Indian Council for Cultural Relations
भारतीय सांस्कृतिक सम्बंध परिषद्

NEWSLETTER

Swami Vivekananda Cultural Centre São Paulo

SP, Brazil

संस्कृति सेतु

March 2025 to August 2025

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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 March 2025.

This period could easily be described as the golden period in the continuing journey of SVCC because of the sheer scale, prominence and diversity of the activities of SVCC.

Honourable Prime Minister's visit to Brazil in July this year was a unique opportunity for SVCC to create an impressive and inclusive culture show in Rio de Janeiro and Brasilia. Both the community receptions displayed the enthusiasm the community had for his visit and the influence of Indian culture in Brazil. SVCC made a significant contribution in providing the knowledge and technical support to conceptualise and curate the cultural events which were of a unique nature, and included Brazilian Mantra group and Amazonian chants with Shiv Tandav Stotra. A rare and innovative confluence of two cultures!

Another significant development was the arrival of our new Ambassador H.E. Shri Dinesh Bhatia to Brazil in the month of June 2025. Ambassador Shri Bhatia, besides being a distinguished diplomat, is a scholar and author too, and has always promoted Indian culture in a significant way. Under his guidance, SVCC thrived. Be it the community reception during the PM visit, a unique celebration of Raksha Bandhan for Brazilians, a cultural show at the Embassy on Independence Day or the creation of YogaNet, he inspired, guided and supported SVCC at each step. We express our deep gratitude after this!

The visit of Honourable Union Minister for Agriculture Shri Shivraj Singh Chouhan also was a magnificent opportunity for the Indian community to learn deeply about the immaculate performance of Indian agriculture in recent years. SVCC will cherish the plant that he planted in our premises.

Let's talk a bit about our flagship projects!

Experience India Day (#EID), which is engineered to provide immersive cultural experiences to universities and schools, is getting momentum. EID connects students of all levels with Indian culture, enhancing their cultural understanding and appreciation. The project is already a huge success. On March 2025, the project was taken to ESPM, with an amazing response from the audience, students and faculty members.

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. On June 4th, SVCC brought the Campus Connect to the Belas Artes University; the programme included a lecture on India's economy by me and was attended by more than 70 students.

#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 April 2025, I went to the National Library of Brasilia as part of SVCC's #IndiaInYourLibrary initiative and had a fruitful meeting with the Director Ms. Patrícia Miranda, during which us discussed possibilities for future collaboration.

#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 March 2025, India Fest was held in Rio de Janeiro; in May, in Florianópolis, and in July, in Piracicaba.

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.

I am yet again amazed to observe the striking similarities - social, cultural and economic - between the great two countries. It seems that person-to-person connections are almost organic and natural if the cultures are well presented and comprehended, and SVCC will leave no stone unturned in its effort to do so!

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).

Therefore, I hope and believe you all will enjoy this edition of Sanskriti Setu (संस्कृति सेतु) and I look forward to more communication and dialogue with you regarding your suggestions and participation in this cultural journey between these two great countries! Namaste!

Dr. Jyoti Kiran Shukla - Director SVCC

EDITOR'S CHOICE: CREATING LINKS TROUGH LINKS

- PM Modi tells India's decade-long growth story in longest ever Independence Day speech:

https://ddnews.gov.in/en/pm-modi-tells-indias-decade-long-growth-story-in-longest-ever-independence-day-speech/

- Prime Minister Addresses the Nation on 11th International Day of Yoga:

https://mohfw.gov.in/?q=en/pressrelease/prime-minister-addresses-nation-11th-international-day-yoga

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PRIME MINISTER OF INDIA VISITED BRAZIL FOR BRICS SUMMIT

In July 2025, India's Honourable Prime Minister Shri Narendra Modi visited Brazil to participate in the 17th BRICS Summit held in Rio de Janeiro. The summit brought together the leaders of Brazil, Russia, India, China, and South Africa to discuss key global issues and promote cooperation among emerging economies. During his visit, the Indian Prime Minister also held bilateral meetings with Brazilian President Luiz Inácio Lula da Silva, aiming to strengthen strategic ties in areas such as trade, energy, technology, and sustainable development. The visit highlighted the growing partnership between India and Brazil and their shared commitment to South-South cooperation. Several agreements were signed to enhance collaboration in renewable energy, digital innovation, agriculture, and defense.

Hon. PM Narendra Modi and President of Brazil Luiz Inácio Lula da Silva at 17th BRICS Summit

The 17th BRICS Summi took place in Rio de Janeiro

Hon. PM Narendra Modi during community welcome in Rio de Janeiro

PRIME MINISTER OF INDIA VISITED BRAZIL FOR BRICS SUMMIT

On July 5, 2025, the Prime Minister of India Shri Narendra Modi arrived in Rio de Janeiro to attend the BRICS Summit. A grant community reception took place, and SVCC conceptualised, curated and presented a cultural show. The cultural programme included a performance of mantras by “Luz do Astral” Band and a dance number by Community members that paid tribute to Operation Sindoor.

Luz do Astral Band and dancers of Indian community

Honourable Prime Minister Narendra Modi and dancers of Indian community, whose performance paid tribute to Operation Sindoor

Hon. PM Modi during community welcome in Rio de Janeiro

PRIME MINISTER OF INDIA MEETING WITH PRESIDENT LULA IN BRASÍLIA

On July 7, 2025, the Prime Minister of India arrived in Brasília to attend a meeting with Brazil's President Mr. Luiz Inácio Lula da Silva.

A grand community reception welcomed the Prime Minister of India, with SVCC weaving together art, devotion, and tradition in a tapestry of unity.

The Triveni presentation symbolized the confluence of rivers, cultures, and hearts—India and Brazil flowing together in shared celebration and mutual respect.

A meeting of leaders, a meeting of worlds: as India's Prime Minister and Brazil's President met, culture spoke the universal tongue of peace and friendship.

PM Modi warmly greeted Indian diaspora In Brasília, which showed its joyfulness with the special occasion.

From the sacred rhythms of Vedic mantras by Acharya Jonas Masetti and his students to the soulful echoes of Amazonian chants, the evening resonated with voices of two great civilizations singing in unison.

WELCOMING THE NEW AMBASSADOR OF INDIA TO BRAZIL H.E. SHRI DINESH BHATIA

H.E. Shri Dinesh Bhatia, who assumed office as Ambassador of India to Brazil on 1 June 2025, is a seasoned diplomat with over three decades of service since joining the Indian Foreign Service in 1992. Previously Ambassador to Argentina, he notably secured India's first lithium mining assets there and was also accredited to Uruguay and Paraguay. His distinguished career includes roles as Consul General in Toronto, Ambassador to Côte d'Ivoire, and postings in Madrid, Kathmandu, and Kuwait

In May 2025, H. E. Ambassador Dinesh Bhatia presented Prime Minister Narendra Modi with a copy of his book *Devi Purana – A Rendition of Srimad Devi Bhagavatam*

H. E. Ambassador Dinesh Bhatia was warmly welcomed on his arrival by Director SVCC Dr. Jyoti Kiran Shukla at SVCC São Paulo

On June 2025, our new Ambassador of India to Brazil, H.E. Shri Dinesh Bhatia and spouse, Ms. Seema Bhatia, were warmly welcomed on their arrival by CGI and SVCC

VISIT OF MINISTER FOR AGRICULTURE H.E. SHRI SHIVRAJ CHOUHAN

In April 2025, Honourable Union Minister for Agriculture H. E. Shri Shivraj Singh Chouhan visited SVCC to attend the community reception organised by CGI and the Indian community. In his inspiring address, he presented the achievements of India in the last few years and the role of agriculture in shaping a new India. He was welcomed by CG Shri Hansraj Verma. Director SVCC Dr Jyoti Kiran presented the role of ICCR for strengthening India-Brazil Connect. Odissi dance was presented by Mrs. Adriana Zamarim. HOC Shri Rajesh Kumar Pippal conducted the program.

“EK PED MAA KE NAAM” CAMPAIGN

As part of his visit to SVCC, Shri Shivraj Singh Chouhan, Minister of Agriculture and Farmers Welfare of the Government of India, displayed his participation in the campaign "Ek Ped Maa Ke Naam". Shri Chouhan planted a tree and said, *"Let us all understand our responsibility towards nature and keep the earth green and clean."*

LAUNCHING OF YOGANET BRASIL WEBSITE AT INDIA'S EMBASSY

On the 16th August, YogaNet Brasil, the innovative project aiming to connect entire Brazil's Yoga enthusiasts to the traditional Indian knowledge system, was launched by the Ambassador of India to Brazil H.E. Shri Dinesh Bhatia, in the presence of the Director SVCC Dr. Jyoti Kiran Shukla, Indian community and Brazilian Yoga enthusiasts.

Ambassador H.E. Shri Dinesh Bhatia and Director SVCC Dr. Jyoti Kiran Shukla launched YogaNet Brasil, a resource platform to promote Yoga & Ayurveda developed by ICCR São Paulo

YogaNet Brasil website: SVCC invites everyone who is connected with Yoga to join.
Register now at www.yoganetbrasil.com.br

RAKSHA BANDHAN CELEBRATION AT SVCC WITH AMBASSADOR OF INDIA TO BRAZIL H. E. SHRI DINESH BHATIA AND MRS. SEEMA BHATIA

The Raksha Bandhan celebration at SVCC, with Ambassador H.E. Shri Dinesh Bhatia and his wife Mrs. Seema Bhatia became a festival symbolizing the Indo-Brazilian friendship. It was attended in large number by Brazilians who tied Rakhi to the Ambassador and Mrs Bhatia. Director SVCC Dr. Jyoti Kiran Shukla and Consul General Shri Hansraj Verma welcomed the overwhelming number of people. Ambassador spoke about the bond of energy between two countries and people describing the cultural significance and context of the Rakhi festival in India. The program included a cultural show with classical dance duet, tabla and flute and the participation of Brahma Kumaris's organization representatives.

WORKSHOP OF RAKHIS

To engage the Brazilian community with the Raksha Bandhan festival, the celebration of love, friendship and harmony, SVCC organised a workshop on making Rakhis — the bands of friendship and protection.

There was an overwhelmingly positive response. Director SVCC Dr. Jyoti Kiran Shukla introduced the concept of the workshop, the Consul General blessed everyone on the occasion, and Ms. Rachna served as the resource person, teaching participants how to make Rakhis.

The workshop of Rakhis at SVCC attracted an impressive public turnout

LAUNCHING OF YOGANET BRASIL PROJECT AT IPIRANGA'S MUSEUM ON THE INTERNATIONAL DAY OF YOGA

On the 21st June, SVCC formally launched its innovative project YogaNet Brasil at the celebration of the 11th International Day of Yoga at the Ipiranga's Musuem. Consul General Shri Hansraj Verma, International Relations Secretary Angela Gandra and Director SVCC Dr. Jyoti Kiran Shukla presented the project to the public, which showed enthusiasm towards the initiative.

Launching of the YogaNet Brasil project at Ipiranga's Museum on the International Day of Yoga with International Relations Secretary Ms. Angela Gandra, CG Shri Hansraj Singh Verma and Director SVCC Dr. Jyoti Kiran Shukla

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Launching of the YogaNet Brasil project at Ipiranga's Museum on the International Day of Yoga with International Relations Secretary Ms. Angela Gandra, CG Shri Hansraj Singh Verma and Director SVCC Dr. Jyoti Kiran Shukla

11TH INTERNATIONAL DAY OF YOGA AT IPIRANGA'S MUSEUM AND FOZ DO IGUAÇU'S FALLS

The 11th International Day of Yoga 2025 was celebrated at two places: Ipiranga's Museum in São Paulo and in Foz do Iguaçu, with the magnificent background view of the Cataratas do Iguaçu. The Secretary of International Relations of the City of São Paulo, Ms. Ângela Gandra were present at the occasion. In Catataras do Iguaçu, the Secretary of Culture of Iguaçu was present at the event. Around 500 people celebrated the IDY 2025 at both programs.

IDY 2025 at Ipiranga's Museum was a huge celebration with a yoga session open air

IDY 2025 at the Cataratas do Iguaçu

INDIA FEST RIO DE JANEIRO 2025

In March 2025, SVCC organised the festival of India at the iconic CCC in Rio de Janeiro. The focus was on tourism through culture. The response was overwhelming. Consul General Shri Hansraj Singh Verma opened the show, SVCC Director Dr Jyoti Kiran Shukla introduced the concept of cultural tourism, Honorary Consul General of Rio de Janeiro Mr Leonardo Ananda welcomed the huge audience. On this occasion, excerpts from the Honorable Prime Minister Modi podcast were played to the audience along with classical and contemporary music and dances, along with a presentation on the incredible India! Director SVCC Dr Jyoti Kiran Shukla elaborated the concept of indianness. During her speech she highlighted India as a holistic spiritual experience destination. Consul General Shri Hansraj Singh Verma emphasized on the scope of tourism between the two countries and presented the diversity of India as tourism destination.

India Fest in Rio de Janeiro

INDIA FEST FLORIANÓPOLIS 2025

SVCC, in partnership with Portal da Índia and Brahma Kumaris, presented the first India Fest in Florianópolis on the 23rd and 24th of May 2025. The event also celebrated the curtain-raiser for the International Day of Yoga 2025. Approximately 1,000 people, including representatives from the municipality, the University dean, and the Director of the Culture Centre, participated in the two venues of India Fest: UDESC and the History Museum of Florianópolis. It was a special program with dance, music and food.

Yoga at the beach, cultural show with classical and Bollywood dances, Luz do Astral with mantras and much more

INDIA FEST PIRACICABA 2025

SVCC/CGI, in partnership with Brahma Kumaris, SESC, and ESALQ-USP, presented India Fest in Piracicaba on 27th of July 2025. The festival created a very prominent wave in the cultural scenario of Piracicaba. Director SVCC Dr. Jyoti Kiran Shukla introduced the festival and greeted the enthusiastic participants. About 600 participants enjoyed sessions on Yoga, sound healing, incense, Ayurveda, Indian classical and Bollywood dances, sitar and tabla performances. India's National Anthem was played by a local band. The festival was a mega success. A quiz on India was also conducted by the Director SVCC.

Bollywood dance performance at India Fest Piracicaba

Director SVCC Dr. Jyoti Kiran Shukla with Music group Hindus Project

Indian flag for the Indian anthem

INDIA FEST PIRACICABA 2025

Director SVCC with sister Joana from Bhama Kumaris

Odissi performance

Yoga presentation

Indian flute with tabla

INDIA'S INDEPENDENCE DAY CELEBRATION AT SVCC

On 15th August, the Consulate General of India São Paulo, and SVCC proudly celebrated the 79th Independence Day of India with the spirited participation of the Indian community and friends of India. The event included the hoisting of the National Flag by Consul General Shri Hansraj Singh Verma, singing of the National Anthem and cultural performances.

Celebration of the 79th Independence Day of India at SVCC

INDIA'S INDEPENDENCE DAY CELEBRATION AT INDIA'S EMBASSY IN BRASÍLIA

Joined by Indian community and friends of India in Brazil, Ambassador of India to Brazil H. E. Shri Dinesh Bhatia hoisted the Indian flag on occasion of India's 79th Independence Day. He was acompanied by Mrs. Seema Bhatia. The celebration included a cultural show conceptualised, curated and presented by SVCC: a sitar and tabla duet and a Bollywood performance.

Hoist of flag and cultural show at the celebration of the 79th Independence Day of India at India's Embassy in Brasília

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 WITH ESPM

In March 2025, SVCC took Experience India Day to ESPM University through an enthralling cultural show. Dr. Jyoti Kiran Shukla presented some excerpts from the latest podcast of the Honourable PM Narendra Modi, and, as the podcast resonated with young minds, a spontaneous discussion took place. Professor Alexandre Uehara introduced the program and spoke about India-Brazil educational connect,ion while Dr. Jyoti Kiran Shukla presented the opportunities available in India for students with ICCR scholarships.

#EXPERIENCE INDIA DAY

The edition of #EXPERIENCEINDIADAY at ESPM was a huge success, making more than one hundreds students to dance at the stage with the timeless sounds of Indian drums.

#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 BRASÍLIA

In April 2025, SVCC Director Dr. Jyoti Kiran Shukla visited the National Library of Brasilia as part of SVCC's #IndiaInYourLibrary initiative. She had a fruitful meeting with the Director Ms. Patrícia Miranda, who discussed possibilities for future collaboration. Director SVCC presented two books from India to the library.

Director SVCC Dr. Jyoti Kiran Shukla and the Director of National Library of Brasília Ms. Patrícia Miranda

#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 BELAS ARTES UNIVERSITY

On June 4th, SVCC brought the Campus connect to the Belas Artes University. Dr. Jyoti Kiran Shukla gave a lecture for the International Relations course about India and its economy. At the end, the students had a quick meditation session too. The University course director of International Relations, Ms. Marcela, was present and about 75 students attended the lecture.

As part of the project Campus connect, SVCC Director Dr. Jyoti Kiran Shukla gave a lecture about India's economy.

#CAMPUS CONNECT AT BELAS ARTES UNIVERSITY

The class of International Relations at Belas Artes university were amazed with India

SVCC director gave a book of Gandhi's life to the universities coordinators

Meditation session after the lecture about India's economy

#CAMPUS CONNECT

#CAMPUS CONNECT BRICS + UNIVERSITIES MEETING

Director SVCC, Dr. Jyoti Kiran Shukla, participated in the BRICS + Universities Forum conference at Rio De Janeiro and interacted with various university Rectors to explore the possibilities of strengthening the connection, especially with the Brazilian universities active in the BRICS Forum. She presented the #CampusConnect project of SVCC and ICCR scholarship to various participants. Director SVCC, Dr. Jyoti Kiran Shukla, met several universities rectors on the sideline meetings at the BRICS University Forum, and had discussions about the research opportunities between India and BRICS universities, especially to achieve SDG's.

Glimpses of the BRICS + Universities Forum, attended by Director SVCC Dr. Jyoti Kiran Shukla

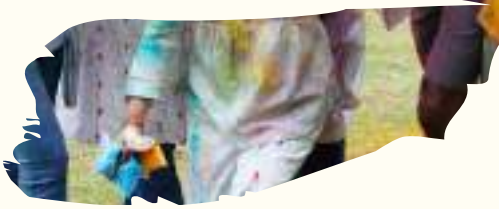
INTERNATIONAL WOMEN'S DAY

As part of the ongoing week-long celebrations of International Women's Day, the Consul General honored all female members of the Consulate and SVCC, expressing gratitude for their contributions.

HOLI - THE FESTIVAL OF COLORS

On the 16th March India Diaspora enthusiastically celebrated Holi - the Festival of Colors in São Paulo. Consul General, members of the Consulate and SVCC, joined Holi celebrations with the community. Consul General, appreciating the initiative, emphasised the significance of festivals in promoting India's cultural richness and strengthening community bonds. Holika Dahan, gulal, pichkaris and vibrant Holi songs filled the festivities with colours of camaraderie and joy.

HOLI - THE FESTIVAL OF COLORS



GRAND HOLI MELA FESTIVAL

Ambassador Shri Suresh K. Reddy and Consul General Shri Hansraj Verma inaugurated the vibrant Grand Holi Mela organised by the Indian Association São Paulo with support from the Consulate General of India and Swami Vivekananda Cultural Centre. Indian dance and playing with Holi colours added to the festivities, celebrating the spirit of Holi in Brazil!

ODOP EXHIBITION AT SVCC

The #ODOP" exhibition, featuring GI-tagged products from Karnataka, captivated visitors at ICCR São Paulo. The intricate craftsmanship of the showcased handicrafts was widely appreciated and praised as examples of the cultural richness of India.

CELEBRATION OF ICCR FOUNDATION DAY - 75 YEARS OF ICCR

ICCR Foundation Day curtain raiser event was a memorable evening. Ambassador H.E. Shri Suresh K. Reddy graced the event as the chief guest. CG Shri Hansraj Verma delivered the keynote address, and Director SVCC Dr. Jyoti Kiran Shukla welcomed the guests. The Kathak performance by Gyaneshree Karahe was mesmerising. The program was attended by Padmshri Mrs.Lia Diskin and Yoga icon Mr. Marcos Rojo. Many dignitaries, including Mrs. Sneha Reddy, Mr. Roberto Paranhos and Mr. Swami Nirmalanand attended the event.

COUNTDOWN TO THE INTERNATIONAL DAY OF YOGA

During the month of May, the celebration of International Day of Yoga was organised at different places such as CEU Jaguaré, USP and Marcos's Rojo school of Yoga - IEPY (Instituto de Ensino e Pesquisas em Yoga). Around 200 people participated.

Yoga workshop at CEU Jaguaré

Yoga workshop at Marcos Rojo's school IEPY

COUNTDOWN TO THE INTERNATIONAL DAY OF YOGA

The Consulate General of India in São Paulo collaborated with Prof. Lígia Padilha for a special Yoga session at São João Clube, Atibaia, as part of the #IDY2025 countdown. The session was followed by meditation and distribution of the Common Yoga Protocol books.

How can Yoga and meditation increase your well being? On the 12th June, students from the course of Physical Education, at the University of Campinas (UNICAMPI) experienced the many benefits of these practices. Dr. Jyoti Kiran Shukla, director of SVCC, offered them a unique lecture about the International Day of Yoga; it was followed by a short meditation practice conducted by Prof. Satyendra Kumar Singh. The students showed a lot of interest and enthusiasm.

SVCC in Unicamp, with the students from Physical Education course

"YOGA FOR PEACE" SESSION

A unique session of Yoga For Peace, which was organized to resonate with India's message of peace to the world, was attended by large number of Brazilians and spiritual leaders in Brazil. Consul General Shri Hansraj Verma delivered the keynote while Director SVCC Dr. Jyoti Kiran Shukla presented the concept. The program was addressed by Swami Nirmalanand ji, Swami Anirvanananda, Professor Marco Rojo and Roberto Paranhos. DG ICCR Ms. K. Nandini Singla 's interview was also played in the programme. Around 80 people participated.

The event Yoga for Peace was celebrated on 20th of June at SVCC

"CULTURE OF PEACE" LECTURE

On the 19th July, SVCC presented an integrated event on the theme "Culture of Peace" in the city of Franco da Rocha. Regiane Rocha, director of Espaço Autonomia, warmly welcomed and introduced Director SVCC Dr. Jyoti Kiran Shukla highlighted the profound contributions of Indian culture as a fountainhead of culture of peace. The programme was curated to present art as a medium for inner peace. Ms. Mônica Ferro presented Bharatanatyam, Mr. Fernando Sabah offered a sound healing session with flute, while Mr. José Ricardo led a meditation and vibrational healing session. About 40 residents of Franco da Rocha participated enthusiastically and proposed that this becomes an annual event in their city.

Director SVCC Dr. Jyoti Kiran Shukla lectured on the theme Culture of Peace

A meditation session was conducted with Tibetean bowls with Mr. José Ricardo

A Bharatanatyam performance was conducted by Ms. Mônica Ferro

SVCC and Espaço Autonomia Teams

Sound healing session with flute by Fernando Sabah

CHAI PE CHARCHA WITH AMBASSADOR H.E. SHRI DINESH BHATIA

On the 11th July, 2025, at SVCC, Ambassador of India to Brazil, H.E. Dinesh Bhatia, met Padma Shri Prof. Lia Diskin and Dr. Danilo Santaella, and lauded their remarkable contributions in promoting Indian culture in Brazil, especially Gandhian values and Yoga. Dr. Santaella recently visited India under the Yogabandhan Programme. A presentation was made about the innovative projects and initiatives of SVCC by director Dr. Jyoti Kiran Shukla.

H. E. Ambassador Dinesh Bhatia, Ambassador of India to Brazil, was warmly welcomed on his arrival by Director SVCC Dr. Jyoti Kiran Shukla at SVCC São Paulo

H. E. Ambassador Dinesh Bhatia and prominent indologist Prof. Lia Diskin

H. E. Ambassador Dinesh Bhatia and SVCC prominent guests

NATIONAL HANDLOOM DAY CELEBRATION AT SVCC

On 7th August, SVCC celebrated the National Handloom Day by inviting some Brazilian guests and staff to wear different handloom attire. The result was a handloom fashion show at SVCC. Enjoy the moments!

GANESHA CHATURTHI

At SVCC, the Odissi students and their teacher, Mrs. Adriana Zamarim, joyfully celebrated the festival of Ganesha Chaturthi with devotional chants and Namaskar.

Some glimpses of the Ganesha Chaturthi

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.

Some glimpses 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 Carvalo

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

GLIMPSES OF RAKSHA BANDHAN CELEBRATION AT SVCC

DHANYAVAD

BEST WISHES, TEAM SVCC