

Nata Sankirtana: A Cultural Heritage of India

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Manipuri Nata Sankirtana is a form of worship to the followers of Goudiya Vaishnavism. It is considered as a Mahayajna (complete sacrifice). The Vaishnava architects trace its origin to the aesthetics and philosophy of Shrimad Bhagavata. In Shrimad Bhagavata the only merit in Kaliyuga is Hari Sankirtana (chanting the name of the lord) and through Sankirtana a person can reach his ends and attain moksha. Nata Sankirtana which is an art form transmitted from generation to generation through traditional school of Guru-Sishyaparampara is now institutionalized, along with the traditional school. And it becomes the fourth Indian Art Form recognized by UNESCO as an Intangible Cultural Heritage. So it is hopeful that this ritualistic art form, associated with the cultural life of the Manipur is from birth to death will thrive to live on as part of Indian Cultural Heritage despite the onslaught of mass consumerist culture. This paper investigates the ability to shape the preferences of others through appeal and attraction.

Keywords: *Nata Sankirtana, Mahayajna, Goudiya Vaishnavism, Shrimad Bhagavata, Hari Sankirtana*