

Post Event Report
On
Ramayana Classical Dance
Performed in Cambodia at
Siem Reap (Feb. 14-15, 2014) and Phnom Penh (Feb. 17-19, 2014)

As part of the Festival of India, this Embassy alongwith Ministry of Culture, Government of India jointly organized Ramayana Classical Dance, performed by the world renowned Kalakshetra Foundation, in Cambodia that was well received with overwhelming response in both Siem Reap (Feb. 14-15, 2014) and Phnom Penh (Feb. 17-19, 2014). The events were publicized beforehand widely through event managers, on line promotional activities including posting of web banner in our Embassy website / facebook, e-invite, invitation cards, posters, newspaper advertisements, banners and press meet besides personal visits of Embassy staff to a wide spectrum of people including high dignitaries of Royal Government of Cambodia, diplomatic corps, Universities and Institutes of Fine Arts, dance schools, cultural centers being run by other Embassies etc. to create adequate awareness and interest amongst people of all walks of life including ordinary Cambodian citizens instead of restricting the spectators to elite group. Though the entry was free and open to all, the response was tremendous with numerous requests for entry tickets to the show.

2. As a result of vigorous pre event promotional activities, Jatayu Moksham and Mahapattabhishekam two chapters of Ramayana performed on 14th and 15th February, 2014 respectively at the prestigious Phokeethra Grand Ball room, Hotel Sofitel in Siem Reap attracted full house (about 300 spectators) and captivated audience on both days. The Ramayana Classical Dance performance was graced by H.E. Ms. Em Phallamony, Deputy Governor, Siem Reap on 14.2.14 at Phokeethra Ball Room along with Mr. V. Srinivas, Joint Secretary, Ministry of Culture, Dr. Sajith, Director, South Zone Cultural Center, Ms Priyadarshini Govind, Director Kalakshetra Foundation and Mr. M. Rajamurugan, First Secretary, Embassy of India, amongst others.

3. In the capital Phnom Penh Ramayana Classical Dance performance was inaugurated on 17.2.14 by H.E. Ms. Phoeurng Sackona, Minister, Ministry of Culture and Fine Arts preceded by opening remarks by H.E. Mr. Dinesh K.

Patnaik, Ambassador at the much renowned Chanktomuk Theater. The well trained artists from Kalakshetra enacted their scintillating performance of Jatayu Moksham, Choodamanai Pradanam and Mahapattabhishekam on 17, 18 and 19th Feb. 2014 respectively bringing in repeat audience on consecutive days. The pre event promotional activities covering a wide spectrum of target audience roped in spectators from amongst senior functionaries of the Government, diplomatic corps, expats of various countries, Indian Diaspora besides huge number of local Cambodian Populace of different age group. The Chaktomuk theater was over flowed with dedicated spectators of more than 700 on a daily basis during the spectacular performance by Kalakshetra Foundation.

4. The repeat audience included Princes Norodom Bopha Devi (Feb. 18 & 19, 2014) and H.E. Ms. Phoeurng Sackona, Minister, Ministry of Culture and Fine Arts (Feb. 17,18 and 19. 2014) amongst many others. H.E. Dr. Thong Khon, Tourism Minister alongwith his spouse attended the performance on Feb. 19, 2014. The majestic performance by Kalakshetra Foundation met with an overwhelming enthusiastic appreciation by the audience with thundering applause scene after scene ending with long duration standing ovation. The enthralling performance by Kalakshetra immediately stuck a chord with the audience in a country where Ramayana is depicted on the walls of Angkor Wat temple and followed by their own version called Reamker.

5. The larger than life professional performance by Kalakshetra Foundation has created a demand amongst the locals and others that Kalakshetra Foundation should visit annually and perform all the six chapters of their Ramayana Classical Dance which could go a long way in strengthening bilateral cultural relationship originated thousands of years ago and endear the locals to India, the great land of Ramayana.

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