

**ACTION PLAN BY CENTRAL INSTITUTES OF HOTEL MANAGEMENT (UNDER THE
MINISTRY OF TOURISM) UNDER EK BHARAT SHRESHTHA BHART ACTIVITIES
DURING NOVEMBER 2019 TO JUNE 2020**

NOVEMBER 2019

| MONTH of activity | ACTIVITY | Details of Activity Road Show/Homestay Exchange Festival/Sensitization Program/Workshop / Cultural Programme | Paired States Involved |
|--------------------------|---|--|--------------------------------|
| CIHM | | | |
| 1 BENGALURU | - | - | - |
| 2 BHOPAL | Cultural Exchange program | Student Exchange from Manipuri | Manipur |
| 3 BHUBANESWAR | - | - | - |
| 4 AIHM, CHANDIGARH | - | - | - |
| 5 CHENNAI | Food Festival | Kashmiri Food festival - Preparation of authentic Kashmiri food, food display and creating awareness | Tamil Nadu and Jammu & Kashmir |
| 6 GANDHINAGAR | - | - | - |
| 7.GOA | - | - | - |
| 8.GURDASPUR | - | - | - |
| 9.GUWAHATI | - | - | - |
| 10.GWALIOR | Culinary Festival | Cultural programme with Buffet Lunch | Manipur and Nagaland, MP |
| 11.HAJIPUR | Road Show | IHM Hajipur will organise Road Show with the students from IHM Hajipur to Hajipur Junction with posters, banners, Pla card etc. for sensitizing local public regarding Ek Bharat Shreshtha Bharat. | NO. |
| 12 .HYDERABAD | Punjabi/Haryana Food festival *Celebrated Diwali in Traditional Punjabi style, dinner and cultural program | * 25 varieties of sweets made and distributed *Conducted exclusive Punjabi Theme lunch guest from Trident, Oberoi, Royal Reve, MD & GM (Punjabi owners), India Tourism, D.D. Colony President & Secretary and other invitees were present. | Punjab & Haryana |

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| | * Punjab/ North & South India sweet making workshop. * walk through display of Kartharpur corridor | | |
| 13.JAIPUR | - | - | - |
| 14 .LUCKNOW | - | - | - |
| 15.MUMBAI | - | - | - |
| 16 PUSA, NEW DELHI | - | - | - |
| 17 SHILLONG | - | - | |
| 18 SHIMLA | - | - | - |
| 19.THIRUVANANTHA PURAM | - | - | - |
| 20. SRINAGAR | | | |

DECEMBER 2019

| MONTH of activity | ACTIVITY | Details of Activity Road Show/Homestay Exchange Program/Culinary Festival/Sensitization Programme /Workshop/Cultural Programme | Paired States Involved |
|--------------------------|---|---|-------------------------------|
| CIHM | | | |
| 1 BENGALURU | | | |
| 2 BHOPAL | food Workshop | Cultural Awareness & Food Workshop | Manipur & Nagaland |
| 3 BHUBANESWAR | - | - | - |
| 4 AIHM, CHANDIGARH | - | - | - |
| 5 CHENNAI | Demonstration | Kashmiri Food Demonstration by engaging a renowned Hotel Chef specialized in Kashmiri Cuisine | Tamil Nadu |
| 6 GANDHINAGAR | Quiz | Quiz on cultural and culinary heritage of Chhattisgarh | Gujarat and Chhattisgarh |
| 7.GOA | - | - | - |
| 8.GURDASPUR | Compilation and preparation of Brochure | The Brochure will contain introductory information, Stories of Pride and glory, simple sentences, etc. of Paired State | Andhra Pradesh |
| 9.GUWAHATI | - | - | - |

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| 10.GWALIOR | Folk Dances of 3-states MP, Manipur and Nagaland by performers | Cultural Programme | Manipur and Nagaland |
| 11.HAJIPUR | Food Festival/Culinary Festival | IHM Hajipur will organise Food festival/ Culinary Food Festival. The food, Cookery, Desert etc. of paired state i.e. Tripura & Mizoram will be highlighted & served to the students, staffs and guests in the programme. This festival will be based on the Tripura & Mizoram Theme. | NO. |
| | Sensitisation Programme/ Workshops | Sensitisation Programme/Workshops will also be organised by IHM Hajipur on the topic of Ek Bharat Shreshtha Bharat – TRIPURA & MIZORAM | NO |
| 12 .HYDERABAD | * visit to local Gurudwara *Information compilation for Brochure | *Study culture, kitchen management & food service *Designing & Printing of modules of paired states for distribution among students prior to their visit to paired states | Punjab & Haryana |
| 13.JAIPUR | - | - | - |
| 14 .LUCKNOW | - | - | - |
| 15.MUMBAI | - | - | - |
| 16 PUSA, NEW DELHI | Cookery demonstration | Demonstrations of Sikkim's Cuisine to the students of IHM PUSA | Sikkim |
| 17 SHILLONG | - | - | - |
| 18 SHIMLA | - | - | - |
| 19.THIRUVANANTHA PURAM | - | - | - |
| 20. SRINAGAR | | | |

JANUARY 2020

| MONTH of activity | ACTIVITY | Details of Activity Road Show/Homestay /Students Exchange Program/Culinary Festival/Sensitization Programme /Workshop / Cultural Programme | Paired States Involved |
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| CIHM | | | |

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| 1 BENGALURU | Culinary Festival | Food Festival Based on Uttarakhand Cuisine. Demonstration of certain dishes to the participants | Uttarakhand |
| | Cultural Programme | Cultural programme by our students based on Uttarakhand along with a small exhibition | |
| 2 BHOPAL | Organising of theme Lunch/Dinner at IHM Bhopal. Emphasis on Manipur & Nagaland | Workshop | Manipur & Nagaland |
| 3 BHUBANESWAR | | | |
| 4 AIHM, CHANDIGARH | Information compilation, designing and printing of modules on various states and their distribution | Sensitisation Programme | Dadra & Nagar Haveli |
| 5 CHENNAI | Sensitisation Programme | Sensitization programme on Tourism, Culture and Heritage of Jammu & Kashmir | Tamil Nadu |
| | Students Exchange Programme | Students and Faculty - visit to IHM Srinagar and Vice-versa to understand the Culture and be exposed to the systems | Tamil Nadu and Jammu & Kashmir |
| 6 GANDHINAGAR | Tour of students and Gujarati Culinary Demonstration | Visit to Chhattisgarh and Culinary demonstration in coordination with Chhattisgarh Tourism Department | Gujarat and Chhattisgarh |
| 7.GOA | Jharkhand Theme Buffet | Theme Buffet, Cultural Programme, Décor to depict Jharkhand | Jharkhand |

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| 8.GURDASPUR | Compilation and preparation of Brochure | The Brochure will contain introductory information, Stories of Pride and glory, simple sentences, etc of Paired State | Andhra Pradesh |
| | Student Tour | Tour of students from IHM Gurdaspur to Andhra Pradesh | Andhra Pradesh |
| 9.GUWAHATI | Ek Bharat Shrestha Bharat | i) Students Exchange, Festival, Programme, ii) Culinary, iii) Cultural | Assam & Rajasthan |
| 10.GWALIOR | Inter School dance competitions | Cultural Programme | Manipur and Nagaland, MP |
| 11.HAJIPUR | Cultural Programme | Cultural Programme will also be organised by IHM Hajipur under Ek Bharat Shreshtha Bharat and the whole campus will be decorated on the culture and theme of TRIPURA & MIZORAM | NO |
| 12 .HYDERABAD | a) Food Festival (Fair/stalls) | Food Festival /Fair will be organized with 30 stalls wherein 4 to 5 stalls will be showcased, demonstrate cuisines of Punjab/Haryana. One stall exclusively for distribution of Brochures/Pamphlets promoting Tourism of Punjab/Haryana | Punjab & Haryana |
| | b) Tour students of paired states Punjab/Haryana to Andhra/Telangana | | |
| 13.JAIPUR | Student Exchange 10 - 12 students will be identified from B.Sc. to visit IHM Guwahati | Mail will be sent to IHM Guwahati informing about tentative visit of 10 – 12 students and 2 staff in February 2019. | Assam |
| 14 .LUCKNOW | January'2020 | Food Festival | Meghalaya Food Festival with support of IHM Shillong |

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| 15.MUMBAI | Food Festival | Maharashtrian Food Festival | Odisha |
| | | at IHM, Bhubaneswar | |
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| | Odisha Tour | Odisha Tour | Odisha |
| | | with the support of | |
| | | IHM, Bhubaneswar | |
| 16 PUSA, NEW DELHI | Sensitisation Programme | <p>1. Interactive sessions / Guest Lectures with students would be held giving them an insight about the local culture , heritage and some basic local dialect .</p> <p>2. Information brochures /Banners with Introductory information will be put up at visible places in the Institute</p> | Sikkim |
| 17 SHILLONG | <p>1.Tours of Students to paired State.</p> <p>a) A total of 10 bright students will be visiting the paired state with a faculty to be coordinator.</p> <p>b) The Students will perform our traditional dance in their traditional attired.</p> <p>c) Brochures will be printed to highlight the history and culture of the Meghalaya state along with simple Conversation</p> | <p>1.Tours of students to paired states.</p> <p>2. Students Exchange Programme</p> <p>3. Cultural Programme</p> | Uttar Pradesh |

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| | <p>in local language in English and Hindi for the Tourist convenience.</p> <p>d) Students of Institute of Hotel Management Shillong will prepared and exhibit 10 popular dishes of Meghalaya using local seasonal ingredients along with recipes and details of preparation at the same time they will also learn the dishes of the state of Uttar Pradesh.</p> <p>e) On their returning they will make power point presentation to the rest of the Students in the college upon the experiences and exposure of the paired state.</p> | | |
| 18 SHIMLA | | | |

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| 19. THIRUVANANTHA PURAM | Tours of Students to Paired States | Student exchange | Himachal Pradesh |
| 20. SRINAGAR | | | |

FEBRUARY 2020

| MONTH of activity CIHM | ACTIVITY | Details of Activity Road Show/Homestay /Students Exchange Program/Culinary Festival/Sensitization Programme /Workshop/ Cultural Programme | Paired States Involved |
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| 1 BENGALURU | Students Exchange | 6-10 students with a faculty will be sent to SIHM Dehradun. | <i>Uttarakhand</i> |
| 2 BHOPAL | Organising M.P. Food Festival in Manipur & Nagaland | Homestay | Manipur & Nagaland |
| 3 BHUBANESWAR | | | |
| 4 AIHM, CHANDIGARH | Student Exchange Programme | Students Exchange Programme | Dadra & Nagar Haveli |
| 5 CHENNAI | Culinary Festival | Kashmiri Culinary Festival organized by the Final Year Degree students packed with Kashmiri Cultural performances | Tamil Nadu and Jammu & Kashmir |
| 6 GANDHINAGAR | Culinary Demonstration | Cuisine of Chhattisgarh | Gujarat and Chhattisgarh |
| 7. GOA | | | |
| 8. GURDASPUR | Food Festival | Andhra Pradesh Food festival will be organised at IHM Gurdaspur | Andhra Pradesh |
| 9. GUWAHATI | Ek Bharat Shrestha Bharat | i) Students Exchange, Festival, Programme ii) Culinary iii) Cultural | Assam & Rajasthan |
| 10. GWALIOR | Students Rally | Sensitisation Programme | MP, Nagaland and Manipur |
| 11. HAJIPUR | - | - | - |
| 12. HYDERABAD | IHM-Hyd students | Visit of IHM-Hyd students to paired state IHM-Gurdaspur, will participate | Punjab & Haryana |

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| | visit to paired states Punjab/Haryana | in activities planned by the paired states | |
| 13.JAIPUR | Assam Theme Food Festival | Theme Buffet, Cultural Programme, Décor to depict Jharkhand | Assam |
| 14 .LUCKNOW | - | - | - |
| 15.MUMBAI | Food Festival | Maharashtrian Food Festival | Odisha |
| | | at IHM, Bhubaneswar | |
| | | | |
| | Odisha Tour | Odisha Tour | Odisha |
| | | with the support of | |
| | | I HM, Bhubaneswar | |
| | | | |
| | Pamphlet Distribution | Odisha Tourism Pamphlet | Odisha |
| 16 PUSA, NEW DELHI | Student Tour | <ol style="list-style-type: none"> 1. Student group from IHM Gangtok would visit Delhi for a 5 day trip. 2. A complete tour of Iconic and historical sites in Delhi to be arranged to showcase the rich cultural heritage of the region like Red Fort, Purana Qila, Qutab Minar, Humayuns Tomb, Agrasen ki Baoli, Birla temple , Lotus temple, Akshardhaam, garden of 5 senses to name a few 3. A visit to Chandni Chowk for the food trail. 4. If budget approves one can visit the Nautanki Mahal and Cultural Gully of Kingdom of dreams 5. Photographs would be put up on face book and other social media sites. 6. Upon their return, the visiting students will make a presentation to the other students of their college. | Delhi and Sikkim |

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| | Culinary Festival | Sikkim Theme lunch to be hosted at IHM PUSA | Sikkim |
| 17 SHILLONG | - | - | - |
| 18 SHIMLA | - | - | - |
| 19. THIRUVANANTHA PURAM | Major Promotional Activities | Cultural Programme / Workshop Seminar | In the Co-ordination with India Tourism Kochi |
| | Food Festivals/ Culinary Festivals - FANDANGO | Three Days Food & Fun Festival various Food and entertainment Stalls and live stage programmes | Himachal Pradesh |
| 20. SRINAGAR | | | |

MARCH 2020

| MONTH of activity CIHM | ACTIVITY | Details of Activity Road Show/Homestay Exchange Program/Festival/Sensitization Programme /Workshop/ Cultural Programme | Paired States Involved |
|---|---|---|-------------------------------|
| 1 BENGALURU | | | |
| 2 BHOPAL | Institute will be organising cultural dance | Cultural program | Manipur & Nagaland |
| 3 BHUBANESWAR | - | - | - |
| 4 AIHM, CHANDIGARH | Culinary Festival | Culinary Festival | Dadra & Nagar Haveli |
| 5 CHENNAI | Cultural Show/Performances | Kashmiri Cultural arts will be performed to appreciate the Kashmiri Heritage and Culture | Tamil Nadu |
| 6 GANDHINAGAR | Food Festival | Art Culture & Cuisine | Gujarat and Chhattisgarh |
| 7. GOA | | | |
| 8. GURDASPUR | Culinary Festival | Andhra Culinary festival will be organised at IHM Gurdaspur where students will prepare & display the food items of the paired State-Andhra Pradesh | Andhra Pradesh |
| 9. GUWAHATI | - | - | - |

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| 10.GWALIOR | Fashion show in traditional costume from 3-states by college students | Awareness Programme | MP, Nagaland and Manipur |
| 11.HAJIPUR | Students Exchange Culinary Festival | Students of IHM Hajipur will visit to pair CIHM Tripura & Mizoram and will participate in the culinary festival at Tripura & Mizoram after confirmation of pair Institute | YES |
| 12 .HYDERABAD | Culinary competition activities | Students of IHM are encouraged to participating in the culinary competition and presenting food items of Punjab/Haryana | Punjab & Haryana |
| 13.JAIPUR | - | - | - |
| 14 .LUCKNOW | 1.Quiz competition 2.Poster making competition | 1.Quiz competition on the culture and tradition of Meghalaya and Arunachal Pradesh 2.Poster making competition on the ethnic wear of Meghalaya and Arunachal Pradesh | Meghalaya & Arunachal Pradesh |
| 15.MUMBAI | Pamphlet | Odisha Tourism | Odisha |
| | Distribution | Pamphlet | |
| 16 PUSA, NEW DELHI | Student Tour for a week | <ol style="list-style-type: none"> 1. Students will be selected on basis of merit 2. Tour itinerary and activities will be finalised after consultation with the paired Institute to cover the Cuisine, Language, History, tradition, music and other cultural attributes of Sikkim. 3. Cultural show will be organised by the visiting students based on Delhi 4. Delhi Food display also to be put up at the respective Institute during the visit | SIKKIM |

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| | | <p>5. Photographs would be put up on face book and other social media sites</p> <p>6. Upon their return, the visiting students to make presentation to the other students of their college.</p> | |
| 17 SHILLONG | <p>2. Food Festival/Culinary Festival.</p> <p>a) The Institute of Hotel Management Shillong will be organizing food festival at strategic location in which we will showcase the food items of the of the paired State in which our students have visited in the month of January.</p> <p>b) Demonstration of the food of paired State will be showcasing to the people attending the festival.</p> | Cultural Festival of Meghalaya and Lucknow | Uttar Pradesh |
| 18 SHIMLA | Food Festival/Culinary Festival | Kerala theme cuisine preparation with Kerala decoration/Local dance & food service by the students/Certificate distribution | Kerala |

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| 19. THIRUVANANTHA PURAM | - | - | - |
| 20. SRINAGAR | | | |

APRIL 2020

| MONTH of activity CIHM | ACTIVITY | Details of Activity Show/Homestay Exchange Festival/Sensitization /Workshop/Cultural Programme | Road Show/Students Program/Culinary Programme | Paired States Involved |
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| 1 BENGALURU | - | - | - | - |
| 2 BHOPAL | Heritage walk & photography | Road show | | Manipur & Nagaland |
| 3 BHUBANESWAR | Food Festival & Student's Tour | To organize a Maharashtrian Food festival with the help of IHM Mumbai in the month of February, 2020. During the event, the Students & Faculty shall visit IHM, Bhubaneswar and with the help of Odisha Tourism, tours for students shall be conducted. Brochures of Odisha Tourism will be handed over for distribution to all students of IHM, Mumbai/guests coming to IHM, Bhubaneswar. | | Maharashtra |
| 4 AIHM, CHANDIGARH | Culinary Festival | Culinary Festival | | Dadra & Nagar Haveli |
| 5 CHENNAI | Essay writing Competition | An essay writing competition on the topic "Fascinating Facets of Jammu & Kashmir" will be conducted for the students of IHM Chennai | | Tamil Nadu |
| 6 GANDHINAGAR | | | | |
| 7. GOA | Student Exchange 10 students will be identified from B.Sc. & Craftsmanship course to visit IHM Ranchi | Mail sent to IHM Ranchi informing about tentative visit of 10 students and 2 staff in April 2019. | | Jharkhand |

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| 8.GURDASPUR | | | |
| 9.GUWAHATI | | | |
| 10.GWALIOR | Interschool Quiz Programme with theme of 3-states | Sensitisation Programme | MP, Nagaland and Manipur |
| 11.HAJIPUR | - | - | - |
| 12 .HYDERABAD | | | |
| 13.JAIPUR | - | - | - |
| 14 .LUCKNOW | - | - | - |
| 15.MUMBAI | - | - | - |
| 16 PUSA, NEW DELHI | Cultural Programme & Heritage | Annual day theme to be based on Sikkim which would showcase the culture and décor Sikkim cuisine for VIPs | Sikkim |
| 17 SHILLONG | | | |
| 18 SHIMLA | Road Show | Road Show from IHM, Kufri to Charabbra/Banner display/Students' Run | Kerala |
| | Sensitisation Programme | Nukkad Natak/Awareness programme for the Stake Holders | |
| 19.THIRUVANANTHA PURAM | - | - | - |
| 20. SRINAGAR | | | |

MAY 2020

| MONTH of activity | ACTIVITY | Details of Activity Road Show/Homestay /Students Exchange Program/Culinary Festival/Sensitization Programme /Workshop/ Cultural Programme | Paired States Involved |
|--------------------------|--------------------------------------|--|-------------------------------|
| CIHM | | | |
| 1 BENGALURU | | | |
| 2 BHOPAL | Manipuri Food Festival at IHM Bhopal | Student Exchange Culinary Festival | Manipur & Nagaland |
| 3 BHUBANESWAR | | | |
| 4 AIHM, CHANDIGARH | | | |
| 5 CHENNAI | | | |
| 6 GANDHINAGAR | Cultural Show | Traditional Dances | Gujarat and Chhattisgarh |

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| 7.GOA | | | |
| 8.GURDASPUR | | | |
| 9.GUWAHATI | | | |
| 10.GWALIOR | - | - | - |
| 11.HAJIPUR | | | |
| 12 .HYDERABAD | | | |
| 13.JAIPUR | | | |
| 14 .LUCKNOW | Tour to Meghalaya | Visit of the students to Meghalaya under exchange programme | Meghalaya & Arunachal Pradesh |
| 15.MUMBAI | | | |
| 16 PUSA, NEW DELHI | | | |
| 17 SHILLONG | | | |
| 18 SHIMLA | | | |
| 19.THIRUVANANTHA PURAM | Information Compilation, designing and production of Module on various paired states | - | Himachal Pradesh |
| 20. SRINAGAR | | | |

JUNE 2020

| MONTH of activity | ACTIVITY | Details of Activity Road Show/Homestay Exchange Festival/Sensitization /Workshop/ Cultural Programme | Paired States Involved |
|--------------------------|--------------------------------------|---|-------------------------------|
| CIHM | | | |
| 1 BENGALURU | | | |
| 2 BHOPAL | Nagaland Food Festival at IHM Bhopal | Student Exchange Culinary Festival | Manipur & Nagaland |
| 3 BHUBANESWAR | - | - | - |
| 4 AIHM, CHANDIGARH | - | - | - |
| 5 CHENNAI | - | - | - |
| 6 GANDHINAGAR | - | - | - |

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| 7.GOA | - | - | - |
| 8.GURDASPUR | - | - | - |
| 9.GUWAHATI | - | - | - |
| 10.GWALIOR | - | - | - |
| 11.HAJIPUR | - | - | - |
| 12 .HYDERABAD | | | |
| 13.JAIPUR | - | - | - |
| 14 .LUCKNOW | - | - | - |
| 15.MUMBAI | - | - | - |
| 16 PUSA, NEW DELHI | - | - | - |
| 17 SHILLONG | - | - | - |
| 18 SHIMLA | Students Exchange Programme | Approximately 10 to 12 students would be sent along with one faculty of the Institute | Kerala |
| 19.THIRUVANANTHA PURAM | Information Compilation, designing and production of Module on various paired states | - | Himachal Pradesh |
| 20. SRINAGAR | | | |
