



To,
Whom so ever it may concern

Sub: Voice of Soil – A Participatory Social Art journey

Respected Sir/Madam,

Following is the brief of our awareness journey.

We are two professionals and academicians from Surat, India with expertise in art, architecture, urban design, photography and film-making. Along with numerous scientists around the world, we strongly believe that awareness towards climate change, needs to be educated to our youth. As artists, we *have sought in the creation of a national art Parikrama - 'Voice of Soil'* that will bring not only awareness in the general youth of India, but also benefit numerous under-privileged children in our country. We salute the many individuals, organizations and our government, who have tirelessly worked for both the above cause, for many years.

But doing the same through the medium of soil-art, is being attempted for the first time in the world.

On **15th August 2019**, We are embarking alone, on a nearly **two year long journey**, travelling about **25,000 km** across all states of India, through roughly 300 cities and villages, to create a mega canvas.

This art work will be created in a continuous relay process by the thousands of children and youth. Through this we hope to raise more funds for benefiting them.

We have dedicated this project for our country. Forsaking comfort and luxury, we will undertake this journey in the most meagre way possible, eating and living with people as we travel. The soil-artwork will capture the ethos of all these people on a single canvas. Experts have said, this artwork, if successfully completed, *will be monumental in stature.*

We are aware of the hardships and risks that are to be faced by our families on account of this journey of ours. But the call of a larger cause is so overbearing on us, almost magnetic, that we cannot ignore it and are anyways proceeding towards it. It is our prayer that the outcome of our endeavor would have some positive impact on the way we look at art and conservation of our environment.

We are hopeful that your esteemed organization will play an essential role in spreading awareness about this thought and journey through out all your existing networks in India.(Newspaper and digital)

Yours Hopefully,

Sanjay Ramani (+91 9925 35 56 95)

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VOICE OF SOIL

(Travel commences on 15th August 2019 and concludes by 2021)

‘ The Longest Participatory Artwork in the world to be drawn with soil by children ’

The journey is to create a singular piece of art-work by children with a single pigment that is pure soil, on a single canvas scroll which is uncut, unstitched, unaltered and continuous for Three hundred meters.

INTENTION

Increasing Public awareness and sensitivity towards (1) Re-introduction of Art as an essential and powerful tool for the development of children and youth of India. (2) Importance of soil as a major component of global climate change issues.

FOCUS

Our absorption of the thinking pattern and current state of mind of children, including the understanding of the socio-cultural ethos and the attitude towards art and education of the under-privileged children of India.

ARTWORK UNIQUENESS

It is dynamic and not static .It is not a painting but a performance art- a series of impromptu acts emerging from the depths of latent values of culture, come together to unite the people and create a painting by children. The pigment medium is also unique- pure soil obtained from the local land.

EXPECTED OUTCOME

The mega canvas carrying the emotional and physical imprints of hundreds of children of India, will serve as an important medium to communicate to the world about:

1. The collective ethos of our local communities.
2. The talent and power in our ‘new-generation’.
3. The message of global unity and peace.
4. The awareness and readiness to act towards global climate change.

The information gathered in this journey to be utilized in valuable channels such as

1. Essential practices and habits of indigenous cultures, that are scientific and contribute to a larger climate stabilization role.
2. Education roles and realistic situation of children in rural India.
3. Talent pooling of enthusiastic under-privileged children from remote locations in India.
4. Economic and domestic needs of micro communities.

MODE OF EXECUTION

Two artists (The curators of this artwork) will be travelling throughout India carrying a single canvas scroll of a *few hundred meters* and completing the canvas painting by children of different settlements/communities in a continuous sequence process, by a participatory method including interaction and performance.

Project Statistics

Project type- Artwork executed by travel; Social cause, Awareness, Non-profit.

Travel type- Single continuous journey in India, no return in between.

Travel distance- 25,000 Kms.

Travel duration- Approximately 24 months

Funding - Socially supported by patriotic individuals.

Accommodation & Food – Contributed by localities where we travel.



THIS JOURNEY IS QUALIFYING FOR WORLD RECORDS WITH FOLLOWING TITLES

'Longest travelling *Artwork* drawn with soil by children in a single country'
'Longest *Art journey* ever taken by road in a single country'

RECOGNIZED BY

World Records India
India Book of Records
Bharat World Records
Unique World Records
Asia Book of Records
Indian Achiever Book of Records

HOW THE ENTIRE NATION CAN PARTICIPATE IN THIS ART JOURNEY

We will be travelling through more than 300 settlements in the course of 2 years. During the entire journey, we will not use any digital medium ourselves, to communicate with anyone. However our supporters can track our progress, get updates and stay in touch with us throughout the journey in a variety of ways.

HOW ?

- Our website www.anokha.world will be live throughout the entire process.
- The detail map, route and tentative schedule will be available on the website.
- You can track our location and update from the website.
- You can also get detailed update about our ongoing journey by calling +91 6353 153 143.
- Local and national newspaper clippings about our journey can be followed timely.

ON THE WEBSITE (www.anokha.world) YOU CAN BECOME OUR SUPPORTER BY ANY OF THESE CHOICES:

- Spread awareness amongst your circle through Digital and Social media about this mega canvas project.
- Contribute in any way to the ongoing project.
- Volunteer in the ongoing art work execution. (whichever location currently near to you)
- Join us in any part of our travel. (whichever location or distance you choose)

NECESSARY ACTION REQUESTED FROM YOU

For the cause of awareness of education of art to the under-privileged children of India, and awareness of the value of soil in our environment; We sincerely request you the following;

- Newspaper coverage of our art journey.
- Essential coverage in various part of India as our journey proceeds on its 25,000 kms route
- A continuous string of articles (on various editions) from time to time to track and report about our interesting findings of this 2 years long journey.



Team

Initiators & Travel Artists- Sanjay Ramani (34 m)
Satabarta Nandy (32 m)

Inputs & Inspiration - Prof.Dr.Upendra Raval, Dr.Pradeep Pethe, Suchi Raval

Curators and Travelers of this Art journey

SANJAY RAMANI 34yrs



Is an Urban Designer (CEPT univ.) and Architect from Surat, IND. And by passion he is a photographer, traveler and film maker. He is the founder of the Architecture design firm "JAGYA DESIGNS" which is working on projects of various scale since 2011 in Surat. He has won many awards in the field of design like; Young Architect Award, IIID Anchor Award, Archidesign Award, Young Designer Award, Indian Architect & Builders Awards and many more at the national level. A passion for Photography gets him featured in the National Geographic Magazine in 2016 and one of his captured image "Hands" gets an international recognition at Travel Photographer Asia Award and opportunity to travel in Asia, as a part of the Award. Apart from many films, "Varanasi - Steps to salvation" a documentary film and "Kismat Cleaners" a short film directed by himself was officially selected in many cinema festival across India.

SATABARTA NANDY 32yrs



Is an Architect, Artist and Art critic (univ. of Washington) from Surat, IND. He is the founder of the design firm "UNLOCK" which is working on design, art and adventure projects since 2014. His avid interest in Art and travel has taken him to various places out and across India, exploring more about varying and inherent cultures of the world, which is still so much unknown to us. He has been a lecturer and is an honorary visiting faculty in many Design Colleges and Universities. He is also devoted to the promotion of art, culture and music among the youth, through various initiatives. His majority of work therefore reflects the urge to resurrect lost cultures and traditions in a contemporary context. His work has won Awards in the field of luxury design and few of his art works are on permanent display at prestigious hospitality sectors.

Recommendations and Referrals

Satish Kumar Sharma (DGP, Commissioner of Police, Surat)
M.Thennarasan (Municipal Commissioner, Surat)
Dr.Jagdish Patel (Mayor, Surat)
C.R.Paatil (Hon'ble Member of Parliament, India)
Darshana Jardosh (Hon'ble Member of Parliament, India)
Dr.Kamlesh Yagnik (Chief Resilience Officer, Surat Climate Change Trust)
Prof.Dr.Upendra Raval (Trans-disciplinary integration in collaborative sanitation)
Dr.Pradeep Pethe (MD, Renowned Neurosurgeon)
Sitanshu Yashaschandra (Padma Shri, Poet)
Govind Dholakia (Founder & Chairman, SRK)
Snehal Shah (Architect, Urban designer & Academician)
Jagdish Italiya (Trustee, SBV, Surat)
Sidharth Mehta (Green building patron)
B.R.Mani (Director General, Indian National Museum)

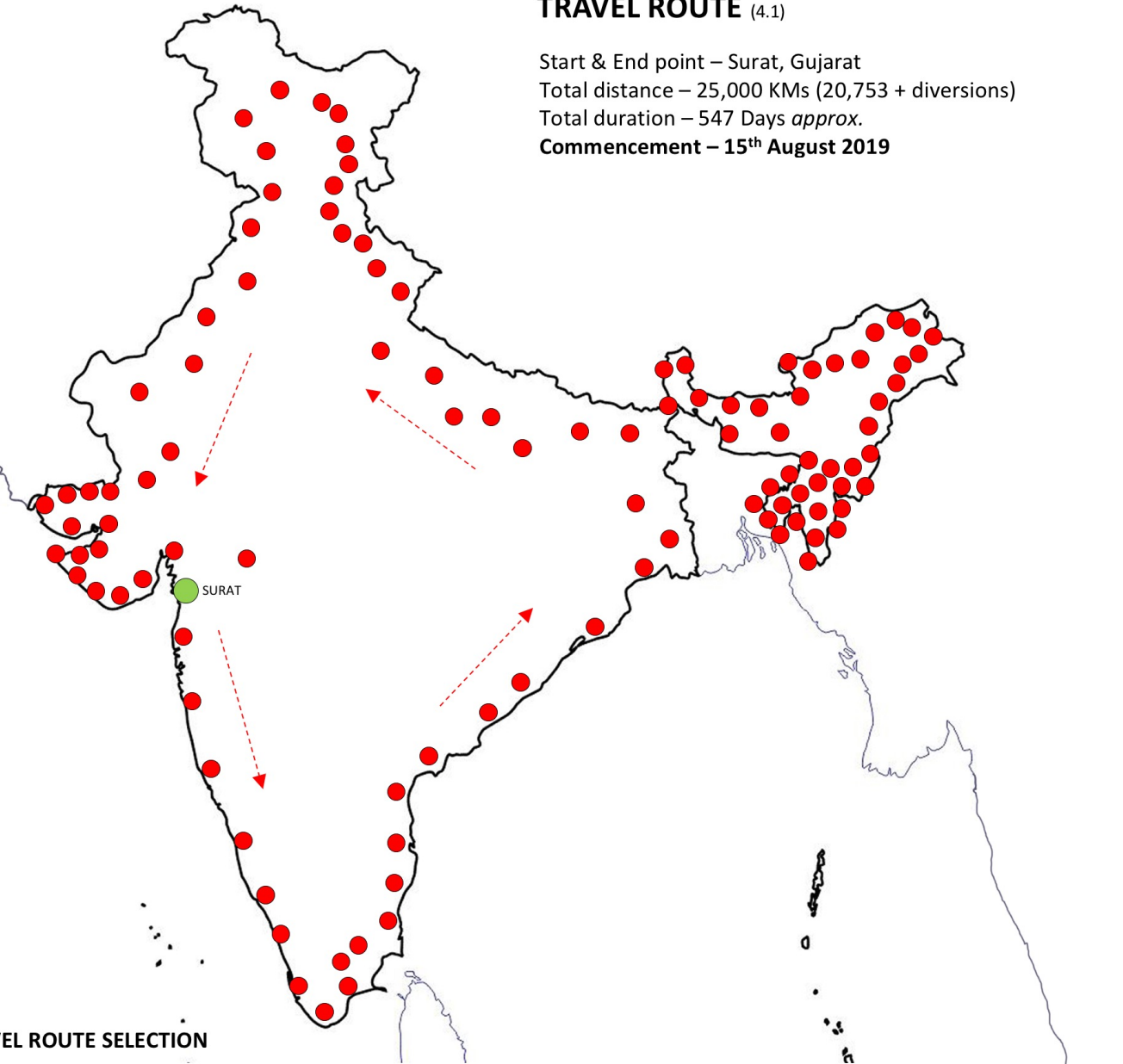


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TRAVEL ROUTE (4.1)

Start & End point – Surat, Gujarat
Total distance – 25,000 KMs (20,753 + diversions)
Total duration – 547 Days *approx.*
Commencement – 15th August 2019



TRAVEL ROUTE SELECTION

India is such a diverse country-rich in culture, history and consciousness. Within her boundaries she carries a boundless world ethos. To absorb its rich diversity, this project entails a travel throughout the whole country. Taking the trail along the periphery of India is a natural response as it enables us to travel through all the states and receive the uniqueness of each.

The periphery travel is essentially also a journey along the border. In the peninsula it is about marriage of water with land and up north it is about the co-existence with ethnic culture whom we call neighboring countries.