

Krishnaveni Sangeetha Neerajanam Prequel Events

A Prelude to the Grand Musical Celebration in Vijayawada

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As a precursor to the much-awaited Krishnaveni Sangeetha Neerajanam Festival 2024, the Ministry of Tourism, in collaboration with the Ministry of Culture, the Ministry of Textiles, and the Government of Andhra Pradesh, proudly announces a series of Prequel Events on 1st December 2024. These culturally rich concerts will be hosted at spiritually significant locations across Andhra Pradesh, bringing together music, heritage, and devotion to create an unforgettable experience for audiences.

The Krishnaveni Sangeetha Neerajanam celebrates the rich legacy of Telugu culture and the remarkable contributions of the Telugu language to classical traditions, showcasing a timeless repertoire of compositions. The festival aims to revive these glorious traditions for the younger generation while promoting GI-tagged handicrafts and handloom products.

Now in its second edition, this year's Krishnaveni Sangeetha Neerajanam follows the success of the Mysuru Sangeetha Sugandha, as the Ministry of Tourism (MoT) pioneers a template for music tourism rooted in India's cultural heritage.

The Prequel Events promise a remarkable opportunity to witness the artistry of some of the finest classical musicians, whose performances will echo the profound traditions of Indian music. Each concert is designed to celebrate the unique cultural identity of its location, immersing audiences in the spiritual ambiance of Andhra Pradesh's iconic temples and heritage sites.

Schedule of Prequel Events

Srikakulam

Venue: Srisuryanaraya Swamy vari Devasthanam, Arasavalli, Srikakulam

Time: 5:30 PM to 6:30 PM

Artist: Manda Sudha Rani

Rajamahendravaram (Rajamundhry)

Venue: Sri Venkateshwara Anam Kalakendram, Seshayya Metta, Rajamahendravaram

Time: 5:30 PM to 6:30 PM

Artist: Thulasi Viswanath

Mangalagiri

Venue: Sri Lakshmi Narasimha Swamy Temple, Main RD, Mangalagiri, Guntur (Dist), AP

Time: 5:30 PM to 6:30 PM

Theme: Krithis on Narasimha Swamy

Artists: M. Narayana Sarma and M. Yamuna Raman

Ahobilam

Venue: Sri Lakshmi Narasimha Swamy Temple, Ahobilam - 518545, Nandyal (Dist)

Time: 5:30 PM to 6:30 PM

Artist: Deepika Varadarajan

Tirupati

Venue: Sri Padmavathi Mahila Vishwa Vidyalayam, Women's University, Tirupati

Time: 5:30 PM to 6:30 PM

Artist: Balakrishna Prasad Garu

About the Krishnaveni Sangeetha Neerajanam Festival

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.

The Krishnaveni Sangeetha Neerajanam 2024 Music Festival is a three-day event from 6th to 8th December 2024, celebrating the contributions of Andhra Pradesh to Carnatic music and the rich cultural heritage of the state. This second edition of the festival aims to further promote the traditional arts, crafts, and textiles of the region, while positioning Andhra Pradesh as a key cultural destination.

In addition to the inauguration at Tummalapalli Kalakshetram Auditorium, performances and cultural programs will also be held at Durga Ghat and Kanaka Durga Temple, highlighting the spiritual and cultural vibrancy of Vijayawada. The event will feature performances by renowned artists and is being organized in association with the Ministry of Culture and Andhra Pradesh Tourism.

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 invites all music connoisseurs and visitors in the respective locations to join the Prequel Events and to celebrate the timeless connection between music and devotion, paving the way for the vibrant cultural and tourism festival in Vijayawada.

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