

Sewa Parv 2025: Viksit Bharat Ke Rang, Kala Ke Sang

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The Ministry of Culture, Government of India, is celebrating the Sewa Parv 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, Sewa Parv aims to bring together communities, institutions, and individuals in a collective movement of Sewa (service), creativity, and cultural pride.

As part of the ongoing Sewa Parv 2025, the North East Zone Cultural Centre (NEZCC), in collaboration with Rajiv Gandhi University, Doimukh, Arunachal Pradesh, organized an Exhibition of artworks and a Prize Distribution Ceremony on 1st October 2025 at Rajiv Gandhi University, showcasing the outcomes of the Painting Competition held a day earlier under the theme "Viksit Bharat ke Rang, Kala ke Sang".

The programme was graced by distinguished dignitaries:

- Prof. S.K. Nayak, Vice Chancellor, Rajiv Gandhi University
- Smt. Mamta Riba, IAS, Secretary, Department of Art & Culture, Arunachal Pradesh
- Dr. N.T. Rikam, Registrar, Rajiv Gandhi University
- Prof. Uttam Kr. Pegu, Dean, Faculty of Visual and Performing Arts, Rajiv Gandhi University





The dignitaries lauded the creativity of the participating students and highlighted the role of art in fostering innovation, cultural pride, and civic responsibility. The exhibition showcased the finest works created during the competition, reflecting the aspirations of young artists towards a Viksit Bharat. The event saw enthusiastic participation from students of Rajiv Gandhi University, making it a collective celebration of Arunachal Pradesh's cultural vibrancy.

Digital Participation

To ensure widespread engagement, the Ministry has enabled digital participation through the Sewa Parv 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 Sewa Parv 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 Painting Competition and Exhibition at Rajiv Gandhi University, Arunachal Pradesh, not only provided an opportunity for young artists to display their imagination and cultural values, but it also strengthened the resolve of the academic community to integrate art with national development goals. The event under Sewa

Parv 2025 highlighted how youthful creativity can inspire collective action and reinforce culture’s role in achieving the vision of *Viksit Bharat @ 2047*.

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