

EMBARGOED RELEASE
4pm, Tuesday, 14 March 2023
Unless otherwise indicated

REINVIGORATED EFFORTS TO PROMOTE THE TAMIL LANGUAGE

The Tamil Language Council (TLC) is pleased to present ‘*Azhagu*’ (Beauty), as its new theme for the Tamil Language Festival (TLF) 2023. The theme was finalised after a public poll determined the community’s theme preference for TLF 2023. After presenting virtual festivals for the past three editions since 2020, this year’s TLF will be organised with most programmes presented in-person in physical format, as Singapore exits the acute phase of the pandemic.

All programmes delivered in conjunction with the festival will be based on ‘*Azhagu*’, so that the TLC can harness the collective effort of all partners, to highlight the richness, magnificence, and beauty of the Tamil language, for all to appreciate and enjoy.

To represent ‘*Azhagu*’, this year’s key visual features a peacock feather as a symbol of beauty and grace. The feathered quill illustrates the skyline of Singapore in a continuous line drawing, creatively depicting a community engaged in reading and conversation. The visual also conveys the TLF as a nationwide movement to promote the Tamil language.

“The Tamil Language Council places great importance in engaging the especially the young in the community, to speak and use the Tamil language. To better calibrate its promotional efforts, the TLC has taken deliberate effort to reach out and engage the Tamil speaking public in Singapore,” says Mr S Manogaran, Chairman of the TLC.

He adds, “We thank members of the public for their enthusiastic response towards voting for their preferred theme and mascot design, and we hope that everyone will continue to support the TLC as we work hard to roll-out relevant initiatives to support the community’s appreciation of our Tamil language. Transitioning from last year’s theme of ‘*Innovation*’, we look forward to the creativity by our programme partners as they deliver a full calendar of programmes based on ‘*Azhagu*’.”

Please refer to [Annex A](#) for the key visual for TLF 2023.

All are invited to the Official Launch of the Tamil Language Festival

This year’s Tamil Language Festival (TLF) will take place from 1 to 30 April 2023. The official launch of the TLF 2023 will take place at The Theatre, Mediacorp at 9pm on Saturday, 1 April 2023, and broadcast “live” on Vasantham and meWATCH.

This year, members of the public will also be invited to attend the official launch of the TLF 2023, as a limited number of tickets will be released on Peatix at 3pm on Monday, 20 March 2023. Visit <https://tlf2023launch.peatix.com/> to book a ticket to attend the ‘live’ programme, in person.

Tamil Language Festival 2023

This year's TLF will feature 42 programmes by 43 partners, as the community comes together to present a variety of literary, oratorical, arts and cultural programmes. These programmes will encourage everyone to "Love Tamil, Speak Tamil", embrace their mother tongue, and use the language in their daily lives.

The TLF continues to be supported by new partners, who deliver programmes to suit different interests and segments in the community.

Tamil Murasu will be conducting a one-day translation workshop and newsroom tour for tertiary students, where participants can develop their translation skills, and also gain insights to how the translation is applied in news presentations.

VK Arts will be presenting a dance performance titled *Samnidhi – From the times of the Kurunthogai*. The presentation integrates olden day and modern day music compositions to portray love, friendship and culture, as it brings out the meaning and beauty of the poems in Kurunthogai, which was based on the lifestyle of the people who lived in the Sangam period (Golden era).

Geylang Serai IAEC will present Pattimandram, also known as "Tamil Debate". This debate promises a showdown of oratorical skills and wit, infused with elements of humour. The speakers will be pit against each other in the different rounds, as they discuss topics and content related to Singapore and our local culture.

For full details on all TLF 2023 programmes, visit the TLC's Facebook page at facebook.com/tamillanguagecouncilsingapore or follow the TLC's Instagram handle @TamilLangFestival or check out the website at www.tamil.org.sg.

TLF Mascot Design Competition

In an effort to promote the TLF and the use of Tamil in Singapore, especially among the younger generation, the TLC organised a mascot design competition in December 2022. The one-month competition received close to 40 submissions from members of public. After a round of evaluation by the judging panel, three submissions were shortlisted for public voting and the design for *Anbu* by Mr JS Sasikumar garnered the highest votes. The winning design was further enhanced by Mr Jegannath Ramanujam, who also created *Azhagu*.

The adapted mascot will be introduced during the official launch of the TLF. Please refer to [Annex B](#) for the final mascot designs. **All information and visuals in Annex B are embargoed for 11pm on Saturday, 1 April 2023.**

Tamil Vazhthu Lyrics Competition

Tamil Vazhthu is a song in praise of Tamil. While the original was written by a Tamil poet, Subramaniya Bharathi, also known as Bharathiyar, the TLC hopes to produce a Tamil Vazhthu that would better reflect the Singaporean Tamil community's passion for the Tamil language, and highlight their confidence as Tamil language users.

As such, the TLC will be organising a lyrics competition, where members of the public will be invited to submit lyrics for our local version of Tamil Vazhthu.

For more information on the Tamil Vazhthu lyrics competition, please refer to [Annex C](#). All information in Annex C is embargoed for 11pm on Saturday, 1 April 2023.

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About the Tamil Language Council and the Tamil Language Festival

The Tamil Language Council (TLC) was formed in 2000 and comprises representatives from the education sector, major community organisations, arts groups and the media. All members are appointed by the Ministry of Culture, Community and Youth.

The TLC has organised the TLF since 2007 with partner organisations, marking it as a major event in the community's calendar. It has also enjoyed working with a strong number of partners over the years to present literary, oratorical and cultural events that will encourage the Festival goers and the community to embrace their mother tongue.

While the TLF remains TLC's signature festival, it inaugurated the Tamil Youth Festival (TYF) in 2021, as a dedicated initiative to encourage the youths in the community to embrace their mother tongue.

Since 2017, the Tamil Language Council has also extended additional funding to support and cultivate capacity building initiatives for the youths and students within the community, in an effort to inspire them to use and develop the Tamil language.

Annex A

Tamil Language Festival 2023 – Key Visual



All information and visuals in Annex B are embargoed for 11pm on Saturday, 1 April 2023.

The TLC will debut two mascots, *Anbu* (male) & *Azhagu* (female) at the official launch of the Tamil Language Festival, scheduled to take place on Saturday 1 April 2023.

Anbu (Love) is the advocate for empathy, inclusivity and love. *Anbu* inspires all Tamil speakers to connect and foster mutual understanding and respect.

Azhagu (Beauty) celebrates the beauty of the Tamil language and encourages Tamil speakers of all ages to learn and use the language.

Anbu and *Azhagu* are time travellers from the year 3000. They come from a time and age where Tamil language had flourished beyond imagination. They have travelled to present time to support and motivate today's younger generation to attend and participate in the various Tamil Language Festival events, and deepen their appreciation of the Tamil language.

Anbu and *Azhagu* will be attending selected TLF events, do not miss the opportunity to take pictures with them!



All information in Annex C is embargoed for 11pm on Saturday, 1 April 2023.

The Tamil Language Council (TLC) would like to produce a Tamil Vazhthu that would better reflect the Singaporean Tamil community's passion for the Tamil language, and highlight our confidence as Tamil language users.

The TLC will be organising a Tamil Vazhthu lyrics competition, where members of the public will be invited to submit original song lyrics.

The competition will begin on 1st April 2023, and information would be announced to public at the TLF Launch Ceremony.

The final set of lyrics will be adapted to an original music score composition. The final Tamil Vazhthu song will be produced and released for Tamil Language Festival 2024.

Key Dates

Submission of lyrics	1 April 2023 – 30 June 2023
Judging	10 July 2023 – 10 August 2023
Announcement of Winner(s)	31 August 2023
Release of song	31 March 2024

Please visit www.tamil.org.sg for more information and all terms and conditions for the Tamil Vazhthu lyrics competition.