

آگرہ آرٹس فیسٹیول
Agra Arts Festival
آगरा आर्ट्स फेस्टिवल



Festival Report



Agra Arts Festival is a celebration of the city's creativity: through art, performance and food. Journey with us through 'din, shaam, aur raat': connect with communities, discover hidden histories and explore our surroundings.

Discover stories of heritage in community walks, panel discussions and art workshops by day.

Savour local food and crafts at dusk. Be enchanted by traditions of music, poetry, theatre and dance as night unfolds.

Timings

7 am - 10 am
2 pm - 10 pm

Indian Ticket prices

One day 150/-
2 days combo 250/-

International Ticket prices

2 days combo 1000/-

Contact

Sweta 7037729479
Arhaan 8006656338

Address

Kala Kutir, near 78 MLD
STP Plant, Budhana Village,
Fathehabad Road Agra.

Agra Arts Festival

17-18
October
2025

Arhaan-ur-Rehman
Tushar Santlani
Zakir sahab
Shahid sahab
Maahir sahab
Asif Khan Dehlvi
Shubham Singh Jakhad
Arnica Maheshwari
Faiz Ali Shah Niazi
Veer Munshi
Harvijay Singh Bahia
Arun Dang
Dr. Vijay Sharma
Mohammad Naushad
Krantinaari
Bharatiya Sangeetalaya
Pinki Didi
Saloni Mahajan
Herok Pal
Sheroes Hangout
Jyoti Khandelwal
Nriya Jyoti Kathak Kendra
Rana Safvi
Parvati Sharma
Tanishka Kachru
HEXXYDUXXYBOX
Allah Noor Qawwal
Studio Exit
Kala Kutir
and more !



@agraartsfestival



REGISTER HERE



Agra Arts Festival, 2025

50+ artists
400+ visitors
22 performances
7 learning workshops

6 locations
15 artisans
19 collaborators

31 student volunteers
The first edition of the festival saw significant local and community participation.

AAF 2025 is presented by



Kala Kutir

Kala Kutir, located along the green edges of the Taj Mahal, is a **residential, cultural and community space focused on art, literature and healing.** Kala Kutir hosts workshops, performances and exhibitions alongside local businesses, creators and gathering spaces.

Sound of Women

Sound of Women, **a project supported by Studio Monkey Shoulder,** is empowering women to record, perform and preserve their music while collaborating with artists and producers from across India and beyond. With this collaboration, **the festival brings into focus the significant, but lesser known stories of women,** their historic roles and significance in society, and immeasurable contributions to the city and its legacies.

Introduction



Agra Arts Festival is a celebration of the city's creativity: through art, performance and food. The festival brings together the numerous experiences of art, history, culture and tradition offered by the historic city of Agra.

The first edition of Agra Arts Festival (AAF) encourages a shift of perspective through din, shaam aur raat: the bright, sweet day, an eventual cool evening and the inevitable, mystical night. Drawing parallels to the idea of shab-o-roz, (an Urdu phrase meaning 'night-and-day') the never ending spectacle of light and shadow. This allows us to reflect on the city as a continuous passage of time, and experience of space. How does Agra look, sound and feel during the daylight hours, at dusk, and deep into the night? What becomes of the moments in between? A key presence over the years, what hidden histories do Agra's walls and winding lanes hold?

'Ganga-Jamuni tehzeeb' is a poetic Awadhi phrase referring to the distinctive confluence of cultures that exists in the settlements by the Ganga and Yamuna rivers. Within Agra, we see traces of an idea that emphasises the distinct, historical flavour of Agra's composite culture, deriving from Akbar's Sulh-i-kul, a process for living together with differences, making cultures of belonging. The work of Miya Nazeer Akbarabadi, (1735-1830) poet of Agra, evokes this polyphony of faiths and remains a living testament to this composite culture.

How does this confluence of cultures find a contemporary voice through the creative arts? More importantly, how can we give space to cultures to be able to represent their authentic selves? **Seeking answers in co-creation and collaboration, centered on community-building,** this festival invites both artists and observers to connect with their surroundings and each other. To move beyond the existing associations of art with privilege, the festival positions itself as central to the artists as much as the art forms. It is a platform accessible to both artists and audiences, and a way to document and share intangible cultural heritage.

Agra Arts Festival was hosted the week of 12th to 18th October 2025, in numerous locations across the city.



Origins of the Festival

“The idea of the Agra Arts Festival emerged organically while we were in the early stages of setting up Kala Kutir—a cultural centre and residency space envisioned as a living hub for art, dialogue, and community in Agra. During this phase, I met Tanishka Kachru, and we began discussing the possibility of engaging design students and creating a creative ecosystem in the city. What started as a conversation about student involvement and small-scale artistic interventions gradually evolved into a larger question: Why not create a city-wide arts festival rooted in Agra’s cultural landscape?”

Over the following months, Tanishka and I continued to explore this idea—discussing potential formats, outcomes, and the impact such a festival could have on students, artists, and the city. Around the same time, I connected with Krantinaari, who was working on The Sound of Women project across Uttar Pradesh and was looking to organise a concert in Agra. Recognising a shared vision, I proposed bringing these ideas together to create something more expansive and inclusive.

Both Tanishka and Krantinaari responded enthusiastically, and this collaboration led to the birth of the Agra Arts Festival—a multidisciplinary, community-driven cultural event. The festival was designed to be co-created with students from NID, who were to be in residence for 15 days, researching, designing, and producing the festival as part of an immersive learning process. Krantinaari joined the project in the days leading up to the festival, bringing in powerful narratives and performances centred on women’s voices. What emerged was not just a festival, but a collective cultural process—one shaped by dialogue, collaboration, education, and community participation—reflecting the spirit in which Agra Arts Festival continues to exist.”

*-Kaleem Ahmed Qureshi
(founder, Kala Kutir)*

Meet the Curators

The people who made the festival possible.



Kaleem Ahmed Qureshi is a cultural curator, storyteller, and founder of Kala Kutir, a creative centre being shaped under UNESCO's Intangible Heritage framework. He curates the Taj ke Saat Rang Festival and the Agra Arts Festival, designing experiences rooted in music, food, history, and community. Kaleem's work blends heritage with contemporary expression, creating intimate spaces where people slow down, connect, and rediscover meaning.



Krantinaari, (she/her) known as "Voice of Revolution," is a versatile multidisciplinary artist, rapper, and graphic designer from Mumbai, India. Her music, a fusion of Hindi, English, and Kannada, champions women's empowerment and social justice. Exploring multidisciplinary artforms in the hip-hop scene, her stories circle around the facts in feminism, sustainability, technology and more.



Dr. Vijay Sharma, a Ph.D. in Behavioural Economics with 22 years of experience in community theater, has worked as an actor, playwright, and critic, and has served as the Cultural Coordinator of Agra University for the past 20 years. For the past two years, Dr. Vijay has been conducting workshops in schools and colleges on "Theatre of the Disadvantaged" and "Gender Reminder," addressing gender identity and sensitivity in society.



Atmiye Erum is the founder of Journey to Roots, a community-driven organisation working at the intersection of nature, heritage, and civic awareness, engaging people through walks, dialogues, and offbeat city explorations. Her work focuses on building awareness around environmental issues, pollution, and heritage conservation, while encouraging citizens to reconnect with their surroundings.



Arhaan-ur-Rehman, a law graduate from Aligarh Muslim University, is a heritage walk leader, storyteller, and passionate advocate of heritage. This deep-rooted connection shapes his love for history, architecture, performing arts, visual expression, and the culinary traditions that define local culture.



Sweta Jadaun is a development professional who has spent the last few years working closely with communities from tribal regions and rural belts, especially working on women's empowerment, nutrition, and strengthening on-ground systems that support them. Her work has been about understanding people's realities, improving the structures around them, and creating pathways that make their everyday lives a little better and a little easier.



Shantanu Jadaun is an independent researcher whose academic background in history and political science combined with practice, takes the form of immersive heritage walks and guided explorations across various urban and rural landscapes, enabling a grounded engagement with local histories. Currently consulting with UNESCO in Agra, he also curates Heritage Hindustan, a public-facing media platform that seeks to share the layered and often lesser-known stories of the Indian subcontinent.



Studio Exit

Meet the Designers

AAF as a Learning Space

NID Ahmedabad's Professional Studio course for Exhibition Design worked towards developing a pedagogy around the Agra Arts Festival. It was designed as a four-week residency programme (two weeks on-site and two weeks in studio) for fifteen students who responded to the vision of the festival.

Collaborating with the Kala Kutir team, Sound of Women and student volunteers from local colleges, the design students worked on co-creating the festival's dynamic visual identity, designing sustainable performance spaces, as well as developing and conducting a series of learning programmes with the local partners and sponsors that were presented at the two day festival as exhibitions and workshops. The studio course bridged the gap between contemporary art, pedagogy, ecology, and heritage studies, creating a unique ecosystem for learning



Tanishka Kachru

Studio
EXIT



Vision for the Space

The festival was primarily hosted at Kala Kutir, designed to reflect the theme of Din, Shaam aur Raat, with events transitioning from the city to the space on the outskirts over the course of the day.

The festival venue was manifested in 7 days with the support of a team of dedicated volunteers— local university students from Agra. This festival gave them the opportunity to engage with event management and learn what goes on behind the scenes.

"Making AAF was possible because of the contributions of various sponsors and in order to honour their coming-together to bring this festival alive, we dedicated a media board right in front of our entrance alley."



Festival space

Vision for the Space

The entrance alleyway was designed with a patchwork tapestry featuring motifs based on Agra, designed specifically for the festival. Seating was designed in the intimate style of a 'baithak' between two stages, allowing the audience to experience both performance spaces as needed. The main stage housed performances during the day, the 'kutir', allowing for shade in the bright afternoon, transitioning to the central stage for performances during the cooler night.

Prioritising sustainable materials and the longevity of designs, the team created lamps, signposts, food + craft stalls and decorative elements with recycled bamboo, thrifted fabric and garments and jute rope. The overhead shade for the stalls was created by reusing tent-material from Kala Kutir. The design team used 3D scanning to develop a 3D model of the space. The stairs in the entryway were provided with strong bamboo railings and ramps were introduced in place of steps to the washrooms.



Festival Space



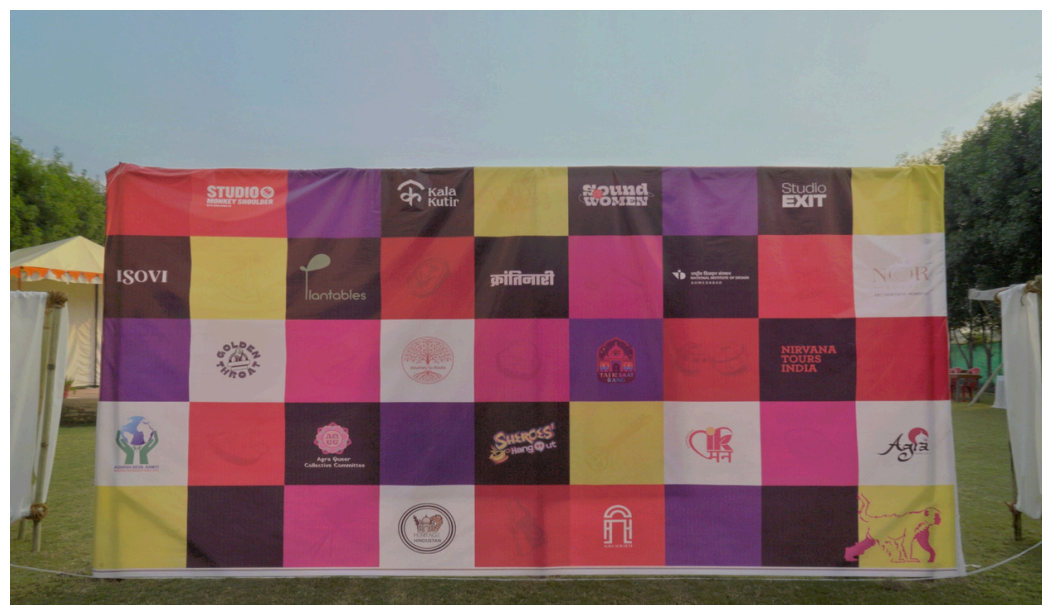
Visualisation



Visualisation



Execution



Execution



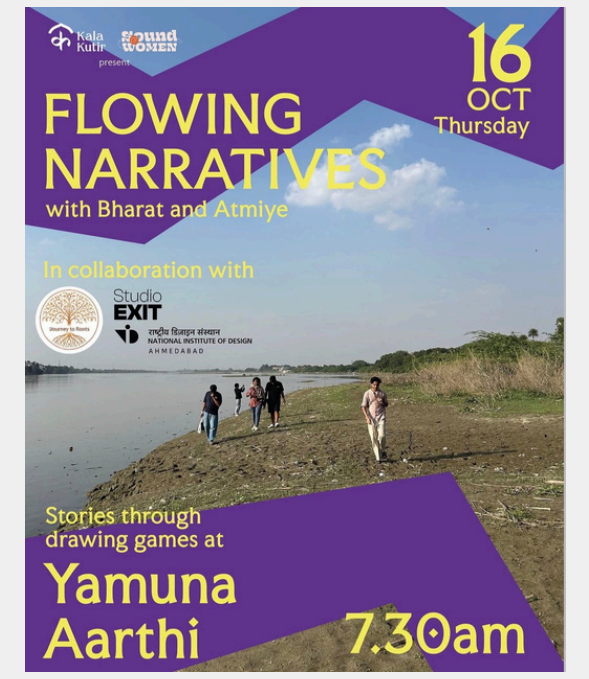
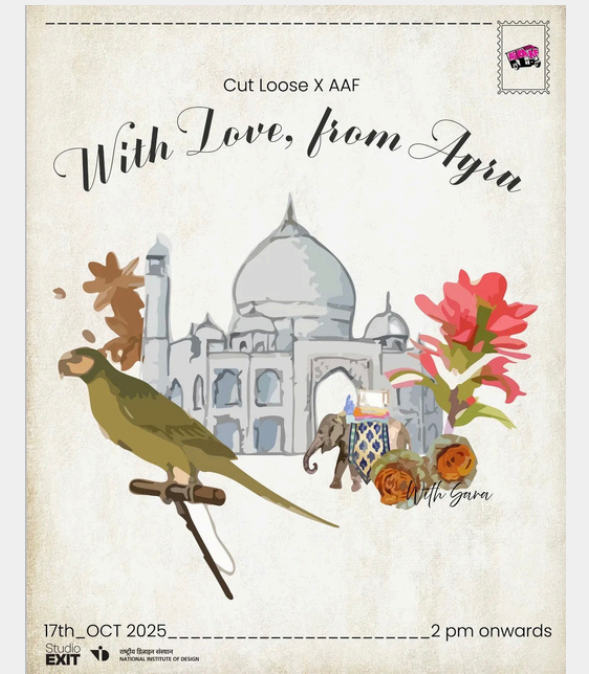
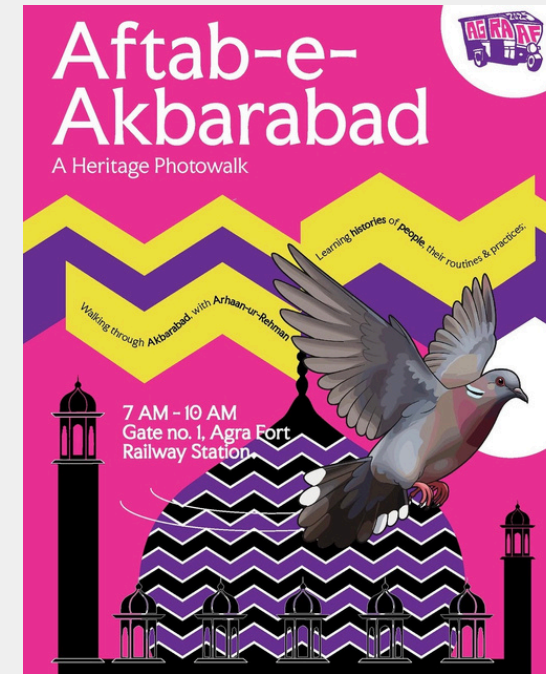
Execution



Execution

Learning Programmes

The **Studio Exit** team devised several workshops and learning activities to engage a variety of audiences at the festival- ranging from **game-making, heritage walks, photography and live music, storytelling and creative exercises**. Guided by members often in collaboration with student volunteers and local organisations, the activities took on the themes of the city and festival: furthering AAF as a space for learning.



Posters by Studio Exit



'Aangan' at Sheroes Hangout

A fun, creative workshop for children ages 7-15 at Sheroes Hangout Cafe. Children get to design their own games, make cool characters, and talk about family, play and imagination— all while enjoying snacks and fun activities in a friendly, safe space.

"As the first event of the Agra Arts Festival, it was hard not to feel a wave of nervous excitement before the workshop began — but that disappeared the moment we met our participants. The kids came in bursting with energy, curiosity, and laughter, and that spirit instantly flowed into the team as well.

Through the feedback we received from their parents, we realized how rare creative, open-ended workshops like this are for children in Agra. It reaffirmed our aim, to create spaces where kids can explore, imagine, and grow to their full potential."

Studio Exit: Mimo, Tisha, Nikita and Ash
Special thanks to Ashish Shukla



Images from the workshop

Launch party at Kala Kutir

A **gathering at Kala Kutir** with music, food, performance and community dialogue. Curators, designers, collaborators and key stakeholders for the festival met ahead of the week of activities, culminating with performances at Kala Kutir. The extended team took part in a visioning exercise guided by Tanishka Kachru, a presentation of the event identity and timeline by Studio Exit, and engaged with live music and food from the Kala Kutir team.

"The festival really started when we all came together, here at Kala Kutir."

Kala Kutir team, Studio Exit, Krantinaari, Studio Monkey Shoulder + collaborators.



Images from the workshop

We Found the Future in the Trash

A cleanup collective workshop- a morning of care, stories, and collective action at Battis Khambha. People come together to keep Agra's heritage alive, thriving and sustainable: featuring a live DJ set and listening to the site's histories to understand its significance.

"From the workshop, the participants took away insights on how they could contribute to the sustainment of forgotten heritage spaces and through the act of cleaning and storytelling, they learned about how consumerism affects the heritage directly and indirectly."

Studio Exit: Dhruvraj, Kavya, Shiva, Riya
Journey to Roots



Images from the workshop

Sundowner at Battis Khambha

The music of Bharatiya Sangeetalya and Pinki Didi at Battis Khambha. An act of reclaiming a lesser known historical site of the Mughal era, Battis Khambha (meaning thirty-two pillars) is what remains of Agra's period as a City of Gardens.



Sound of Women
Studio Monkey Shoulder

Images from the event

Flowing Narratives

A river walk with drawing games to understand stories and perceptions of the river Yamuna, flowing through the city of Agra

"The workshop revealed that people in Agra care about the Yamuna but often feel powerless, isolated, and unsure of how to act towards its conservation, especially as the city's focus on monuments has overshadowed its riverfront heritage. Bringing these scattered feelings together created a brief but meaningful sense of community. The key learning is that simple tools like collective storytelling can, over time, help rebuild shared awareness and shape a community that feels responsible for the river's future."

**Studio Exit: Bharat, Poorva,
Journey to Roots**



Images from the workshop

With love, From Agra

A postcard-based collagemaking experience, creating personalised takeaways.

What started as a small live installation stall quickly became a warm, productive space where participants chose to sit, create, and stay for hours. Many of them explored collaging for the first time, and it was nice to see how naturally they took to the medium once they started experimenting, forming a safe space for expression and creativity.

**Studio Exit: Sara
Cut Loose**



Images from the stall

Aftab-e- Akbarabad

A chance for people to learn and remember the history of their city, its people, and their routines; through photography exercises. With storytelling led by Arhaan-ur-Rehman and photography guided by Shiva (Studio Exit), a walk through the old city of Agra.

"The photowalk unfolded far better than I expected. Everyone who joined came with genuine curiosity, and overall, it was a lovely way to experience Agra: through cameras, conversations, even for locals. People also remembered the path back to the initial spot because we noticed so many details in the space, this was a truly memorable experience."

**Studio Exit: Shiva
Arhaan-ur-Rehman**



Images from the walk

Naksh-e-Safar

The walk is an exploration of Taj Ganj, an integral part of the Taj Mahal precinct, engaging with food, crafts, and the culture of Agra that lies just beyond the Taj. Collected imprints take the form of zines that narrate ways of seeing and experiences of the participants.

"Everyone there felt a certain connection with their surroundings, the environment, the ecosystem and even with other people; it sparked a connection that might not have existed beforehand. A lot of people stated that even though they lived in Agra, they had no idea about its history or the significance of the city, and this walk was an eye-opener."

Studio Exit: Hriday
Arhaan-ur-Rehman, Saloni Mahajan



Images from the walk

Festival Programmes

This year's theme for Agra Arts Festival was 'din, shaam, or raat', or, day, evening and night: allowing us to reflect on the city's culture as the passage of time. **This theme formed the foundation for programming, with festival day events divided across the daylight, dusk, and night hours.**

To move beyond the existing associations of art with privilege, the festival positions itself as central to the artists as much as the art forms. Each day of AAF began with a heritage walk and workshop in different heritage precincts of the city.

The festival resumed in the afternoon with an open mic hour at Kala Kutir, involving the youth of Agra.

This continued into the evenings of performances, as seen on theof Hindi and Urdu poetry, soulful music, contemporary and classical dance, local theatre forms. The performances engaged a wide variety of audiences, from masterful storytelling to folk music, rap and the songs of marginalised voices.



Festival Programmes

AAF Open Mic

An open platform for the people of Agra to express themselves, through any mode they choose– music, dance, poetry, and so on.

An original set by Tushar Santlani

Tushar Santlani is a singer-songwriter, composer, and performer based in Agra.

Raag Yaman by Dr. Bhanu Pratap Singh and Rashmi Singh

A rendition of the classical Raag Yaman in Teental, by Dr. Bhanu Pratap Singh, a distinguished young tabla virtuoso from Agra, and Rashmi Singh on the sitar.

Poetry in Urdu with renowned poets **Zakir Sardar, Shahid sahab, Maahir sahab, Jafri sahab, Bharat Deep Mathur and Dr. Mohd Husain.**

Dastangoi by Asif Khan Dehlvi

Dastangoi is a form of Urdu oral storytelling that emerged from the Indian subcontinent, evolving from the Persian tradition of dastan, led by **Asif Khan Dehlvi.**



L-R, clockwise: Poetry in Urdu, Raag Yaman, Dastangoi

Festival Programmes

Katha Vachan by Arnica Maheshwari

Katha Vachan is a form of oral storytelling, often drawing from Hindu religious texts and featuring current social commentary. **Arnica Maheshwari presents 'Julus', a tale by Munshi Premchand**, contextualising it for today's audience.

Agra aur Agrewale: the city, histories, and inheritance.

A panel discussion with, **Dr. Vijay Sharma**, Sufi scholar **Faiz Ali Shah Niazi**, as well as artist and curator **Veer Munshi**.

Kathputli (Gulabo–Sitabo) by Mohammad Naushad

Mohammad Naushad is a traditional puppeteer from Lucknow, best known for his work with Gulabo–Sitabo puppets. He is carrying forward the legacy of a 17th-century art form, where papier-mâché glove puppets are used to narrate the rustic tale of a man and his two lovers with humor: 'Sitabo', the exasperated, tired wife, and Gulaabo, the clever, charming mistress.



L–R, Gulaabo–Sitaabo, Katha Vachan, Agra–aur–Agrewale

Festival Programmes

Krantinaari (she/her) known as "Voice of Revolution," is a versatile artist, rapper, and graphic designer from Mumbai, India. Her music, a fusion of Hindi, English, and Kannada, champions women's empowerment and social justice.

Bharatiya Sangeetalaya in Agra, Uttar Pradesh, has been playing an active role in the promotion of classical music for the past 85 years (since 1944). Working for the preservation of folk music and classical music, they sing and compile songs of Brij, Sawan, Holi and Languria.

Pinki Didi is a renowned trans folk singer from Agra, with over 20 years of experience. She is a self-taught singer, songwriter, and composer, who weaves her songs from her own life — her identity shining as both her struggle and her strength.

Naveen Koomar is a rap artist and poet from New Delhi, India, who tries to pen down his observations and weave them into his music. **Agney** is a Grammy-nominated vocalist and multi-instrumentalist from New Delhi, India whose music is deeply influenced by Indian semi-classical and Sufi folk music as well as folk traditions from around the world.



above: Pinki Didi, below: Bharatiya Sangeetalaya

Programmes



Stills from Day 1 headliner, Krantinaari, with additional performances by Naveen Kumar + Agney

Festival Programmes

Udhar' by Herok Pal

Herok Pal is a storyteller: whose journey has been a profound exploration of creativity, culture, and connection. **'Udhar' is a story by Munshi Premchand about love, the dowry system, and sacrifices.**

Poetry in Hindi by Ramesh Pandit, Poonam Zakir and Ashu Jaiswal.

Stories of Resilience with Sheroes Hangout

Sheroes Hangout is a cafe and community in Agra run by survivors of acid attacks. Part of the **Stop Acid Attacks Campaign**, the cafe has given survivors the courage and skills to go out into the world, as well as bring people face-to-face with the reality of acid attacks in India. The women narrate their own stories, the incredible courage and resilience they have embodied.

Yamuna ki Sangoshti (Kathak) by students of Nritya Jyoti Kathak Kendra
Vidushi Jyoti Khandelwal is the founder and director of Nritya Jyoti Kathak Kendra in Agra, a renowned institute for learning Indian classical dances, particularly Kathak and folk dance.



L-R, clockwise: Udhar, Yamuna ki Sangoshti, Poetry in Hindi

Festival Programmes

Baankemal in Agra' by Shubham Singh Jakhad

A local theatre performance, Baankemal in Agra derives from “Seth Baankemal”; a satirical and thought-provoking monologue by Amritlal Nagar. The piece captures the witty essence of Baankemal Seth — performed by **Shubham Singh Jakhad**, the piece reflects how, upon reaching Agra, Baankemal's light-hearted words unfold layers of social commentary and human insight.

Visible/ Invisible: Lesser known monuments and women's histories

Rana Safvi is a historian, writer, and translator passionate about preserving India's 'Ganga-Jamuni Tehzeeb', or the syncretic culture of the northern plains.

Parvati Sharma is an author of historical nonfiction who brought wide recognition with *Jahangir: An Intimate Portrait of a Great Mughal* (2018) and *Akbar of Hindustan* (2022), both praised for their lively, human portrayals of Mughal emperors. **Tanishka Kachru** is a design historian and educator at the National Institute of Design (NID) in Ahmedabad working on postcolonial and feminist perspectives in design history.



L-R, clockwise: Visible/Invisible, Stories of Resilience, festival grounds, Baankemal

Festival Programmes

Ami

Ami is a singer-songwriter, a classical guitarist, a storyteller, and a traveler.

Belief in Belonging

“Belief of Belonging” is a poetic contemporary art performance where the body becomes both temple and terrain. Artists Satadru, Anand, and Gaurav (**HEXXYDUXXYBOX**) traverse surrealism and sacralism, transforming gesture into living verse. Their act explores identity, intimacy, and the quiet ache of belonging – a dialogue where spirit and flesh merge in harmony.

Qawwali

Allah Noor bhai is a qawwal from Fatehpur Sikri. Qawwali – a way of singing related to mysticism, devotion and the Sufi tradition.



L-R: Ami Andazi, Belief in Belonging, Qawwali

Festival Programmes

Food at the festival was provided by **Saira Bano, Usha Jain and Jyoti Arora**, serving delicacies from Mughalai, Jain and Sindhi cuisine respectively. In line with its focus on women, the Agra Arts Festival supported these three talented home-chefs and entrepreneurs in their first catering endeavour.

Committed to supporting local ventures and home-grown businesses, the festival supported sustainable and local culinary heritage, food reflecting the syncretic culture of Agra and offering variety for all guests.



Festival food stalls at Kala Kutir

Food + Craft Stalls

सायरा बानो की मुग़लई दावत

Mughlai cuisine, a combination of the culinary styles of the Indian subcontinent with Central Asian food cultures, is a legacy of the Mughal Empire in India. Influencing the regional cuisines of northwestern India, Pakistan, Afghanistan and parts of Bangladesh, this kind of food is associated with distinctive aromas, as well as whole and ground spices.

First prepared by Syrian cooks in the Mughal courts, shammi kebabs are shallow-fried patties of meat ground with chickpeas and spices.

Biryani बिरयानी

A mixed-rice dish made with meat or vegetables, rice and spices. While regional variations might include eggs, potatoes, or meat replacements, the rice is most commonly flavoured with whole and ground spices, along with fried onions.

Shahi Tukda शाही टुकड़ा

A kind of bread pudding, in which fried bread is combined with milk and sugar, and flavoured with cardamom, saffron and clove.

Haleem हलीम

A type of stew, made by slow-cooking meat with grains or lentils and spices.

Seekh kebabs सीख कबाब

It consists of soft ground meat and spices, often chilli, coriander and lemon, formed into cylinders and grilled on skewers.

Laab-e-sheri लाब-ए-शेरी

A custard-like dessert, topped with vermicelli, jelly or cream, fresh and dried fruits.

उषा जैन का सात्त्विक स्वाद

Rooted in the practices of Jainism, a religion founded over 2,500 years ago in India, Jain cuisine traces its dietary practices to the teachings of Lord Mahavira, the 24th Tirthankara and a contemporary of Gautama Buddha. Its distinct culinary identity is deeply tied to spiritual and ethical practices, designed to uphold ahimsa in daily life. Also known as a lacto-vegetarian cuisine it tries to minimize harm to living beings, including microorganisms.

Dal bati दाल बाटी

It is baked balls of dough (bati) with panchmel dal— typically masoor, chana, urad, toor and moong dals— eaten with desi ghee to soften.

Mirchi ka techha मिर्ची का ठेचा

A chutney of coarsely ground green chillies with peanuts or sesame. While other recipes may include onions and garlic, the Jain version of this condiment excludes the two, leaving a spice-packed dish full of antioxidants.

Chutney चटनी

ज्योति अरोड़ा के सिंधी पकवान

The historical land of Sindh (in both India and Pakistan) has fertile, soft soil allowing different crops like red rice and lotus stems to grow and fish to spawn. Influenced by Central Asian, Iranian, Mughal food traditions that came from across the world to its trading outposts, Sindhi cuisine's unique flavours developed with spices from South India like green cardamom and black pepper, as well as asafetida from Afghanistan and Iran.

Daal pakwaan platter मिर्ची का ठेचा

Dal-pakwan, traditionally consumed for breakfast, consists of thick chana dal tempered with cumin and green chillies eaten with crispy fried puris (flatbread).

Aloo dhaniya आलू धनिया

A dish made by boiling potatoes and combining it with fresh and flavourful green chutney.

Salad सलाद

Bhori भोरी

Also known as roti ka halwa is prepared by crumbling freshly cooked or leftover rotis with butter and sugar or jaggery. Eaten as a sweet or breakfast, this traditional dish derives its name from the Sindhi word "bhor", meaning to mash.

The festival grounds also featured stalls for perfume and fragrance (ittar), zari-zardozi artworks, daris and rugs. Stalls were provided free of charge, to promote local artists and small businesses.



Stalls at Kala Kutir.



Engagement

250k digital impressions made
438 passes sold

A combination marketing approach through print campaigns as well as social media- primarily, Instagram to reach to a youth demographic.

Print Marketing

2000 pamphlets for newspapers

250 posters

300 postcards

8 Agra SmartCity boards

Radio announcements in Budhana Village



Flyers, posters and billboards in Agra.



Engagement

Social Media (Instagram)

- 16 reels
- 60 posts (34 artist intros)
- 221k views from reels
- 70% of views from non-followers
- 500+ followers
- 6000+% growth from September

Instagram and Whatsapp served as our live broadcasting tools, sharing updates, behind-the-scenes, invites, links and event information.



70%
Views from non-followers
+7888% from September

520
Followers
+470 from September

Social media carousel post

Engagement

Social Media (Instagram)

Agra Arts Festival
@agraartsfestival

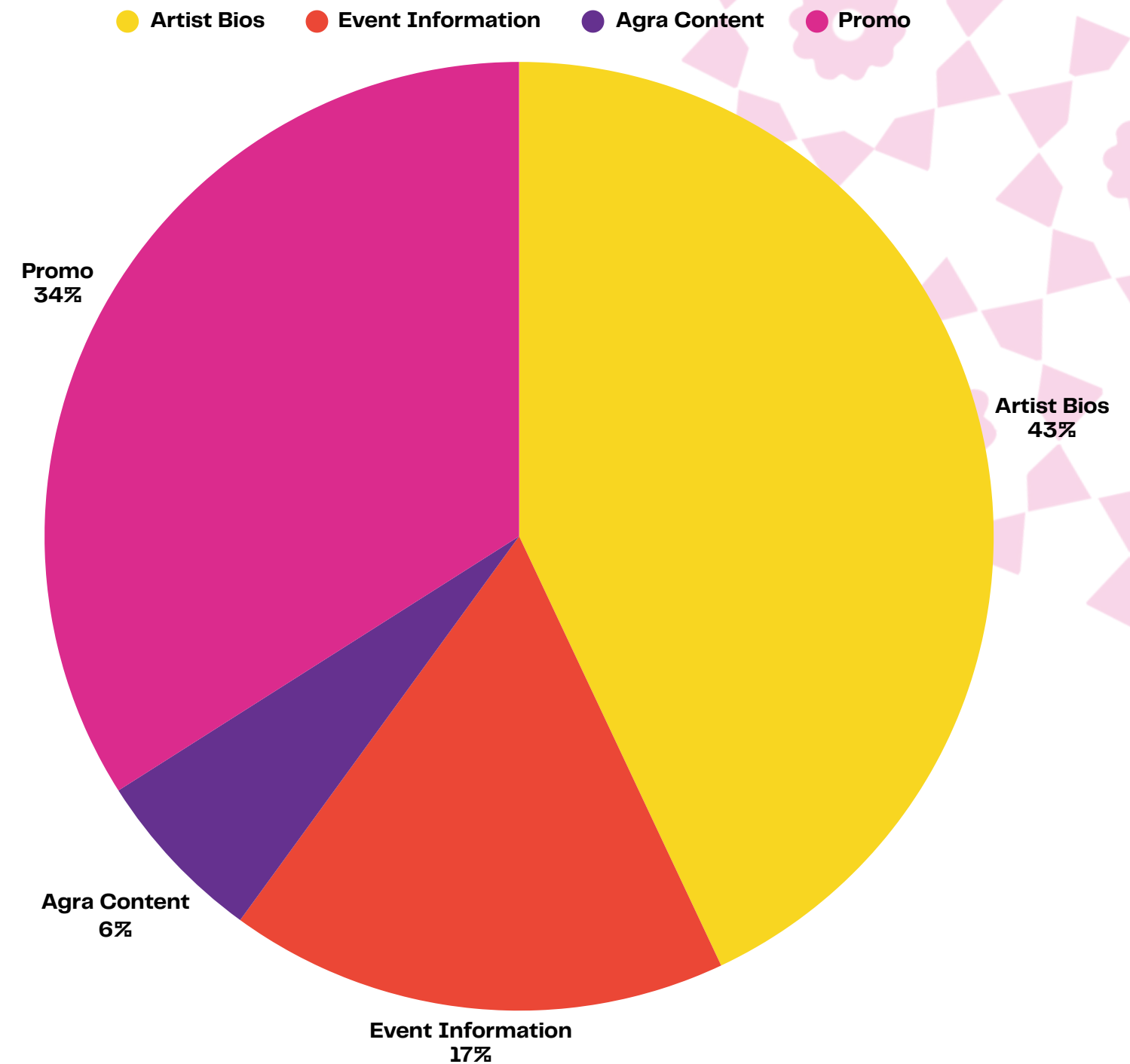
Kala Kutir
@_kalakutir

Sound of Women
@soundofwomen_

Studio Exit
@_exit22

Aside from event information, social media content included detailed artist bios, Kala Kutir and the city of Agra documented as documented by the design team. The account was supplemented by content from Studio Exit and cross-posting with Sound of Women.

Instagram content overview





Support for AAF

Festival Sponsors

- Adarsh Seva Samiti
- Nirvana Tours India (travel partner)
- Noor Homestay (travel partner)
- Studio Monkey Shoulder
- Plantables (printing)

Festival Supporters

- Agra Smart City
- Golden Throat
- ISOVI
- Taj Ke Saat Rang

Design Partners: Studio Exit

- Anant Dixit, Ayush Patil, Bharat ME, Biplab Mandal, Dhruvrajsinh Jadeja, Hriday Lodh, Kavya Vijay, Madhura Urade, Madhusmita Nandan, Nikita Lakkaraju, Poorva Jambhulkar, Riya Pawar, Sara Powar, Shiva Soni, Tisha Kadam

Guided by Tanishka Kachru, National Institute of Design, Ahmedabad.

Festival Partners and Collaborators

- Agra Queer Collective Committee
- Heritage Hindustan
- Ikman Foundation
- Journey to Roots
- Krantinaari
- Sheroes Hangout
- Sound of Women

Student Volunteers

- Anushka Rajoriya, Baby Rajput, Devesh Yadav, Gunjan Pandey, Ishaant Shakya, Krishna Shukla, Manish Chhonkar, Manvi Kashyap, Mohi Gupta, Naina Kumari, Neha Chhonkar, Priyanka Jain, Priyanka Singh, Simran, Somya Agarwal, Tanisha Gupta

Production

- Banti, Champaram, Hardev, Lal Singh, Mohit and Rahul Upadhyay

- Anil Kumar, Jay Prakash, Lavkesh Taneja, Pankaj Shah

- Arcelor Graphics India, Priya Lall & Sons, Sanjay Arora Stamp House, Shiv Shakti Hardware, UTH Events

Thank You!

With the closing of Agra Arts Festival 2025, we would like to thank all the artists, performers, students and collaborators who made the **first edition of Agra Arts Festival** possible this year.

We extend our heartfelt gratitude to the community for their enthusiastic participation: through din, shaam aur raat.



Kala Kutir, near 78 MLD STP Plant, Budhana Village,
Fatehabad Road, Agra.



agraartfestival@gmail.com
kalakutir2025@gmail.com



+91 90686 42111
(Kaleem)