

**ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA
UNDER EK BHARAT SHRESHTHA BHART ACTIVITIES
DURING 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
01	IHM Gurdaspur	JULY 2022	Paired state (Andhra Pradesh) promotion on social media handles	Information on Andhra Pradesh Tourist places were shared on various social media handle.	Andhra Pradesh	144 Attendees	

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INSTITUTE OF HOTEL MANAGEMENT GURDASPUR (Punjab)

Sri Venkateswara Temple

Sri Venkateswara Swami Vaari Temple is a Hindu temple situated in the hill town of Tirumala at Tirupati in Tirupati district of Andhra Pradesh, India. The Temple is dedicated to Venkateswara, a form of Vishnu, who is believed to have appeared here to save mankind from trials and troubles of Kali Yuga.



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21 July at 09:25 ·

#andhrapradeshtourism #ihmgurdaspur #EBSB

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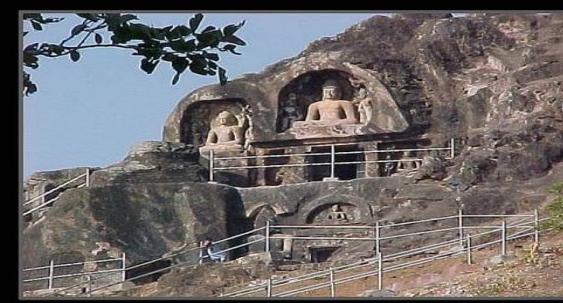
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Bojjana Konda

Bojjannakonda and Lingalakonda are two Buddhist rock-cut caves on adjacent hillocks, situated near a village called Sankaram, Anakapalle, in the Indian state of Andhra Pradesh. The sites are believed to date between 4th and 9th Century A.D, when Buddhism is the majority religion of Sankaram



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12 July at 10:09 · 🌐

#andhrapradeshstourism #EBSB #ihmgurdaspur #EkBharatShreshthaBharat

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Araku Tribal Museum

The Tribal Museum in Araku Valley is a very interesting place for tourists. It is a round shaped two storeyed museum. Very lively tableaux related to the subjects of daily living of tribals, social customs, ceremonies etc. have been displayed here in an effective manner.

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LAMBASINGI



Lambasingi is a small village located in Chintapalli mandal of Andhra Pradesh's Visakhapatnam district. The hamlet is nestled in the picturesque mountains of the Eastern Ghats. Located around 1,000 metres above sea level, Lambasingi offers visitors a pleasant climate, a view of the dense forests and makes for a peaceful weekend getaway.

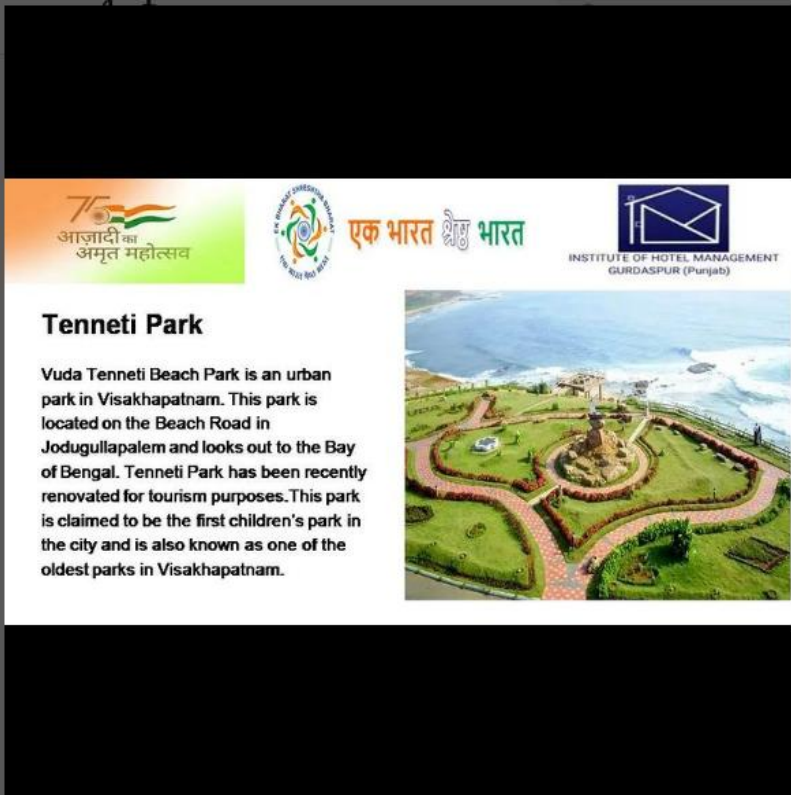
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SOCIAL MEDIA HANDLING DETAILS FOR THE MONTH OF JULY 2022

S.No	Social Platform	Likes	Engagements	People Reached	views	Followers
1	Facebook IHM Gurdaspur page/EBSB facebook page	64	44	155	100	1781
2	INSTAGRAM IHM Gurdaspur Page	80		36	62	498