

PROMOTING HINDI AS A PILLAR OF INDIA'S SOFT POWER: ICCR BUILDS CULTURAL BRIDGES, ONE WORD AT A TIME



In today's intertwined world, language is a magical key that unlocks connections beyond borders. Believing in this potential, the Indian Council for Cultural Relations (ICCR) is leading the charge to make Hindi a global connector. Often called the heart of India's cultural expression, Hindi is more than just a language—it is a vibrant thread that weaves together the diverse fabric of the nation.

In partnership with Indira Gandhi National Open University (IGNOU) and the Central Hindi Directorate (CHD), ICCR launched the Online Three-Month Basic Hindi Awareness Course. This program is designed to introduce international students to the beauty and depth of Hindi, opening doors to India's rich linguistic legacy.

Following the resounding success of its first two batches in 2023, the course is now in its third edition. Launched on August 17, 2024, the latest batch is a truly international affair, with 247 participants from 40 countries taking part in this educational endeavour. Classes are held every Wednesday and Saturday. This initiative underscores ICCR's commitment to expanding India's global cultural footprint by promoting Hindi as a tool for communication, diplomacy, and cultural exchange.

