

KKTm GOVT.COLLEGE, PULLUT

Heritage Club Annual Report 2024-25

The Heritage Club of the College was established with the aim of creating awareness among students about India's rich cultural legacy and encouraging them to preserve and promote it. Objectives of the Club are to promote awareness about India's tangible and intangible heritage, to foster a spirit of respect and responsibility towards cultural preservation to engage students in activities that highlight local traditions, art forms, and monuments and to instil pride in our diverse heritage and encourage its conservation. On the 11th of March, 2025, K.K.T.M. Government College hosted a one-day lecture titled "**Malayalam Film Music: A Road to the Cultural Heritage of Kerala**", organized by the Music Club and Heritage Club in association with the Internal Quality Assurance Cell (IQAC). The lecture aimed to explore the profound influence of Malayalam film music on the cultural heritage of Kerala, reflecting the unique role of music in shaping the social and cultural fabric of the state. Dr. Hari Krishnan G delivered an insightful lecture on the evolution of Malayalam film music and its significant contributions to the cultural identity of Kerala. His lecture covered the origins of film music, its stylistic influences, and the social and cultural narratives that have been encapsulated through songs and compositions in Malayalam cinema over the years. The resource person also highlighted the role of prominent music directors and singers who have influenced Malayalam music, making it an integral part of Kerala's cultural legacy. Prof. Bindu Sharmila delivered the presidential address, emphasizing the importance of preserving and promoting cultural heritage through such events. She acknowledged the relevance of Malayalam film music in contemporary Kerala, noting how it serves as a medium for passing down stories, traditions, and values to new generations. Her address reinforced the need for educational institutions to encourage discussions that highlight the importance of local cultural forms in the globalized world. The event also included an interactive Q&A session where students, faculty, and attendees had the opportunity to engage with Dr. Hari Krishnan G. on various aspects of film music and its evolution. The Heritage Club of [Institution Name] has been successful in engaging students in meaningful activities related to cultural awareness and preservation. With continued enthusiasm and support, the club aspires to play a larger role in instilling respect for heritage among youth and promoting India's cultural richness.



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SARITHA V.C

HERITAGE CLUB CO-ORDINATOR