

Kahani Bharat Ki
Gujarat Chapter

Event Presented by :

Redhat communications | BIG EXPERIENCES
CRAFTING CORPORATE MEMORIES

Supported by :

Incredible India





About

RED HAT COMMUNICATIONS

Red Hat embodies refined excellence, led by seasoned professionals dedicated to recognizing brilliance in Travel, Hospitality, Luxury, Fashion, and Beyond. RedHat champions "Legitimate Luxury" and offers exclusive networking opportunities through prestigious conferences, summits, and awards which leads the way in transforming culture from static representation into a living, participatory experience.

BIG EXPERIENCES

CRAFTING CORPORATE MEMORIES

About

BIG FM EXPERIENCES

BIG FM Experiences is the experiential division of **BIG FM Group**, specializing in conceptualizing and executing immersive public experiences, cultural festivals, government collaborations, destination showcases, institutional events and large-format intellectual properties.

Venue Details



Pradhanmantri Sangrahalaya

Address: Teen Murti Marg Area, New Delhi, Delhi 110011

Audience Demographics

- **Regular Visitors:** 1500 visitors per day
- **Expected Footfall: 3500+ visitors** over the event duration through targeted outreach, school participation, families, tourists, and public engagement.

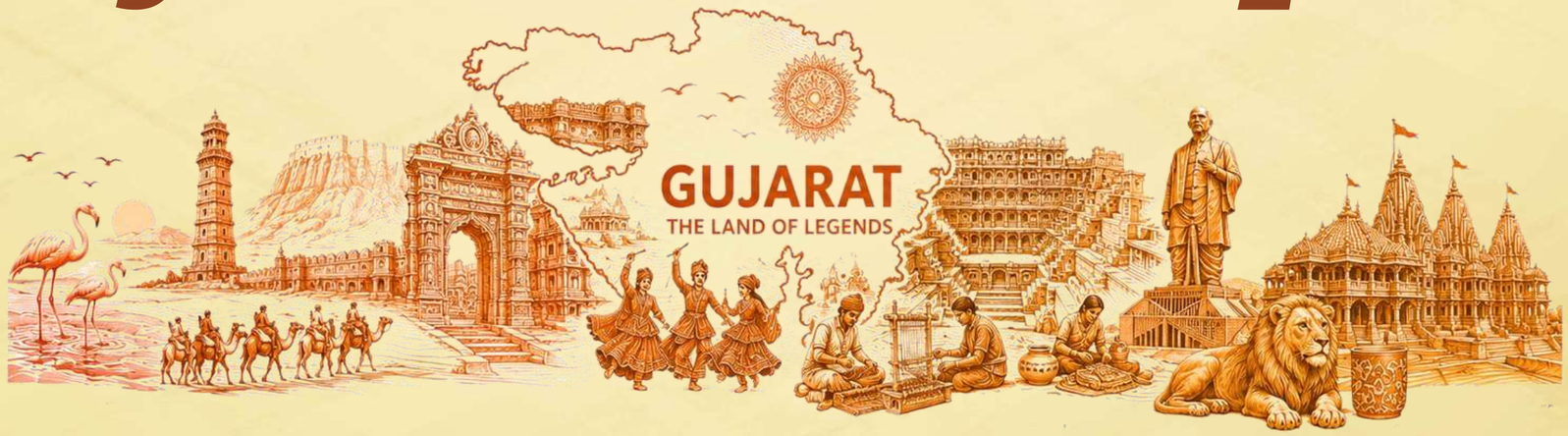


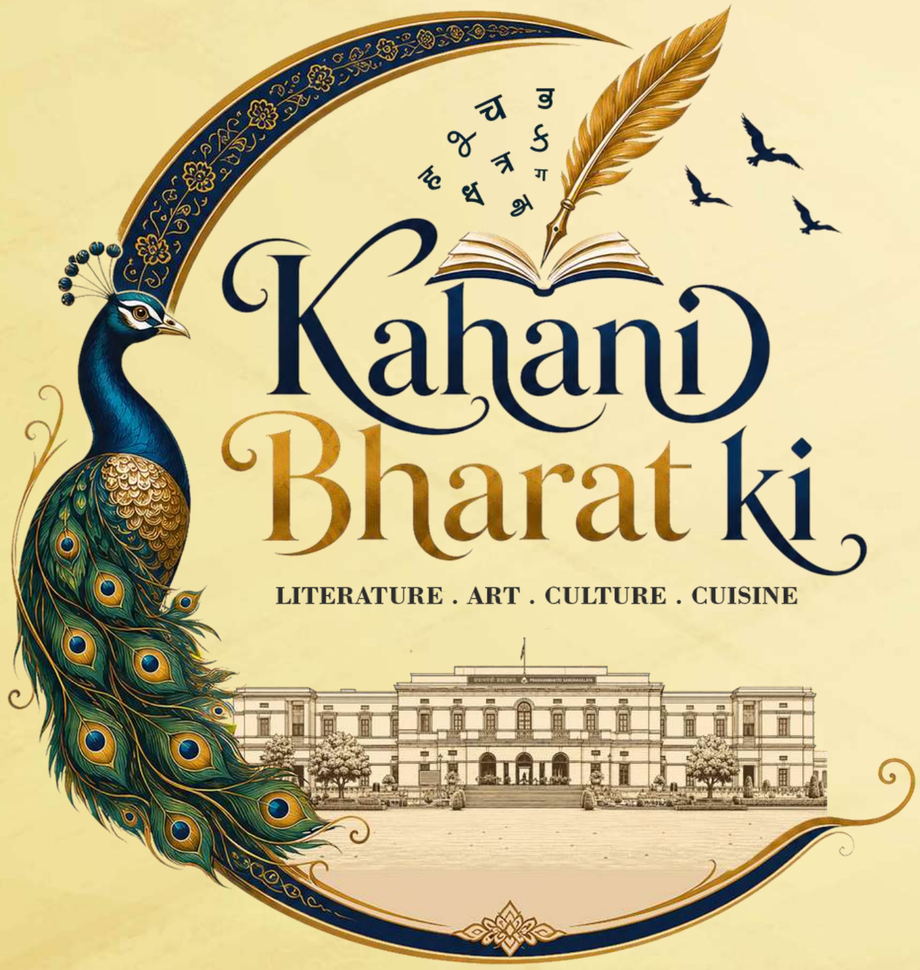




KAHANI BHARAT KI

Gujarat Chapter





Logo Rationale – Kahani Bharat Ki

"Kahani Bharat Ki" is a visual celebration of India's timeless stories, where every chapter unfolds through literature, art, culture, and cuisine. The peacock symbolizes India's vibrant heritage and pride, while the open book and quill represent storytelling and knowledge. The flowing Devanagari letters emerging from the book signify India's diverse languages and narratives, and the museum illustration anchors the experience in history. Together, the elements create an identity that invites audiences to discover the many chapters that make up the story of India.

“ Kahani Bharat Ki ”

GUJARAT CHAPTER

Discover the Soul of Gujarat.

A Nation of Stories Begins Here

On the birth anniversary of Mahatma Gandhi, we open the first chapter of Kahani Bharat Ki with Gujarat, a land where history, culture, innovation, and values come together. This is more than an event; it is the beginning of a living cultural series that will continue to unfold the remarkable stories of India's states, celebrating the unity found in its diversity.

The Four Zones - One Storyline

ZONE 1 - RANG

रंग मंच

‘ Rang Manch ’

The Spirit of Gujarat

Step into a captivating journey through Gujarat's rich history, heritage, and cultural legacy

ZONE 2 - RAS

चटोरी गली

‘ Chatori Gully ’

Flavours

Where authentic Gujarati delicacies meet other famous cuisine.

ZONE 3 - KAHANI

कहानी

‘ Kahani ’

The River of Words

Where books, art, and culture come together

ZONE 4 - KALA

कला

‘ Kala ’

The Mansion of Craft

Living haveli - Patola, Bandhani, Ajrakh, Rogan & mirror-work with live looms and buy-from-maker stalls.



Event Journey



ENTRANCE LOGO INSTALLATION

Kahani Bharat Ki Logo Installation

- An interactive logo installation inspired by India's timeless stories, where every chapter unfolds through literature, art, culture, and cuisine.
- Positioned at the entrance as the festival's first touchpoint, the iconic logo installation captures attention, encourages photo moments, and builds excitement, inviting visitors to step into the celebrations ahead.



MASCOT ENGAGEMENT

Cultural Mascot Parade

- Larger-than-life fibre mascots inspired by Gujarat's traditional attire, folklore, and iconic cultural symbols roam the festival, bringing the venue to life with vibrant energy and interactive performances.

- Guests can meet and interact with the mascots, enjoy spontaneous dance and storytelling moments, and capture memorable photographs throughout the festival journey. Colourful Gujarati-themed mascots create eye-catching, shareable photo and video opportunities, making them one of the festival's most iconic and social media-worthy attractions.



DIRECTIONAL MAP BACKDROP

Directional Event Map

- Two event directional maps, strategically positioned on the left and right sides of the entrance, help visitors easily navigate the venue, locate activity zones, and discover key attractions. Designed to be clear and visually engaging, the maps enhance crowd movement, minimize confusion, and ensure guests can explore every experience the festival has to offer.

- Clearly marked zones and wayfinding enable guests to plan their route, discover experiences of interest, and navigate the festival with ease.



EVENT INFORMATION DESK

Event Information Desk

- Designed as a welcoming touchpoint, the information desk ensures a smooth, informed, and hassle-free journey from arrival to departure. A right side located canopy information desk serves as the go-to point for Event queries, schedules, activity details, and general assistance.

- Friendly staff help visitors navigate the venue, understand event timings, locate key zones, and make the most of their festival experience.



FIRST AID & EMERGENCY DESK CANOPY

First Aid & Emergency Desk

- Strategically positioned beside the Information Desk near the entrance, the First Aid & Emergency Canopy provides quick access to medical assistance for visitors throughout the festival.
- Visitors are provided with dedicated emergency contact numbers, ensuring prompt support and assistance in case of any medical or safety-related situation.
- Staffed with trained personnel and essential first-aid facilities, the canopy reinforces a safe, well-prepared, and visitor-friendly festival environment.

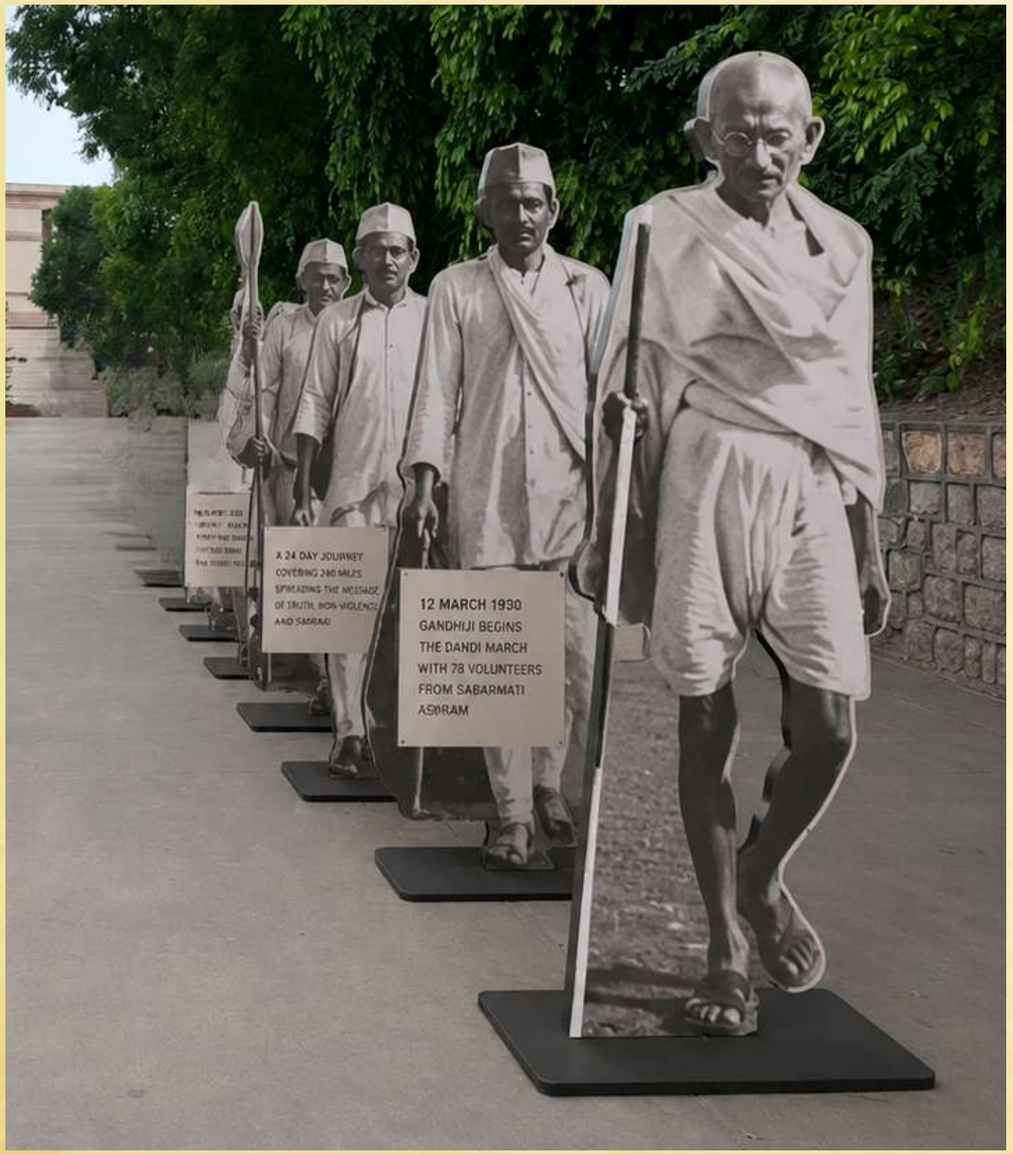


BLS AMBULANCE

Basic Life Support (BLS) Ambulance

- A Basic Life Support (BLS) Ambulance will be stationed near the parking area close to the entrance, equipped with essential first-aid equipment, oxygen support, and trained medical personnel to respond swiftly to non-critical medical emergencies.

- Rapid Response & Safe Transfer – Strategically positioned for quick accessibility, the ambulance ensures timely stabilization of patients and safe transportation to the nearest healthcare facility whenever required, reinforcing a safe and well-prepared festival environment.



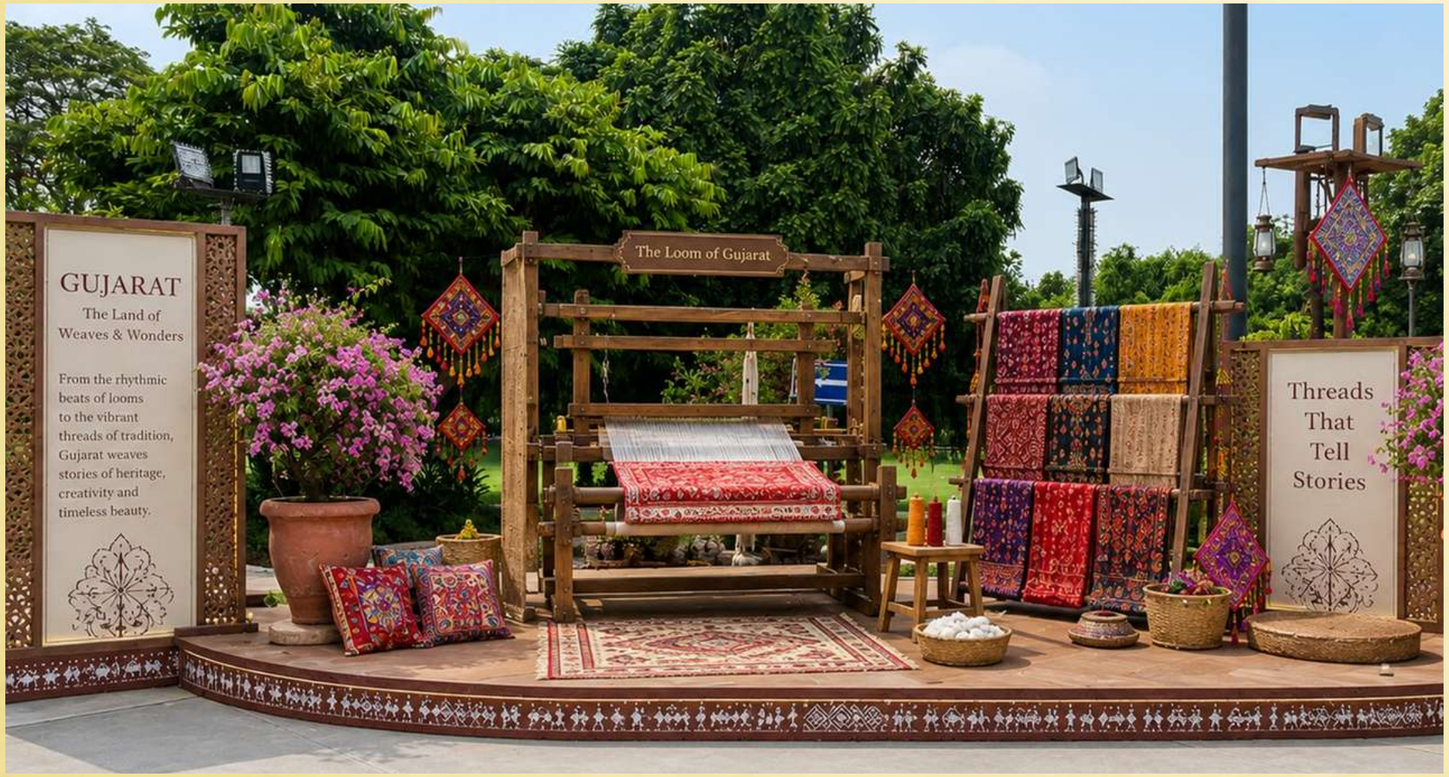
DANDI MARCH INSTALLATION

Dandi March Walkway

- As visitors move towards Main Lawn they walk alongside life-size cutouts of Mahatma Gandhi and the Dandi March volunteers, recreating one of India's most defining moments in the freedom movement.

- Informative milestones placed along the pathway highlight key facts and stories from the Dandi March, offering an engaging journey that celebrates Gujarat's pivotal role in India's independence while leading visitors to the experiences ahead.

LOOM INSTALLATION



Loom Installation in the Pathway

- Witness skilled artisans demonstrate the traditional art of handloom weaving, offering visitors a firsthand glimpse into Gujarat's rich textile heritage and craftsmanship.
- Informative display panels and a curated textile showcase introduce visitors to Gujarat's iconic weaving techniques and fabric traditions, creating an engaging and educational cultural experience.

Event Walkthrough

Entrance



“A warm Gujarati welcome awaits guests at the entrance with vibrant cultural mascots, creating a memorable first impression.”


ગુજરાતી
LITERATURE
FESTIVAL
Pradhanmantri



“For a safe and seamless experience, an ambulance will remain on standby while the festival map helps guests navigate the venue with ease.”


FESTIVAL MAP
INFORMATION DESK
FIRST AID



Guests are welcomed by the iconic Dandi March installation, celebrating India’s spirit of freedom


प्रधानमंत्री संग्रहालय
(ब्लॉक 1 एवं ब्लॉक 2)
PRADHAMANTRI SANGRAALAYA
(BLOCK 1 & BLOCK 2)
लाइट एंड साउंड शो
LIGHT & SOUND SHOW
टिकट काउंटर
TICKET COUNTER
ENTRY
ગુજરાતી
LITERATURE
FESTIVAL
ENTRY —
Straight Ahead
ENTRY —
Main Lawn
Amul
Gingerly
CANTEEN
Stories



A walkway showcasing the culture and beauty of Gujarat


ગુજરાત
MASHRU
TANGALIA
PATHOLA
BANDHANI
AJRAKH
COTTON
ગુજરાત
GIR NATIONAL PARK
LISTEN TO THE WILDLIFE
28 NATURE TRAILS
GUJARAT
THE LAND OF LEGENDS


GUJARAT
The Land of
Weaves & Wonders
From the rhythmic beats of looms to the vibrant threads of tradition, Gujarat weaves stories of heritage, creativity and timeless beauty.
The Loom of Gujarat
Threads That Tell Stories
ગુજરાત
MASURU
TANGALIYA
PATOLA
BANDHANI
AJRAKH
COTTON



THE LOOM

THREADS OF STORIES

- Inspired by the timeless artistry of Patola weaving, visitors contribute a colourful thread to a giant community loom.
- Each thread represents a story, dream, or value, collectively creating a vibrant woven artwork that symbolizes unity, creativity, and the shared spirit of Gujarat.



Guests will witness the intricate process of traditional loom weaving at the Threads that tell stories



Main Lawn

Rang Manch

THE MAIN LAWN



Vibrant fabric drapes inspired by Gujarat's festive traditions create a colourful canopy that transforms the venue into an immersive cultural experience

THE MAIN LAWN



THE MAIN LAWN



THE MAIN LAWN STAGE





Experiential Engagement

Activities

EXPERIENTIAL ENGAGEMENTS

Clay Letter Studio

Discover the beauty of language by sculpting Gujarati letters using clay and transforming them into colourful keepsakes.

How It Works

- Visitors choose a Gujarati alphabet stencil.
- Sculpt the letter using air-dry clay.
- Decorate it with traditional Gujarati patterns.
- Learn the pronunciation and a simple word beginning with that letter.

Takeaway

A handcrafted Gujarati alphabet souvenir.



EXPERIENTIAL ENGAGEMENTS

Comic Strip Studio

Bring Gujarat's legends, festivals, wildlife, and heritage to life by creating your own comic strip.

How It Works

- Visitors receive a blank comic template.
- Choose from illustrated characters such as:
  - Asiatic Lion
  - Garba Dancer
  - Kite Flyer
  - Mahatma Gandhi
  - Camel
- Add dialogue, expressions, and a unique ending.
- Display completed comics on the "Wall of Stories."

Takeaway

A self-created comic inspired by Gujarat.



EXPERIENTIAL ENGAGEMENTS

Bandhani Bookmark Studio

Inspired by Gujarat's iconic Bandhani textile art, visitors design their own handcrafted bookmark by combining vibrant patterns with meaningful words that celebrate reading and creativity.



How It Works

- Visitors choose a pre-cut bookmark.
- Decorate it using Bandhani-inspired stamps, dots, colours, and mirror stickers.
- Personalize it with:
  - A favourite quote
  - A new word learnt at the festival
  - Their name in Gujarati (optional)

Takeaway

A personalized bookmark celebrating Gujarat's textile heritage and the joy of reading.

EXPERIENTIAL ENGAGEMENTS

Print Your Heritage (Tote Bag / Scarf Printing)

Take home a personalized souvenir using traditional Gujarati block-printing techniques inspired by Ajrakh, Bandhani, and Patola motifs.





How It Works

- Visitors select a tote bag, or scarf
- Choose wooden printing blocks and natural fabric colours. Create their own pattern under artisan guidance.
- The finished product becomes a personalized keepsake.

Instagram Moment

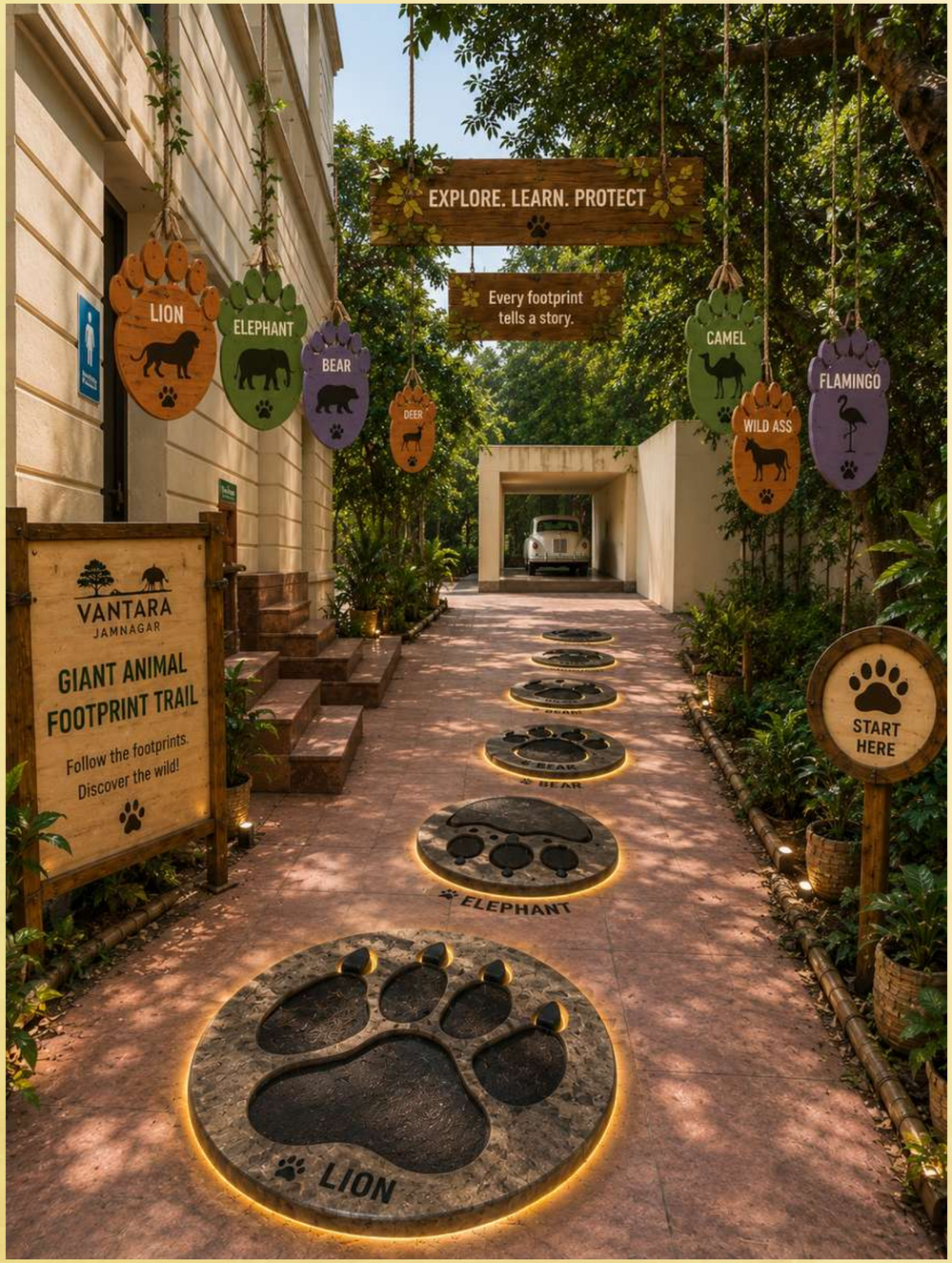
A colourful "Drying Line" where participants display their freshly printed creations.

Takeaway

A handcrafted souvenir from the festival.



Gir Trail



Gir Trail

Animal Footprint Trail

- Children follow the footprints of Gujarat's iconic wildlife while discovering fun facts about each animal through interactive hanging signages.

- A playful walk that turns every step into a learning adventure, making the journey engaging, educational, and memorable.



Rann of Kutch Installation


RANN OF KUTCH
Where White Desert Meets Endless Beauty
KUTCH
THE LAND OF
ART & HERITAGE
RANN OF KUTCH
WHITE DESERT
ENDLESS HORIZONS
VIBRANT CULTURE
TIMELESS BEAUTY



F&B | Kids Zone

Chatori Gully


FOOD ZONE
GUJARAT & INDIA
GUJARATI THALI
Khandvi • Dhokla • Undhiyu
FARSAN CORNER
Khaman • Patra • Handvo
STREET FOOD
Pani Puri • Dabeli • Kachori
NORTH INDIAN
Paneer Tikka • Biryani
SOUTH INDIAN
Dosa • Idli • Vada
LIVE COUNTER
Jalebi • Dosa • Kulfi
360° CULTURAL EXPERIENCE
KIDS ENGAGEMENT AREA
PUPPET SHOW
KIDS ACTIVITIES
STORY TELLING
PUPPET SHOW
ART & CRAFT
KITE DECORATION
COLOURING ZONE
PUZZLE AREA
TRADITIONAL GAMES
Taste.
Tradition.
Togetherness.
That's
Gujarat !
GUJARAT
THROUGH TIME
BUILD
EXPLORE
DISCOVER
GUJARAT
GUJARAT
THE LAND OF LEGENDS
Eat
Play
Learn
Celebrate
Gujarat !



KIDS ZONE ACTIVITY

Gir Lion Photo Installation

- An interactive photo installation inspired by the Asiatic Lion of Gir, Gujarat's iconic wildlife symbol.
- Children can step inside the lion, click memorable photos, and learn fun facts about Gir through engaging storytelling and facilitator-led interactions.



KIDS ZONE ACTIVITY

Clay Wildlife Workshop

- A guided clay modelling activity where children create wildlife and animals inspired by Gujarat under the supervision of facilitators.
- Every participant who completes their creation receives a complimentary candy floss or balloon, making the experience fun, rewarding, and memorable.



KIDS ZONE ACTIVITY

Reward Corner

- Every child who completes a clay animal at the workshop receives a complimentary balloon or candy floss.
- A simple reward that celebrates creativity, encourages participation, and leaves every child with a smile.



KIDS ZONE ACTIVITY

Dadi Ki Kahaniyan

- A nostalgic storytelling corner inspired by the tradition of listening to grandparents under a tree.
- Through engaging stories from Gujarat's history, folklore, and values, children experience timeless wisdom, culture, and life lessons in an interactive way.





KIDS ZONE ACTIVITY

360° Gujarat Experience Dome

- A mini planetarium where children sit on the floor and enjoy a 360° immersive visual journey through Gujarat's culture, heritage, wildlife, festivals, and landmarks.
- A fun, cinematic experience that brings the stories of Gujarat to life.

Additional Ideas



KIDS ZONE ACTIVITY

Interactive Kite Installation (Optional)

- A vibrant, interactive photo installation inspired by Gujarat's iconic kite festival. Children and families can pose and click memorable pictures.
- Celebrate Gujarat's culture through a fun, colourful, and Instagram-worthy experience.

Additional Ideas



KIDS ZONE ACTIVITY

Little Book Corner (Optional)

- A colourful mini bookshop offering storybooks, colouring books, activity books, and creative kits .
- An engaging corner where children can discover, learn, and take home a piece of memory through books and art

KIDS ZONE ACTIVITY

Additional Ideas

Option 1



Option 2





Literature Zone

Kahani


GUJARAT CHAPTER
LITERATURE FESTIVAL
Words
Inspire
Worlds
શબ્દો માં સંપદા,
વાતોમાં વિશ્વ.
KAHANIYO
GUJARAT NI
Stories. Poetry. Ideas
LIBRARY UNDER THE SKY
Every
Book
A New
Journey
Open a Book
Open Your
World
Read
Reflect
Connect
Gujarat
In Every
Story



LITERATURE STAGE

- A vibrant Gujarati-inspired discussion stage celebrating stories, literature, art, and ideas.
- Designed with traditional motifs, mirror-work accents, and warm handcrafted elements, it creates an inviting setting for author talks, fireside chats, cultural conversations, and storytelling sessions that bring Gujarat's rich heritage to life.



TRADITIONAL BAITHAK

- A warm and inviting community space inspired by Gujarat's traditional baithaks, where visitors can relax, browse books, engage in meaningful conversations, or simply soak in the literary atmosphere.

- Designed to encourage dialogue, reflection, and cultural exchange throughout the event.



ART GALLERY

- A curated collection of artworks inspired by Gujarat's vibrant culture, folklore, architecture, and traditions, offering visitors an immersive glimpse into the state's artistic legacy.



LITERATURE STAGE

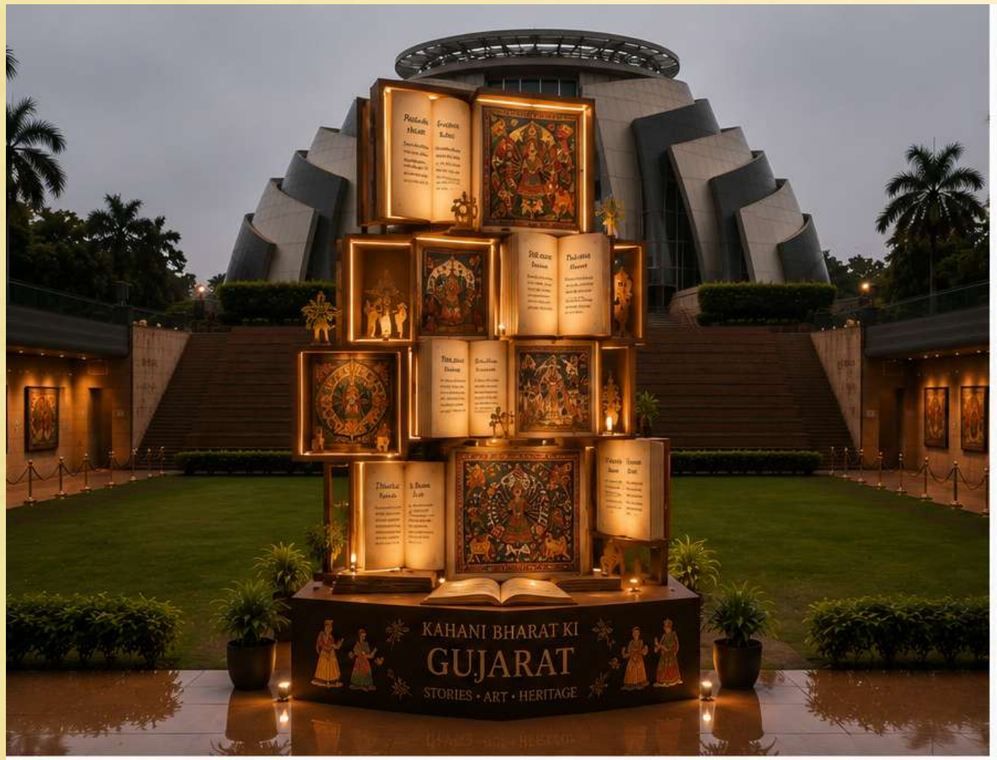
- The Community Library and Kahaniyon Ke Pods together create a warm and inviting space for visitors to discover Gujarat's rich literary heritage. While the library offers a curated collection of books on literature, folklore, art, and culture, the cozy reading pods provide intimate corners to pause, read, and reflect.

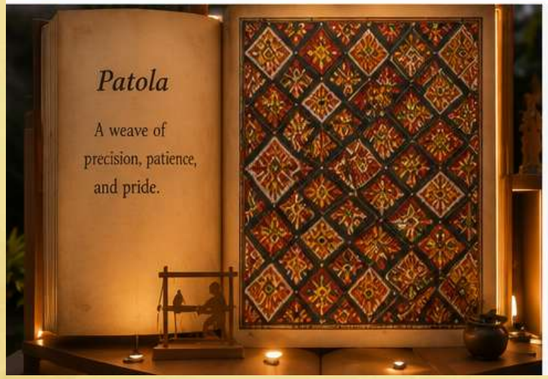
- Together, they encourage meaningful engagement with stories and inspire a love for reading across generations.

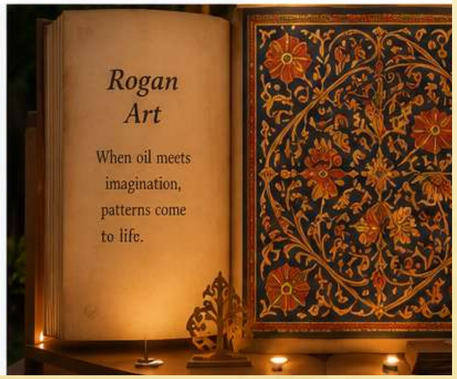


AKSHAR STAMBH (PILLAR OF WORDS)

- A symbolic installation celebrating the journey of words into art. It represents how literature, language, and creativity come together to shape Gujarat's rich cultural legacy.







STORIES IN EVERY STROKE

- Every page showcases a masterpiece, and every masterpiece tells a story. This installation highlights Gujarat's vibrant artistic traditions through the language of books and visual art.



Artisan Zone

Kala


ક્રાફ્ટ બજાર
CRAFT BAZAAR
PITHORA PAINTING





WHERE TRADITION COMES ALIVE

- Step into the world of Gujarat's timeless craftsmanship. Meet master artisans as they create traditional artworks live, offering a rare glimpse into techniques that have been preserved and passed down through generations.

- Learn the stories, history, and cultural legacy behind every masterpiece.



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THANK YOU