

MONTHLY REPORT OF ACTIVITIES
UNDER EK BHARAT SHRESHTHA BHARAT PROGRAMME

BY INDIATOURISM (WEST & CENTRAL REGION) FOR THE MONTH OF DECEMBER 2019

Sr. No	Activities by India Tourism Mumbai	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1	Destination Gujarat Exhibition, 2019	December 2019	Ek Bharat Shrestha Bharat Branding at Destination Gujarat Exhibition at Surendranagar, December 18-20, 2019.	IndiaTourism Mumbai participated in the Destination Gujarat Exhibition held from 18.12.2019 to 20.12.2019 at Anand Bhavan, Surendranagar, Gujarat. Under the Ek Bharath Shrestha Bharat initiative a special Chhattisgarh section created in Incredible India stall to showcase the Tourism potential of Chhattisgarh. Gujarat and Chhattisgarh are paired state under Ek Bharath Shrestha Bharat initiative.	Gujarat-Chhattisgarh	30 participants from different Ministries of Central & State Governments & Stakeholders and 1000 visitors visited the Exhibition.	Hon. Member of Parliament, Surendranagar Dr. Mahendrabhai Munjapara visited the Incredible India stall at "Destination Gujarat" Exhibition at Anand Bhavan, Surendranagar, Gujarat on 18th December, 2019. IndiaTourism Mumbai organised Quiz Competition for school children of Gujarat at Destination Gujarat Exhibition on Tourist places in Chhattisgarh.



**Branding of EBSB at Destination Gujarat Exhibition, Surendranagar
December 18-20,2019**



**Hon. Member of Parliament, Surendranagar Dr. Mahendrabhai
Munjapara visited the Incredible India stall at Destination Gujarat
Exhibition December 18-20, 2019**



On the spot Quiz Competition organised for school children of Gujarat on Tourist places in Chhattisgarh at Destination Gujarat Exhibition



Showcased the Tourism Potential of Chhattisgarh at Destination Gujarat Exhibition as Gujarat & Chhattisgarh are paired state under EBSB

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Sr. No	Activities by India Tourism Mumbai	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
2	Ek Bharat Shrestha Bharat Outreach to Kendriya Vidyalaya school students in Mumbai, Maharashtra.	December 2019	Audio visual presentation on Odisha for students of Kendriya Vidyalaya schools in Mumbai, Maharashtra under EBSB initiative.	<p>IndiaTourism Mumbai launched the "Know Odisha" presentation for students of Kendriya Vidyalayas (KVs) in Maharashtra on 19th December 2019. The programme, as part of Ek Bharat Shreshtha Bharat (EBSB) initiative includes a series of presentations at Kendriya Vidhyalaya Schools across Maharashtra starting December 2019 to June 2020.</p> <p>The multimedia presentation on Odisha is designed to introduce class 6 to 9 students in Maharashtra to the Culture, History, Geography, Monuments, Temples, dance forms, tourist attractions, Handicraft and cuisine of Odisha which is the 'paired state' with Maharashtra under EBSB.</p> <p>The students will also learn about the Ek Bharat Shreshtha Bharat programme's objective to celebrate 'Unity in Diversity'.</p> <p>In the first round of presentations on 19th December 300 students from two KVs namely KV Colaba and KV</p>	Maharashtra-Odisha	In the first round of presentations on 19th December 300 students from two KVs namely KV Colaba and KV Ambernath Participated.	Quiz competition conducted for students of Kendriya Vidyalayas (KVs) in Maharashtra on Tourist places in Odisha.

				Ambernath attended the presentation and participated in the on the spot quiz competition.			
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Audio Visual presentation on “Know Odisha” at Kendriya Vidyalaya School, Ambarnath, Thane District on 19th December, 2019 as Maharashtra & Odisha are paired state under EBSB



Audio Visual presentation on "Know Odisha" at KV Colaba, Mumbai on 19th December, 2019



Ministry of Tourism, Government of India

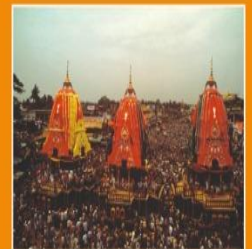
Ek Bharat Shreshtha Bharat

Audio Visual Presentation
on Odisha
For Kendriya Vidyalaya Schools in Maharashtra
by

INDIATOURISM MUMBAI



Incredible India



PAIRED STATE : MAHARASHTRA - ODISHA

EBSB Branding at Kendriya Vidyalaya schools in Mumbai, Maharashtra

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Sr. No	Activities by India Tourism Mumbai	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any relevant other information
3	Ek Bharat Shrestha Bharat activities in Ahmedabad, Gujarat	December 2019	Know Chhattisgarh Seminar for Travel Trade of Gujarat in Ahmedabad on 30.12.2109 under EBSB initiative.	<p>India Tourism, Mumbai organised a "Know Chhattisgarh" seminar for the Travel Trade of Gujarat in Ahmedabad on 30.12.2109 under the Ek Bharat Shreshtha Bharat (EBSB) initiative. The main objective of the event was introduce the tourism products of Chhattisgarh which is the paired state with Gujarat under the EBSB to the leading tour operators of Gujarat. This event was attended by 48 tour operators from Ahmedabad.</p> <p>The Regional Director (West & Central Region) introduced the concept of Ek Bharat Shreshtha Bharat (EBSB) and the overview of the tourism scenario of tourism in the country including Incredible India Tourism Facilitators Certification programme. The Government of Chhattisgarh was represented by Mr. Srirang Rathak, Dy. General Manager, Chhattisgarh Tourism Board. The product presentation was done by Mr. Jaspreet Bhatia, General Secretary, Association of Domestic Tour</p>	Gujarat-Chhattisgarh	48 leading tour operators of Gujarat.	

				<p>Operators Association of India (ADTOI). A special presentation on the tourism potential, culture, heritage of the Bastar Region of Chhattisgarh was done by Mr. Jeet Arya, from Unexplored Baster, an organisation working in development of Baster Region. Baster region also has aspirational districts.</p> <p>This seminar gelled well with the objective of EBSB to establish long-term engagements between paired states and creating an environment which promotes learning between States by sharing best practices and experiences.</p> <p>Tourism as an economic activity is also Key Enabler of People to People Contact, this fits in perfectly with the theme of EBSB to celebrate the idea of India as a nation wherein different cultural units across varied geographies coalesce and interact with each other, this glorious manifestation of diverse cuisine, music, dance, theatre, movies & films, handicrafts, sports, literature, festivals, painting, sculpture etc. to enable people to imbibe the innate chord of binding and brotherhood.</p>			
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Know Chhattisgarh seminar for the Travel Trade of Gujarat in Ahmedabad on 30.12.2109 under the Ek Bharat Shreshtha Bharat (EBSB)



Know Chhattisgarh seminar for the Travel Trade of Gujarat in Ahmedabad on 30.12.2109 under the Ek Bharat Shreshtha Bharat (EBSB)

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4	Ek Bharat Shrestha Bharat activities in Mumbai, Maharashtra	December 2019	Know Odisha Seminar for Travel Trade of Maharashtra in Mumbai on 30.12.2109 under EBSB initiative	India Tourism, Mumbai organised a "Know Odisha" seminar for the Travel Trade of Maharashtra in Mumbai on 30.12.2109 under the Ek Bharat Shreshtha Bharat (EBSB) initiative. The main objective of the event was introduce the tourism products of Odisha which is the paired state with Maharashtra under the EBSB to the leading tour operators of Maharashtra. This event was attended by 20 tour operators from Mumbai	Maharashtra-Odisha	20 leading tour operators of Mumbai.	



Know Odisha seminar for the Travel Trade of Maharashtra in Mumbai on 30.12.2109 under the Ek Bharat Shreshtha Bharat (EBSB)

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Sr. No	Activities by India Tourism Aurangabad	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
5	Ek Bharat Shrestha Bharat Outreach to school children at Aurangabad, Maharashtra	December 2019	Audio visual presentation on Odisha for students of Aurangabad schools in Maharashtra under EBSB initiative.	As part of Ek Bharat Shreshtha Bharat (EBSB) outreach to school children, the India Tourism Office, Aurangabad organised a "Know Odisha" audio visual presentation in Jagruti Vidyalaya & Mahanagar palika School, Aurangabad on 24 th & 26 th December, 2019. The presentation centered around introducing the rich tangible and intangible cultural heritage of Odisha to around 100 students besides highlighting the objectives of EBSB to the students and teachers. The EBSB outreach to schools children is an important element of the India Tourism Mumbai's action plan to create awareness among the school students about Odisha which is the 'Paired State' with Maharashtra under EBSB.	Maharashtra-Odisha	In the first round of presentations on 24 th & 26 th December 180 students Participated.	Quiz competition conducted for students on Tourist places in Odisha.



Audio Visual presentation on "Know Odisha" at Jagruti Vidyalaya, Aurangabad on 24th December 2019 as Maharashtra & Odisha are paired state under EBSB



Audio Visual presentation on "Know Odisha" at Mahanagar palika School, Aurangabad on 26th December 2019 as Maharashtra & Odisha are paired state under EBSB

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Sr. No	Activities by India Tourism Goa	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
6	Ek Bharat Shrestha Bharat activities in Goa.	December 2019	Introduction of Jharkhand tourism potential to Tour operators of Goa on 23.12.2019.	<p>The Regional Director, India Tourism Mumbai met the members of Travel & Tourism Association of Goa (TTAG) on 23.12.2019 at Patto, Panaji.</p> <p>The TTAG is the apex body representing the Hotel & Travel Trade in Goa. The Association is a non- profit, non-Governmental organization dedicated to furthering the cause of healthy and positive tourism in Goa.</p> <p>During the meeting the Regional Director sensitized the tour operators of Goa on EK Bharat Shrestha Bharat initiative and highlighted Jharkhand Tourism potential and urged TTAG members to actively promote Jharkhand Tourism.</p>	Goa- Jharkhand	20 participants comprise TTAG members and Stakeholders.	TTAG requested India Tourism Mumbai to invite the Tour operators from Jharkhand to Goa.



Introduce the Tourism products of Jharkhand to the Travel & Tourism Association of Goa (TTAG) Members as Goa & Jharkhand Paired state under EBSB.

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Print Media Coverage of EBSB branding for the month of December, 2019

Sr. No	Activities by India Tourism Mumbai	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any relevant other information
7	EBSB Branding in Print Media	December, 2019	Print advertisement in Taj Mumbai monthly Magazine.	Taj Mumbai Magazine is an upscale publication of the Taj hotels in Mumbai. The advertisement creative of Konark Temple of Ministry of Tourism for domestic tourism campaign was adopted with EBSB logo and the concept of paired state of Maharashtra and Odisha has been highlighted in the creative.	Maharashtra-Odisha	35,000 (As indicated by Publisher)	

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EBSB branding in Taj Mumbai monthly Magazine

Social Media Coverage of EBSB activities for the month of December, 2019

<div data-bbox="228 261 320 312"></div> <div data-bbox="327 261 1021 331"> Indiatourism Mumbai added 6 new photos. 18 Dec at 10:53 PM • 🌐 </div> <p>Hon. Member of Parliament, Surendranagar Dr. Mahendrabhai Munjapara visited the Incredible India stall at "Destination Gujarat" Exhibition at Anand Bhavan, Surendranagar, Gujarat on 18th December, 2019. India Tourism stand in the exhibition is showcasing the tourism products of Chhattisgarh which is the paired state with Gujarat under 'Ek Bharath Shrestha Bharat' initiative. Incredible India Tourist facilitator certification (IITFC) programme which is the digital initiative of Ministry of Tourism, Govt. of India for citizens of India to become a part of booming Tourism Industry is also being promoted in this exhibition.</p> <p>Incredible India #DestinationGujarat #EkBharathShresthaBharat #Gujarat #Chhattisgarh #IITFC</p> <div data-bbox="203 823 1059 1043"> </div>	<div data-bbox="1137 225 1211 261"></div> <div data-bbox="1234 229 1554 252"> indiatourism_mumbai </div> <div data-bbox="1106 272 2024 746"> </div> <div data-bbox="1137 759 1989 826"> <div> </div> <div> Liked by rup_pannu and 3 others </div> </div> <p>indiatourism_mumbai Hon. Member of Parliament, Surendranagar Dr. Mahendrabhai Munjapara visited the Incredible India stall at "Destination Gujarat" Exhibition at Anand Bhavan, Surendranagar, Gujarat on 18th December, 2019. India Tourism stand in the exhibition is showcasing the tourism products of Chhattisgarh which is the paired state with Gujarat under 'Ek Bharath Shrestha Bharat' initiative. Incredible India Tourist facilitator certification</p>												
<div data-bbox="546 1091 696 1123"> Facebook </div> <table border="1" data-bbox="253 1128 1046 1246"> <tr> <td>Likes</td><td>30</td></tr> <tr> <td>Comments</td><td>-</td></tr> <tr> <td>Shares</td><td>1</td></tr> </table>	Likes	30	Comments	-	Shares	1	<div data-bbox="1480 1091 1648 1123"> Instagram </div> <table border="1" data-bbox="1158 1128 1951 1246"> <tr> <td>Likes</td><td>4</td></tr> <tr> <td>Comments</td><td>-</td></tr> <tr> <td>Shares</td><td>-</td></tr> </table>	Likes	4	Comments	-	Shares	-
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Indiatourism Mumbai is with Bhavana Shinde and Paresh Dere.

19 Dec at 10:26 PM • 🌐

IndiaTourism Mumbai launched the "Know Odisha" presentation for students of Kendriya Vidyalayas (KVs) in Maharashtra on 19th December 2019. The programme, as part of EK Bharat Shreshtha Bharat (EBSB) initiative includes a series of presentations at Kendriya Vidhyalaya Schools across Maharashtra starting Dec 2019 to June 2020.

The multimedia p... See More



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indiatourism_mumbai IndiaTourism Mumbai launched the "Know Odisha" presentation for students of Ken... more

19 December

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Ministry of Tourism, Government of India

21 Dec 2019 at 3:45 PM • 🌐

The India Tourism Mumbai launched the "Know Odisha" presentation for students of Kendriya Vidyalayas in Maharashtra on 19th Dec. The program, as part... [See More](#)



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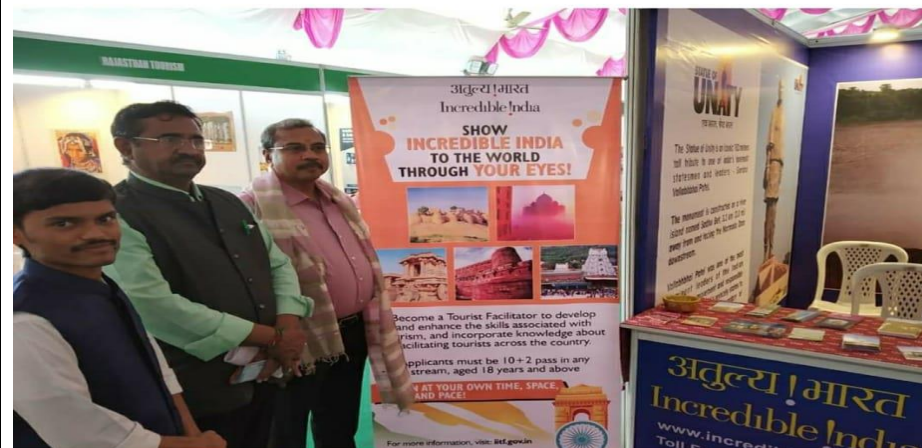
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20 Dec 2019 at 4:10 PM • 🌐

Hon. Member of Parliament - Surendranagar, Dr. Mahendrabhai Munjapara visited the Incredible India stall at "Destination Gujarat" Exhibition at Anand... [See More](#)



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India Tourism, Mumbai organised a “Know Odisha ” seminar for the Travel Trade of Maharashtra in Mumbai on 30.12.2109 under the Ek Bharat Shreshtha Bharat (EBSB) initiative. The main objective of the event was introduce the tourism products of Odisha which is the paired state with Maharashtra under the EBSB to the leading tour operators of Mahara... [See More](#)



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India Tourism , Mumbai organised a “Know Chhattisgarh” seminar for the Travel Trade of Gujarat in Ahmedabad on 30.12.2109 under the Ek Bharat Shreshtha Bharat (EBSB) initiative. The main objective of the event was introduce the tourism products of Chhattisgarh which is the paired state with Gujarat under the EBSB to the leading tour operators... [See More](#)



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indiatourism_mumbai India Tourism , Mumbai organised a “Know Chhattisgarh” seminar for the Travel Trade of Gujarat in Ahmedabad on 30.12.2109 under the Ek Bharat Shreshtha Bharat (EBSB) initiative. The main objective of the event was introduce the tourism products of Chhattisgarh which is the paired state with Gujarat under the EBSB to the leading tour operators of Gujarat.

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Indiatourism Mumbai
26 Dec at 9:23 AM • 🌐

Continuing with Ek Bharat Shrestha Bharat (EBSB) outreach to school children, the India Tourism Office, Aurangabad organised a " Know Odisha" audio visual presentation in Jagruti Vidyalaya, Aurangabad on 24th December, 2019 . The presentation centered around introducing the rich tangible and intangible cultural heritage of Odisha to around 100... [See More](#)







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MONTHLY REPORT OF ACTIVITIES
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BY INDIATOURISM (SOUTHERN REGION) FOR THE MONTH OF DECEMBER 2019

Sr. No	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1	December 2019	Live Broadcasting in All India Radio, Tamil Nadu about Tourism and Culture of Jammu Kashmir	<p>India Tourism, Chennai has planned to organize a program in All India Radio, Chennai about Tourism and Culture of Jammu and Kashmir to be broadcasted all over Tamil Nadu. The main theme of the program was broadcasting the details of Tourists Destinations and type of tourism products available at Jammu and Kashmir by a prominent speaker and Telephonic conversations with Major Tours operators regarding the ease of access to Jammu and Kashmir.</p> <p>Due to unavailability of broadcast slot with AIR, the program could be executed as planned.</p> <p>However the program will be executed in January 2020 at the earliest.</p>	Tamil Nadu – Jammu and Kashmir		

MONTHLY REPORT OF ACTIVITIES
UNDER EK BHARAT SHRESHTHA BHART PROGRAMME

BY INDIATOURISM (NORTHERN REGION) FOR THE MONTH OF DECEMBER 2019

Sr. No	Activities by India Tourism Offices/CIHMs / IITTM	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	Indiatourism Delhi	Dec. 2019	Exchange Program of CIHM Students	NCHMCT, Noida has been assigned to coordinate the exchange program by HRD, Div., MOT	-	-	Necessary information regarding implementation of the program is awaited.
2.	Indiatourism Varanasi	22 nd Dec. 2019	“Know Arunachal Pradesh “(North East) under EBSB	Know Arunachal Pradesh	Arunachal Pradesh & Meghalaya	65 Participants representing Travel Trade	“Know Arunachal Pradesh” North East) under EBSB

MONTHLY REPORT OF ACTIVITIES
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BY INDIATOURISM (NORTH EASTERN REGION) FOR THE MONTH OF DECEMBER 2019

Sr. No	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants	Any other relevant information
1	Dec 2019	Hornbill Festival (1 st dec-10 th Dec, 2019)	IT Guwahati put up a information counter/ tourism stall to spread awareness on tourism and promoted Madhya Pradesh tourism during the event.	Madhya Pradesh	100 (daily)	IndiaTourism Guwahati is distributing publicity materials on MP tourism during this 10 – day long festival at Nagaland.
2	Dec 2019	Strengthening the Unity and Integrity of India (31 st Dec,2019)	IT Guwahati celebrated EBSB during a day long programme at South Point School , Guwahati	Rajasthan	100	Prof(Dr) Saumitra Sen, Dean, Department of Hotel management and Technology and travel Management of Assam Royal Global University, Guwahati gave a brief lecture on Rajasthan Cultural, Food, Heritage traditions and Tourist Places etc. Shri D.K. Mandal, Asst. Director IndiaTourism Guwahati delivered a speech explaining the importance of EBSB. Rajasthani folk songs and dance were performed by renowned artists.



Hornbill Festival Nagaland 2019



India Tourism Stall at Hornbill Festival Nagaland 2019



EBSBP at South Point school, Guwahati December 2019



EBSBP at South Point school, Guwahati December 2019



EBSBP at South Point school, Guwahati December 2019

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Sr. No	Activities by Indiatourism Kolkata	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1	Andaman & Nicobar Islands - Lakshadweep Mahotsav'- A blend of cuisine and music (lifestyles) of Islands	December 2019	Ek Bharat Shrestha Bharat celebration of Cuisine and music of Andaman & Nicobar Islands and Lakshwadeep at Seafood Delights", MA Road, Phoenix Bay, Port Blair, Timing: 6 PM to 10 PM, 22nd to 28th December, 2019	IndiaTourism Port Blair organised Ek Bharat Shrestha Bharat celebration of Cuisine and music of Andaman & Nicobar Islands and Lakshwadeep at Seafood Delights", MA Road, Phoenix Bay, Port Blair, Timing: 6 PM to 10 PM, 22nd to 28th December, 2019. Andaman & Nicobar Islands and Lakshwadeep are paired state under Ek Bharath Shrestha Bharat initiative.	Andaman & Nicobar Islands and Lakshwadeep	1500 visitors visited the Festival.	Dy. SP and Commissioner of Andaman Police, Commandant of CISF, President of ATTO, Director of Doordarshan, Port Blair





Cuisine and Music Festival on Andaman & Nicobar and Lakshwadeep Pair under EBSB

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2	Ek Bharat Shrestha Bharat Cultural Event during Tourism Fair, Siliguri	December 2019	Cultural Performances during Tourism Fair of Blue Eye India under Ek Bharat Srestha Bharat	Indiatourism Kolkata has organised Cultural Performances during Tourism Fair of Blue Eye India under Ek Bharat Srestha Bharat held on 13 th -15 th December 2019	West Bengal- Rajasthan- Tamil Nadu (As there is no specific partner state of West Bengal)	1000 visitors attended the event	It was a B2C Tourism event where Stakeholders i.e. Tour Operators, Homestay owners have also participated and thousands of locals have visited every day.



Cultural Performances during Tourism Fair of Blue Eye India under Ek Bharat Srestha Bharat