

**AMRITA SHER-GIL CULTURAL CENTRE (ASCC)  
EMBASSY OF INDIA  
BUDAPEST, HUNGARY**

**Raksha Bandhan Celebrations**

**(Press Release)**

Amrita Sher-Gil Cultural Centre (ASCC), Embassy of India, Budapest celebrated Raksha Bandhan with friends of India in Hungary and members of Indian Diaspora at Bhaktivedanta College, Budapest on 30 August 2023.

Raksha or Rakhi is a sacred thread and Bandhan means bonding. Therefore, Raksha Bandhan is a celebration of bonding. In India, it is a beautiful celebration of the bond between siblings, particularly between brothers and sisters.

The celebration at Bhaktivedanta college started with **Krishna Bhajan**. Dr. Rita Jeney, Head of Vaishnava Theology Department at Bhaktivedanta College, Budapest, welcomed and introduced the Director of the Amrita Sher-Gil Cultural Centre, Dr. Mukesh Kumar Srivastava. Then, Dr. Mukesh Kumar Srivastava addressed the gathering. He emphasized about the importance of Raksha Bandhan and how it is celebrated. Also, he read out the message of the President, ICCR, Dr. Vinay Sahasrabuddhe.

The participants thanked ICCR for sending the exquisite Bamboo Rakhis, handmade by tribal community in Melghat, Maharashtra.

Director, ASCC thanked Dr. Rita Jeney, Dr Zsuzsa Halmai, Vice Rector and Shri Radha Krishna Das, GBC Secretary for Hungary, Romania, Turkey and Cyprus, for their collaboration in organizing the event successfully. Also, he thanked the participants for joining this special event of bonding and making it memorable.

The traditional process of tying Rakhi was demonstrated by the Director himself by getting the Rakhi tied by Dr. Rita Jeney, which was later followed by others tying Rakhi to their brothers and dear ones.

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