

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 3712**  
TO BE ANSWERED ON 03.04.2025

**ROLE OF CULTURAL HERITAGE IN MAKING A VIKSIT BHARAT BY 2047**

3712. Smt. Sangeeta Yadav:

Will the Minister of CULTURE be pleased to state:

- (a) the strategy of the Government to promote India's cultural heritage as a driver of economic and social development in line with the Viksit Bharat 2047 vision;
- (b) whether the Government has plans to integrate technology and digital platforms to enhance global outreach of India's cultural and heritage sites;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) Whether Government is evaluating new policies/schemes and legislative proposals based on their potential contribution towards achieving 'Viksit Bharat' by 2047; and
- (e) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

MINISTER OF CULTURE AND TOURISM  
(SHRI GAJENDRA SINGH SHEKHAWAT)

**(a) & (b)** By leveraging its rich heritage, promoting inclusive participation, and driving innovation, the Ministry of Culture aims to make India's cultural sector a key pillar of the Viksit Bharat vision—an India that is economically advanced, socially cohesive, and globally respected for its cultural leadership.

The vision is built on a 5-pillar strategy to ensure that arts are integrated into India's larger developmental agenda. This comprehensive approach will contribute significantly to the creation of a prosperous, inclusive, and culturally empowered society, thus making India a proud and globally influential nation by 2047. The strategic five pillars are as under:

**1. Preservation of Bharat's 10,000+ Years of Cultural Heritage:** This pillar is dedicated to safeguarding and conserving India's vast and diverse cultural legacy. By preserving historical sites, indigenous arts, and traditional practices, the Ministry aims to ensure that future generations can engage with and learn from the country's past. This focus on preservation will serve as the foundation for the development of India's cultural industries.

**2. Democratize Access and Participation:** One of the primary goals is to overcome barriers to access and participation in the cultural sector. The Ministry is committed to making arts and cultural activities more inclusive, ensuring that all citizens, irrespective of their social and economic backgrounds, can engage with and contribute to cultural development. This will encourage “Jan Bhagidhari” or people’s participation, which is crucial for the vibrant cultural landscape envisioned in the Viksit Bharat 2047 framework.

**3. Leverage Technology in Arts and Culture:** Innovation and technology will play a significant role in both the preservation and promotion of India’s cultural heritage. Through digital platforms, virtual exhibitions, and interactive technologies, the Ministry aims to enhance access to Bharat’s cultural content globally, driving innovation in the ways heritage is experienced and shared. The integration of technology will also streamline the preservation process and offer new tools for creative expression in the arts.

**4. Promote Culture & Creative Economy:** The vision emphasizes the need to establish India as a global leader in the cultural and creative economy. By leveraging India's diverse & rich cultural wealth, Ministry of Culture seeks to expand the creative economy around built heritage and the cultural and creative industries—such as performing arts, visual arts, architecture and design, fairs and festivals , crafts, fashion and culinary heritage, into major drivers of economic growth. This will not only create jobs and boost local economies but also establish arts and culture as significant contributors to India’s soft power on the global stage.

**5. Position Bharat as a Global Cultural Power (Vishwabandhu):** India's arts and culture will be pivotal in strengthening its position as a “Vishwabandhu,” or global friend. The Ministry aims to use culture as a diplomatic tool for building global partnerships and enhancing India’s soft power. Focused efforts will be made to project India's cultural narrative worldwide, fostering greater international recognition and influence. By doing so, India will maximize its impact on global cultural discourse and emerge as a leading cultural force.

The vision is supported by an activity roadmap, a responsibility matrix and an action plan. These frameworks provide detailed timelines, specific targets, and clear divisions of responsibility for each action point. By aligning the efforts of the Ministry of Culture’s various organizations with this unified vision, India’s cultural sector will be better positioned to contribute to the economic and social development goals set for 2047.

**(c) & (d)** As part of the Viksit Bharat Vision 2047, the strategy adopted by Ministry of Culture to integrate technology and digital platforms to enhance global outreach of India’s cultural and heritage sites, includes, leveraging technology in preservation and restoration of cultural assets, developing a digital repository for Bharat's tangible and intangible heritage, transforming

visitor engagement at cultural institutions, integrating technology to enhance operational efficiency across Ministry of Culture organizations and addressing regulatory challenges to make Bharat a pioneer in tech-laws.

(e) The Ministry of Culture is consistently taking innovative steps and aligning the existing schemes towards the achievement of Viksit Bharat 2047 Vision. The latest such initiative is the establishment of 20 Kalagrams across the country to replicate the success of Kalagram established by the Ministry of Culture at Prayagraj during the Mahakumbh Mela- 2025. These Kalagrams will serve as vibrant cultural spaces, creating opportunities for artists, craftsmen, performing artists, fostering cultural exchange and promoting age old traditions of Kala, Sanskriti and Parampara while acting as hubs of Creative Economy.

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