



KAMARAJ IAS ACADEMY
Only IAS Academy by Grandson of "Perunthalsivam Kamarajar"

SARANG

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Why is in news? SARANG: Indian Film Festival in Korea organized by the Indian Embassy

The Film Festival is a part of the ongoing **annual flagship cultural programme** of Embassy of India, Seoul **‘SARANG– The Festival of India in Republic of Korea’** and also celebrates ‘Azadi Ka Amrit Mahotsav’ commemorating 75 years of India’s independence.

The **10th Indian Film Festival in Busan** was held from Nov 18-20, 2022.

The festival screened selected award winning, critically acclaimed Hindi and popular regional films with Korean sub-titles at Busan Cinema Centre.

The festival began with the opening ceremony on 18th November.

Organised by the Swami Vivekananda Cultural Centre, Embassy of India Seoul, the Film Festival offered diverse, high-quality films and a great opportunity to see the India story through the lenses of Indian films and showcases India’s vibrant diversity, progressive and rich history, cultural legacy and social values.

The festival has been supported by the Directorate of Film Festival, Ministry of Information and Broadcasting, Government of India.

SARANG:

Starting in 2015, SARANG has emerged as a prominent Indian cultural festival, introducing India’s colorful and diverse heritage and has, since then, grown in size, scale and popularity, **promoting India’s soft power** in its truest sense and contributing to its rich civilizational legacy and cultural vibrancy.

SARANG in Korean means **‘love’** and for Indians it refers to **‘diversity representing different colors of India’**.

As a part of this festival, it is our endeavor to showcase the rich cultural diversity of India represented through various art forms including dance, drama, music, films and cuisine.

This depiction of India in its entirety 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

Kamaraj IAS Academy

Plot A P.127, AF block, 6 th street, 11th Main Rd, Shanthi Colony, Anna Nagar, Chennai, Tamil Nadu 600040

Phone: **044 4353 9988 / 98403 94477** / Whatsapp : **09710729833**