

PRESS RELEASE

French Institute in India launches *The Bonjour India Book* and unveils its six leading programmes

A year after the inauguration of **Bonjour India**, the **French Institute in India** on **Friday 16th November** launched ***The Bonjour India Book***, and unveiled the '**Six Programmes**' that will inspire its action over the coming months and years.

Bonjour India saw over 320 events in 33 cities over four months concluding in March 2018 with the **Knowledge Summit** during the visit of the President of France, Emmanuel Macron.

The Bonjour India Book is a recapitulative of the foundations laid during this period. Through a kaleidoscope of voices and images, the book retraces the essence of the Bonjour India moments, along with the testimonies of many of those associated with the French Institute of India during this journey.

Dr Bertrand de Hartingh, Counsellor for Education, Science and Culture at the Embassy of France in India and Director of the French Institute in India said on the occasion:

'Bonjour India enabled us to strengthen our partnerships and create new ones with key, innovative Indian partners. It was conceived not as a festival but as a platform and it has gone on bearing fruits in innovation, creativity and partnership in a wide range of fields. The six programmes unveiled today will enable us to go on building on these corner stones'.

The Six programmes are as follows:

- **The Indo-French Campus** is dedicated to student mobility, encouraging more Indians to study and do research in France, where they are fully welcome. Disseminating the hashtag **#ChooseFrance** throughout all its campaigns across India the programme creates new tools to strengthen student and expert mobility and partnership. In that context, the second edition of the Knowledge Summit will take place in 2019 in France and bring together high level stakeholders in High education and industry from India and France.

- **#Choose French** supports French language in India as a passport to better jobs and better lives. It supports French teachers across India through workshops, training and by launching competitions in Maths, sustainable development and through the French Interschool festival.

- **Sustainability** foments partnerships in sustainable development and social innovation. The programme also highlights the expertise of French research institutes and bring them into contact with Indian institutions, to aggregate their strength in 'making the planet great again'. Its various focuses include: Sustainability through education; Oceans, coastlines and climates; plant research and development; Artificial intelligence and digitalisation; Smart cities and urban mobility.

- **#Culturenomics** aims to establish regular and visible exchange between artists, creators, students and cultural professionals. It encourages dialogue based on a simple fact: culture is economy. It creates news opportunities for talented people to get training, develop their creativity. Two labs are at the heart of its action: The Textile Lab for women, a space in Jaipur that brings together stakeholders of creativity and innovation in the domain of textile. And the Indo-French Heritage Lab, an open platform dedicated to use heritage for its potential in terms of economic growth and job creation.

- **#The Other Thought** is about the meeting between French/francophone and Indian thinking processes, through debates, assistance to editors and translators in order to reflect innovatively on the issues of tomorrow. Artificial Intelligence will be a big focus this year. Two major events create the roadmap for the coming years. India will be the focus country at the Paris Book Fair 2020 and France the focus country at the New Delhi World Book Fair in 2022. As part of the support on translation, this year will see the second Romain Rolland Book Prize for translation. The French Institute will also be setting up 'Espaces France' (French Space) in partner institutions, such as universities. These spaces will facilitate access to France be it in terms of mobility, or partnership.

- **The Moving Image Industry** programme aims to create new opportunities for shootings, festivals, coproduction, training and access to market in the context of the digital revolution. One of the tool will be to organise professional Rendezvous, the next one being coming up soon in Mumbai.

For any queries kindly contact the Communication Section of the *Institut français India*:
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About IFI:

The French Institute in India / IFI (Institut français India) is the education, science and cultural service of the Embassy of France in India. It facilitates academic and scientific exchange between higher institutes of learning and research, enables student mobility, promotes French language and artistic and cultural partnerships. Cooperation between India and France takes place through a number of sectors: Arts & Culture, Books & Ideas, French Language & Education, Study in France programme, Academic Partnerships, Science & Technology, as well as Innovation and Multimedia. To know more, visit www.ifindia.in

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