



SWAAD

International Day of Indian Gastronomy



**Showcasing to the World:
The Rich, Diverse & Sustainable Food Culture of
India**





MISSION: To showcase to the world the rich wonders of Indian gastronomy –

- Incredible diversity which goes far beyond just the variety of regional cuisines
- Fascinating culinary history and traditions that stretch back into millennia
- Potential for enhancing health due to deep rooted links to Vegetarianism and Ayurveda as well as other indigenous wellness systems

GOAL: To tap the full potential of this USP of India internationally –

- To enhance India's image
- To attract more tourists
- To create and expand the international market for Indian Food products including traditional superfoods like millets

Challenges

- Absence of a focussed coordinated strategy to project India's rich and diverse gastronomic traditions , consequently activities undertaken to promote Indian cuisine by our Embassies sporadic and uncoordinated
- Typical stereotypes of Indian cuisine propagated by ubiquitous indifferent so-called Indian restaurants
- Persistence of Delhi Belly syndrome
- No attention paid hitherto by internationally popular restaurant guides such as the one brought out by Michelin



What is SWAAD?



- A day (or days) for annually showcasing Indian gastronomy to the world (along the lines of International day of Yoga)
- A joint public-private initiative, led by the Ministry of External Affairs, working in coordination with key strategy partners on one hand and eminent chefs across the world on the other
- In essence - A declaration to the world of India being proud of having one of the world's leading cuisines and our confidence in the quality, and attractiveness of its sophistication, depth, diversity and versatility

The Time has come to

**Showcase to the
World the
Amazing
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Lend us your support.

Thank You