



Press release:
Inviting sketches for book on rivers:
Published by Nila Foundation 20 March 2010

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.

Five years ago we had taken up a study to historically document the environmental degradation of the rivers in Kerala. This study authored by C.K Sujith Kumar and K Umadevi is now ready to be published on the 5th of JUNE 2010 on the UN world environment day. Titled, 'Puzha Malayalam', the 400-page book is looking at a participatory model where people from different spheres of life join us in the publication of the book. As a small step towards this, we are inviting interested people through a drawing competition from across the world to sketch the introductory pages of the fourteen chapters.

'My river' is the theme of the competition. 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. Out of the sketches, we will select 14 entries in three different age categories, which will be incorporated into the individual chapters of the book. 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. A board of experts commissioned by Nila Foundation will be short-listing and selecting the winning entries. Selected entries will also be exhibited at the book launch at Thunjan Parambu literature park in Tirur, Kerala.

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. 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/puzha.htm

Hard copies to be sent to :

Prakash M, Nila Foundation / SMAAS, Kandath Complex Poongottukulam, Tirur- 676101
Malppuram(Dist), Kerala, India Ph: +91.9446280603 / 9605396238

Soft copies to be sent to : nilafoundation2010@gmail.org