

PRESS RELEASE

ICCR and Government of Andhra Pradesh Forge Partnership to Promote Cultural Diplomacy Worldwide

The Indian Council for Cultural Relations (ICCR), the cultural arm of the Ministry of External Affairs, continues to expand its collaborative outreach by signing a landmark Memorandum of Understanding (MoU) with the Government of Andhra Pradesh. With this significant step, Andhra Pradesh becomes the 24th State Government to join hands with ICCR in advancing India's rich artistic and cultural legacy on the global stage.

This MoU lays the groundwork for a more structured and sustained partnership between ICCR and the State Government, focusing on showcasing Andhra Pradesh's distinctive cultural expressions on international platforms. The collaboration is expected to strengthen the State's presence in the global cultural landscape and catalyze growth in sectors such as tourism, education, creative industries, and the broader cultural economy, aligning with ICCR's mission of projecting India's rich cultural diversity and promoting cultural diplomacy.

The signing ceremony for the Memorandum of Understanding (MoU) was held at ICCR Headquarters, Azad Bhawan, I.P. Estate, New Delhi, at 4:00 PM on Thursday, June 5, 2025. The MoU was formally signed between Ms. Manisha Swami, Deputy Director General (Culture), ICCR, and Sri R. Mallikarjuna Rao, Chief Executive Officer, Andhra Pradesh State Creativity and Culture Commission, in the presence of Smt. K. Nandini Singla, Director General, ICCR, and Dr. Arja Srikanth, Commissioner, Andhra Pradesh Bhawan, marking a significant milestone in strengthening cultural cooperation between ICCR and the Government of Andhra Pradesh. The event was also attended by senior officials of ICCR and the Andhra Pradesh Government.

This collaboration marks a strategic step in ICCR's broader vision of partnering with State Governments to project India's soft power through performing arts, traditional crafts, academic initiatives, and community-based cultural programs. By synergizing national and regional efforts, ICCR and the Government of Andhra Pradesh aim to foster global cultural exchange, deepen mutual understanding, and build enduring cultural linkages.

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