

REPORT OF MONTHLY ACTIVITY
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES
DURING APRIL 2024

APRIL 2024

Sr. No.	Activities by India Tourism Offices / CIHMs / IITM	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	IHM CHENNAI-600 113 TAMIL NADU	APRIL 30.04.24	EXPERT TALK on “PROMOTING TOURISM USING AUGMENTED REALITY IN JAMMU-KASHMIR AND LADAKH”	1.As per the guidelines issued by the Ministry, a special talk on “Promoting Tourism using Augmented Reality in Jammu-Kashmir and Ladakh” was organized on 30.04.2024. 2.The session started by welcoming the audience 3.A brief note on EBSB and its importance was shared 4.Significance of role of Augmented Reality in boosting Tourism experience in Union Territory of Jammu-Kashmir and Ladakh was highlighted to the audience 5. Presentation and Discussion on various ways of improving the technology driven tourism in Jammu-Kashmir and Ladakh were discussed by the resource person. 6.The talk was highly appreciated by all the students and staff who participated. 7.The Nodal officer concluded by giving vote of thanks. 8.The event was conducted in the AV Hall	IHM CHENNAI (Tamil Nadu) AND IHM SRINAGAR (Jammu-Kashmir & Ladakh)	90 Resource person: 1	Coordinators: Mrs. R. Parimala, Principal i/c Dr. J. Eugene, Lecturer, IHM Chennai Mr. Vishesh Anna Joshi, Lecturer Annexure: 1. Pictures taken during the session

Contd./-.2..



Students attending the EXPERT TALK on “PROMOTING TOURISM USING AUGMENTED REALITY IN JAMMU-KASHMIR AND LADAKH ” by Mr. Omkar, Manager, Technological Specialist, Bangalore