



अतुल्य! भारत
Incredible! India

Dekho Apna Desh

EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM(WEST & CENTRAL REGION) FOR THE MONTH OF DECEMBER 2020

"EXPLORE INCREDIBLE INDIA" INSTALLATION IN MUMBAI

Sr. No	Activities by India Tourism Mumbai	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
04	Ek Bharat Shreshtha Bharat promotional activities in Mumbai	December 2020	Showcased the Tourism potential of Odisha under EBSB initiative during Explore Incredible India Installation at Reliance Mall,	India Tourism Mumbai launched its Domestic Tourism marketing campaign 'Dekho Apna Desh' under the theme 'Explore Incredible India' with a successful brand activation event in the prestigious Reliance Mall, Borivali, Mumbai from 25 th Dec. 2020 to 31 st Dec. 2020. Under the Ek Bharat Shreshtha Bharat initiative the	Maharashtra -Odisha	More than 1500 visitors visited.	

			Mumbai from 25-31 December 2020.	Tourism potential of Odisha also showcased. Maharashtra and Odisha are paired state under EBSB initiative.			
--	--	--	---	---	--	--	--

Explore Incredible India

Indiatourism Mumbai

Dekho
Apna
Desh



Rajgad Fort, Maharashtra



