

## Bonjour India off to a grand start with 100+ events in 100 days across 19 cities

- Events ranging from photography exhibits, live performances, cinematic-gastronomic experiences, modern circus acts, scientific exhibits, among others
- Bonjour India, a gift from France to the people of India on 75<sup>th</sup> Anniversary of India's Independence

**New Delhi, March 28<sup>th</sup>, 2022:** Bonjour India, an artistic, cultural, educational, and literary festival, celebrates the partnership between India and France. An initiative by the Embassy of France and its cultural department Institut Français en Inde, along with the network of Alliances Françaises and the Consulates General of France, the festival is all set to delight the people of India with 120 curated and collaborative events across 19 cities this summer. The festival was inaugurated nationally by the Ambassador of France to India, H.E. Mr Emmanuel Lenain, at the Residence of France in New Delhi. The event was also graced by Mr Aymar de Liedekerke Beaufort, Head of Territory, India, and Head of Corporate and Institutional Banking (CIB), India, BNP Paribas India, Ms. Swati Janu, Founder - Social Design Collaborative, and Mr Gaël de Kerguenec - Director of Alliance Française of Ahmedabad.



*Le Petit Prince*®  
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This year, Bonjour India's mascot is *The Little Prince*, from Antoine de Saint-Exupéry book that embodies friendship. *The Little Prince* is one of the first books that comes to mind in India when people think of French literature. The world's most translated non-religious book, it has been translated into 13 Indian languages.

Bonjour India commenced with some exciting events, including the **Trip to France, 1970** exhibit in Pune showcasing photographs of France from the 1970s captured by Mr Parmanand Dalwadi. **S. Thala** in Mumbai enthralled the audience with a dance performance by Annette Leday. **Convergence** in Ahmedabad displayed how French photographers perceived India since the invention of photography. Through **A Twist of Fate**<sup>1</sup> in New Delhi's Lodhi Garden, children and adults were treated to a play enacted by giant colourful puppets. Other events that audiences enjoyed were **Let's Dance! Film Festival, Rick-Show** and **Café-Cinema**.

Speaking about the festival, **Ambassador Emmanuel Lenain** said, "What makes Bonjour India unique is that its events are **diverse** enough to meet the expectations of a vast Indian audience. The events not

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<sup>1</sup> show by the company Les Grandes Personnes, supported by la DRAC Ile-de-France, la Région Ile-de-France, la ville d'Aubervilliers, la Villa Mais d'Ici

only entertain thousands but also restore a **festive** spirit and bring people together after two years of restrictions. Attending them is a perfect way to celebrate 75 years of India's Independence and our vibrant Indo-French friendship. The large number of people who have attended Bonjour India events so far speaks volumes of the initiatives' success. In the span of a fortnight, we've reached hundreds, both offline and online. In the weeks and months ahead, we expect to captivate many more people through 120 events in 19 cities across India."

Bonjour India's events are open to all ages and backgrounds and often located in public places to maximize accessibility. Most events are free. The festival is meant to entertain, enrich and engage audiences with meaningful discussions and friendly debates.

Some of the upcoming events that the audiences can look forward to include:

- ELEKTRIK
- City for All?
- Goncourt Choice of India
- Science Beyond Borders
- Analemma
- [In]Chorus
- Wall Art Festival
- Jazz
- Night of Ideas
- French Cartographic Journey to India
- Conference on Architecture

While Bonjour India is supported and funded by the Government of France, the festival also has a tradition of receiving the support and contribution of numerous partners, Indian and French, public and private. This has played an important role in enriching the festival and bringing diverse communities together. More specifically for the present edition, enterprises and brands, including BNP Paribas, Pernod Ricard, Airbus, JSW Group, Saint-Gobain, Tata Sons, Godrej, Safran, Accor, Om Books International, Chaudhry Numero, Bira91, L'Opéra and many others came together because of their conviction in the power of the arts, the essential quality of culture in creating bridges between people, and in the strength of Indo-French relations. They are a part of *Bonjour India* because they want to be a part of the celebration around the 75-year milestone of Indo-French diplomatic relations and India's 75<sup>th</sup> year of Independence.

At the event, **Mr Aymar de Liedekerke Beaufort** said, "BNP Paribas is proud to be the presenting sponsor of Bonjour India 2022. BNP Paribas is an ardent supporter of efforts and initiatives that promote culture and education, and this Indo-French initiative, which is testimony of the strong links between the two countries and its people, is a natural fit for us."

For the full programme, please visit <https://www.ifindia.in/bonjour-india>



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**The French Institute in India (Institut Français en Inde - IFI)** is the educational, scientific and cultural department of the Embassy of France in India. It facilitates academic and scientific exchanges between higher institutes of learning and research, enables student mobility, and promotes the 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, the Study in France programme, Academic Partnerships, Science Technology, as well as Innovation and Multimedia. [www.ifindia.in](http://www.ifindia.in)

#### **Alliance Française in India:**

The 14 Alliance Française centres across India are part of a worldwide network of associations founded more than 135 years ago, established in 133 countries and welcoming nearly 500,000 learners every year. Enrolling at an Alliance Française centre in India is an opportunity to learn the French language, discover France and explore the unique character, diversity, history, heritage and gastronomy of the country. Quality courses, a warm welcome, professionalism, innovative methods, cultural programmes, a friendly atmosphere – everything is in place to ensure that French learning becomes an unforgettable experience. [www.afindia.org](http://www.afindia.org)

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##### **About BNP Paribas (digital version)**

BNP Paribas has been in India since 1860. Corporate and Institutional Bank branches in Mumbai, Delhi, Bengaluru, Chennai, and Pune, offer the entire range of corporate and institutional banking products and services. The wholly owned subsidiary Sharekhan, provides investment services to individuals. Further, Technology and Operations global delivery centres support banking operations worldwide.

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# BONJOUR India 2022

100+ French cultural events throughout India

March-May 2022

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