

GOVERNMENT OF ASSAM  
OFFICE OF THE DIRECTOR OF HIGHER EDUCATION, ASSAM,KAHILIPARA  
GUWAHATI-19

ECF No. 686692/1

From :- Ms. Gayatri Naiding, AES  
Joint Director of Higher Education, Assam  
Kahilipara, Guwahati-19

To, 1. The Registrar  
(All Universities of Assam)  
2. The Principal, (ALL)  
Govt./ Provincialised/PDUAM/ Govt./ Model colleges of Assam.

Sub :- Regarding participation in Kalantar , 2025

Ref :- Govt. letter No. E-658917/2025/77 dated 30/07/2025.

Sir /Madam,

In inviting a reference to the subject cited above, I am directed to the subject cited above, I am directed to forward herewith Govt. letter along with its enclosures in connection with participation in Kalantar, 2025 which is self explanatory and request you to take necessary action on the matter.

Yours faithfully,

Digitally signed by  
GAYATRI NAIDING  
Joint Director of Higher Education, Assam  
Kahilipara, Guwahati-19  
Date: 22-08-2025  
19:05:43

Memo ECF No. 686692/1-A

Copy to :- 1. The Secretary to the Govt. of Assam, Higher Education Department,  
Dispur, Guwahati-6 for favour of kind information.

Joint Director of Higher Education, Assam  
Kahilipara, Guwahati-19

**GOVERNMENT OF ASSAM  
HIGHER EDUCATION DEPARTMENT  
DISPUR :: GUWAHATI-6.**

**Block-C, Ground Floor, Janata Bhawan, [higheredu.assam@assam.gov.in](mailto:higheredu.assam@assam.gov.in).**

No. E-658917/2025/77

From : Under Secretary to the Govt. of Assam,  
Higher Education Department.

To : 1. The Director of Higher Education, Assam,  
Kahilipara, Guwahati-19.  
2. The Director of Technical Education, Assam,  
Kahilipara, Guwahati-19.

Sub : Reg. participation in Kalantar, 2025.

Ref : No- Nil, dated 21-07-2025.

Madam/ Sir,

I am directed to enclose herewith a copy of letter under reference with enclosures received from the Coordinator of *Kalantar, 2025*, a reputed NGO which speaks for itself and request you to kindly take necessary initiative for wide circulation of the communication amongst the educational institutions under your respective administrative control enabling maximum participation in this unique celebration of art and social change event.

Yours faithfully,

**Digitally signed by  
MANASH JYOTI DAS  
Date: 30-07-2025  
19:12:45**

Under Secretary to the Govt. of Assam,  
Higher Education Department

Enclo: As stated above.

**Memo No. E- 658917/2025/77-A**

**Copy to:**

1. PS to Chief Secretary, Assam.
2. P.A. to Secretary to the Govt. of Assam, Higher Education Department, Assam, Dispur, Guwahati-06.
3. Smti. M. Mandal, Coordinator of *Kalantar, 2025* for information.



**(Digitally Signed)**

Under Secretary to the Govt. of Assam,  
Higher Education Department





**• Invitation to the state of Assam for participation in KALANTAR 2025 (Annual Art Festival) - Reg:**

< kalantarfoundation@gmail.com >

Mon, 21 Jul 2025 9:31:15 AM +0530

To "cs-assam"<cs-assam@nic.in>

**Kind Attention: PPS to Chief Secretary**

**Respected Sir,**

We proudly introduce ourselves as a leading non-profit organization of the country working in the field of bringing social changes by way of practicing art. Since our inception, we have tried to help people understand the power of art within them and further exploit it for their self-growth and for growth of society.

Among our various endeavors, four prominent are:

- कारागार के कलाकार (कारागार के बंदियों के लिए कला के जरिये मानसिक स्वास्थ्य कार्यक्रम)
- कला-दीक्षा (निःशुल्क कला प्रशिक्षण केंद्र)
- देश के प्रथम कला ग्राम की स्थापना
- कला-उत्सव (देशव्यापी वार्षिक कला प्रतियोगिताएं)

One prominent initiative of Kalantar is the **Annual Art Festival** under which we organize National Level Competitions in various art-form (including, but not limited to (painting, creative writing, music, acting, dance). Topics in the competition are taken considering their social impact. **USP of the event is that prisons, old age homes, women shelter, juvenile prisons and orphanages equally participate in these programs and every year we get participation of more than 50000 participants from across the country.**

In past years government departments like MoHUA, DRDO, NMCG and Government of Uttar Pradesh have been our official government partners. It would not be out of place to mention that many states have shown interest and have supported these competitions for larger participation by circulating the information of the event:

- To the schools (through Department of Basic and Secondary Education)
- To the colleges (through Department of Higher Education)
- To the professional artists (through Department of Culture via State Lalit Kala Akademi, Sahitya Akademi and Sangeet Naatak Akademi)
- To the prisons (through Department of Prison Reforms)
- To the govt. observation homes, women shelter (through Dept. of Women and Child Development)
- To the orphanages, old age homes and Eklavya schools (through Department of Social Welfare)
- To the especially abled (through the Department of Health)

Sir, we would be really humbled, if the information regarding this year's Annual Art Festival – KALANTAR 2025 may please be shared among various departments (as mentioned above) for circulation to relevant institutions / organizations, so that maximum number of people (of all age groups) can participate in this meaningful event under Mission Kalantar. **Letter of invitation, Annexures containing more information on the event, and videos about .**

Best Regards,

Mousumi Mandal  
Coordinator – Kalantar 2025

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Video Message by Sri D S Mishra (former Secretary - MoHUA ) [https://youtu.be/zLuuvQhxp4M?si=2Rn\\_oB1b88he87Ta](https://youtu.be/zLuuvQhxp4M?si=2Rn_oB1b88he87Ta) .

Video Message by Sri Rajiv Ranjan Mishra (former DG - NMCG) <https://youtu.be/s9iVeRCRxWE?si=JlJya5A6JR7PBEvg>

Video Message by Sri D S Mishra (former Chief Secretary, Government of Uttar Pradesh) (<https://www.instagram.com/kalantarart/reel/CoM0N4rNR7G/>)

## 2 Attachment(s)

Kalantar Letter to Chief Secret...  
258.2 KB

ANNEXURES - KALANTAR 20...  
432.2 KB





ANNEXURE - 2

Dear Friends,

Way back in 2012 when we started the journey of Kalantar, we were sure that one day it will reach to millions of people like you - who want to explore the art within, and who want to convey themselves not by words rather by expressions. And, I am glad that I have been able to reach you to convey #MissionKalantar.

**Our Annual Art Festivals** are not just competitions on various art forms in various age groups, rather they are a trigger to bring your mind in sync with your heart. And so is our upcoming event KALANTAR 2025 – Annual Art Festival. **At Kalantar, we believe that art is not just a skill, rather, it is the strongest tool to bring a huge social revolution in the society.**

Whenever you paint, sing, dance, write, act, design, recite or orate, somehow it raises our serotonin levels. And mark this, these benefits don't just come from making art, they also occur by experiencing art. Observing art can stimulate the creation of new neural pathways and ways of thinking. Art releases stress and increases focus. So, **participate in this event to exploit the power of art within you.**

The topics / themes chosen for the art festivals are meant to ignite your mind. So, you don't have to search it on the online search engines. You search it within yourself, in your environment and in the society on a whole. **You will be able to make a better entry, only if will come out with your original thoughts and if the same is concatenating with the topic.**

Remember, **ART IS THE LANGUAGE OF HEART.**

Cheers!!!!

**Vishal Srivastava,**  
**Chairman - Kalantar Art Foundation**





# KALANTAR 2025

## ANNUAL ART FESTIVAL

### COMPETITION CATEGORIES AND SCHEDULE



#### ONLINE SUBMISSION OF ENTRY

**START DATE – 28<sup>th</sup> JULY, 2025**  
**END DATE – 21<sup>st</sup> SEPTEMBER, 2025**

ART FORM	SUB-CATEGORY (IF APPLICABLE)	AGE GROUP	1 <sup>ST</sup> ROUND SCHEDULE (ONLINE SUBMISSION OF ENTRIES, THROUGH KALANTAR PORTAL)		2 <sup>ND</sup> ROUND SCHEDULE (IF APPLICABLE)
			START DATE	END DATE	2 – 20 OCT, 25
PAINTING	Not applicable	Above 5 years and below 7 years	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Slot for 2 <sup>nd</sup> round will be shared with maximum top 20 participants from each age group
		Above 7 years and below 10 years			
		Above 10 years and below 14 years			
		Above 14 years and below 18 years			
		Above 18 years (non-professional)			
		Above 18 years (professional)			



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ART FORM	SUB-CATEGORY (IF APPLICABLE)	AGE GROUP	1 <sup>ST</sup> ROUND SCHEDULE (ONLINE SUBMISSION OF ENTRIES, THROUGH KALANTAR PORTAL)		2 <sup>ND</sup> ROUND SCHEDULE (IF APPLICABLE)
			START DATE	END DATE	2 – 20 OCT, 25
DIGITAL ART	Not applicable	Above 18 years	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Slot for 2 <sup>nd</sup> round will be shared with maximum top 20 participants from each age group
CREATIVE WRITING	Hindi Story	Above 14 and below 18 years	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Slot for 2 <sup>nd</sup> round will be shared with maximum top 20 participants from each age group
	Hindi Poem				
	English Story	Above 18 years			
	English Poem				
SINGING	Not applicable	Age group open to all	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Not applicable
LYRICS AND SINGING WITH MUSIC	Not applicable	Age group open to all	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Not applicable
DANCE	Not applicable	Age group open to all	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Not applicable
ACTING	Nukkad Naatak	Age group open to all	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Not applicable
	Play				
STORY TELLING	Not applicable	Above 14 and below 18 years Above 18 years	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Not applicable
RECITATION OF SHLOKAS	Not applicable	Above 8 years and below 11 years	28 <sup>th</sup> July, 2025	21 <sup>st</sup> September, 2025	Not applicable
		Above 11 years and below 14 years			
		Above 14 years and below 18 years			

ANNEXURE-4



**KALANTAR 2025 – Annual Art Festival**  
**SCAN HERE TO SIGN-UP FOR THE EVENT**

