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| 1      | Awareness Programme on “Kashmiri Cuisine” – a live show in Doordarshan Channel.      | February 2020    | Ek Bharat Shreshtha Bharat Branding during the Event                             | • A Live telecast promoting Kashmiri dishes – spices used, medicinal values, variety of dishes on Podhigai TV Doordarsan by Chef.N.Senthilkumar, Lecturer, IHM Chennai.  

• Uploaded in you tube link: https://youtu.be/8VhINyr0P4I | Tamil Nadu and Jammu, Kashmir & Ladakh | ____ | Uploaded in you tube link: https://youtu.be/8VhINyr0P4I                          |
PHOTO GALLERY
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| 2       | Students Exchange Programme between IHM Chennai and IHM Srinagar | February 2020 | Ek Bharat Shreshtha Bharat Branding during the Event | **24.02.2020**  
a.Demonstration on chettinadu cuisine.  
**25.02.2020**  
b.Visit to Iconic site Mahabalipuram and other tourist spots showcase the Tamil Nadu heritage and monuments.  
**26.02.2020**  
c.Demonstration on Nanjil cuisine from districts of Nagarcoil and Kanyakumari in Tamil Nadu.  
**27.02.2020**  
d.Demonstration on Kongunadu cuisine.  
**28.02.2020**  
e.Guest Lecture was organized on History of Tamil Nadu and session was delivered by Dr. Cinthia Jude, Assistant Professor, Department of History, Stella Maris College, Chennai.  
**29.02.2020**  
f.IHM Srinagar students displayed the Ingredients of Kashmir, Jammu and Ladakh to create awareness amongst students and guests during the food festival. | Tamil Nadu and Jammu, Kashmir & Ladakh | 06 students & 01 Faculty |  
- Powerpoint Presentation was shared to students about History of Tamil Nadu.  
- Booklet on Kashmiri, Jammu and Ladakh were distributed to the guests. |
PHOTO GALLERY

Briefing by Chef N. Senthilkumar, Lecturer

Dishes Display

Group Photo

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| 3      | Food Festival “Zafran” (The Essence of Kashmir) | February 2020    | Ek Bharat Shreshta Bharat Branding during the Event                              | a. Wide spread grand buffet over 60 dishes exclusively displayed suiting the theme of the festival showcasing Jammu, Kashmir and Ladakh.  
  b. IHM Srinagar students promoted the Ingredients of Kashmir, Jammu and Ladakh to create awareness amongst students & guests.  
  c. IHM Srinagar and IHM Chennai students performed cultural in form of dance & music reflecting the culture of Kashmiri and Tamil Nadu. | Tamil Nadu and Jammu, Kashmir & Ladakh                                        | 400 Guests & 100 Invites | 1. Booklet is distributed to the guests.  
  2. Media was invited a. Podigai and b. Thanthi |
Opening ceremony of Zaffran Food Festival

Principal Incharge with VIP Guests

Food Festival guests and crowd

Kashmiri Dance Performance at Zaffran Food Festival
Sculptures as epicentre of attraction at the Zaffan Food Festival

Lavish and Elaborate Buffet Display of Kashmir and Tamilnadu