

# Diwali in Yokohama 2014

Publicity

## Diwali a festival of joy, warmth

By Deepa Gopalan Wadhwa  
Ambassador of India

I would like to extend my greetings to the fellow Indian community members and their many Japanese friends in Yokohama who have been organizing this year's "Diwali in Yokohama" Festival for the 12th consecutive year at Yamashita Park. Diwali is a festival of joy and celebrations



Deepa Gopalan Wadhwa

where family and friends come together to celebrate the victory of good over evil and of light, which is knowledge, over darkness (ignorance). In Yokohama, it provides an opportunity for us to mingle with our Japanese friends and the public at large and bring to them the warmth and colorful cultural traditions of India. I would like to convey my appreciation to all the members of the Diwali Organising Committee of Yokohama and inform them that this year, we are adding Diwali in Yokohama as one of the events of the Festival of India in Japan, 2014-15.

## Yokohama proud of its historical status as India's 1st economic outpost in Japan

By Fumiko Hayashi  
Mayor of Yokohama

Congratulations on the successful holding of "Diwali in Yokohama 2014." I would like to extend my heartfelt gratitude to Mr. Ryuko Hira, chairman of the Festival's Executive Committee, and all involved for their great efforts in supporting such a wonderful



Fumiko Hayashi

event. This year marks the 12th edition of "Diwali in Yokohama," a festival that has deep roots in our community, and to which we look forward with the approach of every autumn season. Yokohama's very close relationship with India has a long history. Since the opening of the port in 1859, which spurred the growth of Yokohama into the city it is today, countless Indian people have chosen the city as their home, establishing trading companies, among other activities. Yokohama was India's first economic outpost in Japan. In 1965, the first sister-city agreement

involving Japan and India was signed between Yokohama and Mumbai. For five decades, the people of the two cities have nurtured their friendship and will celebrate the 50th anniversary of the agreement in 2015. Toward that memorable year, "Diwali in Yokohama 2014" is positioned as a prelude to our 50th anniversary celebrations. We hope visitors will take interest in the exchange between Yokohama and Mumbai while experiencing the appeal of India through their participation in this festival. We look forward to seeing you there.

## Diwali festival illuminates India-Japan relationship

By Ryuko Hira  
President of The Indian Commerce and Industry Association Japan - ICIJ

The globalization of cultures intrigues man to find happiness. Happy Diwali is a festival greeting. In India, with a burgeoning 1.2 billion consumers who represent one sixth of the world's population, monthly sales of Japanese cars and consumer goods tend to be highest in October. Similar to the worldwide Christmas season of shopping, the Festival of Diwali greatly contributes to the growing business of Japanese manufacturers in India. On Sept. 25, India's Prime Minister Na-



Ryuko Hira

rendra Modi launched "Make in India" (<http://www.makeinindia.gov.in>), a worldwide mega campaign. India has widely opened doors to manufacturers and suppliers to the world's second-largest and fastest growing consumer market. The campaign has a list of 25 priority items. India has an ample supply of 600 million young, powerful people in the age group of below-35, who offer their skilled professional capabilities at one fourth of China's labor cost, which is a boon for manufacturers. A wide array of incentives and special concessions with low cost debt and equity provided by Japanese institutions, such as the Japan International Cooperation Agency (JICA) and the Japan Bank for International Cooperation (JBIC) among others, have made India the new focus of Japanese manufacturers. Deregulation, labor reforms and

free market access have made this year's Diwali Festival the most optimistic and opportunistic time for Indo-Japanese economic relations. The cultural message of Diwali is universal. Lord Krishna, Lord Jesus Christ, Lord Gautama Buddha, Lord Kukai (Kobo Daishi) and the most recent incarnation of Lord Sathya Sai Baba are the eternal heritage of all humanity. Addressing a large gathering at "Trayee Brindavan" in Bangalore on Diwali of Nov. 1, 1986, Sathya Sai Baba said: "Dipavali is celebrated with rejoicings as the day on which the forces of evil represented by the demon Narakasura were destroyed by Sri Krishna. Each individual should observe Dipavali as the day on which the demonic qualities in him, such as envy, hatred, and anger, are weeded out, and divine qualities like truth, righ-

teousness, love, compassion and peace are cultivated. Selfishness is the root of all evils in man, and it should be eliminated. Narakasura, though a demon, was a devotee of Shiva. He had immense strength and power. He indulged in many wicked acts because of his hatred towards Krishna. Hatred is the parent of many sins. It is the gateway to hell. The burning of crackers on Dipavali day is done by way of expressing joy at the victory of the Divine over the evil forces. The lamps are lit on that day to signify the lighting of the inner lamps in all beings from the one Supreme Source of all light, the Divine. It is this unity of the individuals with the Divine that should be realized by everyone." Bharatiya (Indian) culture is boundless. Every Bharatiya festival is saturated with profound spiritual significance. Yokohama and India have a special and

significant cultural bond. Asia's first Nobel laureate, Rabindranath Tagore, was invited in 1916 to stay in the house of his friend, Taikan Yokoyama, who was one of the world's most renowned Japanese painters. Yokoyama soon realized the immense magnetism of Tagore's towering humanism and requested a celebrated citizen of Yokohama, Hara Tomitaro, to shift and host Tagore at the most scenic and nature-filled "Shofukaku," a Japanese garden house. The serenity and soul of Yokohama inspired Tagore to write the world-famous poem "STRAY BIRDS" (New York, The Macmillan Company, 1916). Today the Shofukaku stands as a glorious monument in the Sankeien Gardens of Yokohama, illuminating a millennium's history of Indo-Japanese cultural bonds. In the 66th verse of the poem, Tagore writes: "The infant flower opens its bud and cries, Dear World, please do not fade."

**Best Wishes for a Very Happy Diwali!**

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**12th Diwali in Yokohama - The Only Annual Diwali Event**  
For 2 Days, Yamashita Park in Yokohama will become INDIA  
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