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Ministry of Culture
International Cultural Relations
Festival of India Cell

New Delhi, the 22 June, 2018

Guidelines for Missions on organizing Festivals of India abroad

Festivals of India abroad are conducted with the objectives to:

- promote Indian culture abroad,
- strengthen bonds of foreign countries with India,
- promote bilateral cultural contracts,
- project India's cultural image abroad,
- promote Indian artists abroad, and
- promote inbound tourism.

2. The Festivals of India (Fol) are organized with the aim of having a lasting impact on the people of the host country. Thus, they are tools of cultural diplomacy that project the soft power of India. This soft approach is expected to benefit India in the fields of tourism, health, education, commerce, etc. and provide strategic depth to the growing influence of India.

3. Certain procedures are to be followed for holding the Festivals of India. The processes require approvals of various authorities at different stages. It is therefore, advisable to start planning well in time. The various stages and processes are as below:

(a) Missions desirous of holding a Festival of India may send a concept paper to the Ministry of Culture on the proposed Festival. Festivals of India also flow from announcements during high level visits. The proposals are approved by the Inter-Ministerial Standing Committee chaired by Secretary, Culture. The Festival of India can be held in multiple cities and multiple venues in a city. The events in a Festival of India could include:

- 1) Dance (classical and traditional, Modern Experimental/contemporary, Folk, fusion, etc.);
- 2) Music vocal (classical, semi-classical, Light, Modern carnatic, etc.)
- 3) Music Instrumental
- 4) Theatre;

- 5) Folk Arts including *Mehendi* artists, Rangoli, puppetry, etc.;
- 6) Exhibitions
- 7) Literary Festival (from Sahitya Akademi);
- 8) Food Festival;
- 9) Film Festival;
- 10) Yoga;
- 11) Fashion Show/Textile Exhibition;

(b) Ministry of Culture supports activities mentioned at (1) to (7) above and meets the expenditure on:

- i. International passage: The bookings are made by the agency identified to act as the Nodal Agency through Government approved agencies.
- ii. Performance Fees as per norms.
- iii. Visa fees: Paid or reimbursed through the Nodal Agency.
- iv. Travel Insurance: Paid or reimbursed through the Nodal Agency.
- v. Cost of extra baggage, if any: paid through the Nodal Agency.
- vi. Lodging in a 3 or 4 Star Hotel: Single room for the Leader and twin-sharing room for the artists/accompanists. Arrangements to be made by the Mission concerned.
- vii. Local and intercity transport: To be borne by Ministry of Culture. Mission to make most economical arrangements as per size of the cultural troupe. No separate car is to be booked for individual member of the troupe.
- viii. Payment of Daily Allowance in foreign currency at Government rates: through Mission - Full DA to the Leader and 75% to the member.
- ix. Expenditure on technical requirements such as sound system, light, stage etc: To be borne by Ministry of Culture. Arrangements to be made by the Mission as per requirement and included in the budget.
- x. Venue hiring charges: Borne by Ministry of Culture. Venue to be hired by the Mission.
- xi. Food Festival: The Ministry of Tourism deputed ITDC chefs for organizing the Food Festival by providing their international airfare. Ministry of Culture supports the DA, Visa Fee, and Insurance costs for the chefs deputed for Fol. The Missions have to tie up with a local hotel for providing lodging to them.
- xii. Publicity expenses

The Missions are expected to explore sponsorship through local government and/or public/private funding for venues, other infrastructure such as sound system, lighting, etc, local hospitality, local transportation, etc. **to the extent possible** before including such expenditure in the budget for the Fol. This ensures maximising the limited budget for Fol.

(c) As for the Film Festival, Yoga, and Fashion Show or Textile Exhibition, Ministry of Culture facilitates the contacts with the concerned Ministry or organization. The Mission must thereafter co-ordinate and seek funds from the concerned Ministries, viz. Ministry of Information & Broadcasting, Ministry of Ayush and Ministry of Textiles, directly.

4. The Ministry of Culture has empanelled artists, groups, and exhibitions, etc. for participating in the Festivals of India abroad. The panel has been uploaded on the website of Ministry of Culture at: [https://indiaculture.gov.in/sites/default/files/events/Art Form 13022023.pdf](https://indiaculture.gov.in/sites/default/files/events/Art_Form_13022023.pdf)

5. The Missions proposing to organize Festivals of India should select the art forms as indicated in para 3 (a) above and convey to the Ministry. For each of the proposed art forms, groups would be selected by the Ministry of Culture and conveyed to the Missions. While deciding the art form, the Missions may keep in mind the recent cultural events held in their country with the view to broad base the projection of Indian culture.

6. Once the precise dates of the Festival and suggestions from the Missions are received for the activities proposed to be included in the festival, the availability of artists is ascertained and approval of the Hon'ble Minister of Culture is obtained.

7. After approval of activities by the Minister, Missions are asked to work out the detailed programme of the festival including the precise dates for each performance and venues in each city along with the estimated budget for the activities to be funded by Ministry of Culture. The Ministry identifies a nodal agency in India for making arrangements for the cultural troupes in India such as booking of international passage, visas, payment of performance fees to the artists etc. The detailed budget proposal sent by the Mission requires examination and concurrence by Internal Finance Division of the Ministry and the financial and administrative approval of Secretary (Culture). The approved budget is released in two instalments - 75 percent after

financial and administrative approval and balance on conclusion of the festival on receipt of utilisation certificates.

8. A minimum of 8 to 10 weeks are required for processing the proposal which is as per norms for obtaining approvals including approval of Minister of Culture, administrative and financial approval of the budget, political clearances, approval of the PMO, etc.

9. Ministry of Culture expects constant feedback before, during and after the festival period. The Missions should also send reports, photographs and video recordings (if made).

10. The Missions may keep these guidelines in view while preparing the proposals for holding a Festival of India.
