

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
**LOK SABHA**  
**UNSTARRED QUESTION No.581**  
ANSWERED ON 06.02.2023

**ROLE OF CULTURAL ENTERPRISES**

581. SHRI S. JAGATHRAKSHAKAN:

Will the Minister of Culture be pleased to state:

- (a) whether the Government is cognizant that our cultural enterprises can play a powerful role in evoking an emotional connection with their consumers who would take pride in taking a piece of Indian heritage back home; and
- (b) if so, the initiatives that are proposed to be taken by the Government keeping in view the fact that these enterprises also have greater brand recall value?

**ANSWER**

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

- (a) Yes Sir, Archaeological Survey of India works according to the provisions of the & Ancient Monuments and Archaeological Sites and Remains Act,1958 which mandates
- (b) it to survey, excavate, protect, conserve and preserve archaeological sites and monuments in the country. However, along with other amenities for visitors, publication counter with well researched source material, wherever feasible are also set up for better understanding and connection to monument / site.

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