

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO.1775
ANSWERED ON 16.03.2023

CULTURAL MAPPING OF VILLAGES

1775 # SHRI VINAY DINU TENDULKAR:

Will the Minister of CULTURE be pleased to state:

- (a) whether it is a fact that Government has started cultural mapping of villages in the country;
- (b) if so, the aims and objectives of such mapping;
- (c) the details of villages selected for cultural mapping in the State of Goa;
- (d) whether Government has collected their information and if so, the details thereof; and
- (e) the subsequent steps proposed to be taken to preserve the natural and artistic form of the identified villages along with their traditions and culture, etc., and to upgrade them with modern technology?

ANSWER

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

- (a) Yes, Sir. Ministry of Culture, Government of India has undertaken the task of cultural mapping of the villages in the country.
- (b) Aims and objectives of such mapping are as under :
 - To culturally map the artists and art practices of diverse communities of India to create a National Data Bank of artists, crafts people & art and craft practices.
 - To create awareness about the strengths of cultural heritage and the interface between development, culture, and identity.
 - To dovetail various welfare schemes of the Ministry of Culture for the artists.
 - To create barcoded Unique Identification Codes (UID) for artists and crafts persons.
 - To link tourism with culture by providing blueprints for developing *Kala grams*, art hubs, community resource centres, and cultural tourist hubs.
- (c) Total 421 villages are selected for cultural mapping in the State of Goa: 202 in South District and 219 in North District.
- (d) Government has already collected information about 1.5 lakh of villages as on date.

(e) The strategy identified to protect and promote identified cultures, traditions, art forms, etc., of identified villages include the following steps:

- Creation of unique Identification Codes (UID) to dovetail various welfare schemes of the Ministry of Culture with artists and crafts persons.
- Organisation of awareness programs describing the strengths of cultural heritage and the interface between development, culture, and identity.
- Development of Kala grams, art hubs, community resource centres, and cultural tourist hubs.
- Creation of National Cultural Work Place (NCWP) to serve as a common interaction workplace for all stakeholders including artistes, institutions, NGOs, and Ministry of Culture so as to make e-learning interesting and facilitate clarity of concepts to the artistes.
- Setting up an e-commerce facility to provide various opportunities to artistes for direct marketing, cutting out the middleman and empowering traditional occupational communities to be an important goal of the National Cultural Web Portal.
