

REPORT OF MONTHLY ACTIVITY
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES
INSTITUTE OF HOTEL MANAGEMENT, CHENNAI
DURING JULY 2023

JULY 2023

Sr. No.	Activities by India Tourism Offices / CIHMs / IITM	Month of Activity	Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	IHM CHENNAI-600 113 TAMIL NADU	JULY 28.07.23	Invited Lecture on “Curating Travel Itineraries in Jammu-Kashmir and Ladakh”	<p>1.As per the guidelines issued by the Ministry, an invited lecture on “Curating Travel Itineraries in Jammu-Kashmir and Ladakh” was organized</p> <p>2. The session started by welcoming the participants</p> <p>3. A brief note on EBSB and its importance was shared with the audience.</p> <p>4.Significance of customizing travel plans in Kashmir was highlighted to the audience</p> <p>5. Ms. Nancy George, Deputy Manager – Parry Travels (Murugappa Group), Chennai – discussed the techniques to be followed while curating travel plans in Kashmir by keeping in mind the various factors.</p> <p>6. Various doubts and questions were effectively addressed by the speaker.</p> <p>7. The Nodal officer thanked the speaker and gave the vote of thanks</p>	IHM CHENNAI (Tamil Nadu) AND IHM SRINAGAR (Jammu-Kashmir & Ladakh)	167	<p>Coordinators: Mrs. R. Parimala, Principal i/c Dr. J. Eugene, Lecturer, IHM Chennai. Mr. Vishesh Anna Joshi, Lecturer, IHM Chennai.</p> <p>Annexure: 1. Pictures taken during the session</p>

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