

Ministry of Youth Affairs & Sports Department of Sports

Report on the activities conducted under EBSB for the month of July 2020.

Name of the Ministry/ Department: Department of Sports

1. Digital Initiatives. During the period July 2020, the Department of Sports has undertaken to **spread the awareness of the Indigenous games of different regions/states of our country through digital medium.**
2. The documentaries on the Eight Indigenous Sports of India were streamed Live on the following channels:
 - a) Official Facebook page of the Fit India Movement.
 - b) Official Youtube channel of Fit India Movement
 - c) Official Youtube channel of MyGov India,
3. The documentaries have been uploaded on the Digital Repository of the Ek Bharat Shreshtha Bharat website (www.ekbharat.gov.in). The documentaries of the Indigenous games were also broadcast on DD Sports channel of Doordarshan.
4. The repeat streaming of the documentaries of Indigenous games from the month of July 2020 along with the episode wise reach, was as under:-:

Indigenous Sports of India series		
Date	Indigenous sport /Episode	Reach
24th July	Gatka	19,200
25th July	Roll Ball	47,900
26th July	Tug of War	31,300
27th July	Kalaripayattu	20,400
28th July	Thang Ta	95,000
29th July	Kho Kho	24,700
30th July	Mallakhamb	17,400
31st July	Shooting Ball	22,900
Total		278,800