

## ADITYA VIKRAM BIRLA PURASKAR



### IN HARMONY WITH THE CREATIVE SPIRIT

*Shri Aditya Vikram Birla epitomized the highest order of leadership - leadership which not only achieved, but sparked off a thousand achievements; leadership which broke out beyond the confines of business to address the larger concerns of society and, at the individual level, leadership which stoked the flames of the most elemental forces which make people creative.*

*He was passionate about the arts. And in that realm he displayed the same zeal, the same drive and the same quest for perfection that was so characteristic of him in everything else he did. He valued creativity, for its own sake, because it led to aesthetic beauty and because it was at the root of much that was excellent. He set great store by the creative spirit in every artist and he would inspire them to learn, experiment, venture beyond the ordinary and delve deep within themselves to discover their inner self and fathom their limitless potential.*

*Above all, for Shri Aditya Vikram Birla, the melodious voice of the singer, the strains of a musical instrument, the flowing and elegant movements of the dancer and the strokes of the painter's brush were a tryst with enchantment.*

#### **Sangit Kala Kendra:**

*Creating Harmony and Peace through the arts. Thus was founded the Sangit Kala Kendra in 1973 by Shri Aditya Vikram Birla with a mission of sharing these profound and joyous experiences and for encouraging and nurturing artists to discover and develop their creative impulses and potential. In the nearly three decades since the idea germinated, Sangit Kala Kendra has been instrumental in providing an opportunity to artists-established as well as those in the making-and those interested in the arts to experience the joys, the peace and the harmony that art offers.*

*The Sangit Kala Kendra presents a wide variety of programmes : instrumental and vocal music, drama, poetry reading and spiritual discourses something for every artistic and cultural interest. Over the years, the Kendra had developed into a cultural institution of repute in the city of Mumbai.*

#### **Aditya Vikram Birla Puraskar**

*To perpetuate the memory of its Founder President, the Late Shri Aditya Vikram Birla, Sangit Kala Kendra has decided to institute two awards, 'The Aditya Vikram Birla Kalashikhar Puraskar' & The Aditya Vikram Birla Kalakiran Puraskar, which will be presented annually, close to his birth anniversary, November 14th.*

**The Aditya Vikram Birla Kalashikhar Puraskar** will be conferred on a distinguished artist for his/her lifetime achievement in the chosen field of the performing and visual arts. The Puraskar comprises a cash award of Rs. 3.0 lacs, a memento and a scroll of honour.

**The Aditya Vikram Birla Kala Kiran Puraskar** will be presented every year to two contemporary artists (between the ages of 25 & 40) who have demonstrated outstanding achievements in the chosen field of the performing and visual arts. The Puraskar comprises of two cash awards of Rs. 1.00 lacs each, a memento and a scroll of honour.

**The Areas of Performing and Visual Arts which will be considered in presenting the awards include :**

- » Indian Music, vocal and instrumental, in all forms
- » Indian classical dances, in all recognized Indian styles
- » Indian theatre, in all languages
- » Indian cinema
- » Visual arts (including painting & sculpture)
- » Traditional folk arts

**The selection of nominees for the Kalashikhar Puraskar will be based on a comprehensive range of factors :**

- » Specific direction and vision provided in the chosen field of endeavour
- » Extent of originality, innovativeness and genius
- » Demonstrated commitment to in - depth research in the particular art form. Initiatives taken to revive the art form and adapt it to the present day.
- » Contribution to enhancing the image of the art form at the international level
- » The influence the artist and his work have had on society
- » Awards and recognition conferred on the artist, in India and abroad

**The applicant Aditya Vikram Birla Kala Kiran Puraskar should be:**

» A citizen of India and residing in India.

» Over 25 years of age, but below 40 years.

» The applicants are required to provide details of their participations in events of National & International level, together with details of awards and recognition, if any, conferred on them.

#### **Selections Team**

The selection of Aditya Vikram Birla Kalashikhar Puraskar will be adjudicated by a panel of eminent persons & experts, while the applications for Aditya Vikram Birla Kalakiran Puraskar will be scrutinised and short listed by a special committee. Thereafter it will be adjudicated by a panel of eminent persons & experts in the respective fields. The final decision of the awards will be taken on merit basis

SANGIT KALAKENDRA

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