

**GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION NO. 5236
TO BE ANSWERED ON 4TH APRIL, 2022**

**PRESERVATION AND DEVELOPMENT OF ART, CULTURE AND CRAFTS IN
NORTH EAST**

†5236. SHRI DILIP SAIKIA:

Will the Minister of Culture be pleased to state:

- (a) whether it is a fact that the people are getting less inclined towards art, culture and crafts due to the development of information technology and its utilization in daily life in the country;
- (b) if so, the details thereof;
- (c) the details of the projects being run by the Government for the preservation and development of art, culture and crafts in the North Eastern States including Assam at present; and
- (d) the funds provided by the Government for the said projects in this regard during the last three years?

ANSWER

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

- (a) No such formal study has been conducted in this regard.
- (b) Does not arise.

(c) & (d) For preservation and development of art and culture in North Eastern States including Assam, the Govt. of India has set up seven Zonal Cultural Centres (ZCCs). Assam is the member State of Eastern Zonal Cultural Centre (EZCC), Kolkata and North East Zonal Cultural Centre (NEZCC), Dimapur. These two ZCCs make the people of NE region aware about the art and culture of the region. All the seven ZCCs conduct number of activities viz. cultural programmes, seminars, workshops, exhibitions and craft fairs in tribal areas for the development of Tribals on regular basis all over India including Assam. OCTAVE – a festival of the North East is organized by all the ZCCs for preservation and development of art and culture of the NE Region. Ministry of Culture also administers various schemes through these ZCCs for development of art and culture all over India including North Eastern States. Brief details of these schemes are at **Annexure**.

Besides, the Ministry of Culture organizes Rashtriya Sanskriti Mahotsavs (RSMs) to celebrate the spirit of Tradition, Culture, Heritage and Diversity of our incredible country. This Mahotsav plays a great role of representing each and every dimension of our cultural tradition and showcasing it to the country and its people. This Mahotsav presents a unique opportunity to witness each and every folk, traditional, tribal and classical art forms of India including North Eastern States.

For organizing various cultural activities and programmes on regular basis throughout the country, annual grant-in-aid is provided to all the ZCCs by the Ministry of Culture. Details of annual grant-in-aid released to these ZCCs during the last three years are as under:-

(Rs. in lakh)		
Sl. No.	Year	Funds Released/ Spent
i.	2019-20	5732.95
ii.	2020-21	4009.38
iii.	2021-22	5881.46

Ministry of Development of North Eastern Region (DoNER), Govt. of India has also undertaken a variety of initiatives for preserving and protecting the traditional art, culture and crafts of the North Eastern Region. Ministry of DoNER also supplements the efforts of various Ministries which are engaged in livelihood through the projects of North Eastern Community Resource Management Project (NERCORMP) and North Eastern Rural Livelihood Project (NERLP). Ministry of DoNER has sanctioned 10 projects worth Rs. 244.52 crore relating to tourism and culture section under Non-Lapsable Central Pool of Resources-State (NLCPR-State) including 3 projects worth Rs. 15.52 crore sanctioned in the State of Assam. Against these projects, funds amounting to Rs.209.71 crore have been released by the Ministry so far. Under special packages of Assam viz. Karbi Anglong Autonomous Territorial Council (KAATC) and Dima Hasao Autonomous Territorial Council (DHATC), 03 projects worth Rs.43.09 crore have been sanctioned against which so far Rs.33.99 crore have been released by the Ministry.

Further, Ministry of DoNER through North Eastern Council and its Central Public Sector Enterprises (CPSEs) make continuous efforts toward promotion of art and culture including food and handicrafts of North Eastern Region (NER). North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC), a CPSU under Ministry of Development of North Eastern Region, procures handicrafts and handlooms from artisans and weavers from all the eight North Eastern states and retails the same through its chain of "Purbashree" Emporia located at Shillong, Guwahati, Kolkata, New Delhi, Kevadia (Near Statue of Unity, Gujarat) and its Sales Promotion Office at Chennai. An annual event viz. Destination North East (DNE) Festival is organized by the Ministry, since 2016, with an objective to showcase the inherent economic, social and cultural strength of the NER. This event was held at Chandigarh (2017), Delhi (2016 and 2018), Varanasi (2019). In 2020, this event was held virtually, due to restrictions imposed on account of COVID-19. North Eastern Council (NEC) has also been supporting many events and festivals showcasing art and culture of NER across the country.

North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMAC), a CPSU under Ministry of Development of North Eastern Region promotes art and culture of North Eastern Region through participation in various events and exhibitions.

**Annexure referred to in reply to parts (c) & (d) of Lok Sabha Unstarred
Question No. 5236 for 04.04.2022**

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 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.

