



INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

भारतीयप्रबंधसंस्थानतिरुचिरापल्ली

Tiruchirappalli – 620015, Tamilnadu, INDIA

तिरुचिरापल्ली– 620015, तमिलनाडु, भारत

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IIM Tiruchirappalli launches SPIC MACAY chapter

Indian Institute of Management Tiruchirappalli (IIMT) launched its SPIC MACAY chapter on 28th September with an inaugural performance by the immensely talented artists from the Manipur Academy, Imphal mentored by Padma Sri Guru Thanil Singh. Apart from members of IIMT, the event was attended by staff from Bharathidasan Institute of Management, Bharat Heavy Electricals Ltd., and students from NIT Trichy.

The event began with the ceremonial lighting of the lamp by the honorary guest, N.G.Ramesh, A.G.M, State Bank of India, Trichy. Chinmaya Arjun Raja, State coordinator, SPIC-MACAY Tamil Nadu and Pondicherry, who delivered the welcome address, emphasized on the volunteerism aspect in SPIC MACAY, which has turned the idea initiated by a group of IITians in the 1970s into a sustained national movement spreading India's rich classical and cultural heritage. This was followed by a splendid performance of 'Pung Cholom' – a dance (cholom) borrowing elements from the Manipuri martial arts performed to the beats of the percussion instrument pung, signifying how raga, tala and nritama come together to sanctify the space and the audience.

SPIC-MACAY, the acronym for the 'Society for Promotion of Indian Classical Music and Culture Amongst Youth', is an organization that has about 500 artists and conducts over 5000 events annually in educational institutions around the world. It is a non-political, voluntary organization that organizes programs of classical music and dance, folk arts, crafts, yoga, classic cinema screenings and heritage walks in school and college campuses throughout the world to make students more aware about Indian and world heritage.