

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO. 167
ANSWERED ON 08.12.2022

CONSERVATION OF CULTURE

167. DR. ASHOK KUMAR MITTAL

Will the Minister of CULTURE be pleased to state:

- (a) whether Government has taken any steps for conservation and development of diverse culture, customs and traditions of the country especially of Punjab;
- (b) if so, the details thereof and the steps taken by Government in this regard along with the funds allocated to Governmental and Non-Governmental Organisations for the purpose during the last three years, State/UT-wise;
- (c) whether Government has any mechanism to monitor the implementation of the said schemes and if so, the details thereof; and
- (d) the details of programmes formulated to promote Indian culture and to create awareness about it?

ANSWER

MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH EASTERN REGION

(SHRI G. KISHAN REDDY)

- (a) Yes, Sir.
- (b) For conservation and development of diverse culture, customs and traditions across the country including the State of Punjab, the Government of India has set up seven Zonal Cultural Centres (ZCCs) in the country. These ZCCs organize various cultural activities and programmes on regular basis in the country in which folk and tribal artists showcase their talents. Annual grant-in-aid is provided to these ZCCs by Government of India to facilitate the above. No State/UT – wise funds are released for this purpose. Details of annual grant-in-aid released to these ZCCs during the last three years are as under:-

Year	Amount (Rs. in lakh)
2019-20	5732.95
2020-21	4009.38
2021-22	5881.46

These ZCCs also implement number of schemes viz. Award to Young Talented Artists, Guru Shishya Parampara, Theatre Rejuvenation, Research & Documentation, Shilpgram, OCTAVE and National Cultural Exchange Programme, the details of which are at **Annexure**.

(c) Implementation of the said schemes is monitored through the Programme Committee, Finance Committee, Executive Board and Board of Governors constituted in respect of the concerned ZCCs.

(d) To promote Indian Culture, this Ministry organizes Rashtriya Sanskriti Mahotsavs in the country to create awareness amongst the masses about diverse culture of the country. The aims & objectives of these RSMs are to preserve, promote and popularize the heritage of Indian spirit, to re-connect the new generation with our culture and to showcase the country and the world our soft power of unity in diversity. The artists who are engaged for these programmes showcase their talents to earn their livelihood. These RSMs present a unique opportunity to a large number of people to witness various art forms of the country. Since the year 2015, Ministry of Culture has organized 12 RSMs in the country.

**Annexure referred to in reply to Part (b) of Rajya Sabha Unstarred Question No. 167
for 08.12.2022**

Schemes being implemented by Zonal Cultural Centres (ZCCs)

- i. Award to Young Talented Artistes:** The Scheme “Young Talented Artists” is carried out to encourage and recognize the young talents especially in the field of rare art forms. Talented youngsters of the age group of 18-30 years are selected and given a onetime cash award of Rs. 10,000/-.
- ii. Guru Shishya Parampara:** This scheme envisages transmitting our valued traditions to the coming generations. Disciples are trained under veterans in art forms which are rare and vanishing. Rare and vanishing art forms of the region are identified and eminent exponents are selected to carry out the training programmes in ‘Gurukula’ tradition. The monthly remuneration for Guru – Rs. 7,500/-, Accompanist – Rs. 3,750/- and Pupils - Rs. 1,500/- each for the period of six month to maximum 1 year for one scheme. The names of the Gurus are recommended by the State Culture Departments.
- iii. Theatre Rejuvenation:** To promote theatre activities including stage shows and Production oriented workshops, etc., Honorarium up to Rs. 30,000/- per show excluding TA & DA is paid. The groups are finalized on the basis of their credentials as well as the merit of projects submitted by them.
- iv. Research & Documentation:** To preserve, promote and propagate vanishing visual and performing art forms, including folk, tribal and classical in the fields of music, dance, theatre, literature, fine arts etc. in print/ audio – visual media. The art form is finalized in consultation with State Culture Departments.
- v. Shilpgram:** To promote folk and tribal art and crafts of the zone by organizing seminar, workshops, exhibitions, craft fairs, design development and marketing support to the artisans living in the rural areas.
- vi. Octave:** To promote and propagate the rich cultural heritage of North East region comprising of eight States namely Arunachal Pradesh, Assam, Meghalaya, Mizoram, Sikkim, Nagaland, Manipur and Tripura, to the rest of India.
- vii. National Cultural Exchange Programme:** It can be termed as the lifeline of the Zonal Cultural Centers. Under this scheme, various festivals of performing arts, exhibitions, yatras etc are organized in member States. Artists from other zones/states are invited to participate in these programmes. Participation of artists from the zone in festivals held in other parts of the country are also facilitated. Zonal centres also participate in major festivals happening in member States by arranging performances during these festivals where large number of audience get chance to enjoy and understand art forms of other regions. These festivals provide opportunity to understand various cultures of our country.
