

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION No. 672
TO BE ANSWERED ON 05.02.2026

**PRESERVATION AND PROMOTION OF CULTURE, ARTS AND TEXTILE
HERITAGE IN MP**

672. SMT. SUMITRA BALMIK:

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

- (a) whether Government is implementing the National Mission on Cultural Mapping (NMCM) to digitally document and geo-tag the unique textile and art forms of Madhya Pradesh to prevent the extinction of ancient motifs;
- (b) the details of financial assistance provided under the "Scheme for Pension and Medical Aid to Artists" to veteran master weavers and block printers in the State;
- (c) whether the Ministry, is organizing "Sanskriti Mahotsavs" or "Design Labs" that link these traditional rural artisans with modern designers/entrepreneurs to boost the "Creative Economy"; and
- (d) the steps taken to promote these heritage fabrics as "Soft Power"?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a) Sir, the National Mission on Cultural Mapping (NMCM) is being implemented through Mera Gaon Meri Dharohar (MGMD) programme. Under this initiative, a wide range of cultural elements including textiles, art forms, oral traditions, beliefs, customs, historical significance, traditional food, prominent artists, fairs and festivals, traditional dress, ornaments and local landmarks are documented, wherever available, across villages of India, including those in the State of Madhya Pradesh. The collected information is digitised and hosted on the MGMD portal as a national digital repository.
- (b) The Ministry of Culture administers the Scheme for Financial Assistance for Veteran Artists, earlier known as the Scheme for Pension and Medical Aid to Artists, for artists aged 60 years and above who have made significant

contributions in their respective fields of art, culture and literature. The scheme does not define or restrict eligibility to any specific category of artists such as weavers or block printers. Applications received under the scheme are examined by an Expert Committee and financial assistance is released based on its recommendations and approval of the Competent Authority. The scheme is applicable across the country, including Madhya Pradesh.

Financial assistance disbursed during the last three years:

2022–23: ₹18.59 crore (3651 artists)

2023–24: ₹28.96 crore (3811 artists)

2024–25: ₹26.09 crore (4636 artists)

(c) Yes, Sir. The Ministry of Culture, through its Zonal Cultural Centres (ZCCs), organises Rashtriya Sanskriti Mahotsavs (RSMs) to celebrate India's cultural heritage and diversity. Since 2015, the Ministry has organised 14 Rashtriya Sanskriti Mahotsavs and 4 Zonal-level Rashtriya Sanskriti Mahotsavs through its seven ZCCs.

During these Mahotsavs, stalls are provided to artisans from different parts of the country, including local artisans, to exhibit and sell their handmade products, thereby supporting the creative economy.

(d) Ministry of Culture under the Global Engagement Scheme organises Festivals of India abroad to showcase India's rich cultural heritage. Artists perform abroad wearing and showcasing heritage fabrics from various regions across the country.
