NEWSLETTER

Swami Vivekananda Cultural Centre São Paulo

SP, Brazil



संस्कृति सेतु

March 2026 to August 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 MR. ANUPAM KISHORE - SECOND SECRETARY (POL & COM) - SVCC IN-CHARGE



Welcome to the new edition of the SVCC e-newsletter. Leading this talented team as In-charge Director, along with my duties as Second Secretary (Pol& Com) continues to be an incredibly rewarding experience.

Promoting Indian culture across Brazil—a country with a profound love for our traditions—has been a true privilege. Over the past few months, we have connected with prominent professionals in Yoga, Ayurveda, music, and dance to deliver several landmark initiatives, uniting both countries by threads of cultural cooperation.

We kicked off our event calendar with a historic two-day Holi festival in São Paulo, featuring dynamic performances, a traditional powder party, and the honored presence of local authorities and the Ambassador of India. We also proudly showcased Indian heritage at the Virada Cultural in both São Paulo and Belo Horizonte.

Experience India Day (#EID), of the SVCC project, remains a huge success. In August 2026, it reached UNESP in São Paulo.

Dance workshops of different styles, such as Mohiniyattam, Bhangra and Bollywood, were given at events and at SVCC in the past months.

In addition to these milestones, our regular complimentary classes in Yoga, Tabla, and Odissi continue to attract a growing community of dedicated students.

Celebrating International Day of Yoga 2026, we hosted many run up events, including a milestone Ayurveda and Yoga session at the State Legislative Assembly of Santa Catarina, highlighting the growing institutional embrace of traditional Indian medicine in Brazil.

Looking ahead, SVCC remains deeply committed to bringing the vibrant spirit of India to our friends all across Brazil. Thank you for your continued support, and I hope you enjoy this issue.

Anupam Kishore

EDITOR'S CHOICE: CREATING LINKS TROUGH LINKS

Hare Krishna event with Bhakti Chakor | Vana Madhuryam at SVCC:
https://www.facebook.com/watch/live/?ref=watch_permalink&v=1408019801188433&rdid=tVkAFG8hw9JtFG3Y

Event in celebration of IDY 2026 in Florianópolis - Santa Catarina Assembly:
https://www.youtube.com/watch?v=BurZ8BgS4yA

Special session in Sata Catarina Assembly for the celebration of IDY 2026:
https://www.youtube.com/watch?v=f4vWbxxqK1c

Vande Mataram video clip with SVCC Odissi students:
https://www.instagram.com/reel/Db6I94oCJMn/

TEAM SVCC:







Mr. Anupam Kishore
Second Secretary (Pol & Com) - SVCC in-charge

Ms. Fernanda Ribeiro de Almeida
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@ICCRinSaoPaulo **(Facebook)**, @IndianCulturalCentreSaoPaulo **(YouTube)**

77TH ICCR FOUNDATION DAY CELEBRATION AT SVCC

SVCC celebrated the 77th anniversary of ICCR with a special event. Consul General Hansraj Verma attended as the Chief Guest, and the program commenced with the traditional lamp-lighting ceremony. A message from the Ambassador of India to Brazil, Shri Dinesh Bhatia, was also presented during the event. Alumni students shared testimonials about their experiences as ICCR scholarship recipients in India. Participants had the opportunity to view the paintings submitted for the competition. The celebration featured captivating performances of Mohiniyattam and Odissi, adding a rich cultural dimension to the event, and ended with a movie session.





Speeches by H.E. Ambassador Shri Dinesh Bhatia and Consul General Hansraj Singh Verma



A celebratory video was played



Samira Marana
performed Mohiniyattam



Adriana Zamarim
performed Odissi

HOLI FESTIVAL AT LARGO DA BATATA

The Holi - Festival of Colours cultural program, held on April 25 and 26, 2026, at Largo da Batata, São Paulo, was a resounding success, drawing an impressive total footfall of approximately 90,000 attendees over the weekend. The event celebrated Indian culture through a vibrant mix of dance, music, and traditional colour-throwing ceremonies.

The first day of the event featured a high-profile official ceremony. The evening was highlighted by the presence of the Ambassador of India to Brazil Shri Dinesh Bhatia, who conducted the official opening and delivered a speech at 6 PM. This ceremony also included the lighting of the lamp by the Chief Guest and a speech by Samo Tosatti, Head of the International Advisory Office of the Government of the State of São Paulo.

Throughout the day, the public enjoyed dance performances of Bollywood, Bharatanatyam and an evening Flash Mob by students from the Swami Vivekananda Cultural Centre. There were also interactive sessions with the audience, such as dance workshops and the MC's interaction with the crowd, with quizzes and prizes for the best Indian outfits. Besides all that, the crowd enjoyed multiple Dhol performances on both days, followed by the iconic countdowns for throwing colored powders. On the second day, the festivities continued with a focus on workshops and diverse performances and workshops, such as Yoga workshop, Kalbelia and Bhangra open classes. The stage featured Odissi dance, a singing performance by the renowned signer Ratnabali and a spectacular Kalbelia fire dance. Besides that, both days provided immersive experiences beyond the main stage. There were Ayurveda and Yoga tents dedicated to lectures on traditional wellness; a “India Pavilion”, which featured tourism information and Henna sessions organised by the Swami Vivekananda Cultural Centre.

The event effectively fostered cultural exchange and community engagement, solidifying its place as a major highlight in the city's cultural calendar.



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



Ambassador and dignataries

HOLI FESTIVAL AT LARGO DA BATATA













SVCC AT VIRADA CULTURAL

On the 23rd of May, as part of the Virada Cultural programme, SVCC organised a dance event showcasing Indian culture: 'A Travel to India Through Dance'. The event took place at the Galeria Olido, where the public enjoyed different Indian dance styles: the first one was a Classical Indian Dance, named Bharatanatyam, which was performed by Mrs Irani Cippiciani. The second one was a Bollywood dance, presented by Amizade Group. The event was attended by approximately 200 people.





On 24th May, the Swami Vivekananda Cultural Centre jointly organized an Ayurveda Lecture as part of the Virada Cultural program. The lecture, titled “Learning Daily Health Habits,” was delivered by Dr. Gaurav Davee and provided participants with an introduction to the principles of Ayurveda and practical guidance on incorporating healthy habits into daily life. The session generated considerable interest and interaction among attendees. The lecture was attended by approximately 60 participants.





IDY 2026 CELEBRATION AT IPIRANGA'S MUSEUM

Consul General Hansraj Singh Verma led a curated Yoga session at the iconic Ipiranga Museum, São Paulo, bringing together more than 250 yoga enthusiasts from across the city. This year's theme, "Yoga for Healthy Ageing," reflects yoga's enduring value in promoting wellness, longevity and holistic well-being.







INTERNATIONAL DAY OF YOGA CELEBRATION AT STATE LEGISLATIVE ASSEMBLY OF SANTA CATARINA

On the 25th of June, Embassy of India in Brazil, along with SVCC, Conayur and AIESC held a solemn session at State Legislative Assembly of Santa Catarina to recognize International Day of Yoga in the state of Santa Catarina. Deputy Mr. Pedro Baldissera facilitated the session and celebrated International Day of Yoga 2026 alongside H.E. Ambassador Shri Dinesh Bhatia, who was felicitated by the State Legislative Assembly. The program started with a mantra session conducted by “Luz do Astral” band, followed by lectures by Andrea Porto on Ayurveda, Sahil Singh on Yoga, Amália Furtado on Ayurveda and Yoga, Vanessa Santetti on Sahaja, Anand Nirgun on Ayurveda, Anupam Kishore on Rishikesh: the city of Yoga, and a Yoga class conducted by Camila Reitz. It also included an Odissi dance performance by Christiane Ceron and a Kathak dance performance by Marcos Rosso. The event was attended by approximately 200 people.



H.E. Ambassador of India to Brazil Shri Dinesh Bhatia and Deputy Pedro Baldissera



Yoga demonstration



Yoga session



Mantra session with “Luz do Astral” Band

HOLI CELEBRATION AT SVCC

India tourism promotion event organized at Centro Cultural Swami Vivekananda, São Paulo on 25th March. Consul General Hansraj Singh Verma joined the tour & travel agents from Brazil showcasing India's potential as a destination — an unforgettable evening blending Indian culture, flavours, and hospitality.



SVCC team



Getting together for the celebration



CGI team, SVCC team and friends of India celebrating Holi 2026

PROMOTING INDIAN TOURISM

India tourism promotion event organized at Centro Cultural Swami Vivekananda, São Paulo on 25th March. Consul General Hansraj Singh Verma joined the tour & travel agents from Brazil showcasing India's potential as a destination — an unforgettable evening blending Indian culture, flavours, and hospitality.



Bollywood dance performance



Food as a travel destination



Tourim agents from Brazil

ODISSI WORKSHOP IN BAHIA

SVCC organised a dance workshop at the BK retreat in Salvador, Bahia. Participants enjoyed a two-hour immersion in classical dance and, at the end, were treated to a beautiful performance by Ms Adriana Zamarim.



Odissi dance performance at BK Bahia



Participants learning Odissi



Participants in BK Bahia

CELEBRATING WOMEN'S DAY AT BRAHMA KUMARIS

The director of SVCC, Dr. Jyoti Kiran Shukla, was invited to inaugurate the international women's day celebration at Brahma Kumaris retreat in Serra Negra.
In her address she spoke about the women empowerment through spirituality, education and entrepreneurship and appreciated BK's role in enhancing the cultural connect between india and Brazil.



Dr. Jyotin Kiran was received with flowers in BK Serra Negra



Dr. Jyoti gave some inspired thoughts about Women's day, at the opening of the dance workshop



Sister Luciana at the event

MOHINIYATTAM WORKSHOP

A Mohiniyattam workshop was organised by SVCC. The famous Mohiniyattam artist, Ms. Samira Marana was invited. CG Hanraj Singh Verma, and the Director, Dr. Jyoti Kiran Shukla greeted everyone present.



Dr. Jyotin Kiran and CG welcoming Samira



After the workshop, Samira gave to the participantes a beautiful presentation



Participants of the Mohiniyattam workshop

FAREWELL OF DR. JYOTI KIRAN SHUKLA

During her term as Director, Jyoti Kiran Shukla did a remarkable job of promoting the Indian culture in Brazil. In March, before she left Brazil, she gave her last words to SVCC students and teachers.



Adriana Zamarim and SVCC team went to Serra Negra to celebrate Internation Women's day in BK



Dr. Jyotin Kiran and Luiz Caravlho - SVCC yoga teacher



Dr. Jyotin Kiran and Adriana Zamarim - SVCC Odissi teacher



With Yoga teacher and students



With Odissi teacher and students

ODISSI WORKSHOP AT THE EMBASSY OF INDIA

On 17th April, the Swami Vivekananda Cultural Centre organised a special Odissi Dance Workshop at the Embassy of India led by its Odissi teacher Adriana Zamarim. Participants were introduced to Odissi, one of India's oldest classical dance forms. Through guided practice, they explored basic postures, mudras (hand gestures), and rhythmic sequences, gaining a deeper appreciation for this rich tradition. The workshop was a wonderful celebration of India's cultural heritage and an opportunity to strengthen cultural ties between India and Brazil.







CLASSICAL INDIAN TABLA AND TALA WORKSHOP AT THE EMBASSY OF INDIA

On 18th April, the Swami Vivekananda Cultural Centre organised an engaging Tabla & Tala Workshop at the Embassy of India in Brasília, led by percussionist Edgar Bueno. The session offered participants a practical introduction to the fundamentals of Indian classical music, exploring the rich tonal qualities of the tabla and the complexity of rhythmic cycles (tala). With active participation from students, musicians, and enthusiasts, the activity fostered an inclusive learning environment for all skill levels, encouraging a deeper appreciation of India's musical traditions. An experience that strengthens cultural ties between India and Brazil through art and the exchange of knowledge.





BHANGRA WORKSHOP AT SVCC

On 24th May, the Swami Vivekananda Cultural Centre jointly organized a Bhangra Workshop as part of the Virada Cultural program. Led by Amelize Mattos, the workshop was themed “Dancing to High-Energy Punjabi Folk Beats” and introduced participants to the vibrant rhythms and energetic movements of Bhangra, a traditional folk dance from Punjab. The audience enthusiastically engaged in the interactive session, creating a lively and joyful atmosphere. The workshop was attended by approximately 60 participants.









YOGA WORKSHOP AT SVCC

On 24th May, the Swami Vivekananda Cultural Centre jointly organized a Yoga Workshop as part of the Virada Cultural program. The workshop, conducted by Luiz Carvalho, focused on helping participants find inner peace, balance, and well-being through the practice of yoga. Attendees actively participated in the session and demonstrated great interest in the techniques presented. The workshop was attended by approximately 60 participants.





ANNUAL BAZAAR ORGANISED BY GROUP OF SPOUSES OF HEADS OF MISSION

The Embassy of India and the Swami Vivekananda Cultural Centre organized a vibrant cultural evening in Brasília, showcasing the rich diversity of Indian culture through music, dance, and gastronomy. The program featured an Odissi classical dance performance presented by Adriana Zamarim, highlighting the grace and elegance of one of India's oldest classical dance traditions. The audience also enjoyed energetic Bollywood dance presentations performed by Amelize Mattos's Group, featuring four choreographies, and by the Amizade Group. The cultural showcase continued with a lively Bhangra folk dance performance from Punjab presented by Amelize Mattos's Group. An interactive Bhangra workshop was subsequently conducted by Disha Malani, allowing participants to learn and experience the vibrant movements and rhythms of this traditional Punjabi dance. The event concluded with a tasting of authentic Indian cuisine, providing attendees with an immersive cultural experience. The audience participated enthusiastically, contributing to an evening filled with joy, cultural exchange, and celebration.







LAUNCHING OF THE YOGA DAY CELEBRATIONS 2026



Consulate General and SVCC launched the Yoga Day Celebrations, 2026 with a curtain raiser organized at Santini park on Santos beach on 30 May. The event organised in partnership with the city of Santos and drew enthusiastic participation of more than 120 persons. Consul General Hansraj Verma, Acting Mayor of Santos Ms. Audrey Kleys and Sports Secretary of the city emphasizing the benefits of Yoga for health, well-being, and harmony, exhorted all to embrace Yoga.





RUN-UP TO THE IDY 2026 IN JUNDIAÍ

In a series of Yoga events in run-up to the International Day of Yoga, 2026, the Consulate and SVCC, in collaboration with Jundiaí's city, organised a yoga event at Parque da Cidade in Jundiaí on 31.05.2026. Around 150 yoga enthusiasts joined and enjoyed the session.





RUN-UP TO THE IDY 2026 AT VILA ITORORÓ

As part of the series of Yoga events in the run-up to the International Day of Yoga 2026, the Consulate and SVCC, in collaboration with the Municipal Secretariat of Culture and Creative Economy, organised a Yoga session at Vila Itororó today. Participants attended with great enthusiasm and actively took part in the session. A Yoga selfie point was also set up, which participants widely used to capture and share their experiences. The event was attended by approximately 30 people.





IDY 2026 CELEBRATION AT BRAHMA KUMARIS SÃO PAULO

SVCC and the Consulate General of India, São Paulo, celebrated the International Day of Yoga 2026 in collaboration with Brahma Kumaris, São Paulo. Consul (Consular) Arun Yadav warmly welcomed the participants and held a brief interaction, thanking everyone who contributed to making the event a success. Participants enthusiastically joined the yoga session, embracing the spirit of harmony, wellness, and mindfulness through the timeless practice of yoga. Approximately 30 people attended the event.





YOGA FOR HEALTHY AGEING AT PARQUE DO TROTE

Mr. Arun Yadav, Consul (Consular), facilitated the event "Yoga for Healthy Ageing," initiated by the Ministry of Ayush, Government of India, disseminating the message of holistic health and well-being for all. The event was held at the city's picturesque venue, Parque do Trote, in Vila Maria, as part of a series of Yoga events organized in the run-up to International Day of Yoga (IDY) 2026 in collaboration of SVCC, ICCR and yoga teacher Ms. Claudia Monteiro. Participants appreciated the event, creating an atmosphere of positivity and shared community spirit while celebrating the transformative benefits of Yoga for healthy and active ageing in nature. Around 20 people enjoyed the session.





YOGA FESTIVAL 2026 IN PARATY

Consul General Hansraj Singh Verma inaugurated the Yoga Festival 2026 in Paraty, in continuation with the International Day of Yoga celebrations. The 3-day festival drawing yoga practitioners and enthusiasts around the region is an excellent platform to share invaluable gift of Yoga for health, harmony, mindfulness and peace, and was attended by almost one thousand of people. An Odissi performance was given by SVCC Odissi teacher and students.





TABLA AND SITAR WORKSHOP

On July 10th, the Swami Vivekananda Cultural Centre successfully organised a Sitar and Tabla workshop. Musicians Fabio Kidesh (sitar) and Rinku Ghai (tabla) guided participants through the fantastic and intricate world of Indian classical melodies and rhythms.





HATHA YATRA IN SÃO PAULO AT PAULISTA AVENUE

On Sunday, July 19, 2026, Avenida Paulista hosted the tenth edition of the Ratha Yatra Festival, also known as the “Festival of Divine Love.” The festival featured a vibrant procession, music, dance, free vegetarian lunches, and the joy of the colorful powders associated with the Holi Festival of Colors. The traditional chariot traveled along Avenida Paulista, carrying a message of unity and inclusivity to people from all walks of life.













HINDUSTANI WORKSHOP

On the 7th of August, the renowned classical singer Ratnabali gave an advanced workshop for professionals at SVCC. The music professionals had the opportunity to learn more about Indian classical music. In the second half of the workshop, Rinku Ghai joined in with his tabla, making the music even richer.









ODISSI WORKSHOP: VANDE MATARAM

Counting up to Independence Day celebrations, SVCC organised two workshops on the national song "Vande Mataram" by our Odissi teacher Adriana Zamarim.





EXPERIENCE INDIA DAY AT UNIFESP

SVCC and Consulate General of India organized an ‘Experience India Day’ at Paulista School of Medicine of the Federal University of São Paulo on 12 August 2026.
The program aimed fostering academic and cultural cooperation between India and Brazil included a presentation by Consul General, a cultural event and tasting of India food. The screening of popular movie Zindagi Ma Milegi Dobara wrapped up the event.





BOLLYWOOD PERFORMANCE AT FEIRA DAS NAÇÕES

On August 13, in collaboration with the City Hall of São Paulo city, dancers Amelize Mattos and Gabriela Pina delighted passersby, who were pleasantly surprised to stumble upon this special performance during the Festa das Nações (Festival of Nations) at the Santa Ifigênia Viaduct.







BHAKTI YOGA FESTIVAL WITH SRI SRIMAD BHAKTIVEDANTA VANA GOSWAMI MAHARAJ

On the 14th August, SVCC received the renowed Sri Vana Goswami Maharaj for a morning full of activities: lecture, chantings, dance performance and the distribution of *prasada*.







REPUBLIC DAY CELEBRATION 2026 AT SVCC

At SVCC, on the 15th of August, the celebrations commenced with a rendition of Vande Mataram, followed by Consul General Mr. Hansraj Singh Verma hoisting the National Flag and reading the Hon'ble President's Address to the Nation. Captivating cultural performances, screening of micro film 'India Kept the Promise' and exhibitions on India's Freedom Struggle and 'Journey of Tiranga' added festivities to the celebrations.









REPUBLIC DAY CELEBRATION 2026 AT THE EMBASSY

On the 13th August, a special event to celebrate the 80th year of the Independence of India took place at the Naval Club in Brasilia. At the occasion, Marcos Rosso performed a Bharatanatyam dance to the Ambassador and his wife, and to around 200 guests.





And on 15th, in Brasília, a music performance by Sabah, Rinku Ghai and Santurys took place, with a special rendition of “Vande Mataram”.





RAKSHA BANDHAN AT SVCC

After a #Heartfulness meditation session, the audience present at the Raksha Bandhan celebration was invited to create their own Rakhis—traditional Indian bracelets.





The participants used their creativity and many Rahkis were created by them.







VIRADA CULTURAL IN BELO HORIZONTE

SVCC and the Embassy of India organised an unforgettable celebration of Indian culture at Virada Cultural at the 30th of August. Parque Municipal came alive with incredible energy as visitors immersed themselves in: two bollywood movies sessions, bollywood clips session, dance performances, yoga and meditation sessions, Ayurveda wellness lecture and a Dhrupad singing performance.















SCHOLARSHIP AWARD

SVCC selected two students from the Lata Mangeshkar Dance & Music Scholarship Scheme to study in India for the period 2026-2027.

Laura Mandriola went to Kaivalyadhama Yoga Institute Kaivalyadhama Ashram Kaivalyadhama Lonavia Pune for a 9 months Yoga course.





The second student, Yasmin Passos, went to SVCC to talk with the SVCC team, about some doubts and travel arrangements for her course that will start in September in Pracheen Kala Kendra. She will spend 3 years in India, to study Sitar. We wish you all the best in your journey.



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.



Mr. Luiz Carvalho, SVCC yoga teacher, and students at SVCC library.





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



Odissi workshop.



Sitar and tabla workshop.

TABLA CLASSES AT SVCC

We would like to thank Mr. Rinku Ghai for his period at SVCC as a Tabla teacher, and for the many beautiful performances that he has performed.























DHANYAVAD



BEST WISHES, TEAM SVCC