

UPES Collaborates with REACH for Virasat Festival to Promote Indian Art and Culture Among the Youth

Dehradun, 26 September 2024: UPES is proud to announce a landmark collaboration with Virasat, an annual heritage and folk festival organised by REACH (Rural Entrepreneurship for Art & Cultural Heritage), aimed at promoting the rich tapestry of Indian art, culture, and heritage. This significant partnership brings together the entire community of over 16,000 students, faculty and staff at UPES, who will rally behind the university's commitment to cultural preservation and propagation among youth in the higher education ecosystem.

The university's facilities, including its state-of-the-art amphitheatres, Multi Activity Centre (MAC), as well as other areas of the campus, will be available round-the-year for hosting events focused on the preservation and promotion of art, craft, culture and environment.

The collaboration encompasses a series of impactful initiatives, most notably the 'Gateway to Himalayas' program, a visionary joint endeavour between UPES and REACH to give youngsters an immersive experience of the Himalayan region and its associated challenges. As the cradle of Indian civilisation, the Himalayas hold immense cultural significance, and this initiative seeks to promote their rich heritage both within India and on the global stage. Beyond cultural promotion, the program will engage and sensitise the youth to pressing global challenges, including climate change, global warming, community issues, forest fires, and natural disasters, which are issues that are also being tackled by the Himalayan Institute for Leadership & Learning (HILL) Centre at UPES. With such an immersive experience, the initiative aspires to shape the next generation into more conscientious and responsible global citizens, equipped to tackle the complex challenges of our world.

Dr Ram Sharma, Vice Chancellor of UPES, commented on the partnership, stating, *"This collaboration with Virasat is a reflection of UPES's deep commitment to promoting the rich cultural heritage of India. We believe that by supporting this iconic festival, we are not only helping to sustain traditional arts but also providing our students and faculty with a unique opportunity to engage with and contribute to the cultural landscape of our country."*

Says **R.K. Singh, ex-ED (HR) ONGC, and Founder, REACH Virāsāt**, *"This MoU unfolds a grand vision of holistic, value-based education for the Indian youth. The coming together of UPES and REACH is a confluence of artistic and aesthetic sensibilities which will enrich the cultural landscape. Virāsāt is just the beginning; together, I'm sure we will achieve several milestones."*

Virasat is a 15-day festival which will be held from October 15 to October 29 this year. In the last three decade since its inception, Virasat has been instrumental in rescuing rural art forms from obscurity. The festival has revitalised these traditions, showcasing their importance in the development of classical and contemporary arts. It features diverse attractions, including a crafts village, cuisine stalls, an art fair, folk music, Bollywood-style performances, heritage walks, and more.

Every facet of the festival, including art exhibitions, musical performances, food, and heritage walks, reflects the traditional values associated with Indian heritage. Over the years there have been scintillating performances by some of the finest artists such as Pt. Bhimsen Joshi, Ustad Bismillah Khan, Pt. Hariprasad Chaurasia, Jagjit Singh, Rajan and Sajan Mishra, Suresh Wadkar, and Wadali Brothers, among many others.

About [UPES](#):

Established through the UPES Act, 2003, of the State Legislature of Uttarakhand, UPES is a top-ranked, UGC-recognised, private university. As per the National Institutional Ranking Framework (NIRF) 2024, the Ministry of Education, Government of India, UPES has been ranked 46 among universities, with a rank of 28 in Law, a rank of 41 in Management and a rank of 42 in Engineering. In addition to this, the university has been ranked

the No. 1 private university in academic reputation in India by the QS World University Rankings 2024. It is among the top 3% of universities in the world. UPES has also been accredited by NAAC with a grade 'A' and has received 5 stars on Employability (placements), by globally acclaimed QS Rating. The university has had 100% placements over the last five years. Forty-two (42) faculty members of UPES are among the world's top 2% researchers as per Stanford University list.

UPES offers graduate and postgraduate programs through its seven schools: School of Advanced Engineering, School of Computer Science, School of Design, School of Law, School of Business, School of Health Sciences & Technology and School of Liberal Studies and Media with 14000+ students and 1500+ faculty and staff members.