

## **PRESS RELEASE**

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### **Launch of the Official Logo for 2014 Year of Friendly Exchanges between India and China**

Pursuant to the mutual understanding reached during the visit of the Chinese Premier Mr. Li Keqiang to India in May 2013 and that of Prime Minister Dr. Manmohan Singh to China in October 2013, the year 2014 was designated as the India-China Year of Friendly Exchanges. The two countries have planned a series of activities and exchanges during the course of the year, including high-level visits, bilateral dialogues, defence exchanges, exchanges in the fields of trade and economy, and cultural, educational and people-to-people contacts. We have had several important exchanges already including the Strategic Economic Dialogue and the Strategic Dialogue.

2. As part of the Year of Friendly Exchanges, the Embassy of India in Beijing, along with the Consulates in Shanghai, Guangzhou and Hong Kong, are organizing the Glimpses of India Festival in 12 cities in China. The Festival, sponsored by the Ministry of Culture of the Government of India, is being organized in collaboration with Chinese partner institutions. The events planned cover Indian performing arts, exhibitions of modern Indian art, visual and photographic exhibitions on Buddhist heritage of India and its links with China, food festivals, film festivals, as well as events involving eminent Indian and Chinese scholars and writers. Business and tourism promotion events will also constitute key components of the Festival.

3. The logo designed for the Year of Friendly Exchanges consists of a Kathakali and a Beijing Opera mask side by side. It has been chosen to depict the Indian and Chinese cultures that are shown to be seamlessly blending into one another, thus depicting the long tradition of friendship and cooperation between the two countries. The left side of the logo is a Kathakali mask from the classical Indian dance tradition that originated in Kerala. The right part of the mask derives from world famous Beijing Opera - a vivid embodiment of Chinese performing art. While the Kathakali dance involves delicate use of hand and eye gestures to communicate, masks in Beijing Opera symbolize different characters and emotions. This logo seeks to blend the two seamlessly into one, reflecting the centuries old civilizational contacts between India and China. Encompassed within a circle, a symbol of perfection, with Indian and Chinese colors and motifs symbolizing happiness and celebration, the logo for the Year of Friendly Exchanges reflects what we are striving for.

4. The Glimpses of India Festival in China commences this month with an investment promotion seminar featuring the state of Maharashtra. This will be followed by dance performances in May by the renowned Chennai-based Kalakshetra Dance Troupe in Shanghai, Beijing, Chengdu and Hong Kong. Indian food festivals will also be organized in these four cities in May. More activities will follow throughout the year.

Beijing  
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