

India, under Prime Minister Shri Narendra Modi's visionary leadership is committed to building a resilient BRICS cultural ecosystem : Shri Gajendra Singh Shekhawat

“Vikas Bhi, Virasat Bhi”: India Reaffirms Cultural Diplomacy as a Pillar of Global South Cooperation

BRICS Adopts Joint Declaration on Culture; India Bats for Heritage, Innovation, and Climate Resilience

India Champions Cultural Justice, Creative Economy, and Ethical AI at 10th BRICS Culture Ministers' Meeting in Brazil

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India actively participated in the 10th BRICS Culture Ministers Meeting held on 26 May 2025 at the iconic Itamaraty Palace, Brazil's Ministry of Foreign Affairs. The Indian delegation was led by Union Minister of Culture, Shri Gajendra Singh Shekhawat, who played a key role in high-level discussions aimed at deepening cultural ties among BRICS nations.



In his keynote address, Shri Shekhawat emphasized the creative economy as a strategic interface between culture, innovation, and commerce—vital for GDP, employment, and digital skill development.

“India’s cultural vision of ‘Vikas Bhi, Virasat Bhi’ reflects our belief that development and heritage must advance together” said Shri Shekhawat. India, under Prime Minister Shri Narendra Modi’s visionary leadership is committed to building a resilient BRICS cultural ecosystem rooted in shared values and human dignity. He called for:

- Stronger legal frameworks to combat illicit trafficking of cultural property, especially online
- Ethical AI that respects cultural diversity, intellectual property, and fair remuneration for creators
- Integration of indigenous knowledge into climate adaptation and resilience efforts
- Expanded multilateral and bilateral cooperation in museums, heritage, performing arts, literature, and traditional crafts



The Minister also welcomed Brazil's initiative on the restitution of cultural property, describing it as a step toward cultural justice and civilisational dignity. He highlighted India's success in repatriating 642 cultural artifacts (2014–2024) as a benchmark for global cooperation.



Themed “Strengthening Global South Cooperation for More Inclusive and Sustainable Governance,” the ministerial-level dialogue culminated in the adoption of a Joint Declaration outlining four strategic cultural priorities:

1. Culture, Creative Economy, and Artificial Intelligence (AI)
2. Culture, Climate Change, and the Post-2030 Development Agenda
3. Return and Safeguarding of Cultural Property
4. BRICS Cultural Festivals and Alliances

The Declaration reflects a collective vision for inclusive, rights-based, and innovation-driven cultural development. It recognizes culture and creative industries as drivers of sustainable growth, calls for ethical AI integration, safeguards for traditional knowledge, and advocates increased cultural investment.



On the sidelines, Shri Shekhawat held bilateral meetings with counterparts from Brazil, South Africa, and the United Arab Emirates (UAE) to explore partnerships in creative economy, cultural exchange, and digital innovation.

Earlier, the BRICS Culture Working Group convened from 22–23 May 2025. The Indian delegation is led by Shri Sanjay Kaul, Joint Secretary, and Ms. Priyanka Chandra, Director, Ministry of Culture.

India's participation at the 10th BRICS Culture Ministers' Meeting underscores its growing leadership in cultural diplomacy, innovation, and heritage restoration—strengthening ties with the Global South while shaping a more inclusive cultural future.

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