

Ministry of Tourism



## Ministry of Tourism, to organize musical festival Krishnaveni Sangeetha Neerajanam at Vijayawada on the banks of River Krishna from 10-12th December

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The Ministry of Tourism, Government of India in association with Ministry of Culture, Sangeet Natak Akademi and State Government of Andhra Pradesh is organizing Krishnaveni Sangeetha Neerajanam at Vijayawada on the banks of River Krishna in the auspicious month of Karthika from 10<sup>th</sup> – 12<sup>th</sup> December, 2023.

The Ministry of Tourism has been continuously striving to innovate and diversify the tourism offerings of the country through development and promotion of niche tourism.



Significant efforts have been undertaken to promote the tangible and intangible heritage and lesser-known tourist attractions through festivals. As an effort towards that direction, the musical festival of Krishnaveni Sangeeta Neeranjam aims to celebrate the rich heritage of classical music and help revive focus on Harikatha and Namasankeerthana traditions.

Besides the highlight on showcasing the classical musical traditions, the festival will also feature spectacular display and sale of regional cuisine, local handicrafts and handlooms. The festival also strives to promote the hidden gems of the region including spiritual, heritage and eco-tourism destinations.

Ministry of Tourism, in association with Ministry of Culture and Sangeet Natak Academy, is organising Krishnaveni Sangeetha Neerajanam: a vibrant showcase of musical performances by more than 21 prominent artists, across 4 venues, with rich cultural experiences in food and... [pic.twitter.com/gtmL2AKna0](https://pic.twitter.com/gtmL2AKna0)

— Ministry of Tourism (@tourismgoi) December 4, 2023

Handicraft artisans showcasing Kalamkari painting, Kondapalli wooden toys, Banjara embroidery and handloom weavers displaying the rich handloom traditions of the region including Mangalagiri sarees, Uppada sarees and Pochampally sarees will also be participating in the event.

This much-awaited event will bring together renowned artists and witness active participation of students representing music colleges from Andhra Pradesh and surrounding states like Tamil Nadu, Kerala and Karnataka. It will be a vibrant showcase of musical performances by more than 21 prominent artists across the four venues. The musical event will be held at 3 venues in Vijayawada at Durga Gha, Banks of River Krishna, Tummalapalli Kalakshetram and Kanak Durga Temple while the Handicraft and Handloom exhibition along with Food Festival will be held at Punnami Ghat, Berhm Park, Vijayawada. The three-day festival will be open to the public. A large number of students, scholars, artists and practitioners are expected to be present during the Mahotsav. Promotion, dissemination and protection of the innumerable cultural heritage of our country in the context of performing arts requires the support of the audience and their active participation.

An extensive website has also been developed detailing the musical traditions, craft, cuisine and tourism attractions of the region and about the eminent artists and composers participating in the event and can be accessed at <https://krishnavenimusicfest.com>. Additionally, the hidden gems of temples, forts and monuments of the region will also be highlighted during the Festival. It will bring to focus the lesser known destinations of Veerabhadra Swamy Temple at Lepakshi, Gandikota Fort, Ruins of Amravati Stupa, four storied Rock cut Hindu temple at Undavalli and the like scattered across the region.

Recently 'Garba of Gujarat' has been inscribed in the Representative List of Intangible Cultural Heritage (ICH) of Humanity by UNESCO, under the provisions of the 2003 Convention for the Safeguarding of Intangible Cultural Heritage. Earlier, Shantiniketan in West Bengal and Hoysala Temples in Karnataka have been inscribed in the UNESCO list of World Heritage Sites.

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**BY /SK**

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