

Artist's Camp

Vyloppilly Samskrit Bhavan, Thiruvananthapuram

04.09.10

Organized by Energy Management Centre Kerala

"A picture is worth a thousand words" Yes. when we see the pictures created by artist in the painting camp organized on 04.09.10 at Vyloppilly Samskriti Bhavan, Thiruvananthapuram, we definitely will correct the proverb as **"A picture is worth ten thousand words"**. Artist in districts of Kerala gathered for a unique venture of creating posters for a national cause i.e. 'energy conservation'.

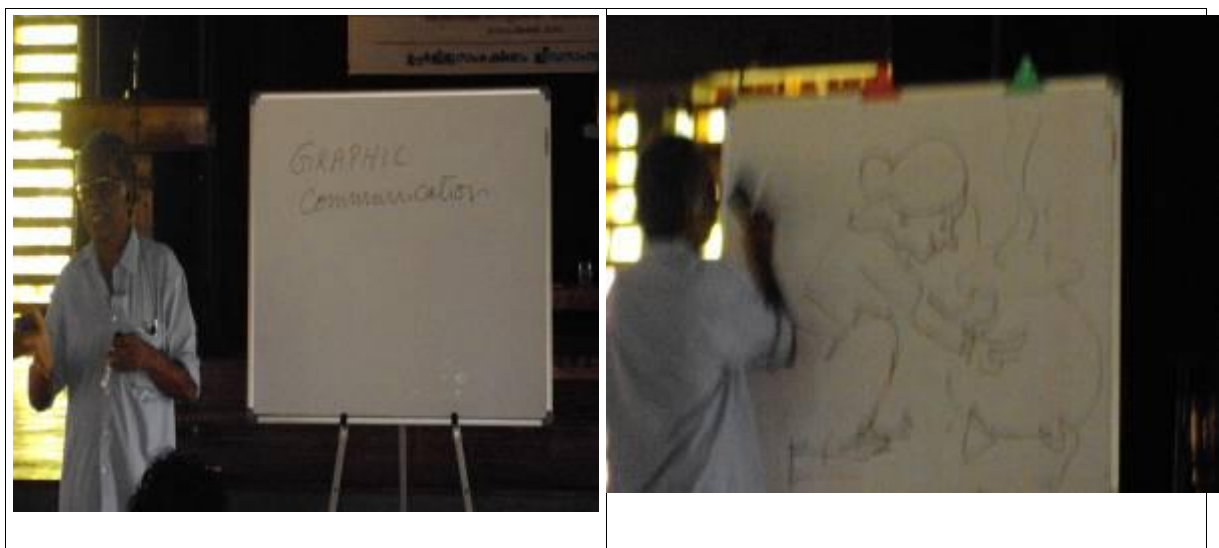


Participants colouring their imagination in the serenity of Vyloppilly Samskrit Bhavan

The programme was inaugurated by Prof. V. K. Damodaran, Vice-Chairman, EMC by describing the need for moving the weapon of artist to make aware of the people the importance of energy conservation and sustainable development. Shri. A. M Narayanan, Head Energy Efficiency Division, EMC delivered a talk on artists' commitment to society and the importance of active participation in awareness programmes on energy conservation. Shri. K. M. Dharesan Unnithan, Director, EMC, with the objective of giving creative ideas on energy conservation, delivered talk on energy conservation in different sectors.



Shri. P. . Krishnan, famous Cartoonist gave demonstration class on role of art and artist in communication/awareness creation. His topic go through line art to graphic communication.





A handout of Shri. P. V. Krishnan's poster narrating environmental issues which is celebrating its silver Jubilee

In May 2010, EMC invited posters on energy conservation from Public. The winners of the poster competition were also participated in the camp and received cash prize from Prof. V. K. Damodaran. Cash prizes of Rs. 10,000, 7,000, 5000 were declared as First, Second and Third prize and 10 consolation prizes were also given.



Winners receiving prize from Prof. V. K. Damodaran, Vice-Chairman, EMC