

BABASAHEB  
BHIMRAO  
AMBEDKAR  
UNIVERSITY



LUCKNOW  
प्रज्ञा शील करुणा  
ESTABLISHED 1996



# एक भारत श्रेष्ठ भारत

## Ek Bharat Shrestha Bharat



## Activity Report

Organized By

Babasaheb Bhimrao Ambedkar University

Vidya Vihar, Raebareli Road, Lucknow

## **“Inter Cultural Exchange programme on Tourist place of Shillong and Tourist places of Lucknow”**

Babasaheb Bhimrao Ambedkar University, Lucknow in collaboration with North Eastern Hill University, Shillong organized “Inter Cultural Exchange programme on Tourist place of Shillong and Tourist places of Lucknow” under Ek Bharat Shrestha Bharat and Azadi ka Amrit Mahotsav on 28<sup>th</sup> March, 2022 through online meet on Google meet.

Prof. Naveen Kumar Arora, Nodal Officer, EBSB, BBAU welcomed all the participants and discussed about the purpose of the programme, to bring into spotlight the utility of tourism as a potential tool in providing and alternative tools of livelihood without hampering the cultural values and natural environment of place. He said that we need to work on it under Ek Bharat Shrestha Bharat campaign to boost the tourism development and establish measures in order to ensure community participation and community control over management of tourism for long term benefits. He also said that the special programme should be organized for raising awareness on community participation in tourism. Prof. Arora said that the student and faculty of BBAU and NEHU, Shillong do exchange visits to know about the culture of partnering states. Uttar Pradesh & Meghalaya are partnering states under EBSB programme.

Prof. Desmond L Kharmawphlang, Department of Cultural & Creative Studies described the natural assets, ethnic diversity and societal ethos of the Shillong city and said that there is a great scope in tourism that can play a major role for the development of economy of Meghalaya and country. He also suggested measures for future development of tourism in Shillong. He said cultural exchange will be very useful for partnering Universities NEHU & BBAU.

Dr. Raj Shree, Member, EBSB Committee, BBAU told about tourist places of Uttar Pradesh. She told about the history of tourist places like Nandgaon Temple: Barsana, Chandrika Devi Mandir: Lucknow, Dudhwa National Park: Lakhimpur Kheri etc. and also about the beauty and significance of these tourist places of Uttar Pradesh.

Prof. Shilpi Verma, Convener, EBSB, BBAU provided the general information about the capital of Uttar Pradesh- Lucknow and talked about history, art & craft and culture of Lucknow, famous dance of Lucknow- Kathak. She said Lucknow is famous for tehzeeb that is ‘Pehle aap’. She also informed about embroideries like Zardosi on silk fabric and Jewellery enamelling. She told about notable personalities of U.P. like Naushad, Pandit Laccha Maharaj, Birju Maharaj, Ustaad Bismillah Khan etc.

Mr. Carlnegie Nongrum, Department of Tourism and Hotel Management, NEHU gave presentation on tourism products of Shillong city. He informed about tourist spots of Shillong and Meghalaya. NEHU itself is a tourist spot with very good biodiversity and water falls. Cherrapunji is also close to Shillong and a very beautiful tourist destination. He also informed about the cuisine of Shillong and Meghalaya.

The students and faculty members of both Universities (BBA University and NEHU-Shillong) participated in this programme.

## Some glimpses of the programme:

**Lucknow**  
The City of Nawabs

Presented by  
Prof. Shilpi Verma  
Head, OLC, BSAT

**Uttar Pradesh**

Uttar Pradesh is a state in northern India. With over 200 million inhabitants, it is the most populated state in India as well as the most populous country subdivision in the world. The state is divided into 18 divisions and 75 districts, with the state capital being Lucknow, and Allahabad serving as the judicial capital.

**GENERAL INFORMATION**

- Capital Of Uttar Pradesh
- Area: 631km<sup>2</sup>
- Population: 3,854,000 (2021)
- Language: Hindi, English, Urdu

Chronology

Slide 1 of 17 | English (India) | Accessibility: Investigate

Shilpi Verma is presenting

**Cuisine**

The most famous Awadhi Cuisines are:

- Kebabs
- Biryani
- Korma
- Zarda
- Sheermall
- Roomali rotis

Other cuisines:

- Samosa
- Naan
- Uttar Pradesh Thali

Participants: Shilpi Verma, North Eastern Hill University Meghalaya, Naveen Arora, carl mezz, RAJ SHREE, Kiran U V, 20 others, You.

3:41 PM | jhp-gyio-jgr

Participants: Aakanksha Bharati, carl mezz, North Eastern Hill University Meghalaya, Naveen Arora, RAJ SHREE, Shilpi Verma, MOHD AMIR, 21 others, You.

3:35 PM | jhp-gyio-jgr

carl mezz is presenting

The presentation slide displays the text "TOURISM PRODUCT OF SHILLONG CITY" inside a hand-drawn frame with a lightbulb icon. The slide is part of a larger presentation titled "Shillong City Tourism (Autosaved) - Microsoft PowerPoint".

People

- arpita kumari
- Astha Mishra
- carl mezz
- carl mezz Presentation
- chanda bharti
- Chhavi Tripathi
- danish kaleem
- Dev Yadav

3:21 PM | jhp-gyio-jgr

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MOHD AMIR

Shilpi Verma

North Eastern Hill University Meghalaya

Naveen Arora

RAJ SHREE

carl mezz

Aakanksha Bharati

23 others

You

3:56 PM | jhp-gyio-jgr

Activate Windows  
Go to Settings to activate Windows

carl mezz is presenting

The presentation slide is titled "TOURISM POTENTIAL IN SHILLONG CITY" and features three images with their respective descriptions and prices:

Product	Description	Price
Black truffle	found in France	Price per kilo in India - 110000
Golden Caviar	found in Caspian Sea	Price per 30 grams - 12000 rs
Flemingia Vestita	- Shohrang which is a rare species of herb found in certain regions of South East Asia	Price per Kilo- 200 rs

People

- North Eastern Hill ...
- carl mezz
- RAJ SHREE
- Shilpi Verma
- MOHD AMIR
- Aakanksha Bharati
- 23 others
- You

3:32 PM | jhp-gyio-jgr

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