

Report on Mehendi Festival Celebration
Date: 18th July 2025
Venue: Hostel Ground Premises
Occasion: Dr. Durgabai Deshmukh Jayanthi



ANDHRA MAHILA SABHA

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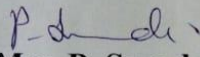
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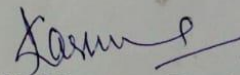
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CIRCULAR

In view of Dr. Durgabai Deshmukh Jayanthi on 15th July 2025, AMS Cultural Club is organizing a Mehendi Festival on 18th July 2025 at 2:30pm in our hostel ground premises. All the students and staff are welcome.


Mrs. P. Sarada
Convener


Prof. K. Karuna Devi
Principal I/C

In commemoration of Dr. Durgabai Deshmukh Jayanthi on 15th July 2025, the AMS Cultural Club of Andhra Mahila Sabha Arts and Science College for Women organized a vibrant **Mehendi Festival** on **18th July 2025** at **2:30 PM** in the hostel ground premises.

Mehendi (henna) holds great cultural, religious, and traditional value during **Ashadamasam**, the fourth month of the Hindu lunar calendar. This sacred month marks the beginning of various festivals and religious observances, particularly for women. Applying mehendi is seen as a symbol of **auspiciousness, joy, and spiritual devotion**.

Women apply mehendi especially during **Ashada Fridays (Ashada Shukravaralu)**, **Bonalu**, and **Devi vratams**, as it is believed to invoke the blessings of **Goddess Lakshmi and Goddess Parvati** for prosperity, marital bliss, and protection. The dark color of the mehendi is often associated with strong love and positive energy.

In addition to its symbolic value, mehendi has **natural cooling and antiseptic properties**, making it beneficial during the humid Ashada season. It helps calm the body, reduce stress, and prevent skin infections.

Overall, mehendi in Ashadamasam is not just a decorative art but a meaningful tradition that blends **faith, health, beauty, and community bonding**.

The event aimed to celebrate the spirit of tradition and cultural richness associated with **Ashadamasam** while also paying tribute to the legacy of Dr. Durgabai Deshmukh, a visionary social reformer and educationist. Students and staff members enthusiastically participated in the festivities, adorning their hands with intricate mehendi designs and sharing joyful moments together.

The festival provided a refreshing break from academic routine and fostered a sense of community and cultural pride among the attendees.

The event was convened by **Mrs. P. Sarada** and successfully carried out under the guidance of **Prof. K. Karuna Devi**, Principal I/C of AMS ASCW. The initiative was met with great appreciation and participation from both students and faculty members.







