



**PRESS INFORMATION BUREAU**  
( Research Unit )  
Ministry of Information and Broadcasting  
Government of India



## Madhavpur Ghed Fair

*A unique celebration of India's cultural diversity and vibrance*  
(Ministry of Culture)

April 25, 2022

### Introduction<sup>1</sup>

Madhavpur Ghed Fair is a manifestation of India's cultural richness. The Government of Gujarat in association with the Ministry of Culture organizes this fair every year to celebrate the sacred union of Lord Krishna and Rukmini. It is a melting pot of India's religious, historical and cultural vibrancy of different States of India. This week-long 'Utsav' (Fair) showcases the vibrant cultural trail of art, dance, music, poetry, story-telling and folk drama from Gujarat and other North-Eastern States with the aim to promote national unity. Under the guidance of Prime Minister Narendra Modi<sup>2</sup>, efforts have been made since 2018 to make this fair popular at the national level.

### When is the Fair held?<sup>3</sup>

It is held from Chaitra Sud Nom, Ram Navami and continues for five days. This year, the fair was held from **10 April 2022 to 14 April 2022**.

### Where is it held?<sup>4</sup>

It is held at an ancient and historical village of the Mahabharata period called Madhavpur in Porbandar district of Gujarat.

### What is the significance of the Fair?

The Madhavpur Ghed fair is week-long fair where two different regions unite and exchange culture and art in addition to love. It traces its connection to the Mishmi Tribe<sup>5</sup> of Arunachal Pradesh and celebrates 'Ek Bharat Shrestha Bharat' in its true sense.



<sup>1</sup> <http://madhavpurfair.in/>

<sup>2</sup> <https://pib.gov.in/PressReleaseFramePage.aspx?PRID=1815391>

<sup>3</sup> [About Madhavpur fair | Madhavpur fair 2022.](#)

<sup>4</sup> [About Madhavpur fair | Madhavpur fair 2022.](#)

<sup>5</sup> <https://dibangvalley.nic.in/culture-heritage/>

## History of the Festival<sup>6</sup>

The life of Lord Krishna, one of India's most revered deities, symbolises love in the country's tradition and mythology. One of the most memorable events of Krishna's life is his marriage to devi Rukmani, the daughter of the legendary King Bhishmak who ruled the kingdom of 'Vidarbha' (today's Arunachal Pradesh).

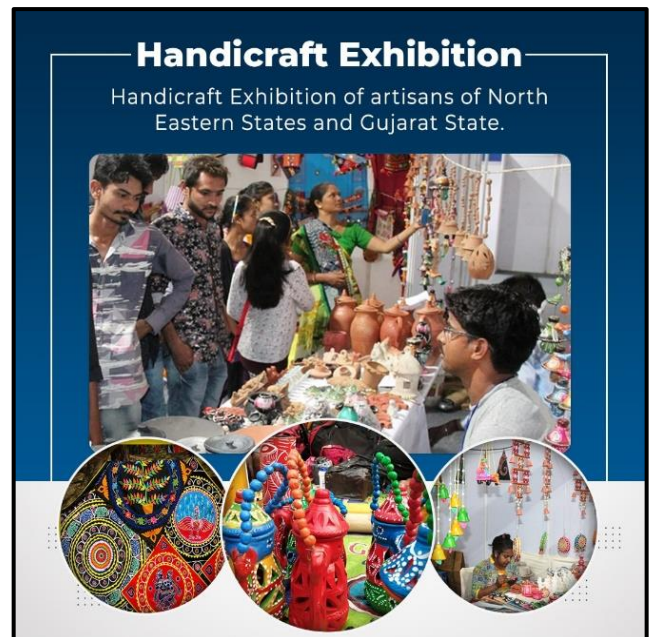


According to ancient belief, Rukmani's brother harboured great dislike towards Krishna and forced her to get married to Shishupal. She wrote a letter to Krishna to save her from the situation. On the day of her marriage with Shishupal, Krishna eloped with Rukmani and married her at Madhavpur. This immortal event of love gets celebrated as a festival in the memory Krishna and Rukmani, and marks the journey they undertook to reach Gujarat from Arunachal Pradesh.

## **Promoting the Spirit of Ek Bharat, Shrestha Bharat**

The best part of the Madhavpur Ghed fair is that with the passage of time and with the efforts of the people, it keeps evolving. Without compromising on traditional and religious importance of the same, it also **blends cultures of eastern and western parts of India** now. Such amalgamation sets the true example of '[Ek Bharat Shrestha Bharat](#)'<sup>7</sup> for other parts of the country as well.

This week-long fair sees a vibrant cultural trail of art, dance, music, poetry, story-telling and folk drama from Gujarat, Arunachal Pradesh, Manipur and other North-Eastern States with the aim to integrate the rich cultures of the two regions.



<sup>6</sup> [Events & Festivals in India | A Ministry of Tourism Initiative \(utsav.gov.in\)](https://www.utsav.gov.in/)

<sup>7</sup> <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2021/oct/doc2021103101.pdf>

## A Celebration of Two Cultures – Activities Held at the Fair

In the past, enactment of Rukmani-Haran, folk songs and dances related to Krishna- Rukmani have been performed by troupes including special talents from Assam, Manipur, and Arunachal. It is believed that Lord Krishna gifted 'Raas' to Gujarat which is a dance form that celebrates love. His grand daughter-in-law Usha is said to have gifted *Garaba* originally known as 'Lasya' Nritya, which celebrates fertility, womanhood, and pays respect to every form of mother goddess. Performance of these dances from various artists from both the regions is display of union in true sense.



Exhibition and sale of art and crafts of Gujarat and handloom, handicrafts products from Arunachal Pradesh, Manipur and other North-Eastern states remains the favourite part of the event.

Visual Art Exhibition on Krishna and Rukmani put together by different institutions of Ministry of Culture has also been one of the main attractions of the visitors. Every year a range of new and contemporary ideas are added to this week-long fair keeping the Krishna-Rukmani as centre of the event.

**Madhavpur Ghed<sup>8</sup> is also a shining example of 'Atmanirbhar Bharat'**, with several artists, craftsmen, chefs, dancers, singers, folk artists from different States, coming together and showcasing their prowess. It is a great platform to encourage our indigenous artists to reach out to national and international audience.

### Highlights of the Madhavpur Ghed Fair, 2022

The event is commemorated by a cultural fair commencing on Ram Navami. A colourful chariot carrying the idol of Lord Krishna circumnavigates the village and the festivities continues for five days. The procession proceeds with full of joy throughout the village and people celebrate this event with colours and dance.

- This year, the President of India, Shri Ram Nath Kovind **inaugurated**<sup>9</sup> the five-day long Madhavpur Ghed Fair on **10 April, 2022**. The President said that fairs, festivals and pilgrimage sites



<sup>8</sup> <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1815768>

<sup>9</sup> <https://newsonair.gov.in/News?title=Prez-Ram-Nath-Kovind-inaugurates-annual-%26%2339%3BMadhavpur-Mela%26%2339%3B-in-Gujarat%3B-also-praises-young-generation-that-follows-Indian-tradition-and-culture&id=438924>



have kept our vast country tied in the thread of social and cultural unity since ancient times. Through such events, people, especially the young generation, get a chance to gain knowledge about our heritage, culture, art, handicrafts and traditional cuisine. These events also encourage tourism.

- The Minister for Development of North East Region, Tourism and Culture, Shri G. Kishan Reddy [attended the second day of the fair](#)<sup>10</sup>. He said that the four-day fair is not just a means of entertainment but is an **event of national significance**. It is rare that a cultural event of this scale is organized where many skilled artists from different States participate and showcase their distinctive cultural skills, he highlighted.
- The Union Minister of Information and Broadcasting Shri Anurag Thakur [attended the third day](#)<sup>11</sup> of the fair. Addressing the audience on the occasion, the Minister said that Madhavpur Ghed Festival is the **highest symbol of connecting people of India** and the festival brings together the far east of the country and the west.
- In his [Maan Ki Baat radio address](#)<sup>12</sup>, Prime Minister Narendra Modi said that the Madhavpur Ghed Fair is an example of 'Ek Bharat Shrestha Bharat' as it commemorates and celebrates the marriage of Lord Krishna from Dwarka, Gujarat to Princess Rukmini from the North-eastern region of India. **Our cultural heritage recognises the deep relationship between the Eastern parts and West parts of Indian which is our heritage.**

#### Glimpses of the Festival from 2022



<sup>10</sup> <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1815768>

<sup>11</sup> <https://pib.gov.in/PressReleaseframePage.aspx?PRID=1816153>

<sup>12</sup> <https://twitter.com/narendramodi/status/1513019993436438529>

## References:

- <https://newsonair.gov.in/News?title=PM-Modi-calls-Madhavpur-Mela-in-Gujarat-unique-celebration-of-India%26%2339%3bs-cultural-diversity-and-vibrancy&id=438911>
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- <https://www.pib.gov.in/PressReleasePage.aspx?PRID=1816153>
- <https://www.gujarattourism.com/north-zone/banaskantha/madhavpur.html>

## Twitter Links:

<https://twitter.com/GujaratTourism/status/1512352703917092864?s=20&t=Jd9WRidBQZ77MQBq9C6TtA>  
<https://twitter.com/PIBHyderabad/status/1513889709155663881?s=20&t=hPvg0upGnRcmsb34gFjVvYQ>  
<https://twitter.com/PIBAhmedabad/status/1513150382515834885?s=20&t=hPvg0upGnRcmsb34gFjVvYQ>  
<https://twitter.com/PIBAhmedabad/status/1513585689140482049?s=20&t=hPvg0upGnRcmsb34gFjVvYQ>

## Video Links:

[https://www.youtube.com/watch?v=nY\\_YtWUUhWe4](https://www.youtube.com/watch?v=nY_YtWUUhWe4)- President Ram Nath Kovind inaugurates Madhavpur Ghed Fair-2022 at Madhavpur, Porbandar  
<https://www.youtube.com/watch?v=ZGZeyNlodoo>- Madhavpur Mela is a manifestation of the spirit of Ek Bharat, Shreshtha Bharat: PM Modi  
[https://www.youtube.com/watch?v=pbZniqUn6yg&t=1s&ab\\_channel=YouthServiceandCulturalActivities%2CGandhinagar](https://www.youtube.com/watch?v=pbZniqUn6yg&t=1s&ab_channel=YouthServiceandCulturalActivities%2CGandhinagar)

**AG/HP/RC/MZ/MK**