

ANDHRA PRADESH

Youth key to promoting cultural heritage: official

SPECIAL CORRESPONDENT

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The beauty of Indian culture lies in the fact that it retains its core values even after assimilating good qualities of other civilizations, said Chief Executive Officer of A.P. Creativity and Culture Commission D. Vizai Bhaskar.

He was addressing a conference on ‘Sustaining Cultural Heritage of India’ organised by the Department of History and Tourism in Maris Stella College here on Tuesday. He said the department was keen on engaging youth in conservation and promotion of cultural heritage of Andhra Pradesh.

Chief Curator of Amaravathi Heritage Town Amareswar Galla dwelt on factors that could help one become conscious of one’s cultural identity.

He explained how the visit of students from local colleges had helped them know about significant layers of cultural heritage of Andhra Pradesh.

He said it took enormous efforts to bring the old dilapidated ASI Museum – now groomed as Amaravathi Heritage Centre and Museum – back to life and introduce a series of activities engaging local community.

“A museum should not be a deserted place; it should be an education space; it should introduce us to history, heritage, to people and a whole lot of other things,” he said.

Senior Advisor for Museum and Heritage to the Danish Cultural Agency Ida Braendholt Lundgaard from Denmark, gave a power point presentation on the several measures her government back home had initiated to integrate museums in the mainstream.

M. Srinivasa Rao from Department of History, Andhra Loyola College, presided over the meeting.