



**Government of India  
Ministry of Culture**

**‘International Cultural Relations’ - Projection of India’s soft  
power – an Overview**

The Ministry of Culture aims at disseminating Indian art and culture in new territories to promote India’s soft power and developing cultural relations between India and other countries of the world through:

- Negotiating and signing of bilateral Cultural Agreements (CA)/Cultural Exchange Programmes (CEP).
- Cultural cooperation on multilateral platforms through BRICS, SCO, G20, BIMSTEC, SAARC, ASEAN etc.

**2.** The Ministry also administers a Global Engagement Scheme which has two components (i) to organize Festival of India abroad and (ii) to provide Grants-in-aid to Indo-Foreign Friendship Cultural Societies.

**2.1 Festivals of India:** The Festivals of India (Fol) abroad seek to promote India’s rich cultural heritage and enhance India’s image in the global arena in a concerted manner. The Festivals of India 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. The events included in Fols are Music, Dance, Theatre, Film Festival, Food Festival, Literary Festival, Folk Arts such as

MehandiPuppetry etc., Exhibitions of various disciplines, Lecture Demonstrations and Workshops etc.

**2.1.1** The main focus of Fol is to connect and enhance the perception of India in the minds of locals which should ultimately lead to more tangible results in terms of trade and commerce, inbound tourism, medical tourism, Ayush, etc.

**2.2 Grants-in-aid to Indo-Foreign Friendship Cultural Societies:** Indian culture is also promoted and strengthened in foreign countries through grants-in-aid to Indo-Foreign Friendship Cultural Societies. The aim is to promote Indian culture abroad, fostering closer friendship and cultural contacts between India and foreign country concerned.

**2.2.1** The grant supports Indo-Foreign Friendship Societies for holding programmes and activities such as discussions on Indian culture, history, civilization, holding of seminars on topics of intellectual pursuits, and great personalities, arranging performances of Indian troupes, exhibition of books, yoga, Indian music/dance etc. The maximum grant of Rs10.00 lacs can be given to a Society.

**2.2.2** The proposals are considered by an Expert Committee on the basis of availability of funds, nature of events to be organized by the Societies and merit of the proposal, etc.

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