

10th Edition of Sarang Festival – The Festival of India in

Republic of Korea

Press Release

The Embassy of India, Seoul hosted the inaugural ceremony of the 10th edition of the annual Sarang Festival - The Festival of India in Republic of Korea on October 1, 2024 at the Centennial Hall, Yonsei University.

2. Ambassador Amit Kumar delivered the opening remarks at the ceremony. Noting the shared history of cultural and people-to-people connections spanning over two millennia, he highlighted the enduring friendship shared between India and RoK. He conveyed his gratitude to all the local partners and the sponsors for their generous support to the Sarang Festival. Hon'ble Mayor Lee Sungheon, Soedaemun-gu and Hon'ble Member of National Assembly Ms. Kim Jae-won, of RoK delivered congratulatory remarks. They all underlined the significance of Sarang festival in fostering more P2P and cultural exchanges, and deeper friendship between the two countries.

3. The Kuchipudi dance troupe led by renowned Artist Ms. Sreelakshmy Govardhanan presented an hour-long repertoire entailing Durga Stuti,

Tarangam Krishna Stuti, Soorpankha, Tillana and Bhagvathi Naane leaving the audience spellbound with a stunning performance.

4. The mesmerising performance of the troupe drew standing ovation from the 500 – plus participants comprising the diplomatic community, including several Ambassadors, government officials, media personnel, academics, business persons, culture enthusiasts and members of the Indian diaspora.

5. Kuchipudi is one of the eight classical Indian dance forms from the state of Andhra Pradesh. Known for graceful movements, expressive gestures, and intricate footwork, Kuchipuddi blends dance, music, and acting drawing on elements from Hindu mythology for its performances. The Kuchipudi dance troupe is scheduled to perform and conduct workshops for Korean dance enthusiasts in various cities, including - Seoul (October 1 and 7), Ansan (October 2), Gwangju (October 3), Yeongdeok (October 4), Nami Island (October 5 – 6) and Busan (October 8 – 9). The Kuchipudi troupe is supported by the Indian Council for Cultural Relations (ICCR).

6. The Sarang is an annual flagship cultural event organised by the Embassy in Korea to introduce India's vibrant and diverse culture to the

friends in Korea, through a tapestry of varied art forms, including classical dance performances, music, films, art exhibitions, culinary experiences, etc. Since its inception, the festival has grown immensely in its size and popularity, strengthening further the bonds between the two countries.

7. The term 'SARANG' holds significant meaning for both Koreans and Indians. In Korean, SARANG translates to 'love,' while for Indians, it embodies 'diversity representing the different colors of India.' As part of Sarang Festival this year, apart from the Kuchipudi dance performances and workshops across RoK, the Indian film festival will be organised in multiple Korean cities in November, and several culinary activities in December.

October 2, 2024

Seoul