

**ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA
UNDER EK BHARAT SHRESHTHA BHART ACTIVITIES
DURING JULY 2021**

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
01	IHM Gurdaspur	JULY 2021	Dissemination of information about Paired state Andhra pradesh	IHM Gurdaspur Dissemination of information about Paired state Andhra Pradesh through social media such as facebook and instagram	Andhra Pradesh	191 Students Participants	



IHM Gurdaspur

Published by Saurabh Kataria · July 18 at 1:24 PM ·



#EBSB #ekbahratsfreshthbharat



VENKATAGIRI SAREES

Venkatagiri Saree is a saree style woven in Venkatagiri of Nellore District from Andhra Pradesh, India, registered as one of the geographical indication from Andhra Pradesh by Geographical Indications of Goods. Venkatagiri saris are known for their fine handloom weaving. Venkatagiri now a days bringing very latest collections like musical instruments design sarees, animal design sarees, Jhumkhi design sarees really stuns, the quality 100%

130
People Reached

6
Engagements

↓ -1.2x Average
Distribution Score

Boost Post

6



IHM Gurdaspur

Published by Saurabh Kataria · July 2 at 10:40 AM ·



#EBSB #EkBharatShreshthaBharat



BIDRI CRAFT

A metal craft that derives its name from the place called "Bidar". It is an art of inlaying silver on black metal and it is believed that this eye-catching masterpiece entered India more than 4000 years ago from the culture of Persians, Syrians and Iranians



191
People Reached

15
Engagements

↑ +1.1x Average
Distribution Score

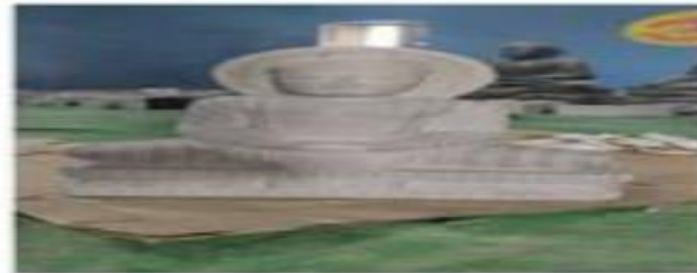
[Boost Post](#)

11



DURGI STONE

Durgi stone carvings are timeless pieces carved from soft lime stone called *Duddhu Kallu* in local parlance, and are found in Durgi, Oduvarampalle and other parts in Machilipatnam mandal. The lime stone is found under the earth's surface and the stone is quarried using machines. The unique whitish gray stone is soft and preferred by sculptors.



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July 9



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CROCHET LACE

Manugur is situated on the bank of Godavari River and it is believed that the women of the farming community have started creating highly attractive artifacts and other articles from colorful lace, about 100 years ago. In the year 2004, the first of its kind lace park in India was established here where thousands of crochet lace makers can market their products.

Manugur's famed handmade crochet industry produces dollies, pillow covers, cushion covers, bed spreads, table-runners, and table cloths etc. The products are available in vibrant colors like orange, green, blue, white, and beige. The artifacts also vary, right from hand purses to caps, to mobile phone covers, bags and shoe slippers.



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SOCIAL MEDIA HANDLING DETAILS FOR THE MONTH OF JUNE 2021

S.No	Social Platform	Likes	Engagements	People Reached	views	Followers
1	Facebook IHM Gurdaspur page/EBSB facebook page	45	57	211	40	1781
2	INSTAGRAM IHM Gurdaspur Page	373				482