

### SRIMATHI SILK MARK - 2017 HYDERABAD

Hyderabad Chapter of Silk Mark Organisation of India organized a Beauty Pageant event entitled 'Srimathi Silk Mark Hyderabad 2017' at Ravindra Bharathi Auditorium, Hyderabad on 9<sup>th</sup> March 2017 for Srimathis of Hyderabad. The event was inaugurated by Sri B. Venkatesham, IAS, Secretary to Government of Telangana and the Guest of Honour Kalarathna Smt. Deepika Reddy, Eminent Kuchipudi Classical Dance exponent. More than 500 people attended the program and there was a nail biting competition among twenty finalists to win the crown of Srimathi Silk Mark. The winners were decided by a panel comprising of the following eminent judges:

1. Smt. Subha Srinivas, Principal of DRS International School and Cambridge affiliate schools at Hyderabad
2. Smt. Padma Rangan Assistant Vice President for Global E-Commerce & Internet Banking with HSBC Bank
3. Shri Raaj Sree Ram, Partner Form and Space Design Consultants.
4. Smt. Malathi Psychologist Counsellor
5. Smt. Manju Gupta Headmistress of Gitanjali School, Begumpet and as Director of Pallavi Model School

All the participants shared their messages/views on the importance of Silk Mark in protecting the interest of silk consumers and acknowledged the efforts and creativity of the weavers in producing classic products in wide range of colours, weaves and innovative designs. Winner of the crown, Smt. Anupreet Kaur wished to continue to educate the silk consumers on silk purity tests as well as to look for the Silk Mark label while buying pure silk products.

Highlight of the event was introduction of products of Vanya silks (comprising of Muga, Eri and Tasar varieties), designed and developed through North-East Region Textile Promotion Scheme by Central Silk Board .

| # | Name                      | Crown Winners    | Prize                         |
|---|---------------------------|------------------|-------------------------------|
| 1 | Ms. Anupreet Kaur         | Winner           | Pure Silk Saree and Pearl set |
| 2 | Ms. Pallavi Joshi Tonpe   | First Runner-up  | Pure Silk Saree and Pearl set |
| 3 | Ms. Kaveri Reddy          | Second Runner-up | Pure Silk Saree and pearl set |
| 4 | Other seventeen finalists | Consolation      | Gift Coupons Rs.500           |
| 5 | Sri. B Venkatesham, IAS   | Chief Guest      | Pure Silk Saree               |
| 6 | Smt. Deepika Reddy        | Guest of Honour  | Pure Silk Saree               |

