

Ministry of Culture is celebrating

SewaParv 2025: Viksit Bharat Ke Rang, Kala Ke Sang

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The Ministry of Culture, Government of India, is celebrating the SewaParv 2025 from 17th September to 2nd October 2025 as a nationwide festival of service, creativity, and cultural pride. Guided by the Prime Minister Shri Narendra Modi's vision of a Viksit Bharat by 2047, SewaParv aims to bring together communities, institutions, and individuals in a collective movement of Sewa (service), creativity, and cultural pride.

As part of the continuing celebrations, a painting competition was organised on 20th September 2025 at the Government Excellent School, Damoh (Madhya Pradesh) by the Cultural Centre for Research and Training (CCRT), Regional Centre, Damoh. The event witnessed enthusiastic participation of 500 school children, who expressed their vision of a *Viksit Bharat* through colours, creativity, and imagination.



The event was graced by Member of Parliament from Damoh, Shri Rahul Singh, as the Chief Guest. Interacting with the young participants, he appreciated their artwork and encouraged them to nurture creativity as a means of nation-building. Mr. S.K. Nema, District Education Officer, attended as the Special Guest and extended his best wishes to the students. Mr. R.P. Patel, Principal of Government Excellent School, Damoh, expressed gratitude to all dignitaries, participants, and members of society who supported the initiative.

The programme concluded with Hon'ble MP Shri Rahul Singh administering the Swachhta Pledge to all students, reinforcing the message of cleanliness and responsibility towards society. The event also saw the presence of teachers, social workers, and media representatives from the district.



In a separate event, CCRT's regional centre in Guwahati also organised a grand painting workshop at ChinsurahBalikaShikshaMandir Higher Secondary School, Hooghly (West Bengal). A total of 1008 school students and 150 college students showcased their creativity, presenting a beautiful glimpse of a Viksit Bharat through colours.



The Chief Guest, renowned painter Shri ShuvaprasannaBhattacharjee, said that under the leadership of the Hon'ble Prime Minister, India is moving towards creating world records. He interacted warmly with the children and congratulated CCRT for this excellent initiative.



The Special Guest, Shri Shubhendu Ghure, Chairman, Hooghly District School Council, appreciated the children's artworks and remarked that CCRT is doing remarkable work in harmonizing education and culture through art.

The programme concluded with all participants taking a Swachhata Pledge.

Swachhotsav – Swachhata Hi Sewa 2025

As part of the *Swachhotsav – Swachhata Hi Sewa 2025* programme, a cleanliness drive was undertaken on 20th September 2025 at Indira Chauraha, by the North Central Zone Cultural Centre campus, Prayagraj, Uttar Pradesh outside its campus. The activity, held under *SewaParv 2025*, reinforced the spirit of collective responsibility and civic participation.





Digital Participation

To ensure widespread engagement, the Ministry has enabled digital participation through the SewaParv portal:

- **Institutional uploads:** All the institutions under the Ministry of Culture and various States and Union Territories are documenting and uploading their events at the SewaParv portal <https://amritkaal.nic.in/sewa-parv.htm>.
- **Citizen contributions:** Individuals can upload their artworks, photographs, and creative expressions directly on the portal, and share them on social media using #SewaParv.
- **Branding and publicity materials** are available for download here: [Google Drive link](#).

How to Participate?

1. Individual Participation

Anyone can contribute by creating an artwork on the theme “Viksit Bharat ke Rang, Kala Ke Sang” in any medium or material of their choice. Participants may upload images of their artwork at:

<https://amritkaal.nic.in/sewa-parv-individual-participants>

2. Join a Painting Workshop at One of the 75 Locations

Participants can reach out to the concerned Ministry of Culture institutions at the given locations to take part. List of 75 locations: [Click here](#)

The events organised on 20th September under SewaParv 2025 across Damoh, Prayagraj, and Chinsura (West Bengal) beautifully showcased the convergence of Sewa and Kala in nation-building. In Damoh, young students expressed their vision of a Viksit Bharat through vibrant colours and creativity, while in Prayagraj, the cleanliness drive under “Swachhotsav, Swachhata Hi Sewa 2025” reinforced collective responsibility towards cleanliness and civic duty. In Chinsura, a grand painting workshop conducted by the Cultural Resource and Training Centre, Regional Centre, Guwahati, engaged students in exploring cultural heritage through art. Together, these initiatives exemplified the spirit of Janbhagidari, highlighting how citizen participation, creativity, and social responsibility contribute to building a stronger, developed India.

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