



Indian Council for Cultural Relations

Press release

Indian Council for Cultural Relations (ICCR) and **Fine Arts, BOZAR** have joined hands to create a new epoch in the history of shared cultural collaboration for promotion of art and artistes between India and Belgium. ICCR is the premier agency furthering India's soft power and projects multi-layered Indian culture through different programmes and intellectual-cultural activities; **BOZAR** is a prestigious cultural institution actively promoting culture, architecture and arts through its foundation under the Federal Government of Belgium.

India and Belgium have a Cultural Agreement in place since 1973. India in past had partnered with Belgium for Europalia-India Cultural Festival held from October 4, 2013 to January 26, 2014, yet again an ICCR-BOZAR joint collaboration. The Festival was jointly inaugurated by the Hon'ble President of India and the King of Belgium. Embassy of India, Brussels and BOZAR have collaborated on multiple occasions in past namely ASEM cultural festival of 2018; Kijote-Kathakali to promote inter-cultural collaboration between India and Spain; Community reception hosted in honor of Hon'ble EAM (June 2018), EUROPALIA (2013-2014), Festival of India (2006-2007) etc.

A Memorandum of Understanding (MoU) was signed between ICCR & BOZAR represented by DG, ICCR & Belgian Ambassador respectively in India on the 4th of February, 2021. Ambassador of India in Brussels & BOZAR representative also signed the agreement on the same date. This agreement brings Indian art & culture into the heart of Europe, the capital of the European Union.

ICCR is an autonomous organization of the Government of India involved in India's External Cultural Relations through cultural exchanges with other countries and their people. During the last seven decades, the function of ICCR as an institution has acquired newer dimensions towards promotion of India's cultural heritage and has emerged as the '**Soft Power**' arm of the Ministry of External Affairs through an array of well-designed and targeted programmes. This agreement will be a leap in terms of culture exchange between India & Europe and will also foster better relationship between India and Belgium.
