

**EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM (WEST & CENTRAL REGION)
FOR THE MONTH OF FEBRUARY 2020**

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
01	Chikoo Festival,2020	February 2020	Ek Bharat Shrestha Bharat branding at Chikoo Festival held from 1-2 February 2020 at Bordi, Palghar, Maharashtra.	<p>India Tourism Mumbai participated in Chikoo Festival organized by Rural Entrepreneur Welfare Foundation held on February 1-2, 2020 at Bordi, Palghar, Maharashtra by setting up the Incredible India stall in the exhibition area of the festival.</p> <p>Over Two days of festival More than 1,00,000 visitors visited Incredible India stall, which was prominently located in the Fest.</p>	Odisha- Maharashtra	More than 1,00,000 Visitors visited Incredible India stall.	

				<p>The Incredible India stall showcased the Tourism potential of Odisha under Ek Bharat Shrestha Bharat (EBSB) initiative and The Incredible India stall also decorated with Odisha theme.</p> <p>Chikoo festival celebrates the cultural heritage of Bordi village near Mumbai, it's cuisine and Marketing the varied products made out of Chikoo. Due to its scenic setting the village also attracts good number of Tourist especially the weekend Travellers all-round the year.</p>			
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Ek Bharat Shrestha Bharat branding at Chikoo Festival held from 1-2 February 2020 at Palghar, Maharashtra



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02	OTM, 2020	February 2020	Ek Bharat Shrestha Bharat branding at OTM, 2020 held at Bombay Exhibition center, Goregaon, Mumbai 3-5 February,2020	<p>India Tourism Mumbai participated in the OTM, 2020 at Bombay Exhibition center, Goregaon, Mumbai 3-5 February,2020.</p> <p>The Ministry of Tourism's Incredible India stand at OTM showcased the varied tourism products of the country including the Government of India's Initiative"Ek Bharat Shrestha Bharat".</p> <p>Incredible India pavilion</p>	<p>Maharashtra-Odisha</p> <p>Gujarat-Chhattisgarh</p> <p>Goa-Jharkhand</p> <p>Daman & Diu-Puducherry</p> <p>Dadra & Nagar Haveli-Chandigarh</p> <p>Madhya</p>	<p>Over thousand exhibitors from 57 Countries and 29 states & Union Territories in India were participated in this event.</p> <p>More than 10,000 visitors</p>	

			<p>highlighted all the paired states in western & Central region under EBSB.</p> <p>Incredible India stall prominently located in the Expo. over 3 days of the exhibition more than 10,000 visitors visited the stall.</p>	Pradesh- Nagaland & Manipur	visited Incredible India stall.	
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Ek Bharat Shrestha Bharat branding at OTM, 2020 held in Mumbai from 3-5 February, 2020

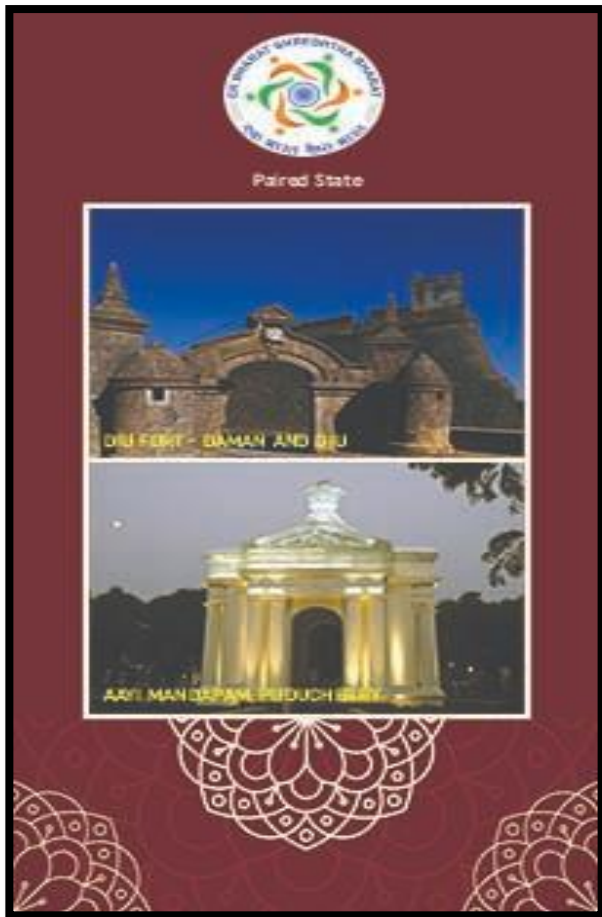


Ek Bharat Shrestha Bharat branding at OTM, 2020 held in Mumbai from 3-5 February, 2020

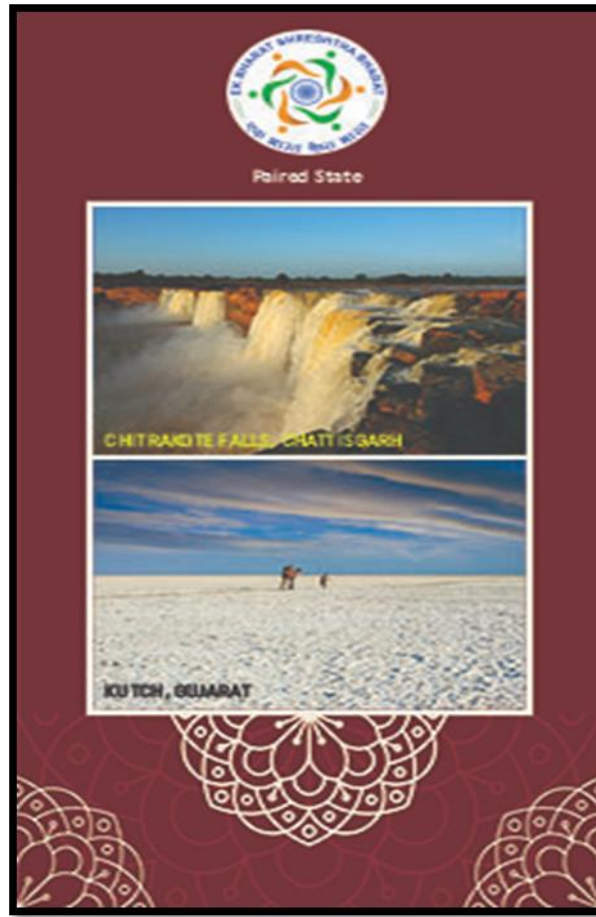


Ek Bharat Shrestha Bharat branding at OTM, 2020 held in Mumbai from 3-5 February, 2020

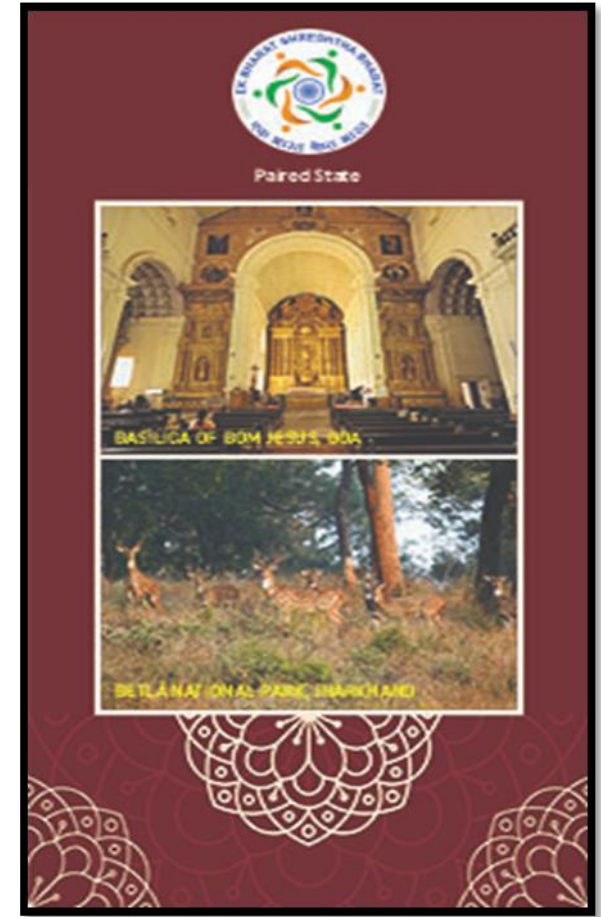




EBSB branding at OTM, 2020
Paired state showcased **Daman & Diu-
Puducherry**



EBSB branding at OTM, 2020
Paired state showcased **Gujarat-
Chhattisgarh**



EBSB branding at OTM, 2020
Paired state showcased **Goa-
Jharkhand**

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
03	Promotion of Tourism Destinations of Odisha for students of Maharashtra State institute of Hotel Management and Catering technology, Pune.	February 2020	Audio visual presentation on Odisha for students of Maharashtra State institute of Hotel Management and Catering technology, Pune, Maharashtra on 26.02.2020 under EBSB initiative.	<p>IndiaTourism Mumbai organised the "Know Odisha" presentation for Maharashtra State institute of Hotel Management and Catering technology, Pune on 26.02.2020.</p> <p>The presentation centred around introducing the rich tangible and intangible cultural heritage of Odisha to around 180 students besides highlighting the objectives of EBSB to the students and teachers.</p>	Maharashtra-Odisha	180 students participated.	



Audio visual presentation on Odisha for students of Maharashtra State institute of Hotel Management and Catering technology, Pune, Maharashtra on 26.02.2020

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
04	Student exchange programme.	February 2020	The team of 10 students and 2 faculty members from IHM Mumbai went for a student cultural exchange programme to Odisha under Ek Bharat Shrestha Bharat initiative.	<p>The team of 10 students and 2 faculty members from IHM Mumbai went for a student cultural exchange programme to Odisha under Ek Bharat Shrestha Bharat initiative from 09-14 February, 2020.</p> <p>Students were taken on a tour to the local places of tourist-interest i.e. Dhuli Shanti Stupa, Raja Rani Temple, Udayagiri and Khandagiri caves, Jagannath temple at Puri, Konark Sun</p>	Maharashtra-Odisha	10 students and 2 faculty members.	

			<p>temple, Odisha Craft Museum etc</p> <p>On the last day of the exchange programme, students from IHM Mumbai worked together with the students from IHM Bhubaneswar to prepare a traditional and regional Maharashtrian Food, to celebrate the diversity in the cuisines of the two states. India Tourism Mumbai is meeting the expenditure towards the rail travel of students from Mumbai to Bhubaneswar and back.</p>			
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Student exchange programme held at IHM-Bhubaneswar from 09-14 February,2020 under EBSB initiative.



Student exchange programme held at IHM-Bhubaneswar from 09-14 February, 2020 under EBSB initiative



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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
05	Competition of Innovative itinerary development of paired states for students of Travel and Tourism institutes.	February 2020	Competition on development of Innovative itinerary of Chhattisgarh for 5 Nights/6 Days for students of Travel and Tourism Institutes of Gujarat under Ek Bharat Shrestha Bharat initiative.	India Tourism Mumbai conducted Innovative Itinerary Development competition for Travel and Tourism students of Snowflakes academy, Ahmedabad on development of Innovative itinerary of Chhattisgarh for 5 Nights/6 Days includes new & lesser knowndestinations, Niche Tourism Products like Rural Tourism, Culture, experience etc. on 26.02.2020 as part of Ek Bharat Shrestha Bharat activities.	Gujarat-Chhattisgarh	5	Winners will be given Trophy and Certificate by this office.



Innovative Itinerary Development competition for Travel and Tourism students of Snowflakes academy, Ahmedabad on 26.02.2020

Sr.	Activities	Month	Proposed	Details of the Activity	Paired States	No.	of	Any	other
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No	by India Tourism Mumbai	of Activity	Activity		involved	Participants / Attendees	relevant information
06	Photo Trip to Odisha as part of Ek Bharat Shrestha Bharat activities.	February 2020	As part of Ek Bharat Shrestha Bharat activities, a group of 15 Photography students and 2 faculty members from Le mark school of Arts and Designs in Mumbai went for Photo Trip to Odisha.	<p>As part of Ek Bharat Shrestha Bharat activities India Tourism Mumbai in association with Le mark school of Arts and Designs, Mumbai organised "Photo Trek" group comprised 15 Photography students and 2 faculty members from 12-20 February, 2020.</p> <p>The objective of the Trip was to introduce the students of the photography school to rich, varied culture and heritage of Odisha and photographs, make short videos and writes blogs on the sight visited by them.</p> <p>The photographs and</p>	Maharashtra-Odisha	A group of 15 Photography students and 2 faculty members	

			<p>digital resources will be provided to Ministry of tourism/India Tourism Mumbai for unlimited free use by the Le Mark school.</p> <p>This initiative gives an opportunity for the students to experience the cultural and heritage of Odisha to capture the same digitally for the publicity and promotion of the destinations.</p>			
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07	Promotion of Tourism Destinations of Odisha for students of Kendriya Vidyalayas at Jalgaon, Maharashtra.	February 2020	Audio visual presentation on Odisha for students of Jalgaon schools in Maharashtra under EBSB initiative.	<p>Continuing with Ek Bharat Shreshtha Bharat (EBSB) outreach to school children, the India Tourism Office, Aurangabad organised a “Know Odisha” audio visual presentation at Lalji Narayanji Public School, Jalgaon 06.02.2020.</p> <p>The presentation centred around introducing the rich tangible and intangible cultural heritage of Odisha to around 1000 students besides highlighting the objectives of EBSB to the students and teachers.</p>	Maharashtra-Odisha	1000 students Participated.	Quiz competition conducted for students on Tourist places in Odisha.
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				<p>The EBSB outreach to school 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.</p>			
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Audio visual presentation on Odisha for students of Lalji Narayanji Public School on 06.02.2020 under EBSB initiative



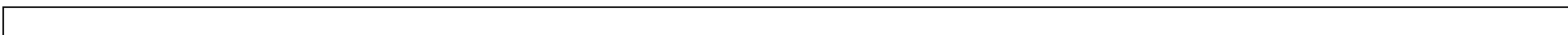
Audio visual presentation on Odisha for students of Lalji Narayanji Public School on 06.02.2020 under EBSB initiative

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
08	Promotion of Tourism Destinations of Odisha for students of Kendriya Vidyalayasat Aurangabad, Maharashtra.	February 2020	Audio visual presentation on Odisha for students of Aurangabad schools in Maharashtra under EBSB initiative.	<p>Continuing with Ek Bharat Shreshtha Bharat (EBSB) outreach to school children, the India Tourism Office, Aurangabad organised a “Know Odisha” audio visual presentation in Mahatma Phule Junior High School, Aurangabad on 01.02.2020.</p> <p>The presentation centred around introducing the rich tangible and intangible cultural heritage of Odisha to around 150 students besides highlighting</p>	Maharashtra-Odisha	150 students Participated.	Quiz competition conducted for students on Tourist places in Odisha.

				the objectives of EBSB to the students and teachers.			
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Audio visual presentation on Odisha at Mahatma Phule Junior High School, Aurangabad on 01.02.2020



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
09	Promotion of Tourism Destinations of Jharkhand for students of Kendriya Vidyalayas & Institute of Hotel Management in Goa.	February 2020	Audio visual presentation on Jharkhand for students of Kendriya Vidyalayas in Goa namely, Kendriya Vidyalaya Bambolim & Vasco-Da-Gama and Institute of Hotel Management, Goa under Ek Bharat Shreshtha Bharat (EBSB) initiative.	India Tourism Goa organised a "Know Jharkhand" Audio Visual presentation under "Ek Bharat Shreshtha Bharat" Initiative of Govt. of India at Kendriya Vidyalaya Bambolim & Vasco-Da-Gama and Institute of Hotel Management Goa on 15 and 17 th February, 2020 respectively.	Goa-Jharkhand	350 students participated.	Quiz competition conducted for students on Tourist places in Jharkhand. Distributed Incredible India Caps and T-shirts.

			<p>The presentation centred around introducing the rich tangible and intangible cultural heritage of Jharkhand to around 350 students besides highlighting the objectives of EBSB to the students and teachers.</p> <p>The EBSB outreach to school children is an important element of the India Tourism Mumbai's action plan to create awareness among the school students about Jharkhand which is the 'Paired State' with Goa under EBSB.</p>			
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Audio-Visual presentation on “Know Jharkhand” at Kendriya Vidyalaya Vasco-Da-Gama on 15.02.2020 as part of EBSB activities



Ek Bharat Shrestha Bharat branding at KV Vasco-Da-Gama, Goa on 15.02.2020 as part of EBSB activities



Audio-Visual presentation on “Know Jharkhand” at Kendriya Vidyalaya Bambolim on 15.02.2020 as part of EBSB activities

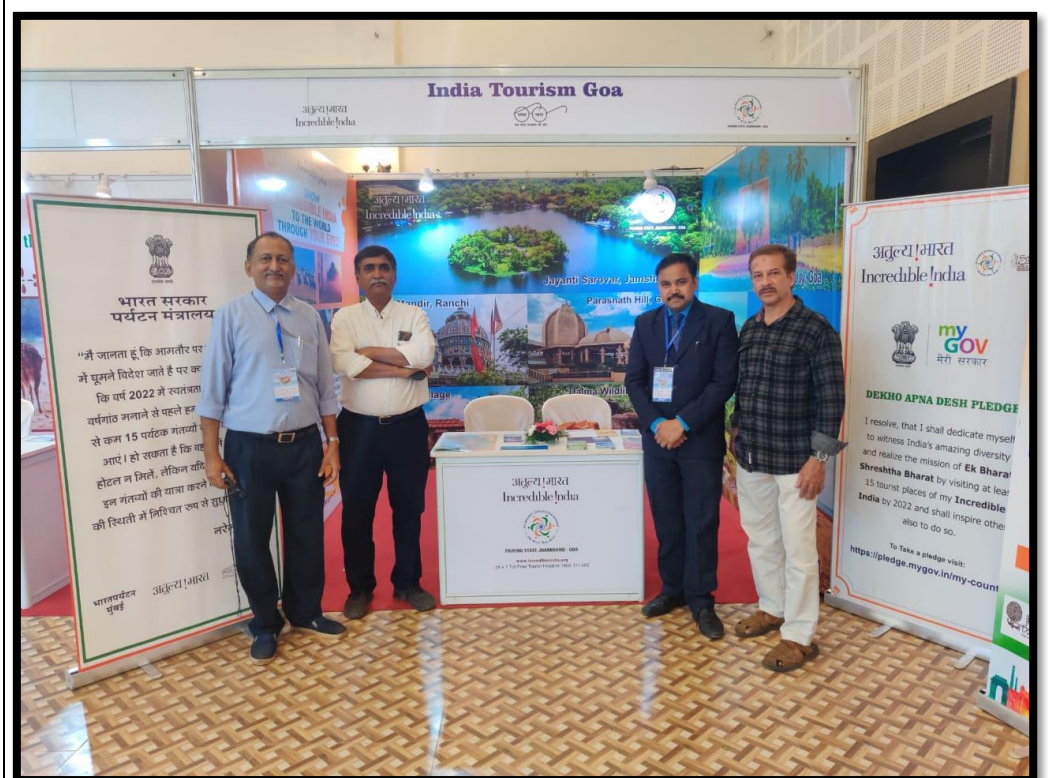


Audio-Visual presentation on “Know Jharkhand” at IHM-Goa on 17.02.2020 as part of Ek Bharat Shrestha Bharat activities



Audio-Visual presentation on “Know Jharkhand” at IHM-Goa on 17.02.2020 as part of Ek Bharat Shrestha Bharat activities

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
10	India Travel Mart, Goa	February 2020	Ek Bharat Shrestha Bharat branding at India Travel Mart, Goa from 14-16 February,2020 at Panaji convention Centre, Goa	<p>India Tourism Goa participated in the India Travel Mart (ITM), Goa Travel show from 14-16 February,2020 at Panaji convention Centre, Goa</p> <p>The Incredible India stall showcased the Tourism potential of Jharkhand under Ek Bharat Shrestha Bharat (EBSB)initiative and The Incredible India stall also decorated with Jharkhandtheme.</p>	Goa- Jharkhand	1000 visitor visited Incredible India stall.	



Ek Bharat Shrestha Bharat branding at the India Travel Mart, Goa from 14-16 February, 2020



Ek Bharat Shrestha Bharat branding at the India Travel Mart, Goa from 14-16 February, 2020

Sr. No	Activities by India Tourism Indore	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
11	Ek Bharat Shrestha Bharat activities in Madhya Pradesh	February 2020	Madhya Pradesh state Food Craft Institute, Rewa organised various Ek Bharat Shrestha Bharat activities in their campus in association with India Tourism Indore.	<p>India Tourism Indore and Madhya Pradesh state Food Craft Institute, Rewa organised following Ek Bharat Shrestha Bharat activities in Food Craft Institute, Rewa.</p> <p>1. Organised Interschool Group Discussion competition on 04.02.2020.</p> <p>2. Organised Interschool Extempore competition on</p>	Madhya Pradesh-Nagaland & Manipur	<p>150 students participated in Group Discussion competition.</p> <p>40 students participated in Extempore competition.</p> <p>130 Students participated in Debate and Quiz competition.</p>	



Interschool Extempore competition held on 04.02.2020 under EBSB activities

			04.02.2020.			
			3. organised Interschool Debate and Quiz competition on 29 & 30 January, 2020.			



Interschool Group Discussion competition held on 04.02.2020 under EBSB activities



Interschool Quiz competition held on 30.01.2020 under Ek Bharat Shrestha Bharat activities



Interschool Debate competition held on 29.01.2020 under Ek Bharat Shrestha Bharat activities

Social/Print Media Coverage of EBSB activities for the month of February 2020



Ms. Bhavan Shinde, Assistant Director, India Tourism Mumbai participated in Doordarshan Prime time show **Batmya** Telecasted on 29.02.2020 from 21.45 to 22.00 hrs and shared the initiatives taken by India Tourism Mumbai in promoting the Ek Bharat Shrestha Bharat between the paired states including the other states in western and central region.



Indiatourism Mumbai is with **Arun Singh** and 4 others. ...

6 Feb at 12:06 PM • 🌐

The OTM 2020 concluded in Mumbai on 5th February 2020. Shri Yogendra Tripathi, Secretary, Ministry of Tourism, Government of India was the Chief Guest for the valedictory function and gave away the awards to the participants in various categories.

The Incredible India stand set up India Tourism Mumbai was adjudged winner under the category "... See More



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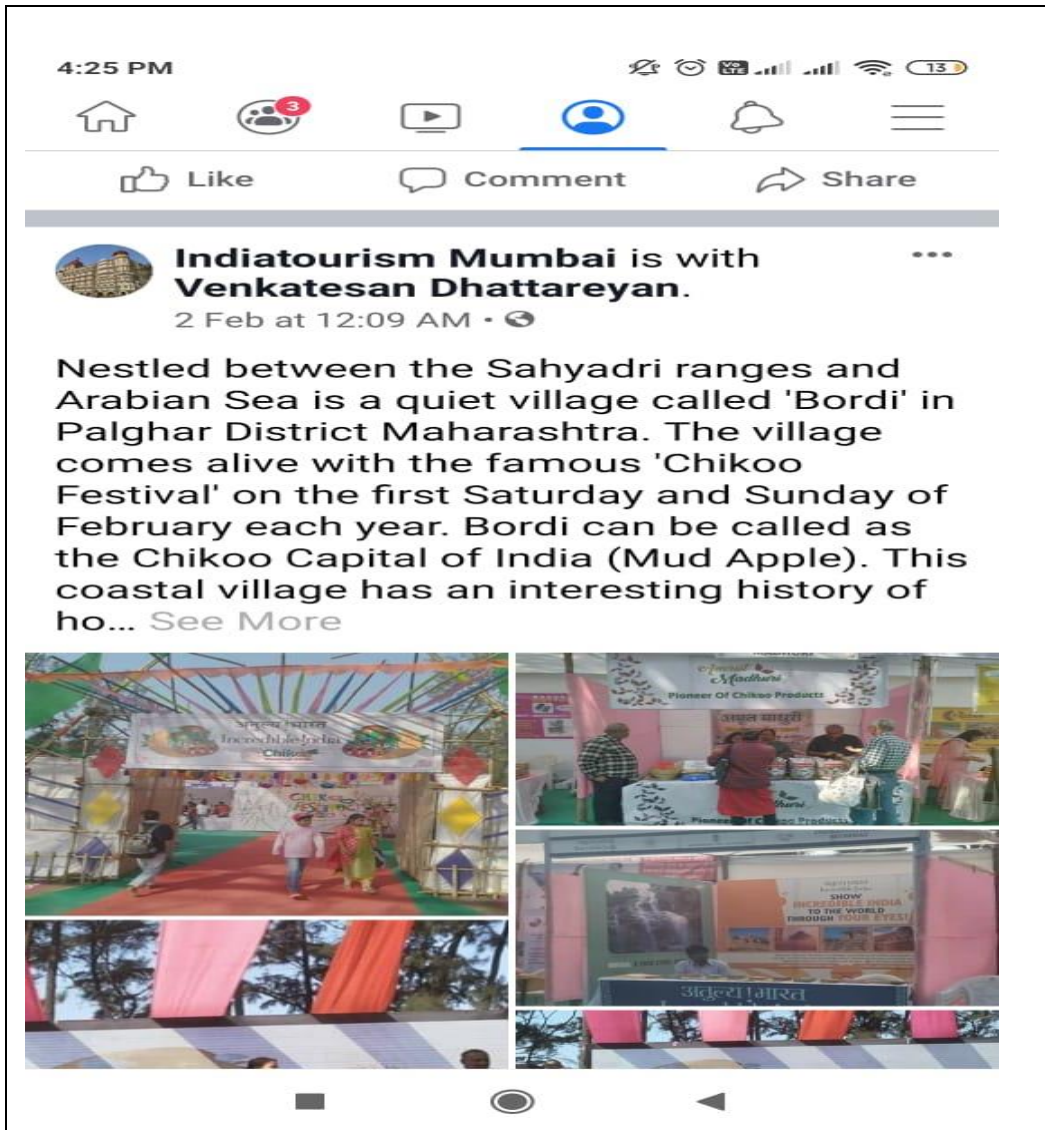


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