

SPIC MACAY's CHAPTER IN REPUBLIC OF KOREA

Press Release

The Society for the Promotion of Indian Classical Music and Culture Amongst Youth (SPIC MACAY) in association with Swami Vivekananda Cultural Centre, Embassy of India, launched its Korea Chapter on 07 February 2021. SPIC MACAY's newly launched Chapter in Republic of Korea is one of its several global centres worldwide.

The event was graced by H. E Sripriya Ranganathan, Ambassador of India to the Republic of Korea along with the presence of Founder and Chairperson of SPIC MACAY Prof. Kiran Seth, Mr. Hwang Ilyong, Director, Korean Culture Center. New Delhi and Dr. Sonu Trivedi, Director of Swami Vivekananda Cultural Centre, Seoul. The digital launch ceremony also featured interaction with leading Korean artists – Ms. Beena Keum (Odissi) and Ms Sukhee Oh (Kathak). Artists and volunteers from Korea and India enthusiastically participated in the ceremony and discussed about the future plans and means to culturally connect the people of the two countries.

Founded in 1977, SPIC MACAY is a non-profit, voluntary, non-political, nationwide participatory student movement with a worldwide network of schools, colleges and educational institutions. SPIC MACAY's mission is to promote intangible aspects of Indian cultural heritage by promoting Indian classical music, classical dance, folk music, yoga, meditation, crafts, and other aspects of Indian culture.

Imparting training through Lec-dems and exposure to classical music and dance to folk arts, Yoga, meditation, holistic food habits, theater along with heritage walks and talks with eminent inspiring personalities SPIC MACAY has grown organically over the years in India and abroad.

SPIC MACAY's intention is to enrich the quality of formal education by increasing awareness about different aspects of Indian heritage. It endeavours to inspire the young mind through developing creativity and experiencing the mysticism embodied in the rich and heterogeneous cultural tapestry of Indian and World Heritage. It also seeks to introduce various art forms to the youth and how it will influence their way of life and thinking and inspire one to become a better human being.

Every year, it arranges more than 5000 programmes in more than 1500 institutions, across almost 1000 cities, touching over 3 million students. All these programs are organized by thousands of volunteers – largely students, teachers, housewives, retired people, professionals, young and old. SPIC MACAY celebrates '*Nishkaam Seva*' - the spirit of volunteerism – of giving selflessly without expectation, a value that is intrinsic to our culture and important to nurture in today's world.

SPIC MACAY has established chapters in over 300 cities in India and abroad. Now SPIC MACAY with its Chapter in Republic of Korea will actively endeavour to promote Indian culture and heritage and to build cultural bonds between the two countries with support of the educational and cultural institutions in Korea.
