



MEDIA RELEASE

15th August 2020

Celebration of 74th Independence Day of India

In celebration of the 74th Independence Day of India, a flag hoisting ceremony was held at Swami Vivekananda Cultural Centre, Sao Paulo. Due to the ongoing COVID-19 pandemic restrictions, the participation in the event was limited to the officials of the Consulate and Swami Vivekananda Cultural Centre. The members of the Indian community and Friends of India joined the event virtually and saw the Live telecast of the entire event 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 National on the eve of the Independence Day. In his remarks afterwards, Consul General highlighted the work done by the Indian government to manage the crises during 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. The remarks of Consul General were followed by screening of congratulatory video messages received from local dignitaries. Congratulating India on behalf of the Governor of Sao Paulo, Mr. Julio Serson, Secretary, International Relations, State of Sao Paulo highlighted on the close bilateral ties between India and Brazil in areas such as Agriculture, Economy, Science and energy and the integration in BRICS and G20. In his video message, Mr. Luiz Alvaro, Secretary,

International Relations, City of Sao Paulo highlighted the significant role played by Mahatma Gandhi and Swami Vivekananda in spreading the message of peace and Indian Culture across the world. He also talked about the cooperation and understanding between India and Brazil during these unprecedented times of COVID-19 pandemic. Ms. Ana Amelia Lemos, Secretary of Federal & International Relations, State of Rio Grande Do Sul, congratulated India on its 74th Independence Day and emphasized on how India is dealing with the border issues and teaching the whole world about mutual living and solidarity.

4. Although the celebrations happened through the virtual platform, the Indian Community of Sao Paulo and other states participated enthusiastically in the event from the confines of their homes. The participation included dance, patriotic songs, reciting poems by Ramdhari Singh Dinkar and Rabindranath Tagore by the community members. Ms. Shobhan Saxena, President, Indian Association in Sao Paulo 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. As part of the 74th Independence Day Celebration, the Consulate also conducted a tourism campaign on social media highlighting the important UNESCO World Heritage Sites of India. Starting from 1 August, one important World Heritage site was highlighted on the social media platforms of the Consulate and Swami Vivekananda Cultural Centre. Based on the material shared, an online quiz competition was organized on the social media platforms of the Consulate and the Cultural Centre, and in collaboration with leading tour agency Indo-Asia Tours Brazil. The winners of the quiz competition were announced during the Independence Day celebrations.

6. The event concluded with Ms. Puja Kaushik, Director Swami Vivekananda Cultural Centre thanking the viewers and participants and congratulating everyone on the occasion of 74th Independence Day. About 1000 people joined the event through the live streaming of event on social media.

Some photographs from the event are attached herewith.

















