



Indian Council for Cultural Relations

Press Release

Pravasi Bhartiya Divas (PBD) Conference on “Role of Indian Diaspora in Promotion of Indian Culture Abroad”

Ministry of External Affairs has entrusted the responsibility to Indian Council for Cultural Relations (ICCR) for organizing the Pravasi Bhartiya Divas (PBD) Conference on “**Role of Diaspora in Promotion of Indian Culture Abroad**” in collaboration with the Diaspora Research and Resource Centre (Antar Rashtriya Sahayog Parishad) on **Wednesday, 9 December 2020** in virtual mode. The Conference will be held in two zones namely Eastern Region (Africa, South, South East Asia & Far East) from **1200 hrs to 1400 hrs** (Indian ST) and Western Region (Europe, Americas and the Caribbean) from **1930 hrs to 21.30 hrs**(Indian ST).

2. The conference aims at creating cultural bonds and an ecosystem for cultural propagation among the diaspora. Indian diaspora and various diaspora organizations have played a very important role in spreading Indian culture in different parts of the world. This conference would bring together eminent diaspora personalities and associations involved in propagation of Indian culture to discuss innovative ways of leveraging the diaspora to enhance India’s soft power. Our partnership with Indian diaspora for cultural preservation and promotion has worked very well. Building on this strength, it is high time to explore the new ways of enhancing the diaspora’s role in further deepening and expanding the Indian culture abroad and also establish a better connect with the millennials.

3. Indian diaspora represents valuable bridges of goodwill for strengthening the Indian connect with the world, as full partners in the process of growth and development for wider well-being and prosperity. With its civilizational values of peace, plurality and universal fraternity in the true spirit of *Vasudhaiva Kutumbakam*, India has traditionally been a pivot of soft power exercise for promoting global peace and progress, and the diaspora has played that role to its true meaning.

4. Hon’ble Minister of State for External Affairs, **Shri V. Muraleedharan** will be the Chief Guest at the Conference and address the Inaugural Session. **Dr. Vinay Sahasrabuddhe**, President, ICCR will deliver the Welcome Address. The virtual conference will have eminent speakers from more than 15 countries from all over the world along with speakers from India who will share their experiences and suggest ways and means for (i) promoting Indian culture abroad and role of diaspora (ii) improving cultural exchanges between India and other countries (iii) projection of India’s soft power abroad and (iv) engaging the youth.

The Conference can be joined through the link provided below:

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| Event address for attendees: | https://iccr.webex.com/iccr/onstage/g.php?MTID=e88a224ec099ca225f832b1f9606378bb |
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| Event number: | 126 660 7889 |
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| Event password: | 123456 |
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| Date and time: | Wednesday, December 9, 2020 Segment I - 1200-1400 Hrs. (India ST) Segment II - 1930-2130 Hrs. (India ST) |
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**ICCR, New Delhi
(3 December 2020)**