


REPORT OF MONTHLY ACTIVITY
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING SEPTEMBER 2020

SEPTEMBER 2020


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.	IHM CHENNAI- 600 113 TAMIL NADU	September 18.09.20	WEBINAR ON ADVENTURE TOURISM IN JAMMU, KASHMIR & LADAKH'	1. As per the guidelines issued by the Ministry, an online webinar on "Adventure Tourism in Jammu, Kashmir & Ladakh" was organized on 18 th September 2020. 2. Dr. Tariq Ahmad Mir, Lecturer, IHM Srinagar was the resource person. 3. Various resources for adventure tourism in the paired state was discussed interestingly by the resource person 4. The event was highly appreciated by all the students and staff who participated 6. The event ended with a high note of belongingness towards Mother India 7. The Nodal officer concluded by giving vote of thanks 8. The webinar has been uploaded in youtube and many have liked and subscribed the video 9. Various social media platforms were used to reach the community like twitter, Facebook and LinkedIn where close to 200 commoners have viewed and liked the programme.	IHM CHENNAI AND IHM SRINAGAR	243	Coordinators: Mrs. R. Parimala, H.O.D, IHM Chennai Dr. J. Eugene, Lecturer, IHM Chennai Annexure: 1. Invitation Flyer 2. Pictures taken during the session 3. Youtube link



**INSTITUTE OF HOTEL MANAGEMENT
CATERING TECHNOLOGY AND APPLIED
NUTRITION, CHENNAI**
(An Autonomous body Under Ministry of Tourism, Government of India)

Ek Bharat Shreshtha Bharat
Presents a webinar on

**ADVENTURE TOURISM IN
JAMMU, KASHMIR & LADAKH**
Pairing Institute - IHM Srinagar
Guest Speaker

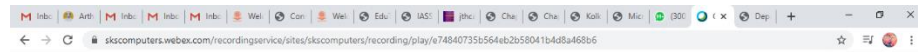


Dr. TARIQ AHMAD MIR,
Lecturer, IHM Srinagar

Date: 18th September 2020
Time: 12:00 P.M. - 1:00 P.M.

CiscoLink:
<https://skscollectors.webex.com/skscollectors/join?MTID=m97e2dfc6b5fb7e72c5b4c710819df8d1>

INVITATION FLYER



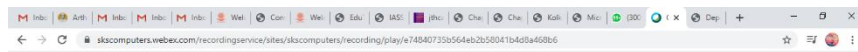
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INSTITUTE OF HOTEL MANAGEMENT RAJAGHAT, SRINAGAR

**ADVENTURE TOURISM IN
JAMMU, KASHMIR & LADAKH**
DR TARIQ AHMAD MIR

INTRODUCTION TO THE TOPIC



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Adventure Tourist Activities of J&K

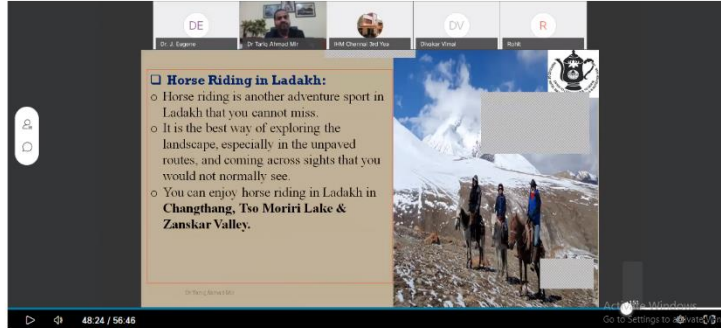
Trekking in Jammu and Kashmir:

- Trekking is a great and exciting way of exploring the magnificent beauty of Kashmir, with its meadows, lakes, valleys, orchards and remote villages.
- Some of the popular short treks in Jammu and Kashmir are from Gulmarg to Ningle Nallah, Sonamarg to Tharwas Glacier & Pahalgam to Aru.
- One of the most famous treks in Kashmir is the Great Lakes Trek, which covers the lakes of Gangabal, Kolihansar and Vishansar. Two treks popular in Jammu are Kishtwar to Srinagar and Kishtwar to Padiam. Two famous spiritual treks are Anamath Yatra from Bhalal Pahalgam and Katra to Vashno Devi treks.

DISCUSSION ON TREKKING



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Horse Riding in Ladakh:

- Horse riding is another adventure sport in Ladakh that you cannot miss.
- It is the best way of exploring the landscape, especially in the unpaved routes, and coming across sights that you would not normally see.
- You can enjoy horse riding in Ladakh in Changthang, Tso Moriri Lake & Zaskar Valley.

DISCUSSION ON HORSE RIDING

Youtube link: <https://youtu.be/U2GWIYFcsAM>