

PRESS RELEASE

BLOCO BOLLYWOOD 2023 (18th February, 2023)

As part of celebrations of world-famous Brazilian Carnaval, Indian community in association with Brazilian nationals, Consulate General of India and Swami Vivekananda Cultural Centre Sao Paulo, organized 'Bloco Bollywood' (street Carnaval) in Sao Paulo on 18th February, 2023. Bloco Bollywood is being organized in Sao Paulo since 2016 with participation of large number of Indians and Brazilians. With passage of time, this event has achieved the status of biggest Indian public celebration in Latin America.

2. After disruption of celebration for last two years due to pandemic, this year Bloco Bollywood has been celebrated with renewed vigor with participation of largest number of Indians, Brazilians and friends of India so far. The theme of the celebration has been 'Amrita' representing empowerment of Indian women in all walks of life. Various regional dances of India were performed by the participants. Bhangra dance was performed by the dancers on the tunes on Brazilian musical instruments terming the presentation as 'Sambra', fusion of Samba and Bhangra, representing the fusion of Indian dance with tunes on Brazilian instruments.

3. Consul General Mrs. Manisha Swami, in her opening remarks, expressed her happiness on larger participation of Indians and Brazilians and informed the participants that the event is being organized with the theme 'Amrita' to pay tribute to Indian women. Carnival began with the special presentation of 'Amrita', which included specially choreographed performances on six Indian songs by Brazilian students /performers. In her concluding remarks, SVCC director Dr. Jyoti Kiran Shukla mentioned that 'Amrita' celebrates women's empowerment and their contributions to the development of emerging India. Mr. Shobhan Saxena, President of Indian Association in Sao Paulo, his Brazilian wife Mrs. Florencia Costa and Mr. Vijay Bavaskar, an eminent businessman thanked the Indian community and Brazilian friends for their enthusiastic participation in the event. The event also saw participation from Mujer Solidaries, a prominent NGO and diplomatic corps.

Pics



