

**EK BHARAT SHRESHTHA BHARAT ACTIVITY
ORGANISED BY INSTITUTE OF HOTEL MANAGEMENT, TARAMANI, CHENNAI-113**

Sr. No.	Activity by IHM Chennai	Month of Activity	Proposed Activity	Details of the Activity	Paired States involved	No. of participants	Any other relevant information
1	Awareness Programme on "Kashmiri Cuisine" – a live show in Doordarshan Channel.	February 2020	Ek Bharat Shreshtha Bharat Branding during the Event	<ul style="list-style-type: none"> • 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/8VhINyrOP4I 	Tamil Nadu and Jammu, Kashmir & Ladakh	—	Uploaded in you tube link: https://youtu.be/8VhINyrOP4I

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	<p><u>24.02.2020</u> a.Demonstration on chettinadu cuisine.</p> <p><u>25.02.2020</u> b.Visit to Iconic site Mahabalipuram and other tourist spots showcase the Tamil Nadu heritage and monuments.</p> <p><u>26.02.2020</u> c.Demonstration on Nanjil cuisine from districts of Nagarcoil and Kanyakumari in Tamil Nadu.</p> <p><u>27.02.2020</u> d.Demonstration on Kongunadu cuisine.</p> <p><u>28.02.2020</u> 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.</p> <p><u>29.02.2020</u> f.IHM Srinagar students displayed the Ingredients of Kashmir, Jammu and Ladakh to create awareness amongst students and guests during the food festival.</p>	Tamil Nadu and Jammu, Kashmir & Ladakh	06 students & 01 Faculty	<ul style="list-style-type: none"> ● 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



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Dishes Display



Group Photo





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3	Food Festival "Zafran" (<i>The Essence of Kashmir</i>)	February 2020	Ek Bharat Shreshtha Bharat Branding during the Event	<p>a. Wide spread grand buffet over 60 dishes exclusively displayed suiting the theme of the festival showcasing Jammu, Kashmir and Ladakh.</p> <p>b. IHM Srinagar students promoted the Ingredients of Kashmir, Jammu and Ladakh to create awareness amongst students & guests.</p> <p>c. IHM Srinagar and IHM Chennai students performed cultural in form of dance & music reflecting the culture of Kashmiri and Tamil Nadu.</p>	Tamil Nadu and Jammu, Kashmir & Ladakh	400 Guests & 100 Invities	<ol style="list-style-type: none"> 1. Booklet is distributed to the guests. 2. Media was invited <ol style="list-style-type: none"> a. Podigai and b. Thanthi



Principal Incharge with VIP Guests



Opening ceremony of Zaffran Food Festival



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