<table>
<thead>
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<th>Sr. No</th>
<th>Activities by India Tourism Mumbai</th>
<th>Month of Activity</th>
<th>Proposed Activity</th>
<th>Details of the Activity</th>
<th>Paired States Involved</th>
<th>No. of Participants / Attendees</th>
<th>Any other relevant information</th>
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<td>01</td>
<td>Familiarization tour for Print &amp; Electronic Media from the state of Maharashtra to Odisha as part of Ek Bharat Shreshtha Bharat activities.</td>
<td>March, 2020</td>
<td>India Tourism Mumbai organized FAM tours for Print and Electronic Media from the State of Maharashtra to Odisha. The activity was undertaken in coordination with PIB Mumbai.</td>
<td>India Tourism Mumbai organized a Fam Trip of 5 nights 6 days from 12-17 March 2020 for Marathi Print Media Journalists comprising: (i) Senior Reporter, Lokmat (ii) Reporter, Sakaal (iii) Reporter, Nav Rashtra (iv) Correspondent, Punyanagri (v) Cameraperson, Doordarshan Mumbai (vi) Deputy Director, Press Information Bureau India Tourism Mumbai made all arrangements for their Stay, Tours, Transport and Meals. Services of Approved Regional Level Guide was arranged.</td>
<td>Odisha-Maharashtra</td>
<td>05 Journalists and 01 Nodal officer from PIB Mumbai</td>
<td>The tour was promoted by PIB Mumbai and Bhubaneshwar on twitter everyday during the tour duration. Their current reach out in terms of impressions is around 1-2 lakhs per day on an average. This visit generated awareness among the general public about the unique tourism offerings/ experience of the respective paired states. India tourism Bhubaneshwar also provided all the required assistance.</td>
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Their 6 day visit comprised visit to the famous Temples of Odisha such as Lingaraj Temple, Puri Temple, Raja Rani Temple, Mukteshwar Temple, Chausath yogini temple etc., Chilika lake, Nuapatna Saree Weaving Village, SadeibareniDhokra Craft Village, Raghurajpur village famous for Pattachitra. During their tour the group also watched the Gotipua Dance performance alongwith Odia lunch. The group also visited the International Sand Artist Mr. Sudam Pradhan at his Sand Art Museum. The group also called upon Director, Tourism Govt. of Odisha with whom they had an Interactive session into tourism potential and steps taken to tap tourists with multiple interest including Tribal Circuit, Cultural & Heritage circuit During this tour the group also interacted with the local people of Odisha
MEDIA COVERAGE OF EBSB ACTIVITIES

(i) https://twitter.com/PIBBhubaneswar/status/1237992005789257728?s=19
(ii) https://twitter.com/PIBMumbai/status/1238038155820969984?s=20
(iii) https://twitter.com/PIBMumbai/status/1238365196177084417?s=08
(iv) https://twitter.com/PIBBhubaneswar/status/1238488760708284416?s=19
(v) https://twitter.com/PIBBhubaneswar/status/1238754237955190785?s=19
(vi) https://twitter.com/PIBMumbai/status/1238768664196853761?s=08
(vii) https://twitter.com/PIBMumbai/status/1238794987401170944?s=08