

GOVERNMENT OF INDIA
MINISTRY OF EXTERNAL AFFAIRS

RAJYA SABHA
UNSTARRED QUESTION NO.4059
TO BE ANSWERED ON 07.04.2022

PROMOTION OF INDIAN CULTURE AND TOURISM ABROAD

4059. DR. AMEE YAJNIK:

Will the Minister of **EXTERNAL AFFAIRS** be pleased to state:

- (a) whether Government is taking any steps to promote Indian culture and tourism in other countries;
- (b) if so, the details thereof;
- (c) whether Government has received any proposal from the State Government of Gujarat to promote its culture and tourism abroad; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS
[SMT. MEENAKSHI LEKHI]

(a) & (b) Indian Council for Cultural Relations (ICCR) in collaboration with Ministry of Culture & Tourism is promoting Indian culture worldwide through its Cultural Centres and Missions/Posts abroad and its activities in various fields including inter-alia, teaching of Yoga, Dance, Music and Hindi abroad; organising/supporting conferences/seminars/workshops in various fields of Indian culture; supporting Chairs in Indian Studies in various foreign universities; gifting of busts/statues of Mahatma Gandhi and other national heroes; exchanging visual art exhibitions; and celebration of International Day of Yoga.

Ministry of Culture promotes culture abroad through its scheme “Global Engagement Scheme” with festivals of India and grant in aid to Indo Foreign Friendship Cultural Societies as the main components.

The Ministry of Tourism, through its India Tourism Offices Overseas along with Indian Missions abroad, promote India as a preferred tourism destination in tourism generating markets. This is facilitated through an integrated marketing and promotional strategy, global media campaign and synergized promotional measures in association with the Travel trade, State Governments and Indian Missions overseas. Ministry of External Affairs has designated Tourism officers in the Indian Missions of top 20 source markets in October, 2021.

(c) & (d) The Government has received a proposal to organize events with the theme “Spirit of Gujarat” in select countries abroad. The concept is to connect diaspora of Gujarat to represent cultural and historical perspective of Gujarat. A week long programme would start with a short film on Azadi Ka Amrit Mahotsav and the role of Gujaratis living abroad in the development and preservation of culture.
