

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

**ASCC celebrates its 15th Foundation Day, a milestone in India-Hungary
Cultural Relations**

Amrita Sher-Gil Cultural Centre (ASCC), Budapest, celebrated its 15th Foundation Day on 2 November 2024. This is the first time that ASCC has celebrated its foundation day since its establishment. The celebration was a display of vibrant cultural expressions, warm hospitality, and a reaffirmation of the India-Hungary cultural bond. The event was attended by distinguished guests, artists, journalists, friends of India in Hungary and members of Indian diaspora, who gathered to commemorate this milestone in the heart of Hungary.

His Excellency, Ambassador of India, Mr. Partha Satpathy, graced the occasion and praised ASCC's efforts to promote the cultural richness of India in Hungary. He underlined the shared history of cultural and intellectual exchange between the two countries. Also, in his address, he underscored the importance of cultural diplomacy in strengthening the bond between India and Hungary.

In his remarks, Director of ASCC, Dr. Mukesh Kumar Srivastava, extended greetings to all the attendees and expressed gratitude to all for their continuous support in promoting cultural exchange between India and Hungary. Dr. Srivastava highlighted ASCC's journey over the past 14 years, and emphasized that the foundation day is a milestone in celebrating the cultural connection between India and Hungary—a bond that has grown stronger over the years through art, yoga, music, dance, literature and cultural exchange. He added that ASCC follows the ethos of the "4 C's" of cultural diplomacy i.e. Connection, Collaboration, Cultural Exchange, and Communication, to foster cultural integration between India and Hungary, promoting mutual understanding and friendship.

The highlight of the evening was the enchanting cultural program showcasing the diversity of Indian art forms. The audience was treated to traditional and contemporary Indian music and dance performances, which included classical dance routines and instrumental music. The vibrant cultural performances captivated guests and brought the essence of India to life on stage. The performers demonstrated the beauty and depth of Indian cultural heritage, receiving enthusiastic applause and appreciation from the audience. Also, the Hungarian

artists presented Hungarian folk dance and music, which mesmerised the audience.

The 15th Foundation Day celebrations of the Amrita Sher-Gil Cultural Centre were a testament to the continued cultural ties between India and Hungary, an occasion to reflect on the past achievements and look forward to future endeavors.
