

CSIR Weekly Briefing: Cultural Connect

Volume: 1, Issue: 16| 31st August 2026

Bharat–China: Screening of Sam Bahadur at the Swami Vivekananda Cultural Centre



The Swami Vivekananda Cultural Centre of the Bhartiya Dootavas (Embassy of India) in Beijing organised a screening of the Hindi-language biographical film Sam Bahadur on 22nd August 2026. The screening was held at the auditorium of the *Bhartiya Dootavas* (Embassy of India) and provided Chinese audiences and members of the Bhartiya community with an opportunity to engage with contemporary Bharatiya cinema and a significant episode of Bharat's military history.Sam Bahadur presented the life and career of Field Marshal Sam Manekshaw, one of Bharat's most prominent military figures. The screening also demonstrated the continuing importance of cinema as a mechanism of Cultural Outreach. The choice of a Hindi-language film was also important. Rather than presenting Bharat only through English-language cultural content, the programme exposed audiences to one of the country's major linguistic and cinematic traditions. The screening therefore contributed to the international visibility of Hindi cinema.The Beijing screening was consequently significant for Bharat–China cultural engagement. It created an informal environment in which audiences could encounter Bharat's history through popular culture.

Source: Bhartiya Dootavas (Embassy of India), Beijing / Swami Vivekananda Cultural Centre
Source – Embassy of India, Beijing

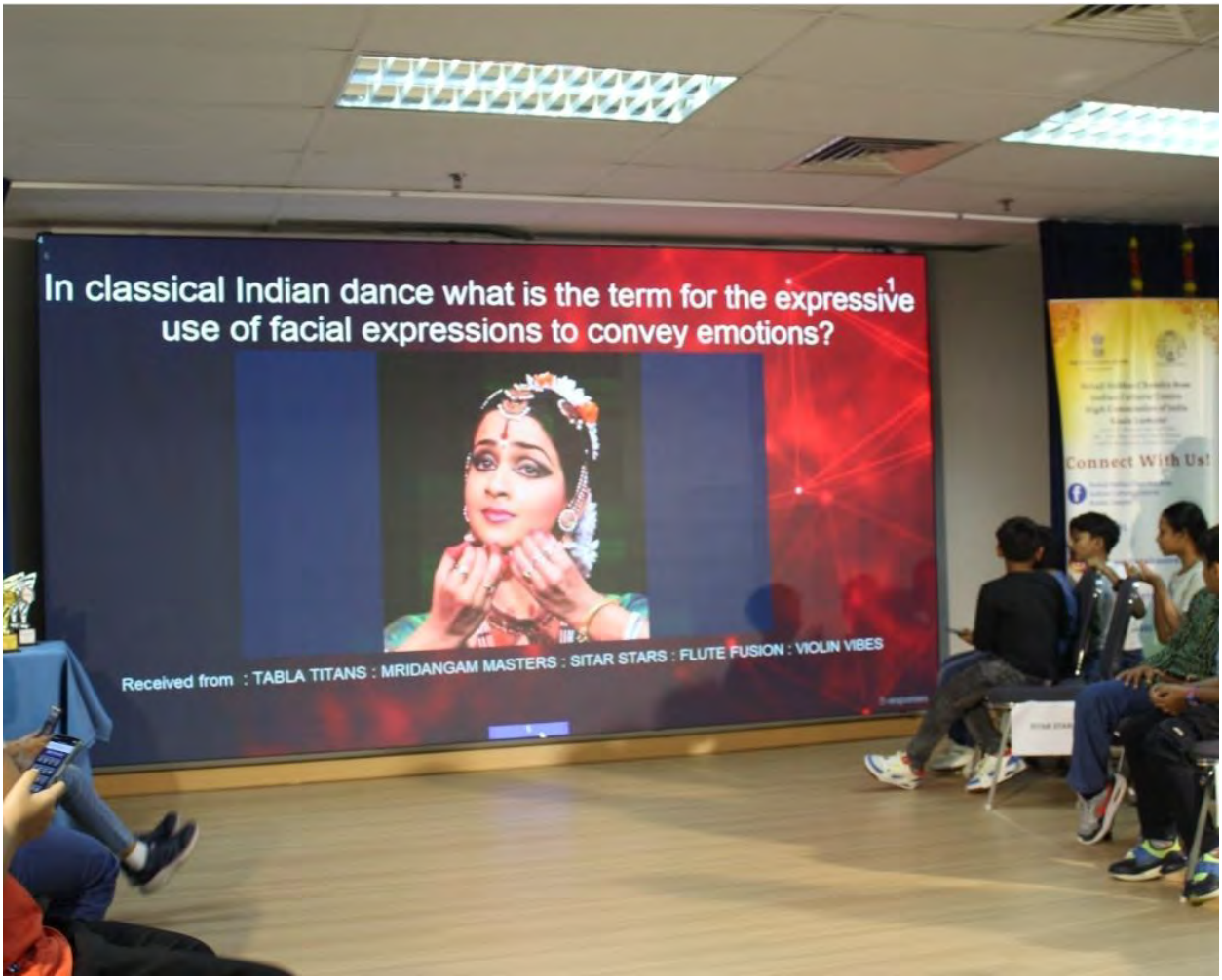
Bharat–Russia: 'India Day' Festival in Moscow



The 11th ‘India Day’ Festival was held in Moscow from 20nd to 23rd August 2026 at Gostiny Dvor. The festival continued through 22nd and 23rd August and represented one of the major cultural outreach programmes connecting Bharat and Russia during the period. The event brought culture, traditions, cuisine, artistic expression and community participation into a large public cultural setting in Moscow.The ‘India Day’ Festival was significant because of the breadth of cultural representation associated with such an event. Rather than concentrating on a single artistic tradition, ‘India Day’ provided a platform through which different dimensions of Bharat’s cultural diversity could be presented to Russian audiences.The festival also reflected the long-standing people-to-people dimension of Bharat–Russia relations. Cultural connections between the two countries have historically included cinema, literature, dance, music, education and academic exchange. A large public festival allowed these connections to be presented in a ‘India Day’ also demonstrated the relationship between cultural outreach and contemporary bilateral engagement. The festival was presented as an opportunity to explore culture, business and people-to-people ties between Bharat and Russia.

Source: Bhartiya Dootavas (Embassy of India), Moscow / India Day Festival
Source – India Day Festival, Moscow

Bharat–Malaysia: Children’s Quiz and Cultural Engagement



On 22 August 2026, Bharat Club Malaysia, in collaboration with Bharat in Malaysia (High Commission of India, Kuala Lumpur)and Netaji Subhas Chandra Bose Indian Cultural Centre, Kuala Lumpur, hosted a Children's Quiz that encouraged young minds to explore Bharat's rich heritage, culture and traditions.

The event fostered curiosity, learning and a deeper connection to their roots in a fun and engaging atmosphere. The programme created an educational and participatory platform through which children could engage with aspects of Bharat's history, culture and heritage.The significance of the programme lay in its focus on younger generations. A quiz format transformed cultural learning from a passive activity into an engaging experience involving participation, recall and

Children's programmes are particularly relevant to long-term Cultural Connect because they establish cultural familiarity at an early age. Rather than relying exclusively on major performances or national-day celebrations, such initiatives create repeated opportunities for younger participants to encounter Bharat's history and cultural traditions.

Source: High Commission of India, Kuala Lumpur / Indian Cultural Centre
[Source – Bharat Club Malaysia / Indian Cultural Centre Kuala Lumpur]

Bharat–Finland: ‘India Day’ 2026



‘India Day 2026’ was organised in Finland on 22nd August 2026 as a celebration of Bhartiya Sanskriti , community and traditions. The event provided a public platform for music, dance, food and other cultural expressions associated with Bharat. The *Bhartiya Dootavas* (Embassy of India) in Helsinki was associated with the broader ‘India Day’ initiative, which sought to strengthen cultural connections between Bharat and Finland.

The event was significant because it brought together cultural traditions and community participation. Bhartiya festivals and public cultural gatherings abroad provide opportunities for both the Bhartiya diaspora and local audiences to experience Bhartiya cultural practices.

The participation of Finland-based cultural organisations was particularly important. Diaspora and community associations frequently serve as bridges between Bhartiya traditions and European societies. They maintain cultural practices within the diaspora while also making these traditions accessible to local populations.

The presence of performing arts within ‘India Day’ also demonstrated the continuing importance of music and dance in Bharat’s Cultural Outreach. Performing arts provide an immediate and accessible form of cultural communication because audiences can experience rhythm, movement, costume and musical traditions without requiring prior knowledge of Bhartiya languages.

Bharat's food represents an everyday and highly accessible form of cultural interaction. Through food, international audiences encounter regional diversity and culinary traditions that form an important part of Bharat’s cultural identity.

The event also contributed to the visibility of Bharat’s cultural diversity in Finland. Instead of presenting a single regional tradition, a public ‘India Day’ format can accommodate multiple languages, communities, artistic forms and culinary traditions.

Source: Bhartiya Dootavas (Embassy of India), Helsinki / Friends of India Finland
Source – India Day Finland 2026

Bharat–Egypt: Silk Exhibition and Buyer–Seller Meet in Cairo



The *Bhartiya Dootavas* (Embassy of India) in Cairo, in association with the *Bhartiya Resham Niryat sanvardhan parishad* (Indian Silk Export Promotion Council) and *Vastra Mantralaya* (Ministry of Textiles), organised a two-day Silk Exhibition-cum-Buyer–Seller Meet in Cairo on 24th and 25th August 2026. Although the programme had an important commercial component, it also had substantial cultural relevance because silk and handloom traditions form an important part of Bharat's material and textile heritage. Bhartiya textiles have historically connected different regions of Bharat with international markets. Silk traditions incorporate local weaving techniques, motifs, colours, craftsmanship and community knowledge. Presenting Bharatiya silk in Cairo therefore provided an opportunity to communicate aspects of Bharat's cultural heritage through material culture.

The exhibition format allowed Egyptian audiences and potential buyers to encounter a variety of Bharat's silk products and textile traditions. Handloom and silk traditions are not only economic activities, they also embody intergenerational knowledge and regional cultural identities.The participating Bhartiya exhibitors showcased a wide range of products, including silk and textile handicrafts, silk carpets, silk scarves and stoles, and other silk and allied silk products. The exhibition also provided opportunities for direct interaction between Bhartiya exporters and Egyptian businesses, facilitating business enquiries, partnerships and potential commercial tie-ups.

The Buyer Seller Meet provided a valuable platform for Egyptian buyers to engage directly with Bhartiya manufacturers and exporters, understand their product offerings and capabilities, and explore possibilities for sourcing and long-term business cooperation.

Source: Bhartiya Dootavas (Embassy of India), Cairo / *Vastra Mantralaya* (Ministry of Textiles)
Source – Two-Day Silk Exhibition-cum-Buyer Seller Meet in Cairo (Eoi Cairo)

Bharat–South Korea: Strengthening Bharat–ROK Cultural Ties



On 26th August 2026, the Ambassador of Bharat in Seoul met the Chairperson of the National Assembly's Culture, Sports and Tourism Committee to discuss ways of strengthening Bharat–Republic of Korea cultural ties. The meeting represented an important institutional dimension of Cultural Outreach because it focused on developing cultural relations at the policy and parliamentary level.

The focus was paid on culture, sports and tourism was significant because these sectors provide several interconnected channels for people-to-people engagement. Cultural cooperation can involve performing arts, museums, heritage, cinema, literature and language, while tourism enables people to experience cultural landscapes directly.

The meeting also took place within a broader period of active cultural engagement between Bharat and South Korea. The Embassy's cultural centre and cultural programming have contributed to the promotion of Bharat's arts, languages and heritage in Korea.

Institutional engagement at the parliamentary level therefore complemented existing grassroots and cultural-centre activities.

The initiative was particularly relevant because South Korea has developed a strong global cultural ecosystem of its own. Bilateral cultural engagement between Bharat and Korea can therefore involve not only the presentation of Bharat's culture in Korea but also reciprocal cultural exchange and institutional learning.

Source: Bhartiya Dootavas (Embassy of India), Seoul
Source – Bhartiya Dootavas (Embassy of India), Seoul: India–ROK Cultural Ties (Indian Embassy Seoul)

Bharat–Georgia: Raksha Bandhan Celebration in Tbilisi



The *Bhartiya Dootavas* (Embassy of India) in Tbilisi celebrated Raksha Bandhan on 27th August 2026 with members of the Brahma Kumaris community in Georgia. The programme provided an opportunity to present one of Bharat's traditional festivals within the Georgian cultural

environment and strengthened people-to-people engagement. The Embassy recorded the celebration as part of its cultural activities.

The participation of the Brahma Kumaris was particularly significant. Local organisations and communities served as important partners in international cultural engagement because they provide a bridge between Bharat's traditions and local audiences.

The Embassy's role provided an institutional setting for the celebration while allowing a local community organisation to participate directly. Such engagement can help Bhartiya festivals become part of the wider cultural landscape of the host country.

Raksha Bandhan also represented a form of cultural communication that does not depend on language. The symbolic act associated with the festival can be understood through participation and interpersonal interaction.The event contributed to the visibility of Bhartiya cultural traditions in Georgia while reinforcing the social dimension of Bharat–Georgia relations.

Source: Bhartiya Dootavas (Embassy of India), Tbilisi
Source – Bhartiya Dootavas (Embassy of India), Tbilisi (EOI Tbilisi)

Bharat–Cambodia: World Sanskrit Day Celebration



The *Bhartiya Dootavas* (Embassy of India) in Phnom Penh organised a programme to mark World Sanskrit Day on 28 August 2026. The event was designed to celebrate the richness and continuing relevance of Sanskrit and to highlight the language's contribution to Bharat's intellectual and cultural heritage. The programme took place in the Yoga and Dance Centre of the *Bhartiya Dootavas* (Embassy of India).

Sanskrit occupies a distinctive position in the history of Bharat's philosophy, literature, religion, science and intellectual traditions. Presenting Sanskrit internationally therefore constitutes an important form of civilisational Cultural Outreach.The Cambodia context was particularly significant because Sanskrit historically travelled beyond the larger part of Bharat through spiritual ,intellectual and cultural networks. Sanskrit inscriptions and texts formed part of the cultural history of **Southeast Asia**, including territories associated with the Khmer civilisation.The World Sanskrit Day programme consequently provided an opportunity to connect contemporary cultural engagement with historical civilisational linkages between Bharat and Southeast Asia.

The event also provided the importance of language as a cultural bridge. Learning and engaging with Sanskrit provided international audiences with access to classical Bhartiya literature, philosophical texts, religious traditions and intellectual history.

The setting within the Embassy's Yoga and Dance Centre further connected Sanskrit with other dimensions of Bharat's cultural outreach. Yoga, dance, language and classical knowledge collectively provide a broader representation of Bharat's civilisational traditions.

Source: Bhartiya Dootavas (Embassy of India), Phnom Penh
Source – World Sanskrit Day 2026, Bhartiya Dootavas (Embassy of India) Phnom Penh (Embindpp)

Bharat–Indonesia: Raksha Bandhan and World Sanskrit Day in Bali



The *Bhartiya Mahavanijya Dootavas* (Consulate General of India) in Bali, in close association with the Swami Vivekananda Cultural Centre (SVCC) and ICCR, successfully hosted a joint commemorative program celebrating Raksha Bandhan and World Sanskrit Day at the Chancery premises. The event brought together members of the Bhartiya diaspora and Indonesian friends to honor shared civilizational heritage, mutual respect, and the deep linguistic roots connecting both nations.The evening commenced with the observance of Raksha Bandhan, a traditional festival symbolizing protection, care, and friendship. The cultural segment featured an expressive dance performance by the Bharat in Bali Group, highlighting the festive spirit of unity.

Following the performance, a traditional Rakhi-tying ceremony took place, led by the *Mahavanijyadoot*(Consul General of India), Dr. Shashank Vikram, reinforcing the bonds of togetherness between the community and the mission.Simultaneously, the program paid tribute to World Sanskrit Day, celebrating one of the world's oldest and most influential classical languages. Students from the Divyantaram Samskrtam Foundation delivered a series of sacred Sanskrit chantings, showcasing the preservation of ancient Vedic oral traditions.A specialized presentation on the history, structure, and enduring legacy of the Sanskrit language was delivered by language teacher Mr. I Wayan Manik Astawa, underlining its profound historical influence on Indonesian culture and literature.

Source: ICCR in Bali / Consulate General of India, Bali
[Source – ICCR in Bali: Raksha Bandhan and World Sanskrit Day]

Bharat–Malawi: Bharat Utsav in Lilongwe



The *Bhartiya Uchchayog* (High Commission of India)in Lilongwe, in partnership with the Riverside Hotel & Conference Centre, successfully hosted “Bharat Utsav: A Celebration of Bharat’s Diversity through Cuisine and Culture” on August 29, 2026. The landmark festival served as an extensive public platform to showcase the multi-faceted dimensions of Bharat's rich

cultural heritage, drawing an enthusiastic and overwhelming response from the Malawian public and the resident Bhartiya diaspora.A central highlight of the festival was a dedicated handicrafts exhibition that proudly displayed Bharat's traditional artisanal excellence and sustainable crafts. The exhibition featured an array of intricate handloom textiles, authentic hand-knitted carpets, and unique regional artifacts that highlighted the country's ancient artistic legacies. Alongside the visual arts, the culinary showcase allowed attendees to savour a rich variety of authentic regional traditions, featuring signature staples such as aromatic curries, savory dosas, and classic street food delicacies. Complemented by high-energy Bollywood dance performances and classical musical acts, the event beautifully encapsulated the spirit of "Unity in Diversity" and successfully advanced deep cross-cultural appreciation and mutual goodwill.The event provided an informal environment in which audiences could engage with Bharat's culture outside conventional diplomatic settings.

Source: *Bhartiya Uchchayog*(High Commission of India), Lilongwe
Source – Bharat Utsav, Lilongwe

Prepared by - Pragya, Anubha, Triloki