

## **EVENT NAME: LET'S GO ETHNIC**

EBSB of Kumaraguru College of Technology a series of cultural interchange programs "SANSKRITI" during lockdown via online platform with the aim to engage the students away from the thoughts of COVID' 19 crisis.

The objective of this event was to satisfy the EK Barat Shrestra Bharat's following objectives:  
**To CELEBRATE** the Unity in Diversity of our Nation and to maintain and strengthen the fabric of traditionally existing emotional bonds between the people of our Country;  
**To PROMOTE** the spirit of national integration through a deep and structured engagement between all Indian States and Union Territories through a year-long planned engagement between States

**EVENT DESCRIPTION:** An online ethnic wear online challenge to gain the knowledge of the tradition of this beautiful country.

**EVENT OBJECTIVE:** To bring out the stylist inside by wearing an Indian tradition attire of any choice to help the participants through the quarantine.

**Date-3rd May 2020**

This event was a traditional wear online challenge where the participants were supposed to upload a picture wearing any creative Indian attire and further nominating their peers.

The response to this challenge was overwhelming and we achieved almost 5000 views in our video that we had posted on our Instagram account. Overall, this was a very successful event. More than 200 people had participated and the response was overwhelming.