

REPORT OF MONTHLY ACTIVITY
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING DECEMBER 2023

DECEMBER 2023

Sr. No.	Activities by India Tourism Offices / CIHMs / IITM	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	IHM CHENNAI-600 113 TAMIL NADU	DECEMBER 21.12.23	EXPERT TALK on “FOOD INDUSTRY AND ITS POSITIVE IMPACT ON LOCAL COMMUNITIES IN JAMMU-KASHMIR AND LADAKH”	<p>1.As per the guidelines issued by the Ministry, a special talk on “Food Industry and its positive impact on local communities in Jammu-Kashmir and Ladakh” was organized on 21.12.2023.</p> <p>2.The session started by welcoming the audience</p> <p>3.A brief note on EBSB and its importance was shared</p> <p>4.Significance of role of food business, food industries, food supply chain firms in sustaining the livelihood of local communities in Union Territory of Jammu-Kashmir and Ladakh was highlighted to the audience</p> <p>5. Presentation and Discussion on various ways for establishing food businesses and assisting the locals in employment in Jammu-Kashmir and Ladakh were discussed by the resource person.</p> <p>6.The talk was highly appreciated by all the students and staff who participated.</p> <p>7.The Nodal officer concluded by giving vote of thanks.</p> <p>8.The event was conducted in the Auditorium</p>	IHM CHENNAI (Tamil Nadu) AND IHM SRINAGAR (Jammu-Kashmir & Ladakh)	104 Resource person: 1	<p>Coordinators: Mrs. R. Parimala, Principal i/c Dr. J. Eugene, Lecturer, IHM Chennai Mr. Vishesh Anna Joshi, Lecturer</p> <p>Annexure: 1. Pictures taken during the session</p>



Students attending the SPECIAL TALK on “FOOD INDUSTRY AND ITS POSITIVE IMPACT ON LOCAL COMMUNITIES IN JAMMU-KASHMIR AND LADAKH” by Shri. Kothandaraman, Director – Brand Standards, GRT Hotels, Chennai