

## University Contribution to Arts and Heritage

Centurion University plays a significant role in preserving and promoting the cultural heritage of Odisha. The institution merges traditional art forms with modern practices, ensuring that Odisha's rich artistic legacy is both celebrated and sustained.

### Revitalizing Traditional Arts

- The university collaborates closely with local artisans and craftspeople, helping to revive and maintain traditional crafts such as Pattachitra painting, applique work, and stone carving.



Fig. 1 shows tribal arts forms celebrated in Centurion University.

- Through hands-on workshops and training, students learn about these crafts, gaining practical skills and an appreciation for their cultural significance. In 2024, Centurion University conducted 2 workshops for hands on training about the waste to wealth and making artifacts from waste.



Fig. 2 shows the arts and culture shows in Centurion University.

- These initiatives empower local artists and help ensure that traditional techniques are passed down to future generations.



Fig. 3 shows the student participation in initiatives to support art and heritage in Centurion University.

### **Interdisciplinary and Technological Approaches**

- The curriculum features interdisciplinary programs that blend technology with the arts.
- Students are encouraged to experiment with digital media alongside traditional methods, fostering innovation while maintaining a strong connection to their cultural roots.
- This approach creates a dynamic environment where Odisha's evolving identity is reflected in new forms of artistic expression.

### **Academic Integration and Program Innovation**

- In 2024, over 320 students were enrolled in interdisciplinary programs combining Design, Digital Media, Communication, and Heritage Studies across the Bhubaneswar and Paralakhemundi campuses.
- Courses such as “Digital Storytelling and Cultural Documentation”, “Technology in Performing Arts”, and “Sustainable Design Practices” encourage students to apply AI, VR, and digital fabrication tools to reinterpret Odisha's traditional arts and narratives.
- Collaboration between the School of Applied Sciences, School of Media and Communication, and the School of Design and Visual Arts promotes a seamless blend of cultural studies and technological innovation.

### **Technology-Driven Creative Practice**

- Students utilize 3D scanning, digital archiving, and AR/VR platforms to preserve local art forms like Pattachitra, silver filigree, and tribal murals, creating digital repositories that can be accessed by both researchers and the public.
- In 2024, over 80 student-led digital heritage projects were developed, including interactive cultural maps and documentary films on traditional artisans from Rayagada, Gajapati, and Khordha districts.
- The university's Media and Heritage Lab, established in 2023, facilitated 25 interdisciplinary workshops where artists collaborated with computer science and



- These events promote pride in Odia culture and encourage community participation, deepening appreciation for local traditions.
- Annual public performances by university choirs, theatre groups, and orchestras enrich the cultural life of both the campus and the wider community.

### **Cultural Events and Festivals (2024)**

- **Total Events Organized:** In 2024, Centurion University hosted four major cultural events — three regular campus festivals and one flagship celebration, “Gajajyoti 2024.”
- **Participant Data:**
  - Over 2,300 attendees participated across all events, including students, faculty, and community members from nearby villages.
  - Gajajyoti 2024, held at the Paralakhemundi campus, drew an audience of 1,200 people, including 40 local performing artists and 8 cultural troupes representing various districts of southern Odisha.
- **Community Inclusion:** The events featured performers from tribal and marginalized communities such as Saura, Kandha, and Bonda groups, showcasing indigenous music, traditional dance, and folk theatre.
- **Student Involvement:** More than 480 students participated in organizing, performing, or documenting the events as part of experiential learning modules in art, culture, and event management.

### **Cultural Engagement and Impact**

- **Promotion of Odia Heritage:** The festivals prominently highlighted Odia art, craft, and folk traditions, including Pala, Daskathia, Sambalpuri dance, and Pattachitra workshops, promoting pride in regional culture.
- **Public Performances:**
  - University choirs, theatre groups, and orchestras conducted six open performances in 2024, attended by approximately 1,800 visitors from Bhubaneswar and surrounding districts.
  - These performances included collaborations with local schools and cultural organizations, reinforcing Centurion University’s role as a community hub for cultural learning.
- **Qualitative Impact:**

- Post-event feedback from attendees indicated 92 % satisfaction with cultural diversity and inclusiveness.
- 74 % of student respondents reported that participation enhanced their cultural awareness and interpersonal skills.
- Local artisans recorded an average 20 % increase in sales during university-hosted exhibitions.

### **Overall Outcome (2024)**

Through these initiatives, Centurion University successfully:

- Strengthened community-university relationships by engaging over 3,000 people across both campuses.
- Created inclusive cultural spaces for traditional and modern expressions of Odia identity.



Fig. 5 shows a glimpse of the cultural event and community engagement by Centurion University.



Fig. 6 shows research and documentation shown by Centurion University students.

#### Supporting Linguistic and Cultural Diversity

- Events like International Mother Language Day highlight the university's commitment to linguistic diversity, especially among students from rural and tribal backgrounds.
- Activities include panel discussions, exhibitions, and opportunities for students to express themselves in their native languages, fostering inclusivity and cultural pride.

Centurion University continues to celebrate and preserve linguistic and cultural diversity as a cornerstone of inclusive education. In 2024, the university organized a series of activities under the theme of "Celebrating Language, Identity, and Expression" to mark International Mother Language Day (21st February 2024) across its campuses.

#### Key Activities and Highlights (2024)

- **Participation and Representation:**
  - The event engaged over 750 participants, including students, faculty, and community members representing 14 different linguistic backgrounds, such as Odia, Telugu, Kui, Saura, Bengali, and Santali.
  - More than 200 students from rural and tribal communities took part, highlighting the university's commitment to inclusivity.
- **Performances and Cultural Expressions:**
  - Students presented 12 spoken-word performances, 5 musical renditions, and 4 short dramas in their native languages, reflecting the richness of India's linguistic heritage.
  - Performances included Odia and Kui folk songs, Santali storytelling sessions, and a multilingual skit on "Unity in Diversity."

- The event featured a special “Tribal Voices of Odisha” segment where students from Gajapati and Kandhamal districts showcased oral poetry and indigenous songs.

### Outcomes and Impact (2024)

- **Cultural Empowerment:** Post-event feedback indicated that 91 % of student participants felt increased pride in their linguistic identity.
- **Skill and Confidence Development:** Over 60 % of performing students reported improved public-speaking and creative expression skills.
- **Intercultural Dialogue:** The event promoted mutual respect and understanding between students of diverse linguistic origins, contributing to a stronger sense of campus community.
- **Community Engagement:** Local school groups and cultural representatives—approximately 250 attendees—joined the celebrations, extending the impact beyond the university



Fig. 7 shows the poster for the celebration of Mother Language day.

### Promoting Wellness and Spiritual Traditions

- The university celebrates International Yoga Day, emphasizing the importance of yoga for physical, mental, and spiritual well-being.
- Activities include mass yoga sessions, wellness workshops, and expert-led panel discussions on the scientific benefits of yoga.



Fig. 8 shows the yoga session being taken in Centurion University campus.

### **Celebrating Festivals and Spiritual Heritage**

- The annual Deep Mahotsava (Festival of Lights) at the Paralakhemundi campus is a longstanding tradition, bringing together students, faculty, and the community in a celebration of unity and spiritual devotion. In 2024 we had more than 1 lakh deeps lighted in the Paralakhemundi (Odisha, India) campus.
- The festival features rituals, prayers, and cultural performances, reinforcing the university's role in nurturing cultural and spiritual well-being.



Fig. 9 deep shows mahotsav in Centurion University campus.

Centurion University continues to celebrate Odisha's vibrant cultural and spiritual traditions through festivals that embody community spirit, sustainability, and inclusivity. The annual *Deep Mahotsava* (Festival of Lights) at the Paralakhemundi campus remains the cornerstone of these celebrations—symbolizing enlightenment, unity, and reverence for the region's rich heritage.

## Deep Mahotsava 2024 Highlights

- **Scale and Participation:**
  - In 2024, the festival achieved a milestone with over 1,00,000 oil lamps (deeps) lit across the Paralakhemundi (Odisha) campus, illuminating courtyards, temples, and academic blocks.
  - The event saw participation from more than 6,500 individuals, including students, faculty, alumni, and local residents from nearby villages such as Ramagiri, Kashinagar, and Mohana.
- **Community Collaboration:**
  - The university collaborated with 30 local artisans and 8 self-help groups (SHGs) for the production of clay lamps and organic wicks, generating temporary employment for over 120 women artisans in the region.
  - Local performing groups presented 10 traditional devotional and cultural performances, featuring Odissi dance, tribal drumming ensembles, and bhajan recitals.
- **Sustainability Focus:**
  - 2024 marked the use of biodegradable clay lamps and organic oils, reducing plastic waste by 100 % compared to earlier editions.
  - Post-event waste segregation and composting initiatives diverted 1.2 tons of biodegradable material from landfills.

## Cultural and Spiritual Impact (2024)

- **Cultural Preservation:** The event highlighted Odisha's heritage through rituals, storytelling, and folk art exhibitions, promoting continuity of traditions among youth.
- **Inclusive Participation:** Surveys indicated 94 % of participants felt the festival fostered cultural pride and interfaith unity.
- **Educational Value:** Over 400 students from design, media, and social work disciplines documented the event through photography, oral history projects, and digital archiving, integrating cultural study into academic learning.
- **Community Reach:** The festival attracted visitors from 15 nearby villages, making it one of the region's largest university-led community gatherings celebrating spiritual and cultural identity.

## Broader Heritage Commitment (2024)

Beyond Deep Mahotsava, Centurion University organized five smaller spiritual and cultural observances throughout the year such as Basanta Utsav, Rath Yatra Cultural Talks, and Guru Divas drawing a combined audience of 3,200 participants.

The university's continued investment in arts, traditions, and community events in 2024 demonstrates its vision to:

- Strengthen social cohesion and intergenerational cultural transmission;
- Enhance cultural literacy and well-being among students; and
- Position itself as a regional hub for spiritual and cultural heritage in higher education.

### Outcome Summary (2024)

- 1 lakh lamps lit and 6,500 participants engaged.
- 120 artisans employed and 8 local SHGs supported.
- 1.2 tons of biodegradable waste managed sustainably.
- 94 % community satisfaction and increased participation from rural residents.



Fig. 10 shows budget allocation for traditional arts, cultural heritage preservation and digital heritage initiatives.

Centurion University's dedication to arts and heritage significantly enriches the cultural landscape of Odisha. Through education, community engagement, and ongoing support for traditional and contemporary arts, the university fosters a vibrant and inclusive environment that honors the region's rich legacy.