

**News & Coverage**  
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# IIT Roorkee Signs MoUs to Promote Uttarakhand's Heritage

business Jan 13, 2025

**January 13, 2025** – IIT Roorkee has recently signed three significant Memorandums of Understanding (MoUs) with the **Indira Gandhi National Centre for the Arts (IGNCA)** and the Uttarakhand Tourism Development Board (UTDB), all aimed at driving transformative initiatives in craft revitalization, tourism, and public art. These collaborations align with the Institute's broader vision of integrating design, technology, and culture to create societal impact and foster sustainable development.

One of the key MoUs, signed with the **IGNCA** (Ministry of Culture), for the Aatmanirbhar Bharat Centre for Design (ABCD), specifically targets Craft Incubation and Revitalization. This initiative, particularly concentrating on the Himalayan state of Uttarakhand, aims to empower local artisans, preserve traditional crafts, and promote sustainable livelihoods. Through innovative design techniques and cultural storytelling, IIT Roorkee and IGNCA are working to create a unique ecosystem that blends tradition with modernity. This partnership is aligned with national initiatives like Aatmanirbhar Bharat and Vocal for Local, and will help drive community-led development while preserving India's rich cultural heritage. The collaboration reflects IIT Roorkee's commitment to integrating academia, government, and local communities to foster socio-economic growth.

In another significant partnership with **UTDB**, IIT Roorkee has contributed to the Revitalizing Tourism in Uttarakhand through Unique and Culturally Rich Designs project. The collaboration focused on creating G20 creatives that highlighted the unique cultural heritage and natural beauty of the state during India's G20 Presidency. These creatives, which gained visibility across social and print media, served to create a distinctive visual identity for Uttarakhand, helping to elevate the state as a premier tourist destination. This project exemplifies how government-academia collaborations can harness transdisciplinary design to promote tourism and sustainable livelihoods, benefiting both the local communities and the nation as a whole.

Additionally, **IIT Roorkee's** ongoing partnership with UTDB focuses on the development of a Public Art Project in Uttarakhand. The project aims to create public art installations in five key locations across the state: Danya Bazaar in Almora, Thal in Pithoragarh, Bhateliya and Chhoti Haldwani in Nainital, and Jauljibi in Pithoragarh. The project intends to reflect each location's cultural ethos, natural beauty, and historical significance, establishing a unique identity for these areas. The installation of visually captivating public art will not only engage local communities but also attract tourists, contributing to the cultural and economic vibrancy of the region.

These three MoUs, championed by the Department of Design (under the headship of Prof. **Apurbba Sharma** and Prof. **Inderdeep Singh**), and initiated by Prof. **Smriti Saraswat** demonstrate IIT Roorkee's commitment to fostering collaboration between academia, government, and local communities to drive sustainable development. These initiatives are exemplary illustrations of bringing diverse stakeholders together; telling immersive stories through transdisciplinary overlaps and narrative design; creating unique identity for the Himalayan State of Uttarakhand, focusing on tourism, through diverse lenses, such as – craft; culture; architecture; design; sustainable livelihoods; smart villages; and, vibrant villages.

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**Prof. Kamal Kishore Pant, Director of IIT Roorkee**, emphasized the significance of these initiatives, stating, “These MoUs reflect IIT Roorkee's commitment to leveraging innovation, culture, and technology to advance societal goals. Initiatives like craft revitalization, public art, and culturally rich designs underscore our alignment with national priorities such as Aatmanirbhar Bharat, Dekho Apna Desh, and Vocal for Local. By fostering collaborations between academia, government, and local communities, we aim to preserve heritage, empower artisans, and promote tourism, contributing meaningfully to the sustainable development of Uttarakhand and the nation.”

Through these initiatives, **IIT Roorkee** continues to make strides in merging tradition with innovation, with the goal of empowering local communities, preserving heritage, and driving the sustainable development of Uttarakhand. The Institute's continued collaboration with UTDB and IGNCA represents a model for how universities can partner with government and industry to create lasting societal impact.

## Ramayana Magic Unfolds at 18th PBD Convention

By Pranamita - January 13, 2025

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Bhubaneswar: The exhibition ground of 18th Pravasi Bharatiya Divas convention in Bhubaneswar witnessed a vibrant showcase of patriotism and cultural pride as two captivating exhibitions depicting the epic tale of Lord Ram and Ramayan amused the visiting Indian diaspora here.

The three-day event hosted four key exhibitions and promotional stalls by several ministries of government of India, depicting the connection of India with its diaspora across the globe along with its rich cultural heritages.

Out of them, two exhibitions- "Vishwaroop Ram : The Universal legacy of Ramayana by Indian Council for Cultural Relations (ICCR) and "Ram Katha : The Living Traditions" by [Indira Gandhi National Centre for the Arts \(IGNCA\)](#), an autonomous Trust under the Ministry of Culture, Government of India, captivated the visitors most.

The Ramayana, an ancient Indian saga, has crossed geographical and cultural boundaries for centuries, finding a place in the hearts of people worldwide.

The first exhibition Vishwaroop Ram was a testament to this global embrace. The exhibition was not just a display but a celebration of the Ramayana's narrative through folk arts, cultural artifacts, masks, and paintings from India and 19 other nations, including Indonesia, Myanmar, Thailand, and even Trinidad and Tobago.

Each piece told a unique story, reflecting the diverse ways in which Lord Ram's journey has been interpreted and cherished across the globe.

"The ICCR has collected all of these artworks and artifacts from different embassies and all of these represent the Ramayana legacy worldwide. The Indian Diaspora must feel that our culture has a global reach," said one of the organisers of the exhibition.

The artworks ranged from the wooden "Wayang" puppets of Indonesia to the vibrant 'Yama Zatdaw' scrolls of Myanmar, showcasing how the Ramayana has been adapted into local art forms, maintaining the core narrative while embracing local aesthetics.

These exhibitions were more than just art. They were a dialogue among cultures, a visual language that spoke of unity in diversity.

'Vishwaroop Ram' was a visual feast, with masks that captured the essence of characters like Hanuman and Ravana, paintings that depicted pivotal moments of the epic, and artifacts that connected viewers directly with centuries-old traditions.

Similarly, the 'Ram Katha: The Living Tradition' exhibition dived into the performative aspect of the Ramayana. This exhibition brought forth catalogues and documented performances of 'Ram Katha' from various Southeast Asian countries.

Here, the focus was on the living, breathing art of storytelling, where Ramlila was explored in its myriad forms, from the elaborate stage productions in India to the communal enactments in Thailand.

The exhibitions sparked a range of emotions among the attendees. A visitor from the West Indies described the experience as 'soul-stirring', seeing the stories of her childhood portrayed in forms that were familiar.

Another visiting diaspora from Oman was touched by the similarities and differences in how Southeast Asian culture had adopted and adapted the Ramayana.

The exhibitions did not just display art, rather facilitated a deep cultural exchange among the Indian diaspora and international guests.

"This exhibition also displays different forms of Ramayan Katha played in various states of India. Be it folk painting of Rajasthan or documentation of about Ramleela performance in Kumau of Uttarakhand region or Ramayana through the eyes of Gond tribes, each and every element of this exhibitions is attracting both the Indian diaspora and local visitors," said Laxmi Rawat, in-charge of the exhibition from IGNCA at the Pravasi Bharatiya Divas convention 2025 in Bhubaneswar.

Responding to popular demand for these exhibitions, the Government Of Odisha has decided to extend the exhibitions till the evening of January 12, which will be open for all the citizens.

The exhibitions were not just cultural showcases but a celebration of heritage, an exploration of identity, and an invitation for dialogue. They highlighted how the Ramayana continues to be a living tradition, evolving yet eternal, connecting people from different walks of life under the banner of a shared cultural legacy.

As the convention drew to a close, the message was clear. Stories like the Ramayana are not just tales of the past but are vibrant threads in the tapestry of human culture, continually woven by each generation.

Both 'Vishwaroop Ram' and 'Ram Katha : The Living Tradition' exhibitions served as powerful reminders of how a single story can foster cultural bonds across continents, transcending linguistic and national barriers.



Popular singers like Shankar Mahadevan, Kailash Kher to perform

## Mahakumbh 2025: Shankar Mahadevan, Kailash Kher to perform at Prayagraj

By Shreya Mukherjee • Jan 13, 2025 • 05:39 pm

The holy city of [Prayagraj](#) is hosting the Mahakumbh 2025, the pious festival that began on Monday (January 13).

Reportedly, the event will see performances by popular singers such as [Shankar Mahadevan](#), [Mohit Chauhan](#), [Kailash Kher](#), [Hans Raj Hans](#), [Hariharan](#), and [Maithili Thakur](#).

The Culture Ministry has set up a cultural hub 'Kalagram' in the festival area to celebrate India's diverse art forms and traditions.

### Cultural hub

#### 'Kalagram' to host 15,000 artists across multiple stages

The 'Kalagram' cultural hub, which covers 4,000 hectares, will accommodate nearly 15,000 artists from different fields.

The performers include renowned Padma awardees and Sangeet Natak Akademi honorees.

The venue was inaugurated by Union Culture Minister [Gajendra Singh Shekhawat](#) on Sunday (January 12).

It has seven 'Sanskriti Aangans' representing different Indian craft traditions.

### Cultural showcase

#### 'Kalagram' to offer immersive experiences and exhibitions

The 'Kalagram' will offer a 360-degree visual and sound experience of the celestial descent of *Ganga Avtaran* at Anubhuti Mandapam.

The Aviral Shashvat Kumbh Exhibition Zone, curated by institutions such as the [Archaeological Survey of India](#), [Indira Gandhi National Centre for the Arts](#) (IGNCA), and [Allahabad Museum](#), will exhibit artifacts, digital displays, and poster exhibitions highlighting the rich history of Kumbh Mela.

Kalagram at Mahakumbh to showcase India's Cultural Diversity and Heritage

Unparalleled Cultural Extravaganza: nearly 15,000 Renowned Artists to Perform at Maha Kumbh

Seven Sanskriti Aangans to Showcase India's Rich Craft Traditions and Cuisine

Aviral Shashvat Kumbh Exhibition: Rich History and significance of Kumbh Mela through artifacts, digital displays and poster exhibitions

Celestial Wonders and Intellectual Engagements: A Holistic Experience at Maha Kumbh

Digital and Global Outreach: Merging Tradition with Technology for Maha Kumbh 2025

Posted On: 12 JAN 2025 4:12PM by PIB Delhi

The **Maha Kumbh**, scheduled to be held from **13th January to 26th February, 2025** in **Prayagraj, Uttar Pradesh**, will be a monumental event, drawing over **40 crore devotees** from across the globe. This sacred confluence of spirituality, tradition, and cultural heritage will once again reaffirm India's enduring spirit of unity and devotion. The Maha Kumbh, recognized by **UNESCO as part of the Intangible Cultural Heritage of Humanity**, is not just an event but a profound experience that transcends borders and unites people worldwide.

Spanning an area of **4,000 hectares**, it represents a harmonious blend of India's rich cultural traditions and advanced organizational capabilities. At its heart lies the **Shahi Snan**, a ritual bath in the confluence of the **Ganges, Yamuna, and the mythical Saraswati**, believed to cleanse sins and offer spiritual liberation. Astrologically significant, the Mahakumbh is determined by rare celestial alignments involving the **Sun, Moon, and Jupiter**, reflecting the depth of India's ancient wisdom. This timeless tradition, rooted in mythology and revered by millions, underscores the connection between cosmic forces and human spirituality.

#### *Kalagram at Maha Kumbh: A Celebration Beyond Boundaries*

The **Kalagram at Maha Kumbh**, set up by the Ministry of Culture, Govt of India, encapsulates India's unity in diversity, weaving art, spirituality, and culture into an unforgettable experience. With support from the **Uttar Pradesh Government**, this initiative reaffirms India's commitment to preserving its heritage while offering a transformative journey for devotees and visitors alike.

Kalagram at Mahakumbh 2025 is more than an event-it is a living canvas of India's glorious past and vibrant present, ready to inspire generations to come.

Kalagram is a testament to the **Ministry of Culture's** commitment to showcasing the nation's timeless traditions through **crafts, cuisine, and cultural performances**, blending spirituality with artistic brilliance.

Visitors will be greeted by a magnificent **35-ft wide and 54-ft high grand façade entrance**, adorned with intricate depictions of the **12 Jyotirlingas** and the mythological tale of **Lord Shiva consuming Halahal**, setting a majestic tone for the journey within.

The vibrant Kalagram will host a magnificent 10,000-capacity Ganga Pandal, alongside three additional stages in Areil, Jhuni, and Triveni areas, accommodating 2,000 to 4,000 spectators each.

#### **Immersive Cultural Zones**

- **Anubhuti Mandapam**: A breathtaking 360° visual and sound experience brings the celestial descent of **Ganga Avtaran** to life, creating a spiritual and sensory marvel.
- **Aviral Shashvat Kumbh Exhibition Zone**: Curated by institutions such as **ASI, IGNCA**, and the **Allahabad Museum**, this zone narrates the rich history and significance of the Kumbh Mela through **artifacts, digital displays, and poster exhibitions**.

#### **Unparalleled Performances by Renowned Artists**

In a remarkable collaboration, the Ministry of Culture and the Government of Uttar Pradesh proudly present a cultural extravaganza like no other. This grand event will bring together nearly 15,000 artists, including prestigious Padma awardees and Sangeet Natak Akademi honorees, performing across multiple stages in the historic city of Prayagraj.

#### *The Main Stage*

A breathtaking 104-ft wide and 72-ft deep stage, adorned with a stunning backdrop of the Char Dhaam, will serve as the heart of this celebration.

<https://pib.gov.in/PressReleaselframePage.aspx?PRID=2092233>



## IIT Roorkee Signs MoUs to Preserve, Promote and Revitalise Craft, Culture, Heritage and Tourism in Uttarakhand

- Aatmanirbhar Bharat Centre for Design (ABCD) Empowering Craft and Culture
- IIT Roorkee's Role in Sustainable Development, especially showcasing the significance and role of cultural heritage and creative economy

**Roorkee**, – IIT Roorkee has recently signed three significant **Memorandums of Understanding (MoUs)** with the **Indira Gandhi National Centre for the Arts (IGNCA)** and the **Uttarakhand Tourism Development Board (UTDB)**, all aimed at driving transformative initiatives in **craft revitalization, tourism, and public art**. These collaborations align with the Institute's broader vision of integrating **design, technology, and culture** to create societal impact and foster **sustainable development**.

One of the key MoUs, signed with **the IGNCA (Ministry of Culture)**, for the *Aatmanirbhar Bharat Centre for Design (ABCD)*, specifically targets **Craft Incubation and Revitalization**. This initiative, particularly concentrating on the **Himalayan state of Uttarakhand**, aims to empower **local artisans**, preserve **traditional crafts**, and promote **sustainable livelihoods**. Through innovative **design techniques** and **cultural storytelling**, IIT Roorkee and IGNCA are working to create a unique ecosystem that blends tradition with modernity. This partnership is aligned with national initiatives like *Aatmanirbhar Bharat* and *Vocal for Local*, and will help drive **community-led development** while preserving India's rich **cultural heritage**. The collaboration reflects IIT Roorkee's commitment to integrating **academia, government, and local communities** to foster **socio-economic growth**.

In another significant partnership with **UTDB**, IIT Roorkee has contributed to the *Revitalizing Tourism in Uttarakhand through Unique and Culturally Rich Designs* project. The collaboration focused on creating **G20 creatives** that highlighted the unique **cultural heritage** and **natural beauty** of the state during India's **G20 Presidency**. These creatives, which gained visibility across **social and print media**, served to create a distinctive **visual identity** for **Uttarakhand**, helping to elevate the state as a premier **tourist destination**. This project exemplifies how **government-academia collaborations** can harness **transdisciplinary design** to promote **tourism** and **sustainable livelihoods**, benefiting both the **local communities** and the nation as a whole.

Additionally, IIT Roorkee's ongoing partnership with **UTDB** focuses on the development of a **Public Art Project** in Uttarakhand. The project aims to create **public art installations** in five key locations across the state: **Danya Bazaar in Almora, Thal in Pithoragarh, Bhateliya and Chhoti Haldwani in Nainital, and Jauljibi in Pithoragarh**. The project intends to reflect each location's **cultural ethos, natural beauty, and historical significance**, establishing a unique identity for these areas. The installation of visually captivating public art will not only engage **local communities** but also attract **tourists**, contributing to the **cultural** and **economic vibrancy** of the region.

These three MoUs, championed by the Department of Design (under the headship of Prof. Apurbba Sharma and Prof. Inderdeep Singh), and initiated by Prof. Smriti Saraswat demonstrate IIT Roorkee's commitment to fostering **collaboration** between **academia, government, and local communities** to drive **sustainable development**. These initiatives are exemplary illustrations of bringing diverse stakeholders together; telling immersive stories through transdisciplinary overlaps and narrative design; creating unique identity for the Himalayan State of Uttarakhand, focusing on tourism, through diverse lenses, such as – craft; culture; architecture; design; sustainable livelihoods; smart villages; and, vibrant villages.

**Prof. Kamal Kishore Pant, Director of IIT Roorkee, emphasized the significance of these initiatives, stating,** *“These MoUs reflect IIT Roorkee's commitment to leveraging **innovation, culture, and technology** to advance societal goals. Initiatives like **craft revitalization, public art, and culturally rich designs** underscore our alignment with national priorities such as Aatmanirbhar Bharat, Dekho Apna Desh, and Vocal for Local. By fostering collaborations between academia, government, and local communities, we aim to preserve heritage, empower artisans, and promote **tourism**, contributing meaningfully to the **sustainable development of Uttarakhand and the nation.**”*

Through these initiatives, IIT Roorkee continues to make strides in merging **tradition** with **innovation**, with the goal of empowering **local communities**, preserving **heritage**, and driving the **sustainable development of Uttarakhand**. The Institute's continued collaboration with **UTDB** and **IGNCA** represents a model for how universities can partner with government and industry to create lasting **societal impact**.





## **Maha Kumbh: Shankar Mahadevan, Kailash Kher, others to perform at Prayagraj**

The Culture Ministry has set up a vibrant cultural space -- 'Kalagram' -- in the Kumbh Mela area to celebrate the confluence of art, culture and heritage of India.

New Delhi: Ace singers Kailash Kher, Shankar Mahadevan, Kavita Krishnamurthy and several other top artistes are scheduled to perform in the holy city of Prayagraj during the course of the Maha Kumbh that begins from Monday.

The Culture Ministry has set up a vibrant cultural space -- 'Kalagram' -- in the Kumbh Mela area to celebrate the confluence of art, culture and heritage of India.

Spanning an area of 4,000 hectares, it represents a harmonious blend of India's rich cultural traditions and advanced organisational capabilities, the ministry said on Sunday.

**Also Read:** [Maha Kumbh 2025: World's 'biggest' fair begins today with anticipated footfall of 45 cr pilgrims](#)

The vibrant space, which also has seven 'Sanskriti Aangans' representing India's diverse craft traditions, was inaugurated by Union Culture Minister Gajendra Singh Shekhawat in the holy city on Sunday, a day ahead of the beginning of the Maha Kumbh 2025.

Expected to host over 40 crore devotees from across the globe, this 45-day mega festival, from January 13 to February 26, is also expected to draw a large number of tourists and cultural aficionados aiming to explore what is billed as one of the largest religious gatherings on earth.

The Culture Ministry, in a statement on Sunday, shared names of some of the most celebrated singers who, it said are scheduled to perform in the holy city. The line-up includes names of Shankar Mahadevan, Mohit Chauhan, Kailash Kher, Hans Raj Hans, Hariharan, Kavita Krishnamurthy and Maithili Thakur.

The vibrant Kalagram will host a magnificent 10,000-capacity Ganga Pandal, alongside three additional stages in Areil, Jhunsi, and Triveni areas, accommodating 2,000 to 4,000 spectators each, the ministry said.

Visitors will be greeted by a magnificent 35-ft wide and 54-ft high grand entrance, adorned with intricate depictions of the 12 Jyotirlingas and the mythological tale of Lord Shiva consuming 'halahal' (poison), setting a majestic tone for the journey within, it said.

A breathtaking 104-ft wide and 72-ft deep main stage, adorned with a stunning backdrop of the Char Dhaam, will serve as the heart of this celebration.

The 'Kalagram' will showcase a 360-degree visual and sound experience depicting the celestial descent of Ganga Avtaran, thus creating a spiritual and sensory marvel, at Anubhuti Mandapam, the statement said.

At Aviral Shashvat Kumbh Exhibition Zone, curated by institutions such as the Archaeological Survey of India, [Indira Gandhi National Centre for the Arts \(IGNCA\)](#), and the Allahabad Museum, the rich history and significance of the Kumbh Mela will be showcased through artifacts, digital display, and poster exhibitions, the ministry said.

This grand event will bring together nearly 15,000 artistes, including prestigious Padma awardees and Sangeet Natak Akademi honorees, performing across multiple stages set up in the historic city of Prayagraj, it said.

The audiences will also be treated to special week-long productions by the National School of Drama and Shriram Bharatiya Kala Kendra, staged at the grand 'Kalagram' stage.

The seven Sanskriti Aangans represent India's diverse craft traditions, offering a visual and experiential treat inspired by iconic temples.

Besides, celestial stargazing sessions will provide a mesmerising cosmic connection on select nights, the ministry said.

Also, an exhibition of books, curated by the Sahitya Akademi and Zonal Cultural Centres, will bring on display timeless literary treasures in the holy city during the Maha Kumbh.

## National Workshop on Preservation of Ancient Tai Manuscripts Held in Namphake Village, Dibrugarh

© January 13, 2025    Rongili Barta



### National Workshop on Preservation of Ancient Tai Manuscripts Held in Namphake Village, Dibrugarh: Experts from Indira Gandhi National Centre for the Arts Participate

**M. Hashim Ali, Dibrugarh, Rongili Barta-** A national-level workshop on the reading, writing, and preservation of ancient Tai language manuscripts, which are preserved on handmade paper in the Buddhist monastery of the historic Namphake village in Naharkatia, began on January 10. The workshop was organized by the Directorate of Historical and Antiquarian Studies of the Assam Government, in collaboration with the Tai Phake Language Study and Research Centre, and was held in the museum hall of the Namphake Buddhist Monastery. In the inaugural session, Dr. Sangeeta Gogoi, the Director i/c of the Historical and Antiquarian Studies explained the objective of the workshop. She mentioned that the department has already taken steps to preserve Buddhist literature and ancient Tai manuscripts found in various Buddhist monasteries across Assam, and this initiative will continue in the future. Dr. Shashikanta Shaikia, the Principal of Dibrugarh Kanoi College, participated as the chief guest and described ancient manuscripts as a source of human civilization, knowledge, and thought. Dr. Aachal Pandya, Professor and Head of the Department at the [Indira Gandhi National Centre for the Arts \(IGNCA\)](#) in New Delhi, participated as a guest speaker. He encouraged the participants to advance in the practical field by learning the scientific preservation techniques for ancient manuscripts through the workshop. He emphasized that such efforts would help extend the life of ancient manuscripts for several centuries. Dr. Pandya also assured that IGNCA would always provide assistance in the preservation of ancient manuscripts. He was impressed and encouraged to learn that over 300 manuscripts on various subjects are preserved in the Namphake Buddhist Monastery library. He expressed hope that a program would be implemented for the permanent preservation of these manuscripts in the future. The inaugural ceremony was attended by Rev. Itika Mahathero, the "Sanghanayak" (head of Buddha Bikkhu Sangha, Assam, Arunachal Pradesh), and Jyanapal Mahathero, the head of the Namphake Buddhist Monastery and president of the All Assam Buddhist Association, who also delivered speeches. The three-day workshop included contributions from Dr. Satyendra Kumar, Assistant Professor at IGNCA; Jitendra Chauhan, and Probably Chakrabarty Project Coordinator at IGNCA. They provided hands-on

training on how to permanently preserve ancient manuscripts from further damage and how to restore torn pages to their original state. Librarians and students from Naharkatia College, along with participants from several other colleges in Dibrugarh, took part in the workshop. Additionally, people from Sapehakati, Chulapathar, Namsai in Arunachal Pradesh, and Namphake village participated. The workshop also received full support from Dr. Namrata Kakoti from the Department of the History and Antiquarian Studies, Dr. Kaushik Das from the IGNCA office in Guwahati.

## Republic Day 2025: Culture Ministry's Tableau To Showcase India's 'Creative Economy' | Exclusive

Reported By : [Madhuparna Das](#) [News18.com](#)

Edited By: [Oindrila Mukherjee](#)

Last Updated: January 10, 2025, 09:04 IST

Aligning with the Narendra Modi-led government's vision, 'Vikas bhi, virasat bhi', the tableau will showcase how traditional arts, crafts, cinema, and other performing arts are transforming into powerful economic drivers



The Ministry of Culture's Republic Day tableau, based on the theme of India as the 'Mother of Democracy', won the first prize last year. (Image: PTI/File)

This **Republic Day**, the culture ministry's tableau will spotlight the 'Creative Economy' of India – an idea that aligns with the Narendra Modi-led government's vision, 'Vikas bhi, virasat bhi' (development with heritage).

The tableau will showcase how India's traditional arts, crafts, cinema, and other performing arts are transforming into powerful economic drivers. Featuring several artisans and performers, the tableau will highlight ways to monetise cultural heritage while staying rooted

in Indianness, News18 has learnt.

Based on Prime Minister Narendra Modi's idea of blending development with heritage, the tableau will reflect the role of India's creative industries. It will showcase how art and craft contribute to the gross domestic product (GDP) while projecting cultural soft power at a global level, said a source in the culture ministry.

"This initiative reflects India's effort to merge tradition with innovation. We are trying to show the world and inform them about the potential of India's cultural industries, which can become a driving force in the global economy, a soft power that not only preserves India's identity but also propels its growth story forward," a senior officer told News18.

The ministry's tableau, which was crafted by [Indira Gandhi National Centre for the Arts \(IGNCA\)](#), won the first prize last year. It was about blending India's rich heritage with cutting-edge anamorphic technique.

Last year's tableau stood out for its stunning artistry and innovation. The theme was celebrating India as the 'Mother of Democracy'.



## Maha Kumbh 2025: Sanskriti Aangans To Showcase India's Rich Tribal Art

*With 40 crore devotees from across the globe set to descend on Prayagraj to immerse in a once-in-a-lifetime-experience at the Maha Kumbh, the Union Culture Ministry has made grand plans to showcase India's rich cultural diversity and heritage. The Indian Tribal reports*

The Union Ministry of Culture, with support from the Uttar Pradesh Government, has set up Kalagram at Maha Kumbh to showcasing the nation's timeless traditions through crafts, cuisine, and cultural performances, blending spirituality with artistic brilliance.

The vibrant Kalagram will host a magnificent 10,000-capacity Ganga Pandal, alongside three additional stages in Areil, Jhunsi, and Triveni areas, accommodating 2,000 to 4,000 spectators each. Visitors will be greeted by a magnificent 35-ft wide and 54-ft high grand façade entrance, adorned with intricate depictions of the 12 Jyotirlingas and the mythological tale of Lord Shiva consuming Halahal, setting a majestic tone for the journey within.

"From classical dances to vibrant folk traditions, the performances promise to weave a tapestry of art and spirituality, uniting devotees and visitors through the universal language of culture. This unparalleled celebration will leave an indelible mark on millions, enriching their spiritual journey and honouring the timeless heritage of India," the Ministry said in a statement.

Tribal art forms like Warli painting, tribal jewelry and artefacts figure prominently in the scheme of things of the Culture Courtyards that are expected to draw huge crowds.

### Immersive Cultural Zones

- **Anubhuti Mandapam:** A breathtaking 360° visual and sound experience brings the celestial descent of Ganga Avtaran to life, creating a spiritual and sensory marvel.
- **Aviral Shashvat Kumbh Exhibition Zone:** Curated by institutions such as ASI, **IGNCA**, and the Allahabad Museum, this zone narrates the rich history and significance of the Kumbh Mela through artifacts, digital displays, and poster exhibitions.

<https://theindiantribal.com/2025/01/12/maha-kumbh-2025-sanskriti-aangans-to-showcase-indias-rich-tribal-art/>

## Cultural diversity of India to be on full display at 45-day Maha Kumbh

Ambika Pandit / TNN / Jan 13, 2025, 00:18 IST

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The Maha Kumbh Mela in Prayagraj, from January 13 to February 26, is set to be the world's largest gathering, with cultural and tourism ministries collaborating to enhance visitor experience. With expected attendance of 40 crore, preparations include enhanced connectivity, cultural showcases, and multilingual toll-free assistance for tourists.

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Photo/BCCL

NEW DELHI: Monday marks the beginning of the coming together of what is being pitched to be the world's largest gathering of people in one place at the Maha Kumbh to be held between January 13 and February 26 in Prayagraj.

With around 40 crore people expected to visit, the ministries of culture and tourism in collaboration with UP govt are gearing up to showcase India's varied traditions and the story of the Kumbh mela at what is also being projected as a landmark global tourism event.

The Maha Kumbh is recognized by UNESCO as part of the intangible cultural heritage of humanity. To promote 2025 Maha Kumbh as a 'global tourism hub' the tourism ministry has planned a wide range of activities including an "Incredible India Pavilion" and a dedicated toll-free tourist infoline (1800111363 or 1363) equipped to provide information and assistance required by foreign tourists, influencers, journalists, and photographers among others visiting Prayagraj.

According to the ministry of tourism, besides English and Hindi, the toll free infoline is now operating in 10 international languages and also in Indian vernacular languages including Tamil, Telugu, Kannada, Bengali, Assamese and Marathi.



“To ensure seamless travel for tourists attending the Maha Kumbh, the ministry of tourism has partnered with Alliance Air to enhance air connectivity to Prayagraj from multiple cities across India,” a government statement highlighted.

The ‘Incredible India Pavilion’ set-up in a sprawling 5000 sq. ft. space, besides facilitating tourists, will also showcase India's rich cultural heritage and the significance of Kumbh Mela.

The ministry of tourism has also collaborated with key tourism stakeholders like the Uttar Pradesh State Tourism Development Corporation (UPSTDC), IRCTC, and ITDC to offer a range of curated tour packages and luxury accommodation options.

Meanwhile, the ministry of culture has set - up Kalagram at Maha Kumbh to showcase India’s unity in diversity, art, spirituality, and culture. After inaugurating Kalagram on Sunday, culture and tourism minister Gajendra Singh Shekhawat in a post on X shared visuals from the programme and said this was an attempt to bring alive India’s cultural diversity in one complex.

Kalagram will host a 10,000-capacity Ganga pandal, alongside three additional stages in Areil, Jhunsi, and Triveni areas, accommodating 2,000 to 4,000 spectators each.

Nearly 15,000 renowned artists, including prestigious Padma awardees and Sangeet Natak Akademi honorees will be performing across multiple stages in the historic city of Prayagraj.

As part of the immersive cultural events planned during the Maha Kumbh, ‘Aviral Shashvat Kumbh Exhibition Zone’ has been curated by the [Archaeological Survey of India, IGNC](#) and the Allahabad Museum. Here the visitors will be able to witness a narration of the rich history and significance of the Kumbh Mela through artifacts, digital displays, and poster exhibitions.

For the visitors, there are also in store experiences like the “Astronight Sky” - celestial stargazing sessions that seek to provide a mesmerizing cosmic connection on select nights. Besides book exhibitions have been curated by the Sahitya Akademi and cultural documentaries will allow visitors to gain insights into India’s spiritual and cultural tapestry.