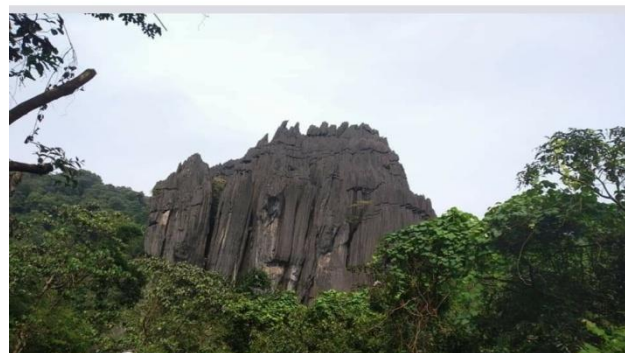
Indiatourism, Mumbai added 12 new photos.

4 May at 9:40 PM • 🌐

When two roads diverge, taking the one less travelled has made all the difference in the world. So when we indulge in unconventional methods of travel... [See More](#)

👍❤️👤 Malti Dutta and 45 others 3 Comments

👍 Like 💬 Comment ➦ Share



| | |
|-------------------|-------------|
| Likes | 198 |
| Comments | 12 |
| Shares | 19 |
| Reach | 4500 |
| Engagement | 663 |

| | |
|-------------------|------------|
| Likes | 78 |
| Comments | 04 |
| Shares | 06 |
| Reach | 775 |
| Engagement | 141 |



Indiatourism, Mumbai added 18 new photos.

6 May at 5:37 PM • 🌐

A state that is acclaimed for its wonderfully flamboyant charm, fragrant and colourful food that is a tantalizing delight to the palate, bold and amic... [See More](#)

👍 Malti Dutta and 40 others

1 Comment



Like



Comment



Share



Indiatourism, Mumbai added 10 new photos.

5 May at 10:02 PM • 🌐

Donald Patrick "Pat" Conroy , the American author had said "Once you have travelled, the voyage never ends, but is played out over and over again in... [See More](#)

👍👤 Paresh Dere and 24 others

2 Comments



Like



Comment



Share



| | |
|-------------------|------------|
| Likes | 63 |
| Comments | 02 |
| Shares | 07 |
| Reach | 813 |
| Engagement | 121 |

| | |
|-------------------|------------|
| Likes | 46 |
| Comments | 03 |
| Shares | 04 |
| Reach | 507 |
| Engagement | 94 |



Indiatourism, Mumbai

11 May at 7:58 PM • 🌐

Odisha - India's Best Kept Secret! Join the Dekho Apna Desh Webinar of Ministry of Tourism on 12.5.2020 at 11 am . To join in please register here:

<https://bit.ly/OdishaDAD>

#Odisha is 'paired state' with #Maharashtra under #ekbharatshresthabharat



Satkosia Gorge

Ministry of Tourism presents

Dekho Apna Desh

a webinar on

ODISHA - India's Best Kept Secret!

12th May, 2020 ▪ 1100-1200 hrs

| | |
|-------------------|------------|
| Likes | 32 |
| Comments | 02 |
| Shares | 05 |
| Reach | 371 |
| Engagement | 54 |



Indiatourism, Mumbai added 10 new photos.

10 May at 7:22 PM • 🌐

The beautiful region of Bastar in #Chhattigarh has more to offer than her lovely waterfalls, wilderness, festivals and warm and welcoming people. #Bas... See More

👍❤️ Malti Dutta and 46 others

2 Comments



Like



Comment



Share



| | |
|-------------------|-------------|
| Likes | 185 |
| Comments | 05 |
| Shares | 11 |
| Reach | 3200 |
| Engagement | 582 |



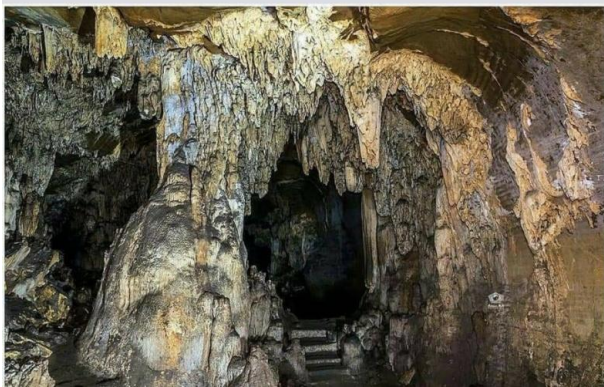
Indiatourism, Mumbai added 7 new photos.

24 May at 6:42 PM • 🌐

With their undeniable air of thrill and mystery, caves are fascinating places to visit. Unexplored grottoes are the perfect places to visit for thrill... [See More](#)

👍👎❤️ Neela Lad and 42 others 9 Comments

👍 Like 💬 Comment ➦ Share



Indiatourism, Mumbai

23 May at 3:25 PM • 🌐

With a country so diverse, people may wonder as to what keeps **#India** together. With so many contributing factors, its hard to pinpoint one singular aspect. But one thing that is a beacon of culture and is also something that has the power to bring together scores of people together is food. Each culture has a distinctive cuisine and through the Ek Bharat Ek Shreshta initiative, we have tried to showcase the cuisine of two states **#Jharkhand** and **#Goa** in a way that can tingle the palate. **#incredibleindia #culinary #heritage #food #cuisine Ek Bharat Shreshtha Bharat Incredible India #ekbharatshreshthabharat**



| | |
|-------------------|-------------|
| Likes | 107 |
| Comments | 11 |
| Shares | 05 |
| Reach | 2300 |
| Engagement | 230 |

| | |
|-------------------|------------|
| Likes | 48 |
| Comments | - |
| Shares | 02 |
| Reach | 544 |
| Engagement | 84 |



Indiatourism, Mumbai

Yesterday at 10:07 PM · 🌐

What better way to express the depth and intricacies of culture than through dance. **#Dance** helps paint visceral visual paintings of lore and appeals both aurally and visually. Watch the two cultures of **#Goa** and **#Jharkhand** come alive through dance. **#ekbharatshreshthabharat** : The Ek Bharat Shreshtha Bharat programme, aims to actively enhance interaction between people of diverse cultures living in different States and UTs in India, with the objective of promoting greater mutual understanding amongst them. **Ek Bharat Shreshtha Bharat #DekhoApnaDesh Incredible India #incredibleindia**



Indiatourism, Mumbai

25 May at 10:30 PM · 🌐

#Handicrafts contribute to the artistic identity of any place. They are tangible pieces of culture that have been passed down generation after generation. And nothing unifies like art. Today we present you the handicrafts of **#Goa** and **#Jharkhand** to show you that although diverse, beauty and craftsmanship is universal. **@EBSB.HRD #EkBharatShreshthaBharat #incredibleindia #art #artisan #craft #culture**



| | |
|-------------------|------------|
| Likes | 13 |
| Comments | - |
| Shares | - |
| Reach | 118 |
| Engagement | 16 |

| | |
|-------------------|------------|
| Likes | 25 |
| Comments | - |
| Shares | 01 |
| Reach | 194 |
| Engagement | 32 |

INSTAGRAM

indiatourism_mumbai

1/2

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Handicrafts of Goa & Jharkhand

 Sea shell craft from Goa

 Tribal ornaments from Jharkhand

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Liked by rup_pannu and 10 others

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Celebrating Dance Forms of Goa & Jharkhand

 Zagor Dance from Goa

 Paika Dance from Jharkhand

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Liked by bunuelphotos and 18 others

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Cuisines of Goa & Jharkhand



Bebinca
from Goa



Pitta
from Jharkhand

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Liked by **dvenka** and **34 others**

indiatourism_mumbai With a country so diverse, people may wonder as to what keeps... more



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Bastar, Chhattisgarh, India



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Liked by **dvenka** and **197 others**

indiatourism_mumbai The beautiful region of Bastar in #Chhattigarh has more to offer than her lovely waterfalls, wilderness, festivals and warm and welcoming people. #Bastar is also home to exquisite temples. A region known for its 75 days long Dussehra festivities, Bastar houses temples built during the 9th to 14th century by the

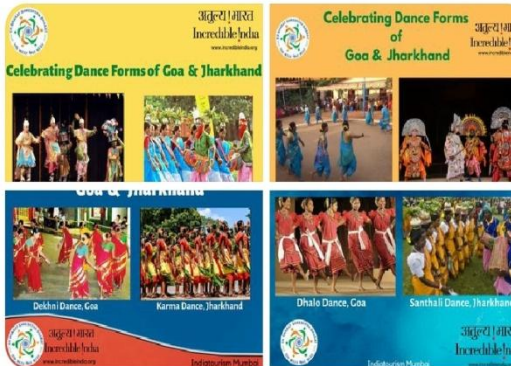
TWITTER



Indiatourism Mumbai @Indiato... · 9h

#Dance helps paint visceral visual paintings of lore and appeals both aurally and visually. Watch the two cultures of #Goa and #Jharkhand come alive through dance.

#ekbharatshreshthabharat :
#DekhoApnaDesh . #IncredibleIndia
@EBSB_MHRD @incredibleindia



Indiatourism Mumbai @Indiat... · 7m

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#EkBharatShreshthaBharat

