



**Dr. Mamta R. Agarwal,
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अखिल भारतीय तकनीकी शिक्षा परिषद्

(भारत सरकार का एक सार्विधिक निकाय)

(शिक्षा मंत्रालय, भारत सरकार)

नेल्सन मंडेला मार्ग, वसंत कुंज, नई दिल्ली-110070

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

(A Statutory Body of the Govt. of India)

(Ministry of Education, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070

February 29, 2024

To,

**The Vice Chancellors of Technical Universities and
The Directors/Principals of AICTE Approved Institutions**

Respected Sir/Madam,

SPICMACAY – Society for the Promotion of Indian Classical Music and Culture Amongst Youth established in the year 1977, is a non-profit, non-political, voluntary movement aims at creating consciousness in each and every child towards the unique richness and mysticism embodied in the Indian Culture and Heritage.

In this endeavour, SPICMACAY is working for promotion of values and heritage education in all the educational institutions providing holistic awareness among youth. As you are aware, NEP also emphasizes on the Indian Knowledge System, Indian Values, art and culture. In view of the above, the institutions may explore the possibilities of the following:

- Create a Heritage Club with faculty members, students namely “**your institution's name – SPIC MACAY Heritage Club**” in order to carry out various activities.
- May register with SPICMACAY at “<https://spicmacay.org/smheg-reg>” and have the orientations done.
- After the orientations, the institutions may carry out the programs. SPICMACAY will provide various art forms such as Classical Dances, Classical Music, both Vocal and Instrumental, Folk and the Craft forms from all over India.
- For further details, following persons may be contacted:-
 - Shri Dinesh Chand, Convenor-HE-SPIC MACAY (M) 9810516135
 - Ms. Usha Ravichandran, NC,SPIC MACAY (M) 9717397553

Interested institutions may explore the prospects and are requested to encourage their students and faculty members to engage with SPICMACAY for holistic awareness about our rich heritage, culture and its impact on the minds of the modern youth. Let's join hands in creating awareness amongst students about our rich heritage and culture.

We deeply value your time and engagement.

With regards,

Yours sincerely,

Mamta
29 Feb 24
(Dr. Mamta R Agarwal)