

NDTV
CREATORS

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By The Varanasi Ghats...





THE RISE OF A CULTURAL MOVEMENT

Creators Manch isn't just an event — it has become India's most authentic celebration of culture, creativity, and expression.



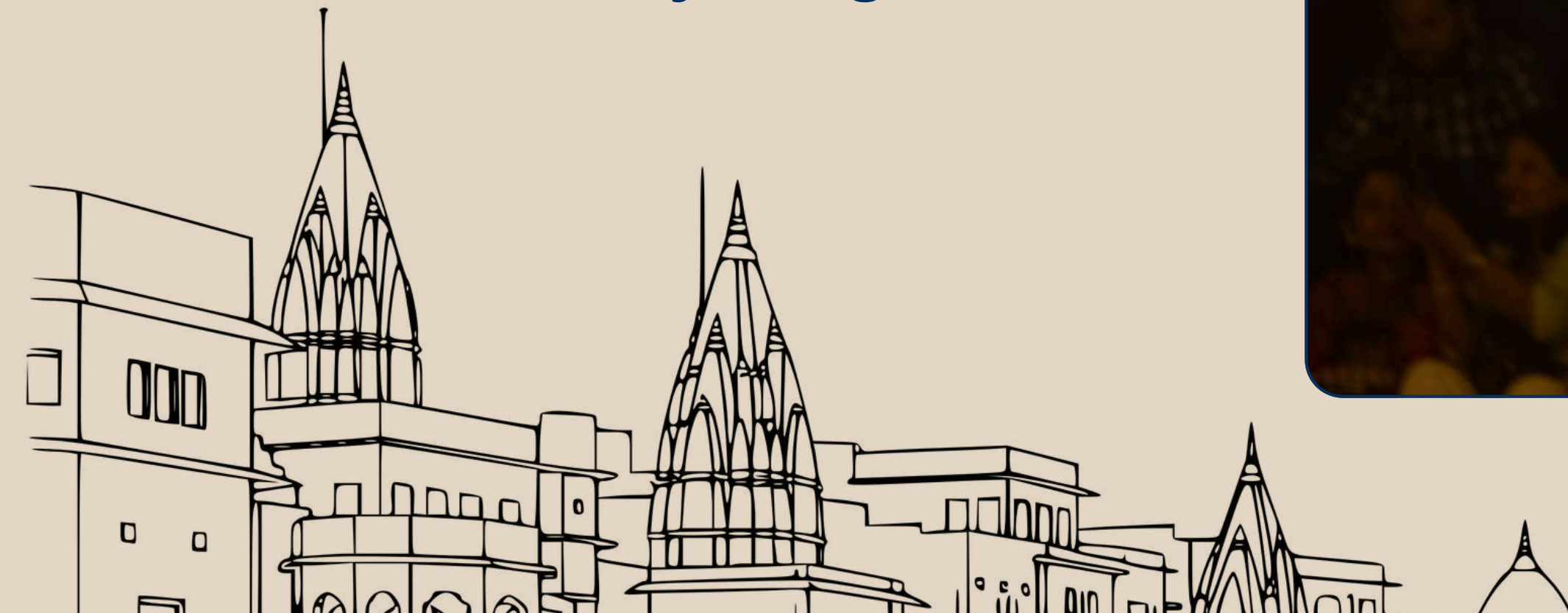
AND THIS NOVEMBER, THE CULTURAL EPIC ARRIVES AT THE SPIRITUAL CAPITAL OF INDIA – VARANASI

the world's oldest living city,
where culture is lived, not
performed.



WHY VARANASI?

Creators Manch echoes the CII Banaras Cultural Biennale's mission of showcasing living cultural practices—music, craft, literature, community arts and spiritual heritage—through engaging conversations, performances and creator-led storytelling.



HOSTING CREATORS MANCH AT THE NAMO GHAT

By hosting the edition at the Nammo Ghat, Creators Manch naturally complements the Biennale's immersive experiences—*boat storytelling, ghat-side performances, poetry amphitheatres, and heritage-led cultural dialogues.*

The initiative supports Banaras' positioning as a global cultural capital



PROGRAMMING PHILOSOPHY

A. Conversations

High-energy panels with writers, filmmakers, artists.

B. Performances

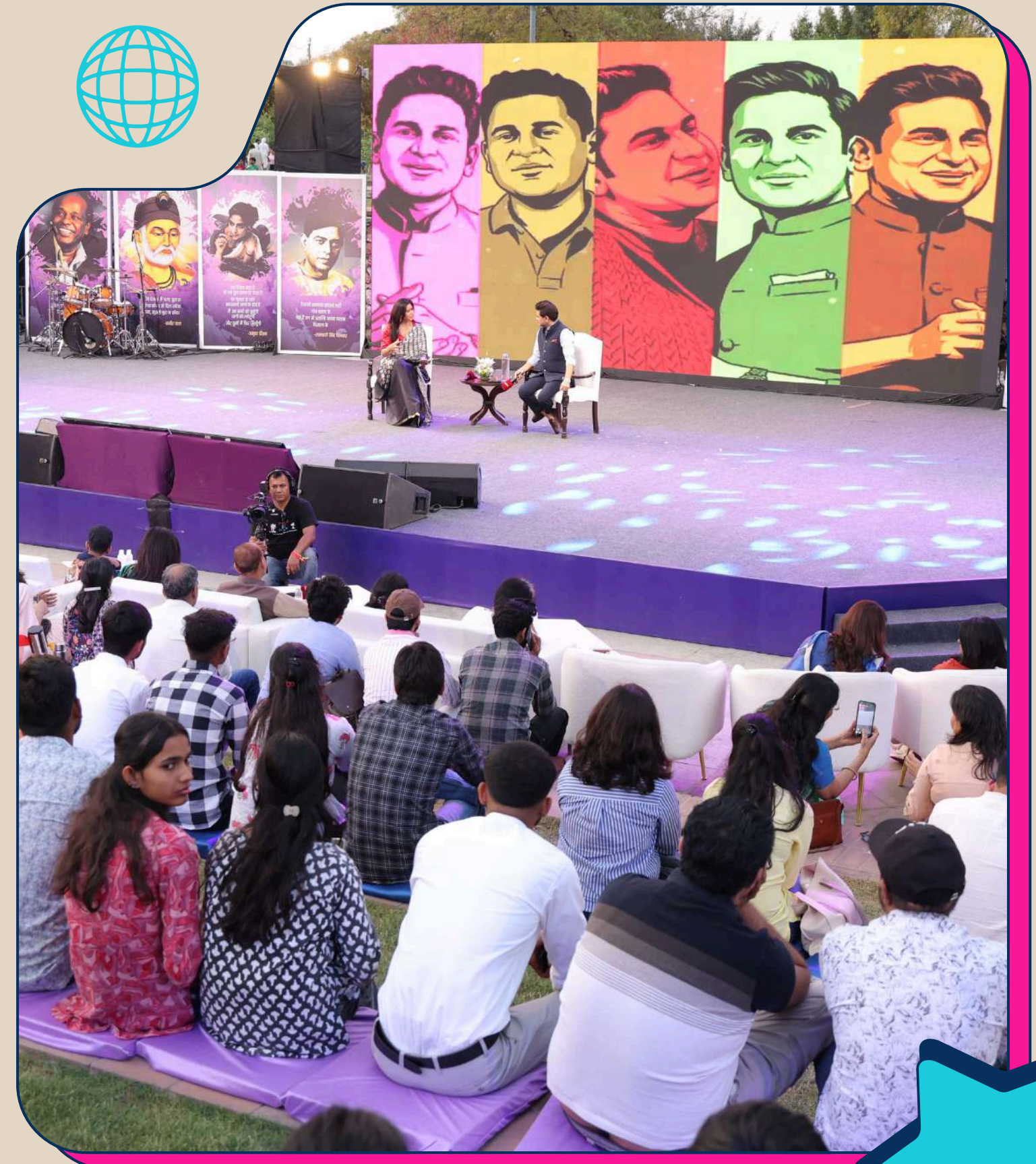
Poetry, classical music, folk, storytelling.

C. Cultural Experiences

Live art, Ganga-inspired soundscapes, local crafts.

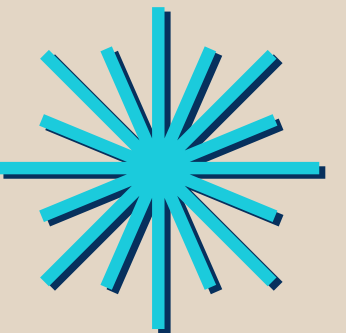
D. Digital-First Segments

Creator-focused mini-talks, reels, social-first content.





CURATED SESSIONS

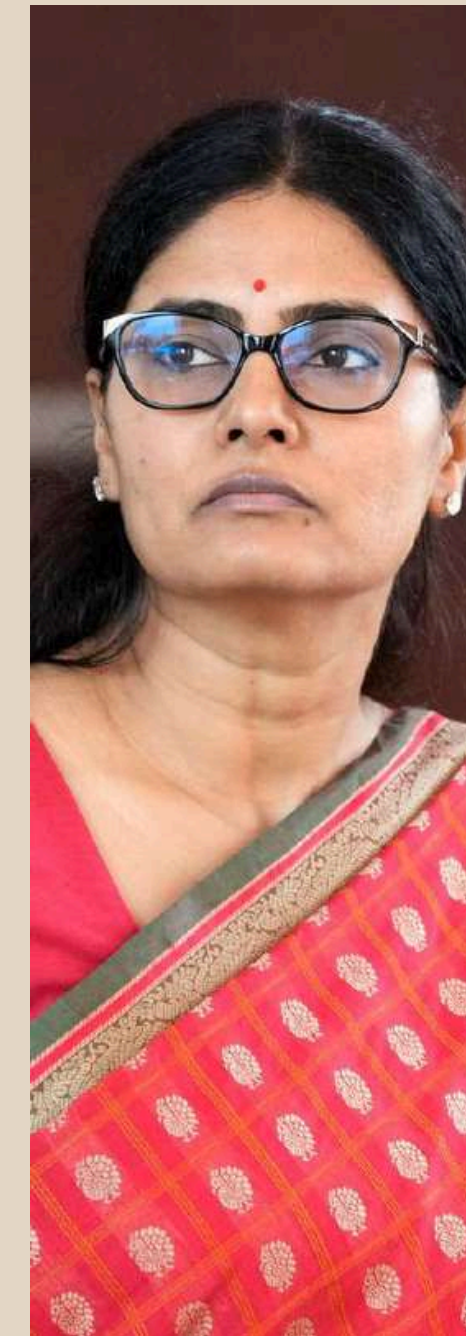


SESSION 1: "VARANASI AS A SYMBOL OF NATIONAL UNITY & SOFT POWER"

- Varanasi's cultural diplomacy and tourism revival—rooted in its timeless spiritual identity and aligned with the vision of inclusive development.
- Government initiatives continue to preserve Kashi's heritage while promoting artistic innovation along the Ganga's iconic ghats.
- Speakers: UP CM Yogi Adityanath, Anupriya Patel, Smriti Irani.

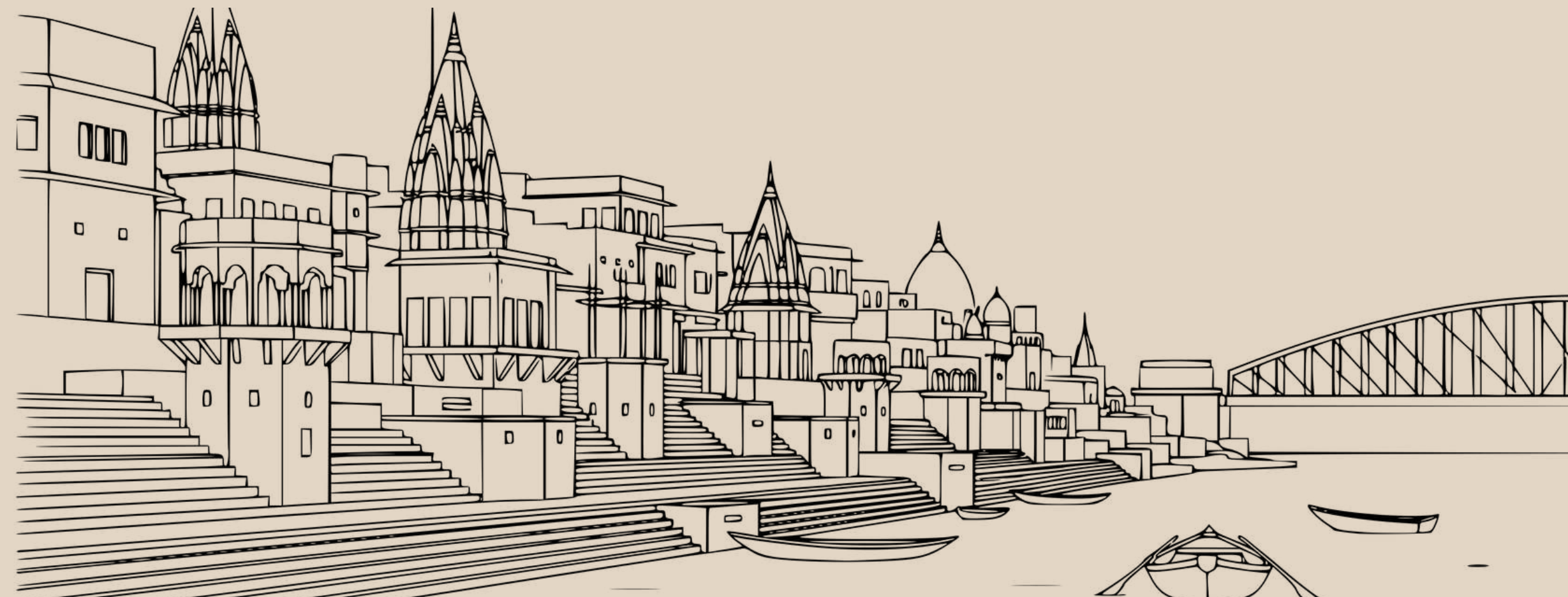
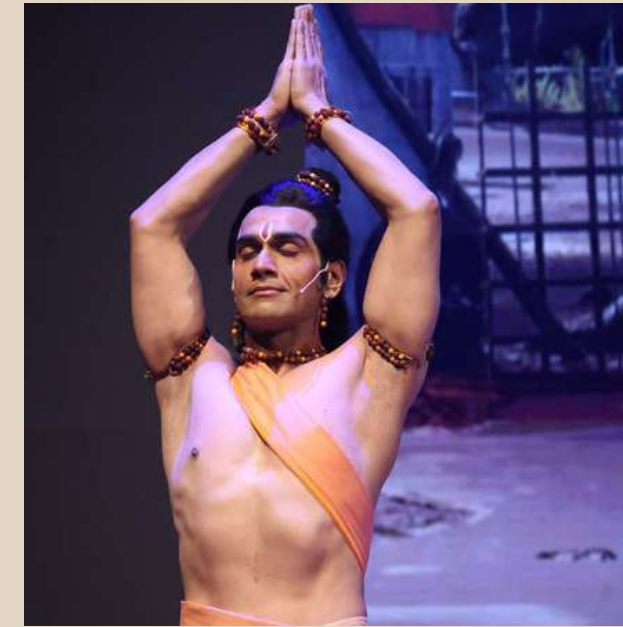


*Tentative Guest List



SESSION 2: "EPIC ON STAGE: RAMAYANA'S THEATRICAL SAGA" (BOLLYWOOD MEETS BHAKTI)

- “Humare Ram” retells the Ramayana through its lesser-known chapters, bringing a fresh and powerful perspective to the stage.
- Its exploration of untold stories aligns closely with Amish Tripathi’s interpretation of epics and mythologies.
- **Speakers:** Ashutosh Rana, Amish Tripathi, Arun Govil.



*Tentative Guest List

SESSION 3: RAM KA VISHWAS (PERFORMANCE)

- Kumar Vishwas brings his poetic flair to the Ramayana—blending emotion, humor, and conversational insight through recitations and anecdotes.
- His segment can include interactive poetry and a sneak peek into the Ramayana music he's developing with AR Rahman and Hans Zimmer.



SESSION 4: RAM KATHA RASAMRIT (PERFORMANCE)

- **Jaya Kishori — renowned spiritual orator and singer — brings soulful bhajans and insightful talks on:**
 - **Ramayana's core themes of dharma, devotion, and righteousness**
 - **Melodic renditions dedicated to Lord Rama**
 - **Reflections connecting Ramayana's wisdom to modern life**



SESSION 5: "THE SOUL OF VARANASI'S FOLK TRADITIONS" (DISCUSSION + PERFORMANCE BY SWATI MISHRA)

- Keeping bhajans and folk music alive in the age of viral trends, while exploring local–mainstream collaborations — their opportunities and challenges.
- Understanding why Varanasi's soil inspires authenticity and the lessons it offers the next generation.
- Speakers: Kumar Vishwas, Swati Mishra & local temple priests.



OTHER POSSIBLE GUESTS



Rajan Jee Maharaj



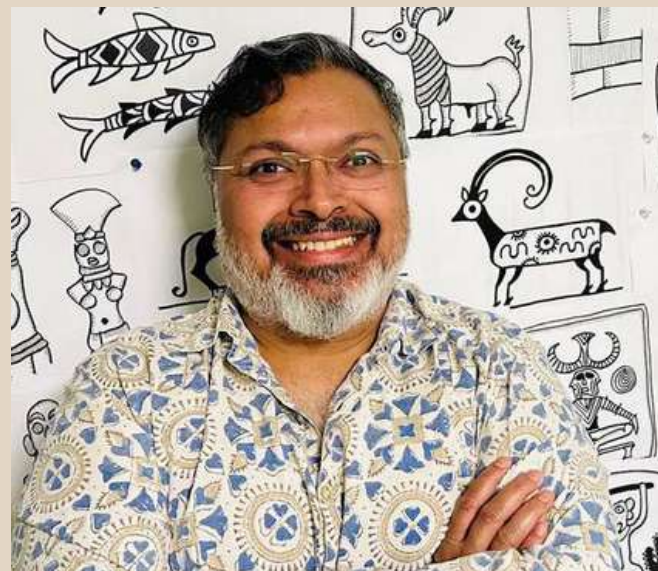
Manav Das



**Mahant Nrityagopal Das
(Ram Mandir Trust)**



**Pt Chhannulal
Mishra**



Devdutt Pattanaik



Ravi Kishan



Sai Pallavi

CONTENT SPREAD

TV

- 01 Live Dip In & Dip Out on NDTV India & NDTV 24x7
- 02 Packaged episodes on NDTV India & key network channels.
- 03 Short format videos on network channels.

DIGITAL & SOCIAL

- 01 Exclusive Microsite with all details
- 02 Articles & Stories on NDTV website.
- 03 Live Streaming on social handles



AMPLIFICATION PLAN



TV

PROMOS + LBANDS | NDTV INDIA & NDTV 24x7

DIGITAL

APP NOTIFICATIONS + POSTS & PROMOS

PRINT AD

IN A LEADING PUBLICATION

RADIO

SPOTS ON A LEADING STATION

TRADE

B2B MAILERS & BANNERS

PR

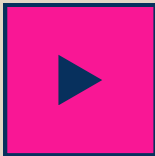
PRE & POST EVENT RELEASE ON DIGITAL & PRINT



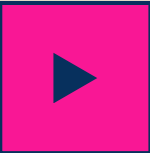
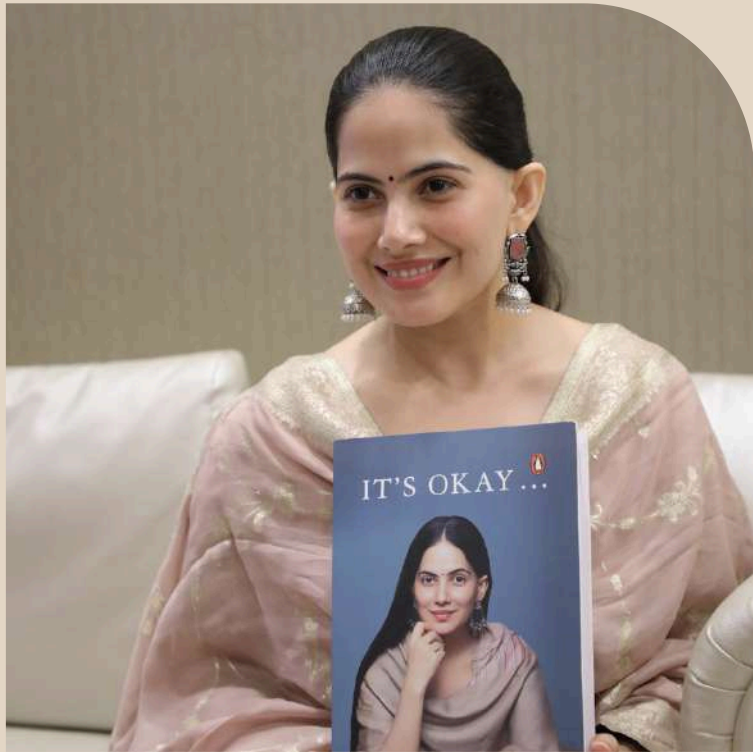


SEASON 1 – MAHARASHTRA SADAN

Where the Journey Began – Creators Manch began its journey at Maharashtra Sadan, in the heart of the nation’s capital – a venue symbolic of power, heritage, and statehood. The inaugural edition instantly established Creators Manch as a premium, content-forward cultural forum.



GLIMPSES FROM SEASON 1



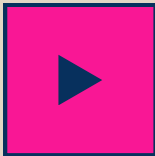


SEASON 2 – SUNDAR NURSERY

Culture Blooms in a Heritage Landscape – The second edition unfolded at Sunder Nursery, Delhi's UNESCO-awarded heritage space – a living garden of history, architecture, and art. Season 2 transformed the IP from a promising idea into a powerful cultural brand.



GLIMPSES FROM SEASON 2



A PACKED HOUSE OF ENGAGED VIEWERS!



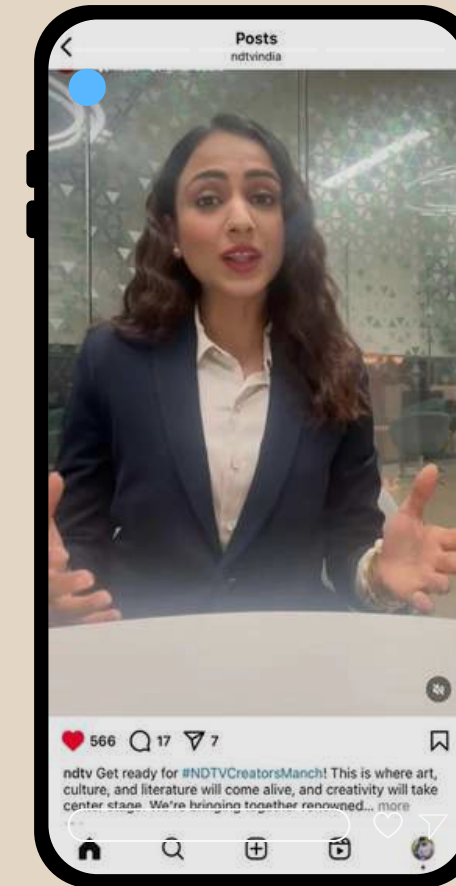
Season 1



Season 2

WITH A HIGH OCTANE ENGAGEMENT!

10 MN+ VIDEO VIEWS
25 MN+ DIGITAL REACH
55 MN+ SOCIAL MEDIA IMPRESSIONS
AND COUNTING.....





WHY PARTNER WITH CREATORS MANCH?

India's creative economy is booming — expected to grow exponentially with tech integration and global recognition.

There's a rising global interest in Indian art, cinema, music, and craft.

NDTV, as a trusted media house of India, is the perfect platform to amplify this movement ensuring high OTS.

The youth are seeking identity and roots through new forms of cultural expression.

Brands and creators alike are looking for authentic, immersive platforms that celebrate India.



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