



Virasat

Mapping Creativity

November 7, 2023, FICCI, Federation House, New Delhi

Partner State



Programme

0930 - 1030 hrs	Registrations & Tea/Coffee
1030 - 1115 hrs	Inaugural Session Venue: Hari Shankar Singhania Commission Room, 3rd Floor, FICCI
1030 - 1040 hrs	Welcome and Context Setting by Mr. Sanjoy Roy , Co-chair, FICCI Tourism & Culture Committee and Managing Director, Teamwork Arts AND Dr. Jyotsna Suri , Past President, FICCI & CMD, The Lalit Suri Hospitality Group
1040 -1055 hrs	Special Address by Ms. Lily Pandeya , Joint Secretary, Ministry of Culture, Government of India

1055 - 1105 hrs	<p>G20 Cultural Tracker Symposiums Report Launch</p> <p>Ms. Lily Pandeya, Joint Secretary, Ministry of Culture, Government of India</p> <p>Ms. Sadhana Rao, Co-Founder, Art Links Learning, and Member of FICCI Tourism & Culture Committee</p> <p>Mr. Asad Lalljee, SVP, Essar Group; CEO Avid Learning; Curator, Royal Opera House, Mumbai & Member of FICCI Tourism & Culture Committee</p>
1105 - 1110 hrs	<p>Vote of Thanks</p> <p>Mr. Manab Majumdar, Senior Advisor, FICCI</p>
	<p>End Of Inaugural</p>
1115 - 1200 hrs	<p>Panel Discussion</p> <p>Expressions: Linking Arts & Education</p> <p>Looking at education from the perspective of policy and practice bringing together experts and thought leaders from diverse fields to explore the multifaceted landscape of education at primary, secondary, and tertiary levels, both scholastic and extracurricular, in the sectors of arts, fashion, and design.</p> <p>Panelists -</p> <p>Pooja Sood, Director, KHOJ International Artist's Association</p> <p>Sood has served on several international juries, most recently being the Omega Resilience Awards (2023), the Nordic Cultural Fund (2022-2023), the Rockefeller - Care Fellowship for Bellagio (2022) and has been an advisor and mentor for the South-South Asia Fellowship (2022-2023). She is a Patron of the international organisation More Europe since 2009, and was a member of the Steering Group Committee on Arts Management for the Government of India (2014). A Chevening scholar for the Clore Leadership Programme, UK (2009-2011), Pooja Sood has also served as Director-General of the Jawahar Kala Kendra, a multidisciplinary</p>

cultural space in Jaipur (November 2015 – February 2019). Sood lives and works in New Delhi.

Dr. Sanjay Gupta, Founder Vice-chancellor, World University of Design

Dr. Sanjay Gupta is the founding Vice Chancellor of World University of Design, Sonipat and widely recognized as a visionary thought leader in the world of design education. He brings a wealth of knowledge and experience as an alumnus of esteemed institutions like IIT Delhi and IIM Ahmedabad and a distinguished academic career of more than three decades. His most significant contribution has been in establishing Design as a mainstream field of study and career choice in India. His founding of the World University of Design in 2016 marked a watershed moment in design education. It became the first Indian university to offer comprehensive programs in art, architecture, and design under one roof. His initiatives have been inspiring universities nationwide to integrate design into their academic offerings, thus permanently altering the existing landscape and shaping the future of design education in India.

Maestro Saskia Rao-de Haas, Composer, Performer, Author of Sangeet4All Music Education Framework

Maestro Saskia Rao-de Haas is hailed as a pioneer for creating the 15-string Indian cello. A master performer of Indian classical music, she has performed at leading concert halls and music festivals across the world. Speaking of his disciple, her Guru Pandit Hariprasad Chaurasia describes her music as 'a gift from God that everyone should experience'. The New York Times describes her music as 'movingly meditative' and her new instrument, the Indian cello is described as an instrument that is 'unmatched by any other string instrument'. Her solo performances aside, she has collaborated and performed with stalwarts like Pt Shubhendra Rao, Pt Hariprasad

Chaurasia, Pt Jasraj, Pt Vishwa Mohan Bhatt and famous Bollywood composer, Vishal Bharadwaj. As an author and music educator, she has authored Sangeet4All, India's first ever music curriculum schools with its own methodology and pedagogy combining the age old knowledge of the Guru-Shishya Parampara with modern approaches to music and arts education. In the last decade, over 80,000 children have benefited from the 'Sangeet4All' music framework and over 250 music teachers have been trained in this philosophy of teaching music. The Ministry of Culture of India, Indian Council for Cultural Relations, Sangeet Natak Akademi, Tata steel Foundation, Massachusetts Arts Council, schools and many NGO's across India have been a part of the Sangeet4All initiative that is described by experts as one of the 'most complete music curricula in the world today'. Saskia's books and curriculum reflect her belief in the transformative power of music in the education of children and youth. Her latest book on Indian Music history, Shāstra was released at the Asia Societies in New York and Houston in 2022 as a part of the Jaipur Literature Festival.

Vikram Bhat, Joint Director, Bangalore International Centre

Vikram Bhat is presently serving as the Joint Director at the Bangalore International Centre. Vikram is a passionate educator who has had previous successful careers in Technology at Deutsche Bank and Finance as a Portfolio Trader at Sanford Bernstein in New York. In Education, his areas of interest are Educational Equity, Holistic Integration of the Arts into School Education & School to Work transition. Vikram most recently was a key member of the Education Task force in Delhi which is transforming Delhi's government schools. His past stints include leadership positions at Dream a Dream, Teach for India and Parikrma Humanity Foundation. He holds a Bachelors in Electronic Engineering from the University of Mumbai and has a Masters in Computer Science from New York University. For his education career choice, he got himself a B Ed. Degree at age 38 from Christ University. Vikram is an avid film and theatre buff.

Moderated by:

Sadhana Rao, Co-Founder, Art Links Learning, and Member of FICCI Tourism & Culture Committee

Sadhana Rao is a research-led writer and curator in the Arts & Culture spaces. She has written on Arts, Film festivals, Music, Crafts, Travel, Literature, & Socio Economics for leading publications. As a curator, Sadhana works with artists and conservatories across genres to weave narrative-backed lecture demonstrations and performances. Amalgamating pedagogy, artistic diversity and inclusivity, her endeavours find home among myriad platforms, from academic conclaves to the community at large. Building on the plinth of her research and writing experience, Sadhana has been a Contributor, Curator, Speaker and Moderator for music, literature, art and film segments at festivals and platforms including Mahindra Kabira Festival, Cannes Film Festival, AVID Learning, Royal Opera House Mumbai, Think Fest, Bangalore Literature Festival, Bangalore International Centre, Jaipur Literature Festival, FICCI - Creative Industries as well as Corporate summits. With her sustained interest in Arts' pedagogies, she founded Art Links Learning to create age appropriate curriculum for imparting Music and Arts Intelligence. A Masters in Social Work from Delhi University, she honed her research, consulting and execution skills at the Administrative Staff College of India.

Living in Bangalore she continues to be a student of the Arts.

1205 - 1250 hrs

Panel Discussion

Connecting India: Linking Tourism, Heritage & Entertainment

The session will cover the wider intersections of Tourism and Heritage, their impact on Creative Sector, Economic Contributions, Technology & Creativity

Community Engagement along with Sustainability and Innovation.

Panelists –

Junhi Han, Chief and Programme Specialist for Culture, UNESCO New Delhi. She joined the UNESCO Multisectoral Regional Office for South Asia based in New Delhi in 2018, after having worked for more than 20 years at the UNESCO Headquarters in Paris. Being specialised in World Heritage conservation and management, from Paris she undertook a number of technical missions for the World Heritage Committee to assess and monitor state of conservation of WH sites, but also developed/implemented/coordinated a number of UNESCO's flagship projects for cultural heritage sites, such as Bamiyan, Herat and Jam (Afghanistan), Moenjodaro (Pakistan) and Koguryo Tombs and Mural Paintings (Democratic People's Republic of Korea), Angkor (Cambodia), the Altai Mountains of Siberia, to quote a few. Since 2018, she has been spearheading programmes of the UNESCO New Delhi Culture Sector for the South Asian countries. A curator by training, she has made several publications and authored a number of articles in various journals related to heritage. She is a member of ICOMOS.

Dr. Jyotsna Suri, Past President, FICCI & CMD, The Lalit Suri Hospitality Group

Dr. Jyotsna Suri has been associated with Bharat Hotels since its inception. In 2006, she took on the mantle of Chairperson & Managing Director. Under her stewardship, The Lalit Suri Hospitality Group became one of the leading privately-owned domestic hotel brands in India, with a focus on the luxury segment. The Group operates 12 luxury hotels, palaces and resorts under The LaLiT brand and two mid-segment hotels under The LaLiT Traveller brand across India's key business and leisure travel destinations. The Group holds exclusive rights to operate and provide management consultancy services to a hotel in London, The LaLiT London. Dr. Suri has been conferred with the Order of The Rising Sun, Gold and Silver Star by Japan Government for her contribution towards strengthening strategic ties between India and Japan in economic and tourism

sectors. She is the first Indian Woman to have received the Imperial honour since its commencement for foreign nationals in 1981. Besides this, she has been the recipient of over 30 National and International awards and recognitions. Dr Suri holds various portfolios with Industry Associations – Past President FICCI; Mentor, FICCI Tourism & Culture Committee; Mentor, DEI Committee, FICCI; Executive Member of HAI; Council Member of World Travel & Tourism Council, India Initiative; Member of Board of Governors for National Council for Hotel Management and Catering Technology and Member of Board of Governors of Indian Institute of Corporate Affairs.

Satyajeet Krishnan, Area Director and General Manager, Taj Mahal, New Delhi

Satyajeet Krishnan has been with IHCL for three decades and held senior Leadership positions in various Iconic Hotels of the Group. He began his professional journey at TajMahal, New Delhi and coincidentally returned to lead the Hotel. He has an abiding interest in culture, Indian Heritage and Fine Arts.

In his previous assignment as the General Manager of the Rambagh Palace- Jaipur, he actively promoted Culture and Art - revived and showcased the Jaipur Gharana of Khathak at the Palace. He also partnered with The Jaipur Literature Festival and created an annual property i.e. the launch of the festival at the Rambagh Palace every year. In his current role, he oversees multiple IHCL Hotels in New Delhi and actively works towards sustainability and showcasing culture.

Vidyun Goel, Director, Haveli Dharampura

With an education from esteemed colleges like SRCC and IMT Ghaziabad. Vidyun joined as a full-time Director of her start-up non-profit - The Toy Bank in 2015 after a long stint in the corporate sector. Vidyun has volunteered and been a part of The Toy Bank for 15 years. Vidyun believes that the objective of the project is to promote

the right of every child to have access to safe, age appropriate, gender-neutral toys that are an integral part of their holistic development and wellbeing. The Toy Bank's program not only provides children with access to Toys, but promotes the Right to Play through advocacy, capacity building and mobilization of resources in collaboration with stakeholders at all levels of society.

Under Vidyun's leadership; The Toy Bank has successfully created 5,425 Toy Libraries impacting more than 5 Lakh children by recycling approximately 15 lakh toys through our projects that have scaled up to 26 states and 4 Union Territories across India. Vidyun is also the Director of Haveli Dharampura, a 200 year old restored Haveli turned boutique hotel in the Old Delhi. It was awarded UNESCO Asia Pacific Award for Cultural and Heritage Restoration. Haveli Dharampura has won many travel awards like Time Travel award for Best Boutique Hotel, Hospitality India Awards for Best Heritage Hotel etc. Vidyun has been awarded by "PHD Chamber of Commerce and Industry" and for her contribution towards social responsibility. She is also a recipient of "International Women's Day Award 2018" for excellence in the "Field of Philanthropy" by Ministry of Women and Child Development. She was also awarded Young Alumnus Achievers Award by IMT Ghaziabad in 2019.

Moderated by:

Shoba Rudra, Founder Partner, RARE India

Shoba Rudra is a storyteller, marketing and communications professional who runs a hospitality marketing platform called RARE India which promotes hotels and experiences which are boutique and experiential. Run by owner / hosts, these hotels and experiences are chosen on the basis of their key ethos – that are community inclusive and planet sensitive. A graduate in Zoology and Post Graduate in Mass Communications, Shoba has travelled extensively in India and has a personal interest in nature and wildlife conservation, cuisine, handicrafts, performing and esoteric arts. She has been accompanying small groups and interested couples who have specific interests in India and wish to understand the social, religious contexts

as well as enduring traditions as cuisine, artforms and crafts still prevalent and practised in the country. RARE India has been a pioneer in promoting hotel with a strong focus on responsible travel, over the years the events that they have organised like The RARE Showcase and Discover RARE are run on a green agenda.

1250 - 1400 hrs

LUNCH

1400 - 1445 hrs

Panel Discussion

Building Blocks of Culture: Linking City Infrastructure with the Arts

In today's rapidly evolving urban landscapes, the integration of art, culture in the built environment is paramount for creating vibrant, sustainable cities. This panel discussion brings together eminent experts to delve into the intersection of these domains and how the real estate sector, across all asset classes, can actively embrace and amplify this synergy. The panel will explore how the incorporation of art and culture can reshape real estate across residential, commercial, and retail properties. It will investigate the potential of cultural and artistic elements to elevate property values, enrich community experiences, and foster a sense of place.

Panelists –

Smriti Rajgarhia, Director, Serendipity Arts Festival

Smriti Rajgarhia is Director of the Serendipity Arts Foundation and the Serendipity Arts Festival. Trained as an architect with a Masters in Design, Smriti began her career in the arts fourteen years ago working with a private archive in New Delhi, where she eventually created a museum space and archive for the collection. During this stint, her interest expanded into bringing art to the public and contextualizing art within the region through arts education and awareness. Smriti has also curated exhibitions on subjects that reflect the history and

relevance of archives. Currently, Smriti is leading the Foundation and working on the Serendipity Arts Festival to bring her passion for art and design to the forefront by creating unique opportunities for creative individuals. With these two platforms, she endeavors to explore newer forms of representation and re-contextualize the kind of programming institutions need to engage with to widen the demographic of the audience for the arts in India. Her personal interest also lies in adapting urban spaces to presentation of the arts, reclaiming the urban and questioning the impact of art and cultural interventions for a city/state/country.

Sumi Gupta, Director, Virtuous Retail

Sumi Gupta is a seasoned professional with over two decades of experience in Finance and Retail real estate. She serves as a Board Member of VR South Asia (A Xander Group Company), the leading platform for retail real estate development and management in India. Since its inception, Virtuous Retail has championed the cause of redefining the urban spatial experience by designing, curating, and investing in innovative, community-centric infrastructure that seamlessly combine retail, food, leisure, new-age flexible work and living, hospitality, events, and entertainment. In 2013, she co-founded the Public Art Festivals which is an award-winning pan-Indian roster of public art exhibitions that include Dumas Art Project, Madras Art Guild, Nagpur Kala Sangh, Punjab Art Initiative and the Whitefield Art Collective, which she has been curating since inception. These public art festivals are student focussed and forge collaborations with renowned institutions and eminent artists across the spectrum of art genres ranging from sculptures, photography, painting, film making to the performing arts. Prior to her current role Sumi was Director, International Marketing & Product Development where she oversaw design development based on Virtuous Retail's brand standards, digital, consumer & trade marketing, retail strategy and brand positioning. In 2015, she led the in-house interior design team for the company's international award-winning boutique hotel, The Waverly Hotel & Residences at VR Bengaluru. Sumi started her

career in Finance and worked for HSBC Bank in the Emerging Markets Currency Group for over 7 years in London and New York.

Tarun Mehrotra, Business Head- North and East India, Tata Realty
A career spanning over 30 years in the Real Estate Sector across geographies in India with a special focus on Residential Townships and Mixed-Use Developments. Forte has been end-to-end Real Estate Development Strategy, Marketing, Sales and Customer Relations. Tarun has proven experience of leading organizations in a high growth and challenging environment. He has led both start-up ventures as well as large established and well-entrenched organizations and has achieved notable success in delivering large housing projects, mixed- use developments, retail developments and large office parks across India. Hands-on management style with attention to detail, Tarun is Result- oriented with proven record to execute and deliver in a professional, fast paced, team-oriented environment. Managing cross-cultural nuances, having interacted with various nationalities and worked across multinational, corporate as well as entrepreneurial environments. Besides Real Estate he has passion for Golf and Adventure Motorcycle touring.

Moderated by:

Vivek Narain, Founder & CEO, The Quorum Club

Vivek Narain is the Founder & CEO of The Quorum, a members-only work & social lifestyle club in India, rooted in culture, and community. Vivek's background in, and extensive understanding of real estate, hospitality, and design is what led to the creation of The Quorum, the quintessential third space where business, and leisure complement each other effortlessly. A successful banking professional, Vivek's plunge into hospitality was both serendipitous and significant. He spearheaded a financial transaction in 2006, one that became the largest foreign investment in the hospitality sector in the country at that time. He led a \$103mn capital raise and consolidated a hospitality platform using a Special Purpose Acquisition Corporation (SPAC) that

included India's largest airline catering company, a portfolio of over 50 restaurants, and a boutique hotel. He also has headed development for Fairmont Raffles Hotels International and was responsible for the group's growth and expansion efforts across South Asia. He has been a board member of SUJAN Rajmahal Palace and was instrumental in repositioning this marquee boutique heritage-palace hotel, part of the prestigious Relais & Chateaux collection, as one of the top luxury hotels in the world. By establishing The Quorum and rapidly expanding its pan-India presence, Vivek Narain has established he has his finger on the pulse of the zeitgeist, the young and dynamic India of today that is brimming with culture and creativity. Always focused on the next big thing, Narain, a Finance and Economics graduate from American University, Kogod School of Business, Washington D.C, is now set to redefine the future of the office building with his second flagship brand, district150.

1450 - 1500 hrs **Presentation by**
Leena Kejriwal, Founder, MISSING Public Art Campaign
Leena Kejriwal is a human rights activist, an award-winning photographer and author, a TEDx speaker, a disruptive thinker and the founder of MISSING, a high-impact non-profit dedicated to anti-sex trafficking. She has run successful crowdfunding campaigns to support and spread awareness of gender violence, sex trafficking and slavery. As a member and former chairperson of FICCI, she has networked with government planners, policymakers, civil servants, corporate leaders and changemakers to raise both awareness and funds for this issue.
Her exploration into the black hole that is human trafficking began with the tridimensional multimedia installation East City in 2010-13. This piece was a stark commentary on societal prejudice against women in India, expressed through propaganda, visual imagery, and technology. It has been exhibited in several cities in France, India, Iran, and Germany. In 2014 her seminal public art installation MISSING was launched at the India Art Fair commissioned by the

corporate giant, Jindal Steel Works. The artwork is a visual metaphor for the disappearance, absence and memory of girls who are lost in the dark hole of trafficking. The installation comprising the cut-out of a girl's silhouette against the sky was covered by media giants like BBC, Al Jazeera, SBS World News, The Guardian, The Telegraph, The Sunday Tribune, and The Hindu, to name a few. What started out as an artistic exploration has now ignited into a life mission.

1505 - 1550 hrs

Panel Discussion

The Business of Creativity: Linking Economics & the Creative Industries

Exploring the intricate balance between the growth of arts and financial sustainability, how the arts industry navigates economic challenges. Discover how innovative business models and policies can support the flourishing arts ecosystem while addressing critical financial considerations while uncovering the economic intricacies that underpin the world of creativity and culture.

Panelists –

Alison Barrett, Director India, British Council

Alison Barrett MBE is the Country Director of the British Council in India leading all operations across Arts & Culture, Education and English Programmes. Alison has worked for the British Council for over 25 years in a variety of country, regional and global level roles in our Teaching, Examinations and Cultural Engagement departments building cultural and educational connections between the UK and our network overseas. Most of her career has been spent in the Asia-Pacific region including in India where she was based for 20 years between 1997-2016 so returning as Country Director is a great honour. From 2020-2022, she led the British Council's Climate Connection – a global programme and platform for dialogue and action, connecting young people, policy makers and sector specialists from the UK and over 200 countries together to tackle the climate

emergency through arts & culture, education and English. Alison is married with two teenage children.

Amit Gupta, Founder and Editor in Chief, STIRworld

Amit is a designer, thinker and conceptualiser for all things creative, provocative and challenging, Amit founded STIR as a global platform that offers exclusively curated, carefully analysed and meticulously presented content. STIR presents arenas for cross-disciplinary collaborations, industry connects and community building in order to reach out to a large audience of design enthusiasts, consumers, next-generation creators and thinkers within the world of art, architecture and design. Amit traversed into promoting design and architecture by establishing the first Indian design management company - vis a vis, in 1997. vis a vis curated highly acclaimed events as the first architecture and design gallery in India. In 2014, he launched STIR as a reinvention of vis a vis to foster creativity in an ecosystem nurtured by quantitative and qualitative contribution to the world's creative economy.

Arjun Bahl, Co-founder, ST+ART Foundation

With over 20 years of experience, having worked on more than 300 commercial and high-end private events as well as having booked more than 500 Indian and international artists, Arjun is an experienced, knowledgeable and driven specialist in the Creative Industry. As a passionate Creative entrepreneur, he has a vibrant, wide ranging network and well-established business relationships with the biggest Indian and international vendors in amongst others Production, AV, multimedia, talent agencies, etc. This combined with an in-depth knowledge of the latest trends in the worldwide production and entertainment technology, has allowed his companies Crayon Events & Entertainment and Most Technical India to become one of the leaders in the nightclub AV design & installations and special events in India and Europe.

In 2014, Arjun co-founded St+art India Foundation, a non-profit, urban art festival that brings together Indian and International urban contemporary artists. This inspiring, first ever initiative promotes artists in the Indian landscape, as well as provides a collaborative platform for artists from all over the world. Over the past 5 years, the foundation has organized over 16 St+art festivals across Delhi, Mumbai, Bengaluru, Hyderabad, Chandigarh, Coimbatore, Chennai etc. in 2019, St+art inaugurated Lodhi Art District, its first completed the first of the six public art district (the others which are in progress are Mumbai, Goa, HYD, Chennai, Coimbatore). The Lodhi Art District has 50 plus unique murals which have been painted by artists of over 20 different nationalities including Indian Artists. In addition the Foundation is working with the Central govt on Art Policy, Urban Planning and Smart City Projects as well.

Sai Aditya, Specialist, Tourism, Hospitality & Creative Economy, Invest India

Sai Aditya works with the Economic Advisory Council to the Prime Minister, the Ministry of Culture, and the Ministry of Tourism through Invest India – Government of India’s National Investment Promotion and Facilitation Agency. With the creative economy as his focus area, he was instrumental in the G20 Tourism and Culture Working Groups. He is currently driving advocacy for mainstreaming the creative economy in India, transitioning towards policy convergence, and most importantly working towards initiatives for augmenting entrepreneurship & private sector participation in India’s creative and cultural industries. He also supports the Ministry of Tourism Desk at Invest India on attracting investments in the Indian attractions, parks, and experiences sector. He is a Founding Member of the World Experience Organization - a global institution dedicated to improving experiences and the experience economy. He is also an Independent Researcher with the University of Central Florida researching the experience economy in India.

Moderated by:

Asad Lalljee, SVP, Essar Group, CEO, Avid Learning, Curator, Royal Opera House, Mumbai & Member of FICCI Tourism & Culture Committee. Asad Lalljee is SVP, Essar Group, CEO of Avid Learning, a public programming initiative and creative platform under the Essar Group, and Curator, Royal Opera House, Mumbai. Prior to relocating to India, Asad worked for 14 years as one of the 'Mad Men' advertising executives on New York's Madison Avenue. Asad has transformed Avid Learning into India's leading cultural hub through international collaborations and partnering with the biggest art platforms in the country. Since the restoration of the Royal Opera House, Asad's curatorial programming has re-established its reputation as the city's cultural crown jewel. He is also serving on the Kala Ghoda Association's Executive Committee and the advisory board of the Mumbai Urban Art Festival for 2022-23. In the midst of the pandemic (April 2020), Asad pivoted from AVID to AVID ONLINE, presenting 240 programs in a year. An early technology trend adopter, he takes a special interest in new media curating programs around NFTs and the cyberfuture.

1555- 1640 hrs

Panel Discussion

The Magic and the Masti: Interlinks of Mega Platforms & Collaborations

Discovering the pulsating heartbeat of the mega events world, where artistic creativity merges seamlessly with business acumen. Explore the dynamics that fuel entertainment extravaganzas, opulent weddings, and corporate grandeur and unravel the intricate web of collaborations and linkages that give birth to these grand experiences.

Panelists –

Dr. Suresh K Goel, Former Director General of Indian Council of Cultural Relations (ICCR)

A veteran officer with 35 year in diplomatic service of India, Sh. Suresh K Goel has spent more than 10 years of his career in various capacities in South East Asia in Singapore, Malaysia, Laos and China. He has worked actively on India-ASEAN partnership for 5 years and has personally been witness to the evolution of ASEAN as the most important regional organisation in South East Asia and developments in Cambodia, Vietnam from 1981 onwards. He dealt with India's relations with Central Asia from 1996-97 as director in the Ministry of External Affairs. He served in the Permanent Mission of India in New York from 1991-95 where he worked on peace and security related issues including Peace Keeping Operations and Security Council reforms. He retired in 2013 as Secretary in the Ministry of External Affairs and Director General of the Indian Council of Cultural Relations, and is currently working on the India and China relationship in Indo China. He is part of many TV panels for discussions on international issues and cultural dimensions of foreign policy. He has contributed articles on India's cultural diplomacy and Vasudhaiv Kutumbakam to several edited volumes. He has also spoken extensively on India's cultural legacy and traditions at several literary congregations. He is Vice president of FOSWAL led by Ajeet Caurji He was awarded Honorary Doctorate in 2012 by the University of Edinburgh for his work in Cultural Diplomacy.

Anjali Pasricha, Director, CS Direkt

Ms. Anjali Pasricha is the Creative Director for C S Direkt. Her Company is a leader in preserving the heritage of our country by creating experiences where people can come together to celebrate their legacy. C S Direkt is constantly working towards creating a shared value system of cultural preservation, creativity and compassion. Having graduated in Economics from Shri Ram College of Commerce with MBA in Marketing she has an experience of more than 22 years. She has worked in more than 8 countries and created

works of recognition there. By creating and managing festivals and Son-e-Lumiere she creates innovative ways to incorporate tradition into our rapidly changing world. She has managed festivals like Surajkund mela , Kullu dusshera , Taj 350 years celebration, Indo Asean festival and many more . She strongly believes that the transmission of knowledge means that the wisdom gained from the past should not be lost, but rather used as a foundation for progress.

Sabbas Joseph, Founder-Director, Wizcraft Group (Vikash to provide)

Samit Garg, President, EEMA and CEO & Co-Founder, E-Factor Entertainment Pvt Ltd

Distinctive, Revolutionary, Bold & Larger than Life - are some key words that personify him and make his approach to handling events and performances extremely unique. Samit is the Managing Director at E-Factor Experiences Limited - an experiential firm - that enjoys a near-mythological status - for crafting enviable and transformative events & experiences in the industry. After having organized the luxury events market in India into a well-formed industry, Samit is also actively working to curate and develop superlative and sustainable heritage tourism experiences for the global audience. This includes many national and international tourism IP's and festivals that his company operates in collaboration with various state/central governments. He is also the President of Event & Entertainment Management Association (EEMA), the apex body of the events & experiences business in India and has been continuously working on the transformation and development of the creative economy for the past 14 years. A prominent name in the field of experiential business, he also holds other industry body positions in Destination Promotion Bureaus, Business Forums & and a few Government Committees.

Moderated by:

	<p>Sanjoy Roy, Co-chair, FICCI Tourism & Culture Committee and Managing Director, Teamwork Arts. Sanjoy K Roy, an entrepreneur of the arts, is the Managing Director of Teamwork Arts and has directed and produced over 1000 hours of a wide range of films and television shows, including drama series, game shows, newsmagazines, and lifestyle programmes. Teamwork designs and produces 23 annual Arts Festivals across 21 cities in 13 countries including Cairo, Cape Town, Durban, Chennai, Chicago, Edinburgh, Harare, Hong Kong, Jaipur, London, New Delhi, San Francisco, Seattle, Singapore, and Vancouver, including the world’s largest literary gathering – The annual Jaipur Literature Festival. He is also the founder trustee of Salaam Baalak Trust (SBT).</p>
<p>1645 - 1700 hrs</p>	<p>Closing Remarks by Sanjoy Roy, Co-chair, FICCI Tourism & Culture Committee and Managing Director, Teamwork Arts</p>
<p>1700 - 1730 hrs</p>	<p>Tea/Coffee</p>