



Ek Bharat Shreshtha Bharat Club
Govt. Engineering College Kozhikode , Kerala

Nodal Officer : Abid Tharavattath

Mob : 9447842699

Event : Dvita

Venue : Online

Date : 01/06/2020 to 30/06/2020

State Pair : Himachal Pradesh

Brief Report : State familiarisation

Report :

Dvita is a new project undertaken by the EBSB Club of GECK that aims to build a sense of familiarity with our paired state in the minds of viewers. The main activity under Dvita is the sharing of informational posters on our official social media channels. In these posters a comparison is made between similar features present in our both states – Kerala and Himachal Pradesh. These posters are released on the same time everyday to keep up the consistency. The idea behind this activity is that by making a comparison, it will be easier for the viewers to remember the facts and information present in the posters. Our aim is to show that both our states are similar and yet different in their own ways. By providing small bits of information daily, the viewers would not be feel as burdened. Each poster received over 100 views on all social media channels.