The PG Department of Tourism and Hotel Management at Doaba College, Jalandhar, celebrated "World Tourism Day by organizing "Atulya Bharat" on 1.10.2024, celebrating India's cultural diversity. The event featured traditional drinks, handicrafts and energetic dance performances by students. Sh. Chander Mohan , President, Doaba College Managing Committee along with his better half Smt. Neerja Chander Mohan were the chief guests. Sh. Kanwarpreet Singh, Famous Podcaster and Mr. Rohit Shammi, HR Manager, Ramada Encore were the members of the Judgement panel. Students representing six states of India that includes Gujarat,Jammu Kashmir, Uttarakhand, Himachal Pradesh, Rajasthan, Uttar Pradesh all showcased their unique traditions, dishes, tourist attractions and attires. Sh. Chander Mohan Ji applauded the efforts of organizers and stressed upon the rising scope of tourism and hotel industry. He appreciated the department for its national & international placements and insisted on equipping students with the latest knowledge. Principal Dr. Pardeep Bhandari praised the efforts faculty and students.Prof. Vishal Sharma thanks all staff members and Principal sir for their support to make this event successful.