

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO. 353
TO BE ANSWERED ON 28.11.2024

CULTURAL EXCHANGE PROGRAMMES

353. Shri Brij Lal:

Shri Rambhai Harjibhai Mokariya:
Dr. Medha Vishram Kulkarni:
Dr. Parmar Jashvantsinh Salamsinh:
Shri Narhari Amin:
Shri Narayana Koragappa:

Will the Minister of CULTURE be pleased to state:

- (a) the details of different cultural exchange programmes signed between India and other countries;
- (b) the impact of Cultural Exchange Programmes in showcasing Indian Culture to the World;
- (c) the impact of organizing the “Festival of India” as a tool for cultural diplomacy of India;

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b) Ministry of Culture signs Cultural Exchange Programmes (CEPs) for disseminating Indian art and culture across the globe.

The Cultural Exchange Programmes promote India’s soft power for developing and strengthening India’s inter-cultural relations with other countries. The CEPs facilitate cultural exchanges with the other countries in different areas like music and dance, theatre, museums & science museums, libraries, archives, protection and conservation of historic monuments and archaeological sites, literature, research & documentation, festival, among others.

As on date Ministry of Culture has CEPs under negotiation with 144 countries. There are valid signed CEPs with 84 countries listed in **Annexure-I**.

(C) The Festival of India (FoI) abroad seek to promote India's rich cultural heritage and enhance India's image in the global arena in a concerted manner. FoIs are organized with the aim of having a lasting impact on the people of the country where FoI is held. Thus, they are tools of inter-cultural understanding and cultural diplomacy that project the soft power of India. This soft approach is expected to benefit Indian in the fields of tourism, health, education, commerce etc. and provide strategic depth to the growing influence of India.

The main focus of FoI is to connect and enhance the perception of India in the minds of citizens of the countries where the festival is being held. This would ultimately lead to more tangible results in terms of trade and commerce, inbound tourism, medical tourism, Ayush, etc. Broadly, Festivals of India abroad are conducted with the objectives to:

- i. Promote Indian Culture abroad.
- ii. Strengthen bonds of foreign countries with India.
- iii. Promote bilateral cultural contacts.
- iv. Project India's cultural image abroad.
- v. Promote inbound tourism.

Since 2013-14 till date, 62 Festivals of India in 59 countries have been held.

ANNEXURE-I

ANNEXURE REFERRED TO IN REPLY TO PART (a)&(b) OF LOK SABHA UNSTARRED QUESTION NO. 353 FOR 28.11.2024 REGARDING “CULTURAL EXCHANGE PROGRAMMES”

LIST OF COUNTRIES WITH WHOM MINISTRY OF CULTURE, GOVERNMENT OF INDIA HAS SIGNED CULTURAL EXCHANGE PROGRAMMES

S. No.	Name of Country	S. No.	Name of Country	S. No.	Name of Country
1.	Australia	31.	Hungary	61.	Sierra Leone
2.	Algeria	32.	Italy	62.	Seychelles
3.	Armenia	33.	Iceland	63.	Suriname
4.	Bangladesh	34.	Jamaica	64.	Sudan
5.	Bahrain	35.	Kenya	65.	South Africa
6.	Brunei	36.	Kazakhstan	66.	Saudi Arabia
7.	Belarus	37.	Kyrgyzstan	67.	Spain
8.	Brazil	38.	Lithuania	68.	Sri Lanka
9.	Benin	39.	Mexico	69.	South Korea
10.	Botswana	40.	Malaysia	70.	Tajikistan
11.	Bulgaria	41.	Malawi	71.	Timor-Leste
12.	Bolivia	42.	Mauritania	72.	Turkmenistan
13.	Czech Republic	43.	Morocco	73.	Tanzania
14.	Cuba	44.	Maldives	74.	Tunisia
15.	Chile	45.	Mauritius	75.	Thailand
16.	Cambodia	46.	Mali	76.	Uganda
17.	China	47.	Netherlands	77.	United Kingdom
18.	Comoros	48.	Norway	78.	Ukraine
19.	Croatia	49.	Nigeria	79.	UAE
20.	Canada	50.	Oman	80.	Uzbekistan
21.	Colombia	51.	Panama	81.	Vietnam
22.	Denmark	52.	Portugal	82.	Venezuela
23.	Djibouti	53.	Peru	83.	Zambia
24.	Ethiopia	54.	Rwanda	84.	Zimbabwe
25.	Ecuador	55.	Romania		
26.	Egypt	56.	Russian Federation		
27.	Finland	57.	Serbia		
28.	France	58.	Slovakia		
29.	Ghana	59.	Slovenia		
30.	Guyana	60.	Senegal		
