

**REPORT ON 'VEEDHI VIRUDHU VIZHA – 2016'
(STATE LEVEL FOLK ARTS FESTIVAL)**

Venue	:	Jubilee Quadrangle, Loyola College, Chennai – 34
Date	:	09-01-2016 & 10-01-2016
Organizers	:	Loyola Students Support Service and Alternative Media Center

Gist of the two day program:

Loyola Students Support Services (LSSS) together with Alternative Media Centre has organized an enthralling **state level Folk Arts performance 'VEEDHI VIRUDHU VIZHA'** for the 3rd consecutive year on 9th & 10th Jan, 2016 at Loyola College. There were around 1150 artistes of 50 groups from 32 districts of Tamil Nadu taking part in this mega event. Rev. Fr. Francis Jayapathy, SJ the Rector; Rev. Dr. S. Lazar SJ, the Secretary and Rev. Dr. G. Joseph Antony Samy SJ, the Principal, Loyola College graced the occasion. Rev. Dr. M. S .Joseph Antony Jacob SJ, Vice Principal & the Director of LSSS presented the objectives and dynamics of the programs and requested the continual support of the Tamil Nadu Government for the dying folk arts and folk artists. Dr. Kaleeswaran, the organizer of VEEDHI VIRUDHU VIZHA welcomed the dignitaries and folk artistes and thanked the management for this fine gesture of recognizing and encouraging the folk artists of the Land. Dr. Arunan, an eminent educationist & writer TMAKS, delivered the inaugural address and Thenisai Thendral Deva, President, Tamil Nadu IYAL ISAI NADAGA MANDRAM inaugurated the mega event and assured the Government's support and solidarity with the folk artists. The day's events included enchanting performance of arts of all kinds by the artists, motivating speeches on the importance of the folk arts by the renowned speakers. The grand rally took out on 10 Jan, 2016 by more than 1000 artists of Tamil Nadu from Valluvar Kottam to Loyola College decorated the streets of Chennai with folk music and dance of the whole of Tamil Nadu and set a festive mood in the Capital. The two day gathering of the folk artists gave hope to the dwindling folk arts and to the livelihood of the unsung artists. On this special occasion there was also the release of three books "Adavugalal Azhagu Seivom" budding writer Hari Balachandar and other of books by Dr. Kaleeswaran. The mega gathering of arts and artists culminated with the honouring of 100 inspiring and experienced artists of Tamil Nadu.

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The festival was celebrated marking three major events namely

- VEEDHI VIRUDH VIZHA** - HONORING THE SENIOR ARTISTS
- PONGAL PERU VIZHA** - PONGAL CELEBRATION
- NATTUPURA KALAI VIZHA** - FOLK ARTS FESTIVAL



At 10 A.M the chief guests of the day were solemnly welcomed by Dr. Kaleeswaran in the presence of 150 artists from all over Tamil nadu, amidst the thunderous performing folk Arts. The chief guests namely Rev.Fr.Rector, Rev.Fr. Principal, Rev.Fr.Secretary, Prof. Ramamurthy, the Deputy Principal, Musician Deva, President, Iyal Isai Nadagam Mandram of the Govt of Tamilnadu and Prof. Arunan writer and Educationist were adorned with PARIVATTAM as a symbol of honoring and welcoming them in a traditional way. Dr.Kaleeswaran thanked the dignitaries for accepting the honor given by the folk artists and the chief guests were taken in procession as the liberating folk arts of different kinds were performed.

10.30A.M. – The **VEEDHI VIRUDH VIZHA** was solemnly inaugurated with ‘**POR PARAI**’

- **PARAI ATTAM**
- **ARUVA ATTAM**
- **MUCHANDHI KARAGATTAM**
- **THEE ATTAM**

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- PAGADI ATTAM
- SAMY ATTAM
- PALSUVAI ATTAM
- PERIYA KAMBU ATTAM
- RAJA RANI ATTAM
- KAZHIYAL ATTAM
- THERUKUTHU
- KOVAI THUDUMBU
- KATTA BOMMALATTAM
- KATTAKALATTAM
- ALANGARA SILAMBAM
- GIRAMIYA KADHAMBAKKALAI, ETC

The Inaugural address was delivered by Rev.Fr. A.M. Francis Jayapathy, SJ the Rector wherein he made a special mention of the following points;

Folk Arts are inter-wound with the life of the common people. They should not be displayed in the museum rather played, performed and celebrated in day to day life.



He also appreciated the Folk Artists who have come together out of love for arts and for one another (அன்பின் பிணைப்பில் சங்கிலிபோல் வந்துள்ள கலைஞர்கள்)

The chief guests were honored with memento.

Objectives of the two day Art Festival was presented by Rev.Dr. MS Jacob SJ, wherein he made a mention of Sri Mandela Concert held in 67 countries across the world which was denied to Mandela to view. So the common folks came together on the street, with their folk arts expressing their inner desire for liberation. VeethiViruthu is one of such kind.

He also requested today's generation to keep a distance from modern media and have close proximity with the life related folk arts.

He also placed certain queries to be met to uplift the dying folk arts. They are as follows

- ✓ Folk arts welfare center to function in every District.
- ✓ A day in a month for Folk Artists with the Collector district wise.
- ✓ Give life to the dwindling folk arts
- ✓ To regularize Rs.1000 pension to all folk artists.
- ✓ Free health care for the Folk Artists
- ✓ Folk Arts Research Center in colleges like Loyola

FELICITATION BY REV. DR. S. LAZAR SJ

The following are the key points in his felicitation



The focal point of his speech was Pongal Festival and its importance in the lives of the farmers.

Food gives life and so are the farmers as they produce the food products.

Agriculture has become the battle field, battle between farmers and business men; Manure and fertilizers; Cattle and tractors ; Folk culture and western culture. He let it to the student community to decide who should win.

Song by a senior Artist Kottaisamy who is 90 years old

Theme of the song : If you think you can realize for yourself that there is no caste
(சிந்தித்தால் சாதியில்லை...)

The Dept. of French that won the Pongal festival competition was awarded on stage



Felicitation by Rev. Dr. G. Joseph Antony SamySJ, Principal

We should not be lost in the western culture and movies and if we don't save the folk arts, we will lose meaning in our culture and life.



Chief Guest's address by Educationist Prof.Arunan

Theme of his speech: Folk literature is for the people

He made a mention of pattukottai kalyanasundaram's song which is in tune with the folk literature. He made a mention of the former Chief Minister of Tamil Nadu Omandurar who stopped polygamy.

He demanded that the folk artists should be made self sufficient by having old shape with new message like caste, communal violence etc.

Folk song by karisalkuil.Krishnasamy

Theme of the song:A good writing is not that which is written but that which arouses the others (எழுதுவது அல்ல எழுத்து, எழுப்புவது அல்லவா எழுத்து)

Chief Guest's speech by Thenisaihendral. Deva



He said that he was the one who introduced Gaana songs in cine field.

He also insisted that a song should melt the people.

He also promised that he would protect the folk artists and the folk arts.

Deliberations by different speakers on the topic 'Cultural goodness portrayed by the Media'

(ஊடகங்கள் காட்டும் பண்பாட்டு மகுடங்கள்)

Headed by Mr.Sathyaseelan, Secretary,AMC

Presided by Mr.Nallasivan, LSSS

Thozhar.U.Vasugi, Anaithindia Jananayaga Maadhar Sangam

The following are her reflections on the topic

Loyola College campus has got the atmosphere of oneness and closeness with the folk arts and simple people.

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Best culture would be the one which promotes equality of gender and physically challenged.

The media should project what is the real culture of the land is and how it has to be etc.

Not mercy, it is their rights that the discriminated ones ask for.

Certain movies portray Transgender negatively and Dalits as black, dirty, illiterates, cruel etc.

She also placed on record that the Veethi Virudu Vizha banner also carried only the male and not the female.



Thozhar.Vasugi was felicitated by Rev.Dr.Jacob,SJ, Director -LSSS with memento.

Moderator Mr. Sathyaseelan said that Media is biased and it is situational and sensational. It is the time to identify the media that stands for the common people.

Press personnel Mr. MadukkurRamalingam, TMAKS on the role of press Media

Folk artists do their work for the love of folk art and not for the survival.

He pointed out the two types of arts

Dhevavaathiyam (தேவவாத்தியம்)

AsuuraVathiyam (அசூரவாத்தியம்)

Wherein Parai like musics are considered as Asuura vaathiyam and for which they have not appointed residential experts.

All folk arts and artists are original, no fake as in cine field.

Loyola shows solidarity with them by bringing them together.

4.00 P M :Mr. Indrajith:

- Praised the folk artists
- Demanded incentives for the folk artists
- Proposed alternative politics through Parai
- If you want to destroy a language, you destroy its culture and the language will die by itself.

5.10: Debate

Topic of the Debate: ‘Tamil Cine world which has not used folk arts properly is a culprit’

Headed by Mr. Bharathishanmugam

Presided by Philip Arul doss, LSSS

Judge :poet. MuthuNilavan



Moderator:

In the poem competition held in 1916 Muga Kavi Bharathi won second prize for his poem ‘Senthamizh Nadennum Pondhinile’. It did not win first prize because it had some folk Literature. Though it won only the second prize it is still popular because of its folk touch and not the one which won the first prize.

Dr. Sundaravalli

She pointed out some of the movies like karagattakaaran, Paruthiveeran which went Popular because of its folk touch. Poet Mahasundar equally supported his own stand of effective role of folk in today's cine field. He stressed the point that only the one who bathes in sweat is clean, not the one who bathes in hot water.

(வெந்நீரில் குளிப்பவன் தூய்மையானவன் அல்ல
வியர்வையில் குளிப்பவன்தான் தூய்மையானவன்)

6.00 PM: Play 'Pethavan'

Moderator: Dr. Raju

Headed by: Thozhar. Arockiamary, Vizhupuram Zonal Coordinator

Presided by Mr. Valan LSSS



The play based on the novel 'Pethavan' by writer Imayam was enacted in a realistic situation by Pondichery Sankaradass Swamigal play department students. It moved every spectator to tears and enlightened them on the reality of caste discrimination.

Folk arts performance competition:

There was a competition among all the folk arts group that were present for the VeedhiVirudu Vizha and the best performing first three groups were awarded with cash prize worth Rs.25,000.



Kavadiattam



Puliattam & Mayilattam

Karagattam



Aruvaattam



Paraiyattam

The prize winners are as follows,

1. Kodangi troop
2. Kavadi kalainjargal, Tanjore
3. Thol Parai troop

The second day program commenced with the grand rally took out on 10 Jan, 2016 by more than 1000 artists of Tamil Nadu from Valluvar Kottam to Loyola College. The rally decorated the streets of Chennai with folk music and dance of the whole of Tamil Nadu and set a festive mood in the Capital. The folk artists took up the folk arts as a weapon of liberation and to demand their rights. Rev. Fr. Jacob set the rally open with an inspiring speech and he spoke on the rights of the folk artists.



Rev Dr M S Jacob SJ presided the grand rally from ValluvarKottam till Loyola College



After the Folk artists' procession, deliberation on the role of play. It was headed by Nellani Coordinator Uma rani in the presence of Ms. Jeeva, Staff, LSSS. Dr. Parthiba Raja was the resource person who spoke about the vital role played by folk drama against British colonization and folk songs against caste discrimination. He also mentioned that all the arts are not equally treated in Tamil nadu unlike Kerala.



Dr. Parthiba Raja spoke about the vital role played by folk drama

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The role of Poem as the second event of the day. The session was headed by Salem zone coordinator KaveriDurai, presided over by Mr. Anbu, LSSS. Wherein Poet Neela, Jui, Murugesh recited poems on Globalization, Politics and on life of the common people.



In between every session, there were folk songs, dances and performance of different kinds staged by different groups.

Book release:

The following are the members who were invited for the book release

Mr. Mysskin, the Cine director, Mr. Ilancheran, Editor, Veedhi monthly magazine, Mr. Cleopus LSSS, Mr. Haribaskar, author of Adavugalal Azhagu Seivom, Mr. Kumaresan, Press media, Ms. Krithigayasini, Sub Inspector, Mrs. Revathi Robert, AMC, Thozhar. Jeeva Lakshmi, Poet, Rev. Fr. Irudaya Raj SJ, writer Mr. Thamarai Selvan, writer.



Book release



Poet. Jeevalakshmi:

She spoke about the Moongilgal pullanguzhal by Dr. Kaleeswaran wherein she pointed out the importance given to the Transgender, Marginalized people, working class and the exploited ones in the book.

Mrs. Revathi Robert:

She spoke about the book 'Adavugalal Azhagu Seivom' wherein she made a special mention of Haribaskar's maiden effort writing a nice book. She also appreciated his heart to thank his parents and well wishers by name. The description of his village will definitely capture the readers' attention.

Mr.Kumaresan:

Mr. Kumaresan, the Tamilnadu Murpokku Sangam writer spoke about the book 'Nattukku Sedhi Solli' by Dr. Kaleeswaran. He said that if there is no artist, there is no joy and growth in life. Folk arts instill message in people through humor. It is a place where equality prevails.

Fr. Irudayaraj SJ, a prolific writer spoke about the dangers and violence that the writers face in today's scenario.

Mr. Myskin, the film director was highly appreciative of Dr. Kaleeswaran for his simple life and serious contribution made to the reviving of the folk arts. He also mentioned that Dr. kaleeswaran is one of those who need to be remembered and recorded in the history of folk arts. He also ascertained that we should bring the young generation up by provide knowledge and showing them the great personalities. He said that that death is awaiting each of us. We need to live our lives fast and live it like Dr. Kaleeswaran.

After the book release, reviewing and rewarding of the movies like ‘Kutram Kadithal’ by Thozhar. Selva and ‘MadhaYanai Koottam’ by Egadhasi the lyricist, was done and were highly appreciated for their effective display of the social evils. The directors of the movies acknowledged the felicitation and expressed that they consider this “VeedhiVirudhu’ award as something more than the National award. Rev.Fr. Jebamalai Raja SJ and Rev. Fr. Francis Jayapathy SJ, the Rector was highly appreciative of the award winning artists and urged them to carry forward the legacy left behind by our forefathers.



Award Ceremony to Film Directors

Valedictory function:



Rev.Frs.Jayapathy Francis SJ, Jebamalai raja SJ, Joseph Antony Jacob SJ, Mrs. Sowmia Anbumani, Mr. Vetrimaran, and Mr. Tamil Selvan were the chief guests of the Valedictory function. They give away the awards for the senior artists from all over Tamil nadu. Finally the grand function culminated with a fine vote of thanks by Ms. Jayaseely, AMC.