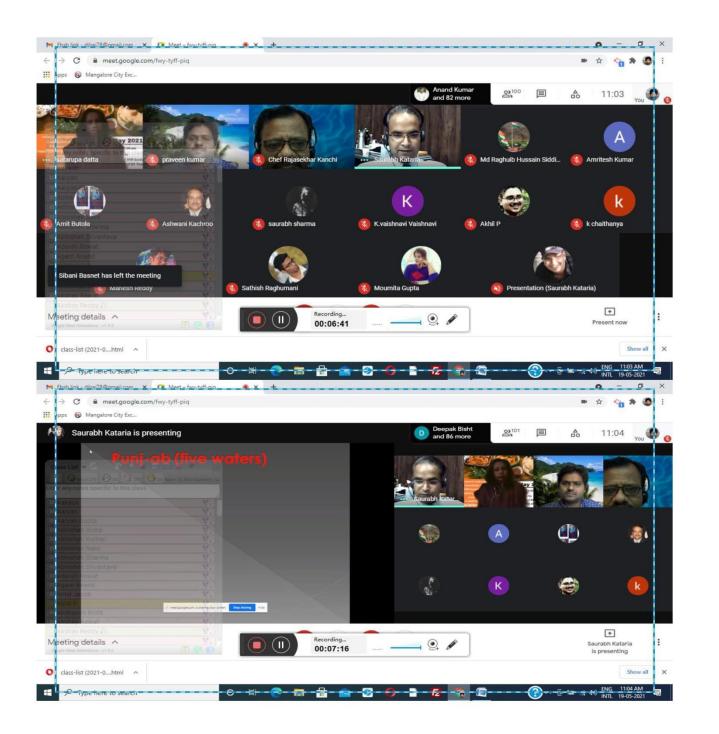
ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA UNDER EK BHARAT SHRESHTHA BHART ACTIVITIES

DURING May 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 | May2021 | Webinar on Punjabi and Andhra Cuisine | IHM Gurdaspur in association with India tourism Hyderabad and Indian culinary institute Tirupati organized a webinar on Punjabi and Andhra Cuisine where chef from both the institutes made presentations on the cuisines. This session saw the exchange of history, heritage, culture, tourism and food of the paired states. | | 100 Students Participants | |



SOCIAL MEDIA HANDLING DETAILS FOR THE MONTH OF May 2021

| S.No | Social Platform | Likes | Engagements | People Reached | views | Followers |
|------|---|-------|-------------|-------------------|-------|-----------|
| 1 | Facebook IHM Gurdaspur page/EBSB facebook page | 38 | 5 | 7 | 42 | 1778 |
| 2 | INSTAGRAM IHM Gurdaspur Page | 147 | | | | 463 |