

**GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
LOK SABHA  
UNSTARRED QUESTION NO. 1243  
TO BE ANSWERED ON 10<sup>TH</sup> FEBRUARY, 2020**

**CULTURAL DEVELOPMENT PROGRAMMES**

**†1243. SHRI RAVINDRA KUSHWAHA:  
SHRI RAVI KISHAN:**

**Will the Minister of CULTURE be pleased to state:**

- (a) the steps taken by the Government to promote the cultural development programmes in different parts of the country including Uttar Pradesh;
- (b) the details of the schemes formulated/implemented during each of the last three years;
- (c) whether the steps have been taken/are being taken by the Government to promote our country's culture; and
- (d) if so, the details thereof?

**ANSWER**

**MINISTER OF STATE (I/C) FOR CULTURE AND TOURISM  
(SHRI PRAHLAD SINGH PATEL)**

(a) & (b) To protect & preserve various forms of folk art and for promotion of cultural development programmes throughout the country including Uttar Pradesh, the Government of India has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. These ZCCs under Ministry of Culture are implementing a number of schemes for promotion of cultural development programmes in the country which are annexed (**Annexure**).

(c) & (d) To promote the culture of our country, the Government of India has organized Rashtriya Sanskriti Mahotsavs (RSMs) at New Delhi (November, 2015 and October, 2016), Uttar Pradesh (December, 2016), Karnataka & Arunachal Pradesh (March, 2017), Gujarat (October, 2017), Karnataka (January, 2018), Madhya Pradesh (February, 2018 & October, 2019) and Uttarakhand (May, 2018). A Sanskriti Mahotsav was also organized at Varanasi, Uttar Pradesh during February, 2018. All the ZCCs alongwith other organizations under Ministry of Culture have participated in the Kumbh Mela, 2019 at Prayagraj, Uttar Pradesh. In addition to these Mahotsavs, these ZCCs organize various cultural activities and programmes on regular basis throughout the country for promotion of culture for which annual grant-in-aid is given to them by the Government of India.

**Annexure referred to in reply to parts (a) & (b) of Lok Sabha Unstarred Question  
No. †1243 for 10.02.2020**

**Schemes being implemented by Zonal Cultural Centres (ZCCs)**

- i. Award to Young Talented Artists:** The Scheme “Young Talented Artists” is carried out to encourage and recognize the young talents especially in the field of rare art forms. Talented youngsters of the age group of 18-30 years are selected and given a onetime cash award of Rs. 10,000/-.
- ii. Guru Shishya Parampara:** This scheme envisages transmitting our valued traditions to the coming generations. Disciples are trained under veterans in art forms which are rare and vanishing. Rare and vanishing art forms of the region are identified and eminent exponents are selected to carry out the training programmes in ‘Gurukula’ tradition. The monthly remuneration for Guru – Rs. 7,500/-, Accompanist – Rs. 3,750/- and Pupils - Rs. 1,500/- each for the period of six month to maximum 1 year for one scheme. The names of the Gurus are recommended by the State Cultural Affairs Departments.
- iii. Theatre Rejuvenation:** To promote theatre activities including stage shows and Production oriented workshops, etc. Honorarium Up to Rs. 30,000/- per show excluding TA & DA is paid. The groups finalized on the basis their credentials as well as the merit of project submitted by them.
- iv. Research & Documentation:** To preserve promote and propagate vanishing visual and performing art forms including folk, tribal and classical in the field of music, dance, theatre, literature, fine arts etc. in print/ audio – visual media. The art form is finalized in consultation with state Cultural Department.
- v. Shilpgram:** To promote folk and tribal art and crafts of the zone by organizing seminar, workshops, exhibitions, craft fairs, design development and marketing support to the artisans living in the rural areas.
- vi. Octave:** To promote and propagate the rich cultural heritage of North East region comprising of eight States namely Arunachal Pradesh, Assam, Meghalaya, Mizoram, Sikkim, Nagaland, Manipur and Tripura to the rest of India.
- vii. National Cultural Exchange Programme (NCEP):** It can be termed as the lifeline of the Zonal Cultural Centers. Under this scheme, various festivals of performing arts, exhibitions, yatras etc are organized in member States. Artists from other zones/states are invited to participate in these programmes. Participation of artists from the Zone in festivals held in other parts of the country are also facilitated. Zonal centres also participate in Major festivals happening in member States by arranging performances during these festivals where large number of audience get chance to enjoy and understand art forms of other regions. These festivals provide opportunity to taste and understand various cultures of our country.

\*\*\*\*\*