

**GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:3307

ANSWERED ON:14.12.2011

PROMOTION OF INDIAN CULTURE AND HERITAGE

Ajmal Shri Badruddin;Natrajan Meenakshi

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether the Government showcases/proposes to showcase India's culture and heritage in other countries which would boost India's tourism;

(b) if so, the details thereof; and

(c) the details of international institutions in Islamic countries with which India has a tie up for cultural exchange?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (SHRI E. AHAMED)

(a) & (b) Yes. It has been ICCR's endeavour to showcase diverse forms of Indian dance, music and theatre in other countries through Indian cultural groups and Festivals of India. ICCR also coordinates events such as Indian Food Festival, Indian Film Festival, Fashion Show, Tourism Road shows and exhibitions of paintings and Indian antiquities being organized by other Ministries/Organisations in the course of a Festival of India abroad which also promote India's tourism. Ministry of Tourism is very often partner with ICCR in these Festivals.

(c) The information is being obtained from other Ministries/Departments concerned.