



ACHHRURAM MEMORIAL COLLEGE, JHALDA, PURULIA

7.3 - Institutional Distinctiveness

Title: Guarding and nurturing the folk culture.

The college, situated in Jhalda, a sub-division of Purulia District in West Bengal, finds itself in an area recognized as one of the most underdeveloped in the region. Despite this, Purulia is renowned for its vibrant Folk Culture, with Purulia Chhau Dance holding particular significance. This semi-classical Indian dance, deeply rooted in folk traditions, is emblematic of the rich cultural heritage of the region. Its cultural importance is underscored by its inclusion on UNESCO's world heritage list of dances. Being located in a tribal area known for its backwardness, the college has a unique mission to serve the marginalized students of the region. This includes those from tribal communities and rural areas, aiming to uplift them through education. Notably, Purulia Chhau Dance, a cherished cultural gem, faces the threat of extinction over time. Recognizing this, the college endeavours to preserve and promote the dance form among its students. By encouraging and supporting students to embrace Purulia Chhau Dance, the college not only contributes to the preservation of cultural heritage; but, also provides students with a means of cultural expression and identity. In doing so, the college not only serves as an educational institution, but also as a guardian of cultural heritage and identity in the region. The newly introduced Kudmali department is a proof of colleges' intent to serve the regional language and folk culture. The college also plans to celebrate festivals of local importance in the near future. The college has introduced making of various local hand-craft product related to folk culture, such as hand-crafted Chhau Mask.