

Join us for Avid's fifth episode of Cultural Capitals: Future Legacies of India's Cities - Lucknow!

For Immediate Release

Popularly known as the city of Nawabs, Lucknow still retains its old world charm. Influenced by the Mughal reign, Lucknow's cultural heritage is very special and unique. Known for its mouth-watering food heritage, Chikankari hand work and its impressive performing arts, the city still oozes of royalty.

Lucknow, The city of Tehzeeb, has a very rich history of the Mughal era which has deeply penetrated into its culture, language, art and food. Being the capital of the Awadh region, Lucknow seems to be a city stuck in time with its old welcoming culture and urdu as its main language. The Mughal influence can be seen in Lucknow's everyday. From its main performing art such as Kathak evolving from the courtesan culture, its street food of kebabs and sheermal, to its historic architecture.

With such a rich and diverse cultural heritage, Lucknow stands out as a cultural capital of the subcontinent

Live History India and **Avid Learning** present **Cultural Capitals: Lucknow**, the fifth episode of **Cultural Capitals: Future Legacies of India's Cities**, a series of discussions celebrating the historical and current legacy of culturally rich, diverse and important cities across India. This series aims to celebrate a wider swathe of India's great cities, their legacy and how they continue to be vibrant centers of culture.

*Philantropreneur, Founder Lucknow Farmers Market, **Jyotsna Kaur Habibullah**, Design Academician, Founder- Sangraha Karigar Atelier & Director- Kalhath Institute,, **Dr. Jaspal Kalra** and Founder and Founder and Editor, Now Lucknow, **Devanshi Seth** in conversation with Author and Co-Founder, Editor of Live History India **Mini Menon**.*

These speakers and experts will look at Lucknow through varied lenses – the city's growing arts scene, its world renowned architectural heritage and its emergence as a regional cultural hub. Our panel will examine Lucknow from a past, present and future perspective and chart its journey and evolution through the years – unearthing fascinating lesser-known nuggets, spotlighting influential personalities and documenting pivotal moments along the way – which have shaped its distinct cultural fabric.

Read more about the Series below:

This series aims to spotlight India's cities and their legacy and contributions that have shaped the nation's heritage and continue to have tremendous contemporary influence and impact. Cities under the cultural microscope include Hyderabad, Pune, Ahmedabad, Jaipur, Chandigarh and Lucknow. The highlight is on the particularities of each city's unique culture and heritage and how these aspects have changed and evolved over time, influencing their perceptions in the wider world. Varied perspectives on the cultural identity of these urban scapes will be presented – as informed by history, hidden stories and local insights through

diverse lenses. The conversations are focused on restoring, reinventing and reiterating the legacy of these great cities.

Join us on our next stop on this exciting cultural journey through India's cities – Lucknow!

When: Thursday 30th September 2021 | 6:00 PM – 7:30 PM (IST)


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CULTURAL CAPITALS
Future Legacies of India's Cities
LUCKNOW


Popularly known as the city of Nawabs, Lucknow's cultural heritage is very special and unique. It has a rich history of the Mughal era which has deeply penetrated into its everyday culture, language, art and food. With such a rich and diverse culture, Lucknow stands out as a cultural capital of the subcontinent. In this 5th episode of the Cultural Capitals series the panel will examine Lucknow from a past, present and future perspective and chart its journey and evolution through the years- unearthing fascinating lesser-know nuggets, spotlighting influential personalities and documenting pivotal movements along the way- which have shaped its distinct cultural and urban fabric. Join us to explore the rich historical past of Lucknow and how it has preserved its old world charm and stayed relevant to contemporary times?




Philanthropreneur,
Founder,
Lucknow Farmers Market
Jyotsna Kaur Habibullah



Design Academician,
Founder, Sangraha Kariqar Atelier
& Director, Kalhath Institute
Dr. Jaspal Kalra



Founder and Editor,
Now Lucknow
Devanshi Seth



Author, Editor & Co-founder,
Live History India
Mini Menon

THU, 30 SEPTEMBER | 6.00-7.30 PM (IST) | REG: www.avidlearning.in

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About the Speakers

Jyotsna Kaur Habibullah is the founder of Lucknow Farmers Market creating the first sustainable online community in India connecting grassroot level entrepreneurs and farmers with consumers with an interactive space to learn to live sustainably. Working on skill development and creating self reliance amongst women's groups in Village Saidanpur, Distt Barabanki and in Lucknow since 2011. Focused on Sustainable livelihoods, sanitation, womens health and menstrual hygiene. Founded FICCI FLO Lucknow Kanpur chapters and involved at a national level as part of the governing body of FLO working for women's empowerment since 2015. Executive Director Maxel Leadership Forum and heading Women's leadership forum. Founder President of Awadh Mango Growers Association, Founder UP Mango Festival, now in the 8th year bringing together farmers, consumers, members of the press, government, institutions in research for agriculture supporting rural entrepreneurship to attract eco & culinary tourism. Restored the 250 year old family home Habibullah Estate in Hazratganj into a boutique retail space, bringing the best fashion brands in India to Lucknow, hosted events like Royal Fables, Womens Writers Festival, Showcasing Artisans and more Co Curated the 7th book in People Place Project Series showcasing 45 Lucknow stories, People Called Lucknow. Mentor and volunteer for Daan Utsav, India's 'festival of giving'.

Dr. Jaspal Kalra

Design Academician and Social Entrepreneur, with practice based PhD degree from NIFT titled 'Design Education of Chikankari Artisans: A Tool for Social Innovation'. Jaspal Kalra graduated in Fashion Design from NIIFT, Mohali followed by PGCHE and Masters of Design (Fashion) from Nottingham Trent University. Alongside he has worked on project brief development and curriculum for Design and Craft based Institutes, developing new forms through zero waste cutting technique. He has a total work experience of more than 20 years, working in professional design spaces of self-run brand, ace designers, retail brands, international buyers and knowledge sharing at various design Institutes.

He has provided services as a consultant for staff development & course delivery, conducted seminars and workshops on craft appreciation. His professional engagements range from workshops at Ashoka University, Somaiya Kala Vidya, expert panellist for 'National Entrepreneurship Awards Scheme', Member of Board of Study of Fashion department of Universities and design consultant for projects like Usttad (by NIFT supported by Ministry of Minority Affairs). He has presented in various international and national conferences. He works closely with craft clusters and promotes co-design and design practice sharing with artisans through his brand Sangraha Karigar Atelier.

He presently also serves as Executive Director of Kalhath Institute, Lucknow and Research Guide for UID, Ahmedabad.

Devanshi Seth was a journalist with the Times of India for 13 years and has headed Lucknow Times, Kanpur Time, Banaras Times, Allahabad Times and Patna Times during her stint with the newspaper. An alumna of Loreto Convent and La Martiniere Girls College, Lucknow, Devanshi graduated from Lady Shri Ram College, Delhi in 2001 with an Honors degree in English literature. She has a diploma in PR and Media Studies from Lucknow University, and is a post graduate in English.

Devanshi quit her job as Editor of Lucknow Times, Kanpur Times, Banaras Times and Allahabad Times in 2016 and found inspiration in her hometown, Lucknow for her next venture -- Now Lucknow.

Why Now Lucknow? Devanshi has lived in this city all her life, and loves it. She's proud of the place the city has bookmarked in history, but it's the changing face of Lucknow that excites her right now. Now Lucknow was born out of that excitement at what Lucknow is culturally and what it has the potential to become. The portal is an attempt to push tourism in the area, while giving an impetus to local businesses.

Mini Menon is the Co-Founder and Editor of Live History India, a first of its kind digital platform focussed on creating and putting out multi-media content on Indian history and cultural legacy. Since launch, Live History India has reached over 100 million people across India and the world. It has also brought together over 150 historians and experts on its platform. An award winning journalist and author, Mini has also reported on the changing face of politics and business in India for the last 20 years Her last assignment was as Executive Editor of Bloomberg TV India. In 2013 Mini's first book, 'Riding the Wave' was published by HarperCollins. Mini has been awarded the Rajiv Gandhi Award for Excellence, as a young achiever and in 2009 she was adjudged the Best Business News Anchor by the Indian Broadcasting Federation.

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About Partners

Live History India

Live History India is a first of its kind multimedia platform on India's history and rich cultural heritage. Over the last 4 years, LHI (www.livehistoryindia.com) has done over 3000 articles and films, mapping large parts of India and its history. It has also created a growing pool of over 150 historians and authors who actively contribute to the platform.

Through its detailed coverage of the 'Stories that Make India', Live History India hopes to help Indians and India admirers 'Rediscover' India's rich and layered history, so that we can revive what we are losing and create a groundswell to restore and protect our tangible and intangible heritage. Over 3 million people, from across India and the world, log in to Live History India, each month.