



ICCR NEWSLETTER

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As the year draws to a close, ICCR concludes 2023 with two significant events in December that embody India's culinary traditions and Indian Knowledge Traditions. In the 8th edition, ICCR invites you to join in navigating diverse landscapes, showcasing how India's Soft power fosters enduring connections.

PROMOTING INDIAN CULINARY AND INDIC KNOWLEDGE TRADITIONS

Annapurna Certificate Awards

To boost India's soft power, ICCR has instituted the "Annapurna Certificate" to recognise restaurants which are promoting Indian culinary and cuisine traditions abroad. The Certificate includes a plaque and memento of Devi Annapurna.

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Knowledge India Visitors Programme (KIVP)

ICCR has organized an international conference in partnership with Dev Sanskriti Vishwavidyalaya, Haridwar on 04-05 December 2023 at New Delhi. This first-of-its-kind Global Conference brought together Heads of Departments and senior academics from universities across the world specializing in Indology, Hindi/Sanskrit or any other Indian languages, Yoga, Ayurveda, Buddhist studies and Indian classical dance & music. A total of 77 delegates from 35 countries joined the programme.

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ANNAPURNA CERTIFICATE AWARDS



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In an award function organized on 12 December 2023, ICCR has presented the memento of Devi Annapurna to the owners of six restaurants from Sri Lanka, Sweden, USA, Costa Rica, Oman and Mongolia. The mementos were presented by Minister of State for External Affairs and Culture, Smt. Meenakashi Lekhi and Member of Parliament, Lok Sabha and renowned artist, Smt. Hema Malini in the august presence of President, ICCR Dr. Vinay Sahasrabuddhe and DG, ICCR, Shri Kumar Tuhin.

The inaugural six recipients of this distinguished award are Balaji Dosai from Kandy, Sri Lanka; Indian Street Food & Co. from Stockholm, Sweden; Amber India Restaurant from San Francisco, USA; Naans and Curries, An Ethnic Indian Restaurant from San Jose, Costa Rica; Mumtaz Mahal Restaurant from Muscat, Oman; and Namaste Indian Restaurant from Ulaanbaatar, Mongolia.



FOR PROGRAMME CLICK HERE :-

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=LHHCASNJ5SQ](https://www.youtube.com/watch?v=LHHCASNJ5SQ)



KNOWLEDGE INDIA VISITORS PROGRAMME (KIVP)

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During the 2-day conference, the breakout sessions were also organized which revolved around the challenges and way-ahead for the promotion of Hindi, Sanskrit, Indology, Buddhist studies, Yoga & Ayurveda and Indian Classical Dances and Music. Representatives from renowned govt. institutions and organizations participated during the breakout sessions.

Along the same lines, a session on career opportunities for students of Hindi, Sanskrit, Indology, Buddhist Studies, and Ayurveda & Yoga was held, during which, representatives from Confederation of Indian Industry (CII), Federation of Indian Chambers of Commerce & Industry (FICCI), Federation of Indian Publishers (FIP), Association of Manufacturers of Ayurvedic Medicine (AMAM), academic institutions like IIT Roorkee and Symbiosis Institute, Pune, and Ministry of Ayush briefed the delegates about various opportunities available for their students.

The event concluded with valedictory remarks by Hon'ble Minister of Education, Shri Dharmendra Pradhan.

FOR PROGRAMME CLICK HERE :-

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=VWLBFEPU0M8&T=465S](https://www.youtube.com/watch?v=VWLBFEPU0M8&t=465s)

