

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO-1617
ANSWERED ON- 13/03/2025

KALAGRAM

1617 # SHRI PRADIP KUMAR VARMA:
SHRI MISSION RANJAN DAS:

Will the Minister of CULTURE be pleased to state:

- (a) the manner in which Kalagram aligns with the Ministry's broader goals of preserving and promoting Indian heritage;
- (b) whether Kalagram serves as a recurring feature in future Mahakumbh events or similar cultural gatherings;
- (c) whether there are plans to make these experiences accessible through virtual reality to audiences who cannot attend in person; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) Ministry of Culture had set up a cultural village viz. Kalagram in Sector-7 of Maha Kumbh district through North Central Zone Cultural Centre (NCZCC) located at Prayagraj, an autonomous organization of the Ministry. The main features of Kalagram were:

- Main Entrance: 635 ft wide, 54 ft high, depicting 12 Jyotirlingas and the story of Lord Shiva consuming Halahal, a confluence of art and spirituality.
- A stage 104 feet-wide & 72 feet-depth on the theme of Char-Dham.
- Artist and Performance: 14,632 artists performed on various stages including Kalagram.
- Anubhut Mandapam: 360° immersive experience narrating Ganga descent from heaven to earth.
- Aviral Shashwat Kumbh: Digital display by Archaeological Survey of India (ASI), National Archives of India (NAI) and Indira Gandhi National Centre for the Arts (IGNCA).
- Food Zone: Satvik cuisine from all Zonal Cultural Centres apart from the local cuisine of Prayagraj.
- Sanskriti Angans: Display and sale of traditional Indian handicrafts and handlooms in the courtyards by 98 artisans of the seven Zonal Cultural Centres.

(b) The Kalagram was set up at Maha Kumbh-2025 on the request of Government of Uttar Pradesh.

(c) & (d) To make these experiences accessible to audiences who cannot attend in person, Ministry of Culture alongwith NCZCC, Prayagraj uploads the content on their various social media handles like YouTube, Facebook, Instagram etc.
