

5th August, 2016

MINISTRY OF CULTURE
Festival of India Cell (ICR Division)

Proposal /application for empanelment of artists/events with the Ministry for Festival of India

Ministry of Culture (MoC) is responsible for conducting Festivals of India (Fols) abroad as part of focused strategy for strengthening international cultural relations and enhancing India's soft power. This scheme was revived by the Ministry in 2013. The events in Festival of India generally include dance, Music, Theater, Films, Food, Literary Festival, Yoga demonstration, Folk Arts, Performing Arts, Exhibitions and workshops etc. It may be noted that the main focus of a Fol is to connect and enhance the perception of India in the minds of the locals.

The Festivals of India is organized in various countries through the Indian Missions situated there. In this endeavour, the autonomous organizations, private institutions/NGOs/Universities/individuals contribute towards making Festivals of India a success.

Ministry of Culture initiates communications with the Indian missions, the nodal implementing agency abroad elicits their interest for the Festival of India, if they want to hold it in their country. The Ministry sends them a list of suggested events for their perusal/selection.

Festival of India Cell in the Ministry of Culture will coordinate with all the participating agencies involved in coming up with a consolidated proposal containing detailed information about all possible aspects of preparation from venue to handling of cargo to budgetary requirements.

All the agencies, which are desirous of participating in the Festivals of India abroad, are requested to provide details of the events/performances in the prescribed format given below, to the FoI Cell in the Ministry of Culture within one month from publication of the advertisement for inclusion of artists/events in Festivals of India abroad. A brief concept paper for each event along with link may also be included.

Name of the Artist, contact details	Expertise	Awards	Production options					
			Type of production	Members of Troupe/Exhibition with breakup of dancers/ technicians/choreographers etc.	Technical Requirements	Space Requirements	Cost	Link/ CD/ DVD
1	2	3	4	5	6	7	8	9

The hard copy of the proposal with CD/DVD should be addressed to:

Ministry of Culture
Festival of India Cell – ICR Division
Central Secretariat Library, 1st Floor
Shastri Bhawan, New Delhi

And, a soft copy in MS word document should also be sent by email at: foicell-culture@gov.in
Those artists who have earlier applied and graded by the Ministry need not apply again.