



Spic Macay Flags Off 10th International Convention at IIT Hyderabad with a Grand Press Meet in Hyderabad

Hyderabad, May 25: In a resplendent prelude to one of India's most cherished cultural experience, SPIC MACAY held a press conference today at Hotel Marigold's Mystique Lounge, announcing the commencement of its **10th Annual International Convention**, to be hosted at **IIT Hyderabad from May 26 to June 1, 2025**. The event promises a week-long celebration of Indian classical arts, drawing over **1500 youth and volunteers from India and abroad**. The conference was graced by **Padma Shri Dr. Kiran Seth**, Founder of SPIC MACAY, **Prof. B.S. Murty**, Director of IIT Hyderabad, **R. M. Tiwari**, National Chairperson, SPIC MACAY and Convention Convenors **Smt. Kona Lakshmivalli** and **Smt. Kalapoorna Nalla**, who shared insights into the convention's significance, preparations, and vision.

"SPIC MACAY is not just a cultural movement; it's a spiritual revolution, this convention is not just an event—it is a journey inward" remarked **Dr. Kiran Seth**, opening the conference with his trademark humility and conviction. Reflecting on the journey that began in 1977, Dr. Seth emphasised how the movement seeks to connect youth with the soul of India through immersive experiences. He also highlighted the uniqueness of the 10th International Convention, which marks a decade of the organization's international outreach. **"This is not just about watching performances, it's about transformative experiences — waking up at 4 AM for yoga, immersing in intensives, and being touched by the depth of our heritage. We awaken students at 4 AM not to test them, but to allow them to experience something deeper,"** he said.

Taking the dais next, **Prof. B. S. Murty**, Director of **IIT Hyderabad**, spoke about the institute's pride in hosting the convention. **"IIT Hyderabad has always championed innovation and tradition alike. Hosting SPIC MACAY aligns with our commitment to holistic education. We are ready to welcome the cultural torchbearers of tomorrow. IIT Hyderabad is proud to be the canvas for this cultural renaissance. Our campus will resonate with ragas and rhythm, reminding students of what it means to be truly rooted."** he affirmed. Prof. Murty also shared logistical details about the hosting and praised the student and volunteer effort behind the scenes.

R. M. Tiwari, the **National Chairperson of SPIC MACAY**, emphasized the scale and spirit of the movement. **"This is more than an event — it's a Yatra of values, discipline, and devotion to our intangible heritage. In a world obsessed with speed, SPIC MACAY teaches stillness. This is a people's movement, a youth movement, a soul movement, it is one of the greatest milestones in the history of SPIC MACAY."** he noted. Tiwari ji spoke about the movement's reach across thousands of schools and colleges, and its reliance on *nishkaam seva* (selfless service).

Speaking on behalf of the Organising Committee, **Smt. Kona Lakshmi Valli**, one of the **Convention Convenors**, outlined the vision for the week-long festival. **"We have curated an experience that immerses students in the finest of Indian classical arts – from morning Naad Yog to evening concerts by maestros. Every moment is crafted with care and intention,"** she shared. Lakshmivalli also expressed gratitude to all partnering institutions, patrons, and artists for their unwavering support.

Echoing this sentiment, **Smt. Kalapoorna Nalla**, **Co-Convenor**, highlighted the convention's broader educational impact. **"This is a living classroom where silence is a teacher and art is the syllabus. Students leave not just with memories, but with a transformed sense of identity,"** she said. Nalla praised the volunteer force that powers the movement, calling it a **"silent army of**

Smt. Kona Lakshmivalli and Smt. Kalapoorna Nalla, Convenors of the 10th International Convention, highlighted the extraordinary lineup of artists and the immersive format of the event. *“This year’s convention brings together some of the most celebrated icons of Indian culture,”* said Smt. Kalapoorna Nalla. *“We are honoured to host maestros like Pt. Hariprasad Chaurasia (Padma Vibhushan), Begum Parween Sultana (Padma Bhushan), Pt. Vishwa Mohan Bhatt (Padma Bhushan), Dr. N. Rajam (Padma Bhushan), and Raja & Radha Reddy (Padma Bhushan/Padma Shri), among many others.” It is an unprecedented opportunity for over 1500 students to interact directly with legends like Aruna Mohanty, Tilak Gitai, Bhajju Shyam, Hem Chandra Goswami, and others who have received national honours such as the Padma Shri and Sangeet Natak Akademi Awards,”* added Smt. Kona Lakshmivalli.

The press conference also announced the release of **SANDESH – Convention Special**, the official souvenir newsletter of SPIC MACAY, which chronicles the key highlights of the convention and features renowned artists, sessions, and immersive experiences. The 10th International Convention will feature intensive workshops, heritage walks, cinema screenings, holistic food, yoga sessions, and performances by India’s most revered classical musicians and dancers, promising an immersive dive into the timeless ethos of Indian culture.

A Unique Learning Experience

Participants—comprising exclusively school and college students selected through a rigorous process—will have **free accommodation and meals** for the entire week. They will experience:

- Early morning yoga and meditation
- Interactions with legendary artistes
- Classical concerts, folk performances, and cinema classics
- Craft workshops and heritage walks
- Shramdaan (voluntary community work) to instill humility and service

Celebrating India’s Greatest Living Artists

Evenings will witness performances from some of India’s most distinguished artists, **listed here in order of the highest civilian honour received**

- **Pt. Hariprasad Chaurasia (Padma Vibhushan):** Hindustani Flute
- **Begum Parween Sultana (Padma Bhushan):** Hindustani Vocal
- **Dr. N. Rajam (Padma Bhushan):** Hindustani Violin
- **Pt. Vishwa Mohan Bhatt (Padma Bhushan):** Mohan Veena
- **Raja & Radha Reddy (Padma Bhushan/Padma Shri):** Kuchipudi
- **Ustad Shahid Parvez Khan (Padma Shri):** Hindustani Sitar
- **Pt. Venkatesh Kumar (Padma Shri):** Hindustani Vocal
- **Vidushi Ashwini Bhide Deshpande (Padma Shri):** Hindustani Vocal
- **Vidushi A. Kanyakumari (Padma Shri):** Carnatic Violin
- **Ustad F. Wasifuddin Dagar (Padma Shri):** Dhrupad
- **Datuk Ramli Ibrahim (Padma Shri):** Odissi
- **Yella Venkateswara Rao (Padma Shri):** Mridangam
- **Ustad Bahauddin Dagar (SNA Awardee):** Rudra Veena
- **Warsi Brothers (SNA Awardee):** Qawwali
- **Abhishek Raghuram (Yuva SNA Awardee):** Carnatic Vocal
- **Vid. Lalgudi G.J.R. Krishna & Vid. Lalgudi Vijaya Lakshmi (SNA awardees):** Carnatic violin
- **Prahlad Singh Tipaniya (Padma Shri):** Kabir Gayan

- **Pandit Ulhas Kashalkar (Padma Shri Awardee):** Hindustani Vocal & **Pandit Suresh Talwalkar (Padma Shri Awardee):** Tabla

Immersive Mornings: Yog, Naad & Meditation

Days will begin at **4:00 AM** with **Hatha Yog, Naad Yog, and Meditation**, led by spiritual mentors like **Swami Tejomayananda Saraswati, Swami Tyagarajananda Saraswati from Bihar School of Yoga, Sister Krishnaveni of the Brahma Kumaris and Wasifuddin Dagar, Padma Shri**

Intensives with Gurus: Craft, Dance & Music

Participants will engage in **28 traditional intensives**, taught by acclaimed gurus including

- **Jayateerth Mevundi (Yuva SNA Awardee)** – Hindustani Vocal
- **Malladi Suribabu (SNA Awardee)** – Carnatic Vocal
- **Manda Sudharani (SNA Awardee)** – Carnatic Vocal
- **Bhai Gurdev Singh** – Shabad Kirtan
- **Neemrana Choir** – Western Classical Music
- **Biswajit Roy Chowdhury** – Sitar / Sarod
- **Ghanakanta Bora (Padma Shri)** – Sattriya
- **Meenakshi Chittaranjan (Padma Shri)** – Bharatanatyam
- **Aruna Mohanty (Padma Shri)** – Odissi
- **Kalaimamani Sailaja (SNA Awardee)** – Kuchipudi
- **Deepika Reddy (SNA Awardee)** – Kuchipudi
- **Raghav and Mangala Bhatt (SNA Awardees)** – Kathak
- **Pallavi Krishnan (SNA Awardee)** – Mohiniyattam
- **Kalamandalam Balasubramanian (SNA Awardee)** – Kathakali
- **Kalavati Devi (SNA Awardee)** – Manipuri
- **Kapila Venu (Yuva SNA Awardee)** – Koodiyattam
- **Shanti Devi & Shivan Paswan (Padma Shri Awardees)** – Godana Madhubani Folk Painting from Bihar
- **Tilak Gitai (Padma Shri)** – Kishangarh Miniature Painting from Rajasthan
- **Bhajju Shyam (Padma Shri)** – Gond Tribal Painting from Madhya Pradesh
- **Hem Chandra Goswami (Padma Shri)** – Majuli Traditional Masks from Assam
- **D Vaikuntam (National Awardee)** – Cherial Folk Painting from Telangana
- **Niranjan Jonnalagadda** – Kalamkari Painting from Andhra Pradesh

Dialogues, Cinema & Folk Treasures

Afternoons include dialogues with legends such as **Smt. Shabana Azmi** and **Shri Javed Akhtar** (both Padma Bhushan) on cinema, society, and literature. Highlights include a screening of *Gandhi* (dir. Richard Attenborough), followed by discussions.

Folk traditions are celebrated through:

- **Debasis Reang (SNA Awardee)** – Hojagiri
- **Tarapada Rajak (SNA Awardee)** – Purulia Chau
- **Khumukcham Romendro Singh (SNA Awardee)** – Pung Cholom
- **Kanaka Sudarshan** – Gonds Ghussadi

June 1 Finale: Heritage Walks & Photography Exhibit

The convention culminates with five heritage walks across Hyderabad, exploring the city's Islamic, Nizam-era, spiritual, folk, and craft legacies — including sites like Golconda Fort, Charminar, Salar Jung Museum, and Laad Bazaar.

A stunning visual retreat, “BHAVATI – The Purna Mahakumbh Mela 2025”, a photography exhibit by **Shri Lalit Verma**, runs throughout the week. The Convention’s spirit echoes SPIC MACAY’s mission: “Every child should experience the inspiration and mysticism embodied in Indian and World heritage.” The organization aspires to reach every child by 2030.

About IIT Hyderabad:

IITH, established in 2008, has reached a respectable position in Academics, Research, Technology development and Startups in a short span of 16 years. In the National Institutional Ranking Framework (NIRF), IITH has bagged at 3rd in Innovation and 8th among Engineering institutes in the last two consecutive years, while it has maintained its rank within top 10 Engineering Institutes ever since NIRF was launched. IITH has been striving for excellence with a motto of "Inventing & Innovating in Technology for Humanity (IITH)".

With 325 full-time Faculty and 5,300+ Students (PG+PhD students accounting for about 60%), IITH has a strong research focus with ~ 4630 Projects worth of Rs. 1510+ Cr of R&D funding (Rs. 335+ Cr funding in 2024-25, Rs. 1+ Cr per faculty), 11,680+ Publications, 2,15,000+ Citations, 510+ Patents (210+ Patents in 2024 and a commitment to “Patent a Day: Mission 365” for 2025 to earn 365 Patents by the end of 2025), and about 260+ Startups (that have generated 1100+ jobs with a revenue of Rs. 1500+ Cr).

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About SPIC MACAY:

SPIC MACAY (Society for the Promotion of Indian Classical Music And Culture Amongst Youth) is a 48-year-old, volunteer-driven, apolitical, non-profit movement that introduces Indian classical music, dance, and heritage arts—including folk traditions, cinema, yoga, and crafts—to students across India and abroad. Each year, SPIC MACAY organizes **over 5,000 programmes** in 100+ cities and towns globally. During the pandemic, the movement conducted over 1,000 programmes online.