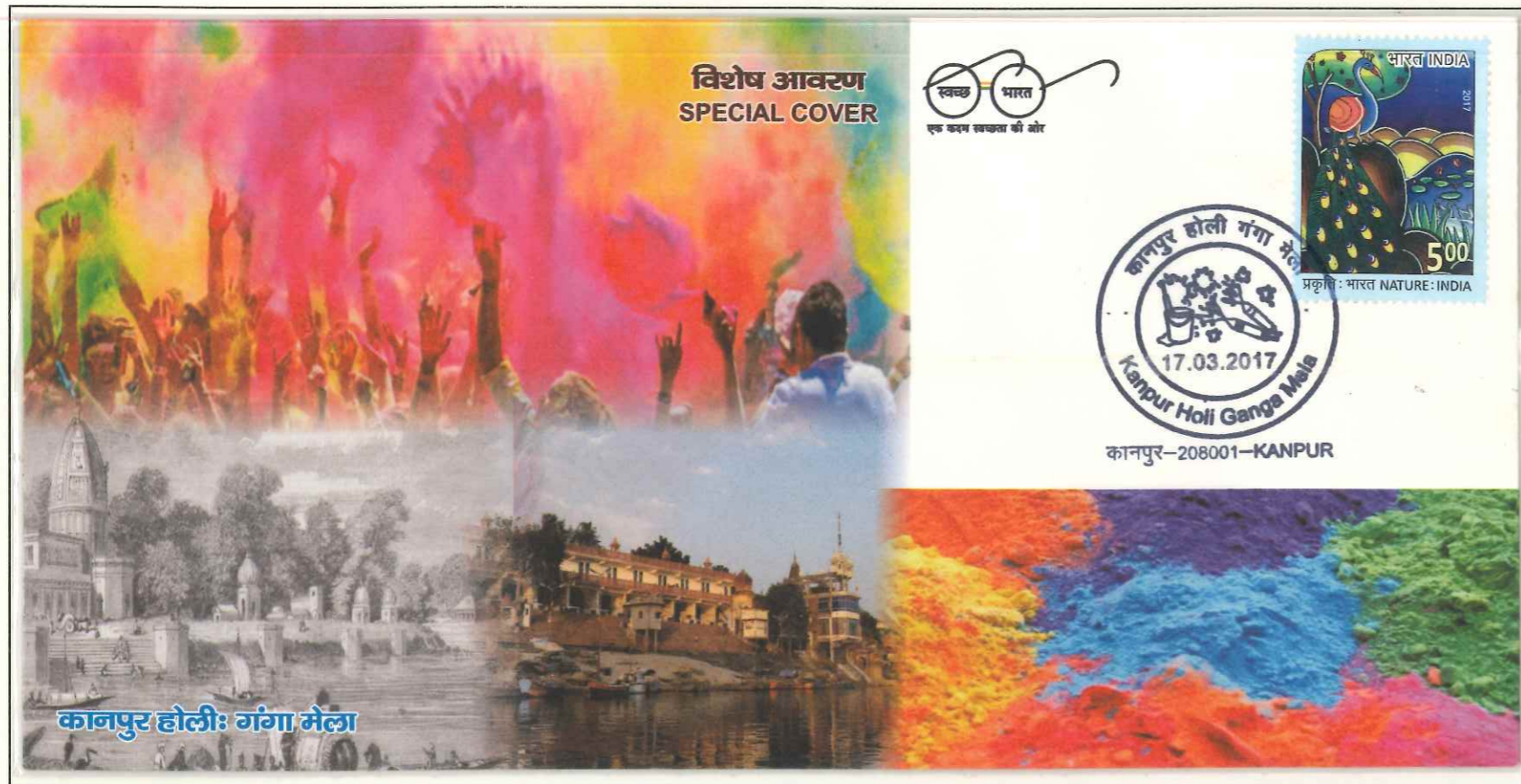


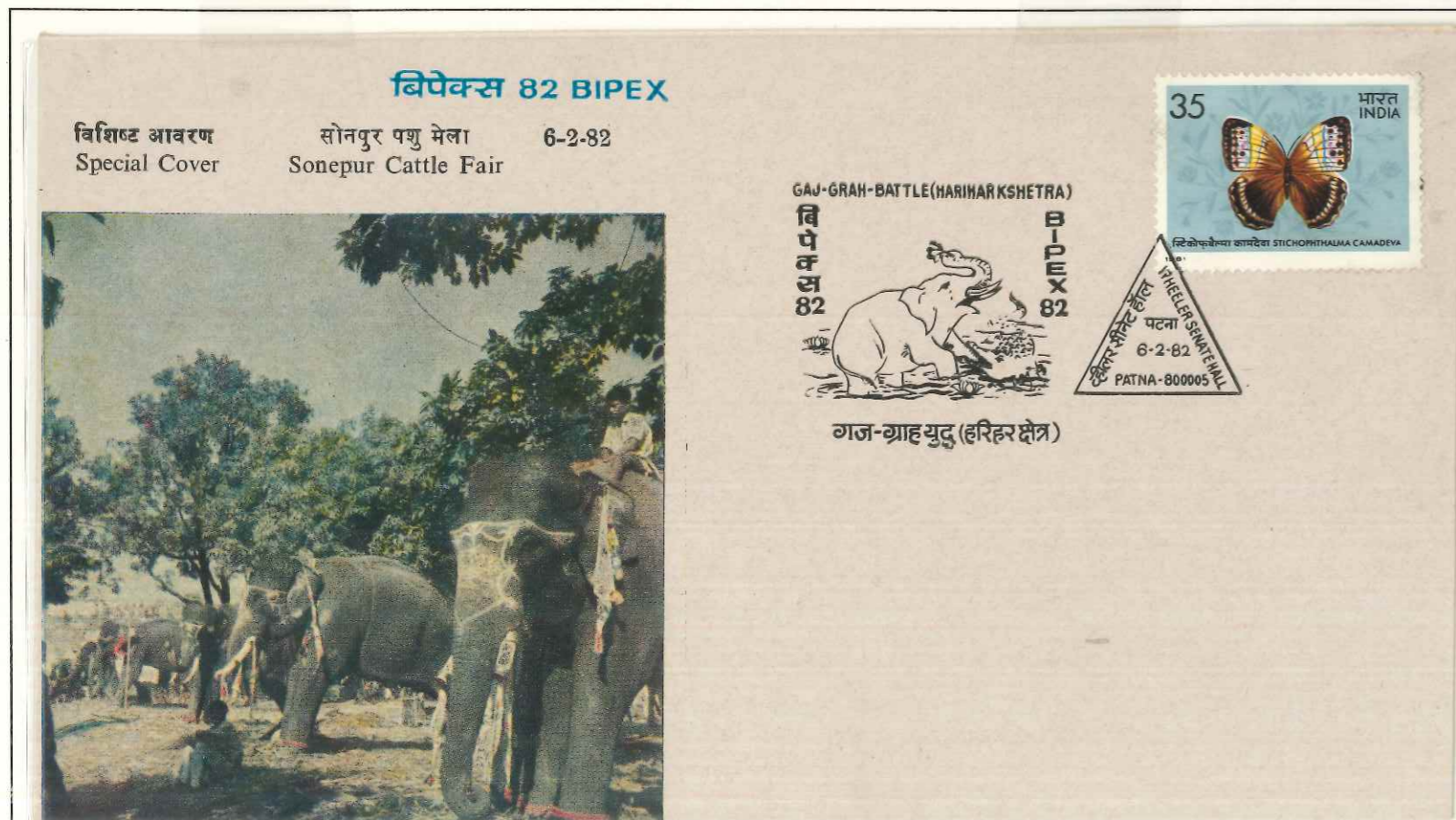
## 6. CULTURAL SIGNIFICANCE OF GANGES

It is important to mention that the custom of Ganga Mela or Kanpuriya Holi actually dates long back. Ganga Mela is connected to the freedom struggle rather than mythology. The festival is celebrated in the memory of revolutionaries who were released by the British government in 1941. The Mela is held in Anuradha Nakshtra, three to seven days after the full moon. It is on this day, people first indulge into colour throwing and thereafter they head towards various banks of river Ganga particularly to Sarsaiyya Ghat for a bath.



Lord Shiva ●

**Sonepur Cattle Fair** is held on the full moon day in the month of November in Sonepur, Bihar on the confluence of river Ganges and Gandak. It is also known as Harihar Kshetra Mela and it attracts visitors from all over Asia. Till date, it is the biggest cattle fair of Asia and stretches on from fifteen days to one month. It has its origins during ancient times. This is when Chandragupta Maurya (340 - 297 BCE) used to buy elephants and horses across the river Ganges.



Goswami Tulsidas spent most of his life in the city of Varanasi. The Tulsi Ghat on the Ganges River in Varanasi is named after him. A composer of several popular works, he is best known as the author of the epic Ramcharitmanas. Varanasi is famous for traditional silk textiles.



Located in the ancient and holy city of Varanasi (Uttar Pradesh), Kashi Vishwanath temple is dedicated to Lord Shiva, also referred to as Vishwanath or Vishweshwara, meaning emperor of the universe. The city of Varanasi is also known as Kashi that is why the temple is famously called Kashi Vishwanath temple.