



**HIGH COMMISSION OF INDIA  
MBABANE (Eswatini)**

**Press Release**

The High Commission of India, Mbabane, celebrated "India Day" on 23 November, 2024 at the Prince of Wales Stadium, Mbabane. India Day is a significant event that honors the strong and enduring friendship between India and Eswatini, is being celebrated with great vigour by the High Commission of India in Mbabane in partnership with the Mbabane Municipality. The Indian Pavilion was inaugurated by His Lordship Thulani Mkhonto, Mayor of Mbabane Municipality. Interalia, the event showcased the extensive collaboration between India and the Kingdom of Eswatini in the fields of commerce, education, culture, and development partnerships etc.

The event is aimed at promoting trade, commerce and fostering economic growth between India and the Kingdom of Eswatini. It also showcased India's diverse industries, products and innovations to Emaswati audience. It aimed to bring together businessmen from both the countries to explore opportunities, forge partnerships and expand their market reach. This event highlighted India's strengths in key sectors such as Information Technology, Pharmaceuticals, Medical Tourism, Agriculture, etc. India is the biggest consumer market with growing purchasing power. Indian government offers investors substantial assistance to investors, which opens doors in a variety of industries. For details kindly check out: [www.investindia.gov.in](http://www.investindia.gov.in). India is a rapidly expanding economy with annual growth of more than 6%. 50% of the skilled, youthful workforce is under 25. India features a number of helpful government initiatives, such as "Make in India," which promotes manufacturing and foreign direct investment, and "Startup India," which encourage innovation and entrepreneurship. 'Digital India': Increasing digital infrastructure and inclusivity, Renewable energy project incentives, tax policy reforms and business-friendly changes. The event also covered the following:

- i) Workshops for Education: Engaging discussions on educational opportunities in India and a range of Indian-related subjects, including yoga, Ayurveda, and Indian classical music.
- ii) Cultural Programme: High Commission of India is organizing a Indian film Festival in the Kingdom of Eswatini from 24<sup>th</sup> November 2024 onward. Trailers of various films were screened and visitors enjoyed it very much. The guests also enjoyed the taste of Indian cuisine. The event celebrated diversity, flavours and traditions of India's culinary heritage while fostering opportunities for businesses in the food and hospitality sector.
- iii) Tourism: India is one of the oldest civilisttion in the world. India is a mosaic of multicultural experiences. This event also covered the immense potential and diversity of Indian tourism. India offers an unparalleled travel experience from its majestic mountains to its serene beaches, and from ancient monuments to modern cities.

High Commission in association with Ekuphileni Clinic and Indus Africa organized a free health screening for all visitors to know their vitals.

Select handicrafts highlighting the skill and workmanship of artisans from different regions of India were also displayed.

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