

UPES collaborates with REACH for Virasat

PNS ■ DEHRADUN

UPES has entered into collaboration with the annual heritage and folk festival Virasat organised by Rural Entrepreneurship for Art and Cultural Heritage (REACH) to promote the rich tapestry of Indian art, culture and heritage. Announcing this on Friday, UPES stated that the entire community of over 16,000 students, faculty and staff of the university would be engaged in cultural preservation and propagation among youth in the higher education ecosystem. The university's fa-

cilities, including its state-of-the-art amphitheatres and Multi Activity Centre (MAC), will be available round the



year for hosting events focused on art, craft, culture and environment.

Commenting on the partnership, the vice-chancellor of

UPES Ram Sharma said that this collaboration would help them engage with and contribute to the cultural landscape of the country.

The ex-ED (HR) ONGC and founder, REACH Virasat, RK Singh said that the coming together of UPES and REACH is a confluence of artistic and aesthetic sensibilities which would enrich the cultural landscape.

Virasat is a 15-day festival which will be held from October 15 to 29 this year.