



ICCR NEWSLETTER

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ICCR's activities in November reflected its commitment to cultural diplomacy, global connections, and promoting a deeper appreciation of India's rich cultural heritage. This issue, uncovers ICCR's commitment to global outreach with President Dr. Vinay Sahasrabuddhe's visit to Tanzania and the 'Bharatiyam' initiative across 37 Indian Cultural Centres worldwide, promising a rich people-to-people connect.

LEVERAGING INDIA'S SOFT POWER STRENGTHS THROUGH NETWORK BUILDING

President ICCR's Tanzania Visit

President, ICCR Dr. Vinay Sahasrabuddhe visited Dar es Salaam, Tanzania to launch India Alumni Association (Tanzania chapter). During his visit, he engaged with key representatives of the Tanzanian government and Indian diaspora.


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'Bharatiyam' or ICCR's School Connect Fortnight Programme (October- November)

The 'Bharatiyam' or 'ICCR's School Connect Fortnight Programme' was organized from 23 October to 07 November 2023 at 37 Indian Cultural Centres (ICCs) based abroad. This programme aimed to establish a strong connection with local schools, raise awareness about India and its culture among higher-class students, and increase the presence of India-related books in school libraries.


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PRESIDENT ICCR'S TANZANIA VISIT

President, ICCR Dr. Vinay Sahasrabudde visited Dar es Salaam, Tanzania to launch India Alumni Association (Tanzania chapter). During his visit, he engaged with key representatives of the Tanzanian government and Indian diaspora.

Dar es Salaam hosts one of the four Cultural Centres established by ICCR in the entire African continent. The Cultural Centre offers free classes in yoga, vocal music, tabla, and Hindi language to a large number of Tanzanians.



During his visit, he also had bilateral meetings with Deputy Minister of Culture, Arts and Sports, Mr. Hamid Mohamed Mwinjuma, Speaker of Zanzibar House of Representatives, Mr. Zubeir Ali Maulid, Second Vice President of Zanzibar, Mr. Ahmed Suleiman Abdullah, and Isles Minister for Tourism and Heritage, Mr. Simai Muhammed. The matters pertaining to bilateral cultural and academic cooperation were discussed during the meetings.



BHARATIYAM' OR ICCR'S SCHOOL CONNECT FORTNIGHT PROGRAMME (OCTOBER- NOVEMBER)

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ICCs identified at least 20 local schools for organizing 'Bharatiyam' programmes, including interactive presentations, Q&A sessions, book exhibitions and documentary screenings among others. An audio visual presentation of 20-30 minutes to showcase India's past, present and future was delivered at the local schools.

