



Embassy of India
Seoul, Republic of Korea



주한인도문화원
Swami Vivekananda Cultural Centre
Embassy of India, Seoul

PRESS RELEASE

HOLI

March 26, 2021

Indian Cultural Centre and Embassy of India, Seoul organised the Spring Festival - Holi on 26th March via Video Conference with the Korean and Indian community members in Republic of Korea.

Holi – the Festival of colours which marks the arrival of Spring and harbinger of joy and festivities and unifier of hearts was celebrated Online which according to Lunar Calendar falls on 29th March. This popular spring festival, is a celebration about happiness, love, colour, and the triumph of good over evil. The vibrant colors of Holi signify the joy of the arrival of spring after winter and all the new colours blooming in nature. It is also celebrated as thanksgiving for good harvest. The joy of playing with colours with the loved ones, and feasting on delicious festive food fills the heart with excitement.

In these unprecedented times of pandemic and restrictions on social gatherings, the festival no longer remains a public event. Sadly, the COVID-19 wrath has killed the fun and frolic that comes with this Spring festival. However, through the digital medium the Cultural Centre celebrated it Online and shared the spirit of festivities with the local Koreans and Indian community members in their respective virtual spaces which has become the New Normal today.

To celebrate the Festival from the comforts of home under this pandemic, the Cultural Centre had put together some performances and experience sharing moments with Korean and Indian community members LIVE through digital platform.

On this occasion, H. E. Sripriya Ranganathan, Ambassador of India to Republic of Korea gave the Congratulatory remarks highlighting the relevance of Holi and wishing all to celebrate the festival safely following all social distancing norms in the wake of ongoing global pandemic.

The digital celebration also witnessed experience sharing by local Koreans about Holi in India. Among the cultural performances on Holi, the most prominent was the Kathak Performance by Mr. Avijeet Chakravarty, dance teacher and performer at SVCC, Seoul and Korean Kathak dancer Ms. Oh Suk-hee. Indian community members also shared the famous Basant Utsav as celebrated in Korea with singing, dancing and playing with colours, which was started by none other than the Nobel Laurette from Bengal, Rabindranath Tagore at Shanti Niketan.

Other dance and musical rendition on Holi were presented by students of SVCC and members of the Embassy family. The Online Celebration ended with 2019 'Glimpses of Pre-COVID Holi Festival' at Miryang city in Republic of Korea.
