

Indiatourism Delhi Celebrates the Spirit of Teej Festival with Cultural Splendor

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Indiatourism Delhi, Ministry of Tourism, successfully organized a grand celebration of the vibrant and culturally rich Teej Festival on 28th July 2025 at its office premises located at 88, Janpath, New Delhi. The event witnessed enthusiastic participation from both domestic and international guests and showcased the essence of Indian traditions, culture, and hospitality.



Teej, widely celebrated in northern states such as Rajasthan, Uttar Pradesh, Haryana, and Punjab, marks the onset of the monsoon season and honors the sacred reunion of Goddess Parvati and Lord Shiva. The festival is a symbol of prosperity, devotion, and feminine grace, traditionally observed by women with music, dance, mehndi, and festive customs.



The event featured a range of colorful activities including:

- Traditional folk performances from Rajasthan
- Henna (Mehndi) application booths
- Ladies adorned in vibrant traditional attire and colorful bangles
- Authentic North Indian festive cuisine
- Beautiful thematic décor reflecting the Teej spirit
- Distribution of traditional Indian sweets to all attendees

A notable highlight of the event was the presence of foreign tourists, who actively engaged in the festivities, tried henna designs, relished Indian cuisine, and thoroughly enjoyed the immersive cultural experience. Their participation added a vibrant international flavor to the celebration and highlighted the growing global interest in India's living traditions.



The festival brought together officials from the Ministry of Tourism, representatives from State Tourism Boards, and a wide array of tourism stakeholders including tour operators, hoteliers, travel agents, guides, and artisans. The celebration served as a platform to promote India's intangible cultural heritage, support local craftspeople and performers, and foster cultural exchange.



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