

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

RAJYA SABHA

STARRED QUESTION NO. *35
TO BE ANSWERED ON 25.07.2024

PROMOTION OF LOCAL AND RURAL CULTURE UNDER 'AATMANIRBHAR BHARAT'

***35 SHRI G.C. CHANDRASHEKHAR:**

Will the Minister of **Culture** be pleased to state:

- (a) the steps being taken by Government to promote local and rural culture under Aatmanirbhar Bharat';
- (b) the efforts being made by Government to preserve culture in the State of Karnataka;
- (c) whether any new action plan is being prepared by Government for Karnataka's local culture under the 'Vocal for Local' initiative ; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF CULTURE AND TOURISM
(GAJENDRA SINGH SHEKHAWAT)

(a) To (d): The statement is laid at the table of the house.

**STATEMENT REFERRED TO IN REPLY TO PART (A) TO (D) OF RAJYA SABHA
STARRED QUESTION NUMBER *35 FOR 25.07.2024.**

(a) The primary mandate of the Ministry of Culture is to preserve, conserve, and promote India's rich art, culture, and heritage. In addition, the Ministry plays a crucial role in providing a sustainable environment for artists and artisans through various schemes and programs. These efforts not only preserve cultural traditions but also support livelihoods and economic self-sufficiency. Key initiatives include the Cultural Functions Grant Scheme (CFPG), which funds cultural events, repertory grants, and supports performance groups. Also, the Centre for Cultural Resources & Training (CCRT), and Lalit Kala Akademi (LKA) provide Scholarships and Fellowships to artists and scholars. Events like the Rashtriya Sanskriti Mahotsavs (RSMs) and craft melas conducted by Zonal Cultural Centres (ZCC) provide opportunities for artists & artisans to earn livelihood contributing to the Ministry's commitment to the vision of Atmanirbhar Bharat.

Other Ministries also play a significant role in promoting local and rural artisans. The Central Cottage Industries Corporation Ltd. ("The Cottage") procures merchandise from artisans and provides marketing, exhibition, and design support to help them achieve economic independence, thus preserving India's rural culture. The Textiles Ministry implements the National Handloom Development Programme (NHDP) and the Raw Material Supply Scheme (RMSS), offering financial assistance for raw materials, infrastructure development, and marketing, as well as improved looms, skill upgradation, and design innovation. These initiatives align with Atmanirbhar Bharat and Vocal for Local, fostering sustainable development and economic self-reliance for artisans and weavers. The promotion of culture also enhances tourism, attracting global visitors, creating economic opportunities, and supporting local businesses. Integrating cultural heritage with tourism helps generate revenue, create jobs, and promote sustainable economic development, thus preserving India's cultural legacy while contributing to its economic resilience and growth.

(b) The Ministry of Culture has a substantial presence in the state of Karnataka, and organizes a lot of activities catering to the state's diverse and vibrant cultural heritage. The regional centers of the Ministry's autonomous bodies, including the National School of Drama (NSD), Indira Gandhi National Centre for the Arts (IGNCA), and Sahitya Akademi (SA), are instrumental in unifying the cultural fora of the state, by regular seminars, workshops, festivals, and other activities in collaboration with various organizations

Karnataka is a member state of both the South Zone Cultural Centre (SZCC), Thanjavur, and the South Central Zone Cultural Centre (SCZCC), Nagpur. These cultural centers serve as vital conduits for safeguarding and promoting the state's diverse cultural heritage through a wide array of programs and initiatives. By integrating local artists into the national cultural tapestry, the ZCCs foster a vibrant and inclusive cultural landscape.

(c) & (d): The Ministry of Culture, is steadfastly committed to safeguarding and enriching the state's invaluable cultural legacy by championing local art forms and artists. By organizing a diverse range of events, the Ministry not only fosters a deeper connection between the youth and their cultural roots but also provides a platform for local artists to showcase their talent, and network with other stakeholders of the value chain.

The Atmanirbhar Bharat Centre for Design (ABCD) epitomizes the mission by empowering indigenous craftsmen and establishing an international presence for their artwork. The ABCD features 17 crafts from across the country showcasing their research, documentation, and final products. The Centre's efforts emphasize the importance of Vocal for Local, and Make in India.

Other Initiatives of the Ministry such as the Rashtriya Sanskriti Mahotsav, Crafts Mela, Dhara Indian Knowledge System, Vitasta, Mera Gaon Meri Dharohar, Gramlok by Sahitya Akademi (SA), Cultural Club Scheme of Centre for Cultural Resources & Training (CCRT) providing assistance to schools for promotion of local culture etc. offer local artisans and artists an unparalleled opportunity to exhibit their expertise and establish a distinctive brand identity.

There are several other schemes initiated by other Ministries to foster an ecosystem that provides livelihood, nurtures local entrepreneurship, and are in true synergy with the vision of the vocal for local of the Government of India.
