

Ministry of Youth Affairs & Sports Department of Sports

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

Name of the Ministry/ Department: Department of Sports

1. Digital Initiatives. During the period Aug 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 Seven 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 streaming of the documentaries of Indigenous games for the month of Aug 2020 along with the episode wise reach, was as under:-:

Indigenous Sports of India series		
Date	Indigenous sport /Episode	Reach
1st Aug	Sqay	50,000
2nd Aug	Kabaddi	23,200
10th Aug	Gilli Danda	11,800
11th Aug	Sikkim Archery	10,500
12th Aug	Chhau & Paika Akhada	12,200
13th Aug	Dhoop & Cowrie Khel	11,900
14th Aug	Kushti Akhada	20,800
Total		140,400