



Research Unit
Press Information Bureau
Government of India

Ashtalakshmi Mahotsav 2024

Celebrating the Cultural Wealth and Economic Growth of Northeast India

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The culture of Northeast India is a vibrant tapestry woven with centuries of traditions, diverse languages, rich folklore, and breathtaking landscapes. It is a region that holds within its embrace an extraordinary blend of ancient customs and modern progress, where every community, every state has its own unique identity. From the lush tea gardens of Assam to the rolling hills of Mizoram, from the pristine rivers of Manipur to the vibrant festivals of Nagaland, the Northeast is a land that pulses with life, art, and heritage.

Celebrating this remarkable culture, the first-ever Ashtalakshmi Mahotsav will be celebrated from **December 6th to 8th, 2024**, at Bharat Mandapam,



Pragati Maidan, Delhi. This grand festival will be inaugurated by the Hon'ble Prime Minister on December 6th, aims to showcase the beauty, diversity, and promise of the eight states of Northeast India—Assam, Arunachal Pradesh, Meghalaya, Manipur, Nagaland, Mizoram, Tripura, and Sikkim. Known as the 'Ashtalakshmi,' these states represent the eight forms of prosperity as embodied by the goddess Lakshmi: Prosperity, Opulence, Purity, Wealth, Knowledge, Duty, Agriculture, and Animal Husbandry.

Each of these states will bring its own rich culture and traditions to the fore, contributing to the broader tapestry of India's cultural heritage. The Mahotsav promises to be a celebration of this diversity, a chance for the world to experience the region's arts, crafts, music, and economic growth. It will be a moment for the Northeast to shine, not only as a cultural hub but also as a region poised for further economic development and integration into India's future.

Purpose and Significance

The first ever *Ashtalakshmi Mahotsav* aims to offer a dynamic stage for showcasing Northeast India's vibrant textile sector, tourism opportunities, traditional craftsmanship, and distinctive Geographical Indication (GI) tagged products. It will serve as a celebration of the region's cultural wealth while focusing on its strategic importance in India's future development. The festival has been conceptualized as an annual event that will continue to honor the diversity and cultural richness of Northeast India, propelling the region towards further economic advancement.

The Mahotsav will also emphasize the significance of infrastructure development in Northeast India and its transformative impact. The region's improved connectivity, industrial growth, and ongoing development in sectors like transport, energy, and digital infrastructure are poised to enhance its strategic role in India's growth story and open new opportunities for trade and business.

Mascot of the Mahotsav: Purvi

The event introduced *Purvi*, the mascot of the *Ashtalakshmi Mahotsav*. Purvi, a young girl, represents all eight states of Northeast India. Symbolizing unity and diversity, Purvi will continue to represent the region's heritage, culture, and aspirations beyond the duration of the event.



Purvi, the Mascot

Event Highlights

The Ashtalakshmi Mahotsav will feature a wide array of events showcasing the cultural and economic richness of Northeast India. Over 250 artisans will display unique handicrafts, handlooms, and agri-horti products, including 34 GI-tagged items.

Technical sessions will focus on key development areas like women's leadership, IT, energy, healthcare, and more. An Investors Roundtable will explore opportunities in sectors like handicrafts, agriculture, and tourism, while Buyer-Seller Meets will promote business collaborations. The Design Conclave and Fashion Show will blend traditional and modern fashion. The Ashtalakshmi Grameen Haat will recreate a traditional market atmosphere, and vibrant cultural performances, including the Ashtalakshmi Symphony, Shillong Chamber Choir, and traditional dances, will captivate attendees. Highlights also include performances by the PANGPARI band, SOFIYUM, Prasad Bidapa's fashion show, and the soulful BASAV, Featherheads Haokui, and Tai Khamti Dance on the concluding days.



Investment Opportunities in Northeast India

The Ashtalakshmi Mahotsav beautifully captures the essence of both progress and tradition, offering a glimpse into the transformative journey of Northeast India. As the region continues to evolve, the ongoing infrastructure development is quietly unlocking a world of investment opportunities across various sectors. Several key areas of growth are emerging, each holding the promise of shaping the region's future. These areas include:

Infrastructure Development: The expansion of roads, bridges, and rail networks provides opportunities for investments in the construction and development sectors.

Handloom and Handicrafts: Investment in the handloom and handicraft sectors can promote traditional arts, generate employment, and boost exports.

Agriculture and Agro-Based Industries: With fertile plains and a strong organic farming tradition, there are opportunities for investment in food processing industries, cold storage, and agro-based ventures.

Tourism and Hospitality: The natural beauty and cultural diversity of Northeast India present significant opportunities in eco-tourism, adventure tourism, and the development of hospitality infrastructure.

IT and ITES: The region's growing IT industry, combined with its high literacy rate and English-speaking population, makes it an attractive destination for IT companies and startups.

Legacy of Oil Discovery and Railways: The discovery of oil in Assam in the late 19th century led to the establishment of India's first oil refinery in Digboi and the construction of the region's first railways.

This development spurred industrial growth, improved connectivity, and positioned Northeast India as a key economic player. Today, the region continues to build on this legacy with significant advancements in infrastructure and industry.

Strategic Importance of Northeast India: Northeast India's strategic location, rich natural resources, and improving infrastructure are positioning the region as a vital gateway to Southeast Asia. With major infrastructure initiatives underway, the region is poised to become a key player in India's economic growth, acting as a hub for trade, tourism, and industry. The *Ashtalakshmi Mahotsav* is an essential event in showcasing the region's progress, celebrating its cultural wealth, and inviting new investments for future development.

The Mahotsav serves as an important moment to showcase this vibrant progress, celebrating the cultural richness of Northeast India while inviting new investments to support its continued growth and development.

Conclusion

The *Ashtalakshmi Mahotsav* will thus serve as a key event in both cultural and economic spheres, offering a glimpse into Northeast India's promising future as a regional powerhouse. With its focus on tradition, culture, and economic potential, the festival promises to make a lasting impact on India's overall development.

References:

<https://www.ashtalakshimimahotsav.com/>

<https://pib.gov.in/PressReleasePage.aspx?PRID=2079183#:~:text=Ashtalakshmi%20Mahotsav%2C%20celebration%20of%20the,th%20to%208th%20%2C%202024.>

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