



# केन्द्रीय माध्यमिक शिक्षा बोर्ड

(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)

## CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organisation Under the Ministry of Education, Govt. of India)



CBSE/ACAD/DS(MS)/2023

Date: 10.11.2023

Circular No: Acad-128/2023

All the Heads of Schools Affiliated to CBSE

**Subject: Establishing Culture and Heritage Clubs in School with SPIC MACAY as Knowledge Partner – reg.**

Dear Principal

This is with reference to CBSE circular no. 33/05 dated 18.10.2005, circular No. 50/10 dated 18.08.2010, circular no.76/2011 dated 24.10.2011 and circular no. Acad-124/2021 dated 09.12.2021, regarding the importance of culture and values-integrated education for the all-round development of young students who will decide and define the future of our country. Appreciation and understanding of India's rich cultural heritage, diversity, traditions, literature, art etc. and learning about the geographical diversity of the Indian subcontinent is an important Curricular Goal of **NCF-SE 2023**. Building pride and rootedness in India is a focus across all Curricular Areas. To these objectives, it is essential to give exposure to the child to the heritage and 'Knowledge of India.'

The Society for the Promotion of Indian Classical Music and Culture Among Youth (**SPIC MACAY**) is actively involved in providing support for values-based cultural activities in educational institutions. It organizes programs of classical/folk, music, dance, crafts, and other cultural activities to inspire students to appreciate the intrinsic soul of Indian culture and heritage, as well as interactive sessions to understand the deeper values of these forms. Government-recognized awardees and well-renowned Guides (*Gurus*) and artisans from diverse fields conduct the programs.

Schools are therefore advised to establish Culture and Heritage Clubs to introduce students to experiential, value-based education formally. Suggestive activities for Culture & Heritage Clubs, and other suggestive modules are given in Annexure 1 & 2. SPIC MACAY will extend their resources as Knowledge Partners to Culture and Heritage Clubs in schools.

For more details, the schools may contact National Coordinator (Schools), SPIC MACAY, at [heritageclub@spicmacay.com](mailto:heritageclub@spicmacay.com) or [nehasharma@spicmacay.com](mailto:nehasharma@spicmacay.com)

With Best Wishes

**Dr. Joseph Emmanuel**  
Director (Academics)



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**Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:**

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Shaheed Jeet Singh Marg, New Delhi-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309
3. The Secretary, Eklavya Model Residential Schools (EMRS), Ministry of Tribal Affairs, Government of India.
4. The Secretary, Sainik Schools Society, Room No. 101, D-1 Wing, Sena Bhawan, New Delhi-110001
5. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odhisha-751005
6. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054
7. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160017
8. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101
9. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791 111
10. The Director of Education, Govt. of A&N Islands, Port Blair – 744101
11. The Director of School Education, Ladakh, Room No.101-102, Ground Floor, Council Secretariat, Kurbathang, Kargil - Ladakh
12. The Director of School Education, Andhra Pradesh, 3<sup>rd</sup> Floor, B block, Anjaneya Towers, VTPS Rd, Bhimaraju Gutta, Ibrahimpatnam, Andhra Pradesh – 521 456
13. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector -3, Rohini, Delhi
14. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001
15. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
16. DS to Chairperson, CBSE
17. Secretary/ Controller of Examinations/ All Directors, CBSE
18. All Regional Directors/ Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions
19. All Joint Secretary/ Deputy Secretary/ Under Secretary/ Assistant Secretary, CBSE
20. All Head(s)/ In-Charge(s), Centre of Excellence, CBSE
21. In charge IT Unit with the request to put this Circular on the CBSE Academic Website
22. In-Charge, Library
23. Record File

**Sd/-  
Director (Academics)**



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### Annexure 1

#### **SPIC MACAY Activities for CBSE Culture and Heritage Clubs**

The CBSE Culture and Heritage Clubs can carry out the following activities as per the SPIC MACAY program guidelines:

1. Classical and Folk Arts (Dance/Music/Art/Crafts) Lecture-Demonstrations and Workshops:
  - a. Lecture-Demonstrations by well-known exponents of classical and folk art forms (Lec-Dem series)
  - b. Concerts by renowned artists (FEST series)
  - c. Workshop-Demonstrations by relatively younger and accomplished artists (SNA/YSNA awardees)
  - d. 5 to 10 day-long intensives (Workshops) by accomplished artists (appreciation activity)
  - e. Workshops of longer duration of 15 to 30 days with an artiste and their disciples (initiate learning and more profound understanding)
2. Crafts Workshops: Three to Six days long craft workshops.
3. Cinema Classics Screenings:
  - a. Screening of Classical world cinema movies by renowned Directors and discussion
  - b. Cinema Classic festivals
4. Talks: Talks by enlightened individuals on
  - a. Performing and visual art forms including Cinema
  - b. Literature
  - c. Nature and environment
  - d. Development and Philosophy
5. Virasat: Be a part of and coordinate Virasat - a festival comprising performances and workshops in folks and classical arts, literature, crafts, talk, theatre, cinema, and yoga in different educational institutions in and around the city or a region over five to ten days with multiple modules at Institution's Campus.
6. Yoga/Holistic Camps
7. Heritage walks and Heritage tours
8. Gurukul Scholarship Scheme: Select students from the Institute will stay with Gurus for a month during summer to imbibe the ethos of an alternate education system. The Gurus are masters who inspire and are not restricted to classical art forms or spirituality.
9. Rural School Intensives: A six-day program for rural school children from a district/region/state with workshops and performances in folk and classical forms, talks, movie screenings, and interactions.
10. Conventions: Participation and organization of
  - a. State Convention
  - b. Zonal Convention
  - c. National Convention.
11. Other Activities:
  - a. Workshops, publications, exhibitions, celebrations of local/national festivals, environment and nature care, study tours to places of cultural importance, quizzes, talks, debates, panel discussions, and other culture-related activities.
  - b. Take responsibility as a nodal center, coordinate the SPIC MACAY activities in educational institutes in and around the city/district.



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### Annexure 2

#### SPIC MACAY Modules at a Glance

SPIC MACAY covers various aspects of our activities, from classical and folk arts to heritage walks and talks with eminent, inspiring personalities. To know in-depth about each module, please visit <https://spicmacay.org/modules>

1. Yoga and Meditation - Encompasses various forms of Yoga and meditation practices (Naad, Hatha, Mindfulness, and more)- the invaluable gifts of Indian civilization to the world.
2. Classical Arts - Indian classical music (Hindustani and Carnatic) - both vocal and instrumental, as well as dances, presented in an interactive and inspiring stage format by the living legends.
3. Folk Arts - Various Indian folk arts (music, dance, theatre, painting, handicrafts, textile, etc.) from all over India, demonstrated by the leading experts.
4. Theatre - Live plays by major theatre troupes in different languages and styles work as engaging media for young students while reflecting society and its perspective.
5. Cinema Classics - Cinema is a mirror held out to the face of society. SPIC MACAY screens cinema classics by great directors like Satyajit Ray, Charlie Chaplin, Akira Kurosawa etc.
6. Talks - An exhilarating amount of knowledge is taught to the youth by a galaxy of gurus through talks, covering various topics such as Art, Philosophy, Theatre, History, etc.
7. Heritage Walks - Heritage walks are the best way to learn and recognize our culture, tradition, heritage, rich Nature, philosophy, myths, and associated rituals.
8. World Heritage - SPIC MACAY collaborates with masters of classical arts from different parts of the world and brings them to the country's youth, encouraging global unity and cultural awareness.

#### Folk Art and Craft Workshops

Our rich heritage and culture are well embedded in our crafts and folk. Indian folk and crafts are varied and diverse in themes, forms, and styles. The folk forms have contributed significantly to the development of the classical forms of the country. Different artisans continue to influence our heritage with crafts such as puppetry, painting, carving, fabric coloring, etc. SPIC MACAY organizes various folk and crafts workshops under great Gurus. It has played a successful role in preserving and propagating the rich folk and crafts tradition. Some of the arts and crafts workshops available are as follows:

- Pandavani: Pandavani is a folk singing style of musical narration of tales from the ancient epic Mahabharata with musical accompaniment and Bhim as the hero. This folk theatre form is prevalent in Chhattisgarh and the neighboring tribal areas of Orissa and Andhra Pradesh.
- Bauls: The Bauls of Bengal was an order of musicians in 18th, 19th, and early 20th century India who played music using a khamak, ektara, and dotara. The word Baul comes from Sanskrit batul, meaning divinely inspired devotion. They are a group of Hindu mystic minstrels. Bauls travels in search of the internal ideal, Maner Manush (Man of the Heart).
- Karagattam: A folk dance of Tamil country, the villagers perform this dance praising the rain goddess "Mari Amman ."In this dance, the performers beautifully balance the water pot on their heads. Traditionally, this dance is performed in two types - Aatta



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Karagam is danced with decorated pots on the head and symbolizes joy and happiness. In contrast, the Sakthi Karagam is performed only in temples and is mainly danced for entertainment.

- Yakshagana is a classical dance drama popular in the state of Karnataka. This theatre art involves music, songs, dance, acting, dialogue, story, and unique costumes. While songs and dance adhere to well-established talas similar to classical Indian dance forms, acting and dialogues are created spontaneously on stage, depending on the artists' ability. Combining classical and folk elements makes yakshagana unique from any other Indian art. It would be considered a form of opera in Western eyes.
- Puppetry: A puppet is one of man's most remarkable and ingenious inventions. Stories adapted from Puranic literature, local myths, and legends, usually from the content of traditional puppet theatre in India, imbibe elements of all creative expressions like painting, sculpture, music, dance, drama, etc. Different types of puppetries are seen across India. String puppets, Shadow puppets. Glove puppets, etc.
- Weaving: It is a method of fabric production in which two distinct sets of yarns or threads are interlaced at right angles to form a fabric or cloth. Cloth is usually woven on a loom, a device that holds the warp threads in place while filling threads are woven through them.
- Bamboo Crafts: The essential tools for bamboo crafts consist of a 'dao' (billhook), a knife, and a jak. The manufacture of cane and bamboo products is carried out chiefly outdoors.
- Madhubani Painting: Madhubani painting or Mithila painting is a style practiced in the Mithila region of Bihar. Painting is done with fingers, twigs, brushes, nib-pens, and match sticks, using natural dyes and pigments, and is characterized by eye-catching geometrical patterns.
- Pattachitra Paintings: The Sauras, one of the most ancient tribes of Orissa, find mention in Hindu myths, classics, and even the Puranas and are noted for their Pattachitra paintings. The Bhakti movement inspired these paintings. They are mainly on the religious subjects that revolve around Lord Jagannath at Puri's famous Jagannath Temple. They are known for their bold lines and brilliant colors.
- Paper Mâché: It is a composite material consisting of paper pieces or pulp reinforced with an adhesive, such as glue, starch, or wallpaper waste. Two main methods are used to prepare paper mâché; one uses paper strips glued together with adhesive, and the other uses paper pulp obtained by soaking or boiling paper to which the adhesive is added. The traditional method of making paper mâché adhesive uses a mixture of water and flour or such starch mixed to the consistency of heavy cream.
- Block Printing: Block printing has been practiced all over India since the 12th century. Block printing employs wooden or metal blocks to print designs and patterns on fabric by hand.
- Kalamkari Painting: It is a beautiful art form of Andhra Pradesh. It refers to painting natural dyes onto cotton or silk fabric. Kalamkari means Kalam (pen) and kari (work), which means artwork done using a pen.
- Bandhej (Tie and Dye): Bandhani is a type of tie-dye practiced mainly in Rajasthan and Gujarat, India. Bhandhani is derived from the word 'banda' (to tie).
- Terracotta: Terracotta is a type of earthenware, a clay-based glazed or unglazed ceramic manufactured across different regions of India. Clay figures are also made in Tamil Nadu and Pondicherry. Traditionally, each village is guarded at its entrance by an enormous terracotta horse that belongs to Lord Ayyanar, who protects against all evils.



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