

**Embassy of India
Berne

PRESS RELEASE

The Hon'ble President of **Indian Council for Cultural Relations (ICCR)**, Dr. Vinay Sahasrabuddhe paid an official visit to Switzerland from 30 October – 02 November 2021.

During his visit to Switzerland 2021, the ICCR President jointly inaugurated the '**Incredible India Showcase**' at the Bern Fernweh Festival along with Hon'ble Mayor of Berne, Mr. Alec Von Graffenried on October 30, 2021. The festival focused on the State of Rajasthan and presentations on Rajasthan Tourism & Culture and Investment Opportunities were made during the event. Cultural performances were also organized as part of the event. Dr. Sahasrabuddhe in his address congratulated the City of Bern for organising the amazing festival. He also suggested to the Mayor of Bern to look into the possibilities of sister city relations with Bern and Indian cities like Bhopal, Varanasi or Mumbai. Mayor in his address expressed that Switzerland was open to enhance cultural relations with India particularly on tourism.

On the occasion of the National Unity Day, Dr. Sahasrabuddhe paid homage to Sardar Patel on October 31, 2021 during the events at Bern and Zurich. The President of ICCR had an interaction with the Heads and representatives of various Indian Associations in Switzerland at Hotel Schweizerhof on 31 October 2021. 15 associations participated in the interaction. During the session Ambassador made an appeal to all associations to actively participate and organize AKAM related cultural events in the coming months. During the event, the President felicitated Mr. Otto Odermatt and Mrs. Maria Odermatt, the founders of European Research University and Transcendental Meditation Center (MERU) for promoting Yoga and Ayurveda in Switzerland.

The ICCR President also attended a cultural event organized jointly by the Embassy of India, Berne and the Indo-Swiss Center, Zurich on 31 October 2021. At the event, President, ICCR formally launched the Indo-Swiss Cultural Forum and addressed the participants and honored 6 eminent personalities in the field of arts and culture. Among the attendees were top performers in the field of culture, Ayurveda and yoga from both Switzerland and India. Dr. Sahasrabuddhe lauded the role played by them in strengthening the relations between India and Switzerland.

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The ICCR President visited Rietberg Museum, Zurich and interacted with Dr. Annete Bhagwati and Dr. Johannes Beltz, Director and Deputy Director of the Museum on 31 October 2021. He also had a fruitful meeting with leading Indologists Dr. Nicolas Martin, Dr. Elisa Ganser and Mr. Tancredi Padova of Dept of Indian Studies, University of Zurich on 2nd Nov, 2021.

2nd November, 2021
Berne.
