

GOVERNMENT OF INDIA

MINISTRY OF CULTURE

LOK SABHA

UNSTARRED QUESTION NO. †3330

TO BE ANSWERED ON 09.08.2021

PROMOTION OF INDIAN CULTURE

†3330. SHRI JUGAL KISHORE SHARMA

Will the Minister of CULTURE be pleased to state :

- a) the steps taken by the Government for the conservation and promotion of Indian culture in the country during the last three years;
- b) the details of the new programmes prepared for the promotion of Indian culture and creating awareness in this regard during the said period; and
- c) the amount released to the Non-Governmental Organizations (NGOs) for this purpose during the said period, State-wise/Union Territory-wise?

ANSWER

**MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH
EASTERN REGION**

(SHRI G. KISHAN REDDY)

- (a) to (c): Ministry of Culture has taken necessary steps to achieve its mandate i.e. preservation and conservation of cultural heritage and promotion of tangible and intangible art and culture through its attached, subordinate and autonomous organisations. Its activities and programmes are accomplished under several broad cultural heads viz. Preservation and conservation of Archaeological sites, Museums and its artefacts, Public Libraries, Promotion and dissemination of Performing Arts, Buddhist and Tibetan studies, International Cultural Relation and construction of cultural complexes etc. during the last three years (2018-19 to 2020-21). The details of major activities for promotion of culture for the last three years are at **Annexure**.

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PART OF THE LOK SABHA UNSTARRED QUESTION No. +3330 FOR 09.08.2021

Major Activities of Ministry of Culture and its organizations during 2018-2019 to 2020-2021.

- Commemoration of 150th Birth Anniversary of Mahatma Gandhi the Father of Nation commenced on 2nd October, 2018 both at national and international levels for a period of two years. 550th Birth Anniversary Celebration of Shri Guru Nanak Dev Ji. Release of commemorative coin in honour of Bharat Ratna Shri Atal Bihari Vajpayee.
- Hon'ble PM inaugurated the year-long celebrations of 125th Birth Anniversary of Netaji Subhas Chandra Bose in Victoria Memorial, Kolkata on 23rd January, 2021. On this occasion, a gazette notification was issued to declare every year 23rd Jan as Parakram Diwas.
- 'Azadi Ka Amrit Mahotsav' was commenced on 12th March, 2021 which starts a 75 week countdown to our 75th Anniversary of Independence, to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements.
- A gallery of Retrieved Antiquities has to be opened in the empty cells of the Purana Qila Fort which was inaugurated on 31st August, 2019.
- Retrieval of antiquities (13) from abroad.
- During this period, 17 monuments/sites have been added thereby taking the total count of monument/sites under ASI's protection to 3693.
- Excavation at the site near Saser La Pass in Ladakh at an altitude of about 13500-14000 feet. Archaeological site development at Purana Qila (Delhi), Kalibangan and Binjor (Rajasthan), Lothal and Dholavira (Gujarat) and Sannathi (Karnataka), Conservation work outside India, in Cambodia, Laos, Myanmar and Vietnam. The Archaeological Survey of India (Delhi Circle) of Ministry of Culture discovered a hoard of 254 Copper Coins of medieval period in the premises of Khirki Mosque during the course of conservation of the monument.
- Swachh Bharat – Swachh Smarak- all ASI Protected Historical Monuments and Archaeological Sites declared Polythene Free Zones. The ASI has ranked top 25 Adarsh Monuments on the basis of Cleanliness parameters such as amenities like toilets, green lawns, Polythene Free Zone, signage for awareness, disabilities access, drinking water and provision for garbage bins etc. "Rani ki Vav (Gujarat)" a World Heritage Site has been declared as the cleanest iconic place in the country.
- Foundation stone laid for Museum on Prime Ministers of India in Delhi. The objective of the Museum is to highlight life, works and contribution by all the Prime Minister to nation building. The museum will have extensive use of

State of the Art and effective mode of communications and will engage the visitors as participants.

- Ministry of Culture also plans to create Virtual Experiential Museums to showcase the tangible and intangible heritage of the country. The first of these proposed museums is in the process of being commissioned at the Man Mahal, an early 17th century protected monument in Varanasi.
- In order to conserve our priceless heritage and to bring Cultural awareness closer to citizen, a number of initiatives were taken by the premier museums which are as under:-
 - During the COVID-19 pandemic, Indian Museum, Kolkata engaged its audience through online talks, virtual gallery tours and performances under the banner “Stories of World Cultures”. 80 episodes of ‘Stories of World Cultures’ have been broadcasted through the social media handles of Indian Museum and the programmes were divided this into three parts - academic lecturers, multi-cultural programme and programme for children and special children.
 - National Council of Science Museums, Kolkata has started the works for setting up of new Science Centres at Palampur (Himachal Pradesh), Gaya (Bihar), Kottayam (Kerala)& Kokrajhar (Assam) under SPoCS of MoC.
 - 04 (Four) new Innovation Hubs were also inaugurated during the year 2019 to 2021 at (i) Shillong Science Centre, Shillong (Meghalaya); (ii) Goa Science Centre, Panaji(Goa); (iii) District Science Centre, Purulia (West Bengal); & (iv) Regional Science Centre, Coimbatore (Tamilnadu) and 02(Two)new Innovation Hubs are completed and are ready for opening at Solapur Science Centre, Solapur (Maharashtra) and at Anna Science Centre, Trichi (Tamil Nadu).
 - 03 (Three) new Galleries on various Science & Technology Themes were inaugurated at the existing Science Cities/Museums/Centres under NCSM.
 - 23 (Twenty Three) new facilities added to the existing Science Cities/Museums/Centres under NCSM.
 - On 12.01.2020, Victoria Memorial Hall (VMH),Kolkata has inaugurated various renovated galleries viz. Entrance Gallery (depicting the construction of VMH), Portrait Gallery (with new displays from the VMH collection, including Abanindranath Tagore’s iconic water colour, Bharat Mata), Royal Gallery (displaying the world’s second largest oil painting on a single canvas, Jaipur Procession by VasilyVereschagin) and the first-floor gallery complex (displaying miniatures from the National Museum, New Delhi and the mini-exhibition Talking Devices from the National Council of Science Museums).
 - Allahabad Museum, Prayagraj has completed the infrastructure work for Azad gallery which will exhibit objects, documents and features of revolution of freedom of 1857 and Netaji Subhash chandra Bose, Chandrashekhar Azad, Sardar Bhagat Singh and Durga Bhabhi etc.
- Rashtriya Sanskriti Mahotsavs were organized at Madhya Pradesh and West Bengal during this period to celebrate the spirit of Tradition, Culture, Heritage and Diversity of our incredible country. The broader objective of this Mahotsav is to Preserve, Promote & Popularize the heritage of Indian Spirit, to

reconnect the new generation with our culture and to showcase the country and the world our soft power of unity in diversity.

- ZCCs has organized various festivals viz. i) Ras Banaras 2018 to promote Namami Gange, ii) Chalo Man Ganga Yamuna Teer-Annual Festival at Sangam, Prayagraj, iii) Simhastha Kumbh, Ujjain and Sanskriti Kumbh, Prayagraj – 40 days cultural festival to showcase arts and crafts of India etc.. Till February 2021 despite COVID Pandemic, 2 National Level Festival, 139 Regional Level Festivals, 193 Revival of vanishing art forms and 52 Bridging classical and folk arts have already been performed.
- Under Ek Bharat Shreshtha Bharat (EBSB) in collaboration with Nehru Yuva Kendra Sangathan (NYKS), 1620 artists participated in various cultural activities organized by ZCCs; 11 Lecture –cum-demonstration by Sangeet Natak Akademi; 5 books translated by Sahitya Akademi; 3 activities by Archaeological Survey of India, etc. have been conducted (till 31.03.2020).
- The Ministry envisioned a portal namely ‘The Indian Cultural Portal’ to empower people to create a knowledge society and ensure the preservation of digital content for posterity. The Indian Institute of Technology, Bombay was entrusted with the task of building such a resource.
- Development of a web portal for single window clearance of applications through online application and processing system (NOAPS) of National Monument Authority.
- The Ministry has launched a Citizen Centric Web Portal to celebrate 75th Independence Day. The portal will serve as a digital platform to facilitate participation of Ministries/Department/States/UTs/Related Bodies and the citizens in various activities being organized as part of the celebration.
- A pilot version of the ‘Vedic Heritage’ Portal has been launched by the Indira Gandhi National Centre for the Arts (IGNCA).
- Festivals of India were organized in many Countries.
- Gandhi Heritage Sites mission has taken up several projects such as upgradation and modernization of Gandhi Ashram Trust at Noakhali (Bangladesh); upgradation of the Gandhi Samarak Sangrahalaya, Barrackpore, Kolkata; curating exhibitions of permanent nature at Pietermaritzburg railway station, South Africa and creation of data base relating to Gandhi Heritage Sites etc. Special Gandhi Heritage Portal i.e www.gandhiheritageportal.org/ has been created
- The National School of Drama has hosted the 8th edition of Theatre Olympics in the year 2018.
- The Ministry of Culture, Government of India launched the new scheme namely ‘Seva Bhoj Yojna’ on 01.08.2018 and ‘Financial Assistance for Allied Cultural Activities’ on 15.10.2018.
- Guidelines for holding cultural events/activities in virtual / online mode under various scheme components of central sector scheme ‘Kala Sanskriti Vikas Yojana’ (KSVY) issued to ensure continued financial assistance to tide over the present crisis.

- The National Mission on Cultural Mapping (NMCH) initiated cultural awareness as well as talent hunt in the country, 5 National Cultural Awareness Programmes in Govardhan, Shimoga, Thanesar, Chauri-Chaura and Saraikela. Focus was primarily laid upon building a strong portal and app.
- An Atmanirbhar Bharat Centre for Design with the mandate of 'Education, Experience & Economic value addition' at Red Fort premises is proposed to set up that will highlight and celebrate GI products from India as a success stories of Aatmanirbhar Bharat.
- Celebration of International Buddha Poornima Diwas & Ashadh Poornima.
