

Incredible India

The paired state of Andhra Pradesh is Punjab under EBSB. Indiatourism Hyderabad under the initiative of Ministry of Tourism and assistance of PIB, published articles in Punjabi and Hindi language in Patiala and Jalandhar. The article was about lesser known destination Andhra Pradesh "Lambasingi: Kashmir of Andhra Pradesh". Akali Patrika, Dainik Savera and Aj di awaz of Jalandhar and Chardhikala newspaper of Patiala printed the article on 09.09.2020. The motive of the exchange is to create interest about Andhra Pradesh in Punjab and to increase tourist traffic in future.