



अतुल्य! भारत  
Incredible India



पर्यटन मंत्रालय  
MINISTRY OF  
TOURISM



**भारत पर्यटन मुंबई , पर्यटन मंत्रालय, भारत सरकार**

**India Tourism Mumbai**

**Ministry of Tourism, Government of India**

द्वारा प्रायोजित एवं

**होटल प्रबंधन संस्थान अहमदाबाद, गांधीनगर, गुजरात**

Institute of Hotel Management Ahmedabad, Gandhinagar, Gujarat  
(An autonomous body under Ministry of Tourism,  
Government of India)

द्वारा आयोजित



13.02.2026 Event Report

**INSTITUTE OF HOTEL MANAGEMENT  
AHMEDABAD at GANDHINAGAR**

## INDEX

<u>S.No</u>	<u>Topic</u>	<u>Page No</u>
1	Background & Concept	03
2	General Overview	04
3	Role of India Tourism, Mumbai	05
4	About the Tourism Education Expo	05
5	Media Coverage	06
6	Schedule of the event	06
7	Itinerary	07
8	Invite	08
9	Financial Details	09
10	Objectives achieved/ Outcome	09-10

## **Background & Concept**

This program was organized by the West and Central Regional Office of the Ministry of Tourism, Government of India, in collaboration with the Institute of Hotel Management (IHM), Ahmedabad at Gandhinagar.

“Dekho Apna Desh” is a flagship initiative of the Ministry of Tourism, Government of India, launched in the year 2020. Its objective is to promote domestic tourism and to inspire Indian citizens to explore and understand the diverse cultural, historical, and natural heritage of their own country. “Dekho Apna Desh” means “See Your Own Country,” and this initiative aims to instil a sense of pride and curiosity among citizens about India’s rich and diverse tourist destinations.

The Ministry of Tourism, in collaboration with the Ministry of Education, launched the “Dekho Apna Desh School Competition” for students of PM Shri Kendriya Vidyalayas and PM Shri Jawahar Navodaya Vidyalayas. The objective of this competition was to empower nearly 1,900 Kendriya and Navodaya Vidyalayas and around 1.5 million students across the country to conceptualize and creatively design tourism brochures for every district of India.

This competition was conducted from 15 November to 15 December 2024, and approximately 500,000 students from Kendriya Vidyalayas and Navodaya Vidyalayas across the country participated. From the handwritten tourism brochures prepared by students of Classes 9 to 12, a total of 2,000 brochures were received by the closing date.

The received brochures were first evaluated by state/union territory-level judging committees, followed by final selection by a national-level jury. Winners were selected based on aesthetic quality, clarity and depth of information, and creativity. The final winners were chosen from five regions of the country — North, East, North-East, South, and West India.

This event at IHM Ahmedabad was organized to honour the state-level winners of Gujarat and Union Territory of Daman Diu in the “Dekho Apna Desh” Brochure Competition.

## General Overview

A Dekho Apna Desh Brochure Contest Prize Distribution Ceremony and a Tourism Education Expo was organized by India Tourism Mumbai, Ministry of Tourism Government of India in association with and at Institute of Hotel Management Ahmedabad, at Gandhinagar on 13.02.2026 from 9:30 am onwards.

The Chief Guest of the event was Dr Kuldeep Arya, IAS Secretary Tourism, Devasthanam Management, Civil Aviation & Pilgrimage, Industries & Mines Department, Government of Gujarat. The event was also graced by the presence of an alumnus of IHM Ahmedabad, Shri. Vikas Sood, General Manager, the Leela Gandhinagar.

The event was inaugurated with student's performance of Ganpati Vandana and Lighting of the Lamp ceremony followed by the recital of Vande Mataram.

Around 350 students from across the state of Gujarat, accompanied by their teachers and parents attended the function. A career talk on the professional opportunities and scope in the hospitality industry, followed by a quiz on tourism was conducted. The winning teams from different Kendriya Vidyalayas of the state of Gujarat were felicitated and awarded with the cheques, certificates, medals & hampers etc.

A Tourism Education Expo was organized to create awareness among school leaders and educators about the diverse and growing career opportunities in the tourism and hospitality sector. Hotels, Food retail and Non-Food retail companies were invited to participate in the expo. Book publishers were also invited to showcase their publications from the hospitality sector.

Students, Teachers and Parents from various schools visited and gathered information on the career opportunities. They were then escorted for a campus tour of IHM Ahmedabad. They visited all the departments and witnessed the demonstrations in the form of front area activities like reception & cashiering, food and bakery items, fruit & vegetable carvings, flower arrangements, towel art, mocktail preparation etc.

The students, faculty and staff of IHM Ahmedabad participated and organized the event with vigour and zeal. The event was successfully completed with the Vote of Thanks presented by Mr. Kalyan Mukherjee, Principal, IHM Ahmedabad at Gandhinagar.

## The Role of India Tourism, Mumbai

India Tourism, Mumbai sponsored the Dekho Apna Desh Prize Distribution Ceremony and the Tourism Education Expo, organized at IHM Ahmedabad, Gandhinagar, Gujarat on the 13<sup>th</sup> of February 2026. Extensive support was received from the India Tourism Mumbai office, for the purpose of invitation, coordination and other necessary execution of the deliverables.

## About the Tourism Education Expo

The Tourism Education Expo was designed to bridge the gap between **education and the hospitality industry** by bringing together schools, students, educators, and key tourism stakeholders on a single platform. As a valued industry participant, hotel chains, food and non-food retail companies were invited to **set up a dedicated stall (free of cost)** to showcase their brand, organizational culture, career pathways, internships, and employment opportunities within the group.

The event was attended by **school educators, students, and aspiring hospitality professionals**, offering the companies meaningful visibility and direct engagement with future talent. This initiative also provided an excellent opportunity to contribute to **career awareness and skill development** in the tourism and hospitality sector.

There was **no participation or stall fee**, as this was an academic–industry outreach initiative aimed at strengthening collaboration and promoting career guidance.

The objective of this Expo is to create awareness among school leaders and educators about the diverse and growing career opportunities in the tourism and hospitality sector. The event brought together key industry stakeholders, including hotels, hospitality brands, travel organizations, and tourism professionals, who shared practical insights into career pathways, skill requirements, and prospects for students.

Through interactive sessions, industry interactions, and information desks, principals and educators gained first-hand exposure to how the tourism sector offers dynamic, global, and rewarding careers for students after school education.

## Media Coverage of the Event

The press release for the event was duly shared with the Press Information Bureau. Media was also cordially invited for the event. The event was duly covered in the local Gujarati Newspaper.



અમદાવાદ-સિટીભાસ્કર 15-02-2026



## 350થી વધુ સ્ટુડન્ટ્સ ટૂરિઝમ ક્વિઝમાં જોડાયાં

ગાંધીનગર: ઇન્સ્ટિટ્યૂટ ઓફ હોટેલ મેનેજમેન્ટ અમદાવાદ દ્વારા 'દેખો અપના દેશ' કોમ્પિટિશન અને ટૂરિઝમ એજ્યુકેશન એક્સ્પો યોજાયો હતો. કાર્યક્રમમાં ગુજરાતના વિવિધ શહેરોમાંથી વિદ્યાર્થીઓ, શિક્ષકો, હોસ્પિટાલિટી ક્ષેત્રના પ્રફેશનલ્સ અને ઇન્ડસ્ટ્રી લિડર્સ ભાગ લીધો હતો. આ ખાસ કાર્યક્રમમાં મુખ્ય અતિથિ તરીકે ગુજરાત સરકારના ટૂરિઝમ, દેવસ્થાન મેનેજમેન્ટ, સિવિલ એવિએશન અને ઇન્ડસ્ટ્રીઝ વિભાગના સેક્રેટરી ડૉ. કુલદીપ આર્યા ઉપસ્થિત રહ્યાં હતા. કાર્યક્રમમાં

રાજ્યભરના લગભગ 350 વિદ્યાર્થીઓ ઉપસ્થિત રહ્યા હતા. ટૂરિઝમ ક્વિઝ યોજાઈ હતી. ગુજરાતના વિવિધ કેન્દ્રીય વિદ્યાલયોના વિજેતા વિદ્યાર્થીઓને ચેક, સર્ટિફિકેટ, મેડલ આપવામાં આવ્યા. વિદ્યાર્થીઓએ IHMના વિવિધ વિભાગોની મુલાકાત લીધી, તેમણે રિસોર્શન અને કેશિયરિંગ ઓપરેશન, બેકરી અને ક્યુલિનરી ડેમો, ફળ અને વેજીટેબલ કાર્વિંગ, ફૂલોની સજાવટ, ટાવલ આર્ટ અને મોકટેલ તૈયાર કરવાની પ્રેક્ટિકલ ઝાંખી પણ જોઈ.

## Schedule of the Event

- Date – Friday, 13<sup>th</sup> of February 2026
- Venue – Auditorium  
- Avezika Restaurant, IHMA Gandhinagar
- Time - 0930 hrs onwards

## Itinerary of the Event



अद्भुत भारत  
Incredible India



पर्यटन मंत्रालय  
MINISTRY OF  
TOURISM



# **INSTITUTE OF HOTEL MANAGEMENT AHMEDABAD at GANDHINAGAR**

## **Dekho Apna Desh Prize Distribution Ceremony**

### **& Tourism Education Expo -13.02.2026 Itinerary**







- 09:30 Registration & Welcoming Guests
- 10:15 Screening of Ministry of Tourism videos by NCHM, Noida
- 10:25 Career Talk & Interactive Quiz by IHM Ahmedabad
- 11:00 Mini Break
- 11:10 Arrival & Welcoming of the Chief Guest in Auditorium
- 11:15 Lighting of the Lamp by Guests
- 11:20 Ganpati Vandana by Students
- 11:25 Vande Mataram
- 11:30 Felicitation of the guests
- 11:35 Event Brief presented by India Tourism
- 11:40 Address by the Chief Guest
- 11:50 Address by the Guest of Honour
- 12:00 Dekho Apna Desh - Prize Distribution Ceremony
- 12:30 Vote of Thanks by the Principal, IHM Ahmedabad
- 12:40 Group Photo
- 12:45 Campus Tour
- 13:00 Lunch

*\*This programme is subject to last minute changes.*



IHM Ahmedabad, Bhaijipura Patia, P.O. Koba, Gandhinagar 382426

**Invite of the Event:**

**INDIA TOURISM, MUMBAI**  
(MINISTRY OF TOURISM, GOVT. OF INDIA)

**&**

**INSTITUTE OF HOTEL MANAGEMENT  
AHMEDABAD**  
(An Autonomous body under Ministry of Tourism, Govt. of India)

are pleased to extend a cordial invitation to grace  
the event of

**Dekho Apna Desh**  
Brochure Making Contest  
Prize Distribution Ceremony

**&**

**Tourism Education Expo 2026**

On Friday 13<sup>th</sup> February, 2026  
10.30 am to 12.30 pm

**Chief Guest**  
**Dr. Kuldeep Arya, IAS**  
Secretary Tourism, Devasthanam Management, Civil Aviation & Pilgrimage,  
Industries & Mines Department, Govt. of Gujarat

**Guest of Honour**  
**Shri. Prabhav Joshi, IAS**  
MD, TCGL

**Venue**  
**Auditorium**  
Institute of Hotel Management, Ahmedabad

## **Financial Statement:**

- As per Annexure 1

## **Outcome:**

### **1. Promotion of Cultural Values and National Spirit**

The inaugural ceremonies, including *Ganpati Vandana*, *Lighting of the Lamp*, and the recital of *Vande Mataram*, successfully set a respectful, culturally rich, and inspiring tone for the event.

### **2. Wide Outreach and Stakeholder Engagement**

Participation of around 350 students, along with teachers and parents from across Gujarat, ensured extensive outreach and active engagement of key stakeholders in career decision-making.

### **3. Career Awareness in Hospitality and Tourism**

The career talk effectively enhanced awareness about the scope, diversity, and professional opportunities available in the hospitality and tourism industry among students, educators, and parents.

### **4. Student Engagement and Knowledge Enhancement**

The tourism quiz encouraged interactive learning, reinforced subject knowledge, and stimulated student interest in tourism-related careers.

### **5. Recognition and Motivation of Student Excellence**

Felicitation of winning teams from Kendriya Vidyalayas across Gujarat motivated students through recognition, awards, certificates, and incentives, promoting healthy academic competition.

### **6. Industry–Academia Interaction**

The Tourism Education Expo facilitated meaningful interaction between hotels, food retail, non-food retail companies, and book publishers, strengthening the link between education and industry requirements.

### **7. Awareness Among School Leaders and Educators**

The expo successfully met its objective of sensitizing school principals, teachers, and counsellors about emerging career pathways in tourism and hospitality education.

### **8. Experiential Learning Through Campus Exposure**

The guided campus tour provided firsthand exposure to institute facilities, departments,

and teaching methodologies, helping visitors understand professional training environments.

**9. Practical Demonstration of Hospitality Skills**

Live demonstrations such as reception operations, food production, bakery work, carving, flower arrangement, towel art, and mocktail preparation showcased skill-based learning and industry-relevant competencies.

**10. Institutional Branding and Visibility**

The event effectively enhanced the visibility and reputation of IHM Ahmedabad as a leading institute for hospitality education through well-structured activities and stakeholder engagement.

\*\*\*\*\*