

Embassy of India
The Hague

Press Release

September 27, 2017

**Milind Soman to attend the 'Gandhi March' In The Hague on October 1st, 2017
being organised to mark the International Day of Non-Violence**

Inspirational speaker, Indian actor, supermodel and Ultraman Milind Soman will be attending the Gandhi March on the afternoon of October 1 in The Hague to mark the International Day of Non-Violence. The Gandhi March is a part of the 'Follow the Mahatma' campaign being launched by organisations, institutions and individuals advocating non-violence along with the Indian community in the Netherlands and the Embassy of India on October 1 and 2, 2017.

Milind Soman, health and fitness expert and a strong believer in the power of self-motivation will join other marchers to collectively proclaim to the global community the importance of non-violence and world peace. Milind Soman is well-recognised in the Netherlands, a country of sports and fitness enthusiasts.

Milind Soman, the first male supermodel of India also holds the Limca record for running 1500km over 30 days from New Delhi to Mumbai. He completed an Ultra-endurance event with 10km of swimming, 474km of bike ride and a run of 84km over 3 days and is known ever since as the Ultraman. Milind also co-founded Pinkathon, which is India's biggest women's run created with the purpose of encouraging

women to adopt a fitter lifestyle for themselves and their families and to highlight the need for increased awareness on issues that put women's lives at risk.

Marking the eve of the International Day of Non-Violence, The Gandhi March will be held from the Peace Palace to the Grote Kerk in The Hague. Ambassador of India to the Netherlands Mr Venu Rajamony, Deputy Mayors of The Hague Mr Rabin Baldewsingh and Mr Karsten Klein, Ambassador of the United Kingdom Mr Peter Wilson CMG and the Ambassador of the Republic of South Africa Mr Bruce Vusi Koloane will be joining the march.

A bicycle personally used by Mahatma Gandhi will be displayed at the Grote Kerk for the public to view at the end of the march. The bicycle has been sent to the Netherlands by the Gandhi Memorial Trust of India as a special gesture, in view of the popularity of cycling and the fact that cycles are part of the Dutch cultural heritage.

An excerpt of an opera titled 'Satyagraha' (the instrument of Non-Violence used by Mahatma Gandhi) composed by renowned musician Philip Glass will be performed at the Grote Kerk by the Korzo Theatre. Also, a new book in Dutch titled "Gandhi -An illustrated biography" published by Lannoo of Belgium and authored by Indian author Pramod Kapoor will be released on the occasion.

October 2 is the birth anniversary of Mahatma Gandhi and has been declared by the UN General Assembly as the International Day of Non-Violence.

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