

MINISTRY OF CULTURE
(ICR – Fol Cell)

LAST DATE EXTENDED

Proposal /application for empanelment of events with the Ministry for Festival of India

Ministry of Culture (MoC) is responsible for conducting Festivals of India (Fols) abroad as part of focused strategy for strengthening international cultural relations and enhancing India's soft power. This scheme was revived by the Ministry in 2013. The events in Festival of India generally include dance, Music, Theater, Films, Food, Literary Festival, Yoga demonstration, Folk Arts (i.e., Mehendi), Performing Arts, Exhibitions and workshops etc. It may be noted that the main focus of a Fol is to connect and enhance the perception of India in the minds of the locals.

The Festivals of India is organized in various countries through the Indian Missions situated there. In this endeavour, the autonomous organizations, private institutions/NGOs/Universities/individuals contribute towards making Festivals of India a success.

Ministry of Culture initiates communications with the Indian missions, the nodal implementing agency abroad elicits their interest for the Festival of India, if they want to hold it in their country. The Ministry sends them a list of suggested events for their perusal/selection.

Festival of India Cell in the Ministry of Culture will coordinate with all the participating agencies involved in coming up with a consolidated proposal containing detailed information about all possible aspects of preparation from venue to handling of cargo to budgetary requirements.

All the agencies, which are desirous of participating in the Festivals of India abroad, are requested to provide details of the events/performances in the prescribed format given below, to the Fol Cell in the Ministry of Culture till **14.12.2015** for inclusion of events in Festivals of India abroad. Those who have already submitted proposal/application need not apply again. A brief concept note for each event may also be included.

Name & duration of the event	Members of the Group/Exhibition Total number of members of troupe/experts with breakup of dancers/technicians/choreographers/etc	Estimated cost	Type of production	Technical requirements	Space requirements

The desirous agencies/individuals may send a hard copy of the proposal addressed to:

**Ministry of Culture
ICR Division (Fol Cell) Room No. 335 C
Shastri Bhawan, New Delhi**

And, a soft copy should also be sent by email at : icrculture@gmail.com

Circular below may also please be seen

Secretary (Culture) to meet applicants for empanelment for
FOIs abroad on 21.12.2015

It is for information of all Agencies/Artists who have submitted their applications in response to Ministry of Culture's recent advertisement for empanelment with the Ministry for their participation in Festivals of India abroad, that Secretary, Ministry of Culture will hold an interactive session with all applicants at 1600 hours on 21 December 2015 at the Auditorium of Nehru Memorial Museum and Library, Teen Murti Bhawan, Teen Murti Marg, New Delhi.

All concerned agencies/artists are cordially invited to attend the session.

No TA/DA would be paid for attending this session. However, it may be clarified that your absence from this session would not disqualify the application.