

**ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA  
UNDER EK BHARAT SHRESHTHA BHART ACTIVITIES  
DURING JUNE 2023**

<b>Sr. No</b>	<b>Activities by India Tourism Offices / CIHMs / IITTM</b>	<b>Month of Activity</b>	<b>Proposed Activity</b>	<b>Details of the Activity</b>	<b>Paired States involved</b>	<b>No. of Participants / Attendees</b>	<b>Any other relevant information</b>
01	IHM Gurdaspur	JUNE 2023	Paired state Tourism destinations promotion on social media handles	Information on Andhra Pradesh Tourism places was shared on various social media handles	Andhra Pradesh	211	

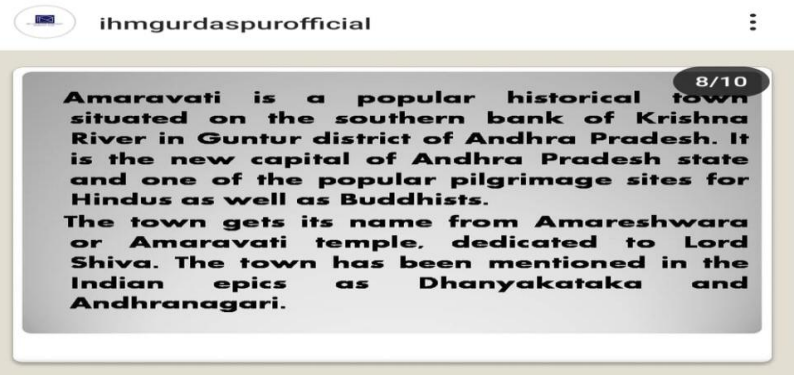


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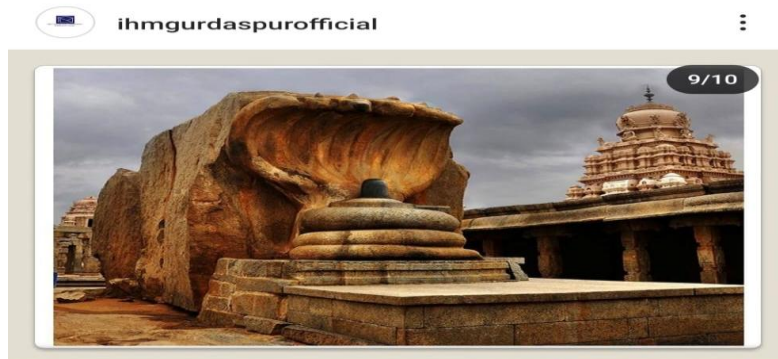


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**SOCIAL MEDIA HANDLING DETAILS FOR THE MONTH OF JUNE 2023**

S.No	Social Platform	Likes	Engagements	People Reached	views	Followers
1	Facebook IHM Gurdaspur page/EBSB facebook page	16	49	539	614	1820
2	INSTAGRAM IHM Gurdaspur Page	160	162	643	882	1041

