



सत्यमेव जयते

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ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
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Date: 23 September 2020

To,

All the Technical Institutions of India

Subject: **AICTE Institutions to work with SPICMACAY to help students' alleviate mental stress due to the COVID 19 and fostering Indian Culture amongst youths.**

Dear Sir,

Please refer to our earlier circular dated 21st May 2020, suggesting involvement of AICTE Institutions in the formation of SPIC MACAY Heritage Clubs to setup the framework for promoting Classical Music and Culture Amongst Youth.

SPIC MACAY, a non-political, non-profit organization, over last 43 years, has been sensitizing students to the priceless treasures enshrined in India's intangible heritage through concerts, lecture demonstrations, workshops, talks, walks and film screenings across 500+ towns.

SPIC MACAY, under VIRASAT series, brings the best of India's Classical Music & Dance, Folk Music & Dance artistes, award winning Crafts-persons, eminent Gurus of Yoga and Meditation, distinguished speakers and historians to perform at educational institutions.

Students get exposure to direct, first hand, intense, inspirational experience of the subtlety, abstraction and mysticism embodied in our rich heritage and help promote the conservation of varied art forms.

SPIC MACAY is now able to work with you in conducting Online VIRASAT series to overcome the 'new normal' of COVID19.

Through these virtual activities in the VIRASAT, youth is closer to the rich and myriad aspects of our culture and **this endeavor supports the artistes who have suffered a setback due to the pandemic.**

Please **do register at SPIC MACAY website <https://spicmacay.org/aicte>** and connect with the SPIC MACAY chapter near you.

Your **designated faculty members and student volunteers should join the Online Orientation Programs**, SPIC MACAY has been periodically organizing. Alternatively, they can organize a program-3 Hours duration- for your institution as well.

Formation of **SPIC MACAY Heritage Clubs** with a professor-in-charge and at least five student members with a yearly working budget at the college level would facilitate continuing SPIC MACAY activities such as:

- Weekly meetings including presentation by students about some aspects of Indian Culture and Heritage.
- SPIC MACAY events out of the various modules i.e. Indian classical music & dance, folk, talks by eminent people from different fields, screening of classic movies, craft workshop, yoga & meditation, heritage walks, holistic food etc. throughout the year, culminating with a week-long program.
- Involving students/NSS volunteers in promoting rich & composite heritage to the government schools & rural areas and coordinate activities of cultural harmony with the help of SPIC MACAY. Each volunteer can coordinate two activities in government schools in the surrounding villages.
- Discussions around the programs on SPIC MACAY YouTube channel.

The support extended by you would further the cause of SPIC MACAY by enabling the youth steadily evolve into finer human beings and help make the world a better place to live in.

In order to encourage organizations like SPIC MACAY who are really striving towards preserving our Nations rich and diverse cultural heritage, **AICTE request the institutions to earmark some funds every year (including this financial year) exclusively to hold SPIC MACAY programs in their institutions, which will alleviate mental stress of students.**

We are hopeful of a favorable response from you.

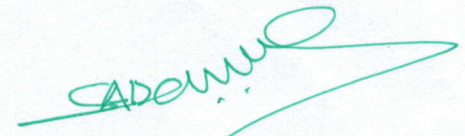
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With regards



(Prof. Anil D. Sahasrabudhe)