

**EK BHARAT SHRESHTHA BHARAT ACTIVITY BYIHM LUCKNOW**

**September 2020**

Sr. No	Activities by the Institute	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1	National Webinar On Alcoholic and Non Alcoholic beverages from Uttar Pradesh and Meghalaya and their potential in Generation of Employment on a Global Platform	August 2020	To conduct a webinar on Webinars on Alcoholic and Non Alcoholic beverages from Uttar Pradesh and Meghalaya and their potential in Generation of Employment on a Global Platform under Ek Bharat Shreshtha Bharat and Atma Nirbhar Bharat .	<p>IHM Lucknow organised a National Level Webinar on <b>Alcoholic and Non Alcoholic beverages from Uttar Pradesh and Meghalaya and their potential in Generation of Employment on a Global Platform</b>, under Ek Bharat Shreshtha Mission on 22<sup>nd</sup> September 2020, from 11:20 AM onwards. The program was hosted live. The objective of the webinar was drawing focus on the benefits of Beverages in promotion of tourism in Uttar Pradesh and Meghalaya, showcasing the cultural diversity of the state and reinforcing the principle of “Tourism for All”.</p> <p>In the tough times when the entire nation is facing the pandemic COVID-19, these kind of webinars provide an excellent platform for online learning and exploring cultural diversity.</p> <p><b>Objectives of the Webinar:</b></p> <ul style="list-style-type: none"> <li>• To Explore: <ul style="list-style-type: none"> <li>– The Traditional alcoholic and Non Alcoholic Beverages of Uttar Pradesh and Meghalaya</li> <li>– Assessing the scope and commercial viability of Industrial production of these beverages</li> <li>– Motivating students to join the beverage sector.</li> </ul> </li> </ul>	Uttar Pradesh Meghalaya a/ IHM Shillong	Around 80 participants from Hospitality Industry, Institutes, Students. etc	<p><b>Coordination</b> Dr Gaurav Vishal (Lecturer)</p> <p><b>Speakers of the Webinar:</b> Pankaj Kamble</p> <ul style="list-style-type: none"> <li>• Guinness world record holder - 2011 till Date</li> <li>• Angostura bitters Asian cocktail championship- 1st place 2012</li> <li>• Skyy vodka global flair bartending competition 2nd INDIA- 2011</li> <li>• Best bartender of the year by Spritz Awards - 2016 &amp; 2017</li> </ul>



## NATIONAL WEBINAR ON

Alcoholic and Non Alcoholic beverages from Uttar Pradesh and Meghalaya and their potential in Generation of Employment on a Global Platform

Organized by IHM Lucknow



By:-

**Mr. Pankaj Kamble**

GUINNESS WORLD RECORD HOLDER (2011- till date)

Co-Founder Flairology bar school and event Beverage Consultant / Trainer/ Flair tender

Date : 22/09/2020

Timings: 11:30AM to 12:30 PM

Google Meet ID: <https://meet.google.com/uqy-nyvw-iab>

pk flairology is presenting

NON ALCOHOLIC BEVERAGE  
UTTAR PRADESH

Participants: Ravi anand and 58 more, Gaurav Vishal, Kartikey Singh Dhanai, Md Farhan Habib Kh..., Gini Rajat, Masood Ajaz, JITENDER KUMAR, Nidhi Sahay, Pankaj Singh.

pk flairology is presenting

Bel ka Sharbat (aegle marmelos)

**BENEFITS**

- Anti-inflammatory properties
- Helps control cholesterol
- Increases metabolism
- Weight loss

Participants: Ravi anand and 58 more, Gaurav Vishal, Kartikey Singh Dhanai, Md Farhan Habib Kh..., Gini Rajat, Masood Ajaz, JITENDER KUMAR, Nidhi Sahay, Pankaj Singh.

pk flairology is presenting

KIAD

Kiad is a rice beer  
Often a diluted version of Kiad is sold. The drink was introduced to Meghalayas Pnar people as a medicinal remedy. This drink is a bit strong and you might want to watch the number of glasses you are chugging.

Participants: Ravi anand and 58 more, Gaurav Vishal, Kartikey Singh Dhanai, Md Farhan Habib Kh..., Rajkishor Kumar, Masood Ajaz, JITENDER KUMAR, Nidhi Sahay, Pankaj Singh.

Google Meet | Meet - uqy-nyw-iab


meet.google.com/uqy-nyw-iab

pk flairology is presenting

11:49

### Cha khoo

(Cha is tea and Khoo is rice in the Jaindia dialect).  
Cha Khoo which was the only hot drink available before tea was introduced by the British, is made only from roasted rice. It tastes both like tea and coffee.



pk flairology, Gaurav Vishal, Kartikey Singh Dhanal, Md Farhan Habib Kh..., Giri Rajat, Masood Ajaz, JITENDER KUMAR, Nidhi Sahay, Pankaj Singh

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You are presenting

12:26

You're presenting to everyone

Stop presenting

Pankaj Singh has left the meeting

THANK YOU /SAY SAH- MAKE YOUR LIFE WORTH-BURNING/DODD/DOWN

pk flairology, Gaurav Vishal, Kartikey Singh Dhanal, Presentation (pk flairology), Niraj Singh, Masood Ajaz, Ranjana Sharma, Ithn, Lucknow, Pankaj Singh


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pk flairology is presenting

11:45

### ALCOHOLIC BEVERAGE - MAHUA



Karuna Kishori  
I ever not heard

pk flairology, Gaurav Vishal, Kartikey Singh Dhanal, Md Farhan Habib Kh..., Giri Rajat, Masood Ajaz, JITENDER KUMAR, Nidhi Sahay, Pankaj Singh

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pk flairology is presenting

11:52

### Sha shiahkrot

- Sha Shiahkrot (Sha is tea and Shiahkrot is a local plant)
- Sha Shiahkrot is made from a root called Smilax (its scientific name)
- known traditionally to have medicinal properties.
- Shiah krot has a mildly sweet flavour.



pk flairology, Gaurav Vishal, Kartikey Singh Dhanal, Md Farhan Habib Kh..., Rajkishor Kumar, Masood Ajaz, JITENDER KUMAR, Nidhi Sahay, Pankaj Singh