

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 170**  
ANSWERED ON 08.12.2022

**IMPORTANCE OF CULTURAL HERITAGE**

170. SHRI K.R. SURESH REDDY

Will the Minister of Culture be pleased to state:

- (a) whether Government has taken initiatives to encourage local communities and individuals to consider the importance of cultural heritage in our lives and to promote awareness about the efforts required to protect and conserve it; and
- (b) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH EASTERN REGION

(SHRI G. KISHAN REDDY)

- (a) Yes, Sir.
- (b) To encourage the local communities & individuals for considering the importance of cultural heritage in their lives and to promote awareness about the values of Indian culture, following programmes/ activities are undertaken by the Ministry of Culture through its Zonal Cultural Centres (ZCCs):
  - i. ZCCs organize various cultural activities and programmes on regular basis throughout the country for ensuring the preservation and conservation of folk art, culture and crafts.
  - ii. To develop the traditional art and cultural heritage across the country, 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**.
  - iii. For creating awareness about cultural heritage and values of India among the people, 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.
  - iv. For proper storage of the treasure of knowledge for posterity, several art forms including the vanishing ones are being documented by these ZCCs.
  - v. ZCCs organize minimum 42 Regional Festivals every year as per their programme calendar.
  - vi. ZCCs also conduct outreach programmes in far flung areas across the country to generate awareness amongst the masses about the various art forms of India including its vast ancient culture.

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, to re-connect the new generation with our culture 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 the said cultural activities/ programmes. The grant-in-aid provided to these ZCCs during the last three years is as under:

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

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**Annexure referred to in reply to part (b) of Rajya Sabha Unstarred Question No. 170  
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.

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