



Ministry of Culture
Government of India



M A H A K U M B H

KALAGRAM

A Unique Confluence of Art, Culture and Heritage

13th January to
26th February 2025

Prayagraj
Uttar Pradesh

Char Dham
Stagecraft

12
Jyotirlinga
Façade Entrance

Aviral
Shashvat Kumbh
Exhibition Zone

7
Zonal Cultural
Aangans

230+
Master Artisans

Anubhut
Mandapam
Immersive Zone

Satvik
Flavors of India
14
Food Stalls

14,630+
Cultural Artists

Kalagram
Central
Attraction

Activities
&
Competitions



About Mahakumbh

"**Kumbhon ka Kumbh, Mahakumbh**", a colossal pilgrimage and festival, drawing millions of devotees to the sacred confluence of the **Ganges, Yamuna, and Saraswati** rivers in Prayagraj after **12 years**. Inscribed on the representative list of the Intangible Cultural Heritage of Humanity, determined by the auspicious astrological positions of the planets, the Sun and the Moon tracing back its origin to antiquity, the 2025 Mahakumbh is all set to set new records for being the **World's Largest Congregation** of religious pilgrims. The Kumbh area is spread over **4,000 hectares** and is expected to host **40 Crore devotees 45 days** between **13th January to 26th February 2025**.



About Kalagram

Kalagram, a cultural space spanning over **10 acre** in the **Nagavasuki** area set up by the **Ministry of Culture, Government of India**, to promote, preserve and showcase Bharat's rich heritage through the **3C's** i.e. **Craft, Cuisines, and Culture** including both tangible and intangible heritage. By providing a platform to the performing, visual and literary arts, the Kalagram brings under one roof performers, artisans and artists from across the country to demonstrate their exceptional skills and time honored traditions. Over the **45 days of the Mahakumbh**, Kalagram will provide an **Immersive Cultural Experience** that engages all the senses through **Experience Zones** narrating the story of **Ganga Avtaran and Samudra Manthan**. Exhibition area covering various aspects of Kumbh, the deft skill of the artisans, mesmerizing performances of classical & folk artists, **Aromas of Satvik cuisines** & even a chance to gaze at the night sky through special '**Astro Nights**'.



Prepare to be amazed by the breathtaking **635 Feet wide – 54 feet high Façade Entrance**, a true gem of craftsmanship that brings to life the divine stories of **12 Jyotirlingas** and the magnificent sculpture of **Lord Shiva** consuming the **Halahal (poison)** for the sake of mankind. This architectural marvel combines intricate artistry, cultural storytelling and a spiritual ambiance that captures the essence of India's sacred heritage.

The Kalagram stage brings to life the **Char Dham** as its backdrop Two giant **Pattachitras** made by **National Awardee Artists** narrating the story of **Maa Durga & Ganpati**.



Deep dive into the highlights of Kalagram and Mahakumbh

Artist & Programmes:

(**14,632 Artists for 45 days** spread over multiple stages at **Kalagram, Ganga Pandal, Jhansi, Nagavasuki & Areil**) Curated by **Sangeet Natak Akademi, Zonal Cultural Centres & CCRT** each day will see performances of artists ranging from **Padma & SNA Awardee Stalwarts** to emerging **Yuva Talent**, colourful ensemble of Folk dancers, soulful classical genre & **enthralling celebrity performances**, theatrical performances staged by **National School of Drama** bound to captivate the audience.



Programme Schedule:

- **11.00 am to 7.30 pm at Kalagram**
- **4.00 pm to 8.00 pm at other Pandals**

Immersive Zone

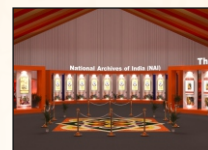
Anubhut Mandapam (Immersive Zone):

Witness the sacred descent of the celestial Ganga from the heavens to Earth, brought to life through stunning **360-degree mesmerizing visuals**, enchanting soundscapes, and state-of-the-art technology. Feel the thunderous flow of the river as Lord Shiva gracefully contain its mighty force in his matted locks, a moment of cosmic significance that changed the world forever.



Aviral Shashvat Kumbh (Exhibition Zone):

A seamless Digital displays of posters, exhibits, and artifacts related to Kumbh curated in a collaborative effort by **Archaeological Survey of India (ASI), The Allahabad Museum Prayagraj, National Archives of India (NAI) and Indira Gandhi National Centre for the Arts (IGNCA)**.



Astronight Sky:

A celestial star gazing experience on special nights

- * **Book & Publication exhibition by Sahitya Akademi & ZCC**

- * **Cultural documentaries produced by ZCC, SNA & IGNCA Mahakumbh**

- * **Photography Contest:** One of the biggest photography competitions, along with a variety of exciting photo activities will be organized by **Lalit Kala Akademi**.

Scan the QR code



for more details.

- * **Sanskriti Aangans:** Exhibition cum sale of **Best Indian Handicrafts** spreads in **Seven Zones (Aangans)** A Splendid showcase of Master Craftsmanship from India **Attractive Aangan Facades:**

- * **North Zone Cultural Centre (NZCC)**
Theme: Dasheshwar Mahadev Temple, Haridwar

Art & Craft: Intricately carved wooden idols, brass Shiva lingams, handwoven woolen shawls, Rudraksha bead malas etc.

- * **West Zone Cultural Centre (WZCC)**

Theme: Brahma Mandir, Pushkar
Art & Craft: Pottery, beadwork, traditional Rajasthani puppets, tie-dye fabrics, miniature paintings etc.

- * **Eastern Zonal Cultural Centre (EZCC)**

Theme: Dakshineswar Kali Temple, Kolkata
Art & Craft: Terracotta figurines, Bengal Kantha-stitched sarees, jute handicrafts, Pattachitra paintings etc.

- * **South Zone Cultural Centre (SZCC)**

Theme: Adi Kumbeswarar Temple, Kumbakonam
Art & Craft: Brass lamps, traditional Tanjore paintings, Silk textiles, handcrafted temple jewellery etc.

- * **North Central Zone Cultural Centre (NCZCC)**

Theme: Kaalbhairav Mandir, Ujjain
Art & Craft: Hand-painted Madhya Pradesh Tribal art, stone carvings, bead jewellery, handwoven Chanderi sarees etc.

- * **North East Zone Cultural Centre (NEZCC)**

Theme: Kamakhya Mandir, Guwahati
Art & Craft: Bamboo and cane crafts, Assamese silk sarees, handmade masks, Tribal jewellery etc.

- * **South Central Zone Cultural Centre (SCZCC)**

Theme: Shree Ganga Godavari Temple, Nashik
Art & Craft: Paithani sarees, Warli paintings, hand-carved wooden artifacts, clay pottery etc.

Food Zone

Satvik Flavors of India

Authentic cuisine from all over the ZCCs

local delicacies of Prayagraj

Plan your visit today!

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www.indiaculture.gov.in

14,630+
Performing Artists

230+
Master Artisans

200+
no of Artforms

98
Exhibition Stalls

28
Varieties of Cuisines





KALAGRAM

Block no - 7



Kumbh Administration



Emergency Assistance



Hotel and Food



Kumbh Sahayak Chatbot



Scan the Qr Code to know your Schedule

Important Contacts

Police	:	112
Fire Department	:	101
Women Safety	:	1090



Scan to Experience Anubhut Mandapam Immersive Zone

