**EK BHARAT SHRESHTHA BHARAT ACTIVITIES BY INDIATOURISM (SOUTHERN REGION) FOR THE MONTH OF FEBRUARY 2020**

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Activities by India Tourism Chennai</th>
<th>Month of Activity</th>
<th>Proposed Activity</th>
<th>Details of the Activity</th>
<th>Paired States involved</th>
<th>No. of Participants / Attendees</th>
<th>Any other relevant information</th>
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</thead>
<tbody>
<tr>
<td>01</td>
<td>Chikoo Festival, 2020</td>
<td>February 2020</td>
<td>Cultural Event</td>
<td><strong>13th February</strong></td>
<td>Tamil Nadu, Jammu &amp; Kashmir, Andhra Pradesh, Punjab, Telangana, Haryana</td>
<td>Participants: 500 students and Artists, Attendees: 10000 Invitees, Students and General Public</td>
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Indiatourism, Chennai along with Vellore Institute of Technology, Vellore organized a cultural event (Riviera 2020) under the ‘Ek Bharat Shrestha Bharat’ Scheme on 13th February 2020 at the institution premises. In the grand celebration, a special cultural event (AIKYA) was organized to showcase the cultural diversity of India through dances and performance by students and artists.
Cultural dance forms of following EBSB paired states were performed, Andhra Pradesh – Punjab, Tamil Nadu – Jammu & Kashmir Telangana – Haryana.

A special mention of Jammu & Kashmir dance and culture was included and focused this year for promoting the culture of Jammu & Kashmir to the students and general public during the event.

More than 5000 Domestic and International students were involved and participated in the event. The folk artists also performed the folk dances of Jammu and Kashmir during the event.
Dr. G. Viswanathan, Chancellor, Vellore Institute of Technology, Vellore along with Shri. S Ramakrishnan, Assistant Director (Indiatourism, Chennai) inaugurated the event.
The event was given a wide media coverage.
Inauguration of the event
Dr G. Viswanathan, Chancellor, Vellore Institute of Technology, Vellore along with Shri. S Ramakrishnan, Assistant Director

Jammu and Kashmir

Haryana

Punjab