

INDIA DAY CELEBRATED IN ESWATINI

BY SIPHOSETHU DLAMINI

The High Commission of India in Mbabane celebrated "India Day" at the Prince of Wales sports ground yesterday.

India's High Commissioner, Ram Prasad said this significant event honours the strong and enduring friendship between India and Eswatini and is celebrated with great enthusiasm by the High Commission in partnership with the Mbabane Municipality.

The Indian Pavilion was inaugurated by the Mayor of Mbabane Municipality Thulani Mkhonto. The event showcased the extensive collaboration between India and the Kingdom of Eswatini in various fields, including commerce, education, culture, and development partnerships.

India's High Commissioner, Ram Prasad, stated that the event aimed to



Mbabane Mayor Thulani Mkhonto cuts the ribbon officially opening the Indian Pavilion that showcased some of Indian products.

promote trade and commerce while fostering economic growth between India and Eswatini. It also provided an opportunity to display India's diverse industries, products, and innovations to a global audience. The event brought together business people from both

countries to explore opportunities, forge partnerships, and expand their market reach. It highlighted India's strengths in key sectors such as information technology, pharmaceuticals, medical, tourism, and agriculture.

India is the largest consumer mar-

ket, with a growing purchasing power. The Indian government offers significant support to investors, opening doors in various industries. India is a rapidly expanding economy, experiencing annual growth of more than 6 per cent. Approximately 50 per cent of its skilled workforce is under the age of 25.

Several government initiatives, such as "Made in India," which promotes manufacturing and foreign direct investment, and "Start-up India," encourages innovation and entrepreneurship, further bolster this growth. Initiatives like "Digital India" are enhancing digital infrastructure and inclusivity, along with renewable energy project incentives, tax policy reforms, and other business-friendly changes.

The event also featured workshops focused on education, offering engaging discussions on educational opportunities in India and a range of subjects, including yoga, Ayurveda, and

Indian classical music.

Additionally, the High Commission organised an Indian Film Festival in the Kingdom of Eswatini starting on 24 November 2024. Trailers of various films were screened, and visitors thoroughly enjoyed them. Guests also embarked on a culinary journey, experiencing the diverse flavors and traditions of Indian cuisine, which fostered opportunities for businesses in the food and hospitality sector.

Tourism was another highlight of the event.

India, one of the oldest civilisations in the world, offers a mosaic of multicultural experiences and unparalleled travel opportunities, from majestic mountains to serene beaches and ancient monuments to modern cities.

Furthermore, in collaboration with Ekuphileni Clinic and Ekuphileni Indus, the High Commission organised free health screenings for all visitors to check their vital signs.



Mbabane Municipality CEO Gciniwe Fakudze, Indian High Commissioner Ram Prasad and Mayor Thulani Mkhonto