

**ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA**  
**UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES**  
**SEPTEMBER 2022**

| <b>Sr. No</b> | <b>Activities by / CIHMs / IITM</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> |
|---------------|---|---------------------------|---|--|-------------------------------|--|---------------------------------------|
| 1             | Institute of Hotel Management Ahmedabad | 16 <sup>th</sup> Sep 2022 | Promotion of homestay culture between the partnering states: Gujarat & Chhattisgarh | <p>1. The presentation started with the discussion and making the students aware about the concept and background of EBSB programme, followed by the presentation on the understanding and discussion about what is homestay. An interactive session was held between the students and us in making them aware about the homestay culture in Gujarat and Chhattisgarh, the role of government in promoting these policies, the advantages of these policies as an initiative towards entrepreneurship and revenue generation.</p> <p>2. Various Posters on Homestay policies were displayed on the students notice board and in the hostel to make them aware about this culture.</p> <p>3. Videos related with homestay culture and some famous homestays available in Gujarat and Chhattisgarh were also shown to the students in the class.</p> | Gujarat - Chhattisgarh        | 50 no.                                 | SS                                    |



Promotion of homestay culture of Guj – Chhattisgarh (Pic 1)



Promotion of homestay culture of Guj – Chhattisgarh (Pic 2)



Promotion of homestay culture of Guj – Chhattisgarh (Pic 3)



Promotion of homestay culture of Guj – Chhattisgarh (Pic 4)