

LOK SABHA SPEAKER HAILS PURVANCHAL'S CULTURAL HERITAGE AT 'MAATI - 9' FESTIVAL

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Lok Sabha Speaker Shri Om Birla addressed a distinguished gathering today at the Purvanchal Mahotsav 'Maati 9', a premier festival celebrating the art, cuisine, tourism, and heritage of the Purvanchal region. Centered on the theme "Maati" (Soil), the event honors the profound connection between the people of the region and their ancestral roots.

During the event, Shri Birla hailed Purvanchal for its immense contributions to India's cultural and spiritual identity. He emphasized that the "Maati" of Purvanchal represents more than mere earth; it is a symbol of resilience, tradition, and a vibrant communal spirit. "The fragrance of our soil defines our identity," he remarked, stressing that festivals like Maati - 9 are essential to ensuring that the youth remain anchored to their heritage even as they achieve global success.

राजधानी दिल्ली में आयोजित 'पूर्वांचल महोत्सव - माटी' में शामिल होकर बड़ी प्रसन्नता हुई। मेरा मानना है कि व्यक्ति जीवन में कहीं भी रहे, उपलब्धि का कितना ही ऊंचा शिखर छू ले, लेकिन अपनी माटी से सदैव जुड़ा रहना चाहिए। माटी से जुड़ा हुआ व्यक्ति अपने संस्कार - संस्कृति, परंपराओं और... p
ic.twitter.com/ptkBWisWbi

— Om Birla (@ombirlakota) March 31, 2026

Highlighting the imperative of cultural preservation, Shri Birla underscored the importance of safeguarding local dialects, folk arts, and traditional cuisines. He noted that these elements do more than preserve history; they strengthen India's national fabric. Furthermore, he identified Purvanchal as a burgeoning hub for cultural tourism, noting that the region's unique heritage can drive local entrepreneurship and sustainable economic growth.

He praised the Purvanchali diaspora, noting that those living abroad continue to uphold the values of their homeland while contributing significantly to global progress.

"Today, the people of Purvanchal have carved out a distinct identity for themselves, both within the country and across the world," Shri Birla stated. He noted that from the halls of Parliament to the grassroots of rural society - and from local villages to international stages - the talent and commitment of the Purvanchal people remain a driving force for the nation.

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