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# Bhajan Clubbing goes big, and it's selling out like a concert

Don't be surprised if the next sold-out rant on social media isn't about a Coldplay concert, but a bhajan-clubbing night.

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At Krishna Das concert in Rishikesh (Photo: Instagram/krishnadamusic)



**Medha Chawla**

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Picture this: a group of young friends at an event, banging heads, hands in the air, dancing to the rhythmic beats and singing their hearts out together. Sounds like any other live band gig or EDM night, right? Only, it's not. This is bhajan clubbing - a growing trend among Indian Gen Z where devotional music replaces bass drops, the only high is collective chanting, and steaming cups of chai, and not booze, fuel the night.

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halls to dance to the rhythm of spirituality.

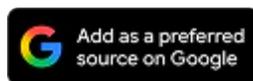
Hundreds of videos going viral across social media platforms are proof. Enthralling clips of colossal young crowds clapping and chanting 'Shree Krishna Govind Hare Muraari', 'Hare Raama Hare Krishna' are likely to have appeared on your screens. The energy in these videos feels contagious, even from across the screen.

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A post shared by Prachi & Raghav (@backstagesiblings)



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India has always been big on devotion, spiritual community gatherings and that whole coming-together energy. But what's popping up now is a fresher, looser take on spirituality. It's less about rigid rituals and more about personal connection. a

After [fake shaadis](#), bhajan clubbing is the new subculture taking off with the youth. Unlike traditional jagrans or kirtans, these bhajan-jamming sessions are far more relaxed.

Kolkata-based Prachi and Raghav, the sibling jamming duo known as Backstage Siblings, even created a separate social media handle dedicated entirely to bhajan jams and satsangs after their devotional performances went viral, kickstarting the buzz around the trend. Sumiran Satsang is where they sell tickets for their upcoming bhajan shows.

### **What's drawing youth to spirituality**

“What you’re seeing is not a fad - it’s a cultural correction. For decades, spirituality was packaged as something that belonged to elders. But India’s youth have always been spiritually curious, they just lacked formats that spoke their language. Bhajan clubbing brings devotion into spaces where young people already exist: music, community, rhythm, energy,” says Prithviraaj Shetty, a young entrepreneur in faith-tech and founder of Bhagvad Gita For All (BGFA).

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But what's drawing them toward spirituality? Many experts point to elevated stress levels and increasing mental health challenges as key factors influencing this shift.

"Gen Z is the most anxious yet self-aware generation. They grew up with instability, a pandemic, economic uncertainty, intense competition, and constant online comparison. Spirituality offers the very things their environment lacks: certainty, inner grounding, and meaning. Unlike earlier generations that followed spirituality as tradition, Gen Z follows it as self-care," says Dr Chandni Tugnait.

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"They're not seeking rituals; they're seeking regulation. They want practices that soothe the nervous system, reduce overwhelm, and give them tools to cope with emotional chaos," Dr Tugnait adds. And bhajan clubbing is their way to make spirituality flexible, accessible, and compatible with their lifestyle.

### **The Krishna Das, Radhika Das craze**

Talking of spirituality in modern times, we have long had the likes of Krishna Das (whose musical gatherings have also been [attended by Anushka Sharma and Virat Kohli](#), as seen in viral clips). Radhika Das and Acyuta Gopi have also been touring globally, chanting Hindu hymns and devotional music at their concerts - of course, with priced tickets. But the new bhajan clubbing scene is more dynamic, an unexpected blend of dance-floor energy and devotion.

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Think a DJ playing Sanskrit shlokas with heavy bass behind them, or a brother-sister duo hosting a jamming *baithak* where the music is entirely devotional. The crowd isn't just the elderly, but jovial young faces.

When these sacred sounds are offered in a youthful, engaging atmosphere, they become more relatable to a generation that seeks meaning but often feels disconnected from traditional rituals," says Dr Sundeep Kochar, a celebrity astrologer and life coach.

### **What psychologists say**

"The rhythmic chanting naturally reduces stress hormones like cortisol while creating collective belonging, something Gen Z desperately needs in our fragmented, digitally saturated world. What makes this powerful is the neurological impact. Repetitive mantras quiet mental chatter, sharpen focus, and regulate breathing, essentially training the nervous system to self-soothe," adds Dr Pragya Arora, Senior Psychologist at a mental wellness platform called coto.

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The matcha-obsessed, stuck-in-a-situationship generation may not look spiritual at first glance, but they're the ones driving the massive boom in modern spirituality. From spiritual travel and a strong faith in astrology to turning gurus like Premanand Maharaj and Aniruddhacharya (fondly called Pookie Baba online) into full-blown social-media sensations - the youth is powering this rise.

"Young users are approaching wellness holistically. 67 per cent combine therapy with spiritual guidance. This indicates that they are not choosing one over the other

per cent view tools like astrology and tarot as pathways to self-discovery, rather than as superstition or mere fortune-telling," Tarun Katial, founder and CEO of coto.

## The impact of Gen Z's spiritual pull

India's religious and spiritual market was valued at about USD 58.5 billion (Rs 4.8 lakh crore) in 2024, and it's expected to grow by around 10 per cent every year through 2034.

Bhajan clubbing is simply the latest addition, where people actually buy tickets to attend these part-party, part-prayer gatherings. And social media is playing the catalyst.

"Gen Z, influencers, and content creators - people consuming and sharing in real time - are helping spread good things widely. Events like Radhika Das's kirtan concerts, where 8,000 people showed up in Delhi at Yashobhoomi Convention Centre (November 16), show how devotional gatherings have become huge. Everyone was singing, dancing, and celebrating devotion together. Social media deserves a lot of credit for this," says Giresh Vasudev Kulkarni, founder of Temple Connect and temple management company International Temples Convention and EXPO.

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Nirvaan Birla, a singer who also performs devotional concerts as part of his Sound For The Soul initiative, agrees that Gen Z has really taken ownership of this movement. "They're showing up in huge numbers -not just to listen, but to participate: to sing, to chant, to immerse themselves," Birla tells India Today.

So next time, it might not be a Coldplay concert triggering a sold-out rant on social media, but a bhajan-clubbing night. Just don't be surprised.

- Ends

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