



The Role of Kolam in Community Building at the **Anthropos/ Individual level**

Health Impact	Psychological Impact	Interpersonal and Social Impact	Cultural Impact	Economic and Environmental Impact
<ul style="list-style-type: none"> • Kolam art events encourage active participation within communities, providing opportunities for personal development. • It is a good physical and mental exercise. This meditative like state helps the individual to stay focus and helps in great deal of concentration. • It helps to relieve stress. • Provides opportunities for self-expression and enjoyment. • Increases propensity of individual innovation and creativity to be involved in the arts. 	<ul style="list-style-type: none"> • Helps to improve self confidence, flexibility and self-reliance. • Develops a capacity for self- reflection and evaluation. • Provides a sense of accomplishment. • Provides opportunity in bringing out hidden talents and improves their cognitive competencies. • It acts as a therapy to express their emotions. 	<ul style="list-style-type: none"> • Community connectedness: • Enhances ability to work with others and communicate ideas. • By interacting with their neighbors, builds their social competence and provides foundation for a stronger community. 	<ul style="list-style-type: none"> • Increase in knowledge and experience within this art form/domain. • Every individual will respect and appreciate their own culture and heritage. • Increases sense of collective identity and efficacy. • Greatly contributes to the individual sense of belonging. 	<ul style="list-style-type: none"> • It provides an ecological link with nature as the ingredients (rice powder) used to draw kolams provide food source for ants and insects. • Before adorning the streets with Kolams the act of cleaning up the front yard with broom and water indirectly improves the hygienic conditions of the surrounding area. • In many urban households Kolams are drawn with the help of maid servants (which provides income to those female workers)



The Role of Kolam in Community Building **at the Community level**

Health Impact	Psychological Impact	Interpersonal and Social Impact	Cultural Impact	Economic and Environmental Impact
<ul style="list-style-type: none"> Increases opportunities for enjoyment as it provides important leisure activity outlets. 	<ul style="list-style-type: none"> Increases tolerance towards others. 	<ul style="list-style-type: none"> Individual and collective conscience acts as mechanism for cohesion and mutual likeness. It leads to a greater emotional well being and strong distinctive identities. These festivals captivate, include and draw people from all walks of life who might not otherwise come into contact with each other and instills a sense of community. It attracts diverse visitors ranging from tourist audience, local people, past residents etc. 	<ul style="list-style-type: none"> These events bring together all walks of life so that they develop a greater sense of pride and ownership of the place where they live, work and play, which underpins engagement levels and foster safer neighbourhoods. Civic Pride and community identity: Improves community image and status by reminding our tradition and ancestors' wisdom. Help communities to express their identity and their community character. 	<ul style="list-style-type: none"> Public spaces like streets provide opportunities to be transformed into make it possible to maximize and rationalize the use of certain spaces like streets and squares. This duty-bound activity will keep our immediate surroundings and the locality neat and clean. People (esp. tourists/visitors) spend money on attending the arts and on local businesses. Further, local and tourist spending in these arts venues positively impacts local economies and boosts the quality of life. Cultural tourism and Destination marketing: Showcasing local skills and local products promote local economic sector and support enterprise.