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Indian organization Routes 2 Roots receives Intercultural Innovation Award

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New Delhi, April 27 : Indian organization Routes 2 Roots is amongst ten global grassroots organizations receiving this year's Intercultural Innovation Award (IIA).

Routes 2 Roots was awarded for their unique Student Exchange Program.

Children in schools from India and Pakistan connect through written, audio and video recordings that share history before partition, thereby eliminating misunderstandings about each other's cultures. This engagement also enables the students to ask each other questions thus discovering common interests. At the end of the year, a trip is organized between partner schools, to see places of historical interest and directly experience the other culture. These children are empowered by experiencing the trust that they have cultivated themselves and amongst each other.

Speaking on the occasion, Rakesh Gupta, co-founder of Routes 2 Roots, said, "We are honored to be amongst the ten organizations to receive IIA this year. It's been our mission to bring together people from different cultures to emphasize their commonalities and enhance peace. Being awarded by prestigious organizations such as UNAOC and the BMW Group further underlines the importance and the relevance of our work."

The Intercultural Innovation Award, a partnership between UNAOC and the BMW Group, supports grassroots initiatives that promote intercultural dialogue and understanding, thereby contributing to peace, cultural diversity and more inclusive societies. Close to 1000 applications were received from more than 120 countries, from which ten awardees were selected across five continents. This underlines the award's importance and commitment to the worldwide promotion of intercultural diversity and understanding.

The award was presented at a dedicated ceremony on April 26 during the 7th Global Forum of the United Nations Alliance of Civilizations (UNAOC), chaired by the Hon. Mr. Abdulaziz Al-Nasser, United Nations High Representative for the Alliance of Civilizations, and Mr. Bill Mc Andrews, Vice President BMW Group Communications Strategy, Corporate and Market Communications.

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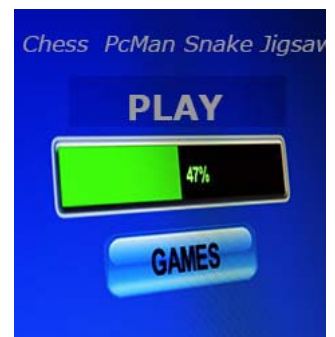
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