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## About Us

COLORS OF INDIA CENTER JAPAN is an organization dedicated to send the message of Indian Diasporas to the friends of Japan. By presenting wider areas of Indian culture, heritage, education & training, business & opportunity, Colors of India envisions creating a platform that will extend harmonious communication and understanding about India to the people of Japan.

Colors of India Center will create opportunities to engage by the value of virtues embodied in art and life of India. Art & Culture as such as fine arts, performing arts, literature, film, food, fashion inspire the values and virtues. These qualities will give inner sight on how people of India think, act and communicate which in return will give the people of Japan the ability to understand and reciprocate with the people of India.

The bilateral relation between Japan and India has strengthened over the last few years. With the implementation of the FTA & CEPA in 2011, the bondage between Japan and India henceforth will only become stronger. COLORS OF INDIA CENTER will work as a catalyst in the opportunity building process between Japan and India. We welcome all of you to take a part in the process building by a way that you can contribute in our endeavor. Please drop question, concern and suggestion. It will help us tremendously in our efforts to bring quality information surrounding India and Japan.

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## History

The roots of COLORS OF INDIA CENTER goes back to 2008 with the beginning of a simple website called "Indians In Tokyo" available at the web address [www.indiansintokyo.com](http://www.indiansintokyo.com). COLORS OF INDIA did not exist at that time. The website "Indians In Tokyo" was made with a view to make space for the friends of India & Japan. Very soon we found that the website was gaining good traffic. We could soon realize that there had been an existing greater need for a similar platform to intensify India-Japan Diasporas. It opened an all-new dawn for us.

We started brainstorming possibilities on how Indiansintokyo.com can serve well so that the website can in real terms offer value to the society in large. Hence, we thought of changing the name of Indiansintokyo.com to "Rang DE INDIA". The words Rang DE INDIA means "INDIA, LETS MAKE IT COLORFUL". The idea behind changing the name was to give a broader sense of unity and also to extend the goodwill message from India, of India & by India to our friends worldwide.

Keeping the objective in places, we went on developing further at our backyard from the early months of 2009. After months of rigorous work, Indiansintokyo.com finally went on live at [www.rangdeindia.jp](http://www.rangdeindia.jp) in the first quarter of 2010.

On today's date, Rang DE INDIA is Japan's First Bilingual English & Japanese Daily Indian News & Media Services provider.

Rang DE INDIA media platform is an early stage initiative to connect today's infinite opportunity between India and Japan. Rang DE INDIA offers world-class web media platform with bilingual English and Japanese interface backed by custom made robust web technology build over a period of 4.5 + years since its inception from the first phase of its creation. Robust new look and feel of Rang DE INDIA is due in few months, will surely make Rang DE INDIA as one of the prominent Indian media portal available anywhere. But the real beauty of Rang DE INDIA is more than just an Indian media portal. It is a portal made for Japan to connect with India; it is a portal made for India to share the warmth of India with Japan.

Rang DE INDIA is now a part of COLORS OF INDIA CENTER. COLORS OF INDIA CENTER has started operating from the 15 August 2011. India-Japan wide has started and has yet to reach zenith. COLORS OF INDIA CENTER will work as a catalyst to strengthen positive opportunity between India and Japan. In the days ahead, the center looks forward to cater India information, Daily News & Media Services, Business Opportunity, Event Management, Human Resources Procurement, Educational & Cultural Training Facilitation. Rang DE INDIA media platform will ensure proper advance measures as necessary to boost awareness programs for COLORS OF INDIA CENTER nationwide in JAPAN.

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## Present Facts

- ▶ COLORS OF INDIA CENTER JAPAN got started on the 15 August 2011
- ▶ Rang DE INDIA, the media driver is little over 4.5 years old
- ▶ The project is backed by robust world class IT infrastructure and experienced media room
- ▶ Rang DE INDIA is viewed by millions of visitors round the year and the web traffic is gradually increasing with a balanced page views from Japan, India and world over.
- ▶ E-Newspaper in English language is offered for free of cost daily in multiple of thousands to subscribers, associates and businesses. 90% of readers are living in Japan.
- ▶ E-Newspaper in Japanese is offered once a week covering prime weekly articles on development between India and Japan.
- ▶ Friends of Japan and India in good number are aware of our initiative in Japan. The site is viewed all over Japan and has attained significant traffic in its' nascent stage.
- ▶ The Indian Government offices, Indian PSU's & Indian Corporate and the people of India in Japan know the project.
- ▶ Minister of Media at the Embassy of India in Tokyo has verbally acknowledged the potential of the project and has shown his willingness to support the project.
- ▶ Rang DE INDIA link is available in the Embassy of India's website in Japan
- ▶ Brochures of Rang DE INDIA are available for all passengers at the AIR INDIA flight check in counter for all flights leaving for India from Japan.
- ▶ Monthly bilingual (Japanese & English) handouts in multiple of tens of thousands with information of India, COLORS OF INDIA and also with important contact details in INDIA and Japan are distributed at prime locations in Tokyo.
- ▶ Japan & India's leading news and Media house know the project. Global footage has been laid and rigorous work is in progress on daily routine both onshore as well as offshore.
- ▶ Rang DE INDIA has secured prime domains for targeted countries. Examples are [www.rangdeindia.in](http://www.rangdeindia.in) (Web Eng)>>>For India / [www.rangdeindia.co.in](http://www.rangdeindia.co.in) (Print Eng)>>>For India / [www.rangdeindia.us](http://www.rangdeindia.us) (Web Eng)>>>For North Americas / [www.rangdeindia.co.uk](http://www.rangdeindia.co.uk) (Web Eng)>>>United Kingdom / these sites will go live soon.
- ▶ IPTV Worldwide (Intended Project, the domain is [www.rangdeindia.tv](http://www.rangdeindia.tv)). The website will broadcast LIVE IPTV TV from India).

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### Next Stage

- Strategic Position of COLORS OF INDIA CENTER's information through out Japan over the next two years with a view to establish strong INDIA-JAPAN relation for years ahead.
- Extensive collection of positive information & data mining of prospective location throughout Japan is underway for extending COLORS OF INDIA CENTER initiative and the goodwill of India to our friends in Japan.
- Strengthening India presence in Japan in every sphere by creating a harmonious balance between the knowledge, people and the industry. With FREE TRADE AGREEMENT, CEPA that took place in 2011, we have entered into a new era of infinite opportunities between Japan & India. COLORS OF INDIA CENTER TOKYO will ensure to bridge the opportunity into everyone's benefit.

**WE LOOK FORWARD TO SEEING YOU IN  
COLORS OF INDIA CENTER SOON**

**COLORS OF INDIA CENTER JAPAN**



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