

GOVERNMENT OF INDIA
MINISTRY OF EXTERNAL AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO-2915
ANSWERED ON- 17/03/2023

NEW INITIATIVES OF ICCR

2915. SHRI KUMBAKUDI SUDHAKARAN
SHRI GAURAV GOGOI

Will the Minister of EXTERNAL AFFAIRS be pleased to state :-

- (a) whether the Government has any structured mechanism to enhance India's soft power across the globe and if so, the details thereof;
- (b) the new initiatives taken by the Indian Council for Cultural Relations (ICCR) towards strengthening soft power of the country and budgetary expenditure therefor; and
- (c) the details of the countries where these initiatives are running?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS

(SMT. MEENAKSHI LEKHI)

(a to c) Under the guidance of the Ministry, ICCR has taken various new initiatives to develop cultural relations and create mutual understanding with other nations. It has made new forays in projecting India's democratic credentials, cuisines, arts & crafts, in addition to ongoing activities such as yoga, classical dance, music etc. ICCR has also enhanced its outreach across the globe through various online activities. The budget allocated to ICCR in the year 2022-23 is Rs.320 crores.
