



# INDIAN EXPRESSIONS

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## India and the UAE: In Celebration of a Legendary Friendship

A Book on India-UAE relations by Consul General Venu Rajamony to be published shortly

### INDIA AND THE UAE IN CELEBRATION OF A LEGENDARY FRIENDSHIP



Produced by Indian Expressions Management Consultancy



venu rajamony

'India and the UAE: In Celebration of a Legendary Friendship', is a 260 page coffee-table book that chronicles the age-old and dynamic India-UAE alliance with insights into the historical, political, cultural and business aspects of both countries.

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Consul General Venu Rajamony's ode to his dynamic three year tenure in Dubai, the book is produced and published by Indian Expressions Management Consultancy in association with Motivate Publishing.

The ICLF is a treasure trove of facts, figures and stories of the ancient, yet modern and dynamic ties that India and the UAE share. This unique coffee-table book takes you on a journey through time, where glittering vistas of ancient and contemporary narratives, rare photographs as well as facts and figures are juxtaposed to provide the reader with a comprehensive glimpse of this strong association.

Venu Rajamony says "The idea of writing this book came to me while preparing for my posting to Dubai. There is no book or article which provides a comprehensive overview of this very special relationship. Material on India-Gulf relations is also few and inadequate. 'India and the UAE: In Celebration of a Legendary Friendship' has been a labor of love, an effort that has taken almost nineteen months of research and compilation of photographs, interviews, comments from both prominent UAE nationals as well as Indians in the UAE".

With inspiring messages from UAE Rulers and interviews of senior ministers and leaders of the UAE business community, ICLF is the most definite and current narrative of the India-UAE equation.

In his message in the ICLF, HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, says "We look upon India as our neighbors and its people as friends; we consider India as a force for peace".

Venu Rajamony acknowledges "I was lucky to have the whole hearted support of the leaders of the UAE and the Indian community in the UAE for this venture. I hope this book will educate readers of how diverse and multifaceted India-UAE relations are and inspire further research and study into relations between India and the Gulf countries".

ICLF producer, Indian Expressions Management Consultancy CEO Malini N Menon comments "Working on the book has been an inspiring journey for the ICLF team. Planning of the book flow with Mr. Rajamony, leading the huge amounts of research and interview activation, creative designs and attitudes of the chapters has been filled with learning. The book is strong structurally, given Mr. Rajamony's unique approach of presenting even the political and historical aspects of the relationship intellectually but with a friendly readable narrative that ensures the interest of the even most casual reader. Aesthetically too, exquisite bespoke paintings and sketches by celebrated artists, including the legendary M.F. Hussain breathes life and colour into the rich palettes of the book. We were lucky to have a large dedicated team on board ICLF, the best talent across research, content management & collation, creative design, communication, legal and other aspects of the book."



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The ICLF is due for release shortly. It is a significant documentation of information for both the Indian and Arab communities in these times of dynamic and unprecedented growth and development for India and the UAE as well as fears over the economic down-turn since September 2009. Copies of the book will be distributed to Government heads, Corporate Establishments, Media, Educational Institutions, and the diplomatic community.

For further information: contact [mariya@indianexpressions.ae](mailto:mariya@indianexpressions.ae)

Catch ICLF highlights on Facebook and on [www.india-uae.com](http://www.india-uae.com) & [www.indianexpressions.ae](http://www.indianexpressions.ae)

## Venu Rajamony

A career diplomat and a scholar of international relations, Venu Rajamony served as Consul General of India in Dubai from 2007 to 2010. After a two year stint as staff correspondent of the *Indian Express*, Venu Rajamony joined the Indian Foreign Service in 1986 as the topper of his batch. He has since served in Indian missions in Hong Kong, Beijing, Geneva and Washington, D.C., as well as in the Ministry of External Affairs in New Delhi.

Venu Rajamony holds a degree in Law from the Mahatma Gandhi University, Kerala, and a Masters degree in International Studies from Jawaharlal Nehru University, New Delhi. He was Asia Foundation Fellow at the Centre for Strategic and International Studies in DC during 2001–2002. A fluent speaker of Chinese, Rajamony has authored a much acclaimed monograph titled *The India-China-US Triangle: A Soft Balance of Power in the Making*.

As Consul General in Dubai, Venu Rajamony has been widely acclaimed for contribution in giving new impetus to India-UAE relations. He has reached out untiringly to Emiratis from all walks of life and played a key role in raising the economic and trade relationship between the two countries to new heights. Popular for his zeal in improving the welfare of the Indian community and for his accessibility to common people, Rajamony has made his mark through a number of innovative and people-friendly initiatives. His current tenure in Dubai has also seen the launch of a monthly publication and a radio program titled *India Matters* under the auspices of the Consulate, both of which have a large multinational following.

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**Indian Expressions Management Consultancy** is a leading UAE based Event Strategy Design and IP Development Company that creates and develops India-UAE focused events and forums. Backed by more than 18 years of Middle East market experience and a portfolio of over 500 successful events, the Indian Expressions mandate is to showcase India, Indian achievements and the dynamic India-UAE equation on the world stage. Indian Expressions brings together business forces from the UAE and India in ventures that promote cross investment opportunities and establish networking forums between the business leaders of both countries. It owns, co-owns and manages on a turn-key basis several IP portfolios such as the 'Asian Business Leadership Forum™', 'Asian Business Women's Congress™', 'Asian Business Awards ME™', 'The Asian Festival of Films & the Golden Falcon Awards™' and the 'Guruvar Awards™'. Indian Expressions produces and publishes books and whitepapers that take inspiration from Asia-related subjects. Among upcoming coffee-table book releases is 'Images of Success' a showcase of the achievements of 100



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contemporary leaders from the Middle East, India and China and 'The Royal Passion and Pride of Arabia', a photo commentary on the equestrian traditions and riches of the UAE.