



भारतीय संस्कृति  
the Cultural Wing of



GST Road & Gerugambakkam

proudly presents

Māngazhi 2019  
ādhyaṃ

ശ്രീ 2019  
ദ്വാദ

South-West  
CHENNAI  
joins the  
SABHA  
circuit!

An event by



21-28 December 2019  
8 DAYS | 16 SHOWS

# About The PSBB Millennium School (GST Road & Gerugambakkam)

- A collaborative venture between the BalaBhavan Educational Trust and the Learning Leadership Foundation.
- A cosmopolitan institute with an in-house strength of over 4000 students and over 200 staff members.
- Affiliated to the Central Board of Secondary Education (CBSE), New Delhi.
- Accredited by Microsoft as its only Mentor School from India.
- ISO 9001:2008 certified.
- Currently basking in its 15th (crystal) year of continued success.
- Among the Top 10 schools in the city & southern zone and Top 100 in the country\*.



GST Road Campus  
Estd. 2005



Gerugambakkam Campus  
Estd. 2009

# About Astral Creations

- Astral Creations Private Limited (ACPL) was founded in 2013.
- It is based in Chennai, Tamil Nadu, India.
- ACPL is a Techno-Creative company in the field of Systemic Communications.
- It is a Blue Ocean Strategy outfit for individuals, organizations and governments in the areas of Content, Image, Governance and Sustainability – CIGS – for short.
- ACPL employs the Data-Design-Development-Delivery platform, 4DQuad for short, to mount its strategy solutions.
- It emphasizes Appreciative Enquiry, Human Experience and Message Quality.
- ACPL practices Ideology and Medium Neutrality.
- The Astral method is deliberately centered on the Human Process so that it could be applied to the personal, social, economic, political, cultural or geographical spaces equally seamlessly.



# About Bharatiya Sanskriti

- The Cultural Wing of The PSBB Millennium School, GST Road & Gerugambakkam.
- Currently in its 10th (decennial) year of operation, it upholds the motto of the school "Indian Values. Global Vision."
- Inaugurated by the well acclaimed Mridangam Vidwan 'Sangeetha Kalanidhi' Umayalpuram K. Sivaraman.
- Established to .promote performing and visual arts among passionate students.
- Graced by the performances of Y. Gee. Mahendra's 'United Amateur Artists (UAA)', Anil Srinivasan, 'Pop' Shalini, the Jayalakshmi-Sheela-Samyuktha trio, Saindhavi, 'Ghatam' Karthick, the Trichur Brothers, SPIC-MACAY, Badri, Abaswaram Ramjhi's 'Issai Mazhalai', etc. over the past decade.
- In-line to be upgraded to a full-fledged 'Sabha' starting Margazhi (December-January) 2019-2020.
- FIRST EVER SABHA REPRESENTING SOUTH-WEST CHENNAI.



# About Margazhi Madhyam 2019

- MADHYAM is an acronym, expanded as 'Music Art Dance Histrionics Yearly At Millennium'.
- A contribution of ours to the prestigious 'Creative Cities Network' UNESCO tag won by Chennai.
- Brainchild of PSBBM alumnus, Anshumaan Ayyangar, who had earlier presented the concept of 'Tarang' - the school's annual inter-school cultural fest - in his school election manifesto back in 2011.
- A tribute to the vision of the school's Founder, the late 'Padmashree' Dr. (Mrs.) Y. G. Parthasarathy.
- A typical Margazhi season festive-themed event, focused more on the regional cultural art forms.
- 8 days, 16 performances long, with a line-up of seasoned professionals and distinguished PSBBM alumni.
- To be hosted at the 1200-seater air-conditioned Multi-Purpose Hall (MPH) of the Gerugambakkam branch.
- Print and digital media coverage arranged for the entire course of the event.
- Popular eateries and beverage joints roped in to add to the flavour of the Margazhi sabha culture.
- Partnering with an online ticketing platform for ease of reach of event and booking.

Mārgazhi  
2019  
ādhyaṃ



A view of the MPH



The Cafeteria area

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2019  
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SEASON SCHEDULE IN THE NEXT PAGE

# Margazhi Madhyam 2019 - SEASON SCHEDULE\*

Date	Day	Performance Type	Slot	Lead Artiste (or) Band (or) Troupe
21-12-2019	SAT	Music Medley	Afternoon	<b><i>The Millennium Ensemble</i></b>
		Carnatic Vocal	Evening	<i>Kalyanapuram</i> Aravind Soundararajan
22-12-2019	SUN	Drama	Afternoon	<b><i>Oru Oorula</i></b> by John Pradeep JL
		Carnatic Vocal	Evening	Ameya Karthikeyan
23-12-2019	MON	Fusion Music	Afternoon	Shibi Srinivasan
		Drama	Evening	<b><i>Crazy</i></b> Maadhu Balaji
24-12-2019	TUE	Tamil Indie Music	Afternoon	<b><i>Kavippom</i></b>
		Bharatanatyam	Evening	Binesh Mahadevan
25-12-2019	WED	Bharatanatyam	Afternoon	Chitra Chandrasekar
		Carnatic Vocal	Evening	Girijashankar Sundaresan
26-12-2019	THU	Carnatic Instrumental	Afternoon	Aprameya Sheshadri
		Carnatic Instrumental	Evening	Sarvesh Karthick's <b><i>SPANDA</i></b>
27-12-2019	FRI	Bharatanatyam	Afternoon	M Amirtha Kirthika
		Abhang	Evening	Shravan R P
28-12-2019	SAT	Stand-Up Comedy	Afternoon	Shyam Renganathan & Jagan Krishnan
		Carnatic Instrumental	Evening	<b><i>Melody to Infinity</i></b>

\*schedule subject to change due to an emergency or other unlikely occurrences, if any

# What is in it for Sponsors/Partners?

- Freedom to pick slot-wise, day-wise or complete event's sponsorship/partnership.
- Potential for both monetary and barter deals through the official organizing team.
- Digital, print and social media coverage; before, during and after the event.
- Brand integration with items such as slot mementos, volunteer t-shirts, audience chair-back ads, etc.
- Strategic product placements to market them efficiently and effectively through event coverage.
- Setting up of stalls for meeting promotional or commercial objectives at the venue.
- Presence of a diverse set of attendees in terms of age, gender, economic status, ethnicity, etc., thereby making it easier for the sponsor/partner to choose either part or whole of the audience as target population.
- LED facility on-stage to play advertisements during breaks, coupled with an outstanding audio system.
- Display of sponsor/partner logos and/or slogans on all event banners, invitations, posters, tickets and digital content.
- Display of sponsor/partner logos and/or slogans as a relay on LED on-stage during taping of performance.
- Mentions by the compering team before, during and after each performance.
- Mentions\* on all media partner announcements and advertisements.
- Dedicated Platinum Class seats\*\* (quantity depending on sponsorship type) as a token of gratitude and respect.
- Any sponsor who takes up more than 50% of the slots is entitled\*\*\* to become the Main Event Sponsor.

\* subject to acceptance of all terms and conditions by the respective media partner

\*\* subject to prior confirmation of attendance at least 24 hours in advance by the sponsor/partner

\*\*\* subject to the final decision made via a fair evaluation procedure when multiple proposals are on the table

# From the Bharatiya Sanskriti Archives...



Mr. Umayalpuram K. Sivaraman arrives to inaugurate the Cultural Wing of PSBBM - Bharatiya Sanskriti.



The audience keenly watching one of Mr. Y. Gee. Mahendra's dramas.



Mr. Umayalpuram K. Sivaraman and the late Dr. Mrs. YGP sharing a light moment before the first ever performance.



Some of the earliest PSBBM student performances at Bharatiya Sanskriti.



Mrs. Sita Umamaheswaran, the then Principal, and Mrs. Hema Nagarajan, incumbent Advisor, having a brief discussion with the then President, Mr. Sharad Agarwal.



Dr. Mrs. YGP arriving with her son Mr. Y. Gee. Mahendra for one of his dramas. Also seen is Mrs. Rukmani Mothilal, the then Advisor.



All dignitaries on stage to formally inaugurate Bharatiya Sanskriti and dedicate it to the School.



'Millenniumil Thiruvaiyaaru' - a congregation of budding Carnatic musicians at the GST Road campus for a microcosmic display of the essence of Thiruvaiyaaru during the month of Margazhi.



# Get in Touch with the Organizing Team...

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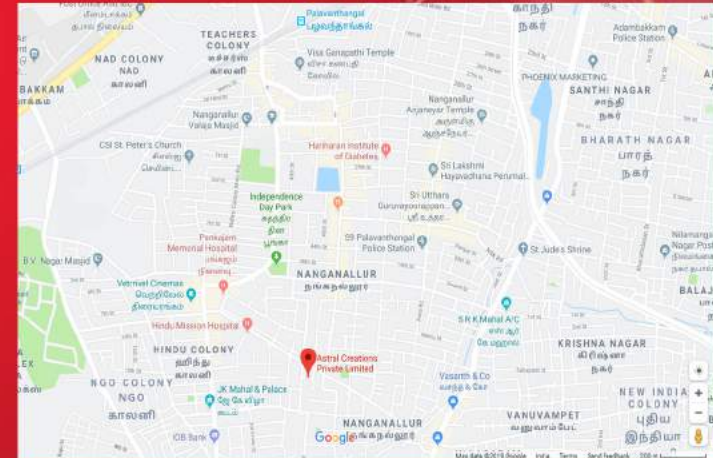
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# Find Us Here...



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