



Foreign and Commonwealth Office

London SW1A 2AH

16 July 1981

Dear Michael,

Festival of India

/ You asked for brief speaking notes which the Prime
/ Minister could use at the small reception she is giving
on 17 July in aid of the Festival. I enclose a draft
together with a brochure on the Festival describing the
main events; a note on the current financial position; and
a guest list indicating how the companies represented have
responded to earlier approaches.

On organisation there is nothing further to report
since my letter of 6 July. The Festival Trust is actively
seeking a Director but so far as we know has not found anyone.
We have, however, told Sir Michael Walker that the Trust
will be able to make use of rooms in Government Houses,
Great George Street, for the Festival Headquarters until the
middle of next year.

yours etc
Roderic Lyne

(R Lyne)
Private Secretary

M O'D B Alexander
Private Secretary
No 10 Downing Street

FESTIVAL OF INDIA

SPEAKING NOTES FOR PRIME MINISTER AT RECEPTION FOR BRITISH
BUSINESSMEN: 17 JULY 1981

Have brought together this evening representatives of major British businesses mostly with interests or potential interests in India, and representatives of Banking world.

Purpose of the evening two-fold. First to bring to your attention significance of major cultural milestone. You will have seen pamphlet outlining the major events in the Festival and will appreciate that the scale of this Festival is the most ambitious since the World of Islam Festival in 1976, and most comprehensive manifestation of India since she became Independent.

On the one hand important exhibitions of Indian art. That at Hayward Gallery would be most expensive they have ever put on there and the first exhibition to be held which brings together a cross section of the great works of the complete range of Indian public and private collections. At the Museum of Mankind an Indian village will be reconstructed. At two exhibitions live craftsmen will be demonstrating traditional Indian rural skills. I know Mrs Gandhi also wishes to get across the point that India is not just a country with a fascinating past. It is already a modern industrialised state with considerable scientific and technological achievements to its credit and with an even greater future ahead of it. On the one hand there is India's rural technology involving principles which go back 1,500 years. On the other the first Indian space satellite, the ambitious Indian nuclear programme as well as the general advances in the scientific and technical fields. These will be represented in a comprehensive exhibition at the Science Museum.

The second message I want to get across is that from the point of view of Indo/British relations and British interest in India it is important that the Festival should succeed. It could be the single most important cultural event in Britain next year. The Indian Government attach great importance to the Festival and I have invited Mrs Gandhi, who with me is joint patron, to visit Britain for the occasion. Reports in India of the Festival could well improve

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the climate for British business there. The Festival offers publicity and other advantages to firms who support particular events. Equally, if British business is not seen to be giving significant financial support I am sure this will harm our efforts to achieve success in the Indian market. And there are some very big prizes to be won. In most of the major contracts there are British bids but the competition is stiff from the US, Japan, Germany and France.

The financing arrangements are that the two governments will bear the majority of the total cost. The British Government's contribution, mainly through the Arts Council to individual galleries, is likely to be close to £1.25 million by the end of the Festival. The Indian Government is meeting the heavy cost of the transportation of the objects to be displayed in exhibitions in London and other local costs.

We are looking to private sources in this country to find £300,000 to top up the exhibitions, to support the performing arts, and most important of all, to promote the Festival and make it the success it deserves to be.

The Festival will open with a Gala concert at the Festival Hall. The Indian National School of Drama is putting on a short season, there are to be three or four short seasons of music and dancing as well as other events. All these offer opportunities for publicising sponsorship in a way which will appeal to the business instincts of many present this evening.

Important thing is to provide quickly this injection of funds so that the Festival organisation will get into gear for the six month run up to the opening of the Festival in late March 1982. I hope that all of you present this evening will do your utmost to spread the message of the significance of this event: the major contribution it can make to Indo-British relations both political and commercial. We must make sure that the Festival Trust - the organising body in this country - gets the financial support it needs to make this a resounding success.

FESTIVAL OF INDIA 1982:
CURRENT FINANCIAL POSITION

The Prime Minister will be aware from Sir Michael Walker's letter of 6 May that one of the major problems of the Festival has been the lack of success of its first fund-raising exercise. In part, this reflected the difficult climate for British business at the moment but there were aspects of the fund-raising which were mismanaged. The Trust had been concerned to get the second leg of the financing operation off to a good start. Lists of businesses with major investments/future contracts in India have been made up with the help of our High Commission in Delhi (a number of these have accepted invitations to the Prime Minister's reception) and a pamphlet about the Festival has been printed. The Trust has been further strengthened by the addition of Lord Harewood and Sir John Cuckney to its number.

The Trust is seeking to raise £300,000 to cover the cost of administering and publicising the Festival (so far the administration has been carried on by one part-time employee - they are now hoping to find a Festival Director who would be supported by another full-time administrator for the six months before the Festival opens) and of concurrent programmes of drama and the performing arts. So far the only specific commitments are to a Gala Concert and a visit by the Indian National School of Drama. But the Indians have made clear that they would regard the Festival as inadequate if there were not performances of music and dancing. Allowance has therefore been made for these within the £300,000.

The actual financial position in terms of cheques received is little better than it was (about £22,000). However there is now serious discussion on individual contributions of £30,000 and above e.g. the Midland Bank and Grindlays Bank (the largest British Bank in India), and experience of other Festivals would indicate that once these figures are announced the flow of funds will increase substantially. Sir Michael Walker will also be approaching all invitees to the Prime Minister's reception a number of whom have already said that they will look again at their first response to the Trust's approach.



FESTIVAL OF INDIA:
PRIME MINISTER'S RECEPTION FOR BRITISH BUSINESSMEN
17 JULY 1981

GUEST LIST

	<u>Name:</u>	<u>Company:</u>	<u>Reaction to first approach from Trust</u>
1.	Sir John Buckley	Davy International	No reply
2.	Mr David Thomson	Lazards	No reply
3.	Mr R J Puttick	Taylor Woodrow	Declined
4.	Sir John Clark	Plessey	Declined
5.	Mr Duncan McDonald	NEI	No reply
6.	Sir John King	Babcock Int.	£250
7.	Mr H A Whittall	APE	Not approached
8.	Sir Robert Hunt	Dowty	Declined
9.	Mr T Pollard	Gullick Dobson	Not approached
10.	Sir Montague Finnieston	Anderson Strathclyde	Not approached
11.	Mr J E Williams	Foster Wheeler	No reply
12.	Sir Austin Pearce	British Aerospace	Not approached
13.	Sir Phillip Foreman	Shorts	Not approached
14.	Sir Kenneth Corfield	Standard Telephones	No reply
15.	Mr W A Wood	Portals	Not approached
16.	Mr K A Bray	Ruston Gas Turbines	Not approached
17.	Sir Peter Macadam	BAT	Declined
18.	Mr M W Butterwick	Duncan & Goodricke	Not approached
19.	Mr Timothy H Bevan	Barclays Bank	£1000
20.	Sir Jeremy Morse	Lloyds Bank	No reply
21.	Mr J G Harris	Midland Bank	? £30,000
22.	Mr N J Robson	Grindlays Bank	?
23.	Mr R A Henderson	Kleinwort Benson	Not approached
24.	The Hon R A McAlpine	Rbt. McAlpine & Sons	Not approached
25.	The Hon N C J Rothschild	Rothschild Investment	Not approached

THE FESTIVAL OF INDIA TRUST

 DONATIONS RECEIVED TO 30TH JUNE 1981

	£	
Unilever Ltd	2,500.00	0
Ancient India and Iran Trust	100.00	0
Inchcape and Co	5,000.00	0
Harrisons and Crosfields	500.00	0
Turner and Newall	250.00	0
Shell International	1,000.00	0
Volkart	500.00	0
P & O Steam Navigation Co	1,000.00	0
Warren Plantation Holdings Ltd	250.00	0
National Westminster Bank Ltd	500.00	0
Pilkingtons	500.00	0
McLeod Russel and Co Ltd	200.00	0
Babcock International	250.00	0
Foseco Minsep Ltd	500.00	0
Lucas Industries Ltd	1,000.00	0
Thorn EMI Ltd	500.00	0
Boots Co Ltd	2,000.00	0
Hawker Siddeley Group	250.00	0
Binnie and Partners	50.00	0
Humphreys & Glasgow	125.00	0

 £ 16,975.00
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Wellcome Foundation
Swire & Sun

5 000
 250

as at 13 July

22,225



TRUSTEES AND OTHERS

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|----|-----------------------|--------------------------------------|
| 1. | Sir Michael Walker | Chairman |
| 2. | Sir R McIntosh | Trust Member |
| 3. | Dr V A Seyid Muhammad | Indian High Commissioner |
| 4. | Mr Swraj Paul | Indian Businessman |
| 5. | Mr Maneck Dalal | Indian Businessman |
| 6. | Lord N Gordon Lennox | AUSS, FCO |
| 7. | Mr J Macrae | Cultural Relations Dept.
FCO |
| 8. | Mr J M Macgregor | Special Assistant to
Sir M Walker |



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