

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO. 1619
TO BE ANSWERED ON 13.03.2025

GLOBAL ENGAGEMENT SCHEME TO PROMOTE CULTURAL HERITAGE

1619. Shri Madan Rathore:
Smt. Sunetra Ajit Pawar:

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government is implementing the Global Engagement Scheme to promote rich cultural heritage of India;
- (b) if so, whether the government is planning to showcase diverse aspects of Indian culture, such as dance, music, art and architecture, through this scheme;
- (c) whether any collaborations have been done with international cultural organizations or institutions as part of the Global Engagement Scheme; and
- (d) if so, the details thereof; and
- (e) the manner in which the Global Engagement Scheme would support Indian artists, performers and cultural ambassadors?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b) :The Global Engagement Scheme of the Ministry of Culture aims to promote India's rich cultural heritage internationally and enhance India's global image.

The key Scheme objectives include strengthening cultural ties with foreign nations, promoting bilateral cultural contacts, projecting India's cultural identity on the world stage and encouraging inbound tourism.

The Global Engagement Scheme is administered through Indian Missions Abroad and has following 03 components:

I) Festival of India:

The artists, practicing Indian art forms, are given opportunity to perform abroad under the banner of 'Festival of India'. The artists from diverse cultural fields such as Folk Art including Folk Music, Folk Dance, Folk Theatre & Puppetry, Classical and Traditional

Dance, Experimental/ Contemporary Dance, Classical/ Semi Classical Music, Theatre etc. perform in the 'Festivals of India' abroad.

II) **Grant in aid to Indo Foreign Friendship Cultural Societies:** Grant in aid is released to Indo Foreign Friendship Cultural societies actively functioning in foreign countries through our Indian Missions with the object of fostering closer friendship and cultural contacts between India and foreign country concerned

III) **Contribution Grant to International Organisations :**

Funds are released to International Organisations of which India is a member.

(c) & (d): India is member state of United Nations Educational, Scientific and Cultural Organization (UNESCO) and is a part of several important cultural conventions of UNESCO such as 1972 Convention on World Heritage, 2003 Convention for Safeguarding of Intangible Cultural Heritage, 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, UNESCO Creative Cities Network (UCCN), Memory of the World (MOW) Programme. India is also a member of Inter Governmental Organizations like International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), World Intellectual Property Organization (WIPO) among others.

(e) Under the "Festival of India" component of Global Engagement Scheme, all expenditure on deputation of an artist for performing in "Festival of India" is incurred by the Government. Ministry of Culture has empanelled 627 artists/groups from all over India under various art forms and artists are selected from the empanelled list for deputing to perform in the Festivals of India abroad.
