



@nilafoundation.org

## Press release:

### Eminent personalities to judge sketches for 'Puzha Malayalam'

17 March 2010

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What was once the life line of Kerala, is today a decaying, dying river. It is out of concern for Bharatapuzha (River Nila): the erosion of the river banks, the dilution of its culture, neglect and depletion of its resources - that the Nila Foundation was formed five years ago in Kerala. Foundation provides a platform for those who feel for the rivers and its depleting status, and for those who want to positively contribute to its conservation.

Eminent personalities like CN Karunakaran, MT Vasudevan Nair, Cinematographer Rajiv Menon, Dr. Latha Unnikrishnan, CK Sujith Kumar, Artist Madanan, Cartoonist Venu and C. Jayakumar (Thanal) will be joining hands with Nila Foundation to judge the best sketches on the theme "my river "which are sourced from the public globally. The crowd-sourcing is an attempt to make a participatory model where people from different spheres of life join the foundation in the publication of the book.

The judges will select entries in three different age categories, which will be incorporated into the 14 chapters of the 400-page 'Puzha Malayalam' - a book on status of rivers in Kerala. The book authored by CK Sujith Kumar and K Umadevi will historically document the environmental degradation of rivers in Kerala. The book is to be published on 5 June 2010 in Thunjan Parambu.

"Compared to my childhood, status of rivers in Kerala at present is quite sad. We all believe that we are knowledgeable about our water sources. However, except for some individual initiatives and small scale interventions in local issues, there is hardly any in-depth study undertaken on rivers yet. Rivers being elixir of life, polluting and exploiting of its water sources is a cruelty to the coming generation. As a medium, I believe that a fine art like sketching has an important role in spreading the awareness about rivers and related issues." CN Karunakaran, artist and Chairman of Kerala Lalita Kala Academy said.

Spokesperson of Nila Foundation, Prakash Manjapara urged the public to join the movement to sketch "my river". "As the awards will have three categories for ages below 10, 18 and above, we welcome people from all ages to participate in this initiative. This could be a reflection of your insights or experiences associated with rivers or environmental degradation. This could be about rivers from any parts of the world. The winners of 14 entries will also get an opportunity to have an experiential holiday for a week along Bharatapuzha river that gives insights into its culture, folk art forms, history, people and life."

Those sending hardcopy of their sketches should draw using black ink in white drawing paper (10inch\*8inch). Digital work is acceptable. Any scanned images of the work should be of min 300 DPI quality not more than 5 MB. One applicant can send up to three images. A separate note on the background of the sketch in not more than 500 words is appreciated. Authenticity of the sketch has to be self attested. Last date for receiving the sketch is 25th April 2010.

For more details visit [nilafoundation.org/sketches.htm](http://nilafoundation.org/sketches.htm)

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