



केन्द्रीय माध्यमिक शिक्षा बोर्ड

(मानव संसाधन विकास मंत्रालय, भारत सरकार, के अधीन एक स्वायत्त संगठन)

शिक्षा सदन, 17, इन्सटिट्यूशनल क्षेत्र, राउज एवेन्यु, दिल्ली-110002.

CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organization under the Union Ministry of Human Resource Development, Govt. of India)

"Shiksha Sadan", 17, Institutional Area, Rouse Avenue, Delhi-110002

CBSE/ACAD/AD (R&I)/2015

23th October, 2015

All Heads of CBSE affiliated schools

Circular no. Acad-70/2015

Subject: Celebrating the World Day for Audiovisual Heritage on 27th October 2015- "Archives at Risk: Protecting the World's Identities"

The United Nations Educational, Scientific and Cultural Organization (UNESCO) decided to observe October 27 as the **World Day for Audiovisual Heritage**, to protect and safeguard the heritage of audiovisual media like film, television, radio, photographic prints etc. This is done by building global awareness of issues on preserving audiovisual material, such as sound recordings and moving images. The first World Day for Audiovisual Heritage was observed on **27th October 2007**.



United Nations
Educational, Scientific and
Cultural Organization



In support of

World Day for
Audiovisual Heritage

Technology has taken a great leap. Today anyone can make colour movies using an inexpensive pocket mobile phone and transmit them to the other side of the world. But even a simple mobile phone was beyond the wildest dreams of most people not much more than a generation ago.

Moving images of all kinds, together with sound recordings, are important records of our lives and the world that we live in and they are worthy of preservation. These give a very useful insight into what people did, how they dressed, what made them laugh and generally, what entertained them. Sadly, their importance often goes unrecognised. Early film and sound recordings were often neglected and decayed, or were simply destroyed and lost forever. Our audiovisual heritage is very much part of our everyday life, but it is often completely taken for granted.

CBSE understands that Audiovisual Heritage is a very important part of our heritage and encourages everyone, everywhere to join in celebrating 27 October by taking essential steps to conserve our precious collections so that present and future generations can enjoy the treasures by:

- bringing history and culture of our country alive for students through the screening of films from yester years.
- promoting awareness of and involvement in preserving the audiovisual heritage of our country.

- inculcating a respect for diversity, tolerance, mutual understanding, to promote peaceful co-existence by viewing and listening to the audiovisual heritage of different states and countries around the world.
- inspiring students to build a future through an understanding of the past and the present.
- equipping them to understand and explore their local audiovisual heritage to gain a sense of self.

Schools may celebrate the day by conducting a number of interesting and challenging events:

- Digitisation of photographs:** Students may digitise their old school/local village/town/city photographs, which are available only in print form. They may also restore the prints using photo-editing software.
- Films Forever:** Celebrating the works of renowned directors such as Satyajit Ray, Bimal Roy, Guru Dutt Akira Kurosawa, Ingmar Bergman, Sergei M. Eisenstein, Federico Fellini etc by screening their classics as a week long Film Festival. Prior approval may be got, if required. Parents may also be invited.
- Asian Heritage Fiesta:** Students celebrate the diversity of the Asian Audiovisual Heritage through folk/classical music and dance presentations. Parents may be invited to watch the performances.
- Hand Painted Poster:** Students create their own film posters as were done before the era of flex posters and digital prints.

The schools may conduct these activities in three groups of classes **VI-VIII, IX-X and XI-XII** till National Youth Day on 12th January 2016 and culminate it in the form of an '*Audio Visual Heritage Festival 2016*'. For more activity ideas kindly refer to *Annexure-1*. You may conduct these activities as:

- Inter house/ Inter class/Assembly activities for awareness
- Inter house/ Inter class competition to help internalise the information received at previous level
- Interdisciplinary projects for formative assessment

Schools may prepare a detailed report regarding school level activities and send it along with a C.D containing images and videos of these activities by 30th January 2016 to: **Ms. Neha Sharma, Deputy Director (E&R), CBSE, 17 Rouse Avenue, Delhi**. Selected best 5 schools from each region shall be awarded, '**Certificate of Appreciation**' for outstanding efforts towards preserving the Audiovisual Heritage. For further details kindly contact on phone number- **011-2323779** or email at **dydirer.cbse@gmail.com**.

The Board hopes that these engaging and enriching activities will help in connecting the youth with their rich audiovisual heritage.

Sugandh Sharma.

(Sugandh Sharma)
Additional Director (Research and Innovation)

Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction:

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, N D-16
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida-201309.
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054.
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160 017.
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim – 737101.

6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar – 791 111
7. The Director of Education, Govt. of A&N Islands, Port Blair - 744101.
8. The Director of Education, S.I.E., CBSE Cell, VIP Road, Junglee Ghat, P.O. 744103, A&N Island
9. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
10. The Additional Director General of Army Education, A –Wing, Sena Bhawan, DHQ, PO, New Delhi-110001.
11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt-110010
12. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions.
13. All Associate Professor & Additional Directors/Advisors/Consultants
14. All Joint Director/Deputy Director/Assistant Director, CBSE
15. Incharge IT Unit with the request to put this circular on the CBSE Academic website.
16. The Public Relations Officer, CBSE
17. PS to Chairman, CBSE
18. PS to Secretary, CBSE
19. PS to Controller of Examinations, CBSE
20. PS to Director (Special Exams and CTET), CBSE
21. PA to JS & IC (A & T)
22. PA to AD & IC (R&I)
23. PS to Director (Information Technology)

Additional Director (Research & Innovation)

Annexure 1

Some more Ideas and Guidelines for planning and conducting audiovideo heritage Activities:

- Restoration at home: Students sort through old family journals, diaries, photos and other material, organizing them chronologically and ensuring the items are safely stored away from humidity, temperature extremes or dust.
- Establishing Audiovisual Heritage club for debates, quizzes, discussions and activities like presentations, preservation, field trips and documentation
- Discover the audiovisual history of your local area through recordings of indigenous stories, dance and music.
- Prepare a social media campaign to raise awareness about India's Audiovisual Heritage, using photos, links to interesting websites and keep updating information about your school's activities.
- Hold a student's "*In our times*" workshop. Teacher's to show a typical day when they were young, and include props, costumes and activities related to Audiovisual Heritage.
- Conduct a "What is it?" workshop. Students bring miscellaneous antique or period items related to audiovisual heritage (old Audio tapes/gramophone records/walkmans/tape recorders/VCR tapes/even a B/W shutter television if anyone has it still) for identification and discussion by an expert (e.g. museum official, or elder).
- Stage a music recital or other performance, featuring traditional themes, folksongs, and ideally some older kinds of instruments. May organise SPICMACAY events and workshops. Please refer to Board's Circular No. 50/10/18.08.2010