

# ICCR'S VIBRANT CULTURAL VOYAGE: ONLINE SHORT-TERM CLASSES TO TAKE INDIAN TRADITIONAL ARTFORMS GLOBAL



In a vibrant step toward spreading the colours and creativity of India's cultural tapestry across the globe, the Indian Council for Cultural Relations (ICCR), in collaboration with Routes 2 Roots (R2R), embarked on an exciting digital journey. Through a series of online short-term classes in iconic Indian art forms—Henna (Mehndi) design, Rangoli, Madhubani painting, and puppet making—ICCR brought the beauty of India's traditional crafts to a worldwide audience.

Since the program's launch on September 26, 2024, the response has been nothing short of spectacular. With 1441 registrations for Henna, 727 for Rangoli, 794 for puppet making, and 1094 for Madhubani painting from 51 countries, these Tuesday and Thursday sessions have made waves across continents.

This initiative highlights India's diverse artistic legacy, with each session acting as a brushstroke that paints a vivid picture of the country's culture around the world. As students master and create a digital outreach in these delicate Indian traditional art forms globally, they become part of the artistic heartbeat of India.

