

Tourism Ministry Promoting Music Tourism and Connecting Youth with India's Cultural Heritage

Prequel Events set the stage for Krishnaveni Sangeetha Neerajanam Festival from 6th to 8th December in Vijayawada, Andhra Pradesh

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The Krishnaveni Sangeetha Neerajanam Festival 2024 began on a high note with a series of Prequel Events held on December 1, 2024, across Andhra Pradesh.

These events, organized by the Ministry of Tourism in collaboration with the Ministries of Culture and the Government of Andhra Pradesh, celebrated the state's vibrant musical heritage and cultural diversity. With captivating performances and enthusiastic audiences, the Prequel Events set the stage for the main festival, scheduled from December 6 to 8, 2024, in Vijayawada.

In Srikakulam, the event was hosted at the Sri Suryanarayana Swamy Temple in Arasavalli. Shri Gondu Shankar Rao, MLA, Srikakulam, presided as the Chief Guest, joined by Baggu Ramanamurthy, MLA, Narasannapeta, and Sai Pratyusha, RDO, Srikakulam District. The highlight was a soulful performance by Smt. Manda Sudharani and her group, which enthralled an audience of over 300 people, celebrating the spiritual essence of the venue.

Moving to Rajamahendravaram, the Anam Kalakendram came alive with the mesmerizing performance of Thulasi Viswanath and her group. The event, graced by S. Chinna Ramudu, Joint Collector of East Godavari, and attended by local dignitaries including the Principal of Rajahmundry Music College and officials from the Municipal Corporation, drew a crowd of approximately 750 people, reflecting the city's rich artistic legacy.



In Mangalagiri, the serene Sri Lakshmi Narasimha Swamy Temple hosted a devotional concert themed around Narasimha Swamy Krithis. Esteemed guests, including Smt. Krishnaveni, Principal of Ghantasala Govt. Music College, Vijayawada, and Smt. Lajiwanti Naidu, Assistant Director, APTA, were present. Artists Shri Malladi Narayana Sarma, Shri Malladi Yamuna Raman, and their team captivated an intimate audience of 100, emphasizing the devotional fervor of the temple.



At Ahobilam, the sacred Sri Lakshminarasimha Swamy Temple was the venue for a spellbinding performance by Kumari Deepika Varadarajan and her group. The event was graced by Smt. Bhuma Akhila Priya, MLA, Allagadda Constituency, along with Smt. Rajakumari Ganiya, District Collector of Nandyal, and temple

dignitaries Shri Rammohan Rao and Shri Kidambi Venugopalachari. The event attracted 250 attendees, showcasing classical compositions in a historic setting.



In Tirupati, the Sri Padmavathi Mahila Vishwa Vidyalayam's Indira Priyadarshini Auditorium resonated with the enchanting performances of Vidwan Sri Garimella Balakrishna Prasad and Vidushi Smt. Bullemma. The event was presided over by MLA Arani Srinivasulu, with dignitaries including Dr. Appa Rao, Vice Chancellor, SV University, and Rita Chowdhary, Deputy Secretary, Sangeet Natak Akademi, among others. Over 1000 students and music enthusiasts attended, celebrating the rich tradition of Annamacharya Kritis.

These events have not only showcased Andhra Pradesh's classical music traditions but have also highlighted the Ministry of Tourism's innovative approach to promoting Music Tourism. By integrating cultural heritage with tourism, these events have created a unique platform for engaging the youth and celebrating India's diverse traditions.

The upcoming main festival in Vijayawada will be held at Tummalapalli Kalakshetram Auditorium, Durga Ghat, and Kanaka Durga Temple. Attendees can look forward to a blend of soulful music, regional cuisine, handicrafts, and handlooms, offering a holistic cultural experience.

The Ministry of Tourism warmly invites everyone to join in Vijayawada from 6th to 8th December, 2024, to celebrate the timeless connection between music, devotion, and India's rich cultural heritage.

BeenaYadav

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