

# The 2nd Edition of Krishnaveni Sangeetha Neerajanam Music Festival Inaugurated in Vijayawada

"Krishnaveni Sangeetha Neerajanam is a pioneering model for Music Tourism, blending cultural preservation with tourism to showcase India's rich heritage to global audiences." – Shri Suresh Gopi, Minister of State for Tourism

Posted On: 06 DEC 2024 5:58PM by PIB Delhi

The 2nd Edition of Krishnaveni Sangeetha Neerajanam Music Festival was inaugurated today at the Tummalapalli Kshetrappa Kalakshetra Auditorium in Vijayawada. The grand event was graced by Shri Suresh Gopi, Minister of State for Tourism, as the Chief Guest. Distinguished dignitaries in attendance included Shri Kandula Durgesh, Minister for Tourism, Culture, and Cinematography, Government of Andhra Pradesh, Smt. P. Tejaswi, Chairperson, Andhra Pradesh State Creativity & Culture Commission, Shri Gummadi Gopal Krishna, Chairman, Andhra Pradesh Nataka Academy, Mr. Vinay Chand, Secretary, Tourism, Andhra Pradesh, Shri Gyan Bhushan, Senior Economic Advisor, Ministry of Tourism, and Ms. Amrapalli Kata, CEO, Andhra Pradesh Tourism Authority (APTA).



The three-day festival is being held across three iconic locations in Vijayawada, featuring over 140 talented

artists and 35 mesmerizing programs that celebrate the rich legacy of Carnatic music.

During his keynote address, Shri Suresh Gopi celebrated the festival as a platform for honoring the rich cultural and musical heritage of Telugu traditions. He highlighted the contributions of legendary composers such as Tyagaraja, Annamacharya, and Ramadasa, whose works continue to resonate globally. The Minister praised the festival as a pioneering model for "Music Tourism", integrating cultural preservation with tourism promotion. He commended the prequel events held across spiritual and heritage sites in Andhra Pradesh, which have brought Carnatic music closer to local communities and smaller towns.



Shri Suresh Gopi emphasized the significance of the guru-shishya parampara in preserving the authenticity of Carnatic music and envisioned expanding similar festivals to other Southern states, particularly Kerala, to honor their contributions to classical music. He reaffirmed the Government of India's commitment to cultural preservation, citing Prime Minister Narendra Modi's vision of promoting Indian heritage globally. He also credited Union Finance Minister Smt. Nirmala Sitharaman for her pivotal role in conceptualizing the festival, blending culture and tourism into a sustainable platform for celebrating classical arts.



Shri Kandula Durgesh, Minister for Tourism, Culture, and Cinematography, lauded the festival's role in showcasing Andhra Pradesh's cultural heritage. He described it as a magnificent platform to promote music tourism, highlighting Karnataka music, traditional crafts, and the artistic legacy of the region. The Minister announced plans to preserve the legacy of great composers such as Tyagaraja and Annamacharya and to honor artistic luminaries like Pinakini and Dwaram Venkataswami. He assured that steps would be taken to address challenges faced by artists and revealed plans for appointing a Chairman for the Dance Academy in Andhra Pradesh.



The Krishnaveni Sangeetha Neerajanam Festival goes beyond music to offer a holistic cultural experience by integrating various aspects of Andhra Pradesh's rich heritage. A key highlight of the festival is the showcase of GI-tagged handicrafts and handlooms from Andhra Pradesh and Telangana, presented by the Development Commissioner for Handicrafts and Development Commissioner for Handlooms, Ministry of Textiles. This initiative celebrates the artisan heritage of the region, providing visitors with an opportunity to appreciate the craftsmanship that defines the state's cultural identity.

Adding a unique dimension to the festival, the Indian Culinary Institute (ICI), Tirupati, has contributed significantly by highlighting the culinary traditions of Andhra Pradesh. Through a dedicated food stall, the students and faculty of ICI are serving authentic regional delicacies, offering festival-goers a taste of the state's gastronomic legacy. This initiative not only enriches the cultural narrative of the event but also underscores the deep connection between cuisine and cultural identity, aligning perfectly with the festival's ethos of promoting Music Tourism.



By weaving together music, crafts, and cuisine, the Krishnaveni Sangeetha Neerajanam Festival creates a vibrant tapestry of Andhra Pradesh's tangible and intangible heritage, reflecting the Ministry of Tourism's innovative approach to The Krishnaveni Sangeetha Neerajanam Festival, spanning three days, celebrates Andhra Pradesh's cultural richness through the divine melodies of Carnatic music, bridging communities and showcasing the spiritual and artistic essence of the Telugu-speaking region.

For updates and the complete program schedule, visit <https://krishnavenimusicfest.com>.

\*\*\*

**BY/SKT**

(Release ID: 2081573)