

**7.3.1 The performance of the institution in an area distinct to its priority and thrust**

**1. Cultural Policy**





**MANGALORE UNIVERSITY**

## **CULTURAL POLICY**

**2023**

### **Preface**

**Prof. P. Subrahmanya Yadapadithaya**  
Vice Chancellor

I am delighted to present to the world of culture an important document that has been prepared under my guidance: the Cultural Policy of Mangalore University.

It is an abiding truth that Mangalore University has always been pro-active in matters of importance: be it the implementation of the National Education Policy 2020 (NEP), or the publication of Gender Policy, Sports Policy, and now the Cultural Policy (perhaps all of them Karnataka-firsts) - all bear testimony to the progressive spirit and stance of Mangalore University.

The culture of India, passed down from one generation to the next, is the sum total of a heritage of excellence in diverse realms. It is this cultural wealth that the NEP has described as "a treasure trove of culture, developed over thousands of years... that truly makes India, 'Incredible India.'"

In the words of the NEP, "the preservation and promotion of India's cultural wealth must be considered a high priority for the country, as it is truly important for the

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nation's identity as well as for its economy." The NEP goes on to state that "cultural awareness and expression are among the major competencies considered important to develop in children, in order to provide them with a sense of identity, belonging, as well as an appreciation of other cultures and identities."

It is in the light of these thoughts, and as an extension of its commitment to the NEP under my watch, that Mangalore University has thought it fit to enunciate this Cultural Policy. This Policy is being published after receiving approval from the various authorities of the University and also being placed in the public domain on the University website-in order to elicit responses from the public, which have been incorporated into the Policy.

I am thankful to the Committee constituted to come up with a draft of the Policy and the hard work done by its members in finalizing the Policy document.

I have no doubt that the Policy will enable Mangalore University to take steps to improve the accessibility of students to culture and to promote the artistic, musical, ethnic, literary and other expressions of all students and stakeholders in the University. The salutary spinoff here will be the harnessing of India's cultural wealth for the evolution of the student and stakeholder as a moral being equipped with the competence to contribute to the moral and economic fabric of the nation.

Mangalagangothri  
18 March 2023

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### **MANGALORE UNIVERSITY** **Cultural Policy Committee**

#### **President**

- 1. Mr. Ravindranath Rai**  
Syndicate Member, Mangalore University  
Lakshmi Nivasa, 3rd Cross Road, Kodialguttu  
Kodial Post, Mangaluru

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Mangalore University
- 3. Dr. Gerald Santhosh D'Souza**  
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- 4. Prof. Somanna**  
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- 7. Dr. A. Harish**  
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8. **Dr. Vajeeda Bano**  
Asst. Professor, Dept. of Economics  
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9. **Dr. M. Mohan Alva**  
President, Alvas Education Trust  
Vidyagiri, Moodabidire
10. **Mr. Jeevan Ram Sullia**  
Director, Alva's Center for Theater Studies, Moodabidire
11. **Dr. B.S. Gunashree**  
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Member Convenor

14. **Dr. Dhananjaya**  
Asst. Professor, SVP Kannada Study Center  
Mangalore University

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## Preamble

The plurality and multiplicity of Indian culture is well known. India has a distinguished heritage of excellence in scripture, spirituality, philosophy, yoga, health practices, environment protection, dress, food, art, literature, music, dance, theatre, sculpture, architecture, folk arts, artifacts, festivals, sports, cinema, painting, languages and dialects, customs, belief systems, and so on, which constitute the culture of India. It is this way of life of an entire society, passed down from generation to generation, which constitutes Indian culture. Culture is born of the life of the people of India, fed by the deep well-springs of our national consciousness since times immemorial, even when much of the world was steeped in darkness. It is this cultural wealth that the National Education Policy 2020 (NEP) has described as "a treasure trove of culture, developed over thousands of years... that truly makes India, 'Incredible India'." Hence, in the words of the NEP, "The preservation and promotion of India's cultural wealth must be considered a high priority for the country, as it is truly important for the nation's identity as well as for its economy."

It is well-established that culture does not exist without people. Today, in addition to the family, institutions of higher education such as universities are deeply invested in people and in the culture that binds people together. The twin tasks of the university today are to further scholarship and to educate the young, which can happen only when the student is grounded in her/his cultural heritage and milieu. It has been widely accepted that the

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## MANGALORE UNIVERSITY Cultural Policy Sub Committee

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### Members

2. **Prof. Ravishankar Rao**  
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3. **Dr. M. Mohan Alva**  
President, Alva's Education Trust  
Vidyagiri, Moodabidire
4. **Director (incharge)**  
Directorate of Student Welfare  
Mangalore University
5. **Mr. Jeevan Ram Sullia**  
Director, Alvas Center of Theater Studies  
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### Nodal Officer

9. **Dr. Dhananjaya**  
Asst. Professor, SVP Kannada Study Center  
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main task of universities is the preservation, promotion and transmission of culture. It is in our campuses, as much as in our homes, that students go through a process of learning through socialization and engagement. Therefore, universities should provide its students not only the normal intellectual training and professional orientation geared towards employment but also a cultural environment that is designed to familiarize them with their cultural heritage and at the same time shape their moral values. This would help tide over the twin difficulties of 'cultural vacuum' and 'cultural lag', both of which are seen as detrimental to societal well-being.

It may be noted here that the NEP has rightly pointed out that the "promotion of Indian arts and culture is important not only for the nation but also for the individual. Cultural awareness and expression are among the major competencies considered important to develop in children, in order to provide them with a sense of identity, belonging, as well as an appreciation of other cultures and identities." Underpinning these thoughts of the NEP is the belief that such knowledge of their own traditions is important for students to build a "positive cultural identity and self-esteem" and thereby to promote cognitive development, creative ability and happiness.

In the light of these facts, Mangalore University deems it appropriate to take steps to improve the accessibility of students to culture and to promote the artistic, musical, ethnic, literary and other expressions of all students in the University. Towards this end, the University must take steps to ensure that all students have the opportunity to participate in cultural life and to ensure that creativity, diversity and artistic quality become integral parts of their personal growth and socio-economic development.

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For this purpose, it must also identify areas of action in terms of Academics, Programmes, Training and Research in such avenues of culture as literature, fine arts, dance, music, cinema, theatre and many others. Through such efforts the University must provide opportunities to students to immerse themselves in a cultural environment that connects them with the cultural heritage of our nation. Thereby, the University must ensure the evolution of the student as a moral being who can face the challenges of life with equanimity and contribute to the strengthening of the moral and economic fabric both at the individual and national levels.

Therefore, there is a need for the University to enunciate a Cultural Policy which would take the shape of a body of operational principles, inclusive of clearly enunciated objectives and guidelines, as well as the necessary administrative and budgetary practices and procedures, which would provide a basis for cultural action by the University. Hence, this Policy.

### Objectives

1. To bring culture to young minds by allowing education to inculcate a sense of belonging to society, a notion of national identity, individual pride and self-worth.
2. To understand and recognize that participation in culture is a fundamental right of all stake holders in the University system, particularly students.
3. To provide an environment where all stake holders of the University system will have access to cultural experiences and artistic expressions.

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natural forests and other practitioners of culture.

12. To enhance the cultural capital of students and other stake holders such that it dovetails into the skill building project of the University.
13. To make great cultural works accessible to students and all stakeholders.
14. To promote inter-cultural and international exchange and cooperation in the cultural sphere.
15. To support the efforts of the Government of India and the Government of Karnataka in promoting the soft power of Indian culture for societal well-being, economic development, and global reception.

### Guidelines

1. The University shall take steps to operationalise this Cultural Policy on the basis of the Guidelines enunciated here, with reference to the areas of action identified and set forth herewith.
2. The University shall take steps to establish a Centre for the Promotion of Culture (hereinafter denoted as The Centre for Culture) under whose aegis the Cultural Policy shall be implemented. This Centre will operate as an autonomous unit from within the Directorate of Student Welfare. For this purpose, the Director of the Centre for Culture shall be appointed as the Deputy Director of Student Welfare.
3. The University shall constitute an Advisory Board consisting of experts and practitioners of culture with equal representation of men and women from all sections of society to guide the University in the implementation of the Policy.

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4. To familiarize students with the vibrant cultural heritage of India in scripture, philosophy, yoga, health practices, gender equity, environment protection, dress, food, art, literature, music, dance, theatre, sculpture, architecture, folk arts, artifacts, festivals, sports, cinema, painting, languages and dialects, customs, belief systems, and so on.
5. To develop in students and other stakeholders the major competencies of cultural awareness and expression in order to provide them with a sense of identity, belonging, as well as an appreciation of other cultures and identities.
6. To provide opportunities to all students, research scholars, faculty and other stake-holders to experience culture, participate in cultural expressions and develop their creative abilities.
7. To encourage students and other stake holders to preserve, protect and promote the diverse cultural heritage of India.
8. To ensure that Gender Equity and Gender Equality are mainstreamed and integrated as integral aspects of the Cultural Policy.
9. To bring to the forefront the contribution and importance of women in promoting different aspects of culture.
10. To encourage the University stake holders to move away from the current vogue that understands culture as mere entertainment.
11. To promote interaction between students and poets, writers, painters, musicians, dancers, folklorists, choreographers, architects, sculptors, film makers, actors, dramatists, potters, weavers, traditional health care workers, preservers of

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4. The University shall identify specific Areas of Action for the implementation of the Cultural Policy, including academics, programmes, training and research.
5. The University shall make the necessary budgetary allocations and provide financial support for the cultural activities and programmes organized under this Policy.
6. With respect to the appointment of staff to the Cultural Centre, care shall be taken to appoint both senior experts and young scholars and cultural activists.
7. Adequate rooms shall be provided for the Cultural Centre, including Director's room, staff room, room for musical instruments, training rooms for dance, music, theatre, etc.
8. The University shall make adequate academic provisions that will encourage all students to participate in the acquisition of culture.
9. The University shall ensure that no student loses out in academics because of her/his interest in cultural activities.
10. The University shall weave in Gender as an inviolable component of all programmes under this Policy.
11. The University shall organize a National Culture Day and an International Day where students from other states and nations shall join the students from Karnataka to celebrate culture in all its manifestations.
12. The University shall prepare a grading list of Colleges to be used for taking various decisions in the course of the implementation of the Cultural Policy.
13. On receiving intimation from the concerned college or department well in advance, suitable modifications shall be made in the examination time table or arrangements made for conduct of special

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examinations so that students who participate in major cultural competitions do not lose out on their academic requirements.

14. The University shall institute various trophies, medals and awards to encourage students and stakeholders to participate in cultural expressions.
15. The University shall take steps to promote study and research into the traditional, regional and folk art forms that are indigenous to India and are prevalent within the jurisdictional area of the University.
16. The University shall take steps to encourage differently-abled students and such other stakeholders to take part in different cultural expressions.
17. The Libraries of the University and its affiliated colleges shall be made user-friendly for differently-abled students.
18. The University shall take steps to establish Repositories and Museums for the preservation, storage and retrieval of cultural artefacts and documentation regarding cultural practices.
19. Study tours conducted under this Policy shall be made mandatory as an academic requirement on the lines of existing regulatory provisions in some of our postgraduate departments. The core values and objectives of this Policy shall be operationalised when planning such tours.
20. The University shall do everything in its power to implement this Cultural Policy in a manner that equips students with the core values that are central to the culture of this nation: Responsibility, Hard work, Acceptance of the Other, Mutual respect and Tolerance, Kindness and Compassion, Generosity and Gratitude, Sharing and Cooperation,

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filmi dances will not be part of such talent search competitions.

2. A roster of talented students may be prepared by the University. For this purpose, the Application Form for Admission may include a column where the student is asked to mention her/his talents in music, dance, theatre, painting, etc.
3. The University shall conduct inter-collegiate competitions to identify talented students for the purpose of representing the university at state level, national level and even international level competitions. Judges for these competitions may be outsourced with adequate budgetary provisions for remuneration and travel of reputed experts in the field.
4. Cultural Day programme is to be organized on the University campus and in all affiliated colleges with due emphasis given to the traditional cultural forms of India. The so-called filmi dances shall not be a part of such a Cultural Day programme.
5. International Day shall be celebrated on the designated International Students Day on 17<sup>th</sup> of November every year to highlight the culture and contributions of the international students studying in the university and thereby build bridges of understanding between the cultures of the world.
6. Cultural practices on the campuses of the university and its affiliated colleges that have been in place over many years shall be continued.
7. The Centre for Culture shall coordinate the selection of students to represent the University at inter-University competitions at the state and national levels.
8. The University shall encourage its students to participate in international level competitions and programmes.

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Equanimity and Resilience, and so on.

21. The University shall implement these Guidelines for the Cultural Policy in the light of the Objectives of the Policy as detailed above.
22. The Cultural Policy of the University may be revised from time to time in tandem with policies enunciated by the Government of India and the Government of Karnataka.
23. The Cultural Policy of the University may also factor in the opinions of the stakeholders, including students, faculty, staff, research scholars, as well as the general public residing in the jurisdiction of the University.
24. The University may also organize workshops and discussions from time to time to enhance the effectiveness of the Cultural Policy.

### Areas of Action

The following Areas of Action may be identified for the purpose of the implementation of the Cultural Policy:

### Programmes

The University shall organize the following programmes for its stakeholders through the Centre for Culture under the aegis of the Directorate of Student Welfare:

1. Talent search competitions shall be conducted at the commencement of each academic year in order to identify talented students and encourage them to participate in various programmes. The so-called
9. The Cultural Centre shall remain open throughout the day, inclusive of holidays, reflecting a welcoming environment where students can come and pursue their cultural interests during their free time, apart from the time of their training sessions.
10. The University shall choose a suitable cultural attire for all participants in cultural competitions at the state and national levels, reflective of the vision of the University and the culture of the University area. A competition to design this uniform could be conducted for students of the University or reputed artists may be invited to design the uniform.
11. The Centre for Culture will organize an annual programme to felicitate Cultural Champions who have done the University proud at the state-level, national-level and international-level competitions. The identification of these Cultural Champions shall be done on the lines of the selection of Sports Champions as outlined in the Sports Policy of the University and as whetted by a Committee of Cultural Experts appointed for the purpose.
12. The University and its affiliated colleges shall organize study tours for students under the *Ek Bharath Shreshtha Bharath* programme of the NEP.

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### Academic

1. Efforts shall be made to mainstream culture as an essential component of academic courses, wherever relevant. As envisaged under the NEP, academic provisions may be made for the accurate inclusion of traditional Indian knowledge including tribal and

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other local knowledge into the curriculum, across humanities, sciences, arts, and sports, wherever relevant.

2. Libraries in the University campuses and affiliated colleges shall be strengthened and modernized to ensure an adequate supply of books which students may study with the help of latest technologies.
3. As culture is encased in languages, the University shall make academic provisions to preserve and promote the languages of our cultures.
4. The University may start a postgraduate degree programme in Linguistics to address the shortage of skilled language teachers in India today.
5. The University may introduce Certificate, Diploma and Degree courses in culture. A separate Board of Studies may be established for this purpose. Courses offered by University of Mysore, Kannada University, Ninasam and other institutions may provide a model for these purposes. Dual degree programmes and Twinning programmes may also be envisaged.
6. As envisaged under the NEP (22.8), outstanding local artists, writers, craftspersons and other experts in culture shall be hired as guest faculty and master instructors to promote local music, art, languages, and handicrafts, and to ensure that students are aware of the culture and knowledge local to the area where they study.
7. Summer and Winter Schools may be organized for an academic orientation to different cultural forms.
8. As envisaged under the NEP (22.9), Artists-in-Residence programmes shall be initiated in order to expose students to the art, creativity and the rich treasures of the region where they study.

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4. As envisaged under the NEP (22.8), outstanding local artists, writers, craftspersons and other experts in culture shall be hired as master instructors to train students in indigenous art forms.
5. Training in aspects of culture may be extended by the University to the immediate community in the vicinity of the campuses of University and its affiliated colleges.
6. Cultural training may be offered to the students of schools adopted by the University under its extension projects.
7. Lec-Dem programmes and one-week programmes may be conducted to initiate students into various art forms and cultural expressions.
8. Efforts may be made to project cultural champions as cultural icons so that they become models to emulate for students in general and also enhance the respect for such cultural achievers.
9. Efforts shall be made to include students who are not involved in any cultural activities, so that all students are involved in the cultural process of the University.

### Research

1. The Centre for Culture will coordinate various studies on all aspects of Culture pertaining to the jurisdiction of the University.
2. Steps may be taken to give due importance to the Oral Traditions in the University area, which is seen as an important initiative for preserving culture and making it available for transmission.
3. Research activities in the field of culture may be strengthened by introducing Scholar in Residence

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9. Study tours shall be made mandatory and evaluated on the lines of similar regulatory provisions in such departments as Social Work, Mass Communication, etc.
10. The University shall create special provisions for admission to its various programmes by creating a quota under the cultural category.
11. Regulations of the University shall be modified to make provisions for the relaxation of attendance requirements and the provision of Grace Marks for cultural achievers. However, this shall not mean that attendance requirements are to be taken lightly. Regulations for the same may be done on the lines of the Sports Policy of the University after due discussion before a Committee of Experts appointed especially for this purpose.

### Training

1. The Cultural Centre established under this Policy shall conduct Training Programmes throughout the year in the various cultural forms of the University area and outside. Training will also be given in the technical aspects related to these art forms, such as lighting, curating, maintenance, etc., keeping in mind the particular inclinations of the students.
2. Musical instruments required for university students and troupes shall be purchased by the Cultural Centre and maintained by the staff of the Centre.
3. The University shall take steps to offer short-term training in different cultural forms to students and other stake holders.

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programmes, which would make the presence of experts in culture available on the campus.

4. Practitioners of culture may be invited and recordings made of their works to serve as a repository for research activities.
5. A dynamic website may be created to record the stories of excellence in culture and to promote the public recognition of cultural champions.
6. As envisaged by the NEP (22.19), all the languages in the jurisdictional area of the University and their associated arts and culture shall be documented through a web-based platform, featuring videos and recordings of cultural expressions recorded for the purpose. This could be uploaded into the national platform/portal/wiki contemplated under the NEP.

### Afterword

In Indian culture, all ceremonies are designed and conducted for the welfare of the people, for the inculcation of right values, for the moulding of the moral being, for the well-being of a righteous society and for the strengthening of the national fabric. It is hoped that this Cultural Policy will also take its place in this time-honoured tradition of *loka kalyana* and contribute to the emergence of a more cultured society.

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# Cultural policy of Mangalore University suggests creating a cultural category for admission to courses

March 18, 2023 11:37 pm | Updated 11:37 pm IST - MANGALURU

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M. Mohan Alva, Chairman of Alvas Education Foundation, along with other guests, releasing the cultural policy of Mangalore University in Mangaluru on March 18, 2023. | Photo Credit: H.S. MANJUNATH

The 'cultural policy' of Mangalore University released on Saturday said that the university will create special provisions for admission to its various programmes by creating a quota under the cultural category.



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Regulations of the university shall be modified to make provisions for the relaxation of attendance requirements and the provision of grace marks for cultural achievers. However, this shall not mean that attendance requirements are to be taken lightly. Regulations for the same may be done on the lines of the sports policy of the university after due discussion before a committee of experts appointed especially for this purpose.

It said that as envisaged under the new National Education Policy, artists-in-residence programmes shall be initiated to expose students to the art, creativity and the rich treasures of the region where they study.

Musical instruments required for university students and troupes shall be purchased by the Cultural Centre (the constitution of which is suggested in the policy) and maintained by the staff of the Centre. The university shall take steps to offer short-term training in different cultural forms to students and other stakeholders. Training should also be given in the technical aspects related to artforms, such as lighting, curating, maintenance, etc., keeping in mind the particular inclinations of the students.



It said that Lec-Dem programmes and one-week programmes may be conducted to initiate students into various artforms and cultural expressions. Efforts may be made to project cultural champions as cultural icons so that they become models to emulate for students in general and also enhance the respect for such cultural achievers.

The policy said that a dynamic website may be created to record the stories of excellence in culture and to promote the public recognition of cultural champions.

Speaking after releasing the document of cultural policy at a function, M. Mohan Alva, Chairman, Alva's Education Foundation, Moodbidri, said that like science, there is truth in cultural life too. "We should protect the sanctity and truth of culture and artforms by overcoming corrupt practices," he said.



## Cultural Programmes:

### 1. Yaksha Mangala Program




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# Yakshamangala Award presented to veteran Yakshagana artists

March 18, 2023 11:21 pm | Updated 11:21 pm IST - MANGALURU

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Veteran Yakshagana artists Sadashiva Bhat, Pundariksha Upadhyaya and Dayananda Nagoor being felicitated with Yakshamangala award during the presentation ceremony by Yakshagana Study Center of Mangalore University at Mangala Auditorium, in Mangaluru on March 18, 2023. | Photo Credit: H.S. MANJUNATH

Senior Yakshagana artists Pundarikaksha Upadhyaya and Dayananda Nagooru were presented with the Yakshamangala Award, for 2021-22, instituted by P. Dayananda Pai and P. Satish Pai Yakshagana Adhyayana Kendra, Mangalore University at a function on the university campus on Saturday.





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The Yakshamangala Book Award for 2021-22 was presented to 'Shrikrishna Charita' written by D. Sadashiva Bhatta.

The Yakshamangala Award carried a purse of ₹25,000, a shawl, a citation and a memento and the Yakshamangala Book Award had a purse of ₹10,000, a shawl, a citation and a memento.

In addition, the kendra also presented its decennial award to 17 Yakshagana artists on the occasion of it completing 10 years of its establishment. Each of them were given away ₹10,000, a shawl, a citation and a memento.

The 17 artists who received the award included Puttige Raghurama Holla, Dinesh Ammannaya, Subrahmanya Dhareshwara, Kuriya Ganapathi Shastry, Padyana Shankaranarayana Bhat, Harinarayana Baipadithaya, Aruva Koragappa Shetty, Shivarama Jogi, Kumble Sridhar Rao, Argodu Mohandas Shenoy, Petri Madhava Naik, Balkuru Krishna Yaji, Mukhyaprana Kinnigoli, Ubaradkka Umesh Shetty, Pookala Lakshminarayana Bhat, Uppangala Shankaranarayana Bhat, and Chandrashekara Damle.

Two books 'Yakshahasya', which is the compilation of different papers presented by different speakers at a national level seminar organised by the Kendra, and 'Lavanya Lakshmi Mantharopakhyana' written by Shediguppe Vasudeva Bhatta were released at the function.

The foundation stone for constructing a Yakshagana stage on campus was also laid on the occasion by M. Mohan Alva, Chairman, Alva's Education Foundation. The Vice-Chancellor of the university P.S. Yadapadithaya presented the awards.

Speaking on the occasion, the director of the Kendra Sripati Kalluraya said that in the last 13 years the kendra had published about 13 books in addition to organising more

## 2. Samskrathi Siri





### 3. Talents Day cultural Program



### 4. Sambrama



## 5. Cultural Program on National Conference – Recent Trends in Biological Sciences





## 6. Cultural Program on Women's day Celebration



## 7. Dhashavarana

The UGC Centre for Women's Studies Mangalore University has organized a special lecture on 24<sup>th</sup> September 2023 by Vidushi Smt. Rajashree Ullal. She spoke on a topic 'The role of performing arts on the personality development of girls'.

The programme started by a prayer at 1.30pm. The director in-charge of UGC Centre for Women's Studies welcomed the speaker and the gathering. The speaker took the role of 'Bharathanatyam' learning and performing in personality development as a case study. She told as it is a total art form, so a child learns in this art it enables all the faculties like mind and body. The perfect coordination between mind and body trains a person for multitasking. As a performer, one should understand the movement of body synchronizing with the lyrics and rhythm and acting. This creates alertness in one's personality increases concentration which finally leads to development of an individual. In addition she told the posture and body language would also become upright.

The Director (In-charge) Prof. B.K Sarojini presided over the function. The 'Nrithyalahari' Pajeer show caused a dance programme 'Nooru Gejje Dasha Hejje' on this occasion.





