RU-55-01-0151-061222/EXPLAINER

PRESS INFORMATION BUREAU



(Research Unit) Ministry of Information and Broadcasting Government of India



Hornbill Festival

'The Festival of Festivals'

(Ministry of Development of North Eastern Region)

December 06, 2022

"The people of Nagaland are making rich contributions to India's growth. I pray for Nagaland's progress in the years to come."

- Prime Minister Narendra Modi

INTRODUCTION

The Hornbill Festival is a modern-day cultural extravaganza of all Naga tribes. The festival is an annual event that usually takes place from <u>December 01 to 10^{1} </u>. The festival was conceptualized to showcase Naga culture, traditional and contemporary, in the spirit of unity in diversity.

The Vice President of India, Shri Jagdeep Dhankhar on December 01, 2022 inaugurated the 23rd edition of Hornbill Festival.²





THE FESTIVAL OF FESTIVALS

<u>Nagaland is known as the land of festivals</u>³ as each tribe celebrates its own festival with dedication and passion. The Hornbill Festival - also called the "Festival of Festivals"- is

¹ <u>https://newsonair.gov.in/Text-Bulletin-Details.aspx?id=42132</u>

² <u>https://www.pib.gov.in/PressReleseDetail.aspx?PRID=1880321</u>

³ https://www.hornbillfestival.com/about-hornbill-festival

celebrated to encourage inter-tribal interaction and to promote cultural heritage of Nagaland.

Organized by the State Tourism and Art & Culture Departments, Hornbill Festival showcases a mélange of cultural displays under one roof. The much popular Music festival is held alongside.

IMPORTANT FEATURES



The festival is named after the hornbill,

the globally respected bird and which is displayed in folklore in most of the state's tribes. The week-long festival unites one and all in Nagaland and people enjoy the colourful performances, crafts, sports, food fairs, games and ceremonies. Traditional arts which include paintings, wood carvings, and sculptures are also on display.

Festival highlights include Traditional Naga *Morungs*, exhibition and sale of Arts and Crafts, Food Stalls, Herbal Medicine Stalls, Flower shows and sales, Cultural Medley – songs and dances, Fashion shows, Beauty Contest, Traditional Archery, Naga wrestling, Indigenous Games, and Musical concerts.

NAGA HERITAGE VILLAGE

The Hornbill Festival is held at <u>the heritage village of Kisama</u>⁴, about 12 km from Kohima. The nomenclature of KISAMA is derived from two villages namely, Kigwema (KI) and Phesama (SA) and MA which means Village, on whose land the Naga Heritage Village is established and commissioned by the State Government of Nagaland.

The Heritage complex consists of a cluster of seventeen indigenously designed houses (also called *Morung* meaning Youth Dormitory), each representative of a different tribe.⁵ The Heritage Complex also houses a World War II Museum, Bamboo Heritage Hall, Bamboo Pavilion, Kids Carnival, Horti-Scape, Food Courts and Stadium for Live concerts, Naga Idol, Beauty Pageant, Fashion Shows, etc.

The goal of creating the heritage village is the **protection and preservation of the ethnic cultural heritage** through a common management approach and comprehensive data base for the perpetuation of tourism promotion.

Since its inception in the year 2000, it has brought about radical changes in the tourism scenario of the state. A visitor gets the opportunity to catch a ring side view of all the Naga tribes, their culture and distinctiveness at one place.

⁴ <u>https://www.hornbillfestival.com/naga-heritage-village</u>

⁵ 23rd Edition Hornbill Festival | DIPR Nagaland-Department of Information & Public Relations, Nagaland



INDIA'S G20 PRESIDENCY COINCIDES WITH THE COMMENCEMENT OF HORNBILL FESTIVAL

As India assumed G20 Presidency on December 01, 2022, which also coincided with the <u>Nagaland Statehood Day</u> and commencement of the Hornbill Festival, <u>co-branding</u> <u>activities are being carried out</u>⁶ such as the **G20 Logo being displayed at Naga heritage village**.

Noting that India has assumed the presidency of G-20, the Vice President of India, Shri Jagdeep Dhankhar, said that the world will be able to experience Naga hospitality when a meeting of G20 will be held in the state in April next year.



GLIMPSES OF THE HORNBILL FESTIVAL





⁶ <u>VP Jagdeep Dhankhar to inaugurate 23rd edition of Hornbill Festival of Nagaland (newsonair.gov.in)</u>



References

- https://newsonair.gov.in/Text-Bulletin-Details.aspx?id=42132
- https://www.pib.gov.in/PressReleseDetail.aspx?PRID=1880321
- <u>https://www.hornbillfestival.com/about-hornbill-festival</u>
- <u>https://www.hornbillfestival.com/naga-heritage-village</u>
- 23rd Edition Hornbill Festival | DIPR Nagaland-Department of Information & Public Relations, Nagaland
- VP Jagdeep Dhankhar to inaugurate 23rd edition of Hornbill Festival of Nagaland (newsonair.gov.in)
- https://ipr.nagaland.gov.in/23rd-edition-hornbill-festival-0
- https://www.ibef.org/download/1669017049_Nagaland_Sep22.pdf

Video

- PM Modi's speech at the Hornbill Festival in Nagaland
- Vice President's speech at the Hornbill Festival in Nagaland
- Vice President in Hornbill Festival, 2022 at Kisama near the Capital Kohima.
- Hornbill Festival Cultural Presentation

AG/HP/RC/MZ/MK/IJ