

About REACH (Rural Entrepreneurship for Art & Cultural Heritage)

It was in 1995 that REACH was established in Dehradun, Uttarakhand, with the mission of stemming the tide of modernity sweeping urban landscapes. We started our journey with the Virasat Festival in Dehradun, but went on to undertake several projects for the enhancement of cultural values related to arts, culture and heritage of India.

Some of these projects are outlined as under:

- Documentation of the Dhol and Damau, percussion instruments of Uttarakhand
- Creation of Orchestras of folk music of the hills in the self-help mode
- Establishment of an archive of Hindustani Classical Music in Vadodra
- Organizing the National Theatre Festival – Theatrefest, networking with organizations such as National School of Drama, Sangeet Natak Akademi and leading theatre personalities of the country
- Institution of Virāsat Samman for unsung, subaltern artistes
- Documentation of the structural temples of Kutch Region
- Workshops and school outreach programmes in Indian culture
- Documentation of heritage sites associated with Jim Corbett in Uttarakhand
- Establishment of Himalayan Heritage Centre
- Empowerment of several folk art troupes
- Conceptualizing the Vanishing Voices Festival in New Delhi
- Holding the Virāsat, folklife and heritage festival, for the last 27 years

Details of our work can be accessed from our brochure and website: www.virasatfestival.org.

REACH is a Registered, Non-Profit, Apolitical, Voluntary Society, exempted from Income Tax under Section 80 (G) of the IT Act and registered under FCRA Act.

REACH seeks to rejuvenate arts and heritage by reaching out to the essence of Indian-ness. We target youth as ambassadors of Indian heritage and prepare them to hand hold traditional bearers. We inculcate good taste and give people a sense of ownership for Indian heritage by working for it.

Arts & Heritage Festival in the Himalayas...

The Festival...

What started twenty-two years ago as an effort to sensitize young men and women to the grassroots' arts of India, has now evolved into Afro-Asia region's most vibrant and invigorating arts' event.

The Festival has been instrumental in revitalizing several rural art forms, teetering on the brink of extinction due to a lack of audiences. **Virāsāt** has been instrumental in bringing the spotlight back on our village traditions – music, dance, crafts, painting, sculpture, theatre, storytelling, health and wellness, cuisine and several others; traditions that have now come to be recognized as the wellspring of our classical and contemporary arts.

The Festival has played a significant role in engendering 'local pride' in these art forms by exposing urban audiences and young minds to these traditions, that are presented after due diligence into their authenticity.

Some of the biggest names in the arts and culture fraternity, including Late Jagjit Singh, Gulam Ali, Hariharan, Pt. Bhimsen Joshi, Pt. Hariprasad Chaurasia, Pt. Shiv Kumar Sharma, Shyam Benegal, Adoor Gopalakrishnan, Govind Nihalani, Manjit Bawa, Sonal Mansingh, Naseeruddin Shah, Anjolie Ela Menon, , I. Alan Sealy, to name just a few, have been intimately associated with the event.

The Background...

No country can aspire to greatness unless its grassroots traditions are strengthened and respected. While government policies have done little in this regard, civil society initiatives have been few and far between.

REACH has taken upon itself the task of generating the spirit of enterprise within the rural folk themselves to make their arts and products accessible to wider audiences. We work towards generating means of economic growth in the rural sector through eco-friendly means, the means of arts, culture and crafts, the aesthetically produced utility objects, produced with manual labor, using sustainable materials.

Today, India stands at the threshold of opportunity. If we are to ensure that the vast multitude of our rural folk also prosper with the industrialized urban centres without inflicting irreparable damage to the fragile environment, new models of rural growth need to be looked at.

Virāsāt presents one such template which is inspiring several similar initiatives across the nation. The event's success can be amply measured in the large number of overseas performance requests and visitors that we have been receiving over the years. However, the phenomenal success of the festival also means that it requires additional support, in terms of funding and sponsorship to carry forward its work of helping local arts go global and reacquainting us with our roots.

For Sponsor the Festival presents a unique opportunity to position itself as sensitive and sensitized. More significantly, it helps your product through brand association with the biggest arts' event in the Afro-Asian region, with sustained exposure over a fortnight to over a million people from across the country that visit the festival attracted by its varied fare.

The Proposal...

The Festival seeks your support in the form of sponsorship and participation in the festival as requested above. Tight financing and conservative spending ensure that we wrap up the expenses of this mammoth festival within Rs. 2 Crores.

The Festival Sponsor is the major sponsor of the event and is given sustained exposure pre and post Festival, and of course during the fifteen days of the festival.

We look forward to partnering you in this festival that is looked forward to across the country. We would once again like to remind you of the key benefits sponsors derive by supporting the festival

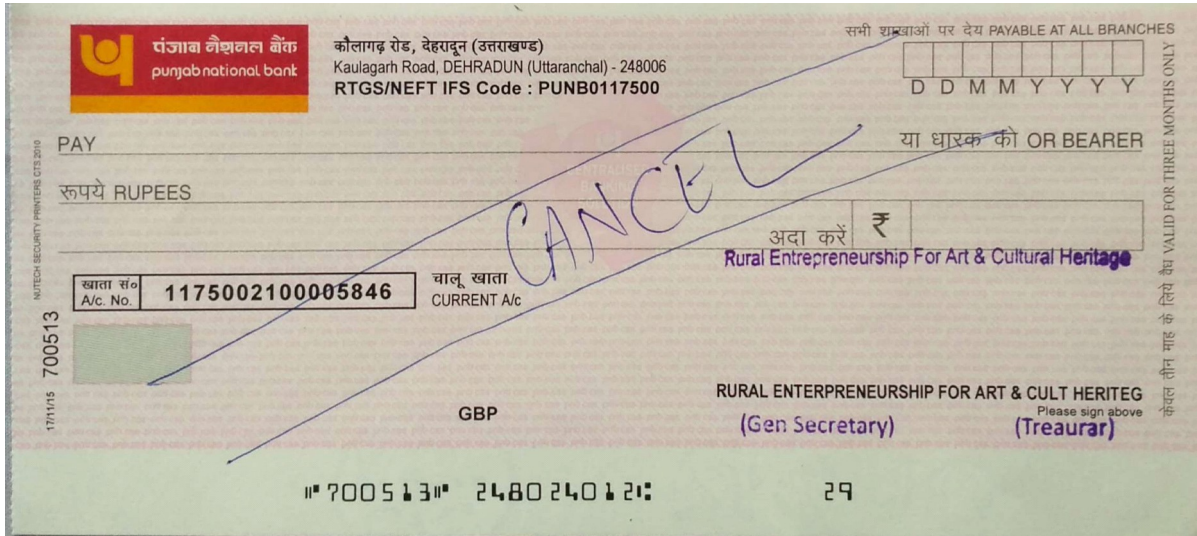
Key Benefits...

- More than a million footfalls
- Over a 100 awe inspiring concerts
- Generated media buzz worth more than 22 Crore Rupees (Source Dentsu Aegis Network, New Delhi)
- Fortnight long sustained brand exposure & recall
- Brand Association with celebrity & grassroots artistes
- Media tie-ups with leading channels and news networks
- Over 50,000 young participants of the age group up to 20 years
- Visitor profile includes high purchasing power, upper middle class families with youth predominating
- Exposure to your brand through stage events and captive audiences, projecting it as culturally conscious, committed to the Indian ethos
- Your brand gets associated with the most recognizable and looked forward to event

P.S. - Sponsorships to REACH are exempt under Section 80 (G) of the Income Tax Act entitling the donor to claim a tax deduction equal to 50% of the amount donated from the taxable income

Performa for E-Payment (ECS Form)

Name of Beneficiary	RURAL ENTREPRENEURSHIP FOR ART & CULTURAL HERITAGE (REACH)
Beneficiary Address	175/II, Vasant Vihar Dehradun – 248 006 Uttarakhand
Telephone	0135-2763618
Mobile No.	09358130598, 09412993405
E-mail Id	virasat.reach@gmail.com
Beneficiary's Bank Name	Punjab National Bank
Bank Account No.	1175002100005846 (copy of cancelled cheque enclosed)
Beneficiary's Bank Branch & Address	Kaulagarh Road Dehradun-248001 Uttarakhand
Type of Account (Savings/Current)	Current
MICR Code	248024012
IFSC Code	PUNB0117500
PAN	AAATR5489E (copy enclosed)
TAN	MRTR00872E



Copy of Cancelled Cheque

