

EPCH given mandate for Branding, Promotion and Media Outreach for Bharatiya Kala Mahotsav at Secunderabad

Program inaugurated at Rashtrapati Nilayam, Secunderabad; 21st November 2025

On 21st November 2025, the Bharatiya Kala Mahotsav 2025, scheduled from 21st to 30th November 2025, was inaugurated by the Hon'ble President of India, Smt.Droupadi Murmu, at Rashtrapati Nilayam, Secunderabad. The event was organised by Rashtrapati Bhawan in association with the Ministry of Culture, Ministry of Tourism, and Ministry of Textiles, Government of India. The Council was given the mandate for branding, promotion, and media outreach by the Rashtrapati Bhawan Secretariat.

Present on the occasion were Hon'ble Shri Jishnu Dev Verma, Governor of Telangana; Hon'ble Shri Haribhau Bagde, Governor of Rajasthan; Hon'ble Shri Pusapati Ashok Gajapathi Raju, Governor of Goa; Shri Gajendra Singh Shekhawat, Union Minister of Culture & Tourism; Smt. D. Anasuya Seethakka, Minister of Panchayati Raj and Rural Development (including Rural Water Supply), Women & Child Welfare, Government of Telangana; and Shri Naresh Maganbhai Patel, Minister of Tribal Development,



Hon'ble President of India, Smt.Droupadi Murmu, at the inauguration of Bharatiya Kala Mahotsav 2025. The Council was represented by Mr.K N Tulasi Rao, COA Member and Convenor, ILTC, Narsapur

Khadi, Cottage and Rural Industries, Government of Gujarat, along with senior government officials. The Council was represented by



Mr. K N Tulasi Rao, COA Member and Convenor, ILTC, Narsapur. The 2nd Edition of the Bharatiya Kala Mahotsav (2025) focused on the Western Region of India, highlighting the rich cultural diversity, traditional craftsmanship, and performing arts of Maharashtra, Gujarat, Goa, Rajasthan and the Union Territory of Daman & Diu and Dadra & Nagar Haveli. The event brought together talented artisans, artists, performers and cultural organisations from across the country, showcasing the depth and vibrancy of Indian art, craft, music, dance, and traditional expressions. ■