### EBSB Report – August 2020

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name of the Office</th>
<th>Details of the Activity for August 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Indiatourism, Chennai</td>
<td>Indiatourism Chennai has been highlighting the general aspects of EBSB in Powerpoint Presentation through its social media handles (Facebook, Instagram and Twitter). Also the following aspects of Gujarat &amp; Chhattisgarh / Tamil Nadu &amp; Jammu Kashmir under EBSB have been posted in social media for wider reach.</td>
</tr>
</tbody>
</table>

**Tamil Nadu & Jammu Kashmir:**
1. Lesser Known Destinations
2. Handicrafts
3. Sweet Dishes
4. Delicacies
5. Temples

**Gujarat & Chhattisgarh:**
1. Golf Clubs
2. Famous Temples
3. Delicacies
4. Festivals
5. Animals
6. Lake
EBSB Creatives for Social Media Promotion by Indiatourism, Chennai for the month of August 2020
Lesser known destinations of Tamil Nadu & Jammu Kashmir

Poombarai, Kodaikanal, TN

Mahu Valley, Ramban, J&K

Indiatourism Chennai
Ministry of Tourism
Government of India
Handicrafts of Tamil Nadu and Jammu & Kashmir

Tanjore Painting

Kashmir Carpet

Indiatourism Chennai
Ministry of Tourism
Government of India
EK BHARAT SHRESHTHA BHARAT

KEY THEMES

- To celebrate the idea of India as a nation wherein different cultural units across varied geographies interact and interact with each other.
- This glorious manifestation of diverse cuisine, music, dance, theatre, movies & films, handicrafts, sports, literature, festivals, painting, sculpture etc.
- To increase inter-connectedness between the constituents of various cultures and traditions, which is so vital for the spirit of nation building.
- To induce a sense of responsibility & ownership for the nation.
- This will enable people to imbibe the irredeemable chord of bonding and brotherhood.

Presented by
Indiatourism, Chennai
Ministry of Tourism
Government of India
Dekho Apna Desh

SWEET DISHES OF TAMILNADU AND JAMMU & KASHMIR

ROTH

SACKARAI PONGAL

INDIATOURISM CHENNAI
Dekho Apna Desh

Temples of Tamil Nadu &
Jammu & Kashmir

Sri Rangaswamy Temple,
Srirangam

Mata Vaishno Devi Temple,
Jammu

Indiatourism Chennai
Screenshots of Social Media Promotion by Indiatourism, Chennai for the month of August 2020
Under Ek Bharat Shreshtha Bharat, Gujarat is paired with Chattisgarh for a year, during which they would engage/promote themselves with one another in... See More