The DHAN Academy
(previously Tata-Dhan Academy)

Date: 30 - 31 August 2019
Venue: The DHAN Academy & Thenkarai Village, Madurai

Heritage 2019
Spreading the fragrance of culture and development among the youth

Rolling Trophy Winner
Cash Award Rs 10,000/-

Exploring Traditions

பரும்புறம் 2019
**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 seven edition of heritage events were organized in Keelamattaiyan, Thenkarai, Thiruvedagam, Thenur, Kodimangalam, Thuvariman and V. Kovilpatti 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 (2019)**

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 2019 is expected to involve above 200 students representing 20 colleges of arts, commerce, science and management and all villagers of Thenkarai Village, Madurai. It is a two day intercollege event that would be conducted by The DHAN Academy on August 30th and 31st 2019.

**மொழிக்கல்: Competitions**

1) **மன்னியுல் பாடல்: Folk song (Loksangeet)**

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

2) **கிள்வாண்: Debate (Chintan)**

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) **முற்றுக் கிளித்: Development quiz (Medha)**

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) **சொய்க்கற்று: Documentary (Vratt –chitra)**

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) **Winning word**
Tamil Literature is taking its new path due to social networking vibe. Tamil language has an evolution from kovai to memes. It has acquainted itself with the age and years. The event emphases sangam Tamil, folklore Tamil and regional Tamil.

6) **Rangoli (Varnlekh)**
This event enables the students to reflect their ideas on traditional culture and practices with the help of colors in a creative way.

7) **Street play (Bhoomika)**
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.

8) **Poem writing (Lekha)**
Creative writings can spread powerful message. The students would test the creativity in writing poems about the traditions and current social/developmental.

9) **Traditional Exhibition (Pradarshan)**
The students would hunts 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.

10) **Unsung Village heroes**
This is about narrating a real hero of their own village whose personality is not known to the outsiders. Students can narrate about their positive attributes, contribution, and success from their locality.
**Participants**

The students are the main participants in the above said events, which will generate leads for action for the academicians, the students, the community leaders, the village community, and the government officials. The Head of the colleges and universities are expected to select and send 15 – 20 students 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**

The registration fee to be paid by the every student is ₹200 which would cover the cost of the registration, lunch and tea for two days.

**Date:** 30 and 31 August, 2019 (Friday and Saturday) @ TDA and Thenkarai Village, Madurai.

**Student Event Coordinators**

Mr. Mayur (95036 33029)
Ms. Aditi (86175 39270)

**Faculty Event Coordinator**

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**The DHAN Academy**

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**About The DHAN Academy**

The DHAN Academy (TDA) offers two year courses in professional education to young graduates called Post Graduation Diploma in Development Management and Post Graduate Diploma in Community Health Management. About 200 students representing 14 states have completed the programme and are working with more than 2 lakh poor families through professional NGO’s in areas such as agriculture, education, health, livelihood and natural resource management.