

Ugadi
Gothenburg Telugu Samithi
18 April 2023

Remarks
Ambassador Tanmaya Lal

Namaskar

Greetings to all of you on the occasion of Ugadi

Congratulations to the Gothenburg Telugu Samithi for organizing this special Ugadi 2023 event.

I thank the Gothenburg Telugu Samithi for reaching out to us and introducing some of their initiatives.

It is good to know that you have been active for several years now through your cultural activities.

Retaining connection to one's cultural roots is important.

Helping the younger generation discover and make this connect even though they live in a distant land, far from family elders, is even more valuable.

Such cultural events provide valuable platform to young talent and also introduces India's rich cultural diversity and traditions and civilizational heritage to our friends and colleagues in Sweden.

They help build bridges across generations and geographies.

All of you are Ambassadors for India.

The contribution of the young Indian Diaspora in Sweden is also being well appreciated by Swedish leaders.

2023 is a special year as we celebrate 75 years of Indian Sweden diplomatic relations. Although the engagement goes much further back.

More than a hundred years ago Gurudev Rabindranath Tagore won the Nobel prize. Indology studies in Uppsala date back to 200 years. Swedish East India company ships sailed for the east 300 years back.

The New Year Ugadi festivities this year have an additional spring in the step through the global success of Naatu Naatu !

India had made a splash at the Gothenburg Kultur Kalas last year.

I am sure this iconic song and dance has also reached Gothenburg as it celebrates 400 years of its establishment.

My Ugadi greetings and best wishes to all of you.

Thank you.