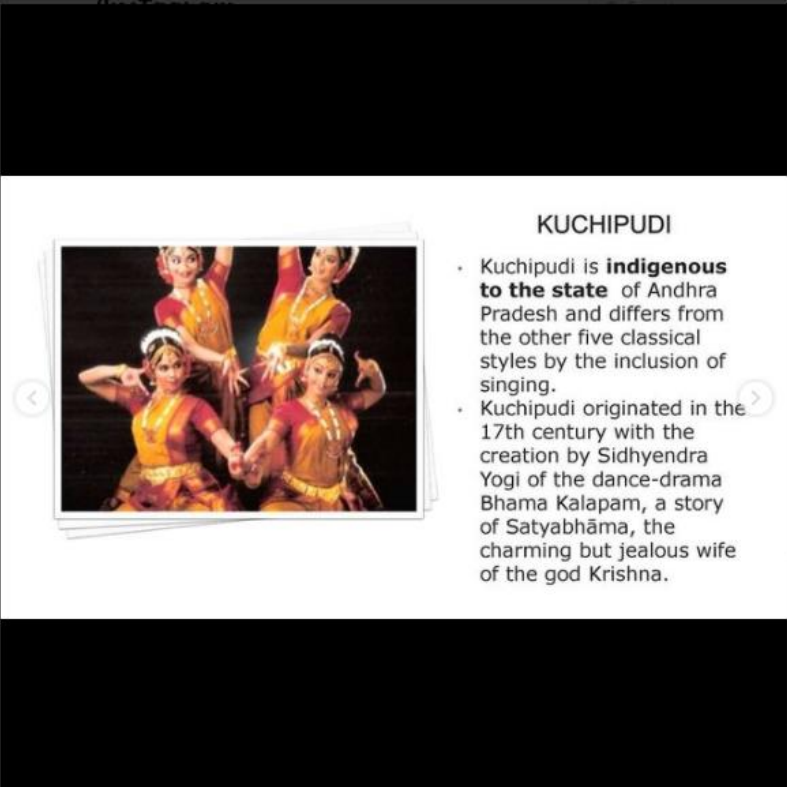


**ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA  
UNDER EK BHARAT SHRESHTHA BHART ACTIVITIES  
DURING NOVEMBER 2021**

<b>Sr. No</b>	<b>Activities by India Tourism Offices / CIHMs / IITTM</b>	<b>Month of Activity</b>	<b>Proposed Activity</b>	<b>Details of the Activity</b>	<b>Paired States involved</b>	<b>No. of Participants / Attendees</b>	<b>Any other relevant information</b>
01	IHM Gurdaspur	NOVEMBER 2021	Online awareness of Andhra Pradesh Festivals	Online awareness of Andhra Pradesh festivals was done through sharing information on social media.	Andhra Pradesh	84 Participants	



### KUCHIPUDI

- Kuchipudi is **indigenous to the state** of Andhra Pradesh and differs from the other five classical styles by the inclusion of singing.
- Kuchipudi originated in the 17th century with the creation by Sidhyendra Yogi of the dance-drama Bhama Kalapam, a story of Satyabhāma, the charming but jealous wife of the god Krishna.

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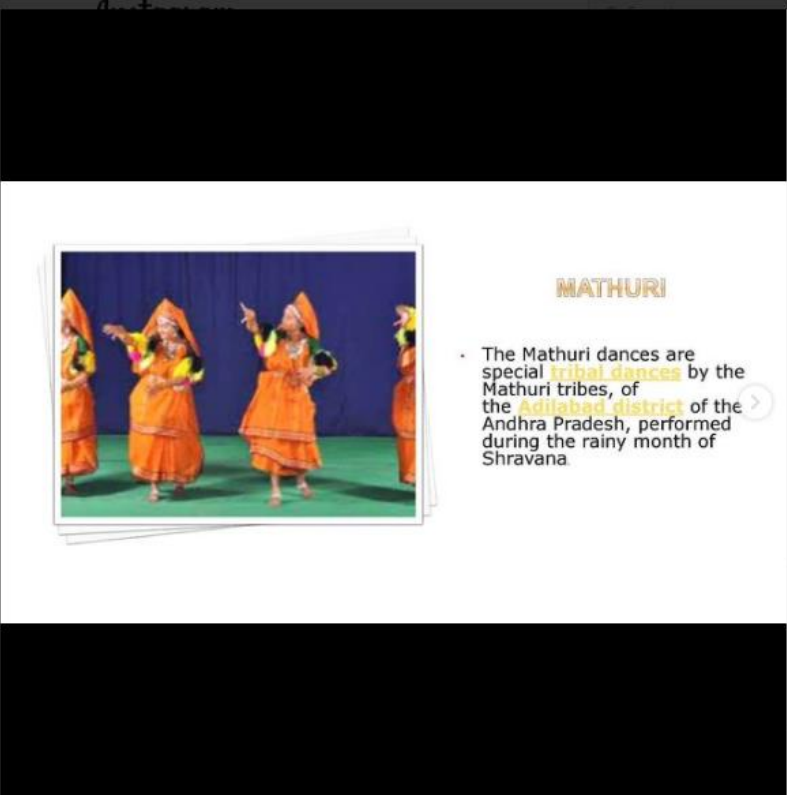
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### FESTIVAL OF ANDHRA PRADESH

#### 12 most famously observed festivals in Andhra Pradesh

- **Pongal** - Observed At The Inception Of The Harvesting Season
- **Ugadi** - Celebrated As The New Year's Day
- **Vinayaka Chaturthi** - Marked As The Birthday Of Lord Ganesha
- **Visakha Utsav** - Amazing Cultural Festival In South India
- **Tirupati Tirumala Brahmotsavam** - The Festival Of Lord Brahma
- **Lumbini Festival** - Highlights Buddhist Culture
- **Rayalaseema Food & Dance Festival** - Biggest Art Mela
- **Deccan Festival** - Dedicated to Hyderabad's Art And Crafts And More
- **Christmas** - Commemorates The Birth Of Jesus Christ
- **Diwali** - The Festival Of Light
- **Maha Shivratri** - A Festival Dedicated To Lord Shiva
- **Dussehra** - Celebrates The Victory Of Good Over Evil

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**SOCIAL MEDIA HANDLING DETAILS FOR THE MONTH OF NOVEMBER 2021**

S.No	Social Platform	Likes	Engagements	People Reached	views	Followers
1	Facebook IHM Gurdaspur page/EBSB facebook page	03	04	12	406	1781
2	INSTAGRAM IHM Gurdaspur Page	72			72	498