

**GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
LOK SABHA  
UNSTARRED QUESTION NO. 5229  
TO BE ANSWERED ON 4<sup>TH</sup> APRIL, 2022**

**POLICY TO REVIVE INDIAN FOLK ART AND CULTURE**

**†5229. SHRI CHANDAN SINGH:**

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

- (a) whether most of the Indian traditional folk cultures are getting extinct;
- (b) if so, whether the Government proposes to frame/has framed any concrete policy to revive and protect Indian folk arts and culture;
- (c) if so, the measures being taken to encourage artists in this regard; and
- (d) the details of the incentive schemes being provided to folk artists in the country?

**ANSWER**

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

(a) to (d) No such formal study in this regard has been conducted so far by the Govt. However, for preservation of the traditional folk cultures of the country, the Govt. has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. The main objectives of these ZCCs are to protect, promote and preserve various traditional, folk arts and culture of all States/Union Territories. These ZCCs organize various cultural activities and programmes on regular basis throughout the country for which annual grant-in-aid is provided to them. Details of annual grant-in-aid released to these ZCCs during the last three years are as under:-

**(Rs. in lakh)**

<b>Sl. No.</b>	<b>Year</b>	<b>Funds Released/ Spent</b>
i.	2019-20	5732.95
ii.	2020-21	4009.38
iii.	2021-22	5881.46

As per Vision Document 2020-24, two (2) vanishing art forms are to be revived every year by each of the seven Zonal Cultural Centres (ZCCs). Up to the period 2020-21, 193 vanishing art forms have been revived by the seven ZCCs.

Further, to encourage artists from different parts of the country, they are engaged by all the ZCCs to showcase their talent for which honorarium, TA/DA, boarding & lodging, local transport etc. is paid to them. ZCCs also implement a number of schemes to encourage folk artists, the details of which are at **Annexure**.

During COVID-19 Pandemic online programmes were conducted by these ZCCs and the participating artists were paid incentives for the same to the tune of Rs. 13,66,39,786/-.

**Annexure referred to in reply to parts (a) to (d) of Lok Sabha Unstarred  
Question No. 5229 for 04.04.2022**

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

- i. Award to Young Talented Artistes:** 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 Culture 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 are finalized on the basis of their credentials as well as the merit of projects submitted by them.
- iv. Research & Documentation:** To preserve, promote and propagate vanishing visual and performing art forms, including folk, tribal and classical in the fields of music, dance, theatre, literature, fine arts etc. in print/ audio – visual media. The art form is finalized in consultation with State Culture Departments.
- 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:** 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 understand various cultures of our country.