



# Project MAGIC Report

2014



## Introduction

MAGIC powered by AIESEC, had been launched with a vision of establishing Peace and fulfillment of humankind's potential. MAGIC stands for "make a globally integrated community" and its name suggest its motive of providing students with an international platform to explore their passion and contribute to the society in their own way. By organizing this project in Pandit Deendayal Petroleum University where most of the crowd falls in the age group of 18-24 years of age, we wanted the international youth to come, build a good rapport with people belonging to diverse cultures and thus broaden their vision.

To provide our interns with the best ever experience that they could cherish for all of their lifetime we collaborated with different student clubs that include the activities related to dance , dramatics, music, art and photography. This definitely enriched their experience in India and would provide them an essence of the Indian culture and heritage. Not only this, we also provided our interns an opportunity to work with the NGO's and teach the underprivileged section of our community thus letting them serve for a noble cause.

We had 30 interns from ten countries namely Egypt, China, Taiwan, Kazakhstan, Russia, Poland, Ukraine, Costa Rica, Portugal and Indonesia.

We thank the University for giving their thorough support at each and every stage of the Project. Without the help of all the officials of the university it would not have been possible to deliver a project of this quality. We would like to thank Palak sir, Deven sir, Phalgun sir, T.P. Singh sir, Kishlaya sir, Vipul sir and the entire OIR, Amenities and Jaiswal department for their help and guidance.

## COLLEGE CLUBS

**“The only real training for leadership is leadership.” – Antony Jay.**

**PDPU believes in nurturing not only the technical and academic skills of a student but also focuses on what we call the overall development of an individual. Through the various college clubs it provides an opportunity to its students’ to hone their socio-cultural skills and practice their hobbies and interests.**

**It believes in creating a pristine environment blended with modern technologies to enhance the spirit and energy level of all learners and inspire them to optimize their learning efforts. All the non-academic activities take place at the Office of Student Activities and Leadership which works with an objective of providing all students at university to develop themselves in extra circular activities there by developing leadership qualities. The activities at the OSAL are majorly driven by Student Clubs, Student Chapters of Professional Societies. All the clubs are proposed by student along with a Faculty mentor, on the approval of the club from OSAL, the clubs does various activities all-round the year.**

**The Clubs are grouped under as:**

**Science and Technology**

**Social and Cultural**

**The interns of project MAGIC worked with Sorriso, Soul Pepper, VGA, Off-beat, Jharokha and Rang; which are social and cultural clubs of PDPU. On 14<sup>th</sup> July, 2014; an induction session was taken by club representatives in order to provide the information regarding their respective clubs and workflow which helped the interns with selection of clubs. Interns started working with their respective clubs from 15<sup>th</sup> July, 2014.**

**VGA:**

“Video Graphics Association”, better known as the VGA, is a student film club, dedicated to short film-making and film appreciation. Its aim is to create impactful and meaningful short films along with creating a film screening culture at our campus, and to associate and interact with various film professionals.

VGA engaged the interns who were passionate about videography by conducting sessions twice a week in the evening. The sessions were taken on discussions of basics of Videography and Editing, making Short Videos/Documentaries, post production work and farewell meet.

Apart from regular sessions, a Film Making Session was conducted by Kim Elizondo, an intern from Costa Rica, on 7<sup>th</sup> August, 2014. Kim is involved in films and TV production as a student and movie producer. The session covered storytelling, designing characters, Aristotle's structure, and pre-production aspects etc. Some very well made short films were also screened as examples of how to tell a good story.

**Sorriso:**

Sorriso is the photography club at PDPU which provides the platform to the students for their creativity in the field of photography club. The club organizes workshops, exhibitions, trips, photo-walks and live-studios at national level. It is considered to be the most active club at PDPU.

Sorriso engaged the interns who were passionate about photography by conducting sessions twice a week in the evening. The club members and the interns discussed terms related to camera, technicalities and composition, different types of photography and pictures. An exhibition of the best photos of the interns was also organized at the end of the project.

A Field trip to Adalaj Stepwell was organized by Sorriso and VGA on 26<sup>th</sup> July, 2014. Adalaj Stepwell is a unique Hindu 'water building' in the village of Adalaj, close to Ahmedabad which attracts a large number of tourists. Interns enjoyed picture clicking sessions at Adalaj Stepwell.



### **Soul Pepper:**

Soul Pepper is dramatics and dance club of PDPU. It gives everybody an opportunity to re-invent their talent on the stage, be it through drama, dance or music. The club proposes events for cultivating different skills like – acting, dancing, singing, script writing, dialogue-delivery, stagecraft, and costume designing, etc. Various genres like – skit, one-act play, mime, satire, street play, and folk drama are practiced along with many kinds of dances like Classical, Folk and Western. Soul Pepper also participates in inter-college/inter-university events.

The interns were divided into two parts of dance and drama based on their interest. Soul pepper and the interns practiced together with new emerging ideas from both ends.

The interns who selected dance were involved with two dance forms – semi classical and hip hop. They learned basics of semi classical dance along with training and choreography for the performances. The interns who selected drama, practiced on the MIME genre of drama on a daily basis for their performance.







### **Offbeat:**

Offbeat is the music club of PDPU. It organizes various events as Saaz(Intra-College), Acoustic Nights, Antakshari(Springfest) and Melodia(Flare), putting in efforts to encourage student interest in music and keeping up with the cultural taste of students at PDPU.

Offbeat involved the interns with rehearsing and preparing their own composition by the end of the project. Interns and club members exchanged their ideas of music and prepared two original compositions. One of them was in combination of Chinese and Indonesian language and the other was in English.

One day workshop on Indian classical music was held by Darpana Academy of performing Arts in order to provide the interns with the knowledge about Indian classical music. Interns were introduced to the different types of Indian classical music, its origin and many important aspects of Indian classical music, what's the difference between Indian and western music and some Indian musical instruments like Tabla, Dholak ,tanpura etc.



### **Rang:**

Rang is the fine arts club of PDPU. It aims to inspire young minds to have creative and artistic view and provide a strong base to showcase their talents, to make the students familiar to most types of Artistic methods used to make greeting cards, paint T-shirts and make Recycled Goods and to conduct workshops and Exhibitions and help students to have monetary gain from the same.

Rang organized a Warli Art workshop with the interns on 29<sup>th</sup> July, 2014. The workshop was organized to teach them the ancient art of painting by the tribal of Maharashtra and western India, Warli Art. The interns were briefed about the unique type of tribal art, its significance and development over the years. They were then given demonstrations post which every intern a beautiful piece of warli art.

With the aim of giving the interns and the club members, an opportunity to communicate with children and also give them a chance to teach art to the students, Rang organized a second event on 6<sup>th</sup> August, 2014 where the interns and club members were given an opportunity to teach art to the students in the nearby village schools.



The event was held in the following schools:

1. Raisan Prathmik School
2. Kudasan Prathmik School
3. Juna Koba Prathmik School

The interns were helped by the volunteers for translation and teaching the students. The students enthusiastically learnt the new art and amazed everyone with their newly learnt skills.



### Jharokha:

Jharokha is the literary club of pdpu. The main objective of JHAROKHA is to discover the untouched shores of the sea of creativity within students of PDPU like Creative writing, Poem recitation, Designing, Debate, out of box thinking, etc. To have a clear understanding of the diversity of opinion, which may likely exist among individuals by instigating them to develop this through sufficient confidence by developing literary skills students can relieve their stresses in a constructive way.

**Jharokha conducted an event for the interns where interactive and brainstorming activities were conducted with them.**

**Just a Minute saw interns speaking on interesting topics related to India and their own country while Pictionary forced them to put their thinking caps on and compete with others.**

**On 25<sup>th</sup> July, 2014 Mr. Phalgun Kumar held an hour long session with the interns. Beginning with India's mythology about the creator, the destroyer and the preserver, sir held the interns in rapt attention. He also spoke about the world wide known epics. He further spoke on India, why it is named so, about the numerous religions practiced and how secularism is seen and felt across the nation.**



## NGO VISITS

Interns visited various NGOs and schools in morning and worked with the clubs in evening time. The interns during this project got a chance to visit four NGOs on different weeks.

The four NGOs they visited are :

1. Samvedana

2. Craftroots

3. Blind People's Association

4. Shashikunj Dance Academy



## SAMVEDANA



IMAGINE.IMMERSE.EMBRACE.INSPIRE

**Vision of SAMVEDANA :** To support the social growth of the less privileged slum children by providing good educational opportunities.To uplift their whole environment by various welfare programmes, outdoors exposures & event celebrations.Samvedana adds value to the schooling of these children at the Municipal schools in the city.

During their first week of the project they went to Samvedana daily.

The interns on the very first day visited the local office of Samvedana in Ahmedabad where they were inducted about the NGO , how it functions and about all seven initiatives of Samvedana.This was followed by a video about the organization and discussion about the next three days activities.





The interns were divided into groups and taken to slums where NGO has community center based learning how the underprivileged children are being educated.

Next day interns visited Vastrapur Municipal school to teach the children and share the culture of their country with them. Seeing the budding future of the nation in awe as they narrated about the world and nation, the interns were deeply moved. The other group visited the trust's main office where fun and innovative activities with the children were conducted by interns themselves.



“Children are ultimate source of joy and spreading smiles in them while educating and sharing knowledge is even more noble”





**Who doesn't like being warmly welcomed in foreign country?**

**The interns visited village areas in Thaltej and Ghatlodia and were welcomed in traditional way by the villagers .Experiences were shared and various fruitful discussion with the locals of the village took place. It was followed by a visit to Adolescent Girls School in that area. Through exchange of talks with girls , the interns were exposed to different aspect of Indian society.**



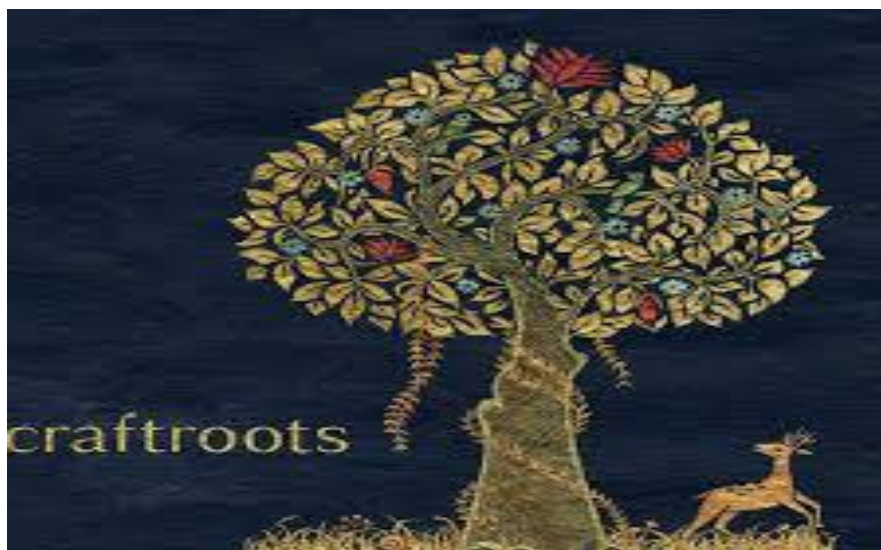
**Next day the interns made a visit to explore the rural areas in the city through SAMVEDANA. One group went to Sri Aurobindo Ghose School in AHMEDABAD. He was a notable political and spiritual leader during the freedom struggle in INDIA. His belief includes internal yoga and physical activities for the purification of the soul as well as practical education. Learning about him and his ideologies, the interns got a glimpse of his life through meditation hall, library and also by interaction with school children.**



**All the interns were then welcomed in a village near Dholka , Ahmedabad where the locals prepared and served authentic Gujarati food over conversations that truly sensitized them towards the basic human nature.**



## **CRAFTROOTS**



### **Mission and Value :**

In celebration of the creative process ,Craftroot's mission is to revive , preserve ,and share the craft tradition of Gujarat , India with the world.

Craftroot value the deep connection between a craftsman and craft. It trust this connection is part of a universal creative process that is divine. We place the holistic development and happiness of all craftsmen first.

### **About CRAFTROOTS**

Craftroots is unique platform that showcases and brings into spotlight the best of craftsmanship from Gujarat.

It's an initiative of Gramshree, ably supported by NGO friends - Khamir and Sahaj, aims to empower artisans by connecting them to resources, tools and network of partner members.Craft aims to bring together people , process, and technology to revive our traditional craft and build eco system with members to develop a scalable and sustainable model for craft development.

In terms of beauty,form and style nothing beats the Indian Handicraft Industry that gives employment to significant percentage of Indian population.New to this Interns visited Craftroots in second week of the project.It is a family enriching the lives of artisans and helping them to earn livelihood .Discussions with the interns were carried about the working and objective of Craftroots and how it is helping the underprivileged to secure employment in the society.How more steps in this direction could help in training and

employment of the poor was also spoken about upon which many interns decided to volunteer for such initiatives in their home countries.

Interns then made a visit to NGO's studio where they interacted with artisans and learned about making of handicraft items.

### **BLIND PEOPLE ASSOCIATION(BPA)**

**“KINDNESS is the language which the deaf can hear and the blind can see” – Mark Twain**

**About :** The Blind People's Association (BPA) is an organisation in India which promotes comprehensive rehabilitation of persons with all categories of disabilities through education, training, employment, community based rehabilitation, integrated education, research, publications, human resource development and other innovative means.

The BPA tends to look at the abilities of the disabled and the blind and consider them as “differently abled” and important members of society. This philosophy has helped in training and assisting the differently abled to become self-reliant, which contributes to their socioeconomic rehabilitation and empowers them to lead a near-normal life.

The interns got a chance to visit this NGO in the second week of the project.

With a noble objective in mind interns visited Blind People Association in Ahmedabad funded by state and central government to help and support the blind , deaf,dumb and physically challenged people.The interns learned about the place and were awestruck seeing the uplifting efforts made to empower the blind.





**There are buildings for school till 12<sup>th</sup> grade , a hostel, physiotherapy centre, computer department where various short and long term courses are going on .The interns also saw the innovative software for computer which was used by blind people. The interns were astonished to see these people working on so many things and understand the value of will power and inner strength. The interns also interacted with people.**





### SHASHIKUNJ DANCE ACADEMY



**About :**Shashikunj presents for the first time in Ahmedabad convergence of Art, Music and Cultural Activities under one roof. Serene environment of Shashikunj is committed to put back a smile on your face through a host of activities enjoyed by all age groups, customized to elevate your true inner self.

Interns visited Shashikunj in third week of the project. Every day session at Shashikunj was divided in three halves. First they learnt dance , then Yoga and finally music.

**“Yoga and Indian dance are inseparable from Indian culture and history”**



**DANCE** - The interns got a glimpse of this aspect of the country through Shashikunj where they learned about basic Indian dance and warm up activities by Hardeek (who has been one of the finalist of famous TV show Dance India Dance). The interns undoubtedly took in as much knowledge in the dance from his sessions.

Interns got a glimpse of Gujarati dance form – GARBA. They were taught basic steps of Garba and interns danced to tunes of famous garba song in circle.



**YOGA** - Next, they learned about centuries old science of Internal and External healing of the body-Yoga and Pranayam. The lady teacher shared important Asanas that could cure diseases. Yoga meditation, breathing exercises, and Suryanamaskar was also taught to them.





**MUSIC** - In the end an instrumental music session was held where interns were taught how to play Indian Instrument like Tabla and Flute. Interns found the activities amazing and informative in the arena of rich and diverse Indian culture .They got to learn about seven notes of Indian classical music on flute and different Taals on Tabla.



Every day, a reporter from esteemed newspaper took interviews of few interns to share in their newspaper.

## GLOBAL VILLAGE

*The fifth installment of the Global Village took place on 2 August 2014.*

It was an amalgamation of cultures and traditions across the globe as Global Village, 2014 presented by Project MAGIC- Make A Globally Integrated Community – powered by AIESEC, unfolded. The fifty interns from 15 countries of the world showcased their respective country's special, unique features. From preparing their native delicacies and sharing them with the visitors to displaying their country's souvenirs, putting up posters and beautifully decorated charts with information and facts of their homeland, these interns truly made each one present in the event feel that “the world is one family” indeed. (*vasudhaiva kutumbakam*).



These international interns had come to India from countries including Portugal, Costa Rica, China, Russia, Egypt, Taiwan, Ukraine, Indonesia, Kazakhstan, Iran, Belgium, Morocco, Brazil etc. They wore their traditional dresses and also taught a few enthusiastic language learners of ours, greetings in their mother tongue.



The Global Village was a true delight for a 'foodoholic'. Some of the dishes that were prepared by the interns to name a few: Green banana ceviche from Costa Rica, Apple pie from Poland, Fatta and Messa from Egypt, Jelly and chocolates from Belgium, Spicy stir fried veggies and dumplings from China!

The event began with the inauguration ceremony that was graced by Mr. Palak Seth for cutting the ribbon and set the ball rolling. Over one hundred and sixty students from a well-known city based school visited the University for Global Village where the interns conducted various interactive activities with them followed by cultural exchanges at the set up stalls.

Footfall for the event was on the rise throughout the day as the university students and media persons heralded the interns' stalls. The Global Village was a true delight for a 'foodaholic'. Some of the dishes that were prepared by the interns to name a few: Green banana ceviche from Costa Rica, Apple pie from Poland, Fatta and Messa from Egypt, Jelly and chocolates from Belgium, Spicy stir fried veggies and dumplings from China!



The volunteers, organizing committee members, interns as well as university students broke into jives (dance in the AIESEC style) and shook their leg in the Flash Mob brought by Global Village outside the cafeteria.

After a brilliant showcase during the day, address by Professor P.K. Banik opened the cultural evening that followed. Sir shared his experiences revisiting memories of living in a global village himself and how such events truly make one a global citizen and enables one to look beyond boundaries. Training and Placement officer and the Mentor of AIESEC, Mr. Phalgun Kumar also spoke to the crowd of fifty international interns and University students alike and congratulated the organizers for pulling off the event successfully. Dr. Nigam Dave, Dean of School Of Liberal Studies also graced the occasion.

Global Village finally concluded with internationals coming to the stage and sharing their experiences after coming to India and being a part of the Project that touched the hearts of everyone present. The spirit of one world, one family was awakened in the true sense by the end.



## Schools



One of the most amazing experiences of the interns was teaching the students at the schools. They were very eager to teach at schools as they use to ask us about it. The interns went to teach in schools from 5<sup>th</sup> to 15<sup>th</sup> of August. The interns went to municipal primary schools of Raisan, Juna Koba and Kudasan.

The interns were accompanied with the volunteers from our university, who weren't the part of the project. The interns shared their culture, knowledge and basic of English to students of the primary school. They were also taught numerals in English and the in native languages of the interns.

It was an enjoyable experience for the interns, volunteers, students and teachers of the school. The happiness of the students was clearly visible on the faces of the kids they were thrilled by the experience.



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One of the innovative initiatives by the team of MAGIC along with the RANG (fine arts club PDPU) was to teach the students to paint, basics of art and craft. The students were delighted to learn art and craft. It was indeed awesome experience for the volunteers from RANG to teach kids.





Even the interns learnt a quite a lot from the students. The interns were quite inspired by seeing the joy on the faces of the students in spite of their living conditions and amenities provided to them. They felt that the students were quite eager to learn new things.

They even played with students, and enjoyed a lot. The Chinese interns made a special effort in clicking the photos of each student and giving them their photos with their name written on the photos in Hindi. I was touched by the efforts made by the interns to make the 10 days with students as the best days of their lives.





***Impact***

*The impact created by the project with the help of these 30 interns was vast and catered to different communities of the society, different age groups and people from different walks of life, through different activities in the project.*

*During the project the interns visited 3 schools, 4 NGOs, 4 different university clubs, had a cultural night, Global Village and closing night where interns displayed their learning through art, music, dance and drama.*

*Total people impacted in the project directly were :- 5000+*

*For further information about the project.*

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