

Neruyuvakendra And The Development Of Traditional Arts Through Youths In Pudukottai District - A Study

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Abstract

The future development of the country is on the hands of today's youth. Culture has the power to transform entire societies, strengthen local communities and forge a sense of identity and belonging for people of all ages. As a vector for youth development and civic engagement, culture plays an essential role in promoting sustainable social and economic development for future generations. Youth can act as a bridge between cultures and serve as key agents in promoting peace and intercultural understanding. It is said that the age of youth in India is 13 to 35 years. Therefore, The Ministry of Education and Youth held a seminar in April-May 1969 with youth leaders and representatives of various youth organizations. The seminar was about the large number of non-student youth than student youth and the lack of institutional facilities available to young people such as non-student youth Problems with integration were also discussed. It was also decided at the seminar to form a National Advisory Committee on Youth during the Fourth Five Year Plan. In 1970, the National Youth Advisory Council recommended the formation and implementation of a non-student youth group.

Introduction:

The committee recommended the establishment of a district level youth center to integrate youth in all the districts in the state. As the leading project of the country, the District Nehru Yuva Kendra Sangathan was inaugurated on November 14, 1972 on the occasion of the Silver Jubilee of the Government of India by the Prime Minister Mrs. Indira Gandhi in

80 districts across the country. Vellore and Cuddalore are the two most backward districts in Tamil Nadu at first.

The Nehru Yuvakendra Center was inaugurated on 12th June 1977, in Pudukkottai district. The center was started with the aim of uplifting the rural uneducated youth. Youth forums were started in this Kendra to unite the rural non-student youth. Women's forums were started as well. Its members ranged in age from 13 to 35 years. It not only exposes the hidden talents of the rural youth along with men and women to uplift their vices and transform them into the honest citizens of hope of the country but also promotes the rural arts and provokes the interest of the villages. Fine arts for young people in every corner Art arouses interest.

Characteristics of Arts:

The artist is born, grows, lives with various arts such as lullaby, nalungu, oppari from the time he was born in his mother's womb to the time he goes to the grave and eventually disappears with the arts. An artist has all the characteristics of a human being (love, affection, compassion, Heroism, anger, sadness, joy, fear, anxiety, desire, hatred, fatigue, love) can be easily expressed by his or her acting skills. An artist will reflect like a mirror how a man behaves in any character. Thus the artist is regarded as equal to God. According to Kaviparasu Kannadasan, "I am eternal, I have no destruction, and by creation I will be respected by the Lord, the worldly, and the human."

Significance of Traditional Arts:

It can express common values, virtues, and morals that we can all understand and feel. Art allows us to ask important questions about life and society. It allows reflection, it opens our hearts to empathy for others, as well as how we treat and relate to one another as human beings. Art has the power to stimulate and revitalize people. The process that people also go through to create art engages their bodies and their minds, allowing us to reflect and look inward. When we experience art many times, it gives us a reason to be reflective and think, and it might also inspire us in many ways. Art reflects a community and its surroundings working to cultivate a cultural identity by setting a community apart and attracting people to its uniqueness. Artwork helps express a community's values and creates an elevated sense of awareness for community members and visitors. In terms of effects on society, there is strong evidence that participation in the arts can

contribute to community cohesion, reduce social exclusion and isolation, and/or make communities feel safer and stronger.

The purpose of traditional art:

The purpose of Traditional art is to serve as a medium through which a community's traditions, beliefs, and attitudes can be transmitted and passed from one generation to another. This is often achieved within families and community via practical demonstrations, conversation, and daily practice. It is also for the traditional arts to disappear and perish with the youth through art shows to refresh and expose and promote hidden artistic talents that young people do not have the opportunity to express, the youth and the general public Pudukottai Yuvakendra organizes arts festivals and events every year to create awareness among the people and make them aware of these projects. The above programs give priority to the youth, women's forum members and self-help groups of Neruyuvakendra as they fully reflect the rural mind, rural culture, civilization, way of life, rituals, historical traditions, inner significance etc. Enough for women to participate on an equal footing with men.

Cultural Programmes held by Nehru Yuvakendra

Roll. No	Center	Categories
1	Folk Dance	Mayilattam, Oyilattam, Devarattam, Karakattam, Rajarani Attam, Kuravan Kurathi Attam, Kolattam, Poykal Horse Dance
2	Drama	Orangatakam, Individual Performance, Non-Verse Drama
3	Dance	Bharatanatyam, Kathakali, Kuchchipudi
4	Musical Instruments	Kitta, Verb, Mrindangam, Harmonium, Guitar, Nataswaram, Drumset
5	Folk Song	Folk Song

Apart from the above Programmes, Nehru Yuvakendra conducts Union Level, Divisional Level, District Level, State Level and the National Level cultural programmes as per the schedule. The Union level programme is held annually for youth and women's Clubs and the self-help groups in the Union and Embraced Unions in the district. The top three Winners of the Union level programme are eligible to participate in the District level Cultural programmes. Those selected from all the unions in the district will be allowed to attend the District level programmes, which will be chaired by the District Collector and the first place winner will be selected and sent to the State level programme. Selected artists at the district level are invited to the state level competition. The Governor, the Chief Minister and the Speaker will be invited as special guests for this State

level competitions. The winners of this competition will be sent to the National level programme on behalf of the state. In promoting the arts to the youth, the National Youth Festival will be held on January 12, on the birthday of Swami Vivekananda. Certificates and prize are given to the winners of this art festival. In this way, Nehru Yuva Kendra plays a vital role in transforming the traditional arts and preserve them from destruction.

Year wise Union Level Participants

Years	Attendees		Fund Allotted
	Male	Female	
2007-2008	936	346	30,000
2008-2009	695	288	40,000
2009-2010	386	75	40,000
2010-2011	470	62	40,000

Source: Annual Report 2007 to 2012

Year wise District Participants

Years	Attendees		Fund Allotted
	Male	Female	
2007-2008	119	301	10,000
2008-2009	159	276	20,000
2009-2010	145	153	20,000
2010-2011	58	120	20,000
2011-2012	60	110	20,000

Source: Annual Report 2007 to 2012

Problems and Challenges in rejuvenating Traditional Art:

The factors responsible for the extinction of the traditional Indian art forms. Industrialization and modernization may be blamed for the miserable condition of our art. These days, people have easy accessibility to everything around the world. As a result of which, the traditional Indian art and its forms are being overlooked. Though with the technological advancement and change of social behavior, cultural heritage of India is becoming separated from daily social activities of larger population, sensible technological intervention has the potentiality to rejuvenate our cultural heritage and connect the rural India with the larger population.

Genesis of the terminology virtual heritage conservation is a synthesis between technology and heritage, where Nehru Yuvakendra

acts as a container for the revival of traditional cultural heritage but a meaningful application of Pudukkottai District Nehru Yuvakendra virtual heritage conservation should retain the cultural presence. This paper searches the problems associated with the revival of Traditional Arts and culture through the Youths along with the findings and recommendations.

Financial Crisis:

The financial assistance provided by Nehru Yuva Kendra is very small. Whether Nehru Yuvakendra is given financial assistance by the central government, the allocated fund is not sufficient to provide qualitative training with the experts of the concern traditional arts. Besides, Pudukkottai District NYKS has been planning to conduct cultural programmes for 13 unions with around 33 thousands allocated. In this case, approximately three thousand one hundred and thirteen rupees can only spared per union. While conducting programmes with the lack of fund, qualitative trainer and equipment, the expected outcome is not possibly achieved.

The Central Government provides fund for the Cultural competitions, Rs. 10,000 each Union Rs. 30,000 for the District level and Rs. 1, 00,000 for the State level. The Nehru Yuvakendra Center also provides transportation to the district and state artists who participated and won the competition. The winners of the Union and District level will not be given training to participate at the district, state and national levels. The winning Youths are mostly from rural areas so they cannot afford the equipment to participate in the competition.

Apart from the financial assistance of the central government, there is no any other source of fund generation to be spent. State government is not contributing to the schemes implemented by the Nehru Yuvakendra in the subject matter of reviving traditional Arts. Appropriate equipment and instruments are not available to encourage the youths towards the transforming Traditional Arts. The youths those who have learnt the concern art somewhere else can win in the cultural programme conducted various levels such as Union level, Divisional level, District level, State level and National level.

Lack of Interest among the Youth:

There are several factors responsible for the lack of interest on the Traditional Art. Firstly, Most of the Youths are not with interest in the sense of rejuvenating traditional arts because the appreciation and

recognition are not paid to the youths those who have been associated with this. Secondly, the remuneration is not paid to the youths for involving in the cultural programmes hence majority of the youths are concentrating on the financial sources for their deeds. Thirdly, lack of facilities and unavailability of equipment contributes another cause. Finally, family related issues keep the youths away from it.

Role of Modern culture, Science and Technology for the decay of Traditional Art:

The present young generation is completely attributed to the modern culture and they neglects the old culture and tradition including Arts. Technology has become a pervasive influence in our society. It has especially influenced the way that we create and appreciate art. The development of technology has continued walking hand-in-hand with progressive artistic concepts and has changed the way art is created and shared, enabling groundbreaking artists and their innovative expressions to gain expanded access to whole new audience groups beyond the conventional boundaries of the art world

Conclusion:

Pudukkottai, Nehru Yuvakendra is currently recruiting more than 35,000 youth and providing training to promote Traditional Art through various efforts and activities. There is no doubt that the Cultural Programmes organized by Nehru Yuvakendra is a great opportunity for the younger generation to learn the true value of our traditional Arts. Although the tireless efforts and vital role played by Pudukkottai Nehru Yuvakendra for rejuvenating traditional arts and transform the potential spirit left by the ancestors to enhance the younger generation, there are numerous hurdles to reach the objectives successfully. In the changing environment, the prestigious schemes launched by the government of India has to struggle for the sustaining growth and prosperous. In order to ensure the full-fledged achievement in this case, several changes are to be made. Thereby, the study proposes the following essential suggestions and recommendations for the positive result.

Recommendation:

- ✓ The financial assistance allocated by Neruyuvakendra for the revival of Traditional art is very low. Neruyuvakendra has to receive surplus fund not only from Central Government but also from the State Government.

- ✓ Both the Government as well as the Nehru Yuvakendra Sangathan should seek ways for generating economy with the Human resource viz, the Youth.
- ✓ While conducting Cultural events and competitions to promote traditional arts, Neruyuvakendra should appoint the experts of the concern Traditional Art.
- ✓ For successful result at the Union and District level, we must bring in and train youth along with appropriate equipment.
- ✓ Necessary measures can be taken for attracting the youth and involve them in nation building with sufficient participants.
- ✓ Nehru Yuvakendra should provide them with an annual stipend to encourage the best contributor.
- ✓ Whether the government is going to monitor the artists in a proper manner through Neru Yuvakendra who is shutting down these works.

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