

REPORT OF MONTHLY ACTIVITY
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING APRIL 2022

APRIL 2022

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	March 04.04.22	ONLINE ACTIVITY - Special talk on “Role of Hotels in Kashmir in promoting Tourism”	1.As per the guidelines issued by the Ministry, a guest lecture on “Role of Hotels in Kashmir in promoting Tourism” was organized on 4 th April 2022. 2.The session started by welcoming the audience 3.A brief note on EBSB and its importance was shared 4.Significance of the Hotels and Tourism in Kashmir was highlighted to the audience 5.Presentation on Hotels and challenges faced by them in Kashmir was discussed by the speaker Mr. Suresh Menon, Director Sales, Le Royal Meridien, Chennai to the students of IHM Chennai. 6.The discussion was highly appreciated by all the students and staff who participated. 7.The Nodal officer concluded by giving vote of thanks. 8.The event was conducted in the auditorium.	IHM CHENNAI (Tamil Nadu) AND IHM SRINAGAR (Jammu-Kashmir & Ladakh)	154	Coordinators: Mrs. R. Parimala, Principal i/c Dr. J. Eugene, Lecturer, IHM Chennai Annexure: 1. Pictures taken during the session

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Students attending the session on “Role of hotels in Kashmir in promoting Tourism” by Mr. Suresh Menon, Le Royal Meridien, Chennai