

SEHer

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## Backgrounder- SEHER

Sanjeev Bhargava  
Founder- Director, SEHER

**Sanjeev Bhargava, Creative Director of SEHER** has been advising various agencies of the Govt. of India on Culture- directly working with several Cabinet Ministers and others for select occasions. He has served on the Central Advisory Board of Culture (CABC), Govt of India. Over the last decade SEHER has been instrumental in making Delhi the Cultural hub of the nation. SEHER has single-handedly changed the cultural profile of the Capital by establishing several thematic annual festivals in public spaces in Delhi – different monuments and parks having their own annual cultural festivals that form the Cultural calendar of Delhi and other cities. **Festivals like the Udaipur World Music Festival, Jaipur Jazz and Blues Festival, Ananya Dance Festival at Purana Qila, Bhakti Utsav at Nehru Park, Qutub Festival at the majestic Qutub Minar, Gurbani Festival at the Talkatora Gardens, the SAARC Bands Festival at Central Park, ASEAN India Music Festival at Purana Qila and the Delhi Jazz Festival are now some of the most eagerly awaited annual events. Mr. Bhargava is also appointed as the Vice Chairman of Asia Pacific Music Meeting (APaMM) since 2018 by Ulsan Arts and Culture Foundation, South Korea.**

# ORDINE DELLA STELLA D'ITALIA

IN VIRTUTE



VIRTUS

IL PRESIDENTE DELLA REPUBBLICA  
PRESIDENTE DELL'ORDINE DELLA STELLA D'ITALIA

VISTO L'ART. 87 DELLA COSTITUZIONE; VISTO L'ART. 6 DEL DECRETO LEGISLATIVO 9 MARZO 1948 N. 812,

MODIFICATO DALL'ART. 5 DELLA LEGGE 3 FEBBRAIO 2011 N. 13

SENTITO IL CONSIGLIO DELL'ORDINE

SU PROPOSTA DEL MINISTRO DEGLI AFFARI ESTERI

HA CONFERITO L'ONORIFICENZA DI CAVALIERE

CON FACOLTÀ DI FREGIARSI DELLE INSEGNE DELL'ORDINE

A

**Sig. Sanjeev Bhargava**

DATO IN ROMA, LI 12 DICEMBRE 2016



IL PRESIDENTE DELLA REPUBBLICA

IL MINISTRO DEGLI AFFARI ESTERI  
E DELLA COOPERAZIONE INTERNAZIONALE

**Mr. Sanjeev Bhargava was presented the Order of Knighthood by the President of Italy with the Order of the Star for promoting friendly relations and cooperation between India and Italy in 2016.**



Sanjeev Bhargava has also served as a Member of the National Tourism Advisory Council (NTAC) advising the Ministry of Tourism, Govt. of India on promoting and reinstating Brand India, through heritage and culture. He has also served on the Expert Committee of Ministry of Culture, GOI and has worked with the Ministry of External Affairs on specific projects like the 14th SAARC summit held in India in April 2007. Furthermore, he has served as a member of the Central Board of Film Certification (CBFC) of the Ministry of Information and Broadcasting, Govt. of India for two consecutive terms from 2004 to 2011



**SEHER** organized a much appreciated cultural evening at the Prime Minister's dinner on the occasion of the SAARC Summit in 2007, when leaders of all the SAARC nations visited Delhi. Thereafter the flagship event of the SAARC CULTURAL FESTIVAL -- the SAARC Bands Festival was conceived, designed and implemented by us in November-December at the Central Park, Connaught Place. The occasion remains a landmark event for the Govt. of India till date. Since 2007, Delhi has seen seven, successful editions of the South Asian Bands Festival, at the Purana Qila.





The flagship event that SEHER conceptualized and organized – the Official Banquet for the President of India in November 2010 in honour of the **President of United States of America H.E. Barack Obama** and his entourage on their historic visit to India in 2010. Looking at the success of the previous one in January 2015 SEHER was selected once again to organize and plan the Cultural evening at the Rashtrapati Bhavan at the official banquet for President Obama's second trip again. **Also in October 2011 Seher was yet again chosen exclusively by the Ministry of External Affairs to do the Indian Cultural Component at the Royal Wedding in Bhutan.**

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SEHER is also instrumental in organising important, official dinners of Ministries such as Ministry of Finance, Ministry of Commerce & Industry and the Ministry of Corporate Affairs. Large, important inaugurations for prestigious events of the Indian Government such as Indian Textile Shows at the ITPO and the International Film Festival in Goa have been conceptualized and implemented by SEHER. Recently, we also did the inaugural cultural presentation and the cultural programme at the host country reception for the 4th Annual Meeting of Asian Development Bank. This was attended by delegates and governors of 66 countries and inaugurated by Hon'ble Prime Minister of India.



**SEHER's forte is quality and reliability in events we organize --be it a small presentation or a major festival. We work with an efficient team and the best artists and technicians from various parts of India.**



# Prominent Cultural Festivals and Events conceptualized by SEHER





# UDAIPUR WORLD MUSIC FESTIVAL



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**Udaipur World Music Festival**, first of its' kind annual destination festival of World Music, conceptualised and produced by SEHER every year in the month of February since 2016.

UWMF is an annual destination festival with more than 150 artists from over 15 different countries participating in this three day festival, and is attended by over 50,000 people over three days.

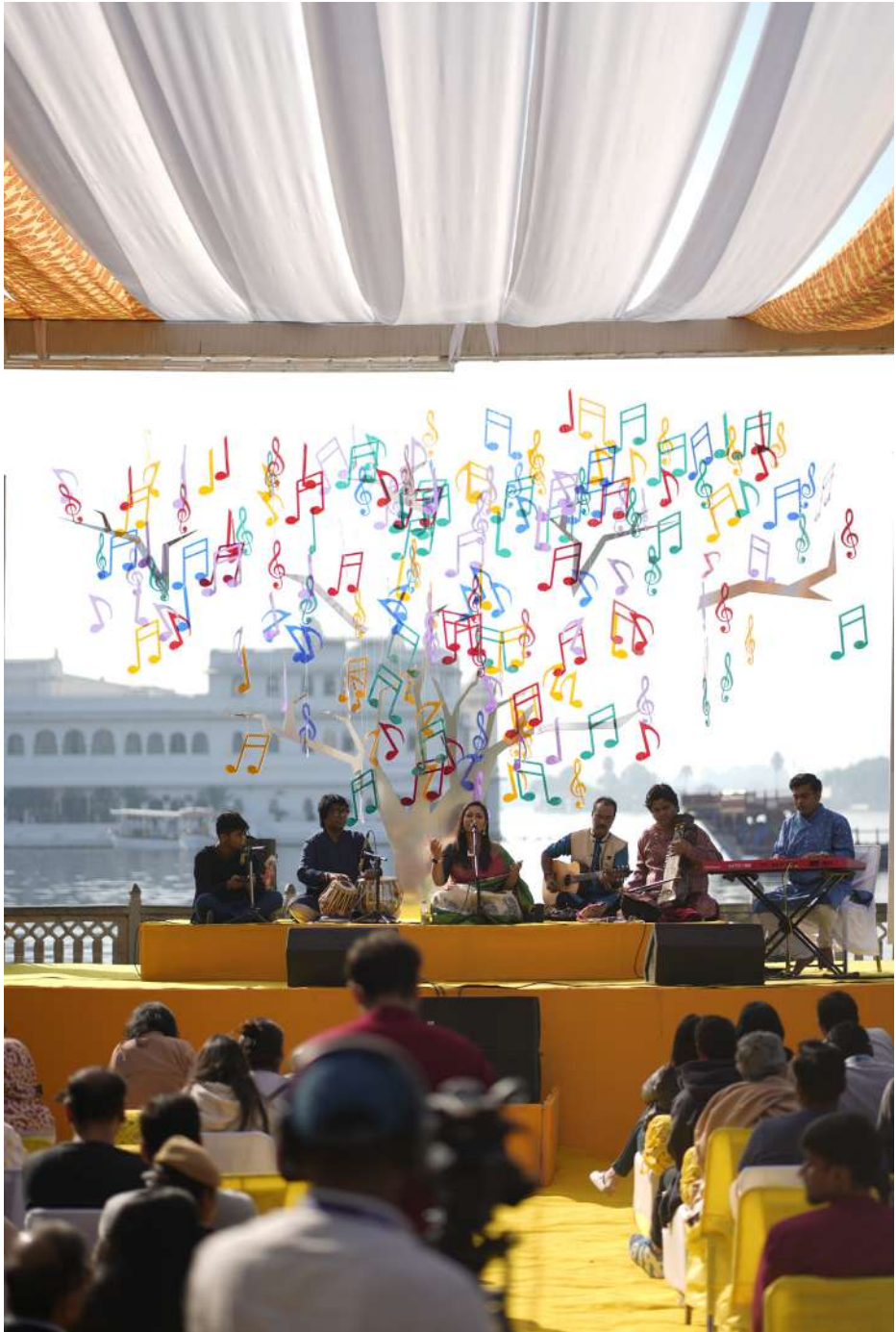


A film shot by CNN International in 2019 for their show 'Travel Trends' highlighted the Udaipur World Music Festival as a trendsetter destination festival in the cultural tourism circuit. The film has been featured across 354 million full-time households and hotel rooms in more than 200 countries.



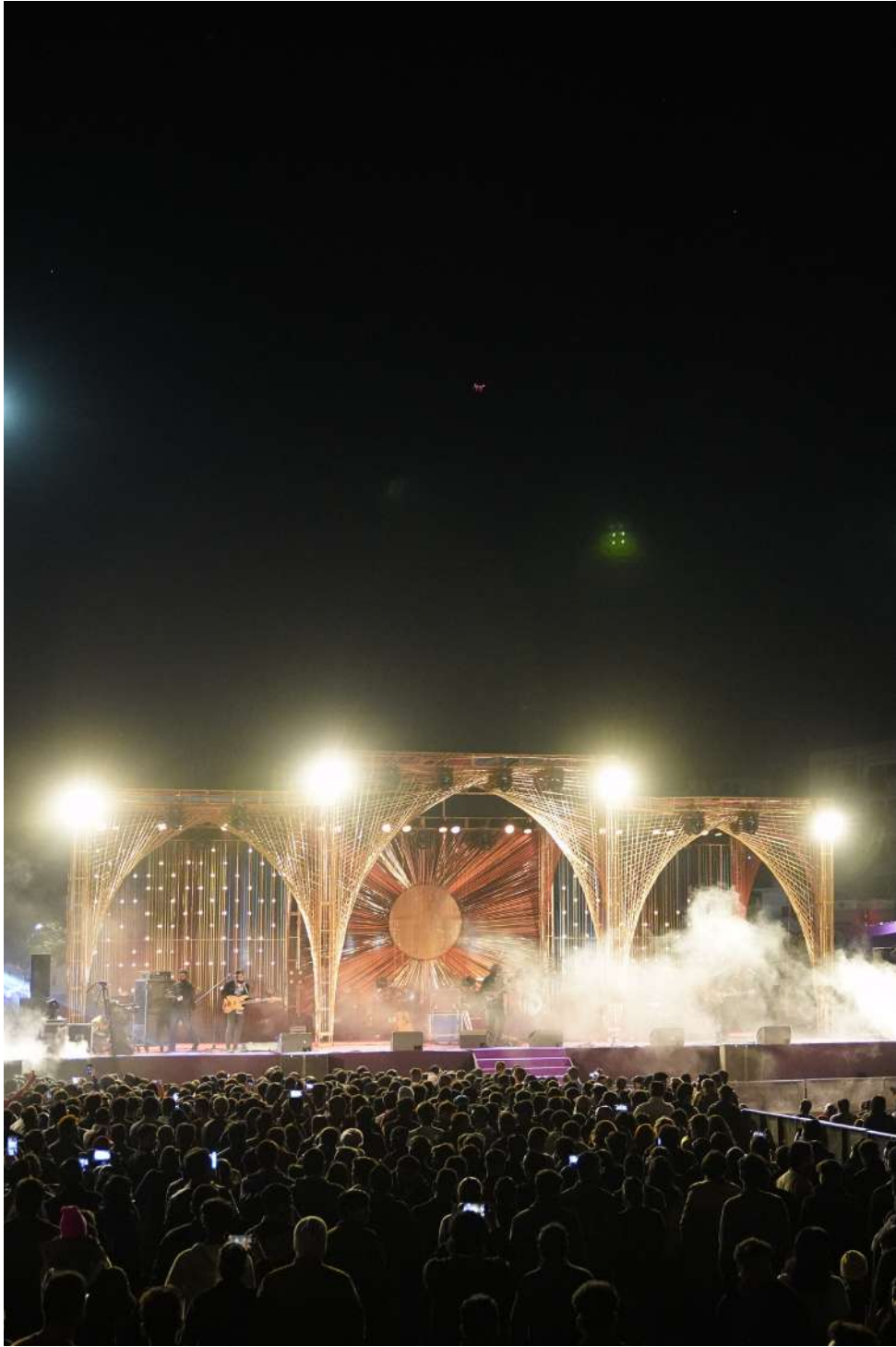


# SOME MORE GLIMPSES OF THE FESTIVAL



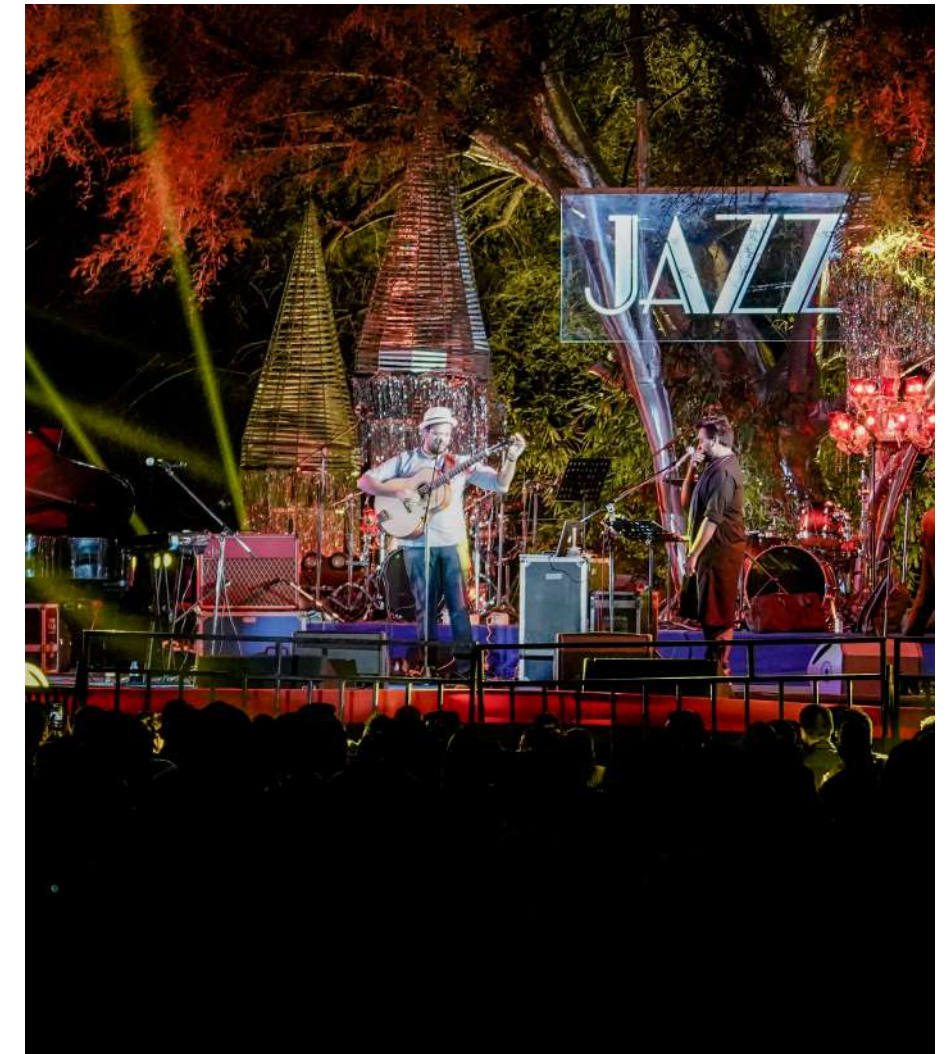
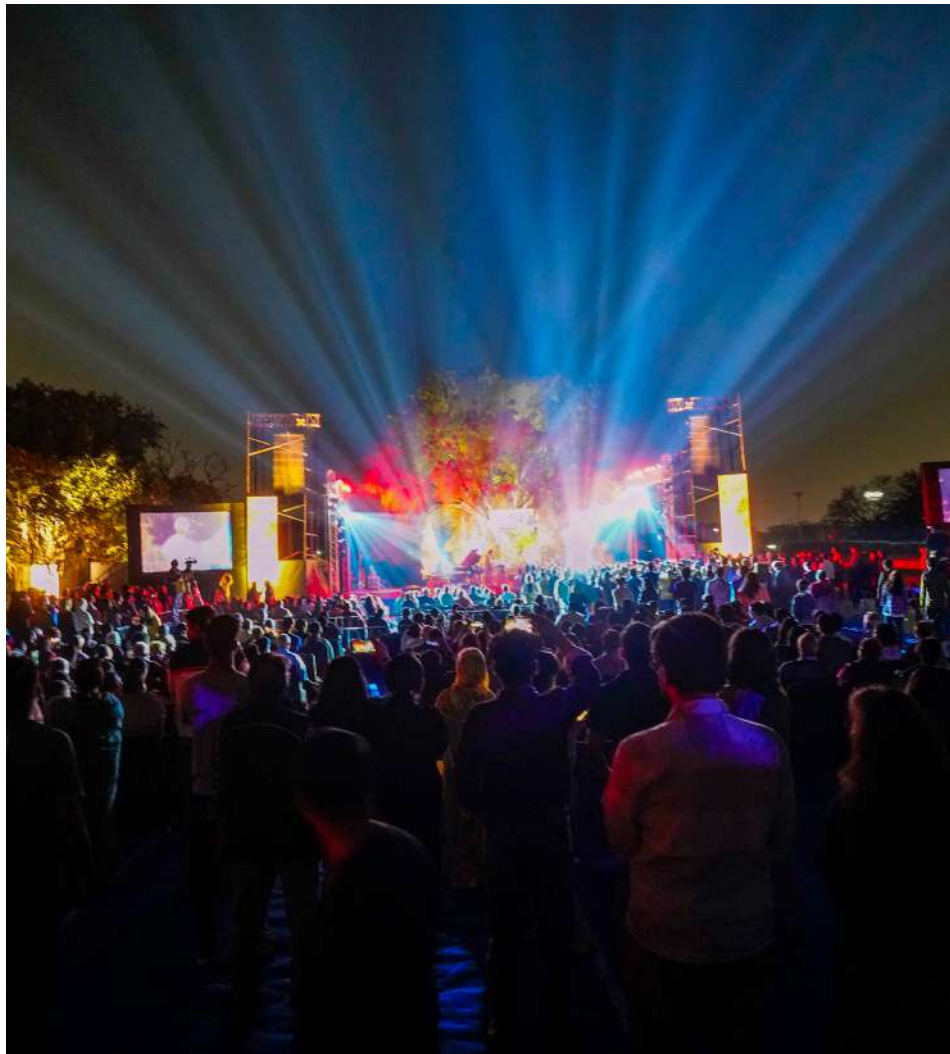


# SOME MORE GLIMPSES OF THE FESTIVAL





# JAIPUR JAZZ AND BLUES FESTIVAL



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**Jaipur Jazz and Blues festival conceptualized and produced by SEHER in association with UNESCO and Rajasthan Tourism since 2020. It is the first ever International Jazz Festival supported by UNESCO, preserving Jazz as a music genre, and is attended by over 13,000 people over 3 days.**



# BONJOUR INDIA – THE FESTIVAL OF FRANCE IN INDIA

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Inauguration ceremony at Amber Fort, Jaipur, Rajasthan

# BONJOUR INDIA – THE FESTIVAL OF FRANCE IN INDIA

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Hakanai – Digital arts and dance performance in cities like Bangalore, Chennai, Hyderabad, Kolkata and Delhi



# BONJOUR INDIA – THE FESTIVAL OF FRANCE IN INDIA

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**Paris Ballet Legends**  
Best of the Paris Ballet Opera in Delhi and Mumbai



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**Maudits Sonnants – Celestial Carillon** by Trans Express, an aerial act of dance, music and theatre in cities like Hyderabad and Chennai, followed by a grand closing performance of the festival in New Delhi



# HANDMADE IN INDIA



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Handmade in India was curated and executed by SEHER along with DC (Handicrafts), Ministry of Textiles and Ministry of External affairs, Government of India, as special thematic exhibitions in convergence with well-established and highly publicized Annual events in multiple countries. It successfully highlighted Indian handicrafts and established a brand identity for India's award winning artisans in the international markets.



**International Day of Wellness (Yoga), Amsterdam, the Netherlands**



**Namaste Stockholm, Sweden**



# CORPORATE EVENT : WORLDWIDE BOARD MEETING FOR NESTLE SA SWITZERLAND



G20 Sherpa Amitabh Kant attended the Cultural Programme called '**Colours of India**' on the 2nd day of the Nestle Worldwide Board Meeting



# CURATED AND ORGANIZED THE CRAFTS BAZAAR AT 'NAMASTE FRANCE' AT LA SEINE MUSICALE IN JULY, 2023



H.E Mr. Jawed Ashraf, Ambassador of India to France,  
interacts with artisans along with Mr. Sanjeev Bhargava



Curator, Mrs. Tara B. Sanon with all the specially selected 20 artisans from across India



# 'NAMASTE FRANCE' AT LA SEINE MUSICALE IN JULY, 2023





# PROJECTS WITH THE UN AND ITS PARTNER AGENCIES

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Conceptualised and produced the **60th Anniversary Celebrations of the United Nations in India with eminent artistes** - Pt. Shiv Kumar Sharma & Pt. Hari Prasad Chaurasia creating a special raga for peace, October 2005.

A special CD put together by **SEHER** was on sale at the **United Nations**.





**UN Celebrations 07/07/07:**

Seher in collaboration with UN, organized **'Keep the Promise'** concert in celebration of the mid-point of the Millennium Development Goals **2015**







**‘Make a Noise Concert’ with the UN**  
in New Delhi to raise awareness on the  
Millennium Development Goals (MDGs),  
September 2010.

A 100- strong orchestra- comprising string and  
percussion artistes from across India- came  
together at the historic Purana Qila monument in  
New Delhi, along with nearly 3,000 spectators,  
to ‘make noise’ for the MDGs.





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**Light the Way Concert in association with UNDP**

The event saw several thousand citizens cheering on PM Modi as he committed to new Global Goals at the UN General Assembly in New York, September 2015.



# PROJECTS FOR THE PRESIDENT & PRIME MINISTER OF INDIA AND DIGNITARIES

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**Cultural program** at the Official Banquet for **President Obama** at the **Rashtrapati Bhawan** hosted by the **President of India** in November **2010** and for second time in **2015**.

Curation of **Cultural Events for Rajya Sabha**, the Upper House of **Parliament of India**

Curation and implementation of **Cultural Events** for the office of the **President of India**





# PROGRAMMES FOR MINISTRIES

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**Cultural show and Dinner for the Commonwealth Auditors  
General (CAG) Conference, Ministry of Finance, hosted by Shri.  
Arun Jaitley**





# PROGRAMMES FOR MINISTRIES

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Conference of the Parties (COP7) conference for the Ministry  
of Health and Family Welfare





# INTERNATIONAL COLLABORATIONS



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**Trafalgar Square Festival** with the Mayor of London **2005** and **2007**.

**Fes Sacred Music Festival** in **Morocco**, **2008**

**India Day** in **DUBAI** at **Dubai Shopping Festival**, **2006**





**Regent Street Festival London 2007, with the Mayor of London –Greater London Authority.**



**BBC Scottish Symphony Orchestra from Glasgow, Scotland in April 2014, New Delhi.**

**Black Arts Festival in Senegal, 2010**

**Royal Wedding of the King of Bhutan,  
Indian Reception in Thimphu October 2011**





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**Project Bandalooop, New Delhi** in association with the **American Center 2010**

**Italian Opera** with **Govt. of Italy** and Embassy in **India** at the **Purana Qila 2006 ,2007.**



# THEMATIC FESTIVALS DESIGNED TO TAKE CULTURE TO THE MASSES

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**Delhi Jazz Festival** at Nehru Park with **Ministry of External Affairs**, Govt. Of India, since **2011**. **SEHER** conceptualised and curated **India's first** outdoor **Jazz Festival**. Since then it has become one of the most popular **Annual Festivals in India**





**South Asian Bands Festival** (Ministry of External Affairs ) at Purana Qila **every year since 2007**

**SAARC Cultural Festival** – for SAARC Division, MEA. To promote the Unity and Integration of the SAARC region.

**South Asian Artists Camp painters** from all SAARC Nations since **2007**.

**Prime Minister's Cultural Program** at the official banquet for the Heads of **SAARC Nations** to mark the **14th SAARC Summit in India**.





**Ananya Dance Festival at Purana Qila, Delhi, since 2002**

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**Bhakti Utsav** –Nehru Park, Delhi, **since 2003**

**Gurbani Festival** at Talkatora Gardens, **New Delhi**







**Jayantika**, a Music Festival at Albert Hall, Jaipur for Govt. Of Rajasthan



**Diu Festival**, a three day grand carnival of music in Diu in **Dec 2014**



# ASEAN INDIA PROJECTS

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In conjunction with the 25th anniversary of ASEAN-India Dialogue Relations, SEHER curated and organized the **ASEAN India Artists' Camp at Udaipur** and the **ASEAN India Music Festival at Purana Qila in New Delhi**.



| ASEAN India Artist's Camp – 20th–29th September 2017



# ASEAN INDIA PROJECTS

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ASEAN India Music Festival – 6th–8th October 2017, attended by over 25,000 people in three days





# ARTISTS' CAMPS

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SEHER has organized several artists' camp across different cities, bringing together several visual artists from different backgrounds and art forms on one platform as a part of cultural exchange



**Puducherry Blue**



**Kerala Green**



# ARTISTS' CAMPS



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India – Viet Nam artists camp to commemorate the visit of the President of Viet Nam to India



# ASEAN-INDIA ARTISTS' CAMP

In 2022, SEHER also curated and organized the second edition of ASEAN India Artists' Camp at Udaipur and the ASEAN India Music Festival at Purana Qila in New Delhi to commemorate the 30th anniversary of ASEAN-India Dialogue Relations.



*Hon'ble Minister of State for External Affairs and Education, Govt. of India, Dr. Rajkumar Ranjan Singh attended the Closing Ceremony and Exhibition of the ASEAN India Artists Camp 2022*



*Ministry of External Affairs (MEA) Secretary (East) H.E Mr. Saurabh Kumar attended the Opening Ceremony of the ASEAN India Artists Camp 2022*



*Shri Tarachand Meena, Collector, Udaipur District inaugurated the Public Mural Art created as a part of the Artists' Camp*



# EXHIBITION AT ASEAN- INDIA SUMMIT IN 2022 AT CAMBODIA



Inaugurated by Hon'ble Vice President of India in the presence of Hon'ble External Affairs Minister, Dr S. Jaishankar



# To commemorate the 50 years of Korea- India Diplomatic Relations, SEHER curated and organized the Korea - India Artists' Camp 2023 at Seoul, Korea



**H.E Mr. Amit Kumar, inaugurates the camp at the Opening Ceremony of Korea-India Artists Camp 2023**



**Indian Ambassador to the Republic of South Korea visited the Camp and interacted with all the 20 artists at work**



# INDIA ARTISTS' CAMP 2023 AT SEOUL, KOREA







ASEAN-India  
MUSIC  
FESTIVAL



*Hon'ble Minister of State for External Affairs and Culture, Govt. of India, Smt. Meenakshi Lekhi attended the concluding evening of the ASEAN India Music Festival 2022*





# ASEAN-INDIA MUSIC FESTIVAL





# TEAM SEHER

