

**ACTION PLAN BY MINISTRY OF TOURISM GOVERNMENT OF INDIA
UNDER EK BHARAT SHRESHTHA BHART ACTIVITIES
DURING NOVEMBER 2019 TO JUNE 2020**

NOVEMBER 2019

S. No	Activities by India Tourism Offices	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved
1.	India Tourism Mumbai	November, 2019	Seminar for Tribal Tourism in Raipur	The tour operators of paired States Gujarat and Chhattisgarh will have B2B meetings as part of the Seminar followed by Cultural Programme which will showcase of dance forms of Gujarat for the stakeholders of Chhattisgarh and other participants	Chhattisgarh-Gujarat
2.	India Tourism Mumbai		Showcasing Culture & Cuisine of Madhya Pradesh, Manipur & Nagaland. To be held in Indore, Madhya Pradesh	Culinary Festival & Cultural Programme for local travel trade, I.H.M. students, Rani Laxmi Bai college students, local community of northeast	Madhya Pradesh – Manipur & Nagaland
3.	India Tourism Mumbai		Participation in IITM Exhibition Pune	Creation of Odisha corner in the India stand highlighting the tourism products of Odisha including provision of table space to Odisha Tourism	Maharashtra-Odisha
4.	India Tourism Guwahati	November, 2019	ITM	Cultural Programme, B2 B meeting, Food Exhibition at Imphal	Manipur, Nagaland and Madhya Pradesh
5.	India Tourism Delhi	28.11.2019	1.Food festivals 2.Cultural shows 3.Traditional Costume 4.Audio Visual Presentation	1.Display of traditional cuisine of each pairing states (live demo of cooking), display of ingredients etc. 2.Traditional cultural performances of each pairing states 3.Promotion of Traditional costumes - (May invite traders/emporiums for opening of stand) 4.Audio Visual Presentation on Tourist destination of each pairing states.	Punjab – Andhra Pradesh Haryana – Telangana Delhi – Sikkim

DECEMBER 2019

1.	India Tourism Mumbai	December, 2019	“Know your Paired States” Seminars for Travel trade Stakeholders	Presentation on Tourism Products of Odisha for the Tour Operators of Maharashtra in Mumbai, Pune	Maharashtra- Odisha
	India Tourism Mumbai			Presentation on Tourism Products of Jharkhand for the Tour Operators of Goa in Panaji	Goa- Jharkhand
	India Tourism Mumbai			Presentation on Tourism Products of Manipur & Nagaland for the Tour Operators of Madhya Pradesh in Manipur & Nagaland	Madhya Pradesh – Manipur & Nagaland
	India Tourism Mumbai			Presentation on Tourism Products of Chhattisgarh for the Tour Operators of Gujarat in Ahmedabad	Chhattisgarh- Gujarat
	India Tourism Mumbai			Presentation on Tourism Products of Gujarat for the Tour Operators of Chhattisgarh in Raipur	Gujarat - Chhattisgarh
	2.			India Tourism Mumbai	
3.	India Tourism Mumbai		Competition of Innovative itinerary development of paired states for students of Travel and Tourism institutes	Competition for students of Travel and Tourism Institutes / IHMs of Gujarat on development of Innovative itinerary of Chhattisgarh	Gujarat - Chhattisgarh
4.	India Tourism Kolkata	December 2019	“Let’s explore Maharashtra”	Indiatourism Bhubaneshwar will run a campaign “Let’s explore Maharashtra” at its office in the month of December 2019.	Odisha and Maharashtra
5.	India Tourism Kolkata	December 2019	Odisha-Maharashtra Food Festival	Cuisines of paired states will be celebrated among the citizens	Odisha and Maharashtra
6.	India Tourism Kolkata	December 2019	Weekend Gate Away involving Home stays from all paired states under Ek Bharat Shrestha Bharat	NA	Odisha- Maharashtra, Jharkhand- Goa, Tripura- Bihar- Mizoram, West Bengal and any state.
7.	India	December,	Cultural Programme	NA	Jharkhand-

	Tourism Kolkata	2019	during Travel & Tourism Bazaar, Ranchi on 4-7 December, 2020.		Goa
8.	India Tourism Kolkata	December, 2019	Bihar-Tripura- Mizoram Mahotsav	Bihar-Tripura-Mizoram Mahotsav to promote the tourism products of the pair states at Ranchi in December, 2020.	Tripura- Bihar- Mizoram
9.	India Tourism Chennai	December, 2019	Advertisement and Promotion	Broadcasting life of peoples in Jammu and Kashmir as a program in All India Radio Station	Jammu & Kashmir, and Tamilnadu
10.	India Tourism Guwahati	December, 2019	Road Show	B2B Meeting, Cultural Programme and FAM tour at Tripura	Tripura ,Mizoram and Bihar
11.	India Tourism Delhi	Dec'2019 09.12.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc. – among pairing states. IHM/IITTM Students. The students will prepare presentation in the college after the visit.	Punjab – Andhra Pradesh
12.	India Tourism Delhi	19.12.2019	1.Food festivals 2.Cultural shows 3.Traditioal Costume 4.Audio Visual Presentation	1.Display of traditional cuisine of each pairing states (live demo of cooking), display of ingredients etc. 2.Traditional cultural performances of each pairing states 3.Promotion of Traditional costumes - (May invite traders/emporiums for opening of stand) 4.Audio Visual Presentation on Tourist destination of each pairing states.	Jammu & Kashmir – Tamil Nadu Himachal Pradesh - Kerala

JANUARY 2020

1.	India Tourism Mumbai	January 2020	Educating local population about Culture and Tradition of their paired States	Fam tours for Print and Electronic Media from the State of Maharashtra to Odisha. This activity in conjunction with Press Information Bureau Western & Central region who will identify the media Personnel	Maharashtra- Odisha
-----------	----------------------------	-------------------------	---	--	------------------------

2.	India Tourism Mumbai		Promotion of Tourism Destinations of Paired States for students of Kendriya Vidyalayas	Audio Visual Presentation on Jharkhand to Students of Kendriya Vidyalayas in Goa	Goa- Jharkhand
3.	India Tourism Mumbai		Competition of Innovative itinerary development of paired states for students of Travel and Tourism institutes	Competition for students of Travel and Tourism Institutes / IHMs of Chhattisgarh on development of Innovative itinerary of Gujarat	Chhattisgarh -Gujarat
4.	India Tourism Mumbai	January, 2020	“Marathi Bloggers Express”	Visit of 10 top Marathi Bloggers/ vloggers (Video Bloggers) for five day tour to explore the tourism and cultural offerings of the State	Maharashtra- Odisha
	India Tourism Mumbai	January, 2020	Domestic Airport Branding	Airport Branding promoting the Paired states. This will be for 6 Months from Jan – June 2020	Branding in following airports in Panaji, Mumbai, Bhopal, Ahmedabad, Raipur, Aurangabad, Indore, Jabalpur airports in West & Central Region will promote the paired states. (In Mumbai – Airport only domestic Baggage Belt will be opted considering the cost) All creative will have EK Bharat Shreshtha Bharat logo

5.	India Tourism Kolkata	January, 2020	B2C Road Show	Indiatourism Bhubaneshwar will organise a B2C Road Show showcasing tourism products of Odisha & Maharashtra in the month of December 2019	Odisha and Maharashtra
6.	India Tourism Kolkata	January, 2020	Road Shows in Mumbai & Ahmedabad	Inter-Regional Domestic Road Shows on the theme of EBSB	Odisha- Maharashtra, Jharkhand-Goa, West Bengal and any state.
7.	India Tourism Kolkata	January, 2020	Cultural Event	During EBSB	Odisha- Maharashtra
8.	India Tourism Kolkata	January, 2020	Pair State Promotion-Odisha- Maharashtra on the month of January, 2020 at Indiatourism Kolkata.	NA	Odisha- Maharashtra
9.	India Tourism Kolkata	January, 2020	Jharkhand-Goa Mahotsav to promote the tourism products of the pair states at Ranchi in January, 2020.	NA	Jharkhand-Goa
11.	India Tourism Chennai	January, 2020	Cultural program	Organizing cultural events and Drama based on the life style, cultural, festivals in Jammu and Kashmir.	Jammu & Kashmir, and Tamil Nadu
12.	India Tourism Chennai	January, 2020	Tour of IHM students to Paired State	Student Exchange programme	Himachal Pradesh
13.	India Tourism Guwahati	January ,2020	Student Exchange	Food Festival/ Cultural Programme/ Work shop at Jaipur and Uttar Pradesh	1.Assam and Rajasthan 2.Meghalaya and Uttar Pradesh
14.	India Tourism Delhi	9.1.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc – among pairing states. IHM/IITTM Students. The students will prepare presentation in the college after the visit.	Punjab – Andhra Pradesh
15.	India Tourism	21.1.2020	1.Food festivals 2.Cultural shows	1.Display of traditional cuisine of each pairing states	Uttarakhand – Karnataka

	Delhi		3.Traditional Costume 4.Audio Visual Presentation	(live demo of cooking), display of ingredients etc. 2.Traditional cultural performances of each pairing states 3.Promotion of Traditional costumes - (May invite traders/emporiums for opening of stand) 4.Audio Visual Presentation on Tourist destination of each pairing states.	Chandigarh – Dadra and Nagar Haveli
16.	India Tourism Delhi	06.01.2020	Road Show for Tour Operators and Homestays Owners.	Tour Operators/ Homestays Owners will be invited to participate in the Road Show among the pairing states. Tour Programme/Itineraries and Homestays facilities of the pairing states will be promoted during the Road Show. Audio Visual Presentation of Tourist Places and Cuisines of the pairing states will be showed.	Punjab – Andhra Pradesh Haryana – Telangana Delhi – Sikkim

FEBRUARY 2020

1.	India Tourism Mumbai	February 2020			Madhya Pradesh – Manipur & Nagaland
2.	India Tourism Mumbai				Chhattisgarh -Gujarat
3.	India Tourism Mumbai		Competition of Innovative itinerary development of paired states for students of Travel and Tourism institutes	Competition for students of Travel and Tourism Institutes / IHMs of Goa on development of Innovative itinerary of Jharkhand	
4.	India Tourism Mumbai	February, 2020	“Konkani Bloggers Express”	Visit of 10 top Konkani/English Bloggers/ vloggers (Video Bloggers) for five day tour to explore the tourism and cultural offerings of Jharkhand	Goa - Jharkhand
5.	India Tourism Mumbai	February, 2020	International Yoga Day , Puducherry	Visit of 5 Bloggers / Travel Journalist from Gujarat (Surat Edition of Gujarati newspapers) to cover	Daman & Diu - Puducherry

6.	India Tourism Mumbai	February, 2020	Basant Mahotsav & Rose festival	Visit of 5 Bloggers / Travel Journalist from Gujarat (Surat Edition of Gujarati newspapers) to cover	Dadra & Nagar Haveli – Chandigarh
7.	India Tourism Kolkata	February, 2020	Pair State Promotion- Tripura-Bihar-Mizoram on the month of January, 2020 at Indiatourism Kolkata.	NA	Tripura-Bihar-Mizoram
8.	India Tourism Kolkata	February, 2020	Andaman-Lakshadweep Mahotsav	Andaman-Lakshadweep Mahotsav to promote the tourism products of the pair states at Port Blair in February, 2020.	Andaman-Lakshadweep
9.	India Tourism Chennai	February, 2020	Competition	Organizing a painting and tour itinerary competitions related to Jammu and Kashmir	Jammu & Kashmir, and Tamilnadu
10.	India Tourism Chennai	February, 2020	Major promotional activities	Cultural Programme / Workshop / Seminar	Himachal Pradesh
11.	India Tourism Chennai	February, 2020	Major promotional activities	Workshop / Seminar	Himachal Pradesh
12.	India Tourism Chennai	February, 2020	Food Festival / Culinary Festival / Fandango	Three days Food festival with food of various States and entertainment. Food stalls and Live stage programme	Himachal Pradesh
13.	India Tourism Guwahati	February, 2020	Student Exchange	Food Festival/ Cultural Programme/ Work shop at Nagaland and Assam	Nagaland and Madhya Pradesh Rajasthan and Assam
14.	India Tourism Delhi	10.02.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc – among pairing states. IHM/IITTM Students. The students will prepare presentation in the college after the visit.	Uttarakhand – Karnataka
15.	India Tourism Delhi	20.02.2020	1.Food festivals 2.Cultural shows 3.Traditional Costume 4.Audio Visual Presentation	1.Display of traditional cuisine of each pairing states (live demo of cooking), display of ingredients etc. 2.Traditional cultural performances of each pairing states 3.Promotion of Traditional	Rajasthan – Assam Uttar Pradesh – Arunachal Pradesh

				costumes - (May invite traders/emporiums for opening of stand) 4.Audio Visual Presentation on Tourist destination of each pairing states.	
16.	India Tourism Delhi	17.02.2020	Road Show for Tour Operators and Homestays Owners.	Tour Operators/ Homestays Owners will be invited to participate in the Road Show among the pairing states. Tour Programme/Itineraries and Homestays facilities of the pairing states will be promoted during the Road Show. Audio Visual Presentation of Tourist Places and Cuisines of the pairing states will be showed.	Jammu & Kashmir – Tamil Nadu

MARCH 2020

1.	India Tourism Mumbai	March 2020	Educating local population about Culture and Tradition of their paired States	Fam tours for Print and Electronic Media from the State of Chhattisgarh to Gujarat. This activity in conjunction with Press Information Bureau Western & Central region who will identify the media Personnel	Chhattisgarh -Gujarat
2.	India Tourism Mumbai	March, 2020	Promotion of Tourism Destinations of Paired States for students of Kendriya Vidyalayas	Audio Visual Presentation on Gujarat to Students of Kendriya Vidyalayas in Raipur	Gujarat - Chhattisgarh
3.	India Tourism Mumbai		Competition of Innovative itinerary development of paired states for students of Travel and Tourism institutes	Competition for students of Travel and Tourism Institutes / IHMs of Madhya Pradesh on development of Innovative itinerary of Manipur & Nagaland	Madhya Pradesh – Manipur & Nagaland
4.	India Tourism Mumbai			The Directory will provide the details of approved Home Stays / B &Bs of the paired states	Maharashtra- Odisha Goa- Jharkhand Madhya Pradesh- Manipur & Nagaland Chhattisgarh- Gujarat Gujarat - Chhattisgarh

5.	India Tourism Mumbai	March, 2020	“ Hindi Bloggers Express from Madhya Pradesh ”	Visit of 10 top Marathi Bloggers/ vloggers (Video Bloggers) for five day tour to explore the tourism and cultural offerings of Manipur and Nagaland	Madhya Pradesh – Manipur & Nagaland
6.	India Tourism Kolkata	March, 2020	Pair State Promotion-Goa-Jharkhand on the month of January, 2020 at Indiatourism Kolkata.	NA	Jharkhand-Goa
7.	India Tourism Chennai	March, 2020	Road show	Organize Jammu and Kashmir Roadshow along with Jammu and Kashmir Tourism.	Jammu & Kashmir, and Tamilnadu
8.	India Tourism Guwahati	March, 2020	Student Exchange /	Food Festival/ Cultural Programme/ Work shop at Madhya Pradesh	Madhya Pradesh and Nagaland.
9.	India Tourism Delhi	09.03.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc – among pairing states. IHM/IITTM Students. The students will prepare presentation in the college after the visit.	Delhi – Sikkim

APRIL 2020

1.	India Tourism Mumbai	April 2020	Educating local population about Culture and Tradition of their paired States	Fam tours for Print and Electronic Media from the State of Gujarat to Chhattisgarh. This activity in conjunction with Press Information Bureau Western & Central region who will identify the media Personnel	Gujarat - Chhattisgarh
2.	India Tourism Mumbai	April, 2020	Promotion of Tourism Destinations of Paired States for students of Kendriya Vidyalayas	Audio Visual Presentation on Manipur & Nagaland to Students of Kendriya Vidyalayas in Indore, Bhopal	Madhya Pradesh – Manipur & Nagaland

3.	India Tourism Mumbai	April, 2020	Competition of Innovative itinerary development of paired states for students of Travel and Tourism institutes	Competition for students of Travel and Tourism Institutes / IHMs of Maharashtra on development of Innovative itinerary of Odisha	Maharashtra- Odisha
4.	India Tourism Mumbai	April, 2020	“ Gujarati Bloggers Express”	Visit of 10 top Gujarati i Bloggers/ vloggers (Video Bloggers) for five day tour to explore the tourism and cultural offerings of Chhattisgarh	Gujarat- Chhattisgarh
5.	India Tourism Guwahati	April, 2020	Road Show	B2B Meeting , Cultural Programme in New Delhi	New Delhi and Sikkim
6.	India Tourism Delhi	06.04.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc – among pairing states. IHM/IITTM Students. The students will prepare presentation in the college after the visit.	Rajasthan – Assam
7.	India Tourism Delhi	12.04.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc – among pairing states. IHM/IITTM Students. The students will prepare presentation in the college after the visit.	Chandigarh – Dadra & Nagar Haveli
8.	India Tourism Delhi	27.04.2020	Road Show for Tour Operators and Homestays Owners.	Tour Operators/ Homestays Owners will be invited to participate in the Road Show among the pairing states. Tour Programme/Itineraries and Homestays facilities of the pairing states will be promoted during the Road Show. Audio Visual Presentation of Tourist Places and Cuisines of the pairing states will be showed.	Chandigarh – Dadar and Nagar Haveli Rajasthan – Assam Uttar Pradesh – Arunachal Pradesh

MAY 2020

1.	India Tourism Mumbai	May 2020	Educating local population about Culture and Tradition of their paired States	Fam tours for Print and Electronic Media from the State of Goa to Jharkhand. This activity in conjunction with Press Information Bureau Western & Central region who will identify the media Personnel	Goa- Jharkhand
2.	India Tourism Guwahati	May, 2020	Student exchange	Food Festival/ Cultural Programme/ Work shop at Sikkim	Sikkim and New Delhi
3.	India Tourism Delhi	04.05.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc – among pairing states. IHM/IITTM Students. The students will prepare presentation in the college after the visit.	Himachal Pradesh – Kerala
4.	India Tourism Delhi	11.05.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc – among pairing states. IHM/IITTM Students. The students will prepare presentation in the college after the visit.	Jammu & Kashmir – Tamil Nadu

JUNE 2020

1.	India Tourism Mumbai	June 2020	Road Shows B2B meetings for Tour Operators from Paired States	B2B for Odisha Operators in Mumbai & Pune B2B for Jharkhand Tour Operators in Panaji B2B for Manipur & Nagaland Operators in Bhopal & Indore B2B for Chhattisgarh in Ahmedabad and Surat B2B for Gujarat Operators in Raipur	Maharashtra- Odisha Goa – Jharkhand Madhya Pradesh – Manipur & Nagaland Gujarat & Chhattisgarh Chhattisgarh & Gujarat
2.	India Tourism Kolkata	June, 2020	Domestic Roadshow at Bhubaneshwar on EBSB theme	Tourism products of Partner states under EBSB will be promoted	All partner states

3.	India Tourism Kolkata	June, 2020	Domestic Roadshow at Kolkata on EBSB theme	Tourism products of Partner states under EBSB will be promoted	All partner states
4.	India Tourism Kolkata	June, 2020	Domestic Roadshow at Bodhgaya on EBSB theme	Tourism products of Partner states under EBSB will be promoted	All partner states
5.	India Tourism Guwahati	June, 2020	Road Show	B2B Meeting , Cultural Programme at Guwahati	NE states along with paired states
6.	India Tourism Chennai	May / June, 2020	Production of Module on paired State	Information, compilation, designing and production of Module on paired State	Himachal Pradesh
7.	India Tourism Chennai	May / June, 2020	Road show	Invite tour operators / travel agents / homestays from Himachal Pradesh to Kerala for a road show	Himachal Pradesh
8.	India Tourism Delhi	08.06.2020	Student Exchange Programme	Visiting of important historical sites, museum, art & culture centres, exposure to local foods, interaction between students (knowing of local languages) etc. – among pairing states. IHM/IITM Students. The students will prepare presentation in the college after the visit.	Uttar Pradesh – Arunachal Pradesh & Meghalaya
9.	India Tourism Chennai	As and when the activities are happening	Cultural exchange	Organizing the fashion shows and frequent wearing of attire of the partnering state of Jammu and Kashmir	Jammu & Kashmir, and Tamil Nadu
10.	India Tourism Chennai	As and when the activities are happening	Culinary festivals	Organizing a Food Festival program at various locations	Jammu & Kashmir, and Tamil Nadu
11.	India Tourism Chennai	These sessions will be conducted twice in a month in the proposed period.	Audio-visual presentation on Punjab and Haryana states	This presentation includes Geographical location, tourist attractions, culture, food, travel related properties, luxury products, niche products, travel itineraries etc. of the paired states. The presentation will include films and will aim at creating awareness among the participants regarding the concerned paired states. This presentation will be shown to different batches of students of Tourism and Hospitality studies in Andhra Pradesh and Telangana. After each presentation there will be Q and A session, where the	Punjab and Andhra Pradesh Haryana and Telangana

				attending officer will elaborate on the purpose of EBSB.	
12.	India Tourism Chennai	These competitions will be conducted once in a month in the proposed period.	Painting and quiz competition among the students of Kendriya Vidyalayas	The students KVs of Telangana and Andhra Pradesh will be approached for painting competition and quiz competition about the paired states. The participants will be awarded certificates and the winners will be awarded trophies.	Punjab and Andhra Pradesh Haryana and Telangana
13.	India Tourism Chennai	These sessions will be conducted in December and in March	Audio-visual presentation on Punjab and Haryana states for travel trade in Indiatourism Office	This presentation will explain EBSB initiative, Tourism policy/benefits of the concerned states and will create awareness about Tourism and cultural products of the paired states.	Haryana and Telangana
14.	India Tourism Chennai	As and when the activities are happening	Participate in State Government and IHM initiatives	Indiatourism Hyderabad will participate and contribute in the initiatives/programmes arranged by the State Governments/ IHM regarding EBSB	Punjab and Andhra Pradesh Haryana and Telangana
15.	India Tourism Chennai	Regularly throughout the proposed period.	Social Media promotion	Haryana and Punjab as tourist destination will be promoted extensively in social media (Facebook, Twitter). Similarities and dissimilarities in destinations/culture/Fairs and festivals of the paired states will be highlighted.	Punjab and Andhra Pradesh
