



Media Release

Come and witness '*Kabir in every sense*' at the [Mahindra Kabira Festival](#)

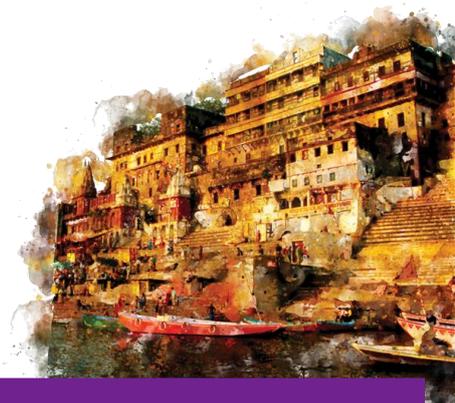
10th-12th November 2017

[MEDIA KIT - Includes Photographs and Festival Announcements](#)

New Delhi, 10 November 2017: The second edition of the Mahindra Kabira Festival scheduled from 10th-12th of November in Varanasi, is all set to celebrate the philosophy of Kabir and create an unforgettable experience through a musical programme peppered with diverse perspectives on Kabir's ideas and their continuing relevance in multiple aspects of modern day realities. The festival that celebrates the life and works of Kabir in his birthplace, has also imbibed in its execution his philosophy of cleanliness in thought and deed, by becoming a Yale certified 'Green Event'.

Conceived by the [Mahindra Group](#) and leading performing arts entertainment company, [Teamwork Arts](#), the Mahindra Kabira Festival has taken a number of measures on different aspects of sustainability and achieved the Platinum Level Green Event Certification from Yale. Green practices have been ingrained within it right from curation to execution with - minimum stationery usage and booking tickets online, among others. Mahindra Kabira Festival has also partnered with a voluntary organization with expertise in waste management that will contribute in making the Festival a "green and sustainable event".

For those looking to be inspired by Kabir, the Festival [promises an experience that truly celebrates '*Kabir in every sense*'](#). At Darbhanga Ghat for **Morning Music**, audiences will awaken to uplifting musical performances. In the afternoon, specially guided **Heritage and Food Walks**, curated by expert chroniclers, will unlock the city's mysteries, and help attendees understand the gentle passion of Kabir's philosophies. **Evening Music**, with headline performances by Shubha Mudgal and Kailash Kher, will mark the culmination of each day at the popular Chhota Nagpur Bageecha and at Assi Ghat after the grand *aarti*.



Apart from this unforgettable musical experience, invigorating Literature Afternoons on Darbhanga Ghat will feature experts who will discuss ideas inspired by Kabir's poetry. On Saturday, November 11, the Festival will host a spellbinding traditional *dastangoi* recital by Ankit Chadha. Based on historical research and folk lore around the 14th-century Bhakti poet, interspersed with Chadha's *khadi boli* poetry, the recital will take the listeners on a journey of finding Kabir within oneself. The discourse will progress with Abha Dalmia giving a talk on weaving. Having been associated with the textile industry for the past 40 years, Abha will introduce listeners to Kabir's life and heritage and focus on the dying art of Benarasi weaves.

The following day will witness an unconventional interpretation of Kabir's couplets by Vinayak Sapre. The session titled 'Dohanomics', looks at Kabir's poetry from the perspective of personal finance, unearthing solutions from Kabir's timeless wisdom by applying them to the subject. The session will dive into the economic concepts of stocks and mutual funds through the prism of Kabir in a cohesive and lucid way, covering the behavioural aspect of investing, which plays the most important role for an investor and the role of the right advisor along with the happiness quotient of investing!

With all this and more, there is much to look forward this weekend at the Mahindra Kabira Festival.

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**Entry:** Free Registration for the Literature Afternoons, Morning and Evening Music Performances on Saturday and Sunday. (*Advance registration required for the Literature Afternoons*)

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For media queries, please contact:

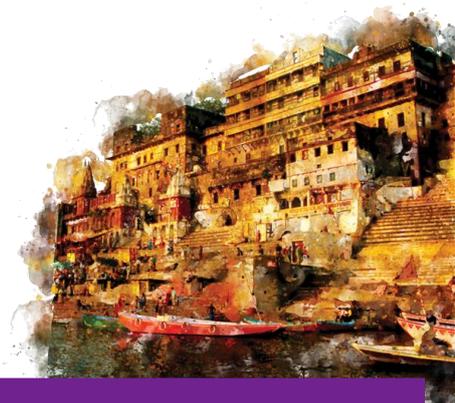
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NOTES TO EDITORS

About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

About Teamwork Arts: For over 25 years, Teamwork Arts has taken India to the world and brought the world to India. In countries such as Australia, Canada, Egypt, France, Germany, Hong Kong, Italy, Israel, Korea, Singapore, South Africa, Spain, UK and USA, Teamwork produces over 25 highly acclaimed performing arts, visual arts, and literary festivals across more than 40 cities. Teamwork Arts produces one of the world's largest free literary gatherings, the annual [ZEE Jaipur Literature Festival](#), the [Ishara International Puppet Festival](#) and the annual [Mahindra Excellence in Theatre Awards \(META\) and Festival](#) in New Delhi, international festivals [Shared History](#) in South Africa, [Eye on India](#) in the United States of America, [India by the Bay](#) in Hong Kong, [Confluence-Festival of India](#) in Australia, [India@70 2017: Year of Culture in the United Kingdom](#), and many more.

Website: www.teamworkarts.com

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