



SPIC MACAY

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Why in News

Recently, the Prime **Minister of India addressed the SPIC MACAY's International Convention** via video conference.

- He appreciated the new elements in the SPIC MACAY convention this year like nature walk, heritage walk, literature and holistic food along with Yoga and Naad Yoga.
- He also stated that music is strengthening the ideal of '**Ek Bharat Shreshtha Bharat**'.

Key Points

- **SPIC MACAY (Society for the Promotion of Indian Classical Music And Culture Amongst Youth)** is a non-political, nationwide, voluntary movement **founded in 1977 by Dr Kiran Seth**.
He was awarded the **Padma Shri** for his contribution to the arts in 2009.
- It is a participatory student movement **registered under the Societies Registration Act, 1860**.
- In 2011, it was awarded the **Rajiv Gandhi Sadbhavana award** in recognition of its contribution to youth development.
- Its **intention** is to enrich the quality of formal education by increasing awareness about different aspects of Indian heritage and inspiring the young mind to imbibe the values embedded in it.
- It is **supported nationally** by the Ministry of Culture, Ministry of Youth Affairs and Sports, and the Ministry of Human Resource Development.
- It has been organising national and international conventions for the last 35 years.
Anubhav, a week-long online project, seeks to help youngsters indulge in mystical and diverse aspects of Indian art, culture and heritage. It is expected to reduce the stress triggered by **Covid-19**.

- The movement has a **central executive body in New Delhi** and organises its programmes through a worldwide network of schools, colleges and educational institutions.

Rajiv Gandhi Sadbhavana Award

- In 1992, a year after Rajiv Gandhi's assassination, the All India Congress Committee (AICC) of the Indian National Congress (INC) instituted Rajiv Gandhi National Sadbhavana award in memory of the former Prime Minister Rajiv Gandhi.
- This award is presented every year to those who have devoted their life in understanding and promoting social harmony. It constitutes a citation and cash Prize of Rs. 10 Lakh.

Source:PIB