

REPORT OF MONTHLY ACTIVITY
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING JANUARY 2024

JANUARY 2024

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	JANUARY 30.01.24	EXPERT TALK on “DEVELOPING SUSTAINABLE HOTELS IN JAMMU-KASHMIR AND LADAKH”	<p>1.As per the guidelines issued by the Ministry, a special talk on “Developing sustainable hotels in Jammu-Kashmir and Ladakh” was organized on 30.01.2024.</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 local residents in resorts, homestays and B&B units 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 skilled and unskilled local residents to get employed and develop these sustainable accommodation units 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 AV Hall</p>	IHM CHENNAI (Tamil Nadu) AND IHM SRINAGAR (Jammu-Kashmir & Ladakh)	108 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>

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Students attending the EXPERT TALK on “DEVELOPING SUSTAINABLE HOTELS IN JAMMU-KASHMIR AND LADAKH ” by Mr.Amjad Hussain, Director – Training and Environment Affairs, Raintree , Chennai