

ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES
MONTH – JANUARY 2021

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
1.	INSTITUTE OF HOTEL MANAGEMENT AHMEDABAD / GANDHINAGAR	06th January 2021	EBSB Paired state promotion on social media handles	Promotional Poster of paired states i.e. Gujarat & Chhattisgarh are prepared and shared on the Institute's social media pages. This activity will focus on Culture, Cuisine, Customs and Authenticity of the states.	Chhattisgarh	-	VN



Ek Bharat Shreshth Bharat Facebook Post (Pic 1)



Ek Bharat Shreshth Bharat Facebook Post (Pic 2)



Ek Bharat Shreshth Bharat Instagram Post (Pic 3)



Ek Bharat Shreshth Bharat Instagram Post (Pic 4)