

# Region IV Asia-Pacific

India



## Contact Base

NGO accredited to provide advisory services to the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage

Geographic Coverage of NGO's expertise: India and global.



### Relevant projects or initiatives

The Art for Life initiative of Contact Base has led to safeguarding of ICH and sustainable development of 50,000 rural traditional practitioners (60% women, 90% belonging to minority and indigenous groups) in three states of India. More than 40 ICH elements have been inventoried and documented, awareness raised and heritage education and skill transmission, use of IP tools for protection of artists' rights supported. 15 artist villages have become destinations of heritage education and cultural tourism with community-run village folk art centres. Communities enjoy recognition and reach new audiences nationally and globally.

### NGO's activity networks and more information



### Vision

Empower communities with the knowledge, skills and resources to negotiate their rights and use cultural capital as an asset for inclusive development and building peace.

### Mission

To foster socio economic empowerment of rural and indigenous communities through safeguarding ICH and developing grassroots creative enterprise and community led cultural tourism, promoting cultural diversity and pluralism through multiregional cultural exchanges and collaboration, and empowering women and young people.

NGO-90120

### Main areas of work related to the Convention

- Safeguarding ICH through inventorying, documentation, capacity building, raising awareness and heritage education;
- Fostering inclusion, women empowerment, economic empowerment through the development of heritage-based grassroots enterprise and cultural tourism;
- Promoting ICH (national) to better understand the contribution of ICH in achieving SDGs;
- Encouraging mutual respect and peace and supporting innovation through cultural cooperation and exchange at international and regional (South Asia) levels;
- Promoting ethical principles and rights of communities;
- Research and exchange of knowledge and information on the contribution of culture in sustainable development;
- Contributing to inscriptions and periodic reports on inscribed ICH elements.



Socio-economic empowerment.



Rural and Indigenous communities.



Creative industries.



Cultural tourism.



Supporting community rights.



Inclusion and diversity.

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