

**Amrita Sher-Gil Cultural Centre (ASCC)**  
**Embassy of India**  
**Budapest**

**(Press Release)**

**Amrita Sher-Gil Cultural Centre Commemorates the 75th Foundation Day  
of ICCR with Grand Celebrations**

**(09 April 2024)** Amrita Sher-Gil Cultural Centre (ASCC), Budapest organized a jubilant celebration marking the 75th Foundation Day of the Indian Council for Cultural Relations (ICCR) on April 09, 2024. The event, held at ASCC premises, commenced with a warm welcome by the Director of ASCC, Dr. Mukesh Kumar Srivastava. He also extended heartfelt greetings for Navratri, Gudi Padwa, Ugadi and the Hindu New Year Celebrations to the esteemed audience.

Dr. Srivastava enlightened the gathering about ICCR's extensive array of activities since its establishment on 09 April 1950, in promoting India's cultural diplomacy globally. Through a diverse spectrum of programs and initiatives, ICCR has not only showcased the rich tapestry of Indian culture but has also fostered cross-cultural dialogue, mutual respect, and appreciation among nations.

He further added, "culture is considered an important conduit that transcends borders and connect with people. As such, ICCR believes in "Connecting World Through Culture" which is reflected in its objectives".

Speaking about the role of ASCC in ICCR's journey, he said that ASCC, a branch of ICCR, since January 2011, has been relentlessly working towards achieving the goals of ICCR to disseminate understanding about Indian culture, traditions and heritage by organising cultural and academic activities.

The event featured a special video message from the Director-General of ICCR, Shri Kumar Tuhin, along with a short video clipping about ICCR's illustrious journey through the years.

The highlight of the evening was a captivating cultural program presented by ASCC's teachers, students, local artists, and members of the Indian

community and ICCR's esteemed alumni. The performances mesmerized the audience, showcasing the vibrant essence of Indian cultural heritage.

The celebrations served as a testament to the enduring legacy of ICCR in promoting cultural exchange and fostering global harmony.

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