

**REPORT OF MONTHLY ACTIVITY**  
**UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES**  
**DURING JULY 2022**

**JULY 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	JUNE 29.07.22	<b>Special talk on “MARKETING TOURISM PRODUCTS OF JAMMU-KASHMIR AND LADAKH”</b>	<p>1.As per the guidelines issued by the Ministry, a guest lecture on “Marketing Tourism Products of Jammu-Kashmir and Ladakh” was organized on 29.07.2022.</p> <p>2.The session started by welcoming the audience</p> <p>3.A brief note on EBSB and its importance was shared</p> <p>4.Significance of the Tourism product in Kashmir was highlighted to the audience</p> <p>5. Presentation and Discussion on Marketing mechanism adopted in Tourism sector in Kashmir was discussed by the speaker Dr. Jacob John, Faculty, Loyola College, Chennai</p> <p>6.The discussion was highly appreciated by all the students and staff who participated.</p> <p>7.The Nodal officer concluded by giving vote of thanks.</p> <p>8.The event was conducted in the Audio-Visual Hall.</p>	<b>IHM CHENNAI (Tamil Nadu) AND IHM SRINAGAR (Jammu-Kashmir &amp; Ladakh)</b>	148	<p><b>Coordinators:</b> Mrs. R. Parimala, Principal i/c Dr. J. Eugene, Lecturer, IHM Chennai</p> <p><b>Annexure:</b> <b>1. Pictures taken during the session</b></p>

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**Students attending the session on “Marketing Tourism products in Jammu-Kashmir and Ladakh” by Dr.Jacob John, Faculty, Loyola College, Chennai**