



## WORLD CULTURE DAY 2020

Indian Cultural Centre, Embassy of India, Seoul organized a Video Conference on the occasion of United Nations's "World Day for Cultural Diversity for Dialogue and Development" commonly known as the World Culture Day on 21<sup>st</sup> May 2020.

The 'World Day for Cultural Diversity for Dialogue and Development' is an occasion to promote culture and highlight the significance of its diversity as an agent of inclusion and positive change. It represents an opportunity to celebrate culture's manifold forms, from the tangible and intangible, to creative industries, to the diversity of cultural expressions, and to reflect on how these contribute to dialogue, mutual understanding, and the social, environmental and economic aspects of sustainable development.

Amb. Sripriya Ranganathan, Ambassador of India to Republic of Korea in her welcome remarks highlighted the shared historical cultural ties between Republic of Korea and India. Apart from this, there is a need to focus on the cross-cultural differences between the two countries. Both India and Korea's vibrant cultural legacy, comprising music, art, literature, dance, drama, films, architecture, clothing and cuisine, offers a delightful combination of tradition and modernity, and is now appreciated in many parts of the world. Strength of these differences lies in their unique cultural heritage and pluralism which they have imbibed and nurtured over a period of time extending over several centuries. Such a multi-cultural environment in both the countries has led to progress of a civilisational culture focused on accommodative ethos and cultural syncretism.

Inaugural Address was delivered by Shri Ram Madhav ji who is National General Secretary of Bharatiya Janata Party & Member, Board of Governors, *India Foundation*, a New Delhi based premier think tank. He highlighted the need for global cooperation and the role of cultural values in the New World Order.

Keynote Address was delivered by Prof Lee Geun who is the President, Korea Foundation, an affiliate institute under the Ministry of Foreign Affairs, ROK focussing on public diplomacy. He gave an overview of the efforts of Korea Foundation in promoting cultural diplomacy and various new initiatives taken by the Foundation which has added new nuances to cultural diplomacy in the wake of COVID-19 pandemic.

Shri Dinesh K. Patnaik, Director General of Indian Council of Cultural Relations, New Delhi in his Special Address focused on the new nuances added to culture in this pandemic ridden world and the way culture adds joy and beauty to the lives of people around the world.

The session was moderated by Dr. Sonu Trivedi, Director of the Swami Vivekananda Cultural Centre, Embassy of India, Seoul. She focused on how both countries emphasized on plurality of cultures expressed in the idea of 'richness' and 'pluralism' – or 'Vasudev Kutumbakam' in its truest sense.

The event also witnessed a dance and musical medley by noted artists from India and Korea. Classical Indian dance forms like Kathak, Bharatnatyam and Odissi along with the Korean traditional dance forms like Salpuri, Seongjupuri, Jindo Drum Dance and lion dance were also presented. A musical rendition by Indian artists on Santoor, Tabla and Pakhawaj along with Korean artists on Gayageum and Janggu enthralled the audiences.

The video conference was joined by noted Korean and Indian artists and a large number of participants from different parts of the world.