



CM Chandrababu Naidu Launches 'Jai Dwarka Campaign' to Spotlight Ancient City's Global Significance

Description

Amaravati: Andhra Pradesh Chief Minister Chandrababu Naidu has officially launched the 'Jai Dwarka Campaign' at the state secretariat, applauding the groundbreaking research led by historian Ravindrajith and the team from the organization 'ITS 6TH WOW'. Their study sheds light on the ancient city of Dwarka, a submerged marvel believed to have been a world capital in its time. The Chief Minister expressed his admiration for the campaign's alignment with the ancient verse 'Krishnam Vande Jagadgurum,' emphasizing Dwarka's cultural and historical importance.

The 'ITS 6TH WOW' organization presented substantial evidence supporting Dwarka's global stature in ancient history. The organization's objective through the 'Jai Dwarka Campaign' is to have Dwarka recognized as a UNESCO World Heritage Site. Brochures with detailed findings were distributed to guests during the launch event, underscoring the importance of Dwarka's preservation and recognition.

A landmark event is planned on *World Tourist Race Day* (February 17), when 700 participants will join hands to create a large-scale 'Jai Dwarka' logo on the Dwarka Sea. This logo, inspired by Lord Krishna's seven peacock feathers, represents the seven ancient civilizations and aims to set a new Guinness World Record.

The launch was attended by key figures of the campaign, including ITS 6TH WOW's General Secretary Ravindrajith, Campaign Coordinator K. Koteswara Rao, and Campaign Executive Mondhi Prabhu Kumar.

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