

Krishnaveni Sangeetha Neerajanam Concludes, Showcasing Music Tourism and Cultural Heritage

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The Krishnaveni Sangeetha Neerajanam 2024 successfully concluded in Vijayawada after three days of musical devotion and cultural celebration. Organized by the Ministry of Tourism, Government of India, in association with the Ministry of Culture, Ministry of Textiles, and the Government of Andhra Pradesh, this festival paid homage to the rich legacy of Telugu culture and Carnatic music. It featured captivating performances by renowned artists and provided an invaluable platform for emerging talent.



The festival began with a grand inauguration by the Minister of State for Tourism, Shri Suresh Gopi, and was graced by the presence of Shri Kandula Durgesh, Minister of Tourism, Government of India, on the opening day. Their participation underscored the Ministry's commitment to preserving India's cultural heritage and promoting Music Tourism as a unique way to connect people with the country's classical arts and historic locations.



Spanning three significant venues—Durga Ghat on the banks of the Krishna River, Shree Durga Malleswari Swami Vaarla Temple, and Tummalapallivari Kshetravva Kalakshetram Auditorium—the festival honored legendary composers like Thyagaraja, Annamacharya, Ramadasa, and Shyama Shastri. The lyrical beauty of the Telugu language was celebrated through soul-stirring Devi Kritis, Pancharatna Kirtanas, and insightful lecture demonstrations.



The third and final day of Krishnaveni Sangeetha Neerajanam featured a rich tapestry of Carnatic music, devotion, and cultural heritage. The day began with a group rendition of Devi Kritis by local musicians at the Kanaka Durga Temple. This was followed by vocal performances from Hamsa Nagarajan, NCH Parthasarathy, and Dr. K. Shesulatha Vishwanath & Students, showcasing the depth of traditional compositions.



A lecture demonstration by Dr. Vyzarsu Balasubrahmanyam offered insights into Tacchoor Singaracharyalu. The afternoon saw soulful renditions by Deepika & Nandika and Vinay Sharva, along with a captivating mandolin recital by S.M. Subhani.

The evening culminated with performances by Vighnesh Eshwar, the Nenmara Brothers on Nadaswaram, and a divine presentation of Thyagaraja Keerthanas by Malladi Brothers. The festival concluded with a mesmerizing recital by Ranjani Gayathri, leaving the audience inspired by the beauty of Carnatic music.

With 193 artists, including accompanists, participating in 35 performances over three days, the festival not only showcased established talent but also offered local artists a platform to shine. This initiative ensured that the essence of Carnatic music reached both urban centers and smaller towns, enriching local communities and fostering a deep connection with the country's cultural roots.

The Ministry of Tourism aims to promote Music Tourism by highlighting lesser-known yet culturally significant destinations through such festivals. By hosting events at spiritual and heritage-rich sites like Srikakulam, Ahobilam, Mangalagiri, Rajahmundry, and Tirupati, the Ministry is encouraging travelers to explore these locations while immersing themselves in India's rich artistic traditions. These efforts not only preserve classical art forms but also enhance regional pride and inspire younger generations to connect with their heritage.

The festival stands as a testament to India's vibrant musical legacy, blending devotion, culture, and tourism. Through such initiatives, the Ministry of Tourism is creating sustainable platforms that celebrate the country's diverse heritage, positioning India as a global hub for cultural tourism.

Recordings of the performances are available on the Ministry of Tourism's official YouTube channel: youtube.com/@ministryoftourismgoi

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