

Society for the Promotion of Indian Classical Music And Culture Amongst Youth



Rural School Intensive

in the best interest of the child



SPIC MACAY's Core Purpose:

Have every child experience the inspiration and mysticism embodied in Indian and World heritage





An Initiative in Holistic Education

SPIC MACAY (Society for the Promotion of Indian Classical Music And Culture Amongst Youth) is a non-political, non-profit, registered society founded in 1977 by Dr Kiran Seth, a Prof at IIT-Delhi who was awarded the 'Padma Shri' for his contribution to the arts in 2009.

SPIC MACAY's intention is to enrich the quality of formal education by increasing awareness about different aspects of Indian heritage and inspiring the young mind to imbibe the values embedded in it. For this, the most accomplished artistes of the country render programmes of Indian classical music and dance, folk, poetry, theatre, traditional paintings, crafts & yog in the premises of an education institution. Focus is on the student in schools and colleges. In 2012-13, 6500+ programmes were organised in more than 1500 institutions in 300 towns in India and 50 towns abroad impacting more than 3 million students.

All these programmes were organised by thousands of volunteers – students, teachers, housewives, retired people, professionals, young and old. SPIC MACAY celebrates *Nishkaam Seva* - the spirit of volunteerism – of giving selflessly without expectation.

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Nodal agencies like Kendriya Vidyalaya Sangathan, Jawahar Navodaya Vidyalaya Samiti, DPS Society, CBSE, All India Council for Technical Education (AICTE), Visveswaraya Technological University (VTU), Secretary of Higher Education, GoI have advised their member institutions to set up a SPIC MACAY Heritage Club. All KVs, JNVs, CBSE schools, engineering colleges, premier institutions like IITs, IIMs and Central Universities conduct SPIC MACAY activities regularly.

In the last few years, many state and national level bodies have recognised the importance of SPIC MACAY and its lasting impact on the minds of children. Dr Seth is a member of several national Committees like the Central Advisory Board for Education (CABE), Indian Council for Cultural Relations (ICCR), Sangeet Natak Akademi (SNA), Film & Technology Institute of India (FTII) and National Cadet Corps (NCC).

SPIC MACAY's contribution was acknowledged most recently by the conferment of the Rajiv Gandhi National Sadabhavna Award given by the Hon'ble Prime Minister, Shri Manmohan Singh in 2011. And the NDTV Person of the Year Award in 2008. Many other awards have been given but the most important is the sight of an inspired child touched by a performance organised by SPIC MACAY.

The SPIC MACAY logo is the inner eye that inspires inquiry and introspection to help an individual become a better human being.

As students watch the classical arts, interact with evolved artistes & learn art forms, they imbibe the beauty, grace, humility, discipline and many values that mark Indian heritage.

SPIC MACAY is a 36 year old people's movement located in the assertive space that makes each person take benevolent pride in their Indianness – a welcome change, given the onslaught of western influences.

Vision 2020

SPIC MACAY intends to touch the life of every young person in the country. The PHYSICAL MILESTONES set for Vision 2020 are –

- i. to reach out to every student by conducting at least 2 SPIC MACAY progs in each of the 16 lakh education institutions in the country, i.e. organise 32 lakh programmes by 2020 while maintaining the quality of programmes;
- ii. to set up one SPIC MACAY chapter with active volunteer base in each of India's 671 districts;
- iii. to expand activities to more tier 2 & 3 towns;
- iv. to organise programmes in village schools & reach out to the usually neglected rural children.

Rural School Intensive (RSI)

Rural School Intensive (RSI) is a new initiative of SPIC MACAY to include the hitherto neglected rural children. SPIC MACAY is making a concerted effort to consciously include students from rural areas, corporation and government schools by organizing an increasing number of programmes in their institutions.



Inauguration of the first RSI at Siwan, Bihar by Kushal Das

In this direction, in Oct 2011, SPIC MACAY organised its first ever Rural School Intensive in Narendrapur village, Siwan district in Bihar where more than 300 students from 32 of Bihar's 38 districts participated to learn about various arts from all over India. Similar programmes were organised for rural students in Andhra Pradesh, West Bengal, Uttar Pradesh & Karnataka.

Each RSI is for 6 days where students experience yog, learn artforms through workshops with Gurus, attend concerts by great maestros, listen to talks by eminent speakers, watch classic cinema in English, Hindi and local languages.

For each RSI, the host SPIC MACAY chapter takes support from the office of a local partner like the State Project Director of Sarva Shiksha Abhiyan to select students from different schools in the region. And provide basic hospitality for food and accommodation of all participants, artists and guests; make infrastructural arrangements for hosting concerts and workshops, screening classic cinema, etc.

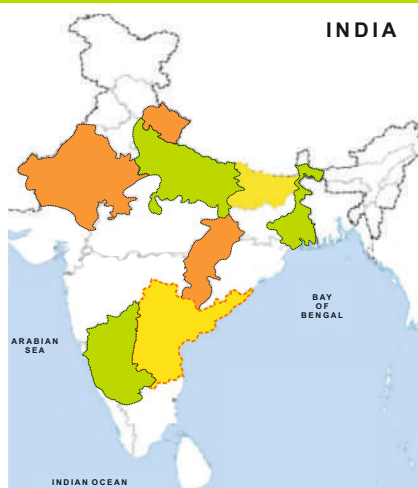
This initiative has had a profound impact on the mind of the young child, in making them more aesthetically inclined and imbibe values of discipline, focus, humility embodied in Indian culture. Most children will remember this experience life-long as they get exposure to rare artforms from the state and other parts of the country.

This activity is in tune with the Right to Education (RTE) Act also. Section 1, Chapter V lays emphasis on values and overall development of the child. Sec 11, Chapter V, 29 (2) a, b, c, d, e. Chapter IV, 4.3.4.1 (p.65) lays emphasis on nurturing aesthetic sensibility and values by integrating the arts and India's heritage of crafts in every aspect of the curriculum.

Collaborating with SPIC MACAY which has served the nation for 36 years will be beneficial for the Education dept./ Sarva Shiksha Abhiyan/ partner to adopt this best practice of RSI as an initiative in holistic education.

The RTE Act:
Art education is a fundamental right of each and every child and that is reiterated in the Schedule on p12.

RSIs Conducted in the Country



WORKSHOP DEMONSTRATIONS (WDs)

- 1000 WDs were organised in rural schools of Rajasthan.
- Sarva Shiksha Abhiyan supported WDs in -
 - Uttarakhand
 - Andhra Pradesh: sanctioned Rs.37.5 lakhs
 - Chattisgarh: sanctioned Rs.46.5 lakhs for 300 WDs

No.	Location	Name of RSI & Date	Venue	Districts covered	No. of children	Supporting Partner
1	Siwan Bihar	- 28 Sep - 2 Oct 2011	Parivartan Narendrapur village	32	301	Takshila Education Society
2	Anantapur Andhra Pradesh	Sambaram 16 - 20 Jan 2012	Kasturba Gandhi Bal Vidyalaya Singanamala	7	231	Rajiv Vidya Mission
3	Hyderabad Andhra Pradesh	Sambaram 16 - 20 Jan 2012	Govt. High School Bolaram	Various	337	Rajiv Vidya Mission
4	Visakhapatnam Andhra Pradesh	Sambaram 16 - 20 Jan 2012	Tribal Welfare Residential School Marikavalasa	8	183	Rajiv Vidya Mission
5	Nawada Bihar	- 7 - 12 May 2012	Ganauri Ramkali Teacher's Training College	9	380	Local Region Support
6	Kolkata West Bengal	Anandadhara 8 - 13 Aug 2012	Chetla Girls High School	1	900	Sarva Shiksha Abhiyan
7	Siwan Bihar	- 10 - 15 Oct 2012	Parivartan Narendrapur village	10	265	Takshila Education Society
8	Gulbarga Karnataka	Chetana 1 22 - 27 Sep 2012	Veerashaiva Kalyana Mandap	6	600	Sarva Shiksha Abhiyan
9	Khatauli Uttar Pradesh	- 25 - 30 Oct 2012	Maples Academy	8	250	Local Region Support
10	Bengaluru Karnataka	Chetana 2 18 - 23 Jan 2013	C.N.K. Public School Hebbal	11	600	Sarva Shiksha Abhiyan
11	Dharwad Karnataka	Chetana 3 21 - 26 Feb 2013	District Institute of Education & Training	9	600	Sarva Shiksha Abhiyan

Outcomes

The RSIs were successful on many fronts. Firstly, participating **students** were very happy to get such an opportunity.

Students reached workshop rooms 15 minutes before schedule, practised on their own until 9am

Excited about performing in front of everyone on the last day

After the RSI got over, students and their parents phoning up Gurus and requesting them to teach their children

Vyjayanthi Kashi (Kuchipudi) & Manjula Amaresh (Bharatanatyam) have agreed to train students in the summer vacation in Bengaluru

Students did *Shramdaan* everyday- garbage collection, tree plantation

2 students from Sangeet Vidyalaya, Kalkeri to be sent to Pt Hariprasad Chaurasia to learn flute

Many students willingly waking up early morning at 3:30am, doing yog at 4am

Students had rare privilege of interacting directly with senior renowned artists - asked unique questions

Secondly, **officers** found the entire programme worthwhile. Though officers had to often stretch themselves to make things work, they found that the children were enjoying themselves and so most officers supported the initiative whole-heartedly.

ARTISTS WERE INSPIRED. Many artists who regularly give SPIC MACAY concerts at schools and colleges in cities were very happy to teach children from rural areas. Most importantly, they were very appreciative of the discipline, simplicity and learning ability of the children. Some artists were so touched by the entire RSI experience that they refused to take any money for their performance. RSIs are a way to inspire the community of artists as well.



It gives me great pleasure to see this fantastic work that SPIC MACAY is doing. RSI is indeed a blessing for the rural children, who will get a golden opportunity to experience life enriching programs and at the same time express their views and talents on the same. I wish I had this opportunity when I was a young boy and was looking for such a platform. The present generation is very fortunate that organisations like SPIC MACAY are coming forward with such an initiative. I wish them all the very best.

Hariprasad Chaurasia (Padma Vibhushan)
Hindustani Flute

Concerts by Artists



Abdul Rashid Khan @ RSI Khatauli



Hariprasad Chaurasia @ RSI Kolkata



Rajshekhar Mansur @ RSI Dharwad

SPIC MACAY presents the best artists of the country to inspire children to take an interest in Indian heritage. It is similar to bringing Einstein and C.V. Raman to teach science or Shakespeare and Munshi Premchand to teach literature to students.

These accomplished artists travelled on dirt roads to reach the venue, stayed in budget hotels in small towns, ate local food along with the children, taught them the art form one-to-one and answered many of their naïve questions with patience and compassion. Smt Jayanthi Kumaresh (Carnatic Veena) asked students to come up and touch the veena, see how it looks and pluck the strings. Artists involved the students, which made them more interested.

Almost all artists said, "it was a rewarding experience" & blessed SPICMACAY.



R.K.Srikantan @ RSI Dharwad



Hungarian Folk Troupe @ RSI Khatauli



Ananda Shankar Jayant @ RSI Gulbarga



Hyderabad Brothers @ RSI Visakhapatnam



Bharti Bandhu @ RSI Siwan

Workshops Conducted

In the workshops and intensives, students learn and experience the artform directly from a Guru of repute for 3 hours everyday for 5 days and present what they learnt in front of all the participants on the last day. The art forms learnt and presented included Hindustani vocal, Carnatic vocal, Dhrupad, Bharatanatyam, Kathak, Kuchipudi, Yakshagana, Dollukunitha, Kamsaale, Kalamkari Painting, Chittara Painting, Madhubani painting, Lambadi Embroidery, Kasuti Embroidery, Gombe Atta, Bagh Block Printing, Pottery making, etc.

These workshops are conducted by artisans & maestros who have been honoured with National & State awards in their respective fields. The students were applauded for learning so fast & being able to present in such short time & the teachers were appreciated for their patience & perseverance for teaching complete novices.



Pottery - Srikant Jena @ RSI Siwan



Kathak - Arti Shankar @ RSI Gulbarga



Bala Yakshagana - Sridhar Hande @ RSI Dharwad



Madhubani - Nawal Kishore @ RSI Siwan



Dhrupad - Sombala Kumar @ RSI Bengaluru



Carnatic Vocal - B.Lalitha @ RSI Anantapur



Nirmal Toys - N. Ramesh @ RSI Visakhapatnam



Narsapur Lace Work - Jayalakshmi @ RSI Hyderabad

Heritage Tours - Making History Real



Sardhana Church @ RSI Khatauli



House of the first President of India,
Dr Rajendra Prasad in Jeeradei, Bihar @ RSI Siwan



Saranabasaveshwara Mutt @ RSI Gulbarga



Khwaja Bande Nawaz Dargah @ RSI Gulbarga

On the last day of the RSI, participants are taken to historical places of importance nearby. Diverse architecture styles, belief systems, stories, myths - all add to the charm of visiting such places. Children often enjoy this part of the RSI a lot. See below a picture of students going to Sangeet Vidyalaya, Kalkeri, near Dharwad which was started by Adam Woodward, a Canadian to teach classical music to Adivasi children. During RSI Dharwad, some participants also visited the house of Gangubai Hangal and Mallikarjuna Mansur, doyens of classical music who were pillars of support to SPIC MACAY since its inception.



Talks & Cinema Classics



D.V.K. Vasudevan @ RSI Visakhapatnam made children sing 'Sabarmati Sangeetam' highlighting Gandhian values.



Talk by Suresh Heblikar, cinema actor & environmentalist @ RSI Bengaluru on "Ecological balance & everyday life".



Gandhivaarta by Vivek Bhandari, Prof. IIM-A @ RSI Siwan on "Gandhi's relevance in modern India". Many intelligent questions from students made him say, "there is no difference between students at IIM-A and the RSI".



Prof Srinivasa Reddy, Krishnadevarayulu University @ RSI Anantapur on the 'Importance of learning mother tongue in modern times' & the beauty of Telugu language.

Through classic cinema and talks, participants are introduced to new perspectives that uplift sensibilities. By screening award-winning films of renowned Indian and international directors, values are introduced subtly but surely. Care is taken to select films which are apt for children. These classic cinema screenings and talks are followed by a discussion and students often come up with profound observations.



Children saw 'Chinnari Mutta' in Kannada by T.S.Nagabharana @ RSI Dharwad

'Goope Gyne Bagha Byne' in Bengali by Satyajit Ray @ RSI Kolkata

'The Making of the Mahatma' in Hindi by Shyam Benegal @ RSI Gulbarga

'Modern Times' by Charlie Chaplin @ RSI Bengaluru



Impact on Children



This firebrand girl from Yadgir district took on the officials and others at RSI Gulbarga, reminded them about the lessons in the movie they all just watched, 'Making of the Mahatma' by Shyam Benegal asking them to follow principles rather than preach. Goaded all to participate in the morning yog sessions rather than sleep precious time away.

And to think that she was a school drop-out and was reinitiated into mainstream education through the local Kasturba Gandhi Bal Vidyalaya (KGBV). Notice how all in the audience are in agreement with her!



Teejan Bai was so happy with 10 year-old Purushottam that she gave him her *tamburi/gada* to hold while performing on the last day of RSI, Siwan. He had learnt the entire *Bheema Prasanga* from her in 4 days & delivered it to perfection to everyone's amazement, with all the *bhaav* & right intonation!



This girl (at the top) from Chitradurga district learnt Kamsale so well and with so much enthusiasm that Guru Revanna went to her village after RSI, Bengaluru was over to talk to her parents to let her pursue the art form and gifted her clothes and other goodies.

I actually like to stay here for a few more days but today is the last day of this program. I really feel bad to let go off from here. But anyhow, I was very beneficial from this program. I would like to thank one and all responsible for this program.

When I was selected to attend this program, I was afraid that what and how will the program be. But as and when I started attending the workshops my knowledge regarding arts and culture grew and I was motivated to bring our hidden arts into light.

Now after 6 days I'm not able to leave this program and go, I still want to spend a few more days in this program. So, I request SPIC MACAY to conduct this program again in our district also. So that we can enlighten the minds of our friends also.

I thank SPIC MACAY and SSA for this wonderful program.

Priyanka Basavaraju
KGBV, Bidar

[illegible]

रिपक मेवे ।
सुतधारणगस्कार ।
रिपक मेवे का खर्चा प्रयास
सुभाहनीय और प्रेरणादायी है ।
मेरा प्रयास है कि इन किता-
बियों को अपने जीवन में आरंभ
में शर्त से बट लक्ष्य लेकर
जा रही हूँ कि मैंने जो कुछ सीखा
उसको और बेहतर ढंग से सीखें
और अपने आजीवन भाई बहनों को
सिखाया ।
मीना पांडेय
(पिबान)

S. Praveen Sth SLM
Z.P.H. & Auttapuram
(m) Katakandla,
(n) Warrangal

I like a pottery very much
because that was nice & hand-
-some. I like in pottery small
not but, good, nice, white
small, not work a nice, this
feeling very beautiful having.
I like this so much. I learning
discipline very much & make
yoga & Hatha yoga, also beautiful
this was nice & fun to see

thank you
9949723871

Artists Speak



Bachchon ke dil mein seekhney ki ichcha dekhkar, hamare dil mein bhi utsaah badhta hai. Apne apne jagah ki alag alag sanskriti hai, usey hum bachaane ki koshish kar rahein hain. Yeh bachche humein ummeed detein hain.

Teejan Bai (Padma Bhushan)
Pandavani

I appreciate the laudable work done by SPIC MACAY. I was happy to present before the children at RSI Bengaluru and I could see their interest and enthusiasm. After the program, some of them asked me questions and they requested me to come back again. This made me so happy and gave me satisfaction that at least I could create interest and inquisitiveness in them. I congratulate SPIC MACAY, Bengaluru.

Darshana Jhaveri (Padma Shri)
Manipuri Dance



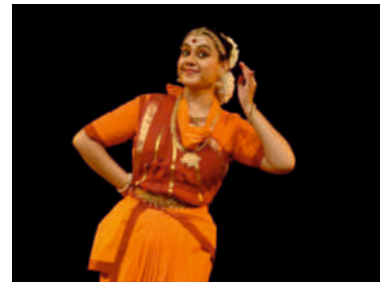
"It was indeed a great experience being along with children, that too with the rural background! Generally we have a notion that rural children are not that exposed to the major stream line. But my interaction with them gave me a different view. They possess high intellect and are immensely gifted. Due to financial constraints & lack of infra structure, their potential is not recognized and they are denied what they truly deserve.

Being a Guru, I learnt more than what they learnt from me! SPIC MACAY is doing noble ventures & it deserves all support & aid from the government & society at large."

Chandan Kumar (SNA Ustad Bismillah Khan Yuva Puraskar awardee)
Carnatic Flute

As a Bharatanatyam artist, it was an emotional, heart content & fulfilling experience. I took it as an opportunity to introduce Natyam to those children who were always dreaming to learn this beautiful classical Art Form, Bharatanatyam. The main common factor between me and my students at the workshop was the PASSION for this Art. THANK YOU SPIC MACAY to all your commendable efforts for leaving a mark in the young lives.

Manjula Amaresh (Disciple of Dhananajayans)
Bharatanatyam



At RSI, Siwan, Gulbarga and Bengaluru, I saw the tremendous effort put in by SPIC MACAY volunteers and their collaboration with state govt to spread our art and culture. I particularly appreciate the overall arrangements and atmosphere created to spread our art and culture among young India.

Sombala Kumar (Disciple of Zia Fariduddin Dagar)
Dhrupad

Artists Speak

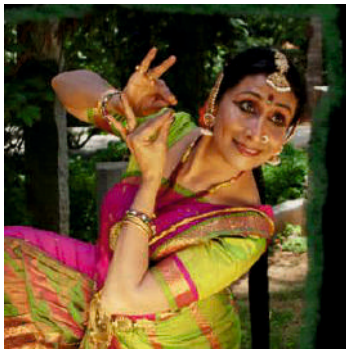
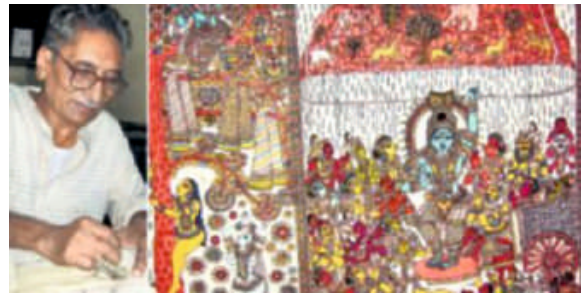


Siwan is such an interior place yet the students were so intelligent. There were a large number of students too at the RSI. During the theory class when I was explaining the nuances of the art form, the children were very quiet. At the end of the concert they asked such intelligent questions, I was so amazed and the whole experience was very good.

N. Rajam (Padma Bhushan)
Hindustani Violin

I think of myself as a SPIC MACAY volunteer and am always happy to teach our country's craft to children. Especially in RSI, Dharwad, there was a boy called Yaqub who learnt so fast and well that it was very rewarding for me. He should be encouraged further.

Gurappa Chetty (Padma Shri)
Kalamkari painting



When we look at today's leaders, most of them came from a rural background & had a strong grounding in values, even though they didn't have facilities. Reaching out to rural children is very good but we must encourage those who are good by connecting them to the Gurus, so that they can pursue the art form. Many rural children's body is more inclined to perform folk and they take to it more easily - we must include a larger element of folk in the RSIs.

Vyjayanthi Kashi
(Chairperson, Karnataka Sangeet Nritya Academy)
Kuchipudi

It's a rare opportunity for children from rural areas. I was teaching them classical music and many of them had not heard of 'raga', 'taala', 'laya'. Some of them were really interested and even though they did not know the basics, they could pick up very fast. They felt happy learning.

M.S. Sheela (Disciple of R.K. Srikantan)
Carnatic Vocal



As I conducted the 4 a.m. Naad Yog session @ RSI Kolkata, Gulbarga, Bengaluru & Dharwad, I noticed that seeing these children's enthusiasm and eagerness to learn, all my sleep and laziness of the morning vanishes. I'm so inspired by them that I feel like giving my best to them.

Subhomoy Bhattacharya (Disciple of Abdul Rashid Khan)
Hindustani Vocal

Government Speak



“Out of 1 crore children in Karnataka, only 600 of you have been selected to participate in this initiative. You must realize how fortunate you are and make the most of this opportunity. Our country’s culture is great and that’s why the govt has a program called ‘Pratibha Karanji’ in which some of you have participated. Whatever you do in life, you must excel at it. Don't be a Jack of all trades; it's better to be a Master of one thing. So, put your heart and soul in this programme and do well. I congratulate SPIC MACAY for organising this Rural School Intensive.”

Vishwanath Kageri

Hon'ble Minister for Primary Education, Govt. of Karnataka
Excerpt from inaugural speech @ RSI Bengaluru

As a student of DPS, R.K.Puram in Delhi, I had the fortune of witnessing an unforgettable SPIC MACAY performance by Ustad Zakir Hussain, the tabla maestro. I can still recall the speed with which he moved his hands on the tabla and the awe it created in me as a young mind. It was a moment that will stay with me for life. As SPD-SSA, I wanted every student, especially rural children to have such inspiring experiences. So, when the SPIC MACAY proposal came to conduct Rural School Intensives in Gulbarga, Bangalore, Dharwad, I agreed as I think SPIC MACAY activities are in the best interest of the child.

Vipul Bansal

District Commissioner, Shimoga
Ex-Karnataka State Project Director, Sarva Shiksha Abhiyan



It was a moment of pride to be part of RSI programmes conducted at Karnataka. I could not control my tears when students performed so well on the final day. I strongly felt that I did not get such an opportunity during my school years.

Shylaja Reddy

Programme Officer, SSA Karnataka

Meeting of SPIC MACAY volunteers with
Commissioner, Public Instruction, S.G. Wali,
DDPI and SSA officials (Sarva Shiksha Abhiyan)
in Gulbarga, Karnataka



Partners Speak



Without art, the crudeness of reality would make this world unbearable for many of our children. Takshila Educational Society supports RSIs as they help break down barriers between art and its connoisseurs, believing that an egalitarian society can only be created when all children feel the same way. RSIs give rural children an opportunity to meet artistes, ask questions of them, appreciate them and raise their own level of consciousness.

Sanjiv Kumar

Secretary, Takshila Education Society

Pro Vice-Chairman, Delhi Public School - Patna, Pune, Ludhiana, Coimbatore

After having heard about SPIC MACAY's contribution in giving inspiring education for rural children and seeing the local BEO's dedication, I was also inspired to give accommodation in my school for the RSI. Having been in the education field for 40 years, I am happy that children are getting the opportunity to see various art forms of the country and hear the Hon'ble Minister for Primary Education who inaugurated the RSI.

C.N.K. Reddy

Chairman, C.N.K. Public School

Hebbal, Bengaluru



Rural ambience binds us together even in an era of urban aloofness.....

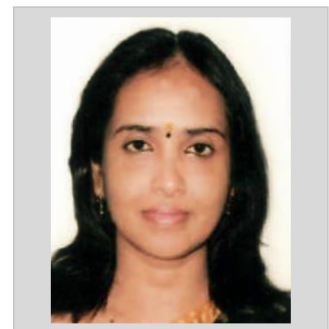
Chetna Jha

IB Coordinator, DPS Patna

At Anandadhara, as if by a charm, the staff of CGHS, teachers of other schools, staff of SSM Kolkata & volunteers of SPIC MACAY were strung together by a thread of music & art with 900 participants. Days flew by as participants actively took lessons in music, dance & various crafts under gurus who are masters in their respective fields. The evenings became colourful with concerts where living legends like Girija Devi & Vishwa Mohan Bhatt performed. I thank SPIC MACAY for making me a part of such a brilliant program, where there was participation of so many young learners & I wish them success in their similar future endeavors.

Satyabati Nadkar

Headmistress, Chetla Girls' High School, Kolkata



The SPIC MACAY-RSI is a great opportunity to reach out to the rural youth to spread the message of population stabilization by utilizing the medium of arts as Teejan Bai ji has done by integrating the issues of appropriate age of marriage, child spacing, mother's milk, etc in her performance.

Dharitri Panda

Ex-Executive Director, Jansankhya Sthirtha Kosh

Excerpt form Address @ RSI Siwan

Volunteers Speak

"Bharatmaata aaj bhi gramwasini hai"

Yashwant Parashar
Sr. Coordinator, Bihar
Principal, Kids Camp
Muzaffarpur

As a volunteer for RSI-Anantapur, very first time I was introduced to the true spirit of SPIC MACAY. It was one of my most joyful learning experiences in the recent past which helps me to trouble shoot my academic challenges with an effective and inspired approach. Thanks to all my SPIC MACAY teammates, I found new dimensions in my life.

Sarath
Secretary, Hyderabad
M.Tech, Central Univ.
Hyderabad

I feel volunteering at RSI for children helps develop patience, discipline and punctuality.

Darshan
Secretary, Karnataka
4th yr, C.I.T.
Gubbi

In most other programmes, I find that the minds of students are already filled up and they act smart whereas in RSI, though the children have lesser exposure to art forms, they are more open, willing and able to learn fast. So, I enjoy spending my energies for such children.

Ankit Babbar
Secretary, National Executive
Proprietor, wholesale business
Meerut

As a volunteer, it has been very satisfying for me to see children from rural areas, the Real India, experience and enjoy these art forms which they would've otherwise not seen or heard about due to variety of reasons. We must continue promoting this very inclusive initiative.

Kumar Ashish
Member, National Executive
Research Associate, ISB
Hyderabad

I feel good when I volunteer for RSIs because I become part of something bigger. When I see the transformation among children on the last day, I experience an untold happiness within. The feeling of helping someone & giving up our own time to try and make a difference can't be bought or learnt. Seeing something through from beginning to end and having pride in being able to say 'I contributed to that' is an experience I will never get tired of.

Srihari K.N.
Secretary, Karnataka
4th yr, Malnad College of Engg.
Hassan

Volunteers Speak

"My heart is in RSI."

Dr. Kiran Seth (Padma Shri)
Founder-Chairperson, SPIC MACAY
Prof., Dept. of Mech. Engg., IIT Delhi



Recapitulating my RSI experiences makes me really excited. Handling responsibilities as a coordinator for RSI Anantapur, collaborating with Govt – politicians and bureaucrats, artists, speakers, vendors, school teachers and SPIC MACAY volunteers together while maintaining timelines was very troublesome but it became a wonderful experience because of my family-SPIC MACAY.

Himabindu

Advisor, Rural Initiatives
M.A., Central University
Hyderabad



I love to see the sparkle in the student's eyes.

Ranjana Nagrare
National
Jt. Treasurer
HR trainer
Delhi



I was fortunate to be a part of RSIs of Karnataka. It was my dream to work with rural children. Although a drop in the ocean, I felt the depth of commitment to make a difference in the lives of others & discovered that the best way to find myself is to lose myself in the service of others.

Vidya Harish

Karnataka State Coordinator
Former Teacher
Bengaluru



I was amazed to see some children holding me and crying on the last day as they didn't want the RSI to end. That's when I realized that we did make a difference and I felt all our hard work paid off.

Varshini

Secretary, Tumkur
4th yr, C.I.T.
Gubbi

Sample Schedule

Day 0

Upto 6:00 pm	Registration
6:00 pm - 7:00 pm	Orientation for teachers by SPIC MACAY volunteers
7:00 pm - 8:00 pm	Dinner

Day 1

3:30 am	Wake up
4:00 am - 7:00 am	Naad Yog & Hatha Yog
7:00 am - 7:30 am	Shramdaan – Garbage collection/ Tree Plantation
7:30 am - 8:50 am	Personal Time & Breakfast
8:50 am - 9:00 am	Movement Time
9:00 am - 12:30 pm	Workshops with maestros in music/ dance/ theatre/ art/ craft
12:30 pm - 1:30 pm	Lunch
1:30 pm - 3:00 pm	Inauguration by a Dignitary
3:00 pm - 4:30 pm	Concert
4:30 pm - 5:30 pm	Orientation by SPIC MACAY volunteers & SSA/RMSA/ Partner's staff
5:30 pm - 6:30 pm	Dinner
6:30 pm - 8:30 pm	Classical Music/ Dance Concert
9:00 pm	Light snack & sleep

Day 2, 3, 4

3:30 am - 1:30 pm	Same as Day 1
1:30 pm - 3:00 pm	Folk/ Talk
3:00 pm - 5:30 pm	Regional/ Hindi/ English Cinema Classic – Screening & Discussion
5:30 pm - 9:00 pm	Same as Day 1

Day 5

3:30 am - 1:30 pm	Same as Day 1
1:30 pm - 3:00 pm	Presentation by workshop students
3:00 pm - 4:30 pm	Folk/ Talk
4:30 pm - 5:30 pm	Acknowledgement session
5:30 pm - 9:00 pm	Same as Day 1

Day 6

3:30 am - 9:00 am	Same as Day 1
9:00 am - 12:30 pm	Heritage Tour (nearby location of historical importance)
12:30 pm - 1:30 pm	Lunch & Departures



Guidelines for Participants - Dos & Don'ts

- Students to engage in *shramdaan* by picking up plastic or other waste
- Footwear to be removed & placed in a straight line before entering the stage and workshop rooms
- Workshop rooms to be kept clean with simple floral decoration and an incense stick
- Attendance to be taken before the beginning of workshops every day
- Stage and the surrounding area to be kept clean
- Announcements at concerts to be made by students after rehearsing adequately
- Students to develop the discipline to drink water/ use the washroom, etc before coming to the concert hall & leave only after it is completed. No disturbance allowed during the concert
- Dinner to be taken before sunset
- Participants to attend every single session from Yog to evening concerts
- All programs to start strictly on time
- Teachers to help maintain discipline & punctuality among the students
- Gurus conducting the workshops to be oriented on Day 1 regarding purpose of workshop and requested to maintain time and discipline among students

Distribution of Responsibilities

Responsibilities are shared between SPIC MACAY & its RSI partners.
SSA/ RMSA/ local partner needs to organise & take care of the cost for the following:

1. Identification of all participants - students & teachers from different schools
2. Appropriate accommodation, bedding for all participants, artistes & special guests
3. Simple holistic food and drinking water for all participants, artistes & special guests
4. Appropriate local travel for all participants, artistes & special guests which includes -
 - pick-up & drop to nearest bus stand/ railway station/ airport
 - pick-up & drop to the venue from place of stay
5. Stage, sound & light arrangements, simple decoration, generator, film projector & screen
6. Arrangement for main hall / *shamiyana*
7. Arrangement for 2 large spaces for *Naad & Hathayog*
8. Arrangement for 15 workshop rooms with small stage, sound & seating to accommodate 40 students
9. Medical Room
10. Printing & distribution of -
 - invitations
 - posters
 - pamphlets
 - banners
 - hoardings
11. Local publicity –
 - Local Press Coverage – Press Release, Articles, Interviews
 - Press Conference
 - Local TV channels
 - Local Radio channels
 - Newspaper advertisements
12. Documentation – Photographs, Video (with permission from artistes)
13. Inexpensive aesthetically designed kit - bags/ folders/ souvenirs/ writing pads/ pens/ material for distribution to participants, guests, artistes
14. Appropriate aesthetic gifts for guests/ artistes



SPIC MACAY will take the responsibility & bear the cost of –

- Fixing programme schedule & payment of honorarium to all artistes
- Artist travel from their residence to bus stand/ railway station/ airport, nearest to venue & back

SPIC MACAY volunteers to ensure following collaterals are ready in collaboration with their partners:

1. Letterhead
2. Invitation letter to schools
3. Invitation Cards
4. Registration forms
5. Participant bags with notebooks/ pens
6. Id cards for participants
7. Badges for SPIC MACAY volunteers
8. 'May I help you?' badges for Partner representatives
9. Welcome banners for points near venue
10. Registration counter banners
11. Bus stand/ Railway station/ Airport banners
12. Placard to receive guests
13. Gate Arch
14. Direction placards for Parking, Dining hall, Concert venue, Registration desk, SPIC MACAY office, etc
15. SPIC MACAY 'eye' logos for workshop rooms on A5 size paper or banners
16. SPIC MACAY 'eye' logos on cloth for display outside
17. Signage with workshop room numbers, name of art form & artist
18. Posters about art forms & artists to be put up outside workshop rooms
19. Poster for entire RSI
20. Newspaper Advertisements
21. Stickers for vehicles
22. Food coupons
23. Menu posters for meal/ day
24. Drinking water bottle cartons for artists + cans for students
25. Gifts for artists

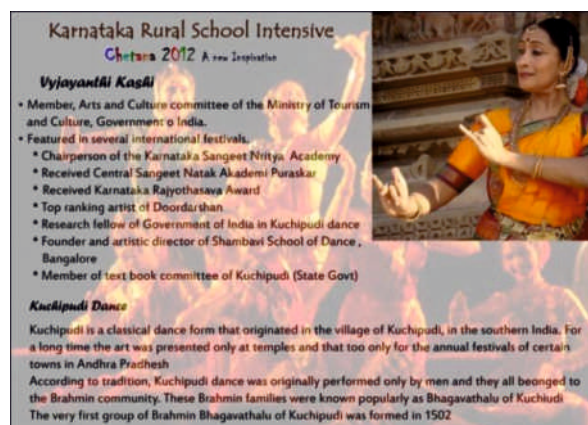


Each workshop room to have –

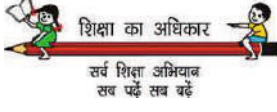
- i. Durrie/ jamkaalam + white sheet for Gurus
- ii. Durrie/ jamkaalam for students
- iii. 2 Chairs
- iv. 1 Table
- v. 1 Mike for classical music and dance
- vi. 1 Blackboard + chalk & duster for painting
- vii. SPIC MACAY 'eye' logo
- viii. Water bottles & glasses

Outside the workshop room –

- ix. A4 size sheet with workshop room number, art form, Guru's name
- x. Poster on art form
- xi. Poster with Guru's picture & profile
- xii. Dust bin
- xiii. Drinking water can with a glass for students
- xiv. Space for keeping chappals/ shoes



Sample Registration Form



RURAL SCHOOL INTENSIVE

Town - State
Date

Name of school: _____

E-mail id of school: _____ Principal's number: _____

Telephone number: _____ Fax: _____

Address of school: _____

Pin: _____

Name of teacher: _____

Telephone number: _____ E-mail id: _____

Student details:

No.	Name of Student	Age	Class	Workshop No.
1				
2				
3				

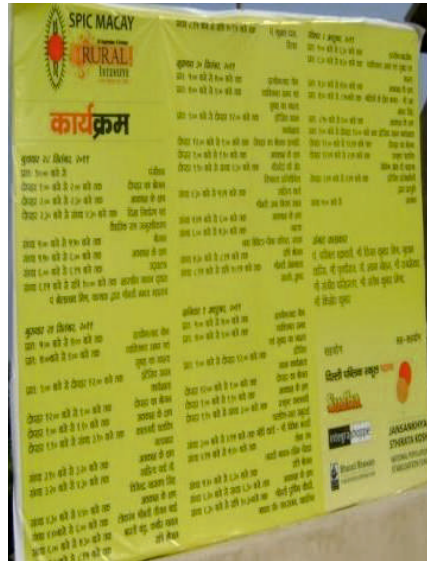
Sample Certificate (optional)



Posters / Banners / Invitations / Ads



Poster: 3 RSIs in Andhra Pradesh



Banner: RSI Siwan



Invitation: RSI Gulbarga



Poster: RSI Nawada



Newspaper Advertisement: RSI Khatauli



Banner (In Kannada): RSI Gulbarga

Newspaper Coverage



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INTERVIEW

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Heritage is the birthright of every child

By Jaywant Naidu

Kiran Seth, founder of SPIC MACAY (Society for Promotion of Indian Classical Music and Culture Amongst Youth) was in Hyderabad and spoke to Deccan Post about the long journey in Indian Heritage and Culture.

Tell us about how you thought of setting up this organization?

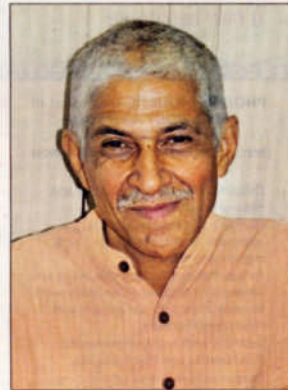
After my IIT graduation, I went for further studies at the Columbia University. I went to Brooklyn Academy of Music and heard a Dhrupad concert by Ustad Aminuddin Dagar and Ustad Zia Fariduddin Dagar. It was just a simple listening session for me and nothing more. But suddenly I realized that I was literally floating in the air that night. It is an experience that I cannot put down in words. The best way to transmit that experience was to share it with someone by giving him or her, an opportunity to listen to a similar concert. Thus the idea of SPICMACAY was born. To share this sublime experience with one and all.

But why has the focus moved towards schools and colleges?

I strongly believe that I got this experience of Indian culture and Heritage 'by chance'. Indian heritage and culture is the birthright of every child in this country. Therefore to create the awareness of our rich heritage it is necessary that the child or the youth of this country is exposed to this unique experience at a young age. It is very important to sow the seed of Indian culture at the right time. Therefore our focus on youth. But at the same time even elders are welcome at all our programs and they are all free of cost.

Where is the youth of this country heading for?

This is an electronic age where information is available at a gill. The youth sometimes like to experiment on many things and look for short term entertainment. But this is all a temporary phase. I have always seen the energy levels of



youth multiply, when they get an opportunity to experience our rich culture. We only need to constantly provide them

with this opportunity of interacting with masters in Art.

Tell us about the new project in Government schools?

All over India, the Government of India and the State Governments have been very supportive to our projects aimed at touching upon the lives of children studying in Government Schools. In Andhra Pradesh we have launched a pilot project 'SAMBARAM' in association with the Rajiv Veda Mission in Anantapur, Hyderabad and Vishakhapatnam. This initiative would take arts to nearly 900 school children and they would have an opportunity to learn painting, pottery, dance, music, yoga, and also experience live performances in music and dance by 'Masters'.

What more needs to be done towards spreading art and culture?

Recently I found everyone launch a campaign 'Save the Tiger'. I wondered if someone can also think of a 'Save the Rudra Vena' campaign. After all, we have many rare instruments like the Rabab, Mayur Vena, Ekara, Kamayacha which are going into oblivion. Forget about the performers, we do not have makers of these instruments. There is a big need to look into this area.

How do you think that some much needed changes can come?

The Government of India is always doing its bit. But I think finally, it is the people of this country who have to take up initiative in all these areas and ensure that we become a 'Culturally Vibrant India'.

Any message for the youth?

This is a land with a rich tradition and heritage. Experience it, till the joy of happiness overflows. Learn to be content with yourself.

mail@deccanpost.in

SOULFUL TUNES



Purnima Choudhary performs at Ananda Bhava, presented by Spic Macay and Seva Siddha Mission, Calcutta, at Chitra Girls' High School on Sunday (Anand Boudi)

Classical artistes to perform at Siwan village

Children from Districts To Attend Programme

Pranava K. Chaudhary / 100

Patna: In a first of its kind, a gallery of classical artists, educationists and youth experts would gather at a small village in Siwan district under the banner of 'Spic-Macay Rural School' intensive from Wednesday. This five-day educational-cum-cultural awareness programme would conclude on October 2.

Children from different parts of Bihar will participate in the programme and stay for five days in the beautiful and serene atmosphere of Narendrapur village, a neighbouring village of Ziradei, the native place of the first President, Dr Rajendra Prasad.

The gathered students will have the privilege of close encounter with the great personalities. They will participate in a series of

workshops and will also be providing hospitality to all participants. The venue for all programmes will be 'Parvati', a newly-developed community centre, which is a cluster of buildings spread over an 18-acre area.

It will also host all the participants. The five-day programme will be organised by the Takshila Educational Society, the premier of DPS Patna, Pune and Ludhiana.

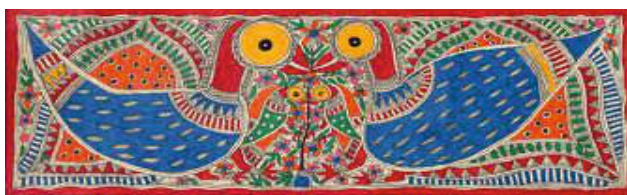
The SPIC MACAY Rural School intensive will include yoga and meditation sessions, talks by eminent personalities, intense workshops on different art forms like 'Pandal', Kathak, Bhupura, 'Kharai' and Madhubani painting. Classic films will be screened and concerts held by eminent groups. Prominent among those who

Kushal Das (sitar), Purnima Choudhary (classical vocal), Bharati Bhandari (Kharai gyan), Tejan Bai (Pandal), Sushila Sastri (Bhupura), Manita Mahanta (Kathak), Pt. Bhola Nath Mishra (Hindustani vocal) and Nayana Thakur of the late Tansen Akhara. Yash Bhandari will deliver a talk on Gandhi.

Academics like Bijendra Narain Singh, Intiaz Ahmad, Usha Kiran Khan and Intiaz Ahmad would also give lectures.

"Apart from adhering to the objectives of providing holistic and contemporary learning to students, we have constantly strived to inculcate in them a deep respect and ownership for India's rich cultural heritage of all forms of art," said Sanjay Kumar, who is the





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