

Activities Conducted in February 2020: M/o Tourism

India Tourism Offices

- In February, 2020, 12 India Tourism Offices organized 28 activities covering 39 paired states and 1,30,674 people participated.
- These activities include dance forms, culinary festival, cultural programmes, highlighting of tourism products, Food Exhibition, B2B Meeting of tourism service providers, promotion of traditional costumes, A/V Presentation of tourist destination and tourism products, competition for students of travel and tourism institutes, visits of important historical sites, museum and art & culture centres, exposure to local foods, Fam tours for Print and Electronic Media & Bloggers, Airport Branding, Inter-Regional Domestic Road Shows, Student Exchange Programmes, Workshops and Seminars, etc.

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Central Institutes of Hotel Management (CIHMs)

In February, 2020; all Central Institutes of Hotel Management organized 26 activities in which 17231 persons participated.

These activities include Cultural programmes, Cultural Exchange Students Programmes, Culinary Festivals & Cuisine Shows, Food preparation & presentation of dishes, Cookery Demonstration, Theme Lunch & Dinner, Ethnic Tribal Dances, Road Shows, Live Studio, Quiz Competition on Paired States, Brochure Preparation of paired states, Sensitization Programme, Nukkad Natak, Painting Competitions, Poster Competitions, City Tours etc.

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Indian Institute of Tourism and Travel Management (IITTM)

In the month of February IITTM Nellore centre carried out a Students cultural exchange programme between IHM Gurdaspur and IITTM Nellore in which 9 activities were organized with paired State of Punjab and had 24 participants who participated in the programme

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Ministry of Tourism

Ministry of Tourism is conducting a Quiz Contest through 'MyGov' platform to create interest and awareness about various tourist destinations and to promote 'Ek Bharat Shreshtha Bharat'. The Quiz is being conducted on the basis of the approved Engagement Matrix under Ek Bharat Shreshtha Bharat (EBSB) and has rolled out on 1st January 2020 and will be live till 30th Jun 2020. Residents of one State would be quizzed on knowledge about its paired State and vice-versa. From 1st January till 29th February the Quiz Contest organised through MyGov platform involving 8 paired States/UTs had a total participation by 1,43,903 residents of these 8 paired States/UTs.