**Press Release**

For the first time

**THOUSANDS ENJOY LIVE VIDEO STREAMING OF THE TEEJ PROCESSION**

 **Jaipur, 7 August:** For the first time the Department of Tourism, Government of Rajasthan, which is one of prime organizers of the colourful Teej  Procession, tried their hands on the latest and trending technology ‘webcasting’ and the response was amazing.

The live video streaming of the procession was available on both at the official website and the facebook page. This way the department provided the opportunity to all those who could not be at the event site but had a wish to see it. Many non resident Rajasthanis must have relived fond memories of their Yester years.

Among the comments that were received were of  elation and joy. The comments also expressed gratitude and even surprised at the live coverage this year. Said Shubham Chohan : “thank you Rajasthan Tourism for taking this festival live ..... loving it”.  Another facebook visitor Pamela Holz wrote “thanks for filming. Was awesome :D”.

It is to be recalled that as many as 8300 enjoyed the live video of the Teej Procession while around 160 shared the link and 765 liked the same. The total outreach was around 45000. Total reach of the video is likely to be more that 5 lacs in days to come.

The Department intends to webcast all major events, fair and festivals in coming months to generate fresh excitement about these festivals. It is worth mentioning that the Department has upscaled few festivals by organising them under PPP model.