

**EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING NOVEMBER 2019 BY INDIATOURISM, GUWAHATI**

Sr. No	Activities by India Tourism Offices	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	Indiatourism, Guwahati	8 th to 10 th November. 2019.	Kids Festival at Shilpgram, Guwahati	1. Regional Director (NE) India Tourism Guwahati addressed the audience and explained the significance of EBSB. 2. Students and especially abled children participated in the event. 3. Activities such as Kids Fashion show wearing traditional attires and Rajasthani dance and food were showcased.	Assam – Rajasthan	500 on each of the three-day event.	Regional Director (NE) emphasised on cultural assimilation of both the states of Assam & Rajasthan under EBSB event. He assured more such programme under the said event will be held within a short period.
2.	Indiatourism, Imphal	24 th Nov.19	EBSB during International Travel Mart, 2019 at Imphal, Manipur.	1. Assisted in organising a presentation by Madhya Pradesh Tourism before University & Tourism Institute students under EBSB Event during ITM 2019. 2. A presentation was made by Director, Madhya Pradesh Tourism, on Potentials of tourism and investment opportunities in Madhya Pradesh. 3. Efforts were made to showcase the tourism potentials / products of the respective states and also to promote the tourism destinations of both the states i.e. Madhya Pradesh & Manipur.	Madhya Pradesh - Manipur	200	Indiatourism NE, is hence, exploring more opportunities where events like EBSB can be held in Marts, Seminars, Exhibitions, Travel Bazars etc. which are having global importance

				4. Madhya Pradesh state tourism also distributed tourist information brochures among participants.		
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Kids festival under EBSB event inaugurated by RD (NE) on 8th Nov 2019, at Shilpgram , Guwahati.



Kids fashion show carrying traditional attires



Distribution of awards/gifts among specially abled children



MP Tourism Exhibition during ITM Imphal 2019



MP Tourism Presentation before delegates and Students during ITM Imphal 2019



MP Tourism Presentation before delegates and Students during ITM Imphal 2019

**EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING NOVEMBER 2019 BY INDIATOURISM, MUMBAI**

Sr. No	Activities by India Tourism Offices	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	Indiatourism, Mumbai	November 2019	Tribal Tourism workshop held from 22.11.2019 to 23.11.2019 in Raipur.	The Tribal Tourism workshop including a B2B meeting was organized in Raipur, Chhattisgarh from 22-25 Nov. 2019. In this Workshop, tour operators from other states of Western region including Gujarat participated. . The participants were also taken on a familiarization tour post the workshop visit to Chitrakote, Kutumsar Caves, Tirthgarh Waterfalls and Gangrel Dam site. This enabled the participants to interact with their counterparts in Chhattisgarh and also have a first hand experience of the tourism potential of Bastar Region of Chhattisgarh.	Chhattisgarh- Gujarat	74	----
2	Indiatourism, Mumbai	November 2019	Celebrated the Cuisine cum Cultural festival on 16.11.2019 at Gwalior campus.	The Cuisine cum Cultural festival celebrated at IHM-Gwalior campus for local travel trade, students of IHM, Gwalior and Rani Laxmi Bai college, local community of northeast in Gwalior and other stakeholders. Famous food items of all three states of Madhya Pradesh, Manipur and Nagaland were showcased by the students and offered to the attendees. Also,	Madhya Pradesh – Manipur & Nagaland	150	Organized by India Tourism, Indore in association with IHM-Gwalior

				cultural troupes from Madhya Pradesh and Nagaland performed in this event.			
3.	Indiatourism, Mumbai	November 2019	Showcased the Tourism potential of Odisha during IITM Exhibition held from 29.11.2019 to 01.12.2019 at Pune.	A special Odisha section was created in the Incredible India booth highlighting Tourism potential of Odisha. One information desk was provided to Department of Tourism, Govt. of Odisha which was manned by an official from Odisha Tourism.	Maharashtra- Odisha	1000	



EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING NOVEMBER 2019 BY INDIATOURISM, NEW DELHI

Sr. No	Activities by India Tourism Offices	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	Indiatourism, Delhi	28. 11.2019	Opening/ inaugural Program of Ek Bharat Shreshtha Bharat with pairing States.	1. ITO Delhi addressed the audience and explained about EBSB. 2. Five State Tourism Departments addressed the audience and showed the Films on the Tourism sites of State(s). 3. CHIM – PUSA, Delhi and SIHM Faridabad also participated. 4. Students dressed up with Traditional attires. 5. Cooked Food, Dry snacks, spices were displayed by the SGs and CIHMs. 6. SGs displayed handicrafts of their state. 7. Haryana and Punjab organized Dance performances. 8. Details in Annexure	Delhi – Sikkim Haryana- Telangana Punjab – Andhra Pradesh	90 (Ninety)	It has been observed that it was not possible for few Pairing SGs to participate in the proposed activities. Telangana didn't participate.
2.	Indiatourism, Jaipur	23 – 26 Nov.'19	Matasya festival at Alwar, Rajasthan	1. Visitors were apprised with the information about Culture, heritage, wildlife, flora & fauna of Assam. 2. DTO Jaipur had interaction with the local travel trade members in respect of promoting Assam by way of offering special discounted	Rajasthan - Assam	More than 1000 guests	

				packages for the visitors from Assam to Rajasthan.			
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Annexure

Ek Bharat Shrestha Bharat (EBSB) – The special Event was launched first in Delhi by ITO Delhi with six pairing states of Delhi – Sikkim, Punjab – Andhra Pradesh, Haryana - Telangana on 28th Nov. '19. The program was held at Pravasi Bhartiya Kendra, Chanakyapuri, Delhi. Five States participated except Telangana in the program. The IHMs of Delhi (PUSA) and SIHM Faridabad, Haryana were also part of exhibition and displayed the cuisine. The State Tourism Departments also showcased states' local handicrafts, dry food items, snacks, spices and cooked food.

The students of CIHM, Pusa set up a stand and displayed cooked/dry food from all the 6 states. The boys and Girls manned the stand came with traditional dress of all the 6 states. IIHM Faridabad also invited in the event and present with traditional attires. The Director, IIHM and lectures grace the occasion. The Regional Director and other officials of Uttar Pradesh also attended the event.

The audiences were also addressed by the Regional Director (N) and explained the purpose and objective of EBSB. ITO Delhi had showed a film on “Adopt A Heritage” which created interest among the guests since it is a unique project. All the 5 states governments tourism officials addressed and showed their audio visual presentation. Bhangra from Punjab and Folk dance of Haryana were presented on the occasion.

	



**EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING NOVEMBER 2019 BY INDIATOURISM, CHENNAI**

Sr. No	Activities by India Tourism Offices	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1	Indiatourism, Chennai	November	Mega Wall painting Event	Indiatourism, Chennai along with Airports Authority of India, Chennai organized a 'Mega Wall painting' programme at Chennai Airport on 23 rd November 2019. During the event the art, culture and tourist destinations of the southern regional states and their respective paired states have been give importance and painted on the airport compound walls. Around the 380 wall panels of the Airport compound wall on the G.S.T Road have been painted by the artist/students.	Southern Regional States and respective paired states	Around 1500 artists and students from various schools and colleges participated in the event.	This mega wall painting concept was marked as a World record event and this record has been recognized by 'Universal Achievers' Book of records. The event was given wide media coverage.



Airport Compound Wall Painting Event at GST Road Chennai



Tourist Destinations painted in the wall



Tourist Destinations painted in the wall



Tourist Destinations painted in the wall



Airport Director (Chennai) & RD (South) at Press Meet



Airport Director (Chennai) & RD (South) at Press Meet



RD South at World Record Ceremony



RD South at World Record Ceremony

**EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING NOVEMBER 2019 BY INDIATOURISM, KOLKATA**

Sr. No	Activities by India Tourism Offices	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	Indiatourism, Kolkata	November 2019	Nil	The Regional Director (East), MTO Port Blair and MTO Bhubaneswar were deputed for ITM Imphal where they were stationed from 19th to 27th November. Therefore, no activity under EBSB could be undertaken during November 2019. However, activities under EBSB are being taken up from December 2019.	----	----	----
