MAJULI
MUSIC
FESTIVAL
music for change
music for change
15, 16 & 17 Nov 2019
MUSIC I ART I FOOD I ADVENTURE
AN INITIATIVE BY
MAJULI
MUSIC
FESTIVAL
FOUNDATION

BRIEF OF MAJULI MUSIC FESTIVAL 2019

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AN INITIATIVE BY

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IN COLLABORATION WITH

RIGBO

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ABOUT MAJULI

Majuli is the largest inhabited River Island in the world located in the middle of mighty river Brahmaputra. The Island is famous for Neo-Vaishnavite culture started by 15th Century scholar and reformer Srimanta Sankardeva. Although dominated by the Mising (Miri) community, the Island is also home to other ethnic communities like the Deoris, Sonowal Kachari, Nepalis etc. Majuli was formally declared the first Island district of India on 8th September 2016.

According to the statistics with the Assam government, there were 65 Vaishvavite Satras in the Island. However, most of them had to shift to other places due to the recurrent erosion problem every year and only 22 Satras exists in the Island now. The erosion had already eaten up more than one-third of the Island's landmass over the years. While Majuli comprised over 1,256 square km of land in the beginning of 20th century, the Island is reduced to a mere 352 square km in 2014.

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WHY MAJULI MUSIC FESTIVAL ?

Majuli Music Festival is curated with a vision to promote rural tourism and uplift the local economy thereby leading to self sufficiency. Flood & Soil Erosion had always been a challenge during monsoon for the Islanders. This initiative will boost its pledge to the UNESCO for the “World Heritage Site” which is due since more than a decade.

As our tagline says, “Music For Change”

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FESTIVAL BRIEF:

Majuli Music Festival is a plethora of event that comprises of music, art and culture, local food and traditionally brewed rice beer tasting attracting people from across the globe to participate in this grand extravaganza and have the best experience of life as they bond with nature. This is a three day fun filled event where each day would be an exploration of artistic elements involving exhibition, adventurous activities, visits to the Satras, & indigenous villages of the tribal communities.

VISION:
To preserve the indigenous music, art and culture and food habits and let people explore the eco diversity of Majuli.

MISSION:
To bring all artists in one stage irrespective of any genres of music, exchanging of ideas and culture.

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OBJECTIVE:

To create a community that is for Majuli, by Majuli and with Majuli. A Community that strongly believes in creating a conducive environment, that will help Majuli and Majulians prosper in a manner that becomes an example for the world to follow.

MAIN ATTRACTIONS IN THE FESTIVAL

- Various Genre Artists Lineup in the three days of the festival
- Adventurous Activities
- Village Cycling Expedition
- Boating Competition in Kerkotiya river

MANIFESTOS OF “MAJULI MUSIC FESTIVAL”

1. ESTABLISHMENT OF “MAJULI SCHOOL OF MUSIC"

Through this initiative of **“Majuli School of Music”** talented and deprived young generations of the Island would get a chance to enroll in their field of interest like Music Production, Singing-Songwriting, Sound Design, Sound and Audio Engineering.

MAJULI SCHOOL OF MUSIC

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2. ORGANIC HUB MAJULI

Through this initiative of **"MAJULI ECONNECT"** farmers, unemployed youths and small traders will be provided a platform to sell their organic products and other services to the end consumers in the online space thereby leading to self sufficiency.

Majuli econnect

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3. ENVIRONMENTAL AWARENESS CAMPAIGN

- Introduction of **"Clean & Green Majuli Campaign"** – an initiative to contribute towards **Swacch Bharat Mission**
- **TREE PLANTATION DRIVE** - an Initiative that will be launched by Padma Shri Jadav Molai Payeng during the festival where every tourist will be asked to plant a tree in their own name.
- Introduction of **PLASTIC FREE CAMPAIGN** to be initiated during and after the festival.

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4. CARBON NEUTRAL INITIATIVE

- Introduction of E-rickshaw at festival venue contributing to the carbon neutral initiative

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5. PROMOTION OF RURAL TOURISM

- Introduction of Self-Sufficiency Model Homestays targeting 50 beneficiaries at Borpomua Gaon, Jengrai Gaon Panchayat.

6. MENTAL HEALTH AWARENESS CAMPAIGN

- An Initiative that will encourage people to break the social stigma associated with mental health disorders by giving them a platform to share their stories to inspire those facing similar challenges thereby supporting our work so that we can continue our mission to provide free resources for those in need.

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7. FREE COACHING CLASSES FOR UNDERPRIVILEGE STUDENTS

- An Initiative that will help the underprivileged students with free coaching classes for various competitive exams like IIT JEE, Medical, Banking, Management & APSC.

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AERIAL VIEW OF THE FESTIVAL SITE

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Festival venue is on the bank of river Kerkotiya that connects the mighty river Brahmaputra and Subansiri

Honourable Chief Minister of Assam Sarbananda Sonowal with Team MMF

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Deputy Commissioner of Majuli Debaprasad Mishra with Team MMF

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MAJULI
MUSIC
FESTIVAL
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FOR DETAILS:
team@majulifestival.com
+91- 8169810225 / 9920021365 / 8638082107
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MUSIC
FESTIVAL
FOUNDATION