## "The Lord of the Pot": Purāṇa, Memory and the Religious Landscape of a South Indian Town Jay Ramesh

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he city of Kumpakonam in Tamil Nadu owes its name to a popular Śaiva legend — according to the purānic legends of the city, Śiva destroyed a pot (tamil *kumpam*, Sanskrit *kumbha*) containing the "seed of creation" (*srstibīja*) over the area which would eventually become the town itself. The broken pot and its contents were spread over the region, and the places where each piece fell became the sites of the shrines and sacred tanks (*kulām*) that constitute a Śaiva pilgrimage circuit. In this way, an entire urban sacred landscape is established in large part by a set of narratives. In addition to the Sanskrit and Tamil purānic texts that related this story (as well as many others that establish the sacrality of the town's shrines), it is recounted in murals, other works of literature, and in contemporary manuals that serve as guides to pilgrims visiting the area. Collectively, this material not only provides a justification for the rituals associated with each site, but also seeks to engender the affective, devotional experience of sacred space. By surveying some of this material, I argue that "purāna" constitutes a uniquely South Asian mode of envisioning the past, and is perhaps best explained less as a textual genre than as a form of cultural memory.

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