REPORT OF MONTHLY ACTIVITY

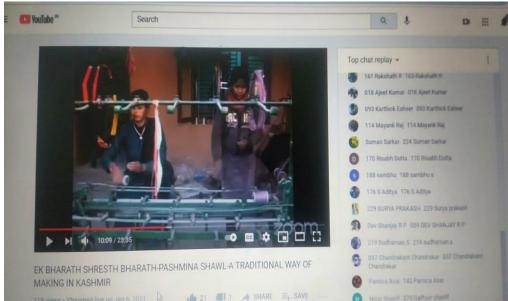
UNDER EK BHARAT SHRESHTHA BHARAT ACTIVITIES

DURING JANUARY 2021

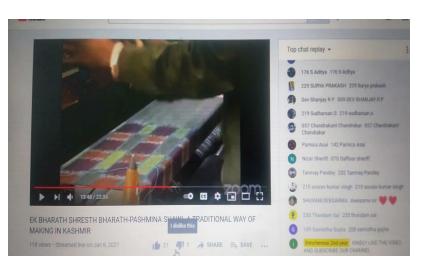
JANUARY 2021

Sr. No	Activities by India Tourism Offices / CIHMs / IITTM	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of Participants / Attendees	Any other relevant information
1.	IHM CHENNAI- 600 113 TAMIL NADU	January 07.01.21	ONLINE ACTIVITY "SCREENING OF THE DOCUMENTARY ON MAKING OF PASHMINA SHAWL IN KASHMIR"	1. As per the guidelines issued by the Ministry, an activity on Screening of the documentary on "Making of Pashmina Shawl in Kashmir" was organized on 7th January 2021. 2. The session started by welcoming the audience 3. A brief note on EBSB and its importance was shared 4. Significance of the Pashmina Shawl was highlighted to the audience 5. The shawl making process was screened 6. The event was highly appreciated by all the students and staff who participated 7. The event ended with a high note of belongingness towards Mother India 8. The Nodal officer concluded by giving vote of thanks 9. The event was live in YouTube and many have liked and subscribed the video 9. Various social media platforms were used to reach the community like twitter, Facebook and LinkedIn where close to 208 commoners have viewed and liked the programme.	IHM CHENNAI AND IHM SRINAGAR	241	Coordinators: Mrs. R. Parimala, H.O.D, IHM Chennai Dr. J. Eugene, Lecturer, IHM Chennai Annexure: 1. Invitation Flyer 2. Pictures taken during the session 3. Youtube link: https://youtu.be/2Oyi5 mQZQJs

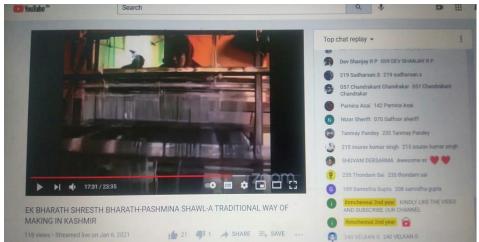




INVITATION FLYER



Process of making the world famous PASHMINA SHAWL



Adding patterns to the shawl

Weaving the fine threads to make the final product