



# SHAKTI AND HERITAGE UTSAV

One Nation  One Festival



## MAIN ATTRACTIONS

SPIRITUAL CEREMONIES AND RITUALS: DAILY AARTI AND BHAJAN SESSIONS | NAVRATRA PROCESSIONS | CULTURAL PERFORMANCES  
 ARTISAN AND CRAFT EXHIBITIONS: JK ARTISANS PAVILION | LIVE CRAFT DEMONSTRATIONS | HANDLOOM AND HANDICRAFT FAIR  
 CULINARY DELIGHTS: NAVRATRA FOOD FESTIVAL | KASHMIRI CUISINE SHOWCASE  
 HANDLOOM AND HANDICRAFT FAIR  
 BRAND SHOWCASES AND SPONSORSHIP OPPORTUNITIES: BRAND STALLS | INTERACTIVE SESSIONS | SPONSORSHIP INTEGRATION  
 HERITAGE WALKS | ADVENTURE ACTIVITIES | GARBA AND DANDIYA NIGHTS  
 YOGA AND MEDITATION SESSIONS | SPIRITUAL DISCOURSES

Celebrate this Navratri in **KATRA**

**03 October 2024 to 12 October 2024**





## **Objective**

**The event aims to celebrate the spiritual and cultural significance of Navratra, while promoting the rich heritage of Jammu & Kashmir. It will provide a platform for local artisans, businesses, and brands to showcase their products and connect with a wider audience, enhancing the cultural and economic vibrancy of the region.**





# Event Structure

## 1. Spiritual Ceremonies and Rituals:

- **Daily Aarti and Bhajan Sessions:**

Morning and evening Aarti and Bhajan sessions at the Vaishno Devi temple, engaging devotees in spiritual practices.

- **Navratra Processions:**

Evening processions featuring local performers, devotees, and artists, concluding at the temple with sacred rituals.

- **Cultural Performances:**

Classical dance performances (Garba, Dandiya Raas) and Bhajans by renowned artists to honor Goddess Durga.

## 2. Unity in Diversity Pavilion:

- **National Integration Pavilion:**

A central pavilion showcasing the rich cultural diversity of India, with each state representing its unique Navratra traditions.

- **Interactive Map of India:**

A digital map allowing visitors to explore Navratra celebrations across the country, highlighting unity in diversity.





## Event Structure

### 3. Nationwide Devotional Participation:

#### National Prayer Chain:

A synchronized nationwide Aarti and Bhajan session, live-streamed to showcase collective prayer and devotion.

#### Messages of Unity from Leaders:

Display of video messages or written blessings from leaders across India, emphasizing national unity.

### 4. Unity Mural:

#### Live Unity Mural Creation:

A large mural painted live during the event, with contributions from artists representing every state, symbolizing "One Nation."

### 5. Culinary Delights:

#### Navratra Food Festival:

A special section offering a variety of traditional Navratra dishes, focusing on sattvic (pure) food, prepared by local chefs and culinary experts. This will include delicacies like Kuttu ki Puri, Sabudana Khichdi, and Singhara Halwa.





## Event Structure

### 6. Brand Showcases and Sponsorship Opportunities:

- **Brand Stalls:**

Leading brands and local businesses will have the opportunity to showcase their products, ranging from wellness and health products to traditional attire, jewellery, and souvenirs.

- **Interactive Sessions:**

Brands can organize workshops, demonstrations, and product launches, allowing for direct engagement with attendees.

- **Sponsorship Integration:**

Various sponsorship packages will be offered, including branding on event materials, exclusive stalls, and media coverage.

### 7. Cultural and Adventure Tourism Promotion:

- **Heritage Walks:**

Guided tours around Katra and nearby areas, highlighting historical sites and the cultural significance of the region.

- **Adventure Activities:**

Promoting the adventure tourism potential of the region with activities like trekking, paragliding, and nature trails around Trikuta Hills.





## Event Structure

### 8. Evening Entertainment and Performances:

- **Cultural Performances:**

Every evening will feature performances by local and national artists, including folk music, dance, and theatre.

- **Garba and Dandiya Nights:**

Organized Garba and Dandiya Raas nights, inviting participants to join in the vibrant traditional dances, reflecting the festive spirit of Navratra.

### 9. Artisan and Craft Exhibitions:

- **JK Artisans Pavilion:**

A dedicated area where local artisans from Jammu & Kashmir can exhibit and sell their traditional crafts, such as Pashmina shawls, papier-mâché items, walnut wood carvings, and Basohli paintings.

- **Live Craft Demonstrations:**

Artisans will conduct live demonstrations of traditional crafts, allowing visitors to witness the intricate processes behind these beautiful creations.

- **Handloom and Handicraft Fair:**

A marketplace featuring stalls from across the region, showcasing a variety of handloom and handicraft products, promoting the local craft industry.





## Brief Program

- **All the events such as Inaugurations Ceremony; Devotional Song Competition; Laser show; and other cultural activities are proposed at Shrine Board Stadium, Katra** (within the reach of pilgrims and availability of proper infrastructure)
- **Unity in diversity Pavilion** (consisting of more than 100 stalls) **to showcase products and culture of country will also installed in stadium.**
- **We propose 04 welcome gates out of which 2 will designed in ethnical look and two Digital-LED Gates** (help us to showcase the rich and heritage culture of the state.
- **Wide coverage of the daily programmes through Electronics / Print Medium.**
- **Special pre festival sessions on Electronics Media to promote the festival.**
- **Artist from every state contribute to a mural symbolizing “ONE NATION”**
- **Interactive Map of India – How Navartara is celebrated across different regions with an engaging digital Map.**



PROPOSED SITE For all major activities.







## Promotional Strategy

- **Digital Marketing Campaign:** A robust online presence with social media promotions, website updates, and email newsletters to create buzz and attract visitors.
- **Media Coverage:** Collaboration with local and national media for extensive coverage, including live broadcasts, interviews, and event highlights.
- **Collaborations with Travel Agencies:** Partnering with travel agencies / Hotels to offer special packages for pilgrims and tourists, including transport, accommodation, and event passes.

## Expected Outcomes

- ❑ **Boost in Local Economy:** Increased sales for artisans and local businesses, promoting sustainable economic growth in the region.
- ❑ **Enhanced Tourism:** The event will attract both domestic and international tourists, boosting Katra's profile as a key cultural and spiritual destination. Currently local participation is higher compared to tourist.
- ❑ **Cultural Preservation:** By showcasing traditional arts, crafts, and performances, the event will contribute to preserving and promoting Jammu & Kashmir's cultural heritage.
- ❑ This format aligns the spiritual significance of Navratra with the economic and cultural development of Jammu & Kashmir, making it a well-rounded celebration that benefits both the local community and visitors.





## ❖ **Proposed Terms of Collaboration**

- ✓ **Resource Sharing:** The Department of Tourism may assist with logistical support, including venue arrangements, security, and permits, while AIVC will handle event planning, marketing, and vendor management.
- ✓ **Branding and Promotion:** The Department of Tourism will be prominently featured in all event branding, promotional materials, and media coverage, showcasing its role as a key partner in this prestigious event.
  - ✓ We believe that this collaboration will not only celebrate the spiritual and cultural essence of Navratra but also create a lasting impact on the cultural and economic landscape of Jammu & Kashmir. We look forward to discussing this proposal further and exploring how we can work together to make this event a grand success.





# NAVRATRA *UTSAV* CELEBRATING SHAKTI AND HERITAGE AT KATRA

*Be a part of something extraordinary*

One Nation  One Festival