



## **PRESS RELEASE**

### **'Inauguration of Indian Sports Network (ISN), Kuwait'**

Embassy of India, Kuwait, organized a programme to celebrate '**International Day of Sports for Development and Peace**' on April 6, 2021 virtually.

2. Ambassador of India to Kuwait His Excellency Shri Sibi George inaugurated the event with his inaugural address, which encapsulated India's sports history, the sports culture, the spirit behind sports and games, the values and ethos inculcated by sports, India's success in different sports arena, the recent government initiatives under the themes 'Fit India' and 'Khelo India', and growth of sports industry in India. Highlighting the leading position of Indian sports exports, Ambassador encouraged promotion of Indian sports products in Kuwait.

3. In his address, Ambassador also announced the institutionalization of an annual 'Ambassador's Cup', one each for badminton and cricket. On this occasion, '**Indian Sports Network (ISN), Kuwait**' was launched formally. A digital exhibition on '**Sports in India**' was also showcased on this occasion, which will remain open for visitors to the Embassy on April 07, 2021.

4. The event was well attended by the media fraternity and representatives of various sports associations in Kuwait. It also generated a tremendous response from people from all walks of life in Kuwait on Facebook live virtually. For more details about the event, please visit the website and social media handles of the Embassy.

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**Kuwait**  
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