



सत्यमेव जयते
CONSULATE GENERAL OF INDIA
SÃO PAULO

Media Release

10 April 2021

Celebration of 71st Foundation of ICCR and Launch of 'Little Guru' Sanskrit Learning App

Consulate General of India, Sao Paulo and Swami Vivekananda Cultural Centre, Sao Paulo celebrated the 71st Foundation Day of Indian Council for Cultural Relations on 10 April 2021 on the online platform. The entire event was streamed live on the Facebook page of CGI, Sao Paulo and SVCC, Sao Paulo.

2. Ambassador of India to Brazil, Mr. Suresh Reddy presented the keynote address and highlighted the role played by ICCR in promoting Indian Culture across the world. He emphasized on the important initiatives taken by ICCR especially the ICCR Scholarship Scheme. Video Message of President ICCR, Dr. Vinay Sahasrabuddhe on the occasion of ICCR Foundation Day was also played.

3. On this occasion, Ambassador, Mr. Suresh Reddy also formally launched the 'Little Guru' Sanskrit Learning gamified App. Video message by Director General, ICCR, Mr. Dinesh K Patnaik, highlighting the historical roots of Sanskrit and its importance in present day times was played. Demo Video of 'Little Guru' and QR Code for the app was also shared with the audience.

4. The speakers for the event included some eminent names from the cultural field from Brazil. Co-Founder of the

Gandhian Institution, Palas Athena, Prof. Lia Diskin expressed her gratitude to ICCR for the admirable work that its doing through its Cultural Centre in Brazil. Former Diplomat & presently Head of the Asian Studies department at ESPM, Prof. Fausto Godoy highlighted how ICCR is playing an instrumental role in cultural diplomacy and is bringing the younger population closer to the traditional culture of India with initiatives like the 'Little Guru' app.

5. Prominent Yoga Guru from Brazil, Prof. Marcos Rojo congratulated the team of SVCC, Sao Paulo on the occasion of ICCR Foundation day and thanked the Indian government, especially ICCR for the significant work being done to promote Yoga across the globe. He spoke about how the appointment of Indian Yoga teacher by ICCR at SVCC, Sao Paulo has benefitted thousands of Brazilians. In his address, Ayurveda and Sanskrit expert Dr. Jose Rugue Rebeiro Junior spoke about the growing interest of Sanskrit language in Brazil. He congratulated ICCR on the launch of the 'Little Guru' app and stated that it will prove extremely beneficial to all Brazilians aspiring to learn the Sanskrit language.

6. Mr. Shobhan Saxena, President, Indian Association of Sao Paulo highlighted the significant work that ICCR has done for the Indian Diaspora through the 38 cultural centers across the globe. He shared how the Indian community is closely associated with the Cultural Centre and participates in all events and activities.

7. SVCC, Sao Paulo invited Ms. Barbara Capozzi, ICCR Scholarship student from Brazil studying BAMS at J S Ayurved Mahavidyalaya, Nadiad Gujarat. Ms. Barbara shared her experience of studying Ayurveda in India and also invited her fellow Brazilians to avail the ICCR Scholarship and benefit from it.

8. The students and teachers of SVCC, Sao Paulo participated through a variety of cultural performances that included Kathak, Bharatnatyam and Odissi dance performances.

The event ended with a vote of thanks by Ms. Puja Kaushik, Director, SVCC, Sao Paulo.

A few photographs from the event are attached herewith.











