

**ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITY
DURING JANUARY 2024**

Sr. No	Activities by India Tourism Offices / CIHMs / IITTM	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
01	IHM Gurdaspur	JANUARY 2024	Culinary Festival will be organized on Andhra Pradesh cuisine by IHM Students.	An EXCLUSIVE FOOD DISPLAY was served to the guest by the IHM GURDASPUR BSc Degree and Diploma Students in connection to the EBSB PUNJAB MEETS ANDHRA	Andhra Pradesh	80	Participants were from IHM GURDASPUR students of BSc and Diploma in food Production and the guest were from the SBI bank and other faculties and staff.





SOCIAL MEDIA HANDLING DETAILS FOR THE MONTH OF JANUARY 2024

S.No	Social Platform	Likes	Engagements	People Reached	views	Followers
1	Facebook IHM Gurdaspur page/EBSB facebook page	35	190	522	123	1916
2	INSTAGRAM IHM Gurdaspur Page	176	177	564	263	1182