



HERITAGE EDUCATION AND COMMUNICATION SERVICE



INTACH

DEDICATED TO CONSERVATION





INTACH

The Indian National Trust for Art and Cultural Heritage (INTACH) was founded in 1984 in New Delhi with the vision to create a membership organization to stimulate and spearhead heritage awareness and conservation in India.

INTACH has pioneered the conservation and protection of India's natural and cultural heritage and is today the largest membership organization in the country dedicated to conservation. Apart from a core professional staff at the headquarters in Delhi, who look after the Divisions, INTACH has enthusiastic volunteers across the country, who are responsible for the spread of the heritage movement.

OUR DIVISIONS

INTACH functions from its Divisions at the headquarters in New Delhi:

- Architectural Heritage
- Natural Heritage
- ICI – Material Heritage
- Heritage Education and Communication Service
- Intangible Cultural Heritage
- Heritage Academy
- Chapters
- Publications
- INTACH Documentation Centre
- Craft Community and Heritage



Clean up drive at Hauz Khas, Delhi



HERITAGE EDUCATION AND COMMUNICATION SERVICE (HECS)

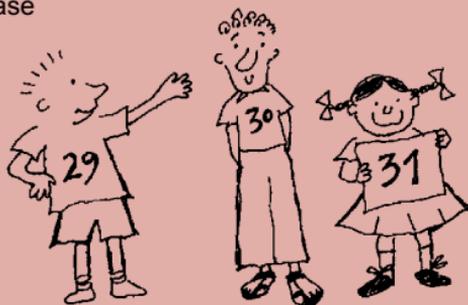
Heritage awareness and people's involvement in heritage issues is one of INTACH's primary mandates. The Heritage Education and Communication Service (HECS) of INTACH was set up in 1998 to promote heritage education and spread awareness about India's natural, built, cultural and living heritage to all people, particularly the youth.

OBJECTIVES

- Develop, conduct and monitor heritage awareness workshops
- Set up Heritage Clubs at schools
- Organize national level awareness programmes
- Develop heritage educational resources and publications
- Promote the use of multimedia as a heritage sensitization resource
- Strengthen our heritage volunteer base

TARGET GROUPS

- Schools and colleges
- Professional groups
- Policymakers
- Local development authorities
- Public at large



Theatre workshop by students



HERITAGE AWARENESS WORKSHOPS

Teacher Training Programme

HECS conducts workshops to train teachers across the country to make them aware of the importance of heritage education and to set up Heritage Clubs in schools. Teachers are trained to organize and develop:

- Heritage awareness modules
- Adopting local heritage
- Heritage walks
- Museum visits
- Local craft workshops
- Talks and workshops by experts
- Adopting local heritage
- Museum visits
- Clean-up drives

One teacher → Many students → Whole community

Special Heritage Education Activities for Youth

HECS organizes programmes for youth including schools and colleges:

- Heritage walks
- Adopt a monument
- Learn-a-craft workshop
- Thematic workshops
- Museum tours
- Use of mass media and film making
- Enrichment programmes on caring for natural, built and living heritage





INTACH HERITAGE CLUBS IN SCHOOLS

The idea of setting up Heritage Club in schools across the country began in 2002 to provide training and resources to teachers in urban and rural areas. HECS undertakes the Heritage Club programme in cities, towns and surrounding rural areas across India every year with the help of INTACH Chapters.

The purpose of setting up Heritage Clubs in schools is to motivate students to learn about their local and national heritage.

Each student who becomes an INTACH Heritage Club Member receives:

- Heritage Club Badge
- Heritage Club Passport

Teachers are given a Heritage Education Kit with ready-to-use material to help set up a Heritage Club in their school. Each kit includes information sheets on:

- What is Heritage
- What is Heritage Education
- How to set up a Heritage Club
- Heritage Club Pledge
- 1 Heritage Club Passport
- 1 Heritage Club Badge
- Activity sheets on natural, built and living heritage
- Days That Matter – a heritage calendar
- Nine stars – a heritage report





PUBLICATIONS

For Schools and Colleges

- **Young INTACH newsletter:** A quarterly newsletter for Heritage Club student members on various aspects of India's tangible and intangible heritage.
- **Hands on Heritage:** HECS has published a handbook for teachers in 10 languages including English, Hindi, Tamil, Malayalam, Telugu, Kannada, Marathi, Gujarati, Urdu and Bengali with over 100 exciting and innovative ideas to learn about India's heritage.
- **Adopt a Monument:** A handbook for teachers, students, and enthusiasts who want to learn how to conserve India's magnificent built heritage. It explains in steps various things one can do to protect a monument.
- **Adopt a Tree:** A handbook for teachers, students, and enthusiasts committed to conserve our natural heritage. It explains in various steps how to take care of trees.
- **Adopt a Craft:** A handbook for teachers, students and enthusiasts who want to explore the different crafts practiced in India. This book explains in detail the various methods for learning and caring for crafts.
- **Heritage and Harmony (DVD):** It aims at fostering an understanding and appreciation of the diverse culture of India, the many faiths and the plurality of our cultural expression.
- **Kidspeak Peace Diary:** Is an everlasting diary consisting of student drawings and writings on peace and non-violence.
- **Hands for Heritage – A Heritage Volunteer Kit:** This is a kit for volunteers to introduce them to all the facets of INTACH and training in heritage skills.
- **Young INTACH Anniversary Issue:** It is a compilation of our newsletters from 2004-2014 and consists of the best articles, activities and maps on each aspect of our Heritage (Natural, Built, Material, and Living).
- **Teachers Kit:** A kit for teachers training workshop.

For the Public

- **Capital Story:** The Building of New Delhi (1911 – 1931).



NATIONAL LEVEL PROGRAMMES

Some of our national programmes are:

My City My History (2009-11)

A collaborative pan-India programme with FOX History and Entertainment, involving school children to explore India's rich historical and cultural heritage.

Tagore at 150 (2011-12)

To commemorate the 150th birth anniversary of Rabindranath Tagore, INTACH HECS with its network of heritage clubs undertook an initiative, 'The Power of the Pen'.

Harit Sankalp – Care for Nature (2012-13)

The project focused on promoting an understanding of natural heritage and learning to care for it among school children.

My Living Icon (2013-14)

This pan-India essay/paint competition focused on acknowledging any one individual from the student's city or state who has contributed considerably to the field of art, culture and heritage of their city.

National Heritage Quiz (2014-15)

It aims to increase awareness about the heritage and culture of our country among school children.

MASS MEDIA FOR HERITAGE

Filmit India project (2008 onwards)

Filmit is an exciting multi-cultural project that helps students to make short films on their city's heritage. The project is funded by the Helen Hamlyn Trust (UK) and is a part of Open Futures Filmit programme.

Over 1200, 2–3 minute short films have been prepared by the students across the country. These films on culture are later shared with students in the United Kingdom. Currently the Filmit project has spread out to cities like Delhi, Kolkata, Mumbai, Goa, Hyderabad, Chennai, Chandigarh and Jaipur etc. The films have won awards in international children's film festivals.

CREATIVE CAPACITY BUILDING

HECS initiated a skill development programme for women and children in Khajuraho. Other programmes are:

Volunteer Training For Colleges

The programme emphasizes on volunteerism and role of a Heritage Volunteer; highlighting various aspects of heritage and its listings; the heritage of their city as well as creating a sense of appreciation for the heritage that surrounds them.

National Heritage Awareness Programmes

Strengthening of INTACH chapters by supporting them on specialized workshops in schools and colleges, skill development programmes, rural programme and citizenship training.



Filmit India Workshop, Jaipur



International Children's Film Festival winners, Hyderabad

ELECTRONIC MEDIA FOR HERITAGE

Young INTACH website

HECS has initiated the design and development of an interactive website for teachers, parents, enthusiasts and students.

Register at www.youngintach.org

Young INTACH Heritage E-group Newsletter

HECS runs the Heritage e-group newsletter that provides a monthly update of our latest projects, activities, worksheets, programmes etc. to all registered on our website.



Membership at a Glance

CATEGORY	ADMISSION FEE(Rs.)
Life	5000
Ordinary	1200 & 200 per year
Donor - Individual	2,00,000 & above
Govt Organization/ Authority/Body	10,00,000
Public or Private Sector Corporation	10,00,000
Institutional (New)	10,000 (for 10 years)
Student - 18 to 25 years (Non Voting Category)	300
Overseas - Individual	USD 200 or equivalent
Overseas - Institutional	USD 150 or equivalent

Membership Form can be downloaded from the website-www.intach.org

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