



भारतीय सांस्कृतिक संबंध परिषद  
Indian council for Cultural Relations

## Press Release

**Conclusion of Signing Ceremony of MoU between ICCR and State Governments along with Auroville Foundation, Tamil Nadu (An Autonomous body under the M/o Education, Govt. of India) on 27 September, 2024 (Friday).**

**An initiative by ICCR to promote India's Soft Power abroad.**

The Indian Council for Cultural Relations (ICCR) is the cultural arm of the Ministry of External Affairs and is mandated to promote cultural and academic exchanges between India and foreign countries. In addition to 21 State Governments, ICCR now collaborated with 02 more State Governments along with Auroville Foundation by signing a Memorandum of Understanding to promote their culture abroad and to facilitate cultural exchanges with foreign countries.

The objective of this MoU is to make the partnership between the State and ICCR more meaningful, bringing in active involvement, and institutionalizing the same. It will help States to boost their culture, tourism, economy and education while facilitating ICCR in fulfilling its mandate of cultural diplomacy abroad. This initiative will go a long way in promoting India's culture abroad in all its forms, flavors and flair through its various activities.

ICCR organized the signing ceremony involving two States, namely, Jharkhand and Odisha along with Auroville Foundation at ICCR, Azad Bhavan, I.P. Estate, New Delhi on 27 September, 2024 (Friday) from 4.00 p.m. State Governments of Jharkhand and Odisha along with Auroville Foundation signed the MoU in the august presence of Shri Kumar Tuhin, Director General, ICCR, Ms. Anju Ranjan, Deputy Director General (Culture), ICCR, Shri Asif Ekram, Director (Culture), Deptt. Of Tourism, Art Culture, Sports & Youth Affairs, Govt. of Jharkhand, Dr. Bijay Ketan Upadhaya, Director, Odia Language Literature & Culture Deptt., Govt. of Odisha and Ms. Vanjulavalli Sridhar, Deputy Secretary (OSD), Auroville Foundation. The event is ICCR's historical initiative in the direction of promoting States' culture, education, creative industries, handicrafts, tourism and thus promoting India's Soft Power abroad.

New Delhi  
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