Ministry of Tourism

Bharat Parv 2026 Showcases India’s Rich Cultural Heritage and Diversity at Ekta Nagar, Gujarat

Inaugurated by Prime Minister Shri Narendra Modi on 30 October 2026, the festival continues till 15 November 2026 under the theme ‘Ek Bharat Shreshtha Bharat’

States and Union Territories showcase ODOP products, traditional handicrafts, indigenous art forms and cultural performances

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Bharat Parv 2026, organised by the Ministry of Tourism, Government of India, in partnership with Gujarat Tourism and with the support of States and Union Territories, is underway at Ekta Nagar, Gujarat, celebrating India’s rich cultural heritage, vibrant traditions and diversity under the unifying theme of ‘Ek Bharat Shreshtha Bharat’. The festival was inaugurated by Prime Minister Shri Narendra Modi on 30 October 2026, as part of the celebrations of Rashtriya Ekta Diwas, and will continue till 15 November 2026.



The festival brings together traditional arts, handicrafts, regional cuisines, folk traditions, music, dance and indigenous craftsmanship from across the country, offering visitors an opportunity to experience India's cultural diversity at one destination.



A major attraction of Bharat Parv is the Theme Pavilion, featuring participation from 29 States and Union Territories, Incredible India and Central Cottage Industries. The pavilion showcases more than 100 One District One Product (ODOP) products, along with traditional handicrafts, textiles, paintings, agricultural produce and other distinctive regional products, highlighting the artistic excellence and cultural identity of different regions of India.

The ODOP showcases are a key highlight of the festival, with participating States and Union Territories presenting products that reflect the distinctive skills, traditional craftsmanship and local specialities of their respective regions. From intricately crafted textiles and handloom products to traditional paintings, handicrafts and region-specific agricultural produce, these exhibits offer visitors a glimpse of India's diverse indigenous products and craft traditions. By bringing locally renowned products onto a national platform, Bharat Parv provides an opportunity to enhance the visibility of regional craftsmanship, promote traditional skills and encourage greater appreciation of products made by local artisans and craftspeople. The Incredible India pavilion further highlights the country's heritage, culture and festivals through engaging digital interventions.





Live demonstrations by traditional artisans are another major attraction, providing visitors an opportunity to witness India's indigenous craftsmanship firsthand. These include traditional mask-making from Assam, Madhubani painting and Sikki craft from Bihar, Rogan art and traditional paintings from Gujarat, bamboo art from Chhattisgarh, coir-product making from Kerala, Pattachitra painting and silver filigree from Odisha, Aipan painting and Ringaal basket weaving from Uttarakhand, and Sozni art from

Jammu and Kashmir. These demonstrations provide a platform for artisans to showcase their skills and introduce visitors to traditional art forms, techniques and indigenous knowledge systems passed down through generations.



The festival also features a vibrant line-up of cultural performances representing the diverse folk and classical traditions of States and Union Territories. Visitors are experiencing Kuchipudi from Andhra Pradesh, Bihu and other folk dances from Assam, Garba from Gujarat, traditional folk performances from Haryana, Tholpavakoothu from Kerala, Ravanhatta instrumental music from Rajasthan, traditional dance forms from Tamil Nadu, Santoor performances from Jammu and Kashmir, and Baul folk music and Purulia Chhau from West Bengal, among several other regional performances. These cultural presentations bring alive the music, dance and artistic traditions that form an integral part of India’s cultural heritage.



The Food Court, featuring regional cuisines and traditional delicacies from 23 States and Union Territories, is another major attraction, offering visitors an opportunity to experience India's diverse culinary traditions. A specially curated Studio Kitchen, managed by the National Council for Hotel Management and Catering Technology (NCHMCT), further enriches the experience through demonstrations highlighting regional culinary practices and traditional food preparation techniques. The Food Court also hosts daily cultural performances from 5:00 PM to 8:00 PM, featuring artists from 10 States each day, combining regional cuisine, music and dance in a vibrant setting.





Beyond celebrating India's cultural diversity, Bharat Parv provides a common platform for showcasing regional products, promoting indigenous art forms and bringing traditional artisans, craftspeople and performing artists closer to audiences from different parts of the country. The festival also highlights the role of local traditions, crafts and cuisine in enriching tourism experiences and showcasing the distinctive cultural identity of different regions.

Bharat Parv 2026 continues to reinforce the spirit of 'Ek Bharat Shreshtha Bharat' by fostering cultural exchange, promoting national integration and celebrating India's unity in diversity. The festival will remain open to visitors at Ekta Nagar, Gujarat, until 15 November 2026.

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