

## ASIA BOOK OF RECORDS

It was an ardent starting given by the Dean Student Affairs, Dr.S.Uma Mageshwari madam along with her crew of student council

\*B.Niranjani {CHAIRPERSON}

\*N.Maalavika {Co-CHAIRPON-1}

\*P.Nivethini {Co-CHAIRPERSON-2}

\*D.Pavithra {Co-CHAIRPERSON-3}

\*J.Jayavarnika {SECRETARY}

\*S.Sneka {JOINT SECRETARY}

for the kolam event by giving an announcement of Asia Book of Records

## THE HINDU KOLAM EVENT

The Hindu is organising a mega KOLAM event. All the students, teaching and non-teaching staff can participate in this mega event. Kolam must be drawn in an A4 size sheet paper with their name and department. Last date for submission is on 20th January. The entries by teaching and non-teaching staff may be handed over to the Student Council by 3.30 pm on 20th January 2020.

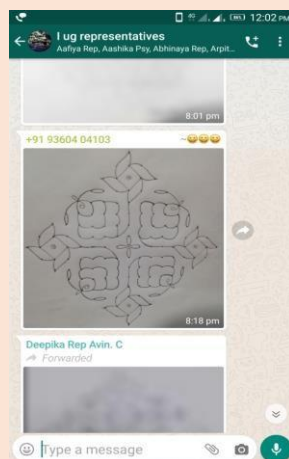
2000 members can participate in this competition and the best 600 members will be selected and an event will be conducted in our campus on 29th January.

The kolam that is drawn in the A4 sheet should be drawn using the white rice powder on 29th January in our campus.

### Rules for this competition:

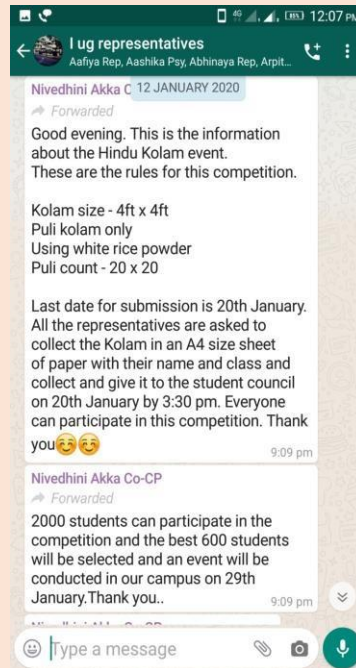
- Kolam size - 4ft x 4ft
- Pulli kolam only
- Using white rice powder
- Pulli count - 20 x 20

Student council members started sharing this announcement in every representative group. Students from various departments expressed their talents by drawing kolams.



The students sending their drawn kolams

Nearly, 1500 kolams were collected. Student council members started going to each class of various schools and motivated the entire students to take part in this Mega event.



### **The student council members instructing and initiating the students to participate**

Every day the students were instructed about the event and asked to participate in it. All the representatives gave their support for collecting the kolams. Later it was checked and the repeated kolams were rejected and the drawn kolams were sent to THE HINDU. The consolidated lists of 500 kolams with marked block numbers were received back. The selected kolams are drawn on the floor and the students are asked to submit the print copy of that kolams. Those printed copies were arranged numerically under block heads then sent to THE HINDU for their reference which was the final reference copy. Fifty staffs were allotted for each block and separate meeting was conducted to them by Dean, Student Affairs madam and basic instructions were given to them.

**ASIAN BOOK OF RECORDS**

**THE KOLAM EVENT**

**INSTRUCTIONS :-**

1. 4\*4 feet size.
2. Pulli points should be clear.
3. The kolam designs should be connected and covered.
4. No colour shading.
5. No Rangoli kolam.
6. Complete kolam within one hour.
7. Using only kolam powder ( which will be provided).
8. The students should not change their designs.
9. Kolam designs should not be repeated.

\*\*\* ALL THE BEST \*\*\*

**Instructionsheet**

On January 28<sup>th</sup> evening the volunteers from THE HINDU along with CHAKRAGOLD (A BRAND OF TATA TEA) team organised and arranged the place for the event.

**PROGRAMME**

- ❖ 8.00a.m-9.00a.m-Registration
- ❖ 9.00a.m-9.10a.m-Emcee welcomes the Adjudicator.
- ❖ 9.10a.m-9.20a.m-Emcee interacts with the participants.
- ❖ 9.20a.m-9.20a.m-Emcee calls Deepa on stage.
- ❖ 9.25a.m-9.30a.m-Deepa explains the guidelines.
- ❖ 9.30a.m-9.45a.m-Participants get ready to begin
- ❖ 9.45a.m-10.00a.m-Supervisors to take control of their zones.
- ❖ 10.00a.m-11.00a.m-Kolam activity begins
- ❖ 11.00a.m-11.30a.m-Adjudicator audits the kolam.(Refreshments along side)
- ❖ 11.30a.m-12.30p.m-Every one assembles in the auditorium.
- ❖ 12.00p.m-1.30p.m-Felicitaton.

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THE ASIA BOOK OF RECORDS conducted a great KOLAM event under the topic "EnVazhiTamizhVazhi" on 29<sup>th</sup> January, 2020 organised by The Hindu undervenue partner as our university Avinashilingam Institute for Home Science and Higher Education for Women and sponsor as TATA TEA CHAKRA GOLD. Nearly 500 students, staff and also few public were participated. The entire students were joined together to celebrate KOLAM KONDATTAM and to enter in the book of records.



TIME: -8.00a.m to 9.00a.m



### Students registering for the event

With their great spirit the students enrolled themselves to the kolam event. Nearly 1000 students were participated for 500 kolams including teaching and non-teaching staff and also few public. The busy crowd shows their interest towards the event. Later, the students were grouped under alphabetical head co-ordinated by incharge staff under each group.

They were instructed by the co-ordinators. The rules and regulations were given to them before they started drawing their kolams.

**TIME:-9.00 a.m to 9.30 a.m**

The Adjudicator was welcomed and he interacted with the participants. The Incharge head Mrs.DEEPA was welcomed to the open stage and she welcomed the participants.

**TIME:-9.45 a.m to 10.00 a.m**



**The ground arranged for the event**

The participants assembled in their allotted place in the blocks of 4\*4 feet and were divided and they were provided with kolam flour.

**TIME:-10.00 a.m to 11.00 a.m**



**The students drawing dotted kolams**

By wearing traditional costumes, the entire participants started drawing their kolam enthusiastically and finished it after an hour.



**TIME:-11.00 a.m to 11.30 a.m**



**The adjudicator audits the kolams**

The Adjudicator Mr.Vivek.K.Nair finally inspects and audits the entire 500 kolams keenly and remarks it.

**TIME:-11.30a.m to 12.30 a.m**

The students were asked to assemble in the auditorium after having their refreshments and gift hamper given by TATA Tea Chakra Gold Tea was also given to each participant. There are no secrets to success. It is the result of preparation,hardwork, and learning from failure.

**TIME:-12.30p.m to 1.30 p.m**



**Registrar receiving the award on behalf of the University**

The felicitation started up with the prayer song by Ms.Madhmitha. She welcomed the entire gatherings. The Chief Guest Mr.Vivek.K.Nair who announced the result that among 500 kolams 495 kolams were placed in the ASIA BOOK OF RECORDS. The award was handed over to the Registrar of the AVINASHILINGAM

UNIVERSITY Dr.S.Kowsalya along with Dean, Student Affairs Dr.S.Uma Mageshwari madam and the team from The Hindu and Sales Executive Officer of TATA Tea ChakraGold.

The Registrar madam stepped on to the Dias. She first of all thanked the Almighty God for this success and thanked the entire team for choosing our college for this event. She also conveyed the greeting messages by our respected Chancellor Dr.P.R.Krishnakumar Ji and beloved Vice Chancellor Dr.Premavathy Vijayan madam. She was also proud by saying about our traditions and customs that are being followed for 63 years.



#### **Registrar mam honouring the student council members**

She called upon the elected student council on to the Dias along with their Dean, Student Affairs and appreciated them for their hardwork for making this event a grand success.

#### **Magazine corner**

The Hindu magazine published the photos and news about the event conducted in Avinashilingam University. Snapshots of media coverage are given below:



“forest dieback,” defined as she said. The mass death of thou- day last year to just

## Kolam contest enters Asia Book of Records

STAFF REPORTER  
COIMBATORE

As many as 510 kolams adorned the grounds of Avinashilingam Institute for Home Science and Higher Education for Women at a record-creating event organised by The Hindu Group and Tata Tea Chakra Gold here on Wednesday.

The record attempt was for the most number of unique dotted kolams in a single place and was adjudged by Asia Book of Records.

Tata Tea Chakra Gold along with The Hindu Group and Avinashilingam Institute for Home Science and Higher Education for Women were the claimants for this record.

“Kolam is a process-oriented art,” said Madhukar Subramanian, Brand Manager, Tata Tea Chakra Gold. The event was organised to



Students take part in kolam contest organised by Tata Tea Chakra Gold at Avinashilingam University for Women in the city on Wednesday. -M. PERIASAMY

celebrate Tamil culture and to take the celebration to a new level, he said. Being one of the cultural hotspots of Tamil Nadu, Coimbatore was chosen as the venue of the event, Mr. Subramanian said.

S. Uma Mageshwari, Dean, Student Affairs, said that the designs for the dotted kolams drawn at the event were chosen by the university out of 1,302 submissions from students earlier this month.

“No kolam has been repeated,” she said.

The designs were categorised into animals, loop, flower and abstract, Ms. Mageshwari said.

The kolams were drawn in a 4x4 feet square borders

drawn prior to the event, she said. Apart from students, a few members of the public, who had registered earlier for the event, also drew kolams, Ms. Mageshwari said.

A total of 10 kolam designs which were selected from the kolam contest conducted by The Hindu were recreated by students at the event.

The 10 designs were submitted from various parts of the State, out of which three winning designs were from Coimbatore.

M. Vishnupriya, a second-year student who drew a 16-dot Pongal kolam, said that she is used to drawing rangolis but not dotted kolams. “I’m still getting used to dotted kolams,” she said. On the other hand, M. Ramya, a third-year student who drew a 21-dot flower kolam, said that she has been drawing kolams since Class VI.

### THE HINDU 30/01/2020



ஆரிய சாதனைப் புகழ்தரும் இடம் பெற்றதற்கான கோலங்கள் விரைவு ஓரே இடத்தில் 500 கோலங்கள் வரைந்த கல்லூரி மாணவிகள்

டபிள். இராசசேகரன்

### ஓரே இடத்தில் 500 கோலங்கள் வரைந்த கல்லூரி மாணவிகள்

ஆரிய சாதனைப் புகழ்தரும் இடம் பெற்றது

கோலம் வரைபவர்கள் இந்த இடத்தில் 500 கோலங்கள் வரைந்தனர். இது ஒரு சாதனைப் புகழ்தரும் இடம் பெற்றது.

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### THE HINDU TAMIL ON 30/01/2020



### JOINING DOTS

Students from Avinashilingam College for Women drawing over 500 dotted kolams to celebrate 'Kolam Kondattam' and to enter Asia Book of Records in Coimbatore city on Wednesday | VARSHESH KUMAR

### THE HINDU 30/01/2020

# Record in drawing 'kolams'

DC CORRESPONDENT  
COIMBATORE, JAN. 29

A record was created for simultaneously drawing the maximum number of 'Kolams (rangoli)' under one roof in the textile city on Wednesday.

More than 1,000 women and students from the Avinashilingam Institute for Home Science and Higher Education for Women gathered on the campus located in North Coimbatore and created a record by making 500 'kolams'. An initiative of Tata Tea Chakra Gold, a flagship brand from the



house of Tata Global Beverages, the record is the debut entrant in the category and has its name etched in the Asia Book of Record for the fete.

A team of including two to three women and student members worked right from scratch and created 'kolam' designs on

themes including flowers, seasons, traditional designs. Colour powder was added to the designs. All this was done in a span of one hour.

A space of 4X4 feet was allotted for each design and enough space was left in between each of the 'kolams'. Traditional white and colour 'kolam' powders that were used for the initiative were sponsored by Tea Chakra Gold. The activity is an extension of 'Celebrating Tamizh Way of Life' campaign. Tata Tea Chakra Gold is the first entrant under this respective title.

## THE HINDU MAGAZINE 30/01/2020



## DHINAKARAN TAMIL MAGAZINE 30/01/2020



Students gathering at the mega event