



ICCR NEWSLETTER

ICCR'S OCTOBER JOURNEY: CELEBRATING INDIA, INSPIRING THE WORLD!

October was a high-spirited celebration for ICCR, filled with impactful initiatives and cultural showcases! Embracing Swachh Bharat Diwas, ICCR renewed its commitment to a clean, green India while supporting the Prime Minister's 'Ek Ped Maa Ke Naam' campaign by planting trees to inspire a greener future. Honoring Hindi's global impact, ICCR launched Gagananchal: Videsh Mein Hindi, celebrating Hindi's journey across the world. Bringing international flair to the Kullu Dussehra Festival 2024, the Council added global colour to local traditions. October also marked an emotional moment as ICCR bid farewell to its esteemed Director General, Shri Kumar Tuhin, whose tenure left an indelible mark on the Council's journey of cultural diplomacy.

ICCR Bids Adieu to its Director General, Ambassador Kumar Tuhin



On October 28, 2024, ICCR bid farewell to its Director General, Shri Kumar Tuhin, as he prepared to assume his new role as India's Ambassador to the Netherlands. His transformative leadership elevated India's cultural diplomacy, with initiatives like the Annapurna Certificate, the Gen-Next Democracy Network Programme, and over 3,000 cultural showcases during India's G-20 presidency. He pioneered digital transformation at ICCR through platforms like e-Office, AIMS, and Gyan_Setu while fostering collaborations with state governments and global organisations, including a landmark partnership with Google to promote Sanskrit. At a touching ceremony, colleagues and dignitaries celebrated his remarkable contributions and his legacy of inspiration and excellence at ICCR.

[Read More](#)

ICCR Launches Special Edition of Gagananchal: Videsh Mein Hindi — Celebrating Hindi's Global Journey

On October 14, 2024, ICCR launched the special edition of Gagananchal: Videsh Mein Hindi at its headquarters, celebrating the global journey of Hindi under the theme "Samabhav and Sadbhav" (Equality and Harmony). Presided over by the Honourable Minister of State for External Affairs, Shri Pabitra Margerita, the event showcased Hindi's growing role as a cultural bridge worldwide. Building on the foundation of ICCR's 2004 edition, this refreshed release offers compelling new insights and contemporary narratives, highlighting Hindi's increasing prominence across the globe. With this publication, ICCR upholds its commitment to promoting Hindi and nurturing unity through language.

[Read More](#)



ICCR Joins PM's 'Ek Ped Maa Ke Naam' initiative: Planting Seeds for a Greener Future



In support of the Prime Minister's 'Ek Ped Maa Ke Naam' campaign, ICCR launched a large-scale plantation drive at its headquarters, pledging a greener future. Led by Director General Ambassador Kumar Tuhin and Deputy Directors General Shri Rajeev Kumar and Smt. Anju Ranjan, ICCR's leadership planted saplings in a heartfelt tribute to Mother Earth. The initiative, emphasizing sustainability, reflected ICCR's commitment and vision of environmental stewardship. Ambassador Tuhin underscored the unity of cultural diplomacy and environmental responsibility, inspiring colleagues to join in this meaningful cause.

[Read More](#)

Towards a Cleaner India: ICCR Celebrates Swachh Bharat Diwas with Pride and Purpose



On the 10th anniversary of the Swachh Bharat Mission, ICCR celebrated Swachh Bharat Diwas with the theme "Swabhav Swachhata, Sanskar Swachhata" ("Cleanliness as a Habit, Cleanliness as a Value"), emphasizing cleanliness as a way of life. Led by Deputy Director General Shri Rajeev Kumar, ICCR staff actively participated in a campus-wide clean-up, symbolizing ICCR's dedication to the mission. Equipped with tools, they swept, weeded, and revitalized the grounds, turning the pledge for cleanliness into action. To further honor the day, a Hindi essay competition invited participants to reflect on their role in a cleaner society. This celebration reaffirmed ICCR's commitment to a cleaner India through community spirit and collective effort.

[Read More](#)

ICCR Brings a Global Touch to Kullu Dussehra Festival 2024



ICCR, in collaboration with the Government of Himachal Pradesh, imbued the Kullu Dussehra Festival 2024 with vibrant international artistry, showcasing cultural troupes from Indonesia, Myanmar, Kyrgyzstan, and Uzbekistan. Held from October 13-19 in the scenic Kullu Valley, the festival featured dynamic performances, including a standout display by international students curated by ICCR and choreographed by Ms. Richa Jain. The participating troupes, such as the Taksu Art Ramayana group and the Zhyuldyz ensemble, added a multicultural flair to the celebrations. Their performances culminated in a grand carnival parade, attended by dignitaries including the Hon'ble Chief Minister of Himachal Pradesh. This collaboration highlighted ICCR's commitment to cultural diplomacy, making Kullu Dussehra a global celebration of India's rich traditions.

[Read More](#)

ICCR BIDS ADIEU TO ITS DIRECTOR GENERAL, AMBASSADOR KUMAR TUHIN



On October 28, 2024, the Indian Council for Cultural Relations (ICCR) bid a heartfelt farewell to its Director General, Ambassador Kumar Tuhin, as he prepared to assume his new role as India's Ambassador to the Kingdom of the Netherlands. His tenure at ICCR was marked by visionary leadership and a transformative approach that elevated India's cultural diplomacy to new heights. His unwavering dedication, professionalism, and integrity left a lasting legacy at ICCR, inspiring all who had the privilege of working alongside him.

During his time at ICCR, Shri Kumar Tuhin led several groundbreaking initiatives that significantly strengthened India's global cultural outreach. Key highlights included the Annapurna Certificate, which celebrated Indian culinary excellence abroad; the Gen-Next Democracy Network Programme, engaging young leaders from around the world; and a series of cultural showcases during India's G-20 presidency, featuring over 3,000 programs and 17,000 artists. His commitment to digital transformation resulted in innovations such as the e-Office, Activity Information Management System (AIMS), Artist Management System (AMS), and the Gyan_Setu portal, all of which streamlined operations, enhanced efficiency, and aligned ICCR with the government's Digital India vision. Under his leadership, ICCR fostered meaningful collaborations, including MoUs with 23 state governments and international organisations, and advanced the global promotion of Sanskrit through a landmark partnership with Google.

The farewell ceremony at ICCR Head Quarters was a deeply moving event, filled with warm camaraderie and profound respect. Colleagues, ICCR staff, dignitaries from cultural institutions, and representatives from partner organisations gathered to express their gratitude for Shri Tuhin's remarkable contributions and to honour his unwavering commitment to promoting Indian culture worldwide.



ICCR LAUNCHES SPECIAL EDITION OF GAGANANCHAL: VIDESH MEIN HINDI – CELEBRATING HINDI'S GLOBAL JOURNEY



On October 14, 2024, the Indian Council for Cultural Relations (ICCR) unveiled a special edition of Gagananchal: Videsh Mein Hindi, celebrating the remarkable global journey of Hindi. The launch event, held at ICCR headquarters, was presided over by the Honourable Minister of State for External Affairs, Shri Pabitra Margherita. With the theme of “Samabhav and Sadbhav” (Equality and Harmony), this edition ambitiously positions Hindi as a bridge across cultures, highlighting its growing resonance and relevance on the international stage.

Building on its rich legacy, this release revisits ICCR's acclaimed 2004 edition of Gagananchal, originally published in two volumes, Uttarardh and Purvardh, which left a lasting impact on scholars and Hindi enthusiasts worldwide. Recognizing Hindi's tremendous rise in prominence both in India and across the globe, ICCR crafted this revitalized edition to capture Hindi's evolution. With fresh perspectives, compelling narratives, and contemporary insights, this edition brings a renewed approach to understanding Hindi's journey and influence in our multicultural world.

The ceremony was graced by ICCR's Director General, Ambassador Kumar Tuhin, Deputy Directors General Smt. Anju Ranjan and Shri Abhay Kumar, and the edition's editor, Dr. Vimlesh Kanti Verma, along with renowned Hindi scholars and literary figures. With this publication, ICCR reaffirms its commitment to promoting Hindi on a global scale, fostering intercultural connections, and championing the language's vital role in uniting people across borders.





ICCR JOINS PM'S 'EK PED MAA KE NAAM' INITIATIVE: PLANTING SEEDS FOR A GREENER FUTURE

In a powerful gesture of support for the nationwide 'Ek Ped Maa Ke Naam' campaign launched by Prime Minister Shri Narendra Modi, the Indian Council for Cultural Relations (ICCR) embraced a large-scale plantation drive, pledging commitment to a greener, healthier future. The event, led by Director General, ICCR, Ambassador Kumar Tuhin, alongside Deputy Directors General Shri Rajeev Kumar and Smt. Anju Ranjan, led a sapling plantation event at ICCR Headquarters. This act of environmental stewardship reflects the organization's dedication to the Prime Minister's vision of sustainability and reverence for nature.

Further, ICCR's leadership encouraged all colleagues to actively participate, emphasizing the cultural and environmental significance of honoring Mother Earth. Ambassador Tuhin highlighted the campaign's focus on collective efforts, pointing out that just as cultural diplomacy builds connections between nations, environmental responsibility unites individuals across communities.

Through this initiative, ICCR proudly joins hands in supporting Prime Minister Modi's vision. With each sapling planted, the Council stands as a model of environmental consciousness and cultural respect, celebrating the synergy of nature, culture, and collective action.



TOWARDS A CLEANER INDIA: ICCR CELEBRATES SWACHH BHARAT DIWAS WITH PRIDE AND PURPOSE



On the 10th anniversary of the Swachh Bharat Mission, the Indian Council for Cultural Relations (ICCR) celebrated Swachh Bharat Diwas, embracing the inspiring theme "Swabhav Swachhata, Sanskar Swachhata"—"Cleanliness as a Habit, Cleanliness as a Value." This year's celebration at ICCR was a reminder that cleanliness is more than an action—it's a way of life.

Deputy Director General, ICCR, Shri Rajeev Kumar, led the charge with hands-on participation in the Swachh Bharat Abhiyan, symbolizing ICCR's unwavering commitment to the mission. His enthusiastic involvement inspired everyone to join in the effort, making Swachh Bharat not just a pledge but a heartfelt practice at the Council. Staff members, equipped with cleaning tools, worked collectively to rejuvenate ICCR's campus, sweeping away waste, weeding away old files, and revitalizing the grounds to mark this important day.

Commemorating the spirit of the day, ICCR also organized a Hindi essay competition on the theme of Swachh Bharat, inviting participants to reflect on how individual actions contribute to a cleaner and healthier society.

ICCR's celebration of Swachh Bharat Diwas serves as a testament to the power of collective action and community spirit. As we continue our journey towards a cleaner India, ICCR remains dedicated to upholding the values of the Swachh Bharat Mission.



ICCR BRINGS A GLOBAL TOUCH TO KULLU DUSSEHRA FESTIVAL 2024

ICCR, in collaboration with the Government of Himachal Pradesh, infused the Kullu Dussehra Festival 2024 with a dynamic blend of international artistry, elevating this age-old celebration to new heights. Held from October 13-19 in the picturesque Kullu Valley, this year's festival featured captivating performances from cultural troupes representing Indonesia, Myanmar, Kyrgyzstan, and Uzbekistan, adding a colorful multicultural dimension to the traditional festivities.



The exclusive cultural performance curated by ICCR, showcasing dynamic traditional dance and music by its international students under the choreography of the talented Ms. Richa Jain, was a standout moment during the festival's showcase.

The diverse lineup included the Taksu Art Ramayana group from Indonesia; a troupe from the National University of Arts and Culture, Myanmar; the Zhyuldyz ensemble from Kyrgyzstan; and a dance-music group from Uzbekistan. Each troupe brought its own unique artistic flair, celebrating the essence of Kullu Dussehra 2024. This vibrant ensemble joined the grand carnival parade, a lively spectacle that drew dignitaries, including the Hon'ble Chief Minister of Himachal Pradesh, creating an unforgettable experience for attendees.

Through this collaboration, ICCR not only reinforced its commitment to cultural diplomacy but also transformed Kullu Dussehra into a global celebration of India's rich traditions, embracing the diversity of the world's cultures.

