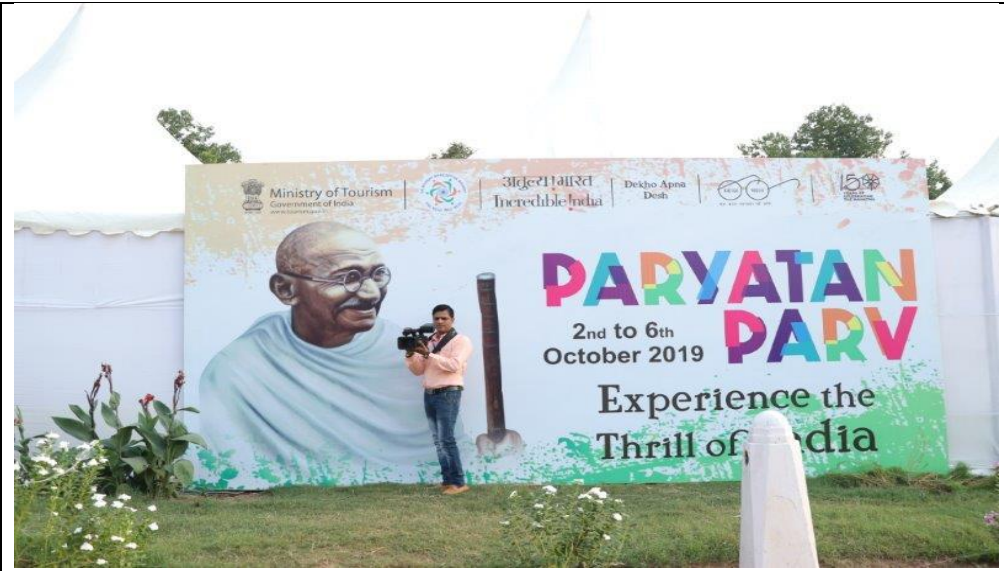


**EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY MINISTRY OF TOURISM
OCTOBER – NOVEMBER 2019**

Sr. No	Activities by the Ministry	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1	Paryatan Parv, New Delhi 2019	October 2019	Ek Bharat Shreshtha Branding during the event	Ministry of Tourism organised a nationwide event titled as Paryatan Parv 2019 from 2 nd to 13 th October, 2019. The Delhi leg of the Parv was organized from 2 nd to 6 th October, 2019 at Rajpath lawns between Rafi Marg and Janpath. The objective of Paryatan Parv was drawing focus on the benefits of tourism, showcasing the cultural diversity of the country and reinforcing the principle of “Tourism for All”.	Participation of Multiple States	200 participants from Line Ministries, State Governments & Stakeholders and more than 2.5 lakh visitors visited the event	Paryatan Parv 2019 was dedicated to 150 th Birth Anniversary of Mahatma Gandhi. Cultural Programme, Food stalls, handicraft and theme pavilions from various states were set up under one roof. Cookery demo on State Food organized by IHM Students



Reserved Lounge Paryatan Parv Rajpath Lawns, New Delhi October 2-6, 2019



Branding at Paryatan Parv Rajpath Lawns, New Delhi October 2-6, 2019



Branding of EBSB at Paryatan Parv Rajpath Lawns, New Delhi October 2-6, 2019



Branding of EBSB at Paryatan Parv Rajpath Lawns, New Delhi October 2-6, 2019

2.	International Tourism Mart Imphal 2019	November 2019	Ek Bharat Shreshtha Branding during the event	<p>The Ministry of Tourism, Government of India, in association with the North Eastern States organised the “8th International Tourism Mart” (ITM) in Imphal, Manipur from 23 November to 25 November, 2019. The event was held at Hotel Imphal, and was inaugurated on 23rd November 2019 by His Excellency, Shri N. Biren Singh Chief Minister of Manipur in the presence of Shri Prahlad Singh Patel Minister of State (IC) for Tourism & Culture, Union Secretary Shri Yogendra Tripathi and other dignitaries from Central Ministries and North Eastern States.</p> <p>The State Government of Madhya Pradesh being the paired State of Manipur was invited to participate in the ITM 2019 under the “Ek Bharat Shreshtha Bharat” initiative and made a presentation to a group of around 150 local University and College students who got an insight about the tourist attractions, fairs & festivals, handicrafts, culture, historical monuments, cuisine, wildlife, adventure activities etc. of the State of Madhya Pradesh.</p>	Manipur – Madhya Pradesh	<p>36 foreign Buyer delegates from over 19 countries, 49 domestic stakeholders in Tourism sector from other parts of the country and 109 sellers from the North Eastern States participated in the Mart. In addition, approx. 150 local invitees also attended the event.</p> <p>150 Students were present during MP Tourism presentation by Director (Investment Promotion) held on 24-11-2019</p>	<p>Session on the paired states was conducted.</p> <p>A tourism stall on Madhya Pradesh was also set up during the event.</p> <p>Madhya Pradesh was also showcased through the film.</p>
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				<p>The students raised various queries regarding Madhya Pradesh during the interactive session after the interesting presentation on Madhya Pradesh which was made by Shri A.K. Rajoria, Director (Investment Promotion) MPSTDC. Additionally, the students as well as the delegates witnessed the traditional Gond paintings by a Gond artist who was specially flown for this purpose from Bhopal.</p>			
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Hon'ble Union Minister Tourism addressing the gathering during the inaugural ceremony of International Tourism Mart 2019 at Imphal on 23-11-2019



Hon'ble Chief Minister of Manipur addressing the gathering during the inaugural ceremony of International Tourism Mart 2019 at Imphal on 23-11-2019



Secretary Tourism Govt. of India addressing the gathering during the inaugural ceremony of International Tourism Mart 2019 at Imphal on 23-11-2019



Branding of EBSB at the International Tourism Mart 2019 held at Imphal from 23rd to 25th of November, 2019



Addl. DG (T) addressing the gathering during the of EBSB at the International Tourism Mart 2019 held at Imphal from 23rd to 25th of November, 2019



Branding of EBSB at the International Tourism Mart 2019 held at Imphal from 23rd to 25th of November, 2019



Branding of EBSB at the International Tourism Mart 2019 held at Imphal from 23rd to 25th of November, 2019



Branding of EBSB at the City Convention Centre venue of International Tourism Mart 2019 held at Imphal from 23rd to 25th of November, 2019



Branding of EBSB at the International Tourism Mart 2019 held at Imphal from 23rd to 25th of November, 2019



Branding in the city with EBSB logo during International Tourism Mart 2019 held at Imphal from 23rd to 25th of November, 2019



Branding at the dinner venue with EBSB logo of International Tourism Mart 2019 held on 23rd November, 2019



Branding at the dinner venue with EBSB logo of International Tourism Mart 2019 held on 23rd November, 2019



Director (Investment & Tourism) Govt. of Madhya Pradesh addressing the students/youths during ITM 2019 as it is a paired State with Manipur on 24th November, 2019



Students / Youths from University and Tourism Institutes attending the presentation by Director (Investment & Tourism) Govt. of Madhya Pradesh during ITM 2019 as it is a paired State with Manipur on 24th November, 2019



Director (Investment & Tourism) Govt. of Madhya Pradesh addressing the students/youths during ITM 2019 as it is a paired State with Manipur on 24th November, 2019



Students / Youths from University and Tourism Institutes attending the presentation by Director (Investment & Tourism) Govt. of Madhya Pradesh during ITM 2019 as it is a paired State with Manipur on 24th November, 2019



Gond Artist from Madhya Pradesh displaying paintings during ITM 2019 as it is a paired State with Manipur (as per EBSB paired state matrix) on 24th November, 2019



Students / Youths from University and Tourism Institutes attending the presentation by Director (Investment & Tourism) Govt. of Madhya Pradesh during ITM 2019 as it is a paired State with Manipur on 24th November, 2019

Press Coverage of EBSB Activity During ITM 2019

Facebook Coverage of Presentation by Director (Investment and Projects) Govt. of Madhya Pradesh before youths of Manipur under EBSB


Incredible India
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8th International Tourism Mart will be held from 23-25 November 2019 at Imphal, Manipur. The event will put the spotlight on "Sustainable Tourism an engine for Economic Growth and Employment".

A total of 36 foreign Buyer delegates from over 19 countries namely Australia, Canada, Cambodia, Czech, Dubai, Italy, Japan, Oman, Korea, Myanmar, Malaysia, Saudi Arabia, South Africa, Singapore, Spain, Thailand, USA, UK, Vietnam are participating in the Mart.

49 domestic stakeholders in Tourism sector from other parts of the country and 109 sellers from the North Eastern States will be participating as well.



9,404
People reached

140
Engagements

[Boost Post](#)



79

2 comments 3 shares

Facebook		Twitter		Instagram		Linkedin	
Likes	79	Likes	39	Likes	660	Reactions	13
Shares	3	Retweets	9	Shares	11	Shares	0
Comments	2	Comments	-	Comments	-	Impressions	1,805
Reach	9,404	Impressions	10,096	Reach	14,592	Comments	-
Engagement	140	Engagements	100	Impressions	18,043		


Incredible India

Published by Prianca P Darde [?] · 24 November at 23:57 ·

8th International Tourism Mart 2019 : Day 2 Highlights
 #ITM2019 #InternationalTourismMart2019 #IncredibleIndia






14,488
 People reached

335
 Engagements

Boost Post


 130

3 shares

Facebook		Twitter		Instagram	
Likes	130	Likes	53	Likes	923
Shares	3	Retweets	7	Shares	-
Comments	-	Comments	-	Comments	-
Reach	14,488	Impressions	13,620	Reach	12,981
Engagement	335	Engagements	250	Impressions	23,701

PRESS RELEASES OF EBSB ACTIVITY DURING ITM 2019 in the following newsmedia:

- a) Dariya News dated 23rd November 2019
- b) Dev Discourse News Desk dated 22nd November 2019
- c) E-Pao! Headlines 26th November 2019
- d) Indus Dictum dated 25th November 2019
- e) Odisha Diary dated 22nd November 2019
- f) Odisha Diary dated 23rd November 2019
- g) T3 Trends 28th November 2019
- h) Udaipur News _ Udaipur Latest News _ udaipur local news
(Merged pdf media file separately attached)