

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

LOK SABHA
UNSTARRED QUESTION NO. 465
ANSWERED ON 06.02.2023

PROMOTION OF CULTURAL DEVELOPMENT PROGRAMMES

†465. SHRIMATI RANJEETA KOLI:
SHRI BALAK NATH:
SHRI SUMEDHANAND SARASWATI:
DR. MANOJ RAJORIA:

Will the Minister of Culture be pleased to state:

- (a) whether the Government has taken any steps to promote Cultural Development programmes in the country including Rajasthan and if so, the details thereof;
- (b) whether the Government is working on any plan for conservation of art and promotion of famous folk/traditional and other artists of Rajasthan;
- (c) if so, the details thereof;
- (d) whether work on any special scheme is being carried out to promote the talent of these artists at international level and if so, the details thereof; and
- (e) if not, the reasons therefor?

ANSWER

MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH
EASTERN REGION
(SHRI G. KISHAN REDDY)

(a) to (c) To protect, promote and preserve various forms of folk art & culture and to promote Cultural Development programmes in the country including Rajasthan, the Government of India has set up seven Zonal Cultural Centres (ZCCs). Rajasthan is a member State of West Zone Cultural Centre (WZCC), Udaipur; North Zone Cultural Centre (NZCC), Patiala and North Central Zone Cultural Centre (NCZCC), Prayagraj. Artists are engaged by these ZCCs from the State of Rajasthan to showcase their art/talent at Pan India level. All the seven ZCCs also implement a number of schemes viz. Award to Young Talented Artistes, Guru Shishya Parampara Scheme, Theatre Rejuvenation Scheme, Research & Documentation Scheme, Shilpgram Scheme, OCTAVE, J&K Festivals and National Cultural Exchange Programme (NCEP) for promotion of cultural development programmes in the country.

Further, for conservation of art and promotion of various folk/traditional and other arts of Rajasthan, WZCC organizes 'Shilpgram Utsav' at Udaipur every year in which more than 650 artisans, craftsmen and folk/traditional artists participate from all over the country. Besides, Ministry of Culture also organizes Rashtriya Sanskriti Mahotsavs (RSMs) through these ZCCs where a large number of artists from all over India including Rajasthan are engaged to showcase their talents. From 2015 onwards, twelve (12) RSMs have been organized by Ministry of Culture across the country. These ZCCs also organize a minimum number of 42 Regional Festivals every year for development of art and culture.

(d) Ministry of Culture administers a scheme at International level namely “Global Engagement Scheme” with the following two components:

- i. **Festival of India**: To promote Indian culture abroad, folk/traditional artists practicing Indian art forms are provided an opportunity to perform abroad during the festival.
- ii. **Grant in aid to Indo-Foreign Friendship Cultural Societies**: Under this scheme, financial assistance is provided to cultural societies actively promoting Indian Culture abroad to organize cultural activities.

(e) Does not arise.
