

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION No. 1145
TO BE ANSWERED ON 05.12.2024

NATIONAL MISSION ON CULTURAL MAPPING AND ROADMAP

1145 Shri Rambhai Harjibhai Mokariya:
Shri Brij Lal:
Shri Pradip Kumar Varma:
Shri Aditya Prasad:
Shri Narayana Koragappa:

Will the Minister of CULTURE be pleased to state :

- (a) steps taken through National Mission on Cultural Mapping and Roadmap (NCMCR) to preserve Indian Art and cultural heritage; and
- (b) the details of cultural mapping adopted to identify artists among various traditions including Jharkhand?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) To preserve and promote India's rich cultural heritage, the Ministry of Culture has established the National Mission on Cultural Mapping (NMCM). Implemented by the Indira Gandhi National Centre for the Arts (IGNCA), the mission aims to document India's cultural heritage and its potential to revitalize rural economics.

As a part of Azadi Ka Amrit Mahotsav, NMCM launched Mera Gaon Meri Dharohar (MGMD) portal in June 2023 (<https://mgmd.gov.in/>). This initiative aims to document the cultural heritage of 6.5 lakh villages of India. Currently, 4.5 lakh villages are live on the portal with their respective cultural portfolios.

The MGMD portal captures a wide range of cultural elements, including oral traditions, beliefs, customs, historical significance, art forms, traditional food, prominent artists, fairs and festivals, traditional dress, ornaments and local landmarks.

NMCM is a significant step towards preserving India's cultural heritage and empowering rural communities. By documenting and promoting cultural assets, the mission aims to strengthen cultural identity and foster economic development.

(b) State-wise details including Jharkhand are available on MGMD Portal; NMCM has a set format for identification and collection of data for different cultural domains, artist and traditional art forms on the portal.
