

Participants

The students are the main participants in the above said events, which will generate leads for action for the academicians, students, community leaders, village community and the government officials. Head of the Universities and Colleges are expected to select and send 15 – 20 student based on their interest and skills required to perform in the above said events. The participating students have to bring the materials needed for events in which they would like to participate.

Registration

Last date of registration is 14th August 2017. The registration fee of Rs. 200 is to be paid by every student which would cover the cost of lunch and tea for two days.

Date: 18 and 19 August, 2017 (Friday and Saturday) @ TDA and Thuvariman Village.

Student Event Coordinators

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About Tata-Dhan Academy

Tata-Dhan Academy offers a high quality two- year professional education to young graduates called Post Graduation Diploma in Development Management. About 150 students representing 15 states have completed the Programme and are working with more than 2 lakhs poor families through professional NGO's in areas such as agriculture, education, health, livelihood and natural resource management.



Tata-Dhan Academy

Heritage 2017

Spreading the fragrance of culture and development among the youth

Rolling
Trophy Winner
Cash Award
Rs 10,000/-

Date:
18-19 August 2017

Venue:
Tata-Dhan Academy &
Thuvariman Village
Madurai



Exploring Traditions

HERITAGE

The soul of India is in its villages. Each Indian village is unique by its culture and tradition. The indigenous knowledge and wisdom in terms of 'Yoga', 'Ayurveda' and festivals have gained wide acknowledgement internationally. There is growing concern on the eroding fragrance of this culture so that present day youth are yet to realize the culture significance of our village.

Experience of HERITAGE

Heritage started in 2012 the past five edition of heritage events were organized in Keelamattaiyan, Thenkarai, Thiruvudagam, Thenur and Kodimangalam in Madurai met with great success. It created opportunities for hundreds of youth to explore experience and enjoy the culture heritage of these villages.

Events for Educating, Enabling, Exploring (2017)

The events organized would involve competition among students and village communities; though it is competition it will educate the students on the importance of tradition and culture and get involved in for preserving and practicing. Heritage 2017 is expected to involve about 500 students representing 25 colleges of arts, commerce, science and management and all villagers of Thuvaraman. It is a two day intercollege event is conducted by Tata-Dhan Academy on August 18th and 19th 2017.

Competitions

1) Loksangeet: Folk song (நாட்டுப்புற பாடல்)

The participating students made to present the folk songs used by their ancestors while performing different activity in daily life. This event will be performed in Thuvaraman.

2) Chintan: Debate (விவாதம்)

The participants will discuss upon current and burning issues of today. It is an opportunity for them to express their ideas and thoughts relating with micro and macro context.

3) Medha : Development quiz (விநாடி வினா)

The quiz includes many different development initiatives of significance and social issues. The students are tested for their understanding and update of above issues.



4) Vratt –chitra : Documentary (குறும்படம்)

Documentaries are the source of presenting the social reality. The students are expected to present a five minutes video documentary on the traditions of our country. They have to use video camera or cell phone camera to produce original documentary of their own.

5) Sahyog : Best team (சிறந்த அணி)

The students are expected to perform, prove and demonstrate the true meaning of "Team work".

6) Chitrakala : Drawing/painting (ஓவியப்போட்டி)

The students are required to show the talent in painting on culture and traditions they have to bring related materials (paintings, brushes etc) of their own.

7) Varnlekha : Rangoli (கோல போட்டி)

This event enables the students to reflect their ideas on traditional culture and practices with the help of colors in a creative way.

8) Bhoomika : Street play (தெருகூத்து)

Street plays are being performed since our ancestor period. It is one of the powerful methods to educate the rural masses about the various social issues and values practices at individual, family and societal level. The students are expected to perform street play on the given theme in front of village communities.

9) Lekha : Writing (கவிதைப் போட்டி)

Creative writings can spread powerful message. The students would test the creativity in writing poems about the traditions and current social/ developmental.

10) Marketing (சந்தைபடுத்துதல்)

This event is meant for promoting traditional products, which are relevant but vanishing slowly or vanished in the rural areas.

11) Pradarshan (பாரம்பரிய கண்காட்சி)

The students would hunt and bring the traditional things (equipment, utensils, and musical instruments) which were being used by our ancestors and exhibit them for reflecting its relevance in the present context.

