ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA UNDER EK BHARAT SHRESHTHA BHART ACTIVITIES

DURING April 2021

| Sr. No | Activities by India Tourism Offices / CIHMs / IITTM | Month of Activity | Proposed Activity | Details of the Activity | Paired States involved | • No. of Particip ants / Attende es | Any other relevant information |
|-----------|---|----------------------|------------------------------|--|------------------------|-------------------------------------|--------------------------------|
| 01 | IHM Gurdaspur | April 2021 | Essay writing Competition | An essay writing competition was conducted with the topic of "Tourism Potential of Andhra Pradesh", For IHM students | Andhra Pradesh | 12 Students Participants | |



Certificates of participants



Certificates of participants

SOCIAL MEDIA HANDLING DETAILS FOR THE MONTH OF April 2021

| S.No | Social Platform | Likes | Engagements | People Reached | views | Followers |
|------|---|-------|-------------|-------------------|-------|-----------|
| 1 | Facebook IHM Gurdaspur page/EBSB facebook page | 20 | 5 | 20 | 42 | 1720 |
| 2 | INSTAGRAM IHM Gurdaspur Page | 86 | | | | 453 |