

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

Print Media Coverage of Ek Bharat Shrestha Bharat (EBSB) activity for the month of June, 2020

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
01	EBSB Branding in Print Media	June, 2020	Ek Bharat Shrestha Bharat branding in Print media advertisement in Safari Plus bi-monthly digital Magazine.	<p>Safari Plus is a bi-monthly travel magazine that covers exclusive travel updates, travel news and trade events. Safari Plus has occupied a prominent place in travel & tourism industry that has been in and out for B2B and B2C.</p> <p>The creative of "Pung Cholam Dance, Manipur" was highlighted in the advertisement. The paired states under EBSB of Madhya Pradesh are Manipur & Nagaland. The Theme was "United by Culture".</p>	Madhya Pradesh and Manipur & Nagaland	60,000 (No. of circulation As indicated by Publisher)	

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Pung Cholam Dance, Manipur, India.

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India Tourism Mumbai



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EBSB Branding in Safari Plus Bi monthly digital magazine