

# 2nd Edition of Krishnaveni Sangeetha Neerajanam to take place from 6th to 8th December at Vijayawada

A harmonious blend of music, culture, and tourism, the initiative aims to promote Music Tourism and Heritage

35 performances featuring 140 talented artists to take place

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The 2nd Edition of Krishnaveni Sangeetha Neerajanam, a grand celebration of Carnatic music, traditional crafts, and culinary heritage, is set to take place from 6th to 8th December 2024 at the Tummalapalli Kshetrappa Kalakshetra Auditorium in Vijayawada. Organized by the Ministry of Tourism, Government of India, in collaboration with the Ministry of Culture, Government of India, Ministry of Textiles, Government of India and Andhra Pradesh Tourism, this festival promises to be a remarkable showcase of India's cultural richness.

The event will bring together 35 performances over three days, featuring 140 talented artists, including both seasoned maestros and emerging talents. The event will take place from 6th to 8th December 2024 across three iconic venues in Vijayawada:

1. Tummallapallivari Kshetrappa Kalakshetram, the main venue of the festival.
2. Durga Ghat, where Thyagaraja's Pancharatna Kritis will be rendered on 7th December at 8:30 AM.
3. Kanaka Durga Temple, where Devi Kritis will be performed on 8th December at 8:30 AM.

Each day will offer a unique musical experience:

Day 1 (6th December) will feature 11 captivating performances, including Nagaswaram, Harikatha, vocal concerts, and Nama Sankeerthana.

Day 2 (7th December) will present another 11 performances, showcasing Pancharatna Krithis, flute recitals, and more.

Day 3 (8th December) will conclude with 13 spellbinding performances, including Devi Krithis, mandolin recitals, and Thyagaraja Divya Nama Krithis.

The festival will celebrate the contributions of legendary Telugu composers and highlight the lyrical beauty of Carnatic music. Through this, it aims to connect audiences with India's classical traditions while promoting the state's cultural legacy.

A host of distinguished dignitaries will grace the occasion. Shri Suresh Gopi, Union Minister of State for Petroleum & Natural Gas and Tourism, will inaugurate the event as the Chief Guest. The Guest of Honour will be Shri Kandula Durgesh, Hon'ble Minister for Tourism, Culture & Cinematography, Andhra Pradesh.

Other eminent attendees include Shri Kesineni Sivanath, Member of Parliament, Vijayawada, and Shri Vinay Chand, Secretary of Tourism, Andhra Pradesh. Joining them on the dais will be Shri Bonda Umamaheswara Rao, MLA, Vijayawada Central; Shri N. Balaji, Chairman of AP Tourism Development Corporation; Smt. P. Tejaswi, Chairperson of AP State Creativity and Culture Commission; Shri Gummadi Gopala Krishna, Chairman of AP Nataka Academy; and Mr. Gyan Bhushan, Senior Economic Advisor, Ministry of Tourism.



Adding to the vibrancy of the festival is a special Heritage Showcase organized by the Ministry of Textiles. The exhibition will feature GI-tagged products from Andhra Pradesh and Telangana, including iconic handloom sarees like Mangalagiri Cotton, Uppada Jamdani, Dharmavaram Silk, and Pochampally Ikat. Craft items such as Kondapalli Wooden Toys, Kalamkari Paintings, Narsapur Crochet Lace, Wooden Cutlery, and Leather Puppetry will also be on display, offering visitors a glimpse into the region's rich artisan traditions.

The Indian Culinary Institute, Tirupati, will set up a food stall highlighting the culinary heritage of Andhra Pradesh, offering visitors a chance to savor authentic regional flavors. Additionally, Andhra Pradesh Tourism will host a Tourism Pavilion to disseminate information about the state's renowned attractions and lesser-known gems.

The Krishnaveni Sangeetha Neerajanam is more than a festival; it is a harmonious blend of music, culture, and tourism. It aims to promote "Music Tourism" by showcasing the cultural and spiritual wealth of Andhra Pradesh, positioning the state as a premier destination for cultural enthusiasts.

This three-day cultural extravaganza promises to leave audiences mesmerized, making it a must-attend event for music lovers, cultural connoisseurs, and tourists alike.

The Ministry of Tourism invites the tourist, visitors and residents of Vijayawada from 6th to 8th December 2024 to witness this grand celebration of India's cultural legacy. The event will also be live-streamed on Ministry of Tourism YouTube Channel '@ministryoftourismgoi'

For details visit: <https://krishnavenimusicfest.com>

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