



Coming together to celebrate the rich and diverse heritage of Pondicherry
7th January – 11th February

Organised by

Supported by



People for Pondicherry's
Heritage



INTACH
Pondicherry Chapter



PondyCAN!



Government
of Puducherry



Department of Tourism
Pondicherry



INTACH

Pondicherry heritage festival 2020

Concept of Pondicherry Heritage Festival:

Popular destinations across the world such as New York, Berlin, Paris and Sydney continue to attract a wide audience from all spheres of life and are melting pots for cultural exchanges. Pondicherry also has this quality of bringing together a diverse population of tourists and travellers looking for something to coax them into a new, exciting, passionate and yet peaceful lifestyle and environment. There is an unseen force behind how Pondicherry invites people of all cultures and yet retains its own, which expands beyond the exotic charm of its beautiful architectural heritage and sandy beaches.

Magical yet ordinary to the casual eye, the city harbours a deeper meaning and connection to the intangible realms of beauty, wisdom, tranquillity and harmony. This has led Pondicherry to become a universal platform for positive inner change and has inspired an inclusive, collective and inspiring evolution towards a future, long foreseen by the sages of yore. The marriage of spirituality and material research is a trademark of Pondicherry's excellence and uniqueness. On November 29th, 2014, the collapse of the Mairie building (Town hall) of Pondicherry, which was built in 1870 to accommodate the offices for the mayor of Pondicherry, led to the realization that the need to conserve and celebrate the heritage of Pondicherry is immense.

A group thus emerged from the civil society called "People for Pondicherry's heritage" (PPH) and conceived the idea of the Pondicherry heritage festival, first of which was held in 2015 and became an annual event. The Pondicherry heritage festival is being organised by People for Pondicherry's heritage (PPH), INTACH-Pondicherry and PondyCAN.

The main objectives of Pondicherry's heritage festival are:

- A) to create and strengthen this distinct identity of belonging and being Pondicherrian for all its residents,
- B) to show its unique character in all its diversity to visitors who come from all over the country and the world attracted by the idea of "Pondicherry",
- C) to create a platform for experts, historians and old residents to meet and discuss what is special about Pondicherry and how we can preserve the same.

The charm and beauty of Pondicherry presents a unique challenge to the government and civil society interested in protecting and restoring its built heritage. Unlike the monuments and national parks under the purview of the Archaeological Survey of India, the architectural heritage of Pondicherry is a melange of private and government buildings. Pondicherry has two distinct parts namely, the French and Tamil quarters. The structures in the French quarter are a fusion of European classical style and local vernacular architecture and those in Tamil quarter are built in the vernacular style of Tamil Nadu. Both have influenced one another resulting in a harmonious blend of both the styles in many buildings.

Pondicherry's unique architectural style is an inheritance of which we are but today's custodians. It is our responsibility to preserve the essence of this built heritage for the future generations. It is with this vision that Pondicherry heritage festival sought to explore the various facets of the town's culture, spiritual heritage, contributions to the world of art, literature, folk and classical music and dance, traditional and contemporary crafts and the work done by many organizations, institutions and individuals towards understanding and preserving the heritage of the town.

Evolution of Pondicherry Heritage Festival:

Now in its Sixth year, the Pondicherry Heritage Festival continues to celebrate the singular character of this extraordinary town and its environs. In the first year, 2015, attention was drawn to Pondicherry's outstanding architectural legacy, its spiritual heritage and intangible heritage. The following year, 2016, the festival celebrated Pondicherry's natural heritage, explored its heritage through the written word, visual arts and performing arts. In 2017, besides celebrating architectural, intangible and natural heritage, the festival focused on one of Pondicherry's most ancient heritage, at Bahour. In 2018, the festival focused on the streetscapes of Pondicherry and expanded to explore another ancient heritage of Pondicherry, at Madagadiped, Thirubhuvanai and Thiruvandar Kovil. In 2019, the emphasis of the festival was about Pondicherry's splendid natural heritage, and specifically its wetlands and water bodies. This year it is all about Water Conservation, Preserving our Natural Heritage: wetlands and water bodies. The festival expanded in this year with several local organisations and individuals actively involved & organising events, under the Pondicherry Heritage Festival banner. This overwhelming response made the heritage festival again a three weeks event from 7th January to 11th February 2020.

“Coming together to celebrate Pondicherry's rich & diverse heritage”

The success of the Pondicherry Heritage Festival is due to the active participation of our Festival partners and new participants.

Events of this year:

1. **Academic competition:**
 - a. Heritage Quiz.
 - b. Art activities for school children.
 - c. Water expo.
2. **Book launch:**
 - a. Nil Kusum by Rajen Parekh.
 - b. Vaishnavi's Poetry book.
3. **Workshop:**
 - a. Warli Art.
 - b. Madhubani Art workshop.
 - c. UNESCO workshop, Heritage conservation Seminar.
 - d. Water kolam workshop.
4. **Cooking classes:**
 - a. Discovery of the Richness of Seafood recipes from Pondicherry.
 - b. Creole Cooking.
 - c. Indo-Vietnamese recipes.
5. **Drama:**
 - a. "Bharathi Yaar?" A Bio-play in Tamil.
 - b. Historical Drama in Kanaganeri.
6. **Music:**
 - a. Run by Adishakti.
 - b. Siddharth and group.
 - c. Hindustani Classical-Sarod Recital.
7. **Discussion:**
 - a. Water Conservation.
 - b. Geography of the night.
 - c. Waterscapes evening walk.
8. **Dance:**
 - a. Odissi by Rekha Tandon.
 - b. College students dance.
 - c. Indian Music and French dance by Students.
9. **Inauguration:**
 - a. "Made in Pondy".
 - b. St.Joan of Arc garden renovation.
10. **Photo Exhibition: Wetlands photo exhibition.**
11. **Cycle tour: Around Pondy's water bodies.**
12. **Food Trail: Celebrating Local cuisine of Pondicherry.**
13. **Street Play: Reclaiming the streets for children.**
14. **Reception: To give the Guardian of our Heritage 2020 Award.**
15. **Fashion show.**

Academic competition:

Pondicherry Heritage Quiz:

On 7th of January, a Heritage quiz was organised by Dr. Kannan and Pondicherry Heritage Festival organisers. Heritage quiz was held at Alliance Francaise campus, Pondicherry, with the support of Education Department, Pondicherry. It had requested all the schools of Pondicherry to take part which included both Government and Private Schools.

The topic for Quiz competitions was about Heritage of Pondicherry.

- Junior level entry was VI grade to VIII Grade
- Senior Level entry was IX grade to XII Grade

Quiz was conducted in both Tamil and English for both the levels.

Competition	Number of Participation
Juniors Tamil	4
Juniors English	60
Seniors Tamil	4
Seniors English	40



Students registering for Quiz competition



Inauguration



Quiz Competition - Prelims



Quiz Competition-Finals



Interactive Session with Students



Prize Distribution



Group Photo of Chief Guests and Winners

Art Activities for school children - Creative Expression – (Day – 1):

On 9th January we hosted various programs for School children to ignite the young minds about their Heritage and make them participate and celebrate the Heritage of their own town. The program also made them understand the importance of heritage and the need to preserve them. Painting, sketching, collage, letter and poem writing, power point, photography, solo and group dance competitions were conducted under the theme cultural heritage of Pondicherry. The program was hosted by Dr. Kannan and his team with the support of INTACH-Pondicherry and Department of tourism, Pondicherry. The Government of Puducherry School of Education department had accorded permission to conduct the programs and a circular to this effect was sent to nearly 500 schools by India Post and email. Invitations were sent to all Government, Govt. aided schools and Private schools of Pondicherry Urban and Rural areas and to Cuddalore and Tindivanam. The entire program was made into 2 days.

The topic for all competitions was heritage (Cultural / Spiritual / Natural) and History of Pondicherry.

- Junior level entry was VI grade to VIII Grade
- Senior Level entry was IX grade to XII Grade

First day events are below as followed

1. Painting
2. Sketching
3. Collage
4. Essay writing
5. Photography
6. Creative writing
7. Solo singing
8. Group Singing
9. Instrumental

It was a huge logistical nightmare but thanks to volunteers from INTACH-Pondicherry – their office staff, architects, Interns and college students from Idhaya college of Arts and Science. The program commenced at 9:00am and ended by 5:00pm.

Competition	Number of Participants
Painting	250
Sketching	200
Collage	120
Creative writing	30
Photography	50
Essay writing	44
Solo singng	15
Group singing	23
Group Dance	150
Rangoli	10
Puppet show	36
Short film	30



Venue of the Program: Art and Crafts village, Muruganpakkam



Painting competition



Collage Competition



Essay Writing Competition



Group Singing



Prize Winners

Art Activities for school children - Creative Expression – (Day – 2):

The next day in Art and Craft Village, Murugapakkam, 10th January the festival continued. The following are the events conducted:

1. Rangoli
2. Puppet show
3. Dance
4. Short film



Student in Rangoli competition



Students completing Rangoli



Group dance



Puppet show



Group dance



Prize Distribution

Water Expo:

Pondicherry Heritage Festival has organised a competition for school students in which they came up with ideas on water management, on 30th January at INTACH Office. Students came up with innovative ideas; they gave ideas to clean the ponds and lake which is polluted by us, and also to clean the grey water in simple methods. These ideas can be strengthened by officials to make their small model get into reality.



Students explaining their model



Working of the model

College students Dance:

Dance competition for College students was held at Alliance Francaise auditorium on 30th January, every student participated in this dance competition with full enthusiasm.



Students performing dance



Participants with certificate

Indian music and French dance:

Pondicherry Heritage festival conducted a program in Alliance Francaise, on 4th February. Carnatic music students presented folk songs on nature in several languages. Group of children performed ballet dance and hip hop. It was a visual treat.

Carnatic music played by the participants



Ballet dance

Inauguration:

Inauguration of Made in Pondy:

The region of Pondicherry has a long history of creativity and entrepreneurship, with international trade dating back to the beginning of the Common Era. The Pondicherry area also has a rich heritage of local manufacturing. The Periplus of the Erthraen Sea, a Roman merchant guide written in the 1st century AD, references a marketplace right outside of modern-day Pondicherry. In 1937 Roman pottery was found there and later excavations confirmed that the local inhabitants traded with Rome throughout the 1st century.

The Chola rulers prided themselves in their cotton, and silk manufacturing and textile guilds in south India exported high quality clothing materials that Roman women particularly enjoyed. Along with textiles, the Pondicherry area exported spices, jewels, and metal works. By the end of the 9th century, the Chola dynasty had established itself as a trading powerhouse, sending Tamil merchants up the east coast of India and into Southeast Asia and China. The international trade continued until the 13th century. In 1674 the French East India Company set up its first trading centre in Pondicherry. Over the subsequent period of colonisation, Pondicherry sent goods to several European countries. The region's strong history of manufacturing allowed Pondicherry to continue to impress foreign countries with the quality of their diverse products.

The heritage of creativity and entrepreneurship continues to this day. Each year at the Pondicherry heritage festival, made in Pondy brings a collection of the finest products in the region, made and design by our brightest local talent. The products were at sale in the Crafts bazaar, Gandhi thidal from 31st January to 4th February.



Made in Pondy team with the Chief guest



Made in Pondy team



Students work displayed