# **GS SCORE**

# **ART & CULTURE**

National symbols of India			
1. National Flag	• It is a horizontal tricolor of deep saffron <i>(kesaria)</i> at the top, white in the middle and dark green at the bottom in equal proportion.		
	• The ratio of width of the flag to its length is <b>two to three</b> . In the centre of the white band is a navy-blue wheel which represents the <i>chakra</i> taken from the <b>Sarnath</b> Lion Capital of Ashoka. It has <b>24 spokes</b> .		
2. National Emblem	• It is an adaptation from the Sarnath Lion Capitol of Ashoka. Carved out of a single block of polished sandstone, the Capitol is crowned by the <b>Wheel of the Law</b> ( <i>Dharma Chakra</i> ).		
	• The words <i>Satyameva Jayate</i> from <i>Mundaka Upanishad</i> , meaning 'Truth Alone Triumphs', are inscribed below the abacus in Devanagari script.		
3. National Anthem	• The song <i>Jana-gana-mana</i> , composed originally in Bengali by Rabindranath Tagore, was adopted in its Hindi version as the National Anthem of India on January 24, 1950.		
	• It was first sung on December 27, 1911 at the Kolkata Session of the Indian National Congress.		
4. National Song	• The National song of India is Vande Mataram. It was composed by the famous poet, Bankim Chandra Chaterjee in the year 1875.		
5. National Calendar	• The National Calendar is based on the <i>Saka Era</i> , with <i>Chitra</i> as its first month.		
6. National Flower	• Lotus		
7. National Fruit	• Mango		
8. National River	• Ganga		
9. National Tree	• Indian Banyan		
10. National Animal	• Royal Bengal Tiger		
11. National Aquatic animal	• River dolphin		
12. National Bird	• Indian peacock		

# **Performing Arts**

# A. Classical Dance

Salient facts:

- The Rig Veda mentions dance (nrti) and danseuse (nrtu).
- The discovery of the bronze statue of a dancing girl in Harappan culture testifies to the fact that some women in Harappa performed dances.
- The figure of Lord Shiva as Nataraja represents the creation and destruction of the cosmic cycle.
- Dances performed inside the sanctum of the temple according to the rituals were called Agama Nartanam.
- Dances performed in royal courts to the accompaniment of classical music were called Carnatakam.

The term "classical" was introduced by Sangeet Natak Akademi to denote the Natya Shastra-based performing art styles. These are described as below:

Bharata Natyam (Tamil Nadu)	• The Abhinaya Darpana by Nandikesvara is textual source for it.	
	• The dance movements are characterized by bent legs, while feet keep rhythm. Hands may be used in a series of mudra.	
Kathakali (Kerala)	• The dancers wear large head dresses, and the different colours of the face are extended with moulded lime.	
	• Kathakali dance presents themes derived from the Ramayana, the Mahabharata and other Hindu epics, mythologies and legends.	
Mohini Attam (Kerala)	• Mohiniattyam is characterized by swaying movements of the upper body with legs placed in a stance similar to the plie position. The eyes play an important role in the direction of the movement.	
	• The performer wear the white and gold costume.	
Kathak (Uttar Pradesh)	• The movements include intricate footwork accented by bells worn around the ankles and stylized gestures adapted from normal body language.	
	• Lucknow, Banaras and Jaipur are recognized as the three schools of it.	
Odissi (Orissa)	• The technique of Odissi includes repeated use of the <b>tribhangi</b> , (thrice deflected posture) in which the body is bent in three places, the shape of a helix. This posture and the characteristic shifting of the torso from side to side, make Odissi a difficult style to execute.	
Kuchipudi (Andhra Pradesh)	Kuchipudi exhibits scenes from the Hindu Epics, legends and mythological tales through a combination of music, dance and acting.	
	• <b>Taranagam</b> is the main unique piece of Kuchpudi repertoire, also known as plate (made by brass) dance. In that the dancer must dance upon a brass plate, placing the feet upon the raised edges.	



Manipuri (Manipur)	• It has two major streams. One is the <b>Sankeertana</b> which is the devotional aspect and the other is <b>Raasa</b> .
Sattriya (Assam)	• Dressed in white costumes and turbans, head gears, they include khol playing, performing dance, creating soundscapes, floor patterns and choreographic designs.

S.No.	Dance form	State	
1.	Chhau dance	Odisha, Jharkhand and West Bengal	
2.	Kalbella	Rajasthan	
3.	Dumhal	Jammu and Kashmir	
4.	Hikat & Namagen	Himachal Pradesh	
5.	Chholiya	Uttarakhand	
6.	Bangra	Punjab	
7.	Gaur	Madhya Pradesh	
8.	Karma Dance	Chattisgarh	
9.	Padayani	Kerala	
10.	Kummi and Kolattam	Tamil Nadu	
11.	Naga Dances	Nagaland	
12.	Bihu	Assam	
13.	Nongkrem	Meghalaya	
14.	Thang-ta & Dhol-Cholom	Manipur	
15.	Lahoor	Haryana	
16.	Dollu Kunitha	Karnataka	
17.	Lava Dance	Lakshadweep	
18.	Lavani	Maharashtra	

# **B.** Folk Dances of India

# C. Classical Music

#### Salient facts

- The earliest tradition of Indian music may be traced to Sama Veda which contained the slokas that were put to music.
- The earliest text dealing exclusively with performing arts is Bharata's Natyashashtra.
- Matanga's Brihaddesi: ragas were first named and discussed at great length.
- Sangeet Ratnakara written by Sarangdeva in the thirteenth century mentions 264 ragas.

#### Hindustani Music

- Hindustani Sangeet is usually considered to be a mixture of traditional Hindu musical concepts and Persian performance practice.
- Hindustani music is based on the raga system.

#### Carnatic Music

- Carnatic Sangeet is the South Indian system of classical music.
- Carnatic Sangeet is found in the South Indian states of Kerala, Tamil Nadu, Karnataka, and Andhra Pradesh.

1.	Rasiya Geet	Uttar Pradesh
2.	Pankhida	Rajasthan
3.	Lotia	Rajasthan
4.	Pandavani	Chhattisgarh
5.	Mando	Goa
6.	Hori	Uttar Pradesh
7.	Kajri	Uttar Pradesh
8.	Тарра	Punjab
9.	Daskathia	Odisha
10.	Bihu songs	Assam

# **D.** Folk Music of India

# **E. Musical Instruments**

In the Natya Shastra, compiled by Bharat Muni dated 200 B.C.-200 A.D., musical instruments have been divided into four main categories on the basis of how sound is produced.

Tata Vadya - Stringed Instruments	•	Sound is produced by the vibration of a string or chord. These vibrations are caused by plucking or by bowing on the string which has been pulled taut.	
	•	It is divided as the plucked and the bowed.	
	•	Examples: Veena, Rudraveena, Gotuvadyam, Sitar, Sarod, Guitar, Mandolin, etc.	
Sushira Vadya	•	Sound is produced by blowing air into an hollow column.	
	•	Examples: Flute, Shehnai, Nadaswaram, etc.	
Avanaddha Vadya	•	Sound is produced by striking the animal skin which has been stretched across an earthern or metal pot or a wooden barrel or frame.	
	•	Examples: Drums, Table, Nagada, etc.	
Ghana Vadya	•	Played with a striker or hammer.	
	•	Examples: Chipli, Taal, Sticks, Clappers, etc.	



S.No.	Theatre form	State
1	Bhand Pather	Kashmir
2	Swang	Haryana
3	Nautanki	Uttar Pradesh
4	Bhavai	Gujarat
5	Jatra	Bengal
6	Bhaona	Assam
7	Maach	Madhya Pradesh
8	Tamaasha	Maharashtra
9	Dashavatar	Goa
10	Krishnattam, Mudiyettu, Theyyam	Kerala
11	Yakshagaana	Karnataka
12	Therukoothu	Tamil Nadu
13	Karyala	Himachal Pradesh

# F. Traditional Theatre Forms in India

# G. Puppetry in India

Salient facts:

- The puppets are believed to be around since the time of Harappa and Mohenjodarocivilisation dating back to 2300 BC. Several dolls with strings are found in some of the harappan cities.
- Silappadikaaram is earliest reference to the art of puppetry is found in Sangam literature.

The different forms of puppetry in India are discussed below:

Types of puppet	Salient features	Examples
String Puppets	Marionettes having jointed limbs controlled by strings, allow far greater flexibility.	<ul> <li>Kathputli (Rajasthan)</li> <li>Kundhei (Orissa)</li> <li>Gombeyatta (Karnataka)</li> <li>Bommalattam (Tamil Nadu)</li> </ul>
Shadow Puppets	They are cut out of leather, which has been treated to make it translucent. Shadow puppets are pressed against the screen with a strong source of light behind it.	<ul> <li>Togalu Gombeyatta (Karnataka)</li> <li>Tholu Bommalata (Andhra Pradesh)</li> <li>Ravanachhaya (Orissa)</li> <li>Tolpavakoothu (Kerala)</li> <li>Chamadyache Bahulya (Maharashtra)</li> </ul>
Rod Puppets	It is supported and manipulated by rods from below.	<ul> <li>Putul Nautch (West Bengal)</li> <li>Yampuri (Bihar)</li> <li>Kathi Kandhe (Orissa)</li> </ul>



Glove Puppets	The glove puppets are worn on hands just like a glove. The middle finger and thumb act as hands of the puppet and the index finger acts as the head. Head is made of either papiermache, cloth or wood	•	Pava-kathakali (Kerala) Kundhei Nach (Orissa)
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# Visual Art

# A. Indian Architecture

Indian Architecture evolved in various ages in different parts and regions of the country. Apart from these natural and obvious evolutions from the pre-historic and historic periods, evolution of Indian architecture was generally affected by many great and important historic developments.

#### i. Salient features of Harrapan architecture

- Houses were constructed with burnt bricks. Bricks had uniform size in the ratio of 3:2:1.
- Every house had window for ventilation, toilet and proper drainage system connected. Perhaps people had high awareness regarding personal hygiene.
- Houses were constructed in a "grid system". Roads were connected in right angle.
- They used gypsum mortar for construction.
- "Great bath" is situated in Mohenjo-Daro which was a large water tank that had Flight of steps at the either ends for bathing or ritual bathing.
- Wells are common feature in harappan cities.
- Prime area of the city had huge citadel structure which was possibly an administrative unit. Scholars often have the opinion that this citadel was mostly a residence of a priest who was in charge of administration.
- Huge granaries are found in Mohenjo-Daro, where harappans are believed to store food grains in the need of emergency.
- Cities were surrounded with fortified walls.
- They had both land and water means of transport which lead to extensive trade and commerce. Lothal was their port-city.

The Vedic Aryans who came next, lived in houses built of wood, bamboo and reeds; the Aryan culture was largely a rural one and thus one finds few examples of grand buildings. This was because Aryans used perishable material like wood for the construction of royal palaces which have been completely destroyed over time. The most important feature of the Vedic period was the making of fire altars which soon became an important and integral part of the social and religious life of the people even today.

Unfortunately no structure of the Vedic period remains to be seen. Their contribution to the architectural history is the use of wood along with brick and stone for building their houses.





#### ii. Salient features of Buddhist architecture

- **Buddhist Stupa:** The Buddhist Stupas were built at places where Buddha's remains were preserved and at the major sites where important events in Buddha's life took place. Stupas were built of huge mounds of mud, enclosed in carefully burnt small standard bricks. One was built at his birthplace Lumbini; the second at Gaya where he attained enlightenment under the Bodhi Tree, the third at Sarnath where he gave his first sermon and the fourth at Kushinagar where he passed away attaining Mahaparinirvana at the age of eighty.
- Chaitya: A chaitya is a Buddhist shrine or prayer hall with a stupa at one end.
- Vihara: It refers to "dwellings" or "refuges" used by wandering monks during the rainy season.

#### iii. Architecture of Early Modern Period

#### • Mauryan architecture

Mauryan art and architecture depicted the influence of Persians and Greeks. During the reign of Ashoka many monolithic stone pillars were erected on which teachings of 'Dhamma' were inscribed. The highly polished pillars with animal figures adorning the top (capitals) are unique and remarkable. The lion capital of the Sarnath pillar has been accepted as the emblem of the Indian Republic

Some of the existing pillars with capital figures were found at Basarah-Bakhira, LauriyaNandangarh, Rampurva, Sankisa and Sarnath.

The stupas of Sanchi and Sarnath are symbols of the achievement of Mauryan architechture. The gateways of the Sanchi Stupa with the beautiful sculpture depicting scenes from Jataka stories are specimens of the skill and aesthetic sense of the artisans.

Monumental images of Yaksha, Yakhinis and animals formed the part of sculpture in Mauryan Period.

#### • Post Mauryan Architecture

It led to the establishment of Gandhara Art, Mathura art and Amravati Art

Gandhara School of Art	٠	High influence of Hellenistic and Greek art features.	
	•	Grey-sandstone is used. (we also find images made of stucco with lime plaster)	
	•	Mainly Buddhist images are found	
	•	Patron- Kushana	
	•	Found in north-west India	
	•	Spiritual Buddha images. Very stylish with wavy hair, has beard and moustache and lean body.	
	•	Both seated and standing images are found.	
	•	Eyes are half closed and ears are large.	
	•	The gestures are as follows:	
		a) Abahayamudra : Don't fear	
		b) Dhyanamudra : Meditation	
		c) Dharmachakramudra: A preaching mudra	
		d) Bhumisparshamudra: Touching the earth.	



Mathura School of Art	٠	Indigenous in nature	
	•	Spotted red sandstone	
	•	Buddhism, Jainism and hindu images are found.	
	•	Patronised by Kushana	
	•	North India. Mainly region of Mathura	
	•	Delighted Buddha and not spiritual look	
	•	No beard and moustache	
	•	Strong muscular feature	
	•	Most of them are seated.	
	٠	Eyes are open with small Ears.	
Amravati School of Art	•	Indigenous in nature	
	•	White marble	
	•	Mainly Buddhism	
	•	Patronised by Shatavahanas	
	•	Deccan region near Krishna-Godavari delta.	
	•	Mainly depicts stories of jatakas.	

#### Gupta Architecture

Rock-cut architecture is made by carving into natural rock. Usually hewn into the sides of mountain ridges, rock-cut structures are made by excavating rock until the desired forms are achieved, stone-built architecture, on the other hand, involves assembling cut stone pieces to form a whole.

#### a) Nagara Style of Architecture

- The Nagara style temple is a square with a number of graduated projections (rathakas) in the middle of each face which gives it a cruciform ground shape in the exterior.
- In elevation, it exhibits a tower (Shikhara), gradually including inwards and capped by a spheroid slab with ribs round the edge (amalaka). The entire temple to be built on a stone platform with steps leading up to it.

#### b) Dravidian Style of Architecture

- It consists of intricately carved vimana on top of the sanctum and pillared halls.
- The chief feature of a Chola temple is the vimana or the storey which was later eclipsed by the richly ornamental Gopuram or gateway.

#### c) Vesara Style of Architecture

• The Vesara style also called the Chalukyan type possessed the Dravidian vimana and the Nagara- type faceted walls.



Lingaraja Mandir	Bhubaneswar	Ganga rulers
Konarak, Sun Temple	Orissa	By eastern Ganga ruler Narshimha Deva I.
Ladkhan temple	Aihole	
Dashavatara Vishnu Temple	Deogarh, UP	
Khajurao temples	Madhya Pradesh	Chandela rulers
Sun temple	Hodhera, Gujarat	
Jagannatha temple	Puri	
Shore Temple	Mahabalipuram	Pallavas
Ravan Phadi cave	Aihole	
Virupaksha Temple	Pattadakkal, Karnataka	
Kailasanath temple	Kanchipuram	Pallavas
Brihadeshvara Temple	Tanjavur	Cholas
Kailash Temple	Ellora	Rashtakutas
Mahabodhi Temple	Bodh Gaya	
Rath Temple	Mahabalipuram	Pallavas
Dilwara temple	Mount Abu	Solanki rulers

Important temples of India

#### iv. Indo-Islamic Architecture

Indo-Islamic architecture begins with the Ghurid occupation of India at the close of the 12 century A.D.

#### Decorative forms include:

- The designing was done on plaster through incision or stucco.
- The designs were either left plain or covered with colours.
- Motifs were also painted on or carved in stone. These motifs included varieties of flowers, both from the sub-continent and places outside, particularly Iran.
- Walls were also decorated with cypress, chinar and other trees as also with flower vases.
- In the fourteenth, fifteenth and sixteenth centuries tiles were also used to surface the walls and the domes.
- Popular colours were blue, turquoise, green and yellow. Subsequently the techniques of tessellation (mosaic designs) and pietradura were made use of for surface decoration particularly in the dado panels of the walls. At times lapis lazuli was used in the interior walls or on canopies.
- Other decorations included arabesque, calligraphy and high and low relief carving and a profuse use of jalis.



#### v. Modern Architecture

- **Neo-classical or the new classical:** Its characteristics included construction of geometrical structures fronted with lofty pillars It was derived from a style that was originally typical of buildings in ancient Rome, and was subsequently revived, re-adapted and made popular during the European Renaissance. It was considered particularly appropriate for the British Empire in India. The British imagined that a style that embodied the grandeur of imperial Rome could now be made to express the glory of imperial India.
- **Graeco-Roman architecture:** It made innovative use of covered arcades at ground level to shield the shopper and pedestrian from the fierce sun and rain of Bombay.
- **Neo-Gothic:** It is characterised by high-pitched roofs, pointed arches and detailed decoration. The Gothic style had its roots in buildings, especially churches, built in northern Europe during the medieval period. The neo-Gothic or new Gothic style was revived in the mid-nineteenth century in England.

# **B.** Indian Painting

The origin of Indian painting goes back to 8000 years and an account of its development is inextricably meshed with the development of Indian civilization.

- **Prehistoric painting:** Theme of painting were Hunting theme (group Hunting scenes); Figures of animals & birds; Battle Scenes; Dancing Scenes. Example; Bhibetka Caves (MP).
- **Mural paintings:** Indian Mural Paintings are paintings made on walls of caves and palaces. The caves of Ajanta, Ellora and Elephanta also on the Bagh caves and Sittanvasal are examples of it.
- Miniature Paintings: Miniature paintings are executed on books and albums, and on perishable material such as paper and cloth. The Palas of Bengal were the pioneers of miniature painting in India. The art reached its zenith during the Mughal period and was pursued by the painters of different Rajasthani Schools of painting, like Bundi, Kishangarh, Jaipur, Marwar and Mewar. The Ragamala paintings also belong to this school, as do the Company paintings produced during the British Raj.

Pala School	<ul> <li>They are representations of Buddhist yantras, graphic symbols which were visual aids to the mantras and the dharamis (types of ritual speech).</li> <li>The Buddhist monasteries <i>(mahaviharas)</i> of Nalanda, Odantapuri, Vikramsila and Somarupa were great centres of Buddhist learning and art.</li> </ul>
Mughal School	<ul> <li>It is synthesis of the indigenous Indian style of painting and the Safavid school of Persian painting.</li> <li>The subjects depicted were scenes of warfare, hunting and trials of strength.</li> </ul>
	strength.
Rajasthani school	<ul> <li>The themes of the paintings were mostly religious and love subjects, based on Lord Rama and Lord Krishna. Court scenes were depicted as also royal portraits.</li> <li>The Painut painting developed individual styles in Pundi Kota Jainur</li> </ul>
	• The Rajput painting developed individual styles in Bundi, Kota, Jaipur, Jodhpur and Kishangarh.



Pahari school	•	The Pahari School was lively and romantic, technically superior with soft tonal shading, exquisitely created backgrounds that merged with the theme, and attitudes and postures highly evocative of the moods they were to convey.	
	•	The important centres of the Pahari School were at Basholi, Jammu, Guler and Kangra.	
Deccani school	•	Deccani painting developed at Bijapur, Ahmadnagar, Golkonda and Hyderabad, the former states that formed the region known as Deccan.	
	•	Tanjore paintings are of popular Hindu deities and scenes from Hindu epics. The painting are done on cloth stretched over wood, style is decorative and is marked by the use of bright colours and ornamental details.	
Company school of painting	•	• European artists brought with them the technique of oil painting.	
	•	• One popular imperial tradition was that of picturesque landscape painting.	
	•	• Another tradition of art that became immensely popular in colonial India was portrait painting.	
	•	There was a third category of imperial art, called "history painting".	

• Folk paintings: The rural folk paintings of India bear distinctive colorful designs, which are treated with religious and mystical motifs. These are:

Madhubani Painting	Mithila region of Bihar	
Phad         Scroll painting of Rajasthan		
Warli paintings	Thane, Maharashtra	
Patachitra	Orissa	
Kalighat paintings	Kolkatta	
Jharnapatachitra	West Bengal	
Machilipatnam Kalamkari	Andhra Pradesh	

# Martial Arts of India

Martial Art	State
Gatka	Punjab
Paika	Orissa
Thag Ta	Manipur
Kalaripayattu	Kerala
Choliya	Uttarakhand
Pang Lhabosol	Sikkim
Silambam	Tamil Nadu
Musti yuddha	Uttar Pradesh
Mardani Khel	Maharashtra
Pari Khanda	Bihar

# **Classical Languages**

Classical languages are those which are ancient, of an independent nature and not a derivative of any other tradition.

The criteria evolved by Government to determine declaration of a language as a Classical language is as under:

- High antiquity of its early texts/recorded history over a period of 1500-2000 years;
- A body of ancient literature/texts, which is considered a valuable heritage by generations of speakers;
- The literary tradition be original and not borrowed from another speech community;
- The classical language and literature being distinct from modern, there may also be a discontinuity between the classical language and its later forms or its offshoots.

Today six languages are included in the list of Classical Languages: Tamil (since 2004) Sanskrit (since 2005) Telugu (since 2008) Kannada (since 2008) Malayalam (since 2013) Odiya (since 2014).

# **Important Ancient Universities**

Taxila	Rawalpindi District of Punjab, Pakistan	
Nalanda	Near Patna, Bihar	
Vikramshila	District Bhagalpur, Bihar	
Valabhi University	Saurashtra, Gujarat	
Pushpagiri University	Jajpur district, Odisha	
Somapura University	Naogaon District, Bangladesh	

# Printing, Weaving and Embroidery Styles in India

The styles depend upon the location of the place, climatic conditions, cultural influences and trade contacts.

Printing, Weaving and Embroidery Styles	City/State
Phulkari	Punjab
Baluchari	Murshidabad (West Bengal)
Kantha Embroidery	West Bengal and Bihar
Block Printing	Rajasthan and Gujarat
Resist Printing	Rajasthan, Madhya Pradesh and Tamil Nadu
Bandhni	Gujarat
Bhandej	Rajasthan
Pochampalli	Andhra Pradesh
Kota	Rajasthan
Zardozi	Varanasi, Lucknow, Surat, Ajmer, Bhopal and Hyderabad
Chikankari	Lucknow (Uttar Pradesh)

Jamdani	Tanda (Uttar Pradesh)	
Ikat	Andhra Pradesh and Orissa	
Kasuti	Karnataka	
Kashmiri or Kashida	Jammu and Kashmir	
Shamilami	Manipur	

# **Traditional sarees/fabric of India**

Sarees/Fabric	City/State
Kanjeevaram	Kanchipuram (Tamil Nadu)
Zamdani, Tant	West Bengal
Paithani	Maharashtra
Pattu Saree	Kerala
Pochampally	Andhra Pradesh/Telengana
Gota Saree	Rajasthan and UP
Chanderi	Madhya Pradesh
Bomkai, Kotki, Sambalpuri	Orissa
Kota	Rajasthan

# World Heritage Sites in India

In 1972, the General Conference of UNESCO adopted a resolution with overwhelming enthusiasm creating thereby a 'Convention concerning the protection of the World Cultural and Natural Heritage'. The main objectives were to define the World Heritage in both cultural and natural aspects; to enlist Sites and Monuments from the member countries which are of exceptional interest and universal value, the protection of which is the concern of all mankind; and to promote co-operation among all Nations and people to contribute for the protection of these universal treasures intact for future generations. There are 35 World Heritage Properties in India.

#### Recent additions are:

#### Chandigarh's Capitol Complex

• It comprises three buildings, three monuments and lake, including Palace of Assembly or Legislative Assembly, Secretariat, High Court, Open Hand Monument, Geometric Hill and Tower of Shadows designed by Le Corbusier.

#### Mount Khangchendzonga Park

• The KNP, which covers 25 per cent of Sikkim, is home to a significant number of endemic, rare and threatened plant and animal species. The park combines the religious and cultural practices of Buddhism as well as the ecological significance of the region, and stands out as an outstanding example of traditional knowledge and environmental preservation.

#### Nalanda University

It is large Buddhist monastery in the ancient kingdom of Magadha (modern-day Bihar) in India.



# **Current News Related to Art & Culture**

# **UNESCO 'Award of Excellence' 2015**

- India has won the top UNESCO prize 'Award of Excellence' 2015 for the remarkable conservation efforts of the majestic Sree Vadakkunnathan Temple in Kerala.
- The award recognises the remarkable conservation effort undertaken at the sacred site which employed age-old rituals and conservation techniques drawn from vastu shastra focusing on architecture and construction.
- Vadakkunnathan Temple is an ancient Hindu temple dedicated to Shiva at city of Thrissur. Mural paintings depicting various episodes from Mahabharata can be seen inside the temple. Shiva is worshipped in the form of a huge lingam, which is covered under a mound of ghee, formed by the daily abhishekam (ablution) with ghee over the years.
- Maha Shivaratri is the main festival which is celebrated in the temple. The Aanayoottu of feeding of elephants, is the second biggest festival held in the temple.
- The Pooram Festival is celebrated by two rival groups representing the two divisions of Thrissur Paramekkavu and Thiruvambadi vying with each other in making the display of fireworks grander more colourful.

UNESCO Asia-Pacific Awards for Cultural Heritage Conservation

These awards recognize the achievement of the private sector and public-private initiatives in successfully conserving or restoring structures, places and properties of heritage value in Asia and the Pacific.

The objective is to motivate the protection of Cultural Heritage sites, which are initiated by any individual organization under private sector or institutional organization.

# **HRIDAY Scheme**

- Union government has launched a Heritage City Development and Augmentation Yojana (HRIDAY) scheme to preserve and rejuvenate the rich cultural heritage of the country.
- In the initial phase, 12 heritage cities have been identified which will be rejuvenated and developed under HRIDAY.
- The 12 cities are: Amritsar, Varanasi, Gaya, Puri, Ajmer, Mathura, Dwarka, Badami, Velankanni, Kanchipuram, Warangal and Amaravati.
- It aims to bring urban planning, economic growth and heritage conservation together for heritage cities.
- It also seeks beautification in an inclusive and integrated manner with focus on cleanliness, livelihoods, skills, safety, security, accessibility and faster service delivery of heritage cities.
- Heritage Management Plan (HMP) will be prepared for the identified cities which will outline heritage resources and develop policies to guide their conservation, restoration, future use and development.
- It will seek to improve last-mile connectivity heritage sites by documentation, conservation of areas, providing more facilities for women, senior citizens and differently abled citizens.
- HRIDAY will be dovetailed with the Tourism Ministry's Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) scheme which has an outlay of Rs. 100 crore for augmentation of infrastructure at pilgrimage sites across the country.





### **Swadesh Darshan And Prasad Scheme**

- The Ministry of Tourism has launched 2 new schemes in the last financial year:
  - a) Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes.
  - b) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.
- Under Swadesh Darshan, the following 5 circuits have been identified for development:
  - a) North East Circuit
  - b) Buddhist Circuit
  - c) Himalayan Circuit
  - d) Coastal Circuit
  - e) Krishna Circuit
- Under PRASAD, initially 12 cities have been identified namely Ajmer, Amritsar, Amravati, Dwarka, Gaya, Kedarnath, Kamakhaya, Kanchipuram, Mathura, Puri, Varanasi and Velankanni.

# Government to Develop Bodhgaya as Spiritual Capital

- Bodhgaya is the most important pilgrimage for the Buddhists. Bodh Gaya is the place where Gautam Buddha attained Enlightenment under Bodhi Tree. The exact spot where Buddha sat for 49 days and meditated is now marked by the Mahabodhi Temple complex. The town is also home to dozens of Buddhist monasteries. It is an UNESCO World Heritage Site.
- Primary points of homage are the Mahabodhi Temple, the Vajrasan throne donated by King Ashoka, the holy Bodhi Tree, the Animeshlochana chaitya, the Ratnachankramana, the Ratnagaraha, the Ajapala Nigrodha Tree, the Muchhalinda Lake and the Rajyatna Tree.
- The Tourism Ministry has also launched a comprehensive plan with the World Bank for the development of Buddhist heritage circuits in Uttar Pradesh and Bihar that is estimated to create 10,000 jobs and indirect employments.
- The Buddhist circuits are the places of all high significance holy sites of buddhism; where lord buddha was born, attained enlightenment, preached first sermon and reached nirvana.
- Lumbini, Bodhgaya, Sarnath and Kushinagar are the primary pilgrimage places of buddhist circuits associated with the life and teachings of the Lord Buddha.

Lumbini: Lumbini in southern Nepal is where Queen Mayadevi gave birth to Prince Siddhartha.

Sarnath: Buddha gave his first sermon at Sarnath after achieving enlightenment, about 10 km. from the ancient holy city of Varanasi.

Kushinagar: At Kushinagar close to Gorakhpur in eastern Uttar Pradesh, India en route to Kapilavastu, Lord Buddha fell ill and left this world in 543 BC.





## **International Yoga Day**

- Derived from the Sanskrit word 'yuj', Yoga means union of the individual consciousness or soul with the Universal Consciousness or Spirit. Yoga is a 5000 year old Indian body of knowledge.
- The aim of Yoga is Self-Realization, to overcome all kinds of sufferings leading to 'the state of liberation'. This is one of the oldest sciences of the world, originated in India, which is very useful for preserving and maintaining one's physical and mental health and also for 'spiritual evolution'.
- Yoga has spread all over the world by the teachings of great personalities like Swami Shivananda, Shri T. Krishnamacharya, Swami Kuvalayananda, Shri Yogendara, Swami Rama, Sri Aurobindo, Maharshi Mahesh Yogi, Acharya Rajanish, Pattabhijois, BKS. Iyengar, Swami Satyananda Sarasvati and the like.
- These different Philosophies, Traditions, lineages and Guru-shishya paramparas of Yoga lead to the emergence of different Traditional Schools of Yoga e.g. Jnana-yoga, Bhakti-yoga, Karma-yoga, Dhyana-yoga, Patanjali-yoga, Kundalini-yoga, Hatha-yoga, Mantra-yoga, Laya-yoga, Raja-yoga, Jain-yoga, Bouddha-yoga etc. Each school has its own principles and practices leading to altimate aim and objectives of Yoga.
- WHO has recognized Yoga as one of several traditional therapeutic systems originates in India and Yoga training and therapy departments are being opened in reputed, established medical Institutions and hospitals.
- The First International Yoga Day, which was celebrated across the globe today with the theme "Yoga for Harmony and Peace".
- Outside India, the 1st International Day of Yoga was celebrated in all the Countries of the world (except war torn Yemen) by the Ministry of External Affairs in association with Ministry of AYUSH and various Yoga organizations.
- This year the International Yoga day will be celebrated in Chandigarh.

Other steps taken in Field of Yoga

- a) Ministry of AYUSH through Ministry of Culture has filed nomination to inscribe Yoga as Intangible Cultural Heritage of Humanity under UNESCO.
- b) For imparting Yoga Training to Uniformed Service Personnel, Morarji Desai National Institute of Yoga (MDNIY), an autonomous body under this Ministry had started at its premises, a three and half months duration course titled as 'Certificate Course in Yoga Science' for Para-Military Personnel.
- c) A Central Sector Scheme titled as "Yoga Training for Police Personnel" formulated by the Ministry of AYUSH has been launched with effect from 1<sup>st</sup> April, 2015 in all the Districts of the Country.
- d) Ministry of AYUSH has supported DoPT to start Yoga training programme for Central Government Employees and their family members in 40 Griha Kalyana Kendras across the Country. MDNIY has provided the Yoga instruction and technical support.
- e) Quality Control of India, at the behest of Ministry of AYUSH, has developed a Scheme for Voluntary Certification of Yoga Professionals. The focus of the scheme is to certify the competence of Yoga professionals providing Yoga lessons/classes as Teachers or by any other nomenclature.
- f) The Sports Ministry has decided to recognize Yoga as a sports discipline and place it in the Priority category. e funding to conduct its national championships as well as host international events in the country





## Rashtriya Ekta Diwas

- With a view to foster and reinforce dedication to preserve and strengthen' unity, integrity and security of nation, Rashtriya Ekta Diwas (National Unity Day) was observed all over the country on 31st October, 2015 to commemorate the birth anniversary of Sardar Vallabhbhai Patel.
- The occasion has provided an opportunity to re-affirm the inherent strength and resilience of nation to withstand the actual and potential threats to the unity, integrity and security of our country.
- The reason behind to mark his birthday as National Unity Day is, during his term as Home Minister of India, he is credited for integration of over 550 independent princely states into India from 1947-49 by Independence Act (1947).
- Celebration of the occasion annually would help youth of the country to be aware of and provides an opportunity to everyone to maintain the integral strength of the nation. It makes Indian citizens to realize the importance of national integrity.

Sardar Vallabhbhai Patel's Contribution in Freedom struggle

- Sardar Patel rose against the forced servitude of Indians to Europeans. He organised relief efforts at the time of plague and famine in the Kheda district.
- Sardar Vallabhbhai Patel initiated a village-to-village tour to involve maximum people in the statewide revolt to refuse the payment of taxes.
- Patel supported Gandhi's Non-cooperation Movement and toured the state to recruit more than 300,000 members and raise over Rs. 15 lakh in funds.
- Satyagraha was led by Patel in Nagpur in the absence of Gandhi in 1923 against a law that restricted the hoisting of the Indian flag.

Contribution after independence

- As the first Home Minister, Patel's role was significant in integration of several princely states into the Indian federation.
- He organised relief camps for refugees in Punjab and Delhi.
- Patel was the chairman of the committees that was responsible for Fundamental Rights, Tribal and excluded areas, Minorities and Provincial Constitutions.

## Haryana Government to Constitute Board to Preserve Saraswati Heritage Area

- Haryana Saraswati Heritage Development Board (HSHDB) has been formed in a bid to promote and preserve the various archeo-cultural facets of the Saraswati Heritage Area (SHA).
- HSHDB will conduct meticulous field work to understand and unearth the past and the present content of the Saraswati Heritage Area in Haryana. Data collected from the field work will be used for exposition of cultural patterns and values of SHA.
- The board will also publish books, monographs, journals and also biographies of scholars who have contributed to the study of SHA.
- The board will maintain effective liaison with the UNESCO, Archaeological Survey of India (ASI) and other related National and International Institutions for participation and exchange of scholars and researchers working in the area of Saraswati Heritage.



The Saraswati river finds several mentions in ancient Hindu scriptures like the Rig Veda, the Mahabharata, the Ramayana and others, giving credence to the belief that the river existed during ancient times when it was held in great reverence.

#### Saraswati River

The Sarasvati River is one of the main Rigvedic rivers mentioned in the scripture Rig Veda and later Vedic and post-Vedic texts.

The 'Sapta Sindhu' in Rig Veda refers to the rivers Saraswati, Satadru (Sutlej), Vipasa (Beas), Asikni (Chenab), Parosni (Ravi), Vitasta (Jhelum) and Sindhu (Indus). Among these, the Saraswati and the Sindhu were major rivers that flowed from the mountains right up to the Sea.

For 2000 years, between 6000 and 4000 B.C., the Saraswati flowed as a great river.

The river, which had originated from Kapal tirith in the Himalayas in the west of Kailash, was flowing southward to Mansarovar and then taking a turn towards west.

Evidences:

- Hydrogeological evidences: Lunkaransar, Didwana and Sambhar, the Ranns of Jaisalmer, Pachpadra, etc. are a few of the notable lakes, formed as a result of the changes; some of them are highly saline today, the only proof to their freshwater descent being occurrences of gastropod shells in those lake beds.
- Archaeological evidences: Most of the Archaeological sites have been evidenced that the civilisations are located on the Saraswati river basin. There are 4 Harappan and pre-Harappan sites in Punjab, in addition to the sites in Rajasthan and U.P. These sites are located at Rupar (present Ropar), Nihang Khan, Bara and Sirsa valley. Harappan culture flourished in the western part of Punjab around 2500 B.C. It is believed that the Harappans entered through the Indus Valley into Kalibangan valley on the left bank of Ghaggar (erstwhile Saraswati) and spread to Punjab along the Saraswati River. Carbon dating of the material at Kalibangan suggests that Harappan culture flourished around 2500 B.C. in India and existed for 1000 years. So the present day geomorphologic set up did not exist till 1500 B.C. and the Indus, the Sutlej and the Beas followed independent courses to the Sea.
- Evidences from Remote Sensing and GIS: A remote sensing study of the Indian desert reveals numerous signatures of palaeochannels in the form of curvilinear and meandering courses, which is identified by the tonal variations. The Saraswati River could be traced through these palaeochannels as a migratory river. Its initial course flowed close to the Aravalli ranges and the successive 6 stages took west and northwesterly shifts till it coincides with the dry bed of the Ghaggar River.

## Santhara

- The ancient ritual of Santhara, also called Sallekhana, consists of voluntary starvation to embrace death. The Swetambar (white sect) community, which practises the ritual, considers it the ultimate way to attain moksha(release from the cycle of rebirth), when one believes his or her life has served its purpose. Practised mostly by elders nearing death or having no desire to live any more, this ritual demands the practitioner to even give up drinking water; it is never advisable for young adults or children.
- In August 2015, Rajasthan HC compared Santhara with suicide and made it an offence punishable under the IPC. The Judgment was criticized by Jain community and Subsequently Supreme Court stayed the Rajasthan High-Court order and lifted the ban on *sallekhana*. Supreme court considered Santhara as a component of non-violence ('Ahimsa').





#### • Arguments against Santhara:

- a) It is a form of suicide.
- b) Death by Santhara was not a Fundamental Right under Article (25) (freedom of conscience and free profession, practice and propagation of religion), because it violated the right to life guaranteed under Article (21).
- c) Religious freedom is subject to public order, morality and health.
- d) It is not established that 'Santhara or Sallekhana' is an essential practice of the Jain religion. Jain scriptures or texts don't say that moksha (salvation) can be achieved only by Santhara/Sallekhana.
- e) It's a social evil, and old people are made to undertake Santhara/Sallekana by family members who don't want to look after them for a variety of reasons.

#### Arguments in favor if it:

- a) The vow of Santhara/Sallekhana is taken when all purposes of life have been served, or when the body is unable to serve any purpose of life. It is not the giving up of life.
- b) Jain texts make a clear distinction between the *sallekhanâ* vow and suicide. According to Jain text, Purucârthasiddhyupâya: "When death is imminent, the vow of *sallekhanâ* is observed by progressively slenderizing the body and the passions. Since the person observing *sallekhanâ* is devoid of all passions like attachment, it is not suicide.
- c) In both the writings of Jain Agamas and the general views of many followers of Jainism, due to the degree of self-actualisation and spiritual strength required by those who undertake the ritual, Sallekhanâ is considered to be a display of utmost piety, purification and expiation.

#### Jewels of Jainism:

- Right faith
- Right knowledge
- Right conduct

The principles of Jainism as preached by Mahavir:

- Rejected the authority of Vedas & Vedic rituals
- Did not believe in the existence of God
- Believed in karma & the transmigration of soul
- Lead great infancies on equality

Jainism was divided into 2 parts:

- Svetambara (white-clad) is a term describing its ascetics practice of wearing white clothes, which sets it apart from the Digambara (sky-clad) Jainas, whose ascetic practitioners go naked. Svetambara, unlike Digambaras, do not believe that ascetics must practice nudity. Svetambaras also believe that women are able to obtain moksha.
- The Digambar sect of Jainism rejects the authority of the Jain Agama compiled by Sthulabhadra. They believe that by the time of Dharasena, the 23rd teacher after Gandhar Gautama, knowledge of only one Anga was there.



# **Chettinad Cotton Saree Gets Indian Handloom Tag**

- Chettinad Cotton Saree also known as "kandaangi" of Tamil Nadu, unique in the dramatic and spontaneous use of colour and pattern with bold checks, stripes and contrasting hues has got the Indian Handloom tag under the India Handloom Brand Scheme after checking various quality parameters stipulated by the Standard Operating Procedure (SOP) and offered a logo.
- "India Handloom Brand" is an endorsement to quality of the handloom products in terms of raw material, processing, embellishments, weaving design and other parameters besides social and environmental compliances for earning the trust of the consumers. (saris, dress materials, bed-sheets, scarf, shawl etc. are endorsed under it).

#### It seeks to ensure this by giving particular attention to the following:

- a) Production of high quality, defect free, hand-woven, authentic "niche product"
- b) Zero defect
- c) Authentic traditional design
- d) Zero impact on environment
- e) Social compliance

#### Advantages of tag

- a) Customer will be assured of the quality of the product as per specification.
- b) Bulk buyers and exporters will be able to source quality fabrics as per his/her design produced in time and establish a distinct market positioning for authentic hand-woven fabrics of India.
- c) Weaver will be able to get bulk orders and higher wages by interacting directly with the market.
- d) Weaver entrepreneur (younger generation) will take up traditional profession of production of quality handloom fabrics in bulk and marketing within and outside the country.
- e) It will empower women and disadvantaged segments.

Traditional sarees/fabric of India

- Kanjeevaram Kanchipuram (Tamil Nadu)
- Zamdani, Tant West Bengal
- Paithani Maharashtra
- Pattu Saree Kerala
- Pochampally Andhra Pradesh/Telengan
- Gota Saree Rajasthan and UP
- Chanderi Madhya Pradesh
- Bomkai, Kotki, Sambalpuri Orissa
- Kota Rajasthan

## Sahapedia

- Sahapedia is an open online resource on the Arts, Cultures and Heritage of India. "Saha", Sanskrit for "together with", is an invitation to explore together the richness of our cultural landscapes.
- Sahapedia is a orientation of not-for-profit society.
- It also seeks to educated and spread knowledge about practices and rituals, histories, institutions, people, built spaces and natural environment.
- It will be accessible across user groups such as scholars, practitioners, students, teachers, traveller and enthusiasts.
- It will also play important role in integrating activities and services including research, documentation, digitization and conservation.

## Adarsh Smarak Yojana

- The Ministry of Culture aims to promote, preserve and conserve the cultural heritage of the country.
- The main functions of the Culture Ministry include maintenance and conservation of heritage, historic sites and ancient monuments, administration of libraries, promotion of literary, visual and performing arts, observation of centenaries and anniversaries of important national personalities and events.
- Other mandate of the Ministry is promotion of institutions and organizations of Buddhist and Tibetan studies, promotion of institutional and individual non-official initiatives in the fields of art and culture, entering into cultural agreements with foreign countries and creating cultural awareness from the grass root level to the international cultural exchange level.
- Recently for conservation of monuments in India, ASI has identified 25 monuments to be developed as Model Monuments. These monuments would be provided necessary tourist facilities including wi-fi, security, signages, encroachment free area, interpretation centres showing short films about the importance of monuments and signboards of Swachh Bharat Abhiyan.
- The monuments are:
  - 1. Leh Palace, Leh, J&K
  - 2. Humayun's Tomb, New Delhi
  - 3. Qutb Complex, New Delhi
  - 4. Red Fort, Delhi
  - 5. Hazarduari Palace, Murshidabad, WB
  - 6. Shore Temple, Mahabalipuram
  - 7. Elephanta Caves, Mumbai, Maharashtra
  - 8. Taj Mahal, Agra, UP
  - 9. Kumbhalgarh Fort, Rajasthan
  - 10. Rani-ki-Vav, Gujarat



- 11. Fatehpur Sikri, Agra, UP
- 12. Hampi, Karnataka
- 13. Jageshwar Temples, Uttarakhand
- 14. Sravasti, UP
- 15. Sarnath, UP
- 16. Vaishali-Kolhua, Bihar
- 17. Khajuraho, MP
- 18. Mandu, MP
- 19. Martand Temple, Kashmir
- 20. Thanjaur-Brihadeshwar, Tamil Nadu
- 21. St. Angleo Fort, Kerala
- 22. Masrur Rock-cut Temple, Himachal Pradesh
- 23. Rang Ghar, Sibsagar, Assam
- 24. Konark Temple, Odisha
- 25. Daulatabad Fort, Maharashtra

## Gandhi Heritage Sites Mission

The mandate to the Mission will be to develop the Gandhi Heritage Sites according to the comprehensive list prepared by the Panel of Gandhi Heritage Sites.

The mission would be entrusted with the identification, collation and assessment of information on 'Gandhi Heritage' material for its management and deployment.

The mission's task would also include the determination of conservation methodology and priorities for documents and objects, particularly from the point of view of archival storage and museology and for physical structures and sites, as also guidelines for their subsequent maintenance.

The dissemination of information based on relevant material for identification, collation and assessment and conservation would be through a web-based portal, publication's, audio/visual (CDs, digital prints, etc.) and communication through core sites while specifying, where necessary, function and use and the significance of the site.

Gandhi Heritage Sites Mission has taken up several projects have been described below:

- Upgradation and modernization of Gandhi Ashram Trust at Noakhali (Bangladesh)
- Upgradation of the Gandhi Smarak Sangrahalaya, Barrackpore, Kolkata
- Curating exhibition of permanent nature at Pietermaritzburg Railway Station, South Africa
- Creation of data base relating to Gandhi Heritage Sites etc.



# **Festivals in News**

S.no.	Festival	Place	Deity/lord
1.	Nabakalebar Rath Yatra	Puri	Lord, Jagannath, Balabhadra, Subhadra and Sudarshan.
2.	Sinhastha Kumbh Mela	Ujjain	Samudra Manthan (Churning of the ocean)
			- Lord Mahakal
3.	Hundred Drums Wangala Festival	Meghalaya	Post-harvest festival of the Garos tribes
4.	'Festival of Flowers'	Telangana	Spring Festival of Goddess Gauri
5.	Nuakhai	Orissa	Festival of harvest
6.	Tendong Lho Rum Faat Festival	Sikkim	Festival of worshipping mountains, rivers, lakes and caves
7.	Chapchar Kut festival	Mizoram	celebrated to mark 3 different stages of the agricultural cycle
8.	Losar festival	Ladakh (J&K)	Tibetan new year
9.	Sajibu Cheiraoba festival	Manipur	Celebration of New Year
10.	Medaram Sammakka Sarakka	Telangana	Offering to the Goddess
11.	Myoko festival	Arunachal Pradesh	Worship of sun and moon
12.	Chinakkathoor Pooram	Kerala	festival of colours and tuskers, held annually at the SreeChinakkathoor Bhagavathy Temple, Palappuram

# **Awards in News**

#### a) Fukuoka Asian Culture Prize 2015

Historian Ramachandra Guha has been awarded with the Fukuoka Asian Culture Prize in the academic category.

The Fukuoka Asian Culture Prize, established in 1990 by the Japanese city of Fukuoaka, recognises outstanding achievements by individuals or groups in preserving and creating the unique and diverse cultures of Asia. The aim is to foster and increase awareness of the value of Asian cultures as well as to establish a framework within which Asians can learn from and share with each other,

#### The Fukuoka Prize is offered in three categories:

- Grand prize
- Academic prize
- Arts and Culture prize.

Other Indian Fukuoka Prize winners include sitar maestro Ravi Shankar, danseuse Padma Subrahmanyam, historian Romila Thapar, sarod player Amjad Ali Khan, social and cultural critic Ashis Nandy, post colonial studies scholar Partha Chatterjee, environmental activist Vandana Shiva and contemporary artist Nalini Malani.





#### b) PATA Award 2015

The Kerala Tourism has bagged this year's Pacific Asia Travel Association award for its Muziris Heritage Project in the 'Heritage & Culture' category.

#### About Muziris Heritage Site

The Government of Kerala has initiated the Muziris Heritage Project to reinstate the historical and cultural significance of the legendary port of Muziris. The region is dotted with numerous monuments of a bygone era that conjure up a vast and vivid past. The entire project is designed to involve and integrate the local community in all intended developmental initiatives.

#### **Project Highlights:**

- The largest heritage conservation project in India.
- The first Green Project of the Government of Kerala.
- Involvement of multiple Government Departments and convergence.
- More than 25 museums to appreciate the Muziris Heritage.
- A research and academic institution to support the project.
- Major improvements in infrastructure.
- Integration with local communities through native resource persons for data collection, survey etc.

#### Project objectives:

- To promote awareness and understanding of the cultural distinctiveness and diversity of Muziris
- To conserve cultural assets and safeguard them for the present and future generations
- To practice and promote sustainable development
- To promote participative approach towards conservation and restoration
- To ensure accessibility for all
- To include the heritage of Muziris in regional educational programmes
- To integrate and heritage management for mutual synergy

#### Pacific Asia Travel Association

Founded in 1951, the Pacific Asia Travel Association (PATA) is a not-for profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.

Winner privileges:

- Gain a major boost to an organisation's marketing and public relations profile
- Attract valuable media coverage in various PATA communications channels including the weekly PATA Voice e-newsletter, press releases and social media channels
- Entitled to leverage the prestigious PATA Gold Awards Winner logo on their collaterals

#### c) Golden City Gate Award

Kerala Tourism's new campaign on responsible tourism has bagged the prestigious 'Golden City Gate Award' at the worlds leading travel trade show ITB in Berlin.

Responsible Tourism policies in Kerala, tempered by an understanding of the uniqueness of the destination, have created a positive impact on the larger interests of the people, on the destinations natural treasures and on the vibrant culture of the state. These initiatives have led to several life-changing stories and have become the heart of it.

Golden Gate Award is entitled as Oscar in tourism communication. It is awarded every year for the ultimate recognition in global tourism communication at the ITB-Berlin which is the world's leading travel trade show.

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