

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO. 648
ANSWERED ON 08.02.2024

STATUS OF MGMD PROGRAMME

648 SHRI PABITRA MARGHERITA:

Will the Minister of CULTURE be pleased to state:

- (a) the status of Mera Gaon, Meri Dharohar(MGMD) Programme;
- (b) the objectives and expectations of this programme; and
- (c) the activities under North East Zone Culture Centre in the last two years?

ANSWER

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

(a) The Ministry of Culture initiated the 'Mera Gaon Meri Dharohar' (MGMD) project under the National Mission on Cultural Mapping, Indira Gandhi National Centre for the Arts (IGNCA). The main objective of the project is to culturally map India's 6.5 lakh villages, spanning 29 States and 7 Union Territories, on a comprehensive virtual platform.

NMCM has documented and uploaded approximately 4.2 lakh village data on the mgmd.gov.in web portal. The web portal also features short videos of the 750 villages highlighting the cultural aspects of respective villages.

(b) the objectives and expectations are as under;

Objectives :

- To identify and document India's cultural heritage and its creative potential to regenerate and revitalize rural economies, thereby making Village India self-reliant.
- To create awareness about the strengths of cultural heritage and its interface with development and cultural identity.
- Cultural Mapping of 6.5 Lakh villages along with their geographical, demographic profiles, and creative capitals.
- Creation of National Registers of Artists and Art practices.

- Development of a web portal and mobile app to function as a National Cultural Work Place (NCWP).

Expectations/Outcomes

- Enhancing Cultural vibrancy through awareness campaigns
- Safeguarding the cultural heritage and traditions
- Reviving the endangered art forms and practices
- To provide a national level platform to promote artworks. Linking artists with existing schemes, grants, pensions, health cards and other welfare schemes of Government of India.
- Linking artists with E-commerce, so that the artists/performers can get direct benefits.

(c) North East Zone Culture Centre (NEZCC) has conducted various programmes in last two years such as celebration of international day, RD Burman Birth Anniversary, commemoration programme on VTIROT SING, Online Workshops, Workshops on Virtual Community Cultural Programme, Independence Day Celebration, Fancy Dress, Patriotic Songs and Folk Songs, Ek Bharat Shrestha Bharat, Conferences, Classical Dance Workshops, National Folk Dance festivals, 125th Birth Anniversary of Netaji Subhas Chandra Bose, Women Activities on Weaving, Boarder Area Programme, Tribute to Unsung Heroes, Rangoli Competitions, Bharat Ko Jano Programme, Sanskriti Milan Utsav, Cultural Exchange Programme, Ravindra Nath Tagor Jyanti, International Day of Yoga, Central Vista Inaugural Programme etc.
