

SARANG – The Festival of India in Republic of Korea

September 25-26, 2021

Indian Cultural Centre and the Embassy of India in Seoul launched the 7th edition of SARANG – The Festival of India in Republic of Korea on September 25-26, 2021 at the picturesque location of the Nami Island in harmony with the nature.

Starting in 2015, SARANG is the cultural festival, introducing India's colourful and diverse heritage and has, since then, grown in size and popularity, promoting soft power in its truest sense and contributing to its rich civilisational legacy and cultural vibrancy.

The word SARANG has a very meaningful interpretation for both Koreans and Indians. SARANG in Korean means 'love' and for Indians it refers to 'diversity representing different colours of India'. As a part of this festival, we try to showcase the rich cultural diversity of India represented through various art forms including dance, drama, music, films and cuisine. This depiction of diversity captures the hearts and minds of the local community in Korea and strengthens the love and friendship between the people of the two countries

This Festival has been organized every year since the year 2015 in partnership with various local bodies. The aim has been to introduce Indian dance, music, film, cuisine and art to the people of Korea. We have succeeded to a great extent in this quest and SARANG has now become a much looked forward event in the Korean cultural calendar. Usually, it extends for over a month and travels through different cities of Republic of Korea.

Given the travel and restrictions on social gathering due to the challenges caused by the global pandemic in recent times, this year The Festival of India - SARANG 2021 was organised in a hybrid mode. While the artists performed physically at the Island, the performances were also live-streamed for wider viewership in Republic of Korea.

The various performances included India Classical dance – Kathak; Contemporary Bollywood dance; Instrumental music – fusion by Gayageum, Biba and Sitar; Korean musical band 'Harmonize' performing on Hindi song and Yoga sessions for rejuvenating our mind, body and soul.

On this occasion, an Exhibition on Indian folk art was also organised by Indian Art Museum in Yeongwol and a Photo Exhibition on India by Institute of Indian Studies, Hankuk University of Foreign Studies. The visitors also got a taste of Indian cuisine at the Island where the famous Indian Chai, samosa and Gulab Jamun was being served.

During these challenging times, it is hope that this cultural extravaganza through dance, music, films, Yoga and various other art forms will help in reconnecting with nature at the same time keeping the Cultural connect with the India lovers and Indian culture enthusiasts in Korea.

The celebrations becomes special this year also because of the fact that it coincides with India@75 or Azaadi Ka Amrit Mahotsav (Festival of Independence) celebrations which marks the 75th anniversary of India's independence as a nation. This will be celebrated through various events including international conferences, lectures and workshops; cultural events including visual art performances, film shows, yoga demonstrations and workshops; Buddhist events; painting and art competitions etc. The Cultural Centre and the Embassy of India, Seoul is organising a series of events in partnership with local organisations to mark this joyous occasion, with a special focus on themes of relevance to the India-ROK relationship.
