

INFORMAL INTERACTION SESSION ON VIKSIT BHARAT AMBASSADOR CAMPAIGN



On 20 December 2023, ICCR has organized an informal interaction session on 'Viksit Bharat Ambassador' campaign, aligned with Prime Minister Shri Narendra Modi's 100-day challenge aimed at amplifying India's development narrative with eminent artists empanelled with ICCR. The session was Chaired by President, ICCR, Dr. Vinay Sahasrabudhe at ICCR headquarters in New Delhi wherein DG, ICCR, Shri Kumar Tuhin and DDG, ICCR, Smt. Anju Ranjan were also present.

The discussions highlighted the contribution of prominent artists of Indian classical dances and music in making people aware about the significance of Indian cultural heritage and its traditions. President, ICCR in his welcome address said that "these distinguished artists are the cultural ambassadors of our country, and they have a very important role to play in the transformational journey of New India".

