



**Research Unit**  
Press Information Bureau  
Government of India

## **Kalagram: The Cultural Jewel of Mahakumbh 2025**

Ministry of Culture

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Imagine yourself standing at the confluence of India's most sacred rivers – the Ganga, Yamuna, and the mythical Saraswati. The air is alive with an electric energy, carrying the harmonious chants of millions of pilgrims, the resonance of temple bells, and the rhythmic flow of these eternal rivers. This is **Mahakumbh 2025, the world's largest gathering** of faith and spirituality, where devotion meets celebration on an unparalleled scale.

Within this celestial ambiance in Prayagraj lies **Kalagram**, a cultural gem nestled in the **sprawling 10-acre Nagavasuki area**. Kalagram is not merely an exhibition space; it is a **living, breathing tapestry of India's heritage**. It's where the timeless traditions of Bharat meet the creative storytelling of today, offering an immersive journey into the soul of a nation known for its diversity and depth.

Conceived and curated by the **Ministry of Culture, Government of India**, Kalagram is designed as a sensory odyssey rooted in the **3Cs: Craft, Cuisines, and Culture**. This vibrant haven brings together ancient art forms, exquisite regional cuisines, and mesmerizing performances, creating an unparalleled experience that celebrates both the tangible and intangible aspects of India's cultural heritage.



Inaugurated on **January 12, 2025**, by **Union Minister of Culture and Tourism, Shri Gajendra Singh Shekhawat**, Kalagram serves as a gateway to the essence of India's traditions. It is not just a venue; it is an **interactive and transformative experience**, weaving together the stories of artisans, performers, and culinary masters from across the nation.

### A Grand Welcome: Where Stories Begin



Your journey into Kalagram begins at its awe-inspiring **entrance façade**—a **635-foot-wide, 54-foot-high** masterpiece. This architectural marvel is a visual narration of India's sacred heritage, depicting the stories of **12 Jyotirlingas** and **Lord Shiva's legendary act of consuming Halahal**. The intricate craftsmanship of the façade, glowing with divine energy, sets the tone for the magical journey that lies ahead.

## Step Into the Heart of Culture

Once inside, Kalagram unfolds like a mesmerizing mosaic of India's diversity. Seven meticulously designed **Sanskriti Aangans** represent different regions of the country, each themed around iconic temples such as the **Dakshineswar Kali Temple of Kolkata** and the **Brahma Mandir of Pushkar**. These zones are treasure troves of regional craftsmanship, showcasing everything from **Bengal's Pattachitra paintings** and **Assam's bamboo crafts** to **Tamil Nadu's Tanjore paintings** and **Madhya Pradesh's tribal art**.

Here, you can witness the deft hands of **230 master artisans** bringing ancient techniques to life, and perhaps even take home a piece of history in the form of their exquisite creations.

## Where Art Meets Soul: Performances That Enchant

The air at Kalagram hums with the rhythms of around **15,000 cultural artists** who perform every day on multiple stages. Curated by renowned institutions like **Sangeet Natak Akademi** and **Zonal Cultural Centres**, the performances range from soulful classical music to electrifying folk dances. Whether it's the intricate steps of a **Kathak dancer** or the energy of a **Bhangra troupe**, each performance tells a story steeped in tradition.



Adding to the allure are theatrical productions by the National School of Drama and celebrity performances that promise to leave audiences spellbound. With such a rich lineup, every visit to Kalagram offers something new to discover.

## Dive Into Legends: The Immersive Zone

One of the highlights of Kalagram is the **Anubhuti Mandapam**, an immersive experience like no other. Through **cutting-edge 360-degree** visuals and state-of-the-art technology, visitors are transported to the cosmic story of **Ganga Avtaran**—the celestial descent of the Ganga to Earth. Feel the thunderous power of the river as it is gracefully contained by Lord Shiva, a moment of divine significance brought to life with stunning realism. This is not just a story—it's an experience that stays with you long after you leave.

## History Comes Alive: The Exhibition Zone

The **Aviral Shashvat Kumbh Zone** offers a scholarly dive into the Mahakumbh's profound legacy. In collaboration with institutions like the **Archaeological Survey of India** and the **National Archives**, this zone presents artifacts, digital exhibits, and historical insights that reveal the grandeur of Kumbh Mela through the ages. It's a space where history and culture converge, offering a deeper understanding of this UNESCO-recognized Intangible Cultural Heritage.

## A Celestial Night and Satvik Delights

Kalagram isn't just about culture—it's also about connection. On special **Astro Nights**, visitors can gaze at the starlit sky through telescopes, reconnecting with the cosmos in a setting that feels almost spiritual. And for the food lovers, the **Satvik Flavours of India** zone is a culinary paradise. From local delicacies of Prayagraj to signature dishes from across India, the zone offers 28 varieties of *satvik* cuisine prepared with the purity and care befitting this sacred event.

## Beyond the Ordinary: Engage and Explore

Kalagram invites participation through exciting activities. Compete in the **Lalit Kala Akademi's photography contest**, or lose yourself in documentaries produced by IGNSA and Zonal Cultural Centres. Every corner of Kalagram pulses with opportunities to learn, create, and be inspired.

## A Call to the World

Kalagram is more than a celebration of culture – it's an invitation. An invitation to explore the very heart of India, where every craft, every performance, and every dish tells a story. It's a place where global tourists can experience the depth of India's heritage, and locals can reconnect with their roots. Whether you're a history enthusiast, an art lover, a foodie, or simply someone in search of inspiration, Kalagram promises an unforgettable journey. Beyond its vibrant displays and soulful performances, it offers a deeper connection to India's enduring spirit – a spirit that thrives in its people, their crafts, and their stories.

**मां गंगा का आह्वान, एक रहे हिंदुस्तान**

**महाकुम्भ प्रयागराज 2025**  
13 जनवरी से 26 फरवरी

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## **References**

**Department of Information & Public Relations (DPIR), Government of Uttar Pradesh**

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