

**Press Information Bureau
Government of India**

Gandhi@150- Microsite of PIB

The Press Information Bureau has participated actively in the campaign to commemorate 150th Birth Anniversary of Father of the Nation, Mahatma Gandhi. PIB has been highlighting the activities/events pertaining to Mahatma Gandhi of various Ministries and organisations through press releases, photographs, and social media activities. Additionally, PIB has taken up campaign activities on Mahatma Gandhi through its own platforms, including opening a microsite #Gandhi150 on PIB website, releasing articles by Culture Minister and experts and social media campaign on PIB platforms.

Microsite: A special microsite #Gandhi150 was opened at PIB website in August 2019. To begin with, clips of rare videos were obtained from Film Archives of M/o I & B on Gandhi and were posted on this website as a part of the campaign. 45 such archival clips have been posted on the microsite on a wide range of subjects including travels by Mahatma Gandhi, his interaction with jail inmates, on devotion to ones duties, his address on colonial rule after prarthana sabha, his discourse on ahimsa among several others.

The archival videos posted on the website were also released on PIB social media platforms simultaneously as a part of the social media campaign of PIB on Gandhi using #Gandhi150 #Gandhi #MahatmaGandhi. These video tweets re-inforced the videos posted on microsite and received a very good response. They were tweeted multiple times from both PIB India and PIB Hindi with total number of 136 video tweets from PIB India and 114 tweets from PIB Hindi. They generated combined impressions of more than 36 lakhs and engagement of more than 1.5 lakhs.

A film on inauguration of the National Salt Satyagraha Memorial at Dandi by the Prime Minister, Sh Narendra Modi last year has also been posted on the microsite.

A round-up film on the activities taken up nationally and internationally for celebration of 150 years of Mahatma Gandhi has been included in the microsite.

This year, PIB Regional/Branch offices organized webinars on the life, philosophy, thought and contribution of Mahtama Gandhi to freedom struggle as well as his concept of AtmaNirbhar Bharat which is so relevant today. 20 such webinars have been organised across India during Sept-Oct, 2020. Reports of some of these webinars have also been posted on the microsite #Gandhi150 on PIB website.

Similarly, PIB arranged publication of articles on Mahatma Gandhi by Regional/Branch Offices. An article by Union Culture Minister, Shri Prahlad Singh Patel was released for Pan-India publication on 2nd October, 2020. The article was published in more than 75 newspapers (English, Hindi, Regional) including the Pioneer and Indian Express in Delhi. Newspaper clippings of some of these articles have been posted on the PIB Microsite on Gandhi.

The microsite was active till first week of December ,2020.
