



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

**Transformative Journeys at the Namami Gange and Khadi India Pavilions at Mahakumbh - 2025**

**Experience India's Heritage and Sustainability**

**Ministry of Culture**

18<sup>th</sup> January, 2025

**Namami Gange Pavilion at Mahakumbh 2025**

The ***Namami Gange Pavilion*** at Mahakumbh 2025, set up by the **Ministry of Jal Shakti, Government of India**, presents an informative exhibition focused on the ***Namami Gange Program***. This initiative integrates technology, community engagement, and sustainability to conserve and rejuvenate the Ganga River. The pavilion highlights the program's efforts in preserving a critical ecosystem while promoting the economic development of local communities. It provides an opportunity to understand the strategic actions aimed at the long-term preservation of India's sacred rivers.



*Powerful imagery of Lord Shiva in Sand Art, with one side representing pure water and the other, polluted water, a poignant reminder of environmental responsibility and keeping River Ganga clean.*



A captivating *miniature model* of the iconic *ghats of Varanasi*, showcasing the intricate details of the riverfront and surrounding buildings.



The *National Book Trust (NBT) reading corner*, a haven for book lovers and visitors eager to learn about the Ganga and its significance.



A vibrant display of the *Himalayas with its flora*, featuring *Lord Shiva atop Mount Kailash*, illuminated by *colourful lights*.



A replica of the *Ganges River dolphin*, known as the *“Tiger of the Ganges”* stands proudly in the pavilion showcasing local wildlife.



*River Ganga's diverse fish species, displayed for educational purposes and conservation efforts.*



The slogan "*Jal Hi Jeevan Hai*" beautifully displays the essence of the *Jal Jeevan Mission*, by the **Ministry of Jal Shakti, Government of India**

## The Khadi Utsav

The **Khadi India Pavilion** at Mahakumbh 2025, organized by the **Ministry of Micro, Small and Medium Enterprises (MSME)**, Government of India, showcases India's rich heritage in local crafts, textiles, and indigenous industries, with a focus on Khadi. The pavilion highlights the integration of tradition, sustainability, and craftsmanship, offering an in-depth view of Khadi's role in fostering unity and preserving cultural values. Set against the historic backdrop of the Maha Kumbh Mela, it underscores India's commitment to promoting local industries and sustainable practices.



A vibrant display at the **Khadi Utsav** exhibition in Prayagraj showcasing India's love for Khadi and its transformative journey under Prime Minister Narendra Modi's, 'Vocal for Local' initiative



Visitors entering the **Khadi Utsav** exhibition organized by the Ministry of Micro, Small and Medium Enterprises (MSME), celebrating local craftsmanship and heritage.



*A tribute to Mahatma Gandhi, highlighting the 'self-reliant' theme of Atmanirbhar Bharat at the Khadi Utsav -2025*



*Close-up view of shoppers examining textiles at a shop in the Khadi Utsav.*

Join from 14th January to 26th February in honoring India's timeless legacy and its commitment to promoting sustainable, locally-made products. This occasion emphasizes the nation's dedication to fostering local industries while upholding sustainability and cultural preservation.

## **References**

- **Department of Information and Public Relations (DPIR), Government of Uttar Pradesh**
- **<https://pib.gov.in/PressReleasePage.aspx?PRID=2093936>**
- **[https://x.com/PIB\\_India/status/1880521177040580648](https://x.com/PIB_India/status/1880521177040580648)**

**Maha Kumbh Series : 18/Feature**

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