HERITAGE

DHAN Foundation · The DHAN Academy (TDA) · Young Indians WE CAN WE WILL · MAA MADURAI VIZHA August 8th-11th, 2024 · CII Confederation of Indian Industry

Heritage
பாரம்பரியம்
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Rolling Trophy Winner
Rs.10,000/-
Cash Prize Worth

09 & 10 , August - 2024

The DHAN Academy and Keelamathur, Madurai

HERITAGE : Overview

India is home to diverse and unique cultures, traditions, festivals, food systems, languages, monuments, historic temples, dances, and many more. Grand forts, centuries old temples, inclusive nature and the flourishing culture of India show the magnificence of the Indian Heritage. India is home to 42 UNESCO World Heritage Sites. The soul of India is in its villages. Each Indian village is unique in its culture and tradition. Even a small village has structures and monuments dating centuries back.

Rapid development and Western influence have slowly faded our unique village histories, traditions and culture especially present youth. Knowing our history and wisdom is key to a sustainable development process. In this regard, The DHAN Academy (Academic wing of DHAN Foundation) has initiated the heritage event to promote and spread awareness among the youth about the local village history and traditions. The first Heritage event was started in 2012. The two-day event will be conducted one day at the campus and the next day at the Village near the campus. The past ten editions of heritage events were organized in Keelamattaiyan, Thenkarai, Thiruvedagam, Kodimangalam, Thuvariman, Vikkiramangalam (Kovilpatti) and Thenur in Madurai (around the academy campus) met with great success. It creates opportunities for hundreds of youth to explore experience and enjoy the culture and heritage of these villages.

HERITAGE 2024

This year The DHAN Academy along with Young Indians (YI) of Confederation of Indian Industry (CII) are organising Heritage 2024 and have chosen the Village of 'Keelamathur' to celebrate this grand event. Heritage 2024 is expected to involve above 150 students representing 15 colleges of arts, commerce, science and management and all villagers of Keelamathur, Madurai. This is a two-day inter-college event that would be conducted by The DHAN Academy on August 9 & 10, 2024. (Friday & Saturday)

Explore, Educate and Enable

Exploration by the students about our rich traditions
Educating the students and local communities on their heritage
Enabling the next generation to protect, preserve and take forward our culture

With the above focus, the following ten competitions are designed for the students to learn about our significant heritage and local village heritage and its traditions.

போட்டிகள் : Competitions

Day 1 – At the Campus

1.விவாதம்/Debate: On the values, culture, traditions, and current societal issues

2.வினாடி வினா/Development Quiz: On the current development issues, general knowledge, indian history, and monuments.

3.குறும்படம்/Short Flim: Film portraying the local culture, heritage, food systems, or any community-centric issues.

4.வெல்லும் சொல்/Winning Word: Tamil Literature, local folklore words, meanings and origin

5.கோல போட்டி/Rangoli : Representation of culture and tradition through Rangoli

6.புகைப்படம் எடுத்தல்/Photography: Distinctive photos of selected heritage site

7.பாரம்பரிய கண்காட்சி/Traditional Exhibition: Showcasing traditional equipment, utensils, coins, and musical instruments

8.மண்ணின் மைந்தர்கள்/Unsung Village Heroes: Sharing local native present-day heroes and their service to society

Day 2 – At the Village

1.நாட்டுப்புற பாடல்/Folk song: Local folk songs portraying our culture, traditions or any societal issues.

2.வீதி நாடகம்/Street play: Any societal/development issues can be performed.

The detailed rules and explanations of the competitions are given on the website. www.thedhanacademy.in/heritage.php . The head of the colleges/department/faculty coordinators are expected to select and send 15 – 20 students based on their interests 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.

Students participating in one event cannot participate in another event.

Overall Rolling Trophy: Rs. 10,000 for the winning college.

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

Pick Up Locations

Day 1: DHAN Foundation Office, Madurai. Time: 8:30 am
Day 2: DHAN Foundation Office, Madurai. Time: 7:30 am
Students can reach the campus directly also. Drop at the same place according to the completion of the day events.

Student Event Coordinator
Mr.Shrinivas - 82773 79826
Ms.Piyali - 98838 85207

Faculty Event Coordinator
Mrs.R.Sasikala - 94884 64574

Address

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The DHAN Academy

About The DHAN Academy

        The DHAN Academy (TDA) offers two year courses in professional education to young graduates called Post Graduate Diploma in Development Management, Community Health Management and Insurance Management. About 250 students representing 16 states have completed the programme and are working with more than 4 lakh poor families through professional NGO's in areas such as agriculture, education, health, livelihood and natural resource management