



# SSM COLLEGE OF ENGINEERING

DIVAR PARIHASPORA PATTAN, KASHMIR (PIN 193121)

(Approved & Recognized by AICTE New Delhi & Govt. of J&K)

Affiliated to the University of Kashmir

ISO 9001: 2015 Certified

**Subject: - Song for the love of Kashmir "Maayi Chaani".**

The Government of India has launched the '**Ek Bharat Shreshtha Bharat (EBSB)**' initiative to foster national integration and to give a boost to this initiative, the University Grants Commission (UGC) seeks to initiate EBSB Club in all Higher Educational Institutions to promote cultural connect and enhance interaction between people hailing from different states.

As per the EBSB programme, all HEIs need to establish EBSB Clubs and ensure conduct of activities in these clubs to promote cultural connect. The idea is that each year one State/UT should connect to any other State/UT in India on reciprocal basis. This mutual exchange would promote knowledge of the culture, traditions and practices of different States/UTs. The list of paired States/UTs will be enclosed.

This year, Jammu and Kashmir has been engaged in activities with Tamil Nadu. HEIs are needed to evolve a mechanism for implementation and monitoring of such activities.

Maayi Chaani is an old kashmiri folk song written by a Sufi Saint named Nyame Saeb. "Maayi" in Kashmiri stands for affection. This song is dedicated to the love of our mother land, our beloved Kashmir.

The video was filmed near Harwan garden which is located at outskirts of Srinagar city in the foothills of Zabarwan mountains.

Dated: - 22-06-2020

(Mrs. Asma Bilal)  
Event Incharge