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EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM (WEST & CENTRAL REGION) FOR THE MONTH OF FEBRUARY 2021

EBSB BRANDING AT INDIA INTERNATIONAL TRAVEL MART PUNE

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
09	India International Travel Mart, Pune	February 2021	EBSB branding at India International Travel Mart, Pune held from 23-24 February 2021 at Deccan college ground, Pune.	India Tourism Mumbai participated in the India International Travel Mart, A Travel Expo held from 23-24 February 2021 at Deccan College Grounds, Bombay Sappers, Yerwada, Pune. Over 2 days of Expo More than 800 visitors visited Incredible India stall, which was prominently located in the Expo. The Incredible India	Maharashtra-Odisha	800 visitors visited Incredible India stall	

				stall showcased the Tourism potential of Odisha under Ek Bharat Shrestha Bharat (EBSB) initiative as Maharashtra and Odisha are paired state under EBSB and The Incredible India stall decorated with all states and UTs paired under EBSB.			
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Indiatourism Mumbai Dekho Apna Desh

Ministry of Tourism
Government of India



GOA



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GUJARAT



CHHATTISGARH



HIMACHAL PRADESH



KERALA



PUNJAB



ANDHRA PRADESH



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