



## SUNIL KANT MUNJAL

Founder Patron-Serendipity Arts Foundation

Mr. Sunil Kant Munjal is the Founder Patron of the Serendipity Arts Foundation (also known as the man behind Hero Group) had set up Serendipity Arts Foundation, a unique social project that aims to revive patronage in the arts.

Serendipity Arts Foundation [SAF] was started in 2014 for the promotion of creativity and imagination in arts and culture. The Foundation intends to act as a platform aiming to promote new creative strategies, artistic interventions, and cultural partnerships. It aims to support dialogues that are responsive and seek to address the social, cultural and environmental issues in innovative ways. As a Foundation, it has promoted cultural equity for young creative individuals.

As a foundation, Serendipity have always tried to support and engage in diverse activities covering all forms of the arts since its inception. Serendipity Arts festival is one of the major events done by SAF with an objective to revive dying cultures of India by providing correct platform to artists, craftsman from across India to showcase their talents.

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