

Region IV Asia-Pacific

India



Folkland, International Centre for Folklore and Culture

NGO accredited to provide advisory services to the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage

Geographic Coverage of NGO's expertise: India.



Relevant projects or initiatives

Folkland is considered as a pioneer organization in ICH activities in India and has been working with school students to help transmit traditions to the new generation. Attempts have been made to inventory and revitalize traditions such as *Chimmanakkali* (folk theatre), *Mangalam kali* (folk dance), *Tholpavakoothu* (shadow puppetry) etc. It has also made efforts to digitalize the palm leaf manuscript for posterity. Folkland has extended the training to women folk in drum beating and mural painting for sustainable development. It has also developed cultural programs to protect the cultural identity of transgender community.

NGO's activity networks and more information



Vision

Folkland envisions a society that respects the cultural heritage by conserving the art and cultural tradition and passes it to the future generation.

Mission

Activities include revitalizing and promoting performing arts that are on the verge of extinction, finding audiences for them and ensuring transmission by organizing master-student workshops. Folkland connects the performing arts with incoming generations, especially women, helps to find audiences, holds and promotes public performances in urban and rural spaces. Folkland also works to develop resilience in the face of natural disasters, including flooding, by combating the causes of climate change and erosion and by encouraging the use of traditional eco-friendly materials (e.g. terracotta).

Main areas of work related to the Convention

- Safeguarding performing arts, particularly endangered arts as comprehensive models;
- Teaching some classical performing arts to children;
- Conducting programmes to protect and revitalize folk and tribal music, folk theatre, oral narratives, and handicrafts (including costumes of ritual dances);
- Working with the communities and tradition bearers of *Kutiyattam*, *Theyyam*, *Poorakkali*, *Chendamelam*, *Thiruvathirakkali*, etc. ;
- Conducting capacity building workshops for community members and other stakeholders;
- Selecting ICH elements for research purposes;
- Organizing national and international seminars on ICH.



Conservation.



Sustainability.



Promotion.



Traditional art forms and handicrafts.



Revamping identity.



Safeguarding



Empowerment.



Education and training.



Resilience activities.



Capacity building.

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