



MEDIA RELEASE

15th August 2021

AZADI KA AMRIT MAHOTSAV: Celebration of 75th Independence Day of India

The 75th Independence Day of India celebrations, Azadi ka Amrit Mahotsav, was held at Swami Vivekananda Cultural Centre, Sao Paulo with a hybrid event in adherence to COVID-19 protocol and guidelines. The participation in the event was limited to the select members of the Indian community and officials of the Consulate and Swami Vivekananda Cultural Centre. The event was telecast live on the Facebook pages of the Consulate and Swami Vivekananda Cultural Centre.

2. Consul General, Mr. Amit Kumar Mishra unfurled the National Flag and read Hon'ble President's address to the nation on the eve of the Independence Day. In his remarks afterwards, Consul General highlighted the work done by the Indian government to manage the coronavirus pandemic under the leadership of Prime Minister Shri Narendra Modi. He highlighted the positive initiatives that the Indian government has taken in the last one year, which has accelerated India's growth in various spheres. He especially thanked the members of the Indian community for their continued support and strong connect with the Consulate and the Cultural Centre.

3. Consul General spoke at length about the 'Azadi ka Amrit Mahotsav' celebrations, which will continue till 15 August, 2023. He highlighted the '*Jan-Bahidari*' aspect of the celebration, inviting the community to be part of the event organised by the Consulate. He mentioned about the online quiz and essay competition organised by the Consulate. Consul General announced

that event celebrating Amrit Mahotsav will be organised in all major cities once pandemic regulation on relaxed plenty physical events.

4. The celebrations included several cultural programs, including Bharatanatyam dance performance by Lara Ananda Romano, Odissi dance by Lana Okada, Sitar Recital by Fabio Kidesh and cultural performances by members of the Indian community. More than 500 members of the Indian Community from Sao Paulo and other states participated in the event from the confines of their homes. The community members' participation included dance, patriotic songs, reciting poems etc. The Vice President of Indian Association in Sao Paulo, Mr. Rakesh Kanojia spoke about the significance of the day for the Indian Overseas community and thanked the Consulate about the continued support being offered to the Indian community of Sao Paulo.

5. The event concluded with Ms. Puja Kaushik, Director Swami Vivekananda Cultural Centre thanking the viewers and participants and congratulating everyone on the occasion of 75th Independence Day.

6. As part of the celebration of the 75th Independence Day, the Consulate is organising a panel discussion "[India@75](#): Achievements and Aspirations" on 18 August 2021. The Consulate is also launching two lecture series, one to celebrate the contribution of unsung heroes of the Freedom Struggle and another monthly lecture series highlighting India's growth & development in different sectors.

7. To make the 75th Independence Day of India, Rio de Janeiro city Hall lit two prominent monuments, Iconi Arcos da Lapa (Lapa Arches) and Estácio de Sá (monument to the founder of the city), in Tricolor.

Some photographs from the event are attached herewith.









सत्यमेव जयते
CONSULATE GENERAL
OF INDIA
SAO PAULO

India@75

SWAN
CUI

Azadi Ka Amrit Mahotsav

Celebrating 75 Years of Independence











