

**REPORT OF MONTHLY ACTIVITY**  
**UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES**  
**INSTITUTE OF HOTEL MANAGEMENT, CHENNAI**  
**DURING AUGUST 2023**

**AUGUST 2023**

Sr. No.	Activities by India Tourism Offices / CIHMs / IITM	Month of Activity	Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	IHM CHENNAI-600 113 TAMIL NADU	JULY 29.08.23	<b>Expert Talk on “Launching Food Outlets to foster sustainable income in Jammu-Kashmir and Ladakh – Understanding resources and skills”</b>	<p>1.As per the guidelines issued by the Ministry, an invited lecture on “Launching Food Outlets to foster sustainable income in Jammu - Kashmir and Ladakh – Understanding resources and skills” was organized</p> <p>2. The session started by welcoming the participants</p> <p>3. A brief note on EBSB and its importance was shared with the audience.</p> <p>4.Significance of establishing food joints and its impact on tourists and economy of Kashmir was highlighted to the audience</p> <p>5. Mr. Vishwesh Nair, Head of Operations, SCM &amp; Operations Excellence, Bloombay Enterprises Pvt. Ltd. Mumbai, discussed the techniques to be followed while identifying the resources and skills to establish food joints especially in a place like Kashmir.</p> <p>6. Various doubts and questions were effectively addressed by the speaker.</p> <p>7. The Nodal officer thanked the speaker and gave the vote of thanks</p>	<b>IHM CHENNAI (Tamil Nadu) AND IHM SRINAGAR (Jammu-Kashmir &amp; Ladakh)</b>	63	<p><b>Coordinators:</b> Mrs. R. Parimala, Principal i/c Dr. J. Eugene, Lecturer, IHM Chennai. Mr. Vishesh Anna Joshi, Lecturer, IHM Chennai.</p> <p><b>Annexure:</b> <b>1. Pictures taken during the session</b></p>

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2

**Mr. Vishwesh Nair, Head of Operations, SCM & Operations Excellence, Bloombay Enterprises Pvt. Ltd. Mumbai addressing the students on 'Launching Food Outlets to foster sustainable income in Jammu-Kashmir and Ladakh – Understanding resources and skills'.**