

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
STARRED QUESTION NO. 23
ANSWERED ON 08.12.2022

PROTECTION AND PROMOTION OF MICROCULTURE

*23. SHRI RAKESH SINHA:

Will the Minister of CULTURE be pleased to state:

- (a) whether localism which led to emergence of innumerable microcultures has been one of the features of Indian Civilisation;
- (b) if so, the details of the steps being taken to protect and promote microculture as they face challenges due to the pressure of more popular culture practiced by larger communities;
- (c) whether Government proposes to establish a separate department of microculture to monitor, promote and safeguard them; and
- (d) whether Government propose to conduct a survey of microculture to understand their impact and progressive character?

ANSWER

MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH
EASTERN REGION
(SHRI G. KISHAN REDDY)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) IN RESPECT OF RAJYA SABHA STARRED QUESTION NO. 23 FOR REPLY ON 08.12.2022 REGARDING PROTECTION AND PROMOTION OF MICROCULTURE ASKED BY SHRI RAKESH SINHA

(a) Yes, Sir.

(b) To protect and promote various forms of local folk art & culture at the grassroot level, which constitute the microculture of the country, the Government of India has set up the following seven Zonal Cultural Centres (ZCCs) in the country:

Sl. No.	Name of ZCC	Year of set up
i.	North Zone Cultural Centre (NZCC), Patiala	1985
ii.	Eastern Zonal Cultural Centre (EZCC), Kolkata	1985
iii.	West Zone Cultural Centre (WZCC), Udaipur	1986
iv.	North Central Zone Cultural Centre (NCZCC), Prayagraj	1986
v.	North East Zone Cultural Centre (NEZCC), Dimapur	1986
vi.	South Central Zone Cultural Centre (SCZCC), Nagpur	1986
vii.	South Zone Cultural Centre (SZCC), Thanjavur	1986

The Zonal Cultural Centres (ZCCs) were set up in the mid 80s to develop the cultures of various regions and also to set up mechanism for preservation and promotion of various elements of our rich cultural heritage as autonomous bodies. The ZCCs were required to concentrate on the folk arts, dance and music. The mandate behind setting up the ZCCs was to bind the nation culturally while retaining the individuality of the regions that comprise them.

The specific objectives of these ZCCs are as under:

- To encourage folk and tribal arts and aid the preservation of vanishing arts;
- Documentation & Data collection of vanishing art forms;
- To preserve and promote the projection and dissemination of arts in the concerned zone;
- To develop and promote their rich cultural diversity;
- To involve youth in creative cultural communication and lay special emphasis on the linkages among different areas and their contribution to Indian culture;
- Collection & Dissemination of regional histories & narratives in oral traditions.

These ZCCs are implementing a number of schemes viz. Award to Young Talented Artistes, Guru Shishya Parampara, Theatre Rejuvenation, Research & Documentation, Shilpgram, Octave and National Cultural Exchange Programme. The details of these schemes are at **Annexure**. No State/UT wise funds are released by the Ministry. However, annual grant-in-aid is provided to all these ZCCs to carry out various cultural activities/ programmes viz. regional festivals, folk dances & songs, workshops, exhibitions etc to disseminate information about Indian culture and traditions to public in their member States including programmes on the vanishing tribal art & culture.

To increase awareness among people regarding cultural values of India, the Ministry of Culture organizes Rashtriya Sanskriti Mahotsavs (RSMs) in the country and up till now, the Ministry has organized 12 RSMs through its seven ZCCs since 2015. The festival aims at bringing together the cultural diversity of India and reconnecting the younger generation to their roots by way of providing an effective platform to a large number of artists and artisans from all over the country to display their talents. These ZCCs also organize minimum 42 Regional Festivals every year as per their programme calendar. Ministry of Tourism has also set up a portal called 'Utsav' to document major local festivals of the country.

For proper storage of the treasure of knowledge for posterity, several art forms including the vanishing ones are being documented by these ZCCs. Number of art forms have been documented by all the ZCCs. Many dying art forms documented earlier are being converted into digital format for preservation. The aforesaid cultural activities/ programmes including RSMs and Regional Festivals etc are being organized with an objective to preserve, promote and popularize the heritage of Indian spirit, its microculture, to re-connect the new generation with our cultural roots and to showcase the country and the world our soft power of unity in diversity.

Annual grant-in-aid is provided to all the ZCCs for organizing various cultural activities/ programmes all over the country on regular basis. However, no funds are provided directly to the States/ UTs for the purpose. The grant-in-aid provided to these ZCCs during the last three years is as under:

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

Centre for Cultural Resources and Training (CCRT), an autonomous organization under Ministry of Culture, organizes online digitally interactive training programmes in collaboration with other organizations and independently based on the aims and guidelines of National Education Policy – 2020. The online training programmes are designed to give the participants an idea to incorporate various aspects of artistic and cultural expression in education and to introduce the participants to the rich fabric relating to artistic and cultural heritage of India with the appropriate amalgamation of latest Information Technology and Education. Further, CCRT has taken steps to protect and promote micro culture by organizing Orientation Courses and Thematic Workshops for School Teachers and Teacher Educators for preservation and promotion of Indian Culture including micro culture at the national level by training them for incorporating the cultural component in class room teaching. These programmes help in preservation and development of diverse culture, awareness and traditions prevalent in all parts of the country especially focussing on traditional folk art forms, which represents micro culture being practiced by indigenous communities.

Anthropological Survey of India (AnSI) and Indira Gandhi Rashtriya Manav Sangrahalaya (IGRMS), Bhopal, autonomous organizations under the Ministry of Culture, are constantly functioning to document, conserve, protect and promote various aspects of cultures of India of which the microcultures are also part.

(c) In view of the steps already being taken by this Ministry to protect and promote microculture as stated in reply to part (b) above, there is no such proposal under consideration to establish a separate department of microculture.

(d) Anthropological Survey of India (AnSI) has undertaken a Socio-economic Survey of 227 communities sponsored by Niti Aayog to study inter-alia the microculture of these communities. This is in addition to the 48 communities which had been studied by the AnSI in the previous year.

**Annexure referred to in reply to part (b) of the Rajya Sabha Starred Question No. 23
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 Cultural Affairs 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 finalized on the basis their credentials as well as the merit of project submitted by them.
- iv. Research & Documentation:** To preserve promote and propagate vanishing visual and performing art forms including folk, tribal and classical in the field of music, dance, theatre, literature, fine arts etc. in print/ audio – visual media. The art form is finalized in consultation with state Cultural Department.
- 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 taste and understand various cultures of our country.