

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2570**  
ANSWERED ON 23.03.2023

**CULTURAL PROMOTION PROGRAMS IN RAJASTHAN**

2570 # SHRI RAJENDRA GEHLOT:

Will the Minister of Culture be pleased to state:

- (a) whether Government has taken any steps to promote cultural promotion programs in the country, including Rajasthan, if so, the details thereof;
- (b) whether Government is working on any scheme for the conservation of art and promotion of famous folk, traditional and other artistes of Rajasthan, if so, the details thereof; and
- (c) whether Government is working on any special scheme to promote the talent of these artistes at the international level, if so, the details thereof, if not, the reasons therefor?

**ANSWER**

MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH EASTERN REGION

(SHRI G. KISHAN REDDY)

(a) & (b) To protect, preserve and promote various forms of folk art and culture throughout the country, the Government of India has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. Each State of India is a member of one or more ZCCs. Rajasthan is the member State of West Zone Cultural Centre (WZCC), Udaipur, North Central Zone Cultural Centre (NCZCC), Prayagraj and North Zone Cultural Centre (NZCC), Patiala. These ZCCs organize various cultural activities and programmes on a regular basis throughout the year in their member States for which they are provided annual grant-in-aid by the Ministry. To promote cultural promotion programmes in the country including Rajasthan, Ministry of Culture organizes Rashtriya Sanskriti Mahotsavs (RSMs) in different parts of the country through these ZCCs where folk and tribal artists all over India including Rajasthan are engaged to showcase their talents during these programmes. Since 2015, Ministry of Culture, Government of India has organized fourteen (14) RSMs in the country. Recently, RSM has been organized at Bikaner, Rajasthan from 25<sup>th</sup> February to 5<sup>th</sup> March, 2023. Besides, a minimum number of 42 Regional festivals are also organized in a financial year by these ZCCs in their member States.

Zonal Cultural Centres (ZCCs) are also playing a major role in the process of preservation and conservation of various vanishing folk & tribal art forms. These ZCCs are required to conserve a minimum of 14 vanishing art forms in a year.

WZCC, Udaipur organizes a number of programmes viz. Dharohar, Shilpdarshan, Shilpgram Utsav, Tribal festivals like Baneshwar Mela, Vagad Mahotsav, Ghotia Amba Mela, Bheruji Mela, Lok Rang, workshops, exhibitions, seminars etc. for promoting the folk and traditional arts of Rajasthan. Under the National Exchange Programme Scheme, WZCC also organizes various events for which artists from other States are invited to participate in these programmes.

NCZCC, Prayagraj also promotes various folk and traditional art forms of Rajasthan like Bhawai, Chari & Chakri Dances, Kalbelia & Terahtali folk dances, Langa & Manganihar Gayan, Bhapang Vadan etc. Similarly NZCC, Patiala helps in promoting the local and tribal arts of Rajasthan by way of organizing Craft Melas.

(c) Ministry of Culture promotes Indian Folk Art and Culture abroad through Global Engagement Scheme under Festivals of India which are organized in other countries showcasing folk art and other cultural events as exhibitions, dance, music, theatre, food festival, film festival, yoga including promotion of famous folk, traditional and other artists of Rajasthan and through grant-in-aid to Indo-Foreign Friendship Cultural Societies for organizing programmes and activities including folk art and other cultural activities for their promotion abroad.

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