

Celebrating India in Mexico

46th Cervantino International Festival 2018



With an introduction by Muktesh K. Pardeshi

India participated as the “Guest of Honour” Country at the 46th Cervantino International Festival in Guanajuato, Mexico in October 2018.

The Cervantino Festival is the biggest and most prestigious cultural event in the Latin American region.

Though India has been participating regularly since 1979, this was the first time that it made its mark as the theme country. A spectacular display of India’s composite cultural heritage at the Festival was the hallmark of the year 2018.



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Indian Council for
Cultural Relations



सत्यमेव जयते
Embassy of India
Mexico City

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About the Theme



EL FUTURO ES HOY

The Future is Today

El futuro es hoy



The future depends on what you do today. This was said by the great leader of India, Mahatma Gandhi. Each of our actions, however, small, has an impact on tomorrow. The future is not something distant and intangible, rather, we build it every day. With this idea, the theme - 'The Future is Today', was chosen for 2018 edition of Cervantino.

About the Logo



The Embassy of India in association with the Gurudev Tagore Indian Cultural Centre in Mexico City, designed the logo for India's participation as the Guest of Honour Country in the 46th Cervantino International Festival, 2018.

The logo is inspired by the Indian national flag. It consists of a peacock- the national bird of India, perched on a Chakra (the wheel) with 24 spokes. The Chakra symbolises righteousness and constant progress. The peacock is a celebrated bird in the Indian mythology. It symbolises grace, beauty, joy and love. It is known to dance when it rains, which signifies the importance of performing arts of dance and music in Indian culture. The colours of the logo symbolise the values of love, peace, prosperity and the composite cultural heritage of India. The peacock on the wheel represents the importance accorded to the art of music and dance in the constant forward movement that heralds progress and repels stagnation of the Indian civilization.

Shiva and Parvati:
the woman who is my wife
and I
ask you for nothing, nothing
that comes from the other world:
only the light on the sea,
the barefoot light on the sleeping land and sea.

-Octavio Paz, *In Light of India*, 1995



The Story of India-Mexico Cultural Connect

By Muktesh K. Pardeshi
Ambassador of India to Mexico

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Though India has been participating regularly since 1979, this was the first time that it made its mark as the theme country. A spectacular display of India's composite cultural heritage at the Festival was the hallmark of the year 2018.

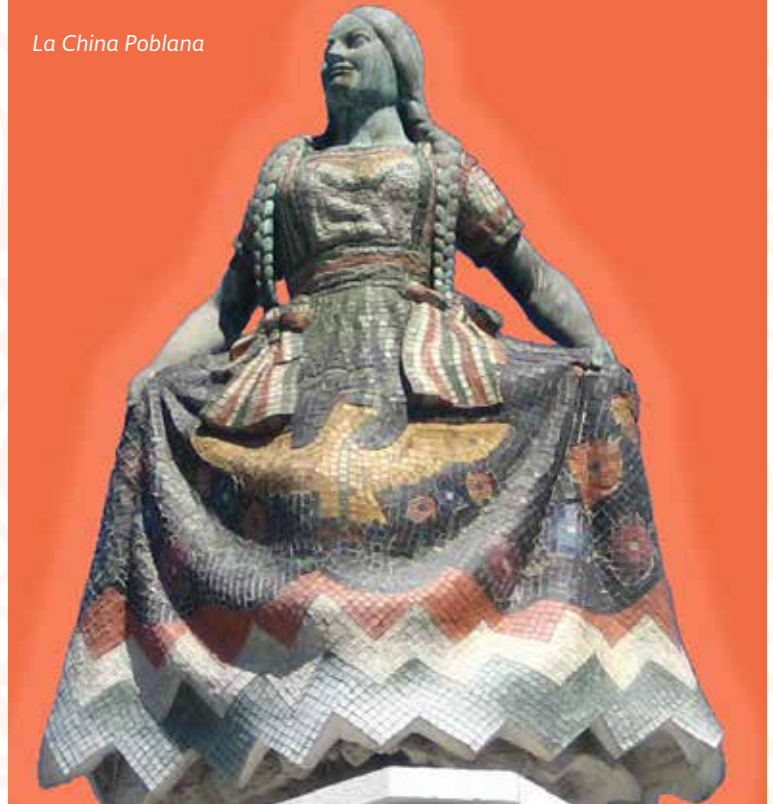


India and Mexico are amongst the largest democracies and emerging economies of the world today. They are also amongst the oldest civilizations in the world.

Historians trace encounters between India and Mexico (then known as New Spain) to the discovery of the Philippines in the 16th century. The galleons used for trade, which were called the Nao of China, linked Acapulco and Manila for 250 years (1565-1815) through a trade route that commercially connected the Philippines, China, Japan, Mexico, Spain and, collaterally, Peru and India. Apart from cotton, these galleons carried spices, silk and religious figures made of ivory and sandalwood. This trans-pacific trade, therefore, influenced a multitude of social factors including food habits, dress styles, artistic forms and architectural style.

An interesting example is that of different varieties of Mexican chillies being taken to Goa via the Philippines, thus becoming a basic ingredient in Indian cooking. Similarly, it was found that Portuguese merchants would buy clothes from Surat and bring them to Macao on the way to Manila. Historians claim that the Mexican red kerchief used in coastal areas known as *paliakate* supposedly came from Calicut in Kerala.

La China Poblana



The Manila galleon trade also led to human consequences. By the early decades of the 19th century, there had emerged the personage of the Indian Princess Meera alias Catharina de San Juan alias 'la China Poblana' in the city of Puebla, thanks to the works of Pueblan historian Antonio Carrion. The origin of the folkloric dress called 'China Poblana' is attributed to the mysterious personality of Meera, a princess born in India, who arrived in Mexico as a slave in the 17th century, as had numerous other Asian slaves. It may be mentioned here that the term 'China' does not specifically refer to continental China, but to the Orient.

The history of Catharina de San Juan is directly connected with the phenomenon of slavery. Meera, according to her own accounts, was baptised in Cochin by a Jesuit priest with the name Catharina de San Juan. While she did not remember the place of origins except that it belonged to Mughal-governed territories, the Kingdom of Mogo or Mogor is mentioned in the archives. After her stay in Cochin, her captors took her to different ports and finally to Manila. Ever since Meera was brought to New Spain in 1621, she lived in Puebla and died in 1688. The information on her is based on three hagiographic accounts published during 1688-1692 by Jesuit priests.



Paliakate



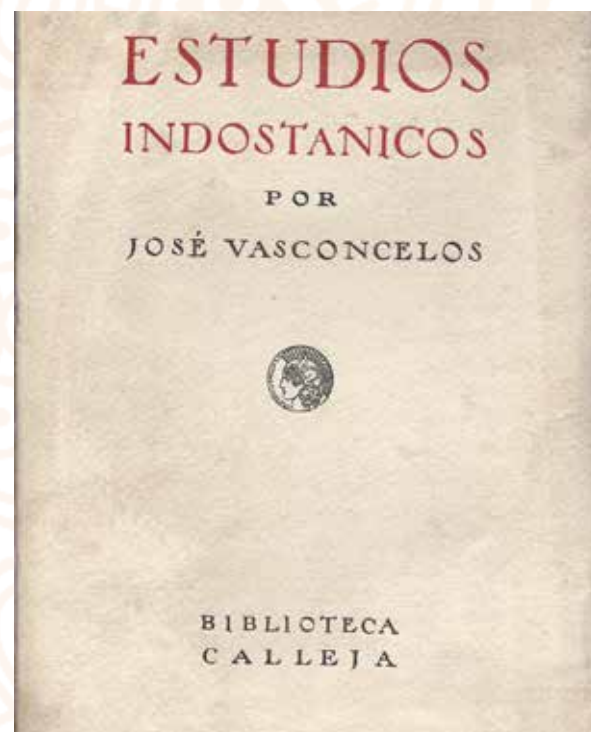
The portrait of Catharina de San Juan

The legend of Meera is a story of unyielding spirit and symbolises an early encounter between New Spain and India. From a cultural perspective, this historic episode had influences on various cultural phenomena, including dress styles and food habits.

The war for Mexico's independence began on 16 September 1810. By 1815, the Manila galleon trade which had lasted for 250 years under Spanish rule came to a close and with that, the colonial contacts between India and Mexico also came to an end.



It would take another century for interest in India to be revived. The study of India began in Mexico with Jose Vasconcelos's *Estudios Indostanicos*, published in 1919 in San Diego. He developed a great admiration for India. In the Prologue of his book, he wrote that "all contemporary thought should go to India in search of the essential ideas which great spirits there have worked on". This was the first time that someone was introducing Indian philosophy to Mexican readers in Spanish. Later during his two tenures as Education Minister and Rector of the National Autonomous University of Mexico, his interest in India became well known; he introduced Mahatma Gandhi and Tagore, and stories of the *Panchatantra* and Indian epics, the *Ramayana* and *Mahabharata*, into the Mexican education system.



In the beginning of the 20th century, an interesting cultural case of Sikh-Mexican matrimonial alliances was witnessed in the United States of America. The Punjabi Mexican American community, the majority of which is now based in Yuba City, California, is a distinctive cultural phenomenon having its roots in a migration pattern that occurred almost a century ago. For decades in the early 20th century, Punjabi farming families sent their sons out of Punjab to earn livelihood.

Intending to return to the Punjab, only a handful of men brought their wives and families. In the United States, however, due to changed immigration laws, it was not possible for the families of Punjabi workers to join them. Almost one million Mexican immigrants began entering the US in the 1910s, shortly after the Mexican Revolution, with a large percentage arriving in families. Punjabi men married Mexican women workers and there were eventually almost four hundred of these couples clustered in California's agricultural valley. A great number of Sikh men entered the US through various routes including through Mexico. Many of them settled in Mexicali and some in Ciudad Obregon, Sonora. Most of them, subsequently, shifted to the US.

Before India's independence, some Indian freedom fighters had looked towards Mexico for refuge during the 2nd- 3rd decades of the 20th century. Indian nationalist and revolutionary M. N. Roy (1887-1954) had fled to Mexico with his wife in June 1917, and though he spent only two years and a half in Mexico, he cherished the memories of the sojourn with great fondness. The then Mexican President Venustiano Carranza and other liberal thinkers appreciated Roy's writings for *El Pueblo*. The Socialist Party he founded in December 1917 was converted into the Communist Party of Mexico in 1919, the first Communist Party outside Soviet Union.

Pandurang Khankhoje (1884 –1967) was another Indian revolutionary and agricultural scientist who had made Mexico his home. At some time in the first decade of the 1900s, Khankhoje left India on a voyage that ultimately saw him settle down in the United States. His earliest nationalist work dates back to the time around 1908 when he, along with Pandit Kanshi Ram, founded the Indian Independence League in Portland, Oregon. He later moved to Mexico in 1923, where he became the Professor of Botany and Crop Breeding in the National School of Agriculture of Mexico. He led the Mexican corn breeding programme and was appointed director of the Mexican Government's department of Agriculture. He was naturalised as a Mexican citizen in 1932 and dedicatedly worked on forging links between the two countries. He carried a personal message of goodwill from Mexican President Miguel Aleman Valdes to Prime Minister Jawaharlal Nehru in August 1949. Finally, he returned to India in 1955, after having spent more than 30 years in his adoptive country.



Right: Khankhoje at the head of table is depicted distributing bread in this mural by Diego Rivera, Ministry of Public Education, Mexico City

In the diplomatic realm, Mexico was the first Latin American nation to recognise India immediately after its Independence in 1947 and formal relations were established in 1950. During the last 70 years, friendship and cooperation between the two nations have grown steadily.

Among the Mexican people, there is wide general awareness, keen interest and regard for Indian culture, social values and her pluralistic democracy. India's recent achievements in the economic, educational, scientific and technological fields are greatly admired. Indian personalities such as Mahatma Gandhi, Nehru, Tagore and Mother Teresa are widely admired. Mahatma Gandhi's statues and busts adorn major Mexican cities; major avenues and several educational institutions are named after him. The writings of Nobel-laureate and Indophile Octavio Paz, who was Mexican Ambassador to India in the 1960s, on his long experiences in India have had a profound impact in Mexico. On the other hand, Mexican mural art deeply influenced the works of Satish Gujral, artist and architect, who studied in Mexico in early 1950s under Diego Rivera and David Alfaro Siqueiros. He was the first Indian recipient of a Mexican scholarship and became a great admirer of Mexican muralism and after returning to India in 1954, his name became synonymous with muralism.

From the very beginning of diplomatic relations, there has been a special emphasis on the promotion of mutual awareness about each other's culture. For instance, during the visit of President Adolfo Lopez Mateos to India in 1962, an agreement was signed for the publication of an anthology of Indian literature in Mexico. Likewise, works of various Mexican authors were to be translated into major Indian languages.



One of the early agreements between two countries relates to cultural exchanges. The Agreement on Cultural Cooperation has been in existence since 1975 and these activities are carried out through four-yearly 'Programmes of Cultural Cooperation' under the framework of this Agreement. The Indian Council for Cultural Relations (ICCR) offers scholarships to Mexicans every year, while leading Mexican institutions such as El Colegio de Mexico, whose Centre for Asian and African Studies was founded in 1964, and the National Autonomous University of Mexico, both have centres of Indian studies. El Colegio has also hosted Chairs in Indian Studies in the past in collaboration with ICCR. In 1993-94, a centre of Bharatiya Vidya Bhavan was established which unfortunately closed down within a few years.

In recent times, the Gurudev Tagore Indian Cultural Centre (GTICC) has been the pillar of India's cultural diplomacy since November 2010. It functions as the cultural arm of the Embassy and plays a central role in the promotion of Indian culture in Mexico. GTICC imparts classes in eleven disciplines in areas of Indian dances, music, Yoga, languages and gastronomy.

India-Mexico Cultural Connect: Milestones

- ❁ **1950** Diplomatic Relations are established.
- ❁ **1975** Agreement on Cultural Cooperation signed.
- ❁ **2010** Gurudev Tagore Indian Cultural Centre is set up in Mexico City.
- ❁ **2018** India participates as Guest of Honour Country at 46th Cervantino International Festival.
- ❁ **2019** India participates as Guest of Honour Country at 33rd International Book Fair Guadalajara.



Above & Top Right: Gurudev Tagore Indian Cultural Centre, Mexico City



The *Festival Internacional Cervantino* (FIC), popularly known as *El Cervantino*, is a festival which takes place each fall in the city of Guanajuato, a lively and colourful city located in central Mexico. Guanajuato is the name of a rocky highland state of Mexico as well as its Capital city. In colonial times, mineral resources attracted Spanish prospectors to mine for silver, gold and other minerals. For two centuries, the state produced up to 40% of world's silver. The city of Guanajuato is an extraordinary city, which was declared a UNESCO World Heritage City in 1988. It was founded in 1540s due to rich silver and gold deposits. Mine owners studded Guanajuato's narrow twisting streets and charming plazas with imposing churches and mansions. The city boasts of an ingenious tunnel network to help overcome its unique geography.

In 1953, Enrique Ruelas of the University of Guanajuato began to put on an annual event called the *Entremeses de Miguel de Cervantes*, short plays written by the author of *Don Quixote*. These plays are still part of the annual Festival. In 1972, he founded the *Coloquio Cervantino* from June to September to expand the annual *Entremeses* event. Ruelas's efforts came to the attention of the federal government. Around the same time, former President Luis Echeverria had attended cultural festivals in Europe and was interested in doing something similar in Mexico. The Mexican Government then established a Foundation for an international cultural festival, originally proposing it for Acapulco. However, the tradition of the *Entremeses* was the main reason why Guanajuato was eventually chosen, meshing the two ideas to produce the modern event for the first time in 1972 with performances by artistes from fourteen countries including Mexico. Since then, FIC has grown to become the most important international artistic and cultural event in Mexico and Latin America, and one of four major events of its type in the world. The events take place in multiple theatres, plazas and other venues in the city, with satellite events in other plazas in the state and other cities in the country. The event represents a major tourist attraction for the city.



Dignitaries pose for a photograph at Teatro Juarez, 10 July 2018

India has been participating regularly in Cervantino Festival since 1979. Dr. Sonal Mansingh, who was the first Indian artiste to represent India at the Festival, fondly recalls her experience at Cervantino Festival in the following words:

"I vividly remember my Mexico experience. I was dancing at the Cervantino International Festival, held in one of Mexico's most colourful and lively cities, Guanajuato. It was an open-air space in a large plaza that could house stadium-sized crowds. I was inundated with felicitations. A group of Mexican peasants wearing "sombrero" hats also came forward. They had tears in their eyes, as they sat on their knees to kiss my hands. Speaking to me in native dialects in voices cracking with emotion, they said that "they saw Jesus as I danced". One of the organisers told me that this group was the loudest in their catcalls during the items preceding my presentation". (Sujata Prasad, A Life like No Other, 2017)

ROLL OF HONOUR

- | | |
|--------------------------------------|---|
| ☼ 2018 India | ☼ 2009 Quebec (Canada) |
| ☼ 2017 France | ☼ 2008 Catalonia (Spain) |
| ☼ 2016 Spain | ☼ 2007 China |
| ☼ 2015 Chile/Colombia/Peru | ☼ 2006 UK |
| ☼ 2014 Japan | ☼ 2005 Japan/Spain (400 years of Don Quixote) |
| ☼ 2013 Uruguay | ☼ 2004 South Korea/Italy |
| ☼ 2012 Austria/Poland/Switzerland | ☼ 2003 Germany/France |
| ☼ 2011 Denmark/Finland/Norway/Sweden | ☼ 2002 Canada |
| ☼ 2010 Argentina/Chile/Colombia | ☼ 2001 Australia |



Personally, I had heard of the Cervantino Festival during my first, though brief, stay in Mexico in the early 1990s. Naturally, I was hopeful of expanding India's presence at the Festival when I returned to Mexico as India's Ambassador in April 2016. I met the Director General of the Festival, Mr. Jorge Volpi, on 26 August 2016 in his office to discuss our cultural collaboration, where he was very warm

and forthcoming. During the conversation, he mentioned that he would be completing his term with Cervantino by the end of 2016 and that he had a dream to see India as the theme country some day at the Festival. That day I pondered over what Mr. Volpi had hinted at and thus the idea for India's special participation was born.

Over the next two months, we collected requisite information about the Festival and implications for the Guest of Honour Country in order to make a bid. By the end of October 2016, we had made a proposal to the Director General of ICCR, New Delhi. Ambassador Amarendra Khatua, who was then heading ICCR, had known about the Festival as he had also done a posting in Mexico in the 1990s and was persuaded quickly. In January 2017, I wrote to the Mexican Minister of Culture, expressing India's keen interest in being the Guest of Honour Country the following year and was told of the Mexican side's positive response in April. It was now time to initiate preparations: we had 18 months to go for India's biggest cultural show in the Hispanic world.

The 46th Festival was inaugurated on 10 October by Ms. Maria Cristina Garcia Cepeda, Minister of Culture of Mexico in the presence of Governors of Guanajuato and Aguascalientes with great fanfare at Teatro Juarez. Representing India, the Director General of ICCR, Mrs. Riva Ganguly Das, and I were present.



The inaugural show, *A Passage to Bollywood*, choreographed by Ashley Lobo, captivated the main plaza of Guanajuato with the scintillating presentation of a 'movie on a stage'. In the moving lanes of Guanajuato, I witnessed amongst Mexican audience a great fondness and affinity for India's cultural manifestations. India won many Mexican hearts. With 122 events, spread over 32 cities besides Guanajuato, this was the biggest cultural outreach of India in Mexico or for that matter, in any country in the Latin American region.

Apart from a variety of performing arts such as classical, folk and contemporary dances; classical, folk, devotional and fusion music; theatre and puppetry, India's participation also consisted of a food festival, film shows, Yoga demonstrations, exhibitions (textiles, dolls and photographs), workshops and a series of academic conferences. In order to promote Brand India, a 'House of India' was set up with the help of Indian business establishments. *El Financiero*, the leading Mexican daily, brought out a Special Supplement on the occasion.

As a tribute to the people of the World Heritage City, we donated a bust of Mahatma Gandhi to the Municipality of Guanajuato. This was unveiled at Jardin Reforma in April 2019 in commemoration of the 150th Birth Anniversary of Mahatma Gandhi.





At a time when India is developing a structured approach to cultural diplomacy, India's special participation at the Cervantino Festival in 2018, followed by its participation as a theme country at International Book Fair Guadalajara 2019 may be treated as two of the most important long-term elements in its cultural relationship with Mexico. I take pride in saying that we are at the finest moment of cultural diplomacy in Mexico. It is time to have a permanent exhibition on India at Mexico's National Museum of World Cultures to cement enduring cultural bonds between two "Privileged Partners".

Our enhanced cultural presence is buttressed by overall expansion in bilateral ties, including surge in trade and investment relations. By the time India concluded its special participation at the Cervantino, bilateral trade by the end of 2018 had soared to USD 10.15 billion for the first time. Mexico is now the biggest trade partner of India in the Latin American region and India the 9th amongst Mexico's global trade partners. It is very heartening to see that India's economic and cultural diplomacy are complementing each other - this augurs well for India-Mexico friendship. As they say in Mexico - ¡Viva India! ¡Viva Mexico!

India's cultural and literary presence in Mexico would be further reinforced this year (2019) through the International Book Fair Guadalajara, where India has been invited to participate as the 'Guest of Honour' country. I was privileged to receive the baton from the Hon. Prime Minister of Portugal, Antonio Costa on 2 December 2018. In this connection, the National Book Trust of India (NBT) and Feria Internacional del Libro de Guadalajara had signed a MoU in July 2018.



Expo Guadalajara



fil.com.mx







Message from Director General



I am delighted that the Indian Council for Cultural Relations participated in the 46th edition of the Cervantino Festival as the Guest of Honour country. I was privileged to attend the opening ceremony at Guanajuato in the presence of several Mexican dignitaries including the Minister for Culture and Governors of Guanajuato and Aguascalientes.

As DG, ICCR, my intent was to showcase the best of Indian art and music at Cervantino. Top class artistes representing diverse forms of performing arts participated in the festival. As many as ten cultural groups comprising of 112 artistes enthralled Mexican audiences from 10 - 28 October 2018.

I am confident that our participation has resulted in strengthening of our relationship and greater people to people contact between India and Mexico.

A handwritten signature in black ink, appearing to read 'Riva Ganguly Das'.

Riva Ganguly Das

Indian Council for Cultural Relations



The Indian Council for Cultural Relations (ICCR) was founded in 1950 by Maulana Abul Kalam Azad, independent India's first Education Minister. Its objectives are to actively participate in the formulation and implementation of policies and programmes pertaining to India's external cultural relations; to foster and strengthen cultural relations and mutual understanding between India and other countries; to promote cultural exchanges with other countries and people; and to develop relations with nations.

The Council addresses its mandate of cultural diplomacy through a broad range of activities. In addition to organising cultural festivals in India and overseas, the ICCR financially supports a number of cultural institutions across India, and sponsors individual performers in dance, music, photography, theatre, and the visual arts.

Since 2010, ICCR has been running a Cultural Centre - Gurudev Tagore Indian Cultural Centre in Mexico City.

“ Testimonials: What They Said...



**Director General, Cervantino,
Marcela Díez Martínez**

"... working with India has been 'a huge discovery'. India is a country that has many things in common with ours, including a strong tradition which is deeply rooted in the people..."

"La presencia del país invitado, India, nos permitió un acercamiento más profundo a esa cultura milenaria con la que compartimos tanto: país de fuertes tradiciones, país de gran diversidad étnica, un país multicultural encontrando la senda a la integración al mundo globalizado..."



**Governor of Guanajuato,
Diego Sinhue Rodríguez Vallejo**

"... we will be very happy to receive the Guest of Honour of this festival: the Republic of India with its ancient, vast and colourful culture..."

"El Festival Internacional Cervantino sin lugar a dudas es uno de los escaparates más importantes del arte y la cultura y que en esta ocasión, de manera particular, busca estrechar los lazos y el intercambio cultural entre Aguascalientes, la India y Guanajuato. Hoy necesitamos, más que nunca, al Cervantino como una herramienta para la paz."



**Rector General of University of Guanajuato,
Dr. Luis Felipe Guerrero Agripino**

"... India shares ethnic and cultural diversity with Mexico. We receive India with its linguistic diversity, and its culture, a synthesis of antiquity and with a high scientific development."

"...el hombre que fue elegido por el teatro para que inventara mundos, acontecimientos y nos ofreciera testimonios de lo que sucede con el ser humano..."



**Minister of Culture of Mexico,
Maria Cristina Garcia Cepeda**



"...this year, the festival received India, a country having ancient roots and profound culture. Mexico opens its doors to universal culture with enthusiasm, pride and commitment, to make way for the Cervantino International Festival; a happy encounter with the artistic expressions of the world, which have nourished the cultural tradition of the Festival. The XLVI edition receives with open arms more than 2,000 artistes that makes this festival a universe of inclusion, plurality and freedom..."

"... este año, el festival recibió a la India, país de raíces milenarias y profunda cultura..."



**Governor of Aguascalientes,
Martin Orozco Sandoval**



"Este foro es un espacio nacional para el encuentro cultural y artístico, que se ha llenado de las expresiones y lenguajes del más alto nivel, tanto de México para el mundo, como de todo el orbe para nuestro país; tenemos la seguridad de que el nivel artístico aguascalentense rebasará las expectativas del público general y del especializado que nos favorecerá con su asistencia a este encuentro de diálogo cultural..."”





EL FUTURO ES HOY

Logo of 46th Cervantino International Festival 2018



Cervantino International Festival

An Introduction

The Cervantino International Festival is the most important artistic and cultural activity in Mexico and in Latin America. Due to its prominence in the international arena of performing arts, it occupies a special place among the four most important festivals of its kind worldwide. It encompasses music, opera, theatre and dance, visual arts, literature and audio-visual media.

The Festival is organised every year at Guanajuato which is also its headquarters. It originated in Guanajuato, in 1953, where Enrique Ruelas performed at the assembly of the Cervantinos Entremeses as homage to Miguel de Cervantes. Its success entailed a proposal to take the Festival to the wider community and this has continued with greater success every year for more than six decades.

It brings together a significant number of international groups from different parts of the world, and also offers an important platform to its national artistes.

Diversity, universal cultural wealth and the artistic zeitgeist of today and tomorrow make the Festival remarkable. The Festival bears the stamp of the novelist, poet and dramatist, Miguel de Cervantes and his landmark creation, the ingenious Don Quixote, considered the epitome of creation of human ingenuity.

The objective of the Cervantino International Festival is not only to showcase cultural diversity of the world, but also to seek its formation, evolution and propagation.





Cervantino 2018

The Future is Today

The 46th edition of the Cervantino International Festival was a cultural extravaganza of 195 shows, including opera, music, dance, theatre, street shows, exhibitions and academic activities. 110 artistic groups from 34 countries, including Mexico, performed in 38 cities across Mexico. India was the Guest of Honour Country and Aguascalientes was the Guest of Honour state at this edition of the Festival.

The Festival showed an artistic range, rich in traditions and modernity, true to its theme, 'The Future is Today'.

The Festival included activities, discussion forums and shows that addressed issues of enormous importance: the social and geopolitical order, the care of the planet, migration, tolerance, coexistence, new technologies of communication and globalization.

The participating nations were: Germany, Argentina, Armenia, Austria, Belgium, Bosnia & Herzegovina, Brazil, Canada, Colombia, Chile, China, Croatia, Ecuador, Slovenia, Spain, USA, France, Georgia, Guatemala, India (Guest of Honour Country), Iran, Israel, Italy, Japan, Mexico, Monaco, the Netherlands, Peru, Puerto Rico, the United Kingdom, the Republic of Congo, Serbia, Switzerland and Zimbabwe.

FESTIVAL
INTERNACIONAL
CERVANTINO





Guanajuato: The Cultural Destination of Mexico

Guanajuato has an inseparable link with the Cervantino International Festival. For 46 years, it has been offering its theatres, auditoriums, plazas, squares and alleys for the most incredible expressions of art and culture. Guanajuato has been welcoming visitors, artistes and performers from all over the world with the warmth that characterises the people of Mexico. The streets of Guanajuato bring together different cultures from all continents through multiple artistic expressions and create a great mosaic of universal culture every year in October.

Founded in 1540s, Guanajuato became one of the most important mining centres in New Spain (now Mexico) and a key location for the Mexican Independence movement. Guanajuato became the first silver producer in the world at the end of the 18th century, and its prosperity led to erection of stately buildings, both religious and civil, giving life to a city with intermingled elements of the two cultures in coexistence.

Guanajuato is known for its beauty, natural landscapes and culinary diversity. The beauty of its architecture is reflected in multiple colonial cities, including San Miguel de Allende and the capital city of Guanajuato. Guanajuato has many important historical sites, which live today as centres of great cultural heritage of Mexico. In the city of Guanajuato, one can discover the Circuits of Wine, Tequila and Strawberry that reveal the flavours of a generous land and the traditional dishes that smell of a fusion of Spanish culture and the indigenous. One of the unique features of the city is a network of underground tunnels that are used as roads.

Owing to its historical importance and its architectural beauty, Guanajuato has two distinctions: in 1988, it was recognised as a World Heritage Site by the UNESCO and in 2005, it was designated the Cervantina Capital of America.



The image on the left page is a work of Alonso Leon Jaime. This image was used for the commemorative celebrations of the 277th anniversary of Guanajuato City.

Danceworx

A Passage to Bollywood: A Movie on Stage



The Group



The Danceworx Academy was set up by Indian-Australian choreographer, Ashley Lobo in November 1998. With its repertoire of Jazz, Classical Ballet, and contemporary dance, the group has built a huge fan base in India.

The Danceworx's Navdhara, India Dance Theatre, is inspired by Bollywood stories and choreographed by Ashley Lobo. He introduced Western techniques to India, developing his own method that uses a unique awareness approach that explores movements through breathing, Yoga and physical contact.



The Performance



Danceworx presented a Bollywood-style story, 'A passage to Bollywood' which inaugurated the artistic activities at the Cervantino International Festival, 2018. The show gave the audiences an experience of a movie on stage. It narrated the lives of two young people who travel to Mumbai to achieve success. The dancers portrayed the life, philosophy and culture of India through a fusion of Indian and Western dance styles.



Artistes



- ✿ Ashley Alfred Lobo
- ✿ Yuko Harada
- ✿ Aaron Fernandes
- ✿ Gyandev Singh
- ✿ Swasti Kapur
- ✿ Radhika Rohit Mayadev
- ✿ Arjun Menon
- ✿ Puneet Arora
- ✿ Tanuja Mundepi
- ✿ Anupama Xavier
- ✿ Veronica Pallathil Jose
- ✿ Rashi Dharmen Parekh
- ✿ Sasha Shetty
- ✿ Simonil Rumi Vakil
- ✿ Aarati Anuj Divanji
- ✿ Vasundhara Negi
- ✿ Razul Singh Gautam
- ✿ Ashish Negi
- ✿ Atulan Purohit
- ✿ Avnish Vishram Gupta
- ✿ Bisharanja Sapam
- ✿ Pravin Vasantrao Shrikhande
- ✿ Naren Lalwani
- ✿ Sonakshi Deepak Amitabh
- ✿ Chetan Rupchand Solanki
- ✿ Urvil Sanjay Shah



- ✿ Guanajuato 10 Oct
- ✿ Leon 11 Oct
- ✿ San Luis Potosi 12 Oct
- ✿ Celaya 14 Oct
- ✿ Morelia 15 Oct
- ✿ Metepec 16 Oct
- ✿ Mazatlan 8 Oct
- ✿ Pachuca 20 Oct
- ✿ Mexico City 21 Oct
- ✿ Irapuato 23 Oct
- ✿ Aguascalientes 26 Oct
- ✿ Torreon 28 Oct





Malavika Sarukkai

A tribute to Sari, the traditional garment that identifies the women of India



The Group

For three decades, Malavika Sarukkai has been a hallmark dancer and choreographer in the traditional Bharatanatyam style. She has been performing on stage since the age of twelve for diverse audiences throughout the world.

A firm believer in the continuity of Indian classical tradition, Ms. Sarukkai preserves key elements of Bharatanatyam while providing a personal interpretation of its cultural significance. She inspired the phrase “innovative-within-tradition”, to describe her stimulating dances. Malavika Sarukkai has received several awards, including Padma Shri from the President of India in 2003 and Sangeet Natak Akademi Award in 2002.



The Performance

Malavika Sarukkai presented *Thari-the Loom*, a choreographic concept of dance inspired by the loom, with the design and play of the thread. The work of the dancer explored the interaction of the constant and the variable; and the eternal and the changing.

The staging of Sarukkai explored the artistic relationship between the dancer and the weaver, giving rise to a dynamic web in which both elements come together in a harmonic sense.



Artistes



- ✿ Malavika Sarukkai
- ✿ Aruna Balagurunathan
- ✿ Preethi Bharadwaj
- ✿ Shreema Rajendra Upadhyaya
- ✿ Surabhi T. Channarayapatna
- ✿ Niranjan Gokhale
- ✿ Adithya Pattuvanmare Veedu
- ✿ Nidhaga Karunad B.M. Kumar
- ✿ Sai Shravanam Ramani



- ✿ Guanajuato 12 Oct
- ✿ San Luis Potosi 14 Oct
- ✿ Mexico City 17 Oct





Manipuri Jagoi Marup

Depicting graceful Divinity of Radha-Krishna through Dance



The Group



Manipuri Jagoi Marup is a leading company devoted to all round development of Manipuri Dance and its rejuvenation. It was founded in 1963 by Guru Padmashree Amubi Singh. The company - made up of artistes with extensive international experience - has gained great international recognition for its representations of classical, ethnic and traditional dance of Manipur, a north-eastern state of India. Since its establishment, the troupe has given more than 7,000 shows all over the world.

The group is directed by Ningombam Rina Devi, who is associated with the group for the past 35 years.



The Performance



The group began its performances at the *Esplanade de la Alhondiga de Granaditas*, with devotional and religious dances. The performance included *Krishna Rup Sakhi Ukti*, followed by *Dhol Cholom*, *Pung Cholom* and *Basanta Ras*.



Artistes



- ✿ Rina Devi Ningombam
- ✿ Roshni Devi Moirangthem
- ✿ Geetarani Devi Yumnam
- ✿ Pukhrambam O. Suchitra Devi
- ✿ Sanahanbi Devi Rajkumari
- ✿ Memicha Devi Potsangbam
- ✿ Ganga Devi Hidangmayum
- ✿ Ratan Singh Akoijam
- ✿ Binoy Singh Asem
- ✿ Thingbaijam Chourjeet Singh
- ✿ Ratankumar S. Leishangthem
- ✿ Sanajaoba Singh Chongtham
- ✿ Sandip Tonambam
- ✿ Tomchou Singh Thokchom
- ✿ Joy Singh Ningombam



- ✿ Guanajuato 15 Oct
- ✿ La Piedad 16 Oct
- ✿ Celaya 17 Oct
- ✿ Irapuato 18 Oct
- ✿ Atizapan 19 Oct
- ✿ Merida 21 Oct
- ✿ Campeche 22 Oct
- ✿ Orizaba 24 Oct
- ✿ Coatzacoalcos 25 Oct
- ✿ Monterrey 28 Oct



Ozone Raaga

A Fusion Band Striking a chord with a harmonious rendition of Indian Raagas



The Group



Ozone Raaga is a band known for its fusion of Indian classical music with the European music. Since 2006, when it was founded by Azeem and Hafeez Ahmed Alvi, the group has become one of the most respected in India and has gained a huge experience in forums and festivals in India and abroad.

Hafeez Ahmed Alvi, director of the group, is one of the leading Sitarists in the world and a prominent figure in the field of contemporary jazz, with influences from celebrated performers like Shahid Parvez Khan and Ustad Sayyed Ahmed Alvi.



The Performance



The performances of the band included a range of musical styles, harmonic variations and rhythmic textures taken from different cultural regions of India. It was inspired by Shakti, a popular fusion band of India that combines elements of the Indian song with jazz.

The artistes of Ozone Raaga, Mehtab Ali Khan (Sitar) and Danish Ali Khan (violin) also performed with Sh. Hindole Majumadar (Tabla) at Teatro Juarez in Guanajuato.



Artistes



- ✿ Hafeez Ahmed
- ✿ Sameer Ahmed Alvi
- ✿ Glen Anacleto Fernandes
- ✿ Shrehans Khurana
- ✿ Mehtab Ali Khan
- ✿ Junaid Ali
- ✿ Danish Ali
- ✿ Alish Mohan



- ✿ Guanajuato 11 Oct
- ✿ Irapuato 12 Oct
- ✿ Leon 13 Oct
- ✿ Mexico City 15 Oct
- ✿ Celaya 16 Oct
- ✿ Aguascalientes 17 Oct
- ✿ Tacambaro 19 Oct
- ✿ Metepec 20 Oct
- ✿ Merida 22 Oct
- ✿ Coatzacoalcos 24 Oct



Rashmi Agarwal

A mellifluous voice that weaves Sufi mysticism



The Group



Rashmi Agarwal is a renowned singer and songwriter from India, who has devoted herself to interpreting traditional Sufi poetry, *ghazal* and devotional music. She is the first and the only Indian woman to win the Grand Prix award at the prestigious IX International World Music Festival in 2013.

One of her major projects is Indian Music Concepts in Contemporary Synthesis Production, in which she collaborated with Kai Turnbull, professor at the Berklee College of Music in the United States.

Rashmi Agarwal has received the *Sambhavna Sammaan*, in New Delhi, for her contribution to music.



The Performance



Renditions of Rashmi Agarwal were well-received and appreciated by the audience at the Temple of Valenciana in Guanajuato.

She presented her album, *Sufi Soul Box*, with eight compositions, in which she interpreted the mystical work of the Sufi and *Bhakti* poets of medieval and modern times.



Artistes



- ✿ Rashmi Agarwal
- ✿ Satish Kumar Solanki
- ✿ Amar Sangam Das
- ✿ Ghulam Ali
- ✿ Ashique Kumar
- ✿ Kunal Agarwal
- ✿ Lokeshkumar Gandharv



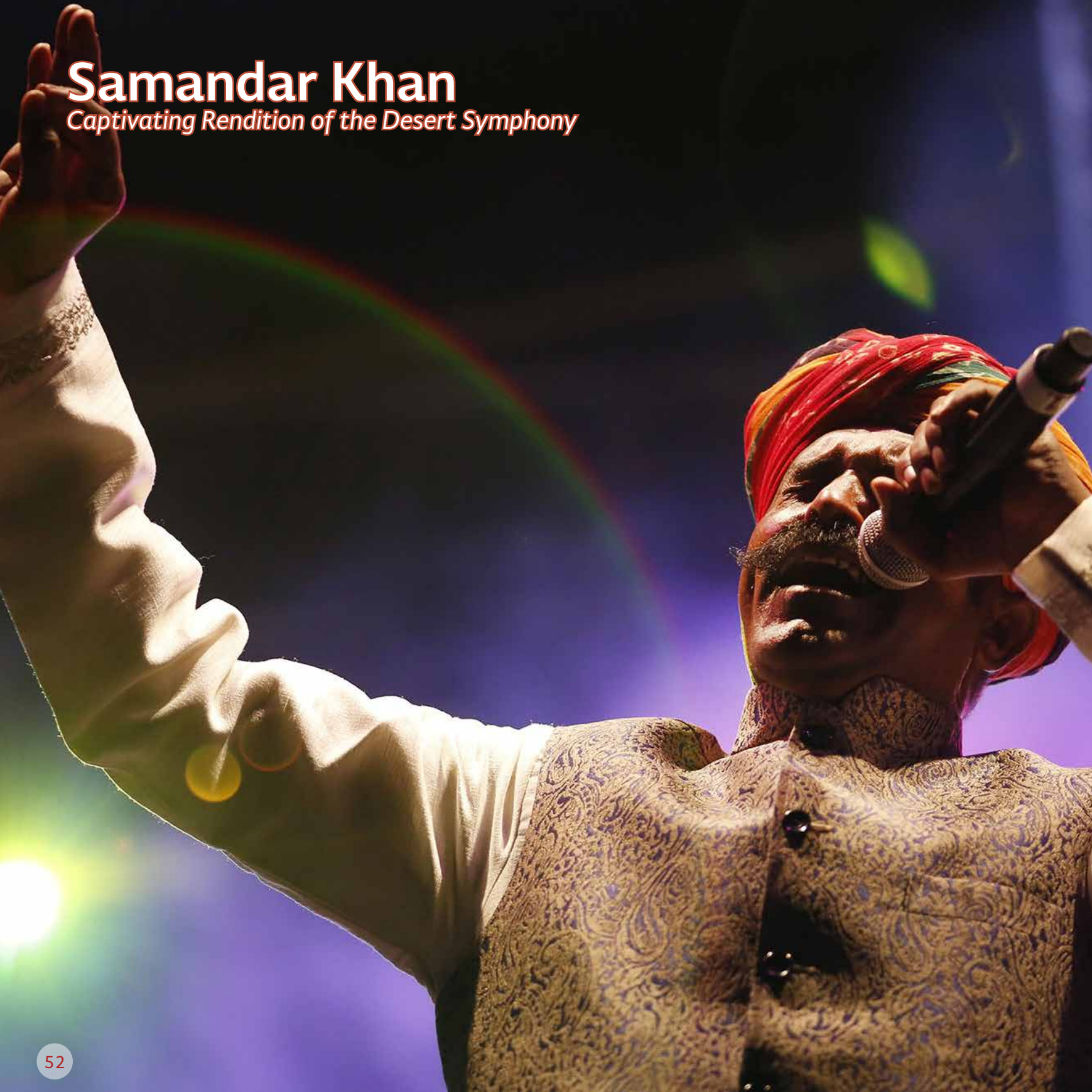
- ✿ Metepec 17 Oct
- ✿ Atlacomulco 18 Oct
- ✿ Guanajuato 20 Oct
- ✿ Guanajuato 21 Oct
- ✿ Celaya 22 Oct
- ✿ Coatzacoalcos 24 Oct
- ✿ Orizaba 25 Oct
- ✿ Merida 27 Oct





Samandar Khan

Captivating Rendition of the Desert Symphony



The Group



Samandar Khan is one of the leading artistes of the classical and traditional art of Rajasthan, a state in the western part of India. He is an exponent of the Sufi style of music. He belongs to the Manganiar community, which is known for its exceptional performers of classical folk music of Rajasthan.

Samandar Khan is a leading exponent of the style of khartaal-playing which is unique for its attractive hand and body movements, akin to dancing.



The Performance



At Los Pastitos, the audience was enthralled by the performance of Samandar Khan, the Lok Rang. It consisted of devotional songs and compositions of Sufi poets.

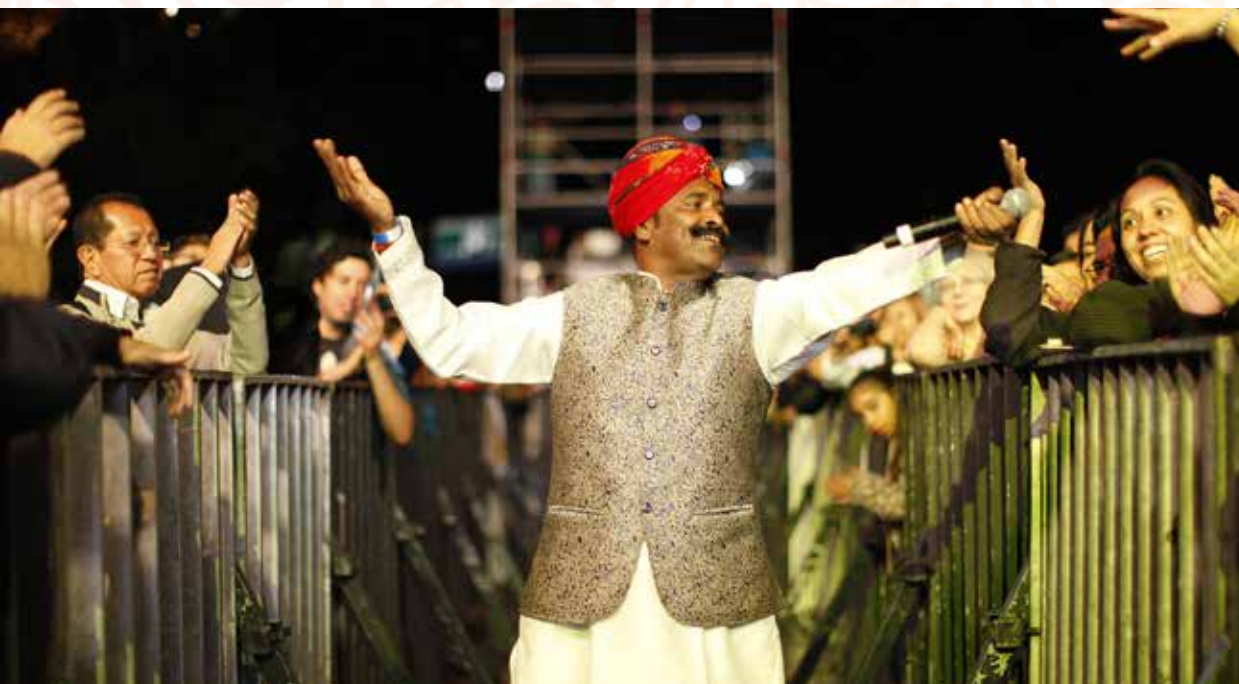
The performance included a symphony, with an interlude of traditional instruments. The group presented dances based on the traditional styles, like *Bhavai* and *Kalbelia*. *Jugalbandi* or classical duet, accompanied by a dancer with *ghunghroos* or ankle-bells, was also presented.



Artistes



- ✿ Samandar Khan Manganiar
- ✿ Sakar Khan
- ✿ Sawroop Khan
- ✿ Sahil Jeenawat
- ✿ Latib Khan
- ✿ Nihal Khan
- ✿ Mishree Khan
- ✿ Sikandar Khan Langa
- ✿ Alladin
- ✿ Manjur Khan
- ✿ Hanif Khan
- ✿ Bangal Khan
- ✿ Anurag Verma
- ✿ Dimple Athual



- ✿ Ensenada 16 Oct
- ✿ Mexicali 17 Oct
- ✿ Tijuana 18 Oct
- ✿ Puerto Penasco 19 Oct
- ✿ Patzcuaro 21 Oct
- ✿ Irapuato 22 Oct
- ✿ Aguascalientes 23 Oct
- ✿ Guanajuato 24 Oct
- ✿ Zapopan 25 Oct
- ✿ Merida 26 Oct



Dhol Drummers of Rajasthan

The Pulse of Desert



The Group



The Dhol Drummers of Rajasthan is a group of popular and internationally known percussionists from the Manganiar community of Rajasthan. It specialises in *dhol* or large double-sided drum. The group combines the sound of multiple *dhols* with the sounds of other traditional percussion instruments, to create a vibrant and exuberant repertoire, full of traditional and contemporary compositions.

The group has played several times at the Serendipity Arts Festival in Goa, at the Celtic Connections in Scotland and at the Festival Interceltique in Lorient, France.



The Performance



The performance of Dhol Drummers of Rajasthan was attended by more than 10,000 people at *Esplanade de la Alhondiga de Granaditas* in Guanajuato. They transformed the atmosphere with their repertoire of the sounds from the desert of Rajasthan. With seven percussionists on the stage, the group made their music resonate with the audience in the Alhondiga.



Artistes



- ✿ Chanan Khan
- ✿ Swaroop Khan
- ✿ Sadiq Khan
- ✿ Gafoor Khan
- ✿ Latif Khan
- ✿ Pape Khan
- ✿ Sattar Khan
- ✿ Gafoor Khan



- ✿ Guanajuato 27 Oct
- ✿ Merida 28 Oct
- ✿ Mexico City 30 Oct
- ✿ Mazatlan 31 Oct
- ✿ Pachuca 1 Nov
- ✿ Tlaxcala 3 Nov





Adishakti

A play interpreting recurring cycle of creation, celebration and destruction



The Group



Adishakti was created as a theatre company in Mumbai in 1981 by choreographer Veenapani Chawla. It has performed on many popular plays like Sophocles' Oedipus (1981), Stoppard's Rosencrantz and Guildenstern are Dead (1983), and Euripedes' Trojan Women (1984).

In 1983, Adishakti started to include research as a part of its activities. It evolved due to its need to create a new language for contemporary performance. In 1989, Adishakti rechristened itself as Adishakti Laboratory for Theatre Art Research to have a pan-India appeal.



The Performance



The group presented its production, *Ganapati*, in harmony with the theme of the Festival: 'The Future is Today'. The performance highlighted the journey of India towards the future.

Composed of seven episodes, the performance highlighted verbal expressions supported by gestures, koodiyattam music and popular rhythms. It depicted the cycle of creation, celebration and destruction.



Artistes



- ✿ Arvind Rane Wishwanath
- ✿ Vinayakumar Kottekal Joseph
- ✿ Nimmy Raphel
- ✿ Ashiqa Salvan
- ✿ Meedhu Miriyam Joseph
- ✿ Rijul Ray
- ✿ Suresh Kaliyath
- ✿ Kiyomi Pratik Mehta
- ✿ Kirtana Krishna Kumar



- ✿ Guanajuato 12 & 13 Oct
- ✿ Irapuato 14 Oct
- ✿ Queretaro 16 Oct
- ✿ Metepec 18 Oct





Meher The Troupe

A celebration of life of Swami Vivekananda through puppetry



The Group



Meher The Troupe is made up of a diverse group of performers, who share a deep love for puppets. It engages in theatrical performance with puppets of various types (shadow theatre, hand puppets, two-legged puppets, three-dimensional puppets etc.). The company is directed by Mansinh Zala, and was integrated as a way to pay tribute to Meher Contractor (1918-1992), an Indian artiste, puppeteer, director, teacher and an essential figure in the art of the puppetry in India.

Mansinh Zala placed India on the international stage in the art of puppetry. The Troupe focuses on promoting social welfare, education, development and communication.



The Performance



Meher The Troupe transmitted the teachings of Swami Vivekananda, thinker, mystic and a spiritual leader of India. The play was called "Life as long as a dream", whose main characters were dolls and puppets.

The puppets took the spectators to the life of Swami Vivekananda. It recounted various passages of the life of Swami Vivekananda, and employed the 'Black Theatre' technique, which uses contrasting display of light and shadow to highlight the characters.



Artistes



- ☼ Mansinh Bahecharsing Zala
- ☼ Chandni Mansinh Zala
- ☼ Amrutabahen Mansinh Zala
- ☼ Himmatsinh Bahercharsinh Zala
- ☼ Shyam Sundersan Nair
- ☼ Kokila Bahecharsang Solanki
- ☼ Hiral Zala



- ☼ Guanajuato 16 Oct
- ☼ Irapuato 17 Oct
- ☼ Celaya 18 Oct
- ☼ Atacomulco 19 Oct
- ☼ Metepec 20 Oct
- ☼ Orizaba 21 Oct
- ☼ Merida 23 Oct
- ☼ Culiacan 25 & 28 Oct
- ☼ Los Mochis 26 Oct
- ☼ Guasave 27 Oct



Margi

An artistic and poetic confluence of the Occidental and the Oriental



The Group



Margi is a theatrical group that was established in 1969 as a school of Kathakali and Kutiyattam, a Sanskrit drama. It is one of the most important institutions of performing arts in India. It has toured Sweden, Japan, Germany, France, Sri Lanka and Spain.

In 2002, it was selected by the Indian Council for Cultural Relations (ICCR) to carry out the most extensive Kathakali tour in Europe. It is also a research centre in which actors, famous writers, literary critics and erudite professors from different areas collaborate.



The Performance



In this India-Spain co-production, the group presented a drama on Cervantes' renowned work, *Don Quixote*, in the dance form of Kathakali. The artistes combined traditional Kathakali with Western theatre techniques. The performance compared and contrasted the character of Don Quixote with a character of the *Puranas*, the ancient Indian religious text.



Artistes



- ✿ Bala S. Kizhakkekkara
- ✿ Gopal Raghavan
- ✿ Krishnadasan Tharakathu
- ✿ Krishnakumar M. Nandakumar
- ✿ Parthasaradhy Udayasimhan
- ✿ P. Chenganakattil
- ✿ Raveendran Nair Krishna Pillai
- ✿ Raveendran Sadanandan
- ✿ Sankarankutty K. Sreedharan
- ✿ Sasikumar Sukumara Pillai
- ✿ Sreekumar Madhavan Achari
- ✿ Sudeep Anil Prabha Mohan
- ✿ Sureshkumar C. Sahadevan
- ✿ Vasudevan N. Nelliode Vishnu
- ✿ Vijayakumaran V. Nair

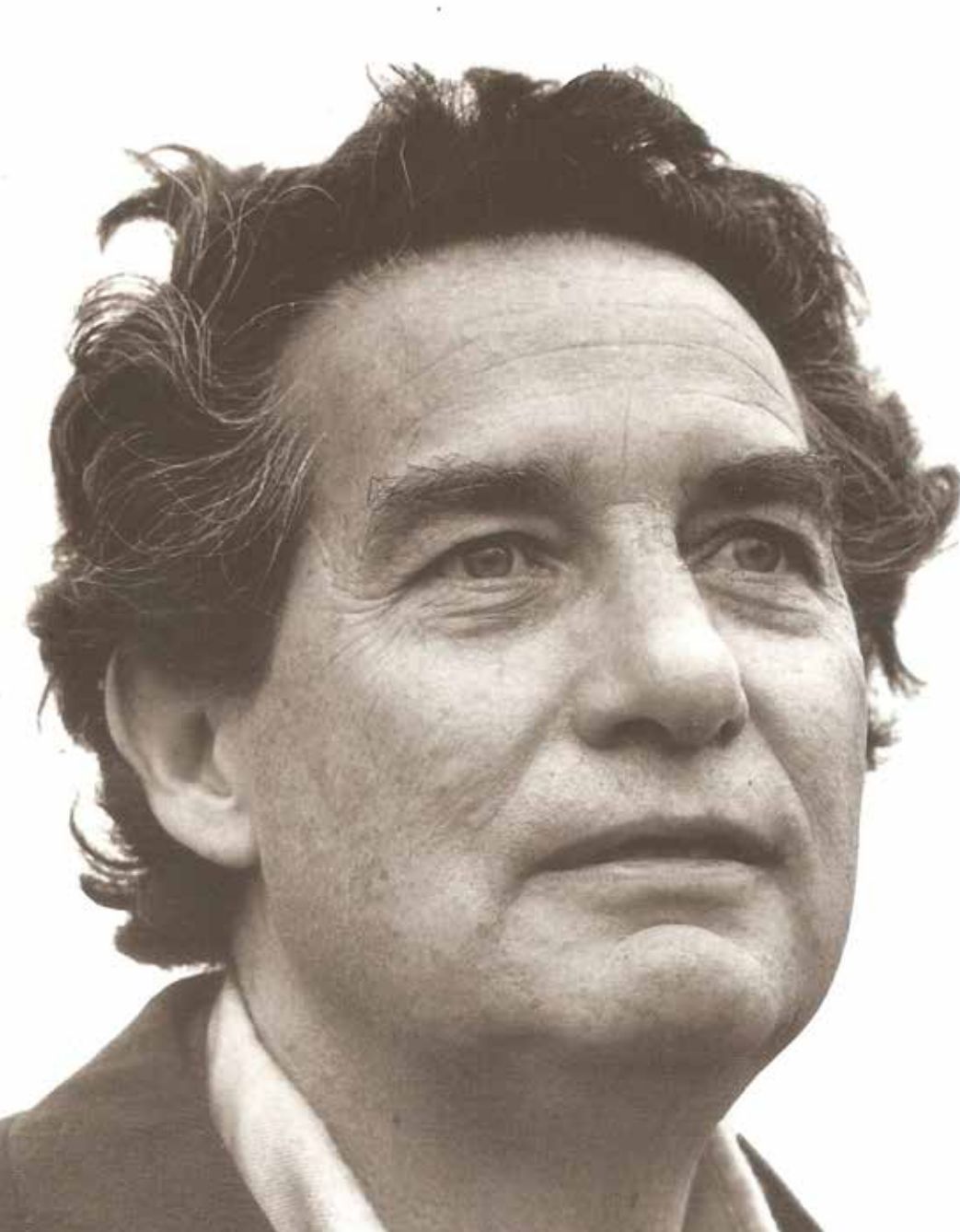


- ✿ Guanajuato 26 & 27 Oct
- ✿ Mexico City 29 Oct





In Memoriam: A Tribute to Octavio Paz



Octavio Paz resided in New Delhi in two spells - first in the 1950's and second from 1962 to 1968 as Mexico's Ambassador to India. His stay profoundly influenced both the way of understanding his country and himself, when he "discovered his soul".

"It was a happy period: I could read, write several books of poetry and prose, have a few friends who were joined by ethical, aesthetic and intellectual affinities, travel unknown cities in the heart of Asia, witness strange customs and contemplate monuments and landscapes and above all, I met my wife, Marie Jose, and married her under a neem tree in the garden of the Mexican embassy, a bungalow located at 13, Prithviraj Road, which meant for me 'a second birth' "...
Vislumbres de la India (1995)

A Dialogue: India and Mexico

Vislumbres de la India



Indian and Mexican civilizations show similarities while maintaining their distinctiveness. This intriguing comparison of the two civilizations was presented by a dance drama, "Un Diálogo: India y Mexico". It was inspired by "Vislumbres de la India", a work of the celebrated Mexican writer, diplomat and Nobel-laureate, Octavio Paz.

The play was an Indo-Mexican production created by Jose Luis Cruz. It was a fusion of dance, music and painting, interspersed with dialogues between Mexico and India and tempered with the prose of Octavio Paz.

About Jose Luis Cruz

Jose Luis Cruz has origins in Tapachula, Chiapas and he studied at the National School of Theatre of the National Autonomous University of Mexico (UNAM). His plays are adapted from the Accidental Death of an Anarchist, by the 1997 Nobel Prize winner for literature, Dario Fo and the Baal, by Bertold Brecht.

In 2004, the International Institute of UNESCO and the Mexican Centre of Theatre (ITI) gave him "My Life in Theatre" Medal, in recognition of his illustrious career.



Academic Activities



Dr. Adrian Munoz

Indologist and Religion Historian, Dr. Adrian Munoz, holds a PhD in South Asian Studies from the Centre for Asian and African Studies, El Colegio de Mexico, where he is a full-time researcher and lecturer of South Asian religions and literature. His main areas of research focus on Yoga-literature, hagiography, religious studies, and comparative literature.



Wendy J. Phillips

Wendy J. Phillips is M. Litt in Sanskrit Studies from the University of Edinburgh and a PhD in Sanskrit from the University of Cambridge. In 2014, she received the National University Award for Young Scholars (RDUNJA) on account of her efforts to bring Indian culture closer to Mexican students. One of her main research interests is the migration of fables from India to other cultures, particularly to the Spanish-speaking world.



Benjamin Preciado Solis

Benjamin Preciado Solis is a Master in Philosophy from the University of Guadalajara. In 1975, he travelled to India to pursue PhD at the Banaras Hindu University and in 1976, he earned the Doctorate at the National University of Australia. In 1980, he joined the Centre for Asian and African Studies (CEAA) at El Colegio de Mexico as Professor-Researcher.



Indologists at University of Guanajuato

Los avatares del Yoga by Dr. Adrian Munoz, 16 October



Las grandes enseñanzas de la cultura de la India by Benjamin Preciado Solis, 15 October



El arte clasico de la India by Wendy J. Phillips, 15 October



Yoga at Cervantino





Yoga is a spiritual discipline which focuses on bringing harmony between mind and body. It is an art and science of healthy living. Today it is practiced in various forms around the world and continues to grow in popularity. Recognising its universal appeal, the United Nations proclaimed 21 June as the International Day of Yoga to raise awareness worldwide of the many benefits of practicing Yoga.

A workshop on Yoga was conducted by Ms. Diti Kirit Vora in Los Pastitos in Guanajuato. People assembled in large numbers and enjoyed the morning classes of Yoga.



About Diti Kirit Vora

Diti Kirit Vora grew up in Mumbai and had her first encounter with Yoga a decade ago. She has been practicing Yoga regularly since 2010 and became a professional Yoga trainer in 2015. She is a Yoga instructor at the Gurudev Tagore Indian Cultural Centre, Mexico City.



Visual Arts

Exhibitions and Archives



Sacred India by Amit Pasricha

10 -28 Oct, Museum Casa del Conde Rul

A photographic exhibition, "Sacred India and Archiva" by well-known Indian photographer Amit Pasricha, was presented in Museum Casa del Conde Rul in Guanajuato. Another exhibition showcasing Indian traditional costumes of different states and classical dances was also presented.



Traditional Dolls

10 -28 Oct, Museum Casa del Conde Rul

Traditional Dolls of India from Shankar's International Dolls Museum, New Delhi were on display.



Textiles of India: Weaving the Memory

Tejiendo la Memoria

10 -28 Oct, University of Guanajuato

Indian Textiles have, since ancient times, influenced immensely, the way the world clothes. An exhibition of rich and diverse collection of Indian textiles was presented.



Textiles of India: Weaving the Memory
Tejiendo la Memoria
10 -28 Oct, University of Guanajuato





The Home & The World by Norma Patino

El hogar y el mundo

10 -28 Oct, University of Guanajuato

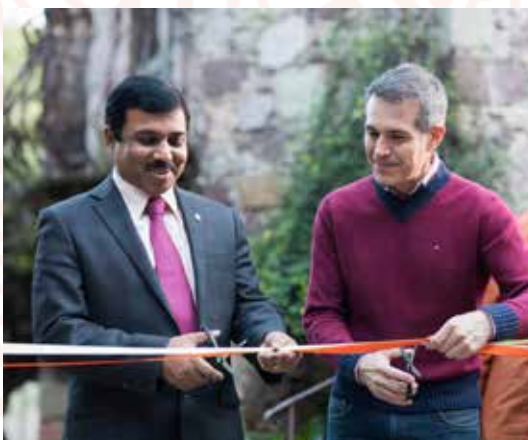
India is an enigmatic world that is exposed and hidden at the same time. The invitation to capture images of the various aspects of Indian life is inherently compelling. A collage of mesmerizing images of an engaging Indian life was on display.



Shams Tapestry Collection

10 -28 Oct, Gene Byron Museum

Shams Tapestry, an organization for preserving traditional arts from India, displayed its collection of tapestry works with artistic exhibitions of colourful threads woven into beautiful paintings and scenes.



Life of Mahatma Gandhi

10 -28 Oct, Gene Byron Museum

An exhibition on Mahatma Gandhi was inaugurated by Ambassador Muktesh K. Pardeshi. The exhibition displayed the life of Mahatma Gandhi in a collection of pictures. The exhibition was organised with the support of Colegio Mahatma Gandhi, Mexico City.



The Spell of India
by Yolanda Andrade

10 Oct -15 Jan, Museo Regional Alhondiga de Granaditas



Cycle of Cinema

Indian Cinema is known for its diversity and portrayal of themes that are rich and colourful. At Cervantino International Festival, a grand spectacle of acclaimed Indian films of various genres was presented from 14-22 October. It enthralled the audience and gave them a glimpse of the cinematic heritage of India.

Kal Ho Naa Ho

Dir. Nikhil Advani (2003)

Lagaan

Dir. Ashutosh Gowariker (2001)

Fanaa

Dir. Kunal Kohli (2006)

Guru

Dir. Mani Ratnam (2007)

Mohabbatein

Dir. Aditya Chopra (2000)

Veer-Zaara

Dir. Yash Chopra (2004)

The Namesake

Dir. Mira Nair (2006)

Ta Ra Rum Pum

Dir. Siddharth Anand (2007)

Pakeezah

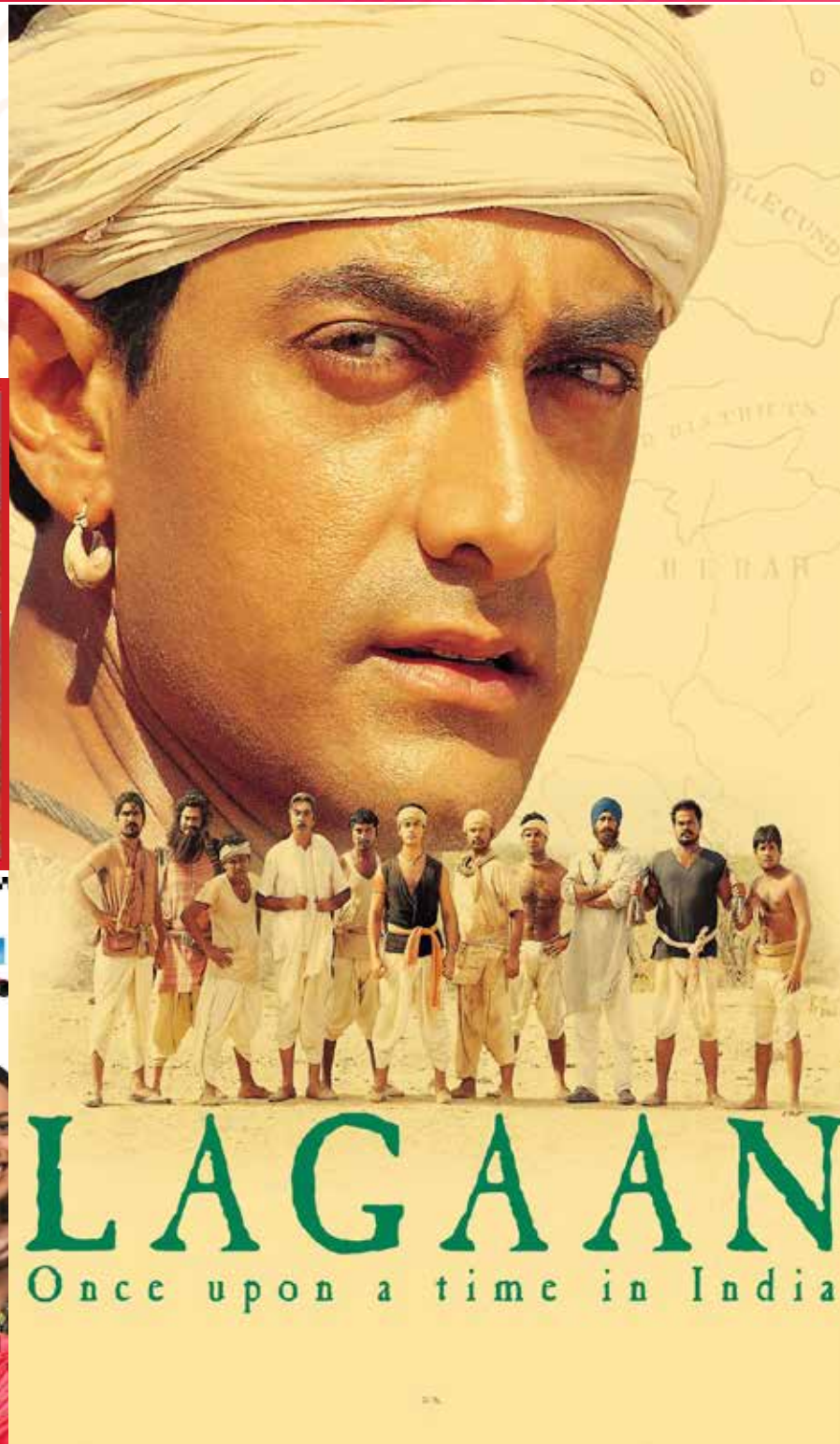
Dir. Kamal Amrohi (1972)

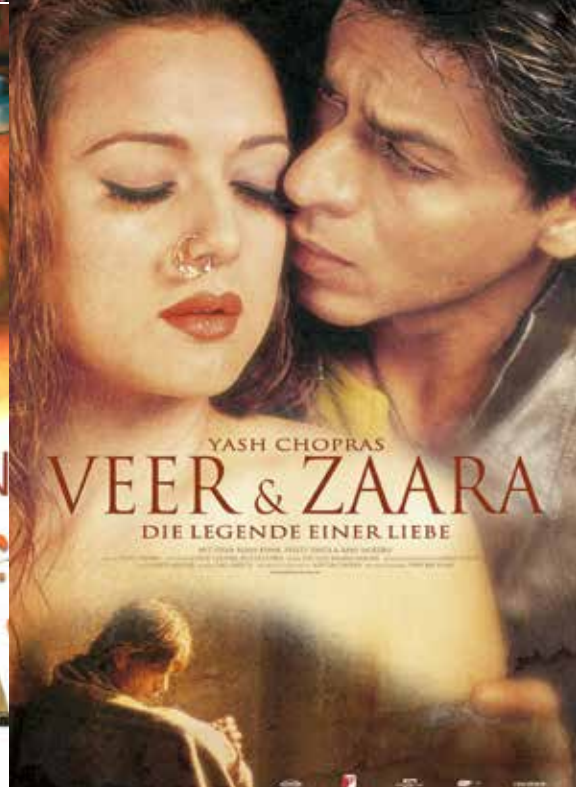
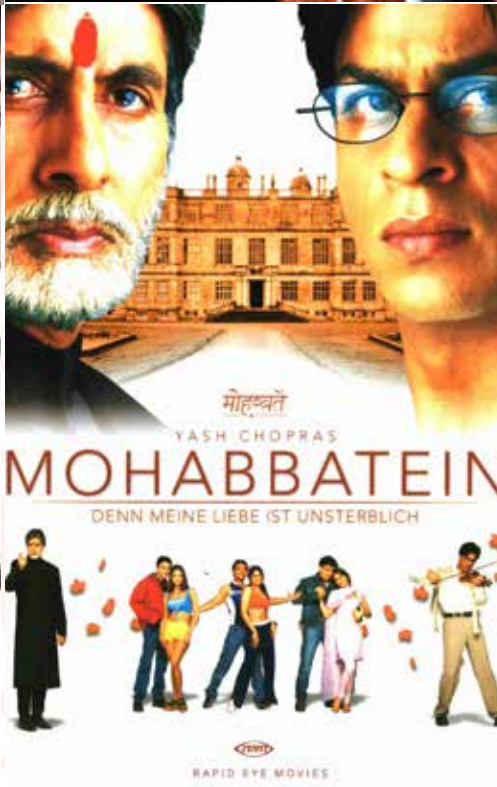
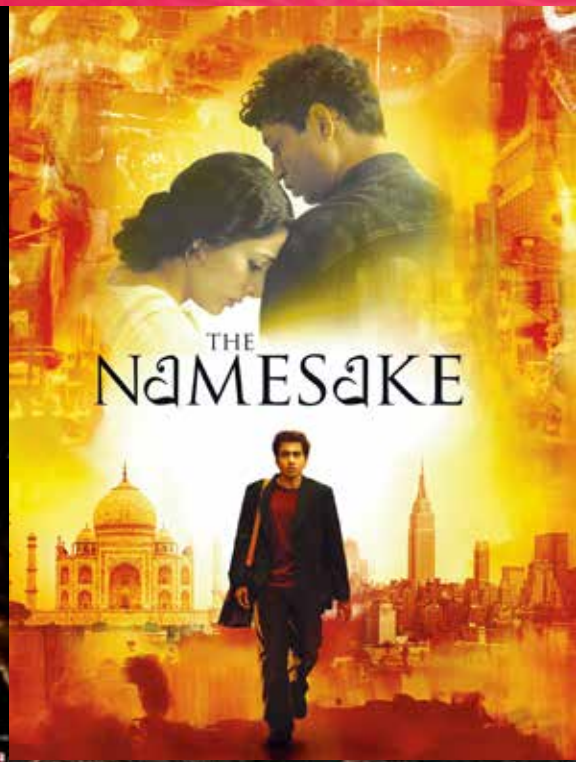
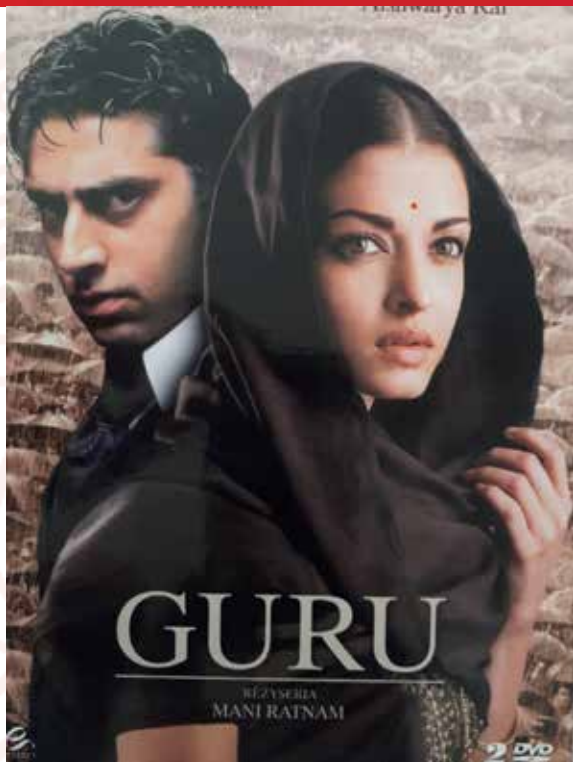
Black

Dir. Sanjay L. Bhansali (2005)

Neal 'N' Nikki

Dir. Arjun Sablok (2005)





Casa de la India

The House of India or Casa de la India, at Plaza del Baratillo in Guanajuato, was a microcosm of Indian culture. It offered, for display and sale, Indian cuisine, textiles, handicrafts, jewellery, furniture and a collection of artefacts from India. Plaza del Baratillo also witnessed every evening, artistic and cultural activities performed by the members of Casa de la India.

Casa de la India was inaugurated by Ambassador Muktesh K. Pardeshi, Mrs. Riva Ganguly Das, Director General of ICCR, and Ms. Marcela Diez Martinez, Director General of Cervantino. Minister of Culture of Mexico, Ms. Maria Cristina Garcia Cepeda and Ambassador of Mexico to India, Ms. Melba Pria also visited Casa de la India. It was one of the main centres of attraction during the Festival.

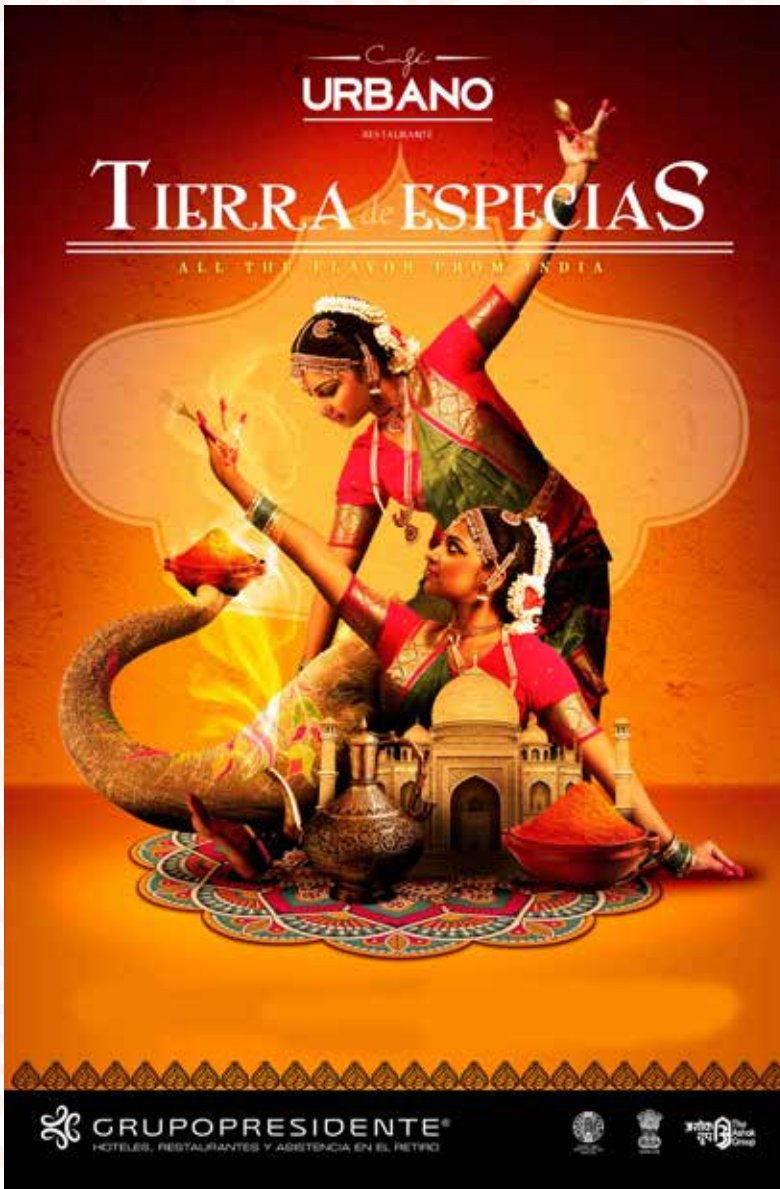




Food Festival of India

At Hotel Presidente Intercontinental, Mexico City, an Indian culinary extravaganza was on offer from 4 - 21 October. This was done in collaboration with India Tourism Development Corporation (ITDC), New Delhi.

The cuisine of India is known for its diversity, spices and many flavours. The cuisine of each geographical region includes a wide assortment of dishes and cooking techniques reflecting the varied demographics of India. India's religious beliefs and culture have played an influential role in the evolution of its cuisine.







"MI CONCEPTO DE DEMOCRACIA CONSISTE EN QUE EL MAS DEBIL
DEBE TENER LAS MISMAS OPORTUNIDADES QUE EL MAS FUERTE"

MOHANDAS KARAMCHAND GANDHI

OCTUBRE 2, 1869 – ENERO 30, 1948

LIDER DEL MOVIMIENTO DE INDEPENDENCIA DE LA INDIA
PROFETA DE LA PAZ, NO VIOLENCIA Y DE LA ARMONIA ENTRE LOS PUEBLOS

DOMADO AL MAYUNTAMIENTO DE GUANAJUATO
POR EL GOBIERNO DE LA REPUBLICA DE LA INDIA

GUANAJUATO, GTO. 26 DE ABRIL DE 2010

ESULTOR: RAM GUTAR

In Remembrance of Mahatma Gandhi @150



Ambassador of India, Muktesh K. Pardeshi unveiling the bust of Mahatma Gandhi with the Mayor of Guanajuato at Jardin Reforma in the downtown of Guanajuato on 26 April 2019, in commemoration of the 150th Birth Anniversary of Mahatma Gandhi

The bust symbolises enduring friendship between the people of India and Guanajuato.

For the Record

Timelines

- ❁ **August 2016:** Ambassador Muktesh K. Pardeshi meets Director General of Cervantino, Dr. Jorge Volpi.
- ❁ **January 2017:** Ambassador writes to Mexican Minister of Culture proposing India's participation in Cervantino 2018 as the Guest of Honour Country. The proposal is accepted by Ministry of Culture in April.
- ❁ **October 2017:** India's candidature is announced in Guanajuato at the concluding ceremony of Cervantino 2017, which is attended by Ambassador Muktesh K. Pardeshi.
- ❁ **November 2017:** DG of Cervantino, Ms. Marcela Diez Martinez and Director, Public Relations, Ms. Mariana Aymerich Ordonez visit India at the invitation of ICCR.
- ❁ **February 2018:** Director General of ICCR, Mrs. Riva Ganguly Das visits Mexico.
- ❁ **July 2018:** Programme of India's participation in Cervantino is announced at a press conference in Mexico City and Guanajuato.
- ❁ **September 2018:** Press conference is organised at Embassy of India. Ambassador Muktesh K. Pardeshi unveils full programme of India's participation.
- ❁ **9 October 2018:** Inauguration of Cervantino at Teatro Juarez in Guanajuato.
- ❁ **27 October 2018:** Closing ceremony of Cervantino at Alhondiga de Granaditas in Guanajuato.



सत्यमेव जयते

भारतीय राजदूत
मेहिको
Ambassador of India
Mexico

Ciudad de México a 11 de enero de 2017

Su Excelencia,

Tomo esta oportunidad para felicitarla en su nombramiento como nueva Secretaria de Cultura. Su vasta experiencia en la promoción y fortalecimiento de la cultura en México, dará un impulso aún mayor en la preservación y difusión de la riqueza cultural que tiene este país.

La India y México comparten una relación cálida y cordial a través de sus raíces culturales. Es por ello que la India ha buscado transmitir en México, el conocimiento de las expresiones culturales de la India, a través de su participación en el Festival Internacional Cervantino en los últimos años, en donde se nos has propuesto participar como País Invitado, en la edición 2018 de este Festival.

Asimismo, quisiera informarle que el Gobierno de la India envió en el año 2000, 108 piezas de exhibición al Museo Nacional de las Culturas, con la idea de instalar una "Sala de la India". No obstante, esta sala de exhibición no ha sido todavía instalada, y las 108 piezas han estado resguardadas por los últimos 16 años, por lo que atentamente le pido su amable intervención para lograr concretizar esta "Sala de la India".

Por lo anterior, le expreso mi interés de poder realizarle una visita de cortesía, en la fecha más conveniente para usted, para dialogar y obtener su orientación para esta propuesta y así promover la relación cultural entre los dos países.

Agradezco su amable atención y hago propicia la oportunidad para reiterarle Excelencia, las seguridades de mi más alta y distinguida consideración.

(Muktesh K. Pardeshi)

Excma. Sra. María Cristina García Cepeda
Secretaria de Cultura
Gobierno de los Estados Unidos Mexicanos
Ciudad de México



MÉXICO



CULTURA

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orgullo y
compromiso
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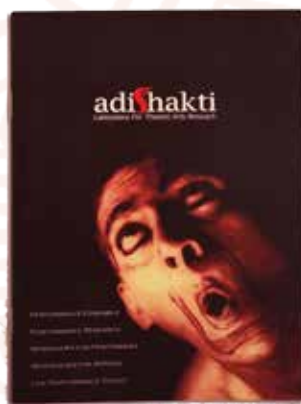
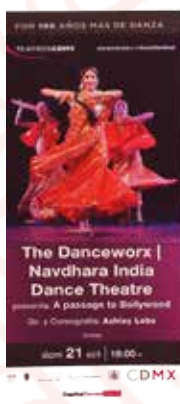
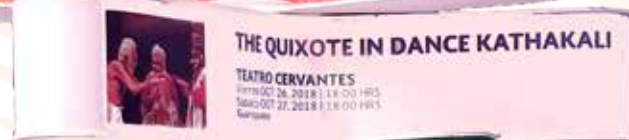
XLV FESTIVAL INTERNACIONAL CERVANTINO

FRANCIA
ESTADO DE MÉXICO
Invitados de honor



Souvenirs | Supplements | Calendar





Down the Memory Lane

India at Cervantino from 1979 to 2017





1979

Sonal Mansingh

Sonal Mansingh is an Indian classical dancer of Bharatanatyam and Odissi styles. She is a recipient of prestigious awards like Padma Bhushan (1992), Sangeet Natak Akademi Award (1987) and Padma Vibhushan (2003), India's second highest civilian honour. Her choreography is often rooted in Indian mythology.

Sonal Mansingh recalls her experience at Cervantino International Festival in the following words in the book, **"A Life like No Other"**, authored by Sujata Prasad in 2017, *"I vividly remember my Mexico experience. I was dancing at the Cervantino International Festival, held in one of Mexico's most colourful and lively cities, Guanajuato. It was an open-air space in a large plaza that could house stadium-sized crowds. I was inundated with felicitations"*.

1981

'Ballet de Bali'

Dance Drama based on Kathakali

1984

'Conjunto de Música Tradicional'

Classical Dance and Music

1986

Ram & Aruna Narayan

This father-daughter duo is an exponent of Sarangi-an Indian classical stringed instrument. Aruna Narayan is a recipient of Pandit Ram Narayan's musical legacy. She has performed in several countries in Europe and the Americas. She was a featured soloist in a unique presentation of the music of Vivaldi's Four Seasons, performed by Tafelmusik Baroque Orchestra.



1986

Bharati Shivaji

Bharati Shivaji, an Indian classical dancer of Mohiniyattam, is known for her contributions to the art form by way of performance, research and propagation. The Government of India awarded her Padma Shri, the fourth highest civilian honour, in 2004, for her contributions to Indian classical dance.



1986

Raja & Radha Reddy

Raja and Radha Reddy are a Kuchipudi dancing couple and choreographers. Their names are synonymous with Kuchipudi dance and are regarded as pioneers in bringing it on the cultural map of the world. An ace choreographer, Raja Reddy has many choreographies to his credit, namely, 'Shiva's Dance', 'Mahanatam', 'Shiva Leelas', 'Raasa Shabdham', 'Kuru Yadhunanandana Ashtapadi', and many more.



1987

Uppalapu Srinivas

Uppalapu Srinivas (1969-2014), was an Indian Mandolin player and composer in Carnatic classical music. He was widely regarded as the Mozart of Indian classical music. Srinivas stormed the world music scene at the age of thirteen at the Berlin Jazz Festival and gained critical appreciation for his fusion of Carnatic music with the contemporary Western music.



1987

Dancer's Guild by Leela Samson

Leela Samson is a Bharatanatyam dancer, choreographer, instructor and writer from India. She is known for her technical virtuosity and has taught Bharatanatyam at Shriram Bhartiya Kala Kendra in Delhi and Gandharva Mahavidyalaya for many years. Over the years, she has performed across India and abroad including Europe, Africa and the Americas.

1987

Madhavi Mudgal

Madhavi Mudgal is an Indian classical dancer known for her Odissi dance style. She has won several awards including Padma Shri (1990) and Grande Medaille de la Ville by Govt. of France (1997). She is widely acclaimed for her deep insight into the art of choreography. The dance festivals throughout the world have recognised her choreographic works. These include the Edinburgh International Festival of U.K.; the Festival of India in United States; the Cervantino Festival of Mexico; and the Vienna Dance Festival of Austria.



1988

Seraikela Chhau by Kadri Gopalnath

Chhau is a semi-classical dance with martial, tribal and folk traditions and religious themes. The Seraikela Chhau is performed with symbolic masks. In 2010, Chhau was inscribed in the UNESCO List of Cultural Heritage of Humanity.

1989

Kathakali

1990

Chorus Repertory Theatre

Chorus Repertory Theatre was founded by the famous theatrical artiste, Ratan Thiyam, in 1976 in Manipur, a north-eastern state of India. The Theatre has earned many prestigious awards including "Fringe Firsts Award, 1987" from Edinburgh International Theatre Festival and "Indo-Greek Friendship Award, 1984 (Greece)".



1990

Alarmel Valli

Alarmel Valli is the foremost exponent of Bharatanatyam. She says, "My dance is the truest expression of who I am, because in it, all that is best in me is crystallised."



1991

Debu Chaudhury

Pandit Devabrata (Debu) Chaudhury is an exponent of Indian classical stringed instrument, Sitar. He is a composer of eight new *ragas* and numerous musical compositions. He is considered a leading Sitarist of the contemporary era.



1991

Jaya Rama Rao & Vanashree Rao
Kuchipudi dance performers

1992

Mallika Sarabhai

Mallika Sarabhai is an Indian classical dancer, actress and activist. Daughter of the classical dancer, Mrinalini Sarabhai and space scientist, Vikram Sarabhai, she is an accomplished Kuchipudi and Bharatanatyam dancer who has specialised in using her art for social change and transformation.



1996

Kathakali Dance by Kerala Kalamandlam

1997

Sonal Mansingh



1998

Astad Deboo and Company

Astad Deboo is an Indian contemporary dancer and choreographer, who employs his training in Kathak and Kathakali to create a dance form that is unique. He has become a pioneer of modern dance in India. Throughout his long and illustrious career, he has worked with various prominent performers such as Pina Bausch, Alison Becker Chase and Pink Floyd and performed in many parts of the world.

2000

Sachin Shanker Ballet

2001

Carnatic Music

2004

Arvind Parikh

Arvind Parikh is a Sitar player and has been performing for over six decades. He was the Vice President of the International Music Council (UNESCO) from 1994-97.

2006

Aavishkar

2008

Living Arts

2010

Mangala Bhatt

2011

Laya- Nadaamrit

2012

Meera Prasad

A disciple of the legendary Pt. Uma Shankar Misra, Smt. Meera Prasad is counted among the foremost exponents of Sitar in the world. She has performed all over the world. Her two concerts in San Francisco with the Tabla legend Ustad Zakir Hussain, drew great praise from many parts of the world. She has performed in Brussels, London, Paris, various cities of Russia and in many Asian countries.

2013

Astad Deboo and Company



2015

Debanjan Bhattacharjee

Debanjan Bhattacharjee is an Indian classical Sarod player and composer from Kolkata. He received the President's Gold Medal Award in 2008 and was nominated for a Global Indian Music Award in 2012.



2016

Naad Brahma

In Hindi, *Naad* means sound, and *Brahma* is divinity. Naad Brahma signifies attainment of the divine through sound. Led by vocalist and composer, Joe Alvarez, the group performs a fusion of jazz, funk, rock, blues and Indian classical music.



2017

Natya Ballet Centre

The Natya Ballet Centre was founded in 1960 to present contemporary interpretation of a varied repertoire of Indian dances based on mythology. It synthesises classical and folk styles of dance and theatre into innovative dance drama.



367,249*

Number of people who attended Cervantino 2018



*Provisional figure, released in the Press Release of Cervantino on Oct 28, 2018

1

Month

17

States

33

Cities

122

Events



Cultural footprint of India at Cervantino 2018

Business Standard

India to be guest of honour at Mexico's international cultural fest
4 Octubre 2018



CULTURA
SECRETARÍA DE CULTURA



11 Octubre 2018

Sabor y color de la India en la Plazuela del Baratillo de te



Periódico
correo

24 Octubre 2018

Resuena el ritmo Indio en los Pastitos



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www.unionguajalato.mx

India llega al Museo Casa del Conde Rul



El Cervantino descubre la portentosa música de la India



Protocolo

Como nunca antes, gracias al FIC, muchas actividades de la India en México



Marcela Díez Martínez, directora general del FIC, y Muktesh Parashar, embajador de la India

Mexico gets a taste of Indian Unity in Diversity: Bollywood, puppets and music enthrall the audience



EL PAÍS

24 Octubre 2018

La India de Octavio Paz inunda Guanajuato



Celebration of India in Mexico continues...

30
nov
8
dic

FERIA INTERNACIONAL
DEL LIBRO DE GUADALAJARA®

INVITADO DE HONOR **भारत**

INDIA

Que nuestras vidas sean libros abiertos

20
19

The poster is a vibrant purple rectangle with a decorative border. It features the dates '30 nov 8 dic' on the left and '20 19' on the right. At the top center is the logo for the 'FERIA INTERNACIONAL DEL LIBRO DE GUADALAJARA'. Below this, it says 'INVITADO DE HONOR' followed by the Hindi word for India, 'भारत'. The word 'INDIA' is written in large, stylized, outlined letters. Underneath, the phrase 'Que nuestras vidas sean libros abiertos' is written. At the bottom center is a colorful illustration of an open book with a traditional Indian archway (toran) above it, decorated with lights. The sides of the poster are adorned with vertical bands of colorful geometric and floral patterns.



Expo Guadalajara



fil.com.mx



India is the Guest of Honour Country at the 33rd Guadalajara International Book Fair (FIL) in November - December, 2019.

India is proud to be the Guest of Honour Country at the 33rd edition of Guadalajara International Book Fair (FIL), the largest book fair in the Spanish-speaking world, to be held from 30 November to 8 December, 2019.

India has the unique distinction of being the first Asian country to be the Guest of Honour at the Book Fair.





Ambassador Muktesh K. Pardeshi greeting Hon'ble Prime Minister of Portugal after receiving the baton of Guest of Honour from him

Guadalajara, 2 December 2018



National Book Trust, New Delhi is the official coordinating and implementing agency for India's participation as the Guest of Honour Country at the Book Fair.



Team Credits

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Ambassador of India to Mexico

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XLVI FESTIVAL INTERNACIONAL CERVANTINO



XLVI

FESTIVAL INTERNACIONAL
CERVANTINO

INDIA: PAÍS INVITADO DE HONOR

The Future is Today

El futuro es hoy

The future depends on what you do today. This was said by the great leader of India, Mahatma Gandhi. Each of our actions, however, small, has an impact on tomorrow. The future is not something distant and intangible, rather, we build it every day. With this idea, the theme - 'The Future is Today', was chosen for 2018 edition of Cervantino.

