



NEWSLETTER

Swami Vivekananda Cultural Centre São Paulo
SP, Brazil



संस्कृति सेतु

September 2025 to February 2026

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📺 @IndianCulturalCentreSaoPaulo

OUR INSPIRATION:



Hon. Smt. Draupadi Murmu
Honourable President of India



Hon. Shri Narendra Modi
Honourable Prime Minister of India



Hon. Shri Subrahmanyam Jaishankar
Minister of External Affairs, India

GUIDANCE AND ORIENTATION:



H.E. Shri Dinesh Bhatia
Ambassador of India to Brazil



Hon. Hansraj Singh Verma
Consul General, São Paulo



FROM THE DESK OF THE DIRECTOR

DR. JYOTI KIRAN SHUKLA



I'm delighted to present this edition of SVCC's e-newsletter, Sanskriti Setu (संस्कृति सेतु), which presents a summary of the past six months' journey and highlights some new initiatives of SVCC. The newsletter not only summarises past events but also presents the vision behind our efforts since September 2025.

In the last six months, SVCC has achieved some groundmarks on the history of Indian culture in Brazil, besides participating actively in the celebration of the 150th Anniversary of India's national song, Vande Mataram.

SVCC conceptualised, curated and presented the very first Festival of Indian Culture and Arts - FEACI. This was a magnificent event which took place at the Paulo Apóstolo auditorium, in São Paulo, and offered to the audience the opportunity to see the performances of various artists from all over Brazil dedicated to many and diverse styles of Indian dance. Odissi, Bharatanatyam, Kumbharia, Kathak, Mohiniattam, Bollywood...All of them were represented at the show. Besides the professional artists, SVCC's students dominated the stage too, with an exhilarating Odissi performance and a choir that paid tribute to Vande Mataram.

The festival also presented the "Vande Mataram SVCC's Orchestra", on the occasion of its 150th Anniversary, a orchestra formed by SVCC's especially to play a heartfelt rendition of the song. The performance was so vibrant that the orchestra was invited to perform on the Republic Day too, extending the celebration of the much cherished India's national song.

I would also like to mention the launching of the first SVCC's home production DVD, "Mantras for Peace", that took place at the auspicious occasion of Shakti-Parv Durga Puja, in September, and was attended by Honourable Ambassador of India to Brazil Shri Dinesh Bhatia. "Mantras for Peace" is a work of art that merges Indian mantras with Western instruments, produced in collaboration with the band "Luz do Astral".

Now, let's talk a bit about our frontrunners' projects!

Experience India Day (#EID), which is engineered to provide immersive cultural experiences to universities and schools, is gaining momentum. EID connects students of all levels with Indian culture, enhancing their cultural understanding and appreciation. The project is already a huge success. On October and November 2025, the project reached some of the most famous universities in the state of São Paulo: UNICAMP and UFABC.



Our project #CampusConnect strengthens academic and cultural ties between India and universities. Now functional in 19 universities, the initiative highlights India's diversity and promotes educational exchanges, enriching and connecting the academic community with SVCC. It is worth mentioning that, under this project, SVCC had the opportunity to establish contact with the Federal University of Bahia (UFBA) at a meeting that happened in February of this year.

#IndiaInYourLibrary takes Indian culture and knowledge into libraries. This project enhances community knowledge about India through access to Indian literature, films, and cultural resources. SVCC has reached several libraries and we established a new Bharat Corner in Piracicaba municipal library during Bharat Week last year. In November 2025, SVCC was back to Piracicaba and donated books about India and in hindi language.

#IndiaFest celebrates Indian culture through music, dance, cuisine, and crafts in various cities. The festival fosters cultural exchange, presenting vibrant Indian traditions to Brazilian communities. We reached new municipalities and cities: in October 2025, India Fest was held in Porto Alegre, Rio Grande do Sul.

Beyond this, our free regular classes on Yoga, Tabla, Hindi and Odissi are attracting numbers of students.

I also wish to thank you for following and sharing our social media channels so much with your views, likes, comments and engagement, especially on a Instagram's reels posted on SVCC's page, which reached more than 500 thousand views. This reels shows a performance of Marcos Alves, dancer of Bharatanatyam.

Plurality, intellectual standards, vibrancy, colours, food, and even the aspirations of people are part of the common metrics of bilateral ties, which are vast and extensive. The deep interest of Brazilians in Indian culture is truly impressive. Indian spiritualism has deep roots here, and music, art, and other performing arts are also profound areas of appreciation. SVCC is determined to delve deeper and present an authentic image of emerging India, its civilizational culture and its growing modern economy in the context of creating genuine people-to-people and cultural bonds following the Indian philosophy of Vasudhaiva Kutumbakam (world is one family).

I would like to express my heartfelt gratitude as I prepare to leave Brazil and return to India upon the completion of my tenure as Director. It has been a profound honour to serve my country while engaging with such a warm and vibrant community; the bond I have formed with this remarkable nation will remain enduring. I will forever cherish the memories and friendships cultivated during my time here. I am deeply grateful for your kindness and friendship. I would also like to extend my sincere appreciation to the Ambassador of India to Brazil, H. E. Shri Dinesh Bhatia, for his guidance and support, as well as to Consul General Shri Hansraj Singh Verma and the entire CGI team for their unwavering cooperation and encouragement.

Tons of best wishes. Bye and thank you very much. Tchau e muito obrigada.
Dr. Jyoti Kiran Shukla - Director SVCC



EDITOR'S CHOICE: CREATING LINKS TROUGH LINKS

Indian Naval Sailing Vessel Kaundinya Embarks On Maiden Voyage From Porbandar To Oman: <https://www.youtube.com/watch?v=bniteVnFA1Q>

Spectacular Bagurumba Dhow programme in Guwahati!: <https://www.youtube.com/watch?v=iTtTD7itpWc>

3rd International Ayurveda Congress in Sao Paulo, Brazil:

<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2190467@=3&lang=2>

PM inaugurates Grand International Exposition of Sacred Piprahwa Relics related to Bhagwan Buddha:

<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2190467@=3&lang=2>

TEAM SVCC:



Dr. Jyoti Kiran Shukla
Director SVCC

Ms. Thaís Cuencas Santos
SVCC Local Staff

Ms. Fernanda Ribeiro de Almeida
SVCC Local Staff

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Follow SVCC on social media: @iccr_saopaulo (Instagram and X),

@ICCRinSaoPaulo (Facebook), @IndianCulturalCentreSaoPaulo (YouTube)



BRAZILIAN YOGA EDUCATOR MARCOS ROJO RECOGNISED IN INDIA

Brazilian Yoga educator Mr Marcus Vinicius Rojo Rodrigues was honoured for his pioneering efforts to expand the reach of Yoga across Brazil.

A committed teacher and ambassador of Yoga, his work has inspired thousands through education, practice, and community engagement.

The Hon'ble Prime Minister conferred upon him the Prime Minister's Yoga Award for Outstanding Contribution to the Development of Yoga.



Marcos Rojo at the Ministry of Ayush page.

SVCC'S HOME PRODUCTION DVD WITH LUZ DO ASTRAL

An innovative project to release a DVD with mantras was conceptualised and executed by SVCC and Luz do Astral, a mantra band from Florianópolis.



The concept and cover art was created by SVCC.



Amb. Mr. Dinesh Bathia, together with his wife and SVCC Director, Dr. Jyoti Kiran Shukla launched the DVD with Luz do Astral in September, during Durga Puja celebration.



INDIA FEST IN PORTO ALEGRE

SVCC and CGI presented India Fest in Porto Alegre. The event benefited the tourism industry, and was organized in partnership with Indian Holiday to promote the incredible destination of India.



Dr. Jyoti Kiran Shukla and Alexandre Sharin, owner of the indian restaurant in Porto Alegre.



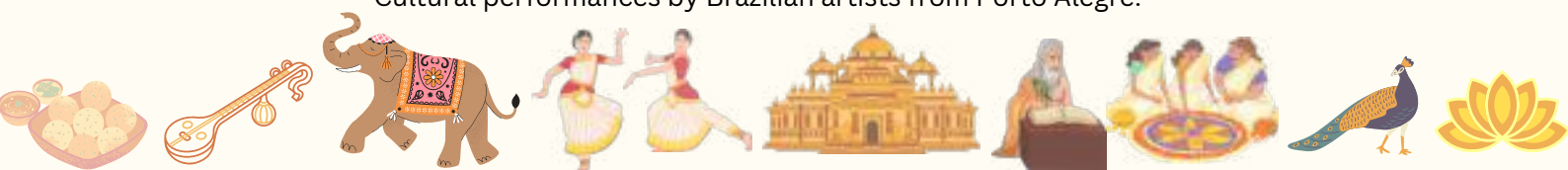
CG Hansraj Verma, Director SVCC and Rodrigo Ferreira from Guider Travel.



Dr. Jyoti Kiran Shukla gave some important inputs about the tourism in India.



Cultural performances by Brazilian artists from Porto Alegre.



SUCCESSFUL 7 WEEKS OF SVCC HINDI ONLINE CLASSES

SVCC Online free Hindi classes were conducted by Ms. Dr. Shipra Pareek during 7 weeks and were enthusiastically attended by 30 students.



Online Hindi classes.

DIWALI CELEBRATIONS AT SVCC

A total of three events were celebrated as SVCC as part as the Diwali celebration.



A special Yoga class was conducted by teacher Luiz Motta, part of the Virada Zen cultural program in São Paulo.

Ninho Saraswati performed at SVCC, part of the Virada Zen cultural program in São Paulo.

Eduardo Ritter gave a Sitar workshop.



150TH ANNIVERSARY CELEBRATION OF VANDE MATARAM

Various events at SVCC had included the song Vande Mataram for the 150 anniversary celebration, such as dance performances, choral by the SVCC yoga students and the Orchestra by braziliants artists.



SVCC's yoga students with their teacher, singing Vande Mataram.



Adriana Zamarim created an Odissi performance for Vande Mataram song.



Sitar, flute, guitar, violin, tabla and clarinet were the instruments that compose the orchestra that played Vande Mataram at FEACI.



3RD INTERNATIONAL AYURDEVA CONFERENCE

The 3rd International Ayurved Conference, organised by Conayur-SVCC, was held in November at SVCC. At the opening, a keynote address from Dr. Vaidya Rajesh Kotecha, the Secretary of India's Ministry of AYUSH direct from India was given to the participants, and an online message from Ambassador Dinesh Bhatia was exhibited. Fábio Goulart, president of Conayur, Noeli Toledo from Satya Scholl of Ayurveda, and Erick Schulz, director of the Naradeva Shala Institute, started the event.



Erick Schulz, Dr. Jyotki Kiran Shukla and Noeli Toledo



One of the many lectures given at the Conference.

INDIA FEST - "TOURISM THROUGH CULTURE" AT SVCC

A SVCC signature program, "India Fest", was held in São Paulo, at SVCC, in November. Ambassador Dinesh Bhatia gave a keynote address at the "Tourism through Culture" event, which was attended by over 40 Brazilian travel agencies and included a classical dance performance to commemorate 150 years of Vande Mataram.



The reception for our Ambassador of India to Brazil, H.E. Shri Dinesh Bhatia, was warmly prepared by Odissi students at SVCC.



FRIDAY'S WORKSHOPS

During the month of December, SVCC has organized different workshops to bring joy and knowledge for the public and for the students.



Henna workshop with
Carolina Zoli.



Rangoli workshop by SVCC
staff members.



Bharatanatyam workshop
by Iana Ananda.

FEACI - FESTIVAL OF INDIAN ARTS AND CULTURE

In December 2025, the very first edition of FEACI - Festival of Indian Arts and Culture - was held. A tribute to the national song, Vande Mataram, was paid featuring a moving a cappella rendition by Kuhu Shukla, as well as performances by the band "Vande Mataram" and SVCC Students' Choir, collectively highlighting the significance of this composition for India. Besides the celebration, various artists performed Indian dances as Odissi, Bhangra, Mohiniyattam, Kalbelya and Bollywood.



FEACI - FESTIVAL OF INDIAN ARTS AND CULTURE



MAKARSANKRANTI

The festival of Makar Sankranti was celebrated in the traditional Indian way to expose the students to the depth of the Indian culture with reference to the cultural connection with the Sun. A unique program was organised in the presence of Master Sivaswarupa, who did a special guided meditation session with the students and guests.



Sivaswarupa lighting the lamp.



Students and participants of the celebration.

SVCC'S DANCE GROUP DOCUMENTARY: AMIZADE'S JOURNEY

A documentary about the SVCC's dance group journey, which took SVCC to be included in the Rio de Janeiro Carnival and to many presentations in several cities, including Brasilia!



LECTURE BY BUDDHIST SCHOLAR LAMA PADMA SAMTEN

SVCC celebrated the “homecoming” of Piprahwa relics of Lord Buddha in a unique way.

The prominent Buddhist scholar Lama Padma Samten has invited for a lecture and meditation session to make the occasion remarkable.



Relics of Lord Buddha



Lama Padma Samten lecture at SVCC.

DANILO SANTAELLA LECTURE ON “YOGA FOR HEART HEALTH”

As part of the celebrations of Vasant Panchmi, SVCC welcomed yoga specialist Danilo Forghieri Santaella for a special lecture on “Yoga for Heart Health.” This was followed by a classical Indian dance performance by dancer Cristina Lucio.



Danilo’s lecture at SVCC.



Cristina Lucio dance performance.



REPUBLIC DAY

This year, SVCC has curated a cultural program for the Republic Day celebrations, which included the Vande Mataram orchestra, a Bharatanatyam performance with Marcos Alves from Criciúma city, and a Bollywood dance with SVCC's Amizade group.



Marcos Alves, Bharatanatyam dancer.



Vande Mataram orchestra.



Bollywood group dance.

DIRECTOR SVCC IN BAHIA

Director SVCC, Dr. Jyoti Kiran Shukla has travelled to Bahia for a meeting in the Federal University of Bahia. She also went to the municipal library and visited Bhrama Kumaris.



Dr. Jyoti at Federal University of Bahia



Dr. Jyoti at the municipal library.



Dr. Jyoti in Brahma Kumaris.



SVCC AT INDIA CORNER USP

SVCC participated at the reception of International Students at the International Relations Agency of University of São Paulo offering some workshops at the India Corner. Adriana Zamarim gave an Odissi workshop, Fernanda Almeida a Rangoli workshop and Ana Anuradha a henna workshop.



Rangoli workshop.



Odissi workshop.

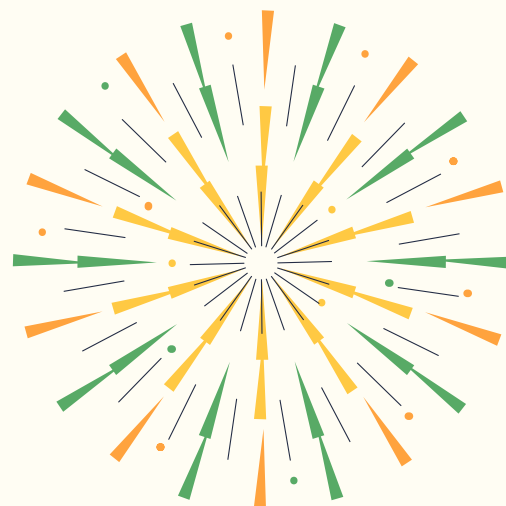


Henna workshop.

AND 2026 JUST STARTED!

Events to come the next semester:

- Holi
- International day of Yoga
- Independence Day
- Diwali
- Workshops
- India Fest - to be announced
- Experience India Day - to be announced
- and much more!



OUR PROJECTS

#INDIAFEST

#INDIAFEST is a vibrant celebration of Indian culture, bringing the richness of its music, dance, cuisine and craftsmanship to various cities across Brazil. Through performances, workshops, and interactive experiences, the festival fosters culture and tradition exchange and deepens the appreciation of India's culture and traditions in local communities.

INDIA FEST PORTO ALEGRE

In collaboration with Indian Holiday, in October 2025, SVCC took India Fest to Porto Alegre. The event took place at the most renowned Indian restaurant of the area, Sharin, and was attended by 60 guests - all tourims agents - which we could present some cultural dance performances by local artists, such as Bharatanathyam, Bollywood, Kalbelia and a Sitar presentation.

After that, Rogrigo gave a lecture on touristics cities and it's wonderfull places to visit in India.

The evening ended with the taste of some delicious food.



OUR PROJECTS

#EXPERIENCE INDIA DAY

The #EXPERIENCEINDIADAY project is an immersive experience of the richness and cultural diversity of India, which SVCC offers to Brazilian university students. All the energy and vibrancy of Bharat's traditions are conveyed in one day, filled with performances, workshops, and hands-on experiences. The day-long event includes dance demonstrations, Indian cuisine and Yoga sessions, providing the opportunity for an interactive cultural exchange, expanding the students' knowledge of Indian art and fostering the cultural ties between the participants and India.

EID AT UNICAMP

In October 2025, Director SVCC Dr. Jyoti Kiran Shukla presented the lecture "India's Growth Story and More" during the Experience India Day event at UNICAMP; a presentation dedicated to Indian traditional knowledge, economy and achievements. Students and faculty members received it greatly. An India quiz session was held at the end.

To introduce the indian culture, SVCC presented some Yoga postures with SVCC yoga teacher, Luiz Carvalho, a Bollywood dance with Amizade's group, a Sitar and tabla duet with Rinku Ghai and Eduardo Ritter, a Barathanatyam dance performance by Mônica Ferro and an Odissi performance by Adriana Zamarim. What a rich experience that the audience had.



OUR PROJECTS

#EXPERIENCE INDIA DAY



The edition of #EXPERIENCEINDIADAY at UNICAMP was incredible.



OUR PROJECTS

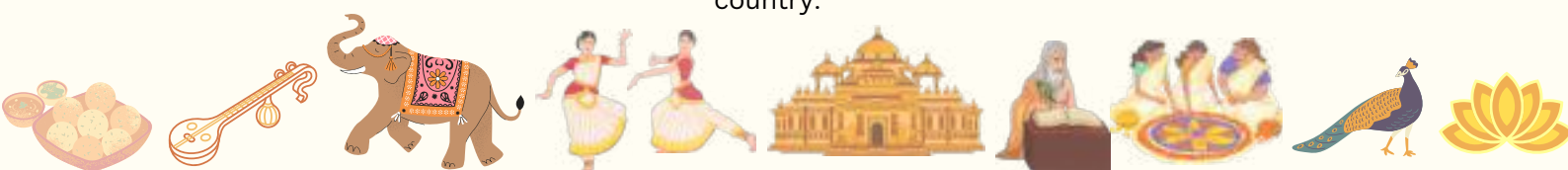
EID AT UFABC

In November 2025, SVCC was invited to talk about India, at the 10th International Relations Week of the Federal University of ABC. Director SVCC Dr. Jyoti Kiran Shukla gave a special lecture. Her talk, "India's Growth Story and More," presented the successful strategies adopted for economic development under the leadership of the Honourable Prime Minister Narendra Modi. She also discussed the cultural characteristics that have fostered a nourishing environment for growth. The students were highly engaged, and a stimulating discussion took place at the end of the lecture.

A Bollywood dance was presented at the end, and the students had the opportunity to dance all together, and enjoy the indian vibe.



The edition of #EXPERIENCEINDIADAY at UFABC gave the students a chance to know India a little more and the importance of understanding the economy of this unique country.



OUR PROJECTS

#INDIA IN YOUR LIBRARY

The project #IndiaInYourLibrary, elaborated by SVCC São Paulo, aims to introduce a collection of Indian books, literature, and multimedia resources to libraries across Brazil. This initiative allows readers to explore the depths of India's culture, history, and philosophy, promoting cross-cultural learning. The program enhances access to Indian knowledge and traditions, positioning libraries as cultural bridges between both countries.

#INDIA IN YOUR LIBRARY IN PIRACICABA

On 19th December, Director SVCC Dr. Jyoti Kiran Shukla made a donation of some books on India from her personal collection to the India corner at the Piracicaba municipal library. Librarian Ms. Melissa received the books with her staff.



OUR PROJECTS

#INDIA IN YOUR LIBRARY IN BAHIA

Under the SVCC flagship project #IndiaInYourLibrary, SVCC Director Dr. Jyoti Kiran Shukla visited two libraries and presented their very first book by an Indian author to Director Laura Galvão for inclusion in their literature section. She also scheduled a donation of books to the Pedro Calmon Foundation and had fruitful discussions with Ms. Galvão.



OUR PROJECTS

#CAMPUS CONNECT

The #CampusConnect initiative by SVCC São Paulo aims to bridge cultural exchanges between India and Brazil through direct engagement with educational institutions. By bringing Indian cultural programs, lectures, and workshops to universities across Brazil, this project fosters a deeper understanding of India's rich heritage and promotes academic collaboration, thereby encouraging students to explore Indian traditions and modern innovations. Now functional in 23 universities, the initiative highlights India's diversity and promotes educational exchanges, enriching and connecting the academic community with SVCC.

#CAMPUS CONNECT AT FEDERAL UNIVERSITY OF BAHIA

Director SVCC, Dr Jyoti Kiran Shukla, visited the Federal University of Bahia and had a substantive meeting with the Dean, Dr Paulo César Miguez, the head of the international office, Dr Wlamyra Albuquerque, and the cultural in charge Ms Larissa Kharkevitch. She made a presentation about the upcoming ICCR scholarships, the possibility of Hindi classes, Experience India Day and International Day of Yoga at Federal University of Bahia.



HINDI DIWAS CELEBRATION

SVCC's Hindi Day Celebration was such a great event. Brazilians could sing and spoke in Hindi. Congratulations to all the winners of the challenges!



INTERNATIONAL AYURVEDA DAY - AN EXHIBITION

As part as the International Ayurveda Day celebration, the SVCC and the Consulate General of India presented an exhibition on the topic, showcasing spices and their benefits of living a life based in Ayurveda.



AYURVEDA DAY

It was celebrated with enthusiasm at SVCC. Director Dr. Jyoti Kiran Shukla welcomed and introduced the theme. CG Hansraj Singh Verma delivered the speech. A virtual lecture of Fabio Goulart was arranged, while Preetham S. - PIC, presented vote of thanks.



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29TH IMMIGRANT FESTIVAL

Ambassador Dinesh Bhatia and Mrs. Seema Bhatia participated in the 29th Immigrant Festival at the Immigration Museum. SVCC organized a Bollywood dance performance that the crowd enjoyed very much.



FIRST SVCC DVD HOME PRODUCTION

The first SVCC home production DVD, #MantraForPeace, was launched at the iconic Durga Puja festival in São Paulo by Ambassador of India to Brazil H.E. Shri Dinesh Bhatia, in the presence of Director SVCC Dr. Jyoti Kiran Shukla. The video is the first of its kind, in which the Brazilian music group Luz do Astral collaborates with SVCC to present ancient Indian mantras.



DURGA PUJA CELEBRATION WITH THE COMMUNITY

SVCC presented a magnifying cultural show at the [#DurgaPuja](#) event, organised by the Indian community and SVCC at the Cultural Centre Oswald de Andrade. The Director of the Swami Vivekananda Cultural Centre, Dr. Jyoti Kiran Shukla made a presentation on Women's Empowerment in India, while Odissi and Bollywood dances were performed by the SVCC dance group Amizade.



INDIA FEST PORTO ALEGRE

Director SVCC Dr. Jyoti Kiran Shukla had a meeting with Brazilian artists in Porto Alegre. These artists have dedicated their lives to the Sadhana of Indian classical music and performing arts.



SVCC and CGI, in collaboration with Indian Holiday, presented a spectacular Indian show, the India Fest Porto Alegre: Tourism trough culture. The event, at the restaurant Sharin, had the propose of tourism promotion, and a huge number of tourim operators from Porto Alegre attended the event.



INDIA FEST PORTO ALEGRE

With traditional and classical dance performances by local artists, the guests were amazed with the Indian spirit that we showed them.

The incredible India was presented with a Sitar, Kalbelia, Bollywood and Bharatanatyam performances, and with the taste of many Indian dishes made by chef Alexandre Sharin.



Indian cuisine is making its well-deserved space in Brazil's gastronomic scenario. India Fest in Porto Alegre amazed the visitors through its spices, variety and range of options of Indian cuisine.



FILM FESTIVAL PORTO ALEGRE

SVCC's Director, Dr. Jyoti Kirand Shukla and CG were at the premiere screening of the Indian Film Fest on October 3rd at Cinemateca Paulo Amorim, in Porto Alegre. The movie selected for the session was "Boomba Ride". For the opening of the session a Kalbelya dance performance by Patrícia Cardoso.



MEETING WITH THE INTERNATIONAL OFFICE AND THE CITY HALL

A get-together of key cultural personalities of Porto Alegre was organised by Director SVCC Dr. Jyoti Kiran Shukla in Porto Alegre. CG Shri Hansraj Singh Verma attended the lunch meeting. The International Office and the City Hall were represented by their delegates.



CULTURAL EXTENSION COURSE AT MILITARY CIRCLE OF SP

SVCC represented India in the 35th edition of the Cultural Extension Course, organised by the Military Circle of São Paulo.

Director SVCC Dr Jyoti Kiran Shukla presented a comprehensive presentation on India as an idea, polity, economy, culture and philosophy.

The lecture was followed by a Yoga session and demonstration with instructor Luiz Motta, an Indian classical dance performance by Mônica Ferro, a sound healing session with flute and tabla led by Fernando Sabah and Rinku Ghai, and a guided meditation session by Fernanda Almeida. At the end, the Director SVCC answered questions from the audience, who responded enthusiastically to the experience offered by the program.



MEETING WITH THE COORDINATORS OF THE INTERNATIONAL OFFICE FROM ESPM

Director SVCC, Dr. Jyoti Kiran Shukla, had a fruitful meeting with the coordinators of the International Office from ESPM — Prof. Alexandre Uehara, Prof. Han Na Kim, Michelle Lima, and Prof. Gisele Jordão — aiming to deepen academic collaboration between India and Brazil through various ICCR schemes.



SVCC AND THE VIRADA ZEN

Director SVCC, Dr. Jyoti Kiran Shukla, lighted the traditional lamp to begin [#viradazen](#) with artists and community members. She extended greetings and best wishes for Diwali.



In the [#Diwaliweek](#) SVCC arranged a special performance in collaboration with [#viradazen](#) of Mantas with the band Ninho Saraswati.



SVCC AND THE VIRADA ZEN

Continuing the Diwali week celebration, a sitar workshop was organised at SVCC. Eduardo Riter was the resource person, and he came from Porto Alegre. He played Rag pilu at the end of the workshop.



#CHAYPECHARCHA

#ChayPeCharcha: renowned artist Eduardo Riter shared his music journey with team SVCC over a cup of tea.



EID AT UNICAMP

Director SVCC Dr. Jyoti Kiran Shukla presented India Growth Story and more during the Experience India Day event at UNICAMP; a presentation dedicated to Indian traditional knowledge, economy and achievements. Students and faculty members received it greatly. An India quiz session was held at the end.



DIWALI CELEBRATIONS

Ambassador Mr. Dinesh Bhatia and Mrs. Seema Bhatia hosted Diwali celebrations for Indian community & friends of India in São Paulo.

SVCC's director, Dr. Jyoti Kiran Shukla introduced the Bollywood group dance performance, organized by SVCC.



EID AT THE 10TH INTERNATIONAL RELATIONS WEEK AT UFABC

Under the 10th International Relations Week at UFABC, Director SVCC Dr. Jyoti Kiran Shukla was invited to give a special lecture. Her talk, "India's Growth Story and More," presented the successful strategies adopted for economic development under the leadership of the Honourable Prime Minister Narendra Modi. She also discussed the cultural characteristics that have fostered a nourishing environment for growth. The students were highly engaged, and a stimulating discussion took place at the end of the lecture.



150 ANNIVERSARY CELEBRATION OF VANDE MATARAM

The national song commenced with musical and performing art tribute by students of SVCC, São Paulo.

Consul General Hansraj Singh Verma dwelled on significance of Vande Mataram as a timeless echo of the national unity and inclusivity. Director SVCC, Dr Jyoti Kiran Shukla, explained event design and involvement of SVCC to mark the glorious moment.



EID AT UNB IN BRASÍLIA

SVCC presented its signature program, Experience India Day, at the 25th University Week of UnB. The program started with a virtual lecture by Director SVCC Dr. Jyoti Kiran Shukla about Indian culture, polity, philosophy and economy. It was followed by a Tabla and Sitar performance conducted by Edgar Bueno and André Oliveira, and an Indian classical dance number, Bharatanatyam, performed by Mariane Devi. At the end, a video in celebration of the 150th year of Vande Mataram was exhibited.



3RD INTERNATIONAL CONGRESS OF AYURVEDA IN BRAZIL

The opening session of the 3rd International Congress of Ayurveda in Brazil at SVCC was presented by Fábio Goulart, president of Conayur, Noeli Toledo from Satya Scholl of Ayurveda, and Erick Schulz, director of the Naradeva Shala Institute.



3RD INTERNATIONAL CONGRESS OF AYURVEDA IN BRAZIL

It was grateful to receive a keynote address from Dr. Vaidya Rajesh Kotecha the Secretary of India's Ministry of AYUSH direct from India.

Also, a cultural show was presented by Sabah with a flute meditation session and a Vande Mataram tribute.

Adriana Zamarim performed an Indian classical dance, Odissi.



Lectures and important talks with the presence of Vanessa Santetti, Dr. Rita Beatriz Tocantins, Fábio Goulart, Paulo Bastos, Erick Schutz, Dayane Omito and much more.



BHANGRA WORKSHOP AT SVCC

An electrifying Bhangra workshop at SVCC by Mônica Ferro.



INDIA FEST AT SVCC: “TOURISM THROUGH CULTURE”

Ambassador Dinesh Bhatia gave keynote address at “Tourism through Culture” event by SVCC , attended by over 40 Brazilian travel agencies and included a classical dance to commemorate 150 years of Vande Mataram.



INDIA FEST AT SVCC: "TOURISM THROUGH CULTURE"

Delhi haat was the major attraction of the [#culturethroughtourism](#) event of SVCC. The Indian items were appreciated by Brazilians tourism operators.



An impressive array of cultural performances showcasing India. The show included a mesmerizing Santoor presentation, a beautiful Odissi and Bollywood dance performance.



AYURVEDA AND MUSIC THERAPY WORKSHOP - INDIA EMBASSY, BRASÍLIA

On December 4th, SVCC curated and organised an Ayurveda and Workshop Music Therapy Workshop for an event held at the Indian Embassy in Brasília, in which Director SVCC Dr. Jyoti Kiran Shukla gave a lecture on the benefits of Indian Classical Music to wellbeing. At the event, ambadress Mrs Seema Bhatia hosted the spouses of resident Ambassadors to Brazil for an immersive experience in Indian culture and cuisine.



Dr. Jyoti Kiran Shukla lecturing on the good impacts of Ragas on health



RANGOLI WORKSHOP AT SVCC

On 5th December, SVCC organized a Rangoli Workshop, during which participants experienced the traditional Indian art of floor decoration. Using a variety of materials such as colored sand, stones, grains, and flower petals, participants created their own Rangoli artworks. The activity highlighted creativity, symbolism, and the diversity of materials traditionally used in this ancient art form.



The Rangoli workshop at SVCC.



BHARATANATYAM WORKSHOP AT SVCC

SVCC also conducted a Bharatanatyam Workshop with Iara Ananda on the 12th December, offering participants an introduction to one of India's most classical dance forms. The workshop provided insights into basic movements, expressions, and the cultural context of Bharatanatyam.



WORLD MEDITATION DAY - SVCC

On 22nd December, SVCC celebrated World Meditation Day with a special session jointly organized with Adhyatma Vigyan Satsang Kendra.



1ST INDIAN ARTS AND CULTURE FESTIVAL - SÃO PAULO

SVCC curated and organised the 1st Indian Arts and Culture Festival, held on December 21st at the Paulo Apóstolo Auditorium in São Paulo. The festival featured Indian dance performances and a special celebration of the 150th anniversary of “Vande Mataram”, presented with orchestral accompaniment.



Mr. Preetham and Director SVCC conducted the lighting of the lamp ceremony

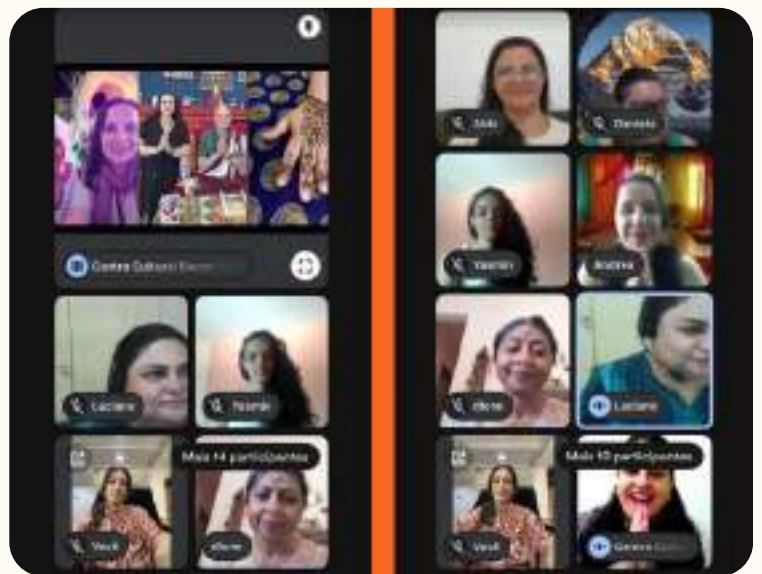


SVCC's Yoga Students Choir singing “Vande Mataram”



WORLD HINDI DIWAS

SVCC celebrated World Hindi Day with an Online Talent Show and Workshop. The programme began with an opening address by the Director of SVCC, Dr. Jyoti Kiran Shukla, who outlined eight reasons to learn Hindi, followed by a story presented by Prof. Dr. Shipra Pareek. Students participated by presenting songs and phrases in Hindi. The workshop concluded with a vote of thanks. SVCC will select the best performances to receive prizes, and all participants will be awarded certificates.



A Hindi film show was organised at SVCC to celebrate the World Hindi day.



SWAMI VIVEKANANDA JAYANTI

Swami Vivekananda Cultural Centre celebrated Swami Vivekananda Jayanti with enthusiasm. The director, Dr. Jyoti Kiran Shukla, lit the traditional lamp and Mr. Luiz Motta made a presentation on the life and teachings of Swami Ji.



MAKAR SANKRANTI

The festival of Makar Sankranti was celebrated in the traditional Indian way to expose the students to the depth of the Indian culture with reference to the cultural connection with the Sun. A unique program was organised in the presence of Master Sivaswarupa, who did a special guided meditation session with the students and guests. The yoga resource person demonstrated Surya Namaskar. The SVCC Director, Dr. Jyoti Kiran Shukla, greeted everyone on this occasion.



CELEBRATING THE “HOMECOMING” OF PIPRAHWA RELICS OF LORD BUDDHA

SVCC celebrated the “homecoming” of Piprahwa relics of Lord Buddha in a unique way. The prominent Buddhist scholar Lama Padma Samten has invited for a lecture and meditation session to make the occasion remarkable.

Director SVCC, Dr. Jyoti Kiran Shukla, spoke about the cultural significance of the relics for India and the world.

After the meditation, a Buddhist chant collective was organised with Tabla artist, Rinku Ghai, who joined the beats of the chants and bhejan in Marathi and Hindi. The programme was a testimony of connections between India and Brazil through the Buddhist philosophy.



VASANT PANCHMI

As part of the celebrations of Vasant Panchmi, SVCC welcomed yoga specialist Danilo Forghieri Santaella for a special lecture on “Yoga for Heart Health.” The event opened with the traditional lamp-lighting ceremony by Director SVCC Dr. Jyoti Kiran Shukla, who emphasized the importance of the topic in her opening remarks. This was followed by a classical Indian dance performance by dancer Cristina Lucio. The audience showed great interest in the subject and actively participated, seeking to deepen their understanding of the topic.



SPIRITUAL MEETING AT IBIRAPUERA PARK

Director SVCC Dr. Jyoti Kiran Shukla was invited to a spiritual meeting on Vedanta organised by Padma Shri Acharya Jonas Masetti. She spoke about the essence of Vedanta and the deep connect between India and Brazil through spirituality.



VISITING BAHIA

Director SVCC Dr. Jyoti Kiran Shukla visited Brahma Kumaris Salvador Centre and had a fruitful meeting about celebration of upcoming International Day of Yoga and Indian festivals of Shivratri. She also discuss the cultural collaboration with the BKs for promoting other prominent Indian art forms in Salvador.



MARTYR'S DAY

Director SVCC Dr. Jyoti Kiran Shukla visited the statue of Mahatma Gandhi in Salvador and paid tribute to him on his 78th death anniversary. His life of truth, non-violence, and unwavering dedication to justice continues to inspire people across the world.



WELCOME DAY OF INTERNATIONAL STUDENTS AT AUCANI - USP

SVCC offered an Odissi workshop, a classical Indian dance, at India Corner USP as part of its welcoming activities for international students. The workshop was taught by SVCC's Odissi teacher, Adriana Zamarim. Participants showed interest and enthusiasm.



WELCOME DAY OF INTERNATIONAL STUDENTS AT AUCANI - USP

Some glimpses of the Rangoli workshop offered by SVCC during the reception for foreign students at India Corner - USP.



WELCOME DAY OF INTERNATIONAL STUDENTS AT AUCANI - USP

In the last part of the activities organised by SVCC to welcome foreign students to India Corner USP, a Henna workshop was given by the artist Ana Anuradha.



SVCC - WORKSHOPS, CLASSES AND MUCH MORE

The regular classes offered by SVCC have been a resounding success. Yoga, Odissi, and Tabla classes are attracting an impressive number of participants eager to explore the fascinating aspects of Indian culture—and the demand continues to grow.



A glimpse of the Odissi classes at SVCC, currently conducted by Mrs. Adriana Zamarim.



A few moments of the Yoga classes at SVCC, currently conducted by Mr. Luiz Carvalho.



Some moments of the Tabla classes at SVCC , currently conducted by Mr. Rinku Ghai.



DHANYAVAD



BEST WISHES, TEAM SVCC