



MEDIA RELEASE

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'Bloco Bollywood' pays tribute to Mahatma Gandhi

The Consulate General of India, Sao Paulo and Swami Vivekananda Cultural Centre supported and participated in 'Bloco Bollywood 2020', the Indian Carnival organised in Sao Paulo on 22 February 2020. The event was organised by the members of the Indian Community, led by the Indian Association of Sao Paulo.

2. Bloco Bollywood 2020, which was the 5th edition of the event, paid tribute to Mahatma Gandhi, as part of the ongoing celebration of Mahatma's 150th birth anniversary. The Bloco started with a musical tribute by the Brazilian group 'Oxala Masala' led by Ratnabali Adhikari, which sang some of the favourite bhajans of Mahatma Gandhi. Brazilian actor 'Cauê Zambele acted as Mahatma and shared few lines from seminal speeches of Mahatma Gandhi.

3. Mr. Eduardo Suplicy, Brazilian politician, economist and professor also attended the Bloco and danced on the Bollywood songs. Mr. Suplicy addressed the gathering and highlighted on the philosophy of peace and non-violence of Mahatma Gandhi. On popular request, Mr. Suplicy also sang a few lines from the popular song 'Blowin' in the Wind' by Joan Beaz.

4. The second part of the Bloco saw Brazilians and the Indians shaking their leg to Indian beats of Bollywood and Bhangra music led by the lead dancers, Iara Ananda (Bollywood Brazil group) and Disha Malani (Feels Like India group). The Bloco demonstrated a perfect fusion of Brazilian and Indian popular cultures where Indian rhythms were complemented by a Brazilian drummer group 'Cherateria', from the Physics Institute of the University of São Paulo (USP).

5. As a prelude to the Bloco, Swami Vivekananda Cultural Centre had hosted a 'Bloco Bazaar' and Bollywood and Bhangra dance workshops at the centre on 17 February 2020, to prepare the Brazilians for the special day.

6. The cheerful, colourful and vibrant Bloco was attended by around 4000 people. Consul General, Mr. Amit Kumar Mishra, officers from the Consulate of India and their family members also participated in the Bloco.

Some photographs of the event are attached herewith.










