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Dekho Apna Desh

EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM (WEST & CENTRAL REGION) FOR THE MONTH OF FEBRUARY 2021

EBSB OUTDOOR BRANDING AT VADODARA AIRPORT

Sr. No	Activities by India Tourism Mumbai	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
04	EBSB Outdoor branding at Vadodara Airport	February 2021	EBSB outdoor branding at Vadodara Airport for one month from 11 th Feb 2021.	India Tourism Mumbai has been undertaken Ek Bharat Shrestha Bharat and Dekho Apna Desh outdoor branding at Vadodara Airport by displaying backlit signage at Arrival Terminal – Way to Right side Exit. The branding will be for one-month from 11 th February 2021. Specially designed EBSB creative highlighting Statue of Unity, Gujarat and Chitrakote waterfalls, Chhattisgarh were promoted though this	Gujarat-Chhattisgarh	Current passenger traffic 38K per month (As indicated by company)	

				advertisement as Gujarat and Chhattisgarh are paired state under EBSB Initiative.			
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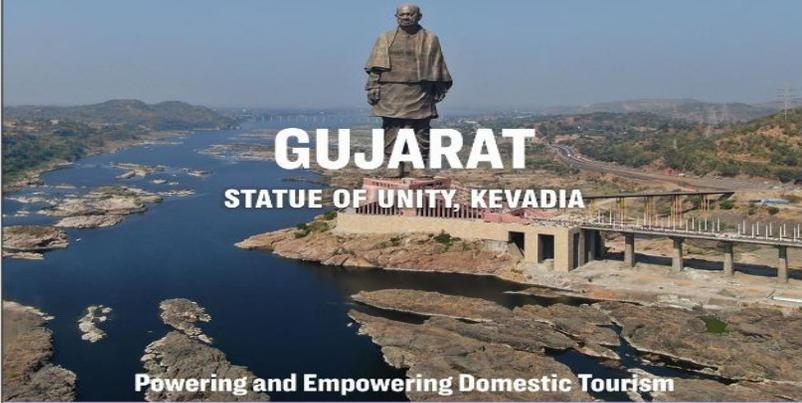


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EK BHARAT SHRESHTHA BHARAT
Celebrating the unique diversities of
GUJARAT & CHHATTISGARH



GUJARAT
STATUE OF UNITY, KEVADIA

Powering and Empowering Domestic Tourism



CHHATTISGARH
CHITRAKOTE WATERFALLS

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