

**GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION NO. 3562
TO BE ANSWERED ON 8TH AUGUST, 2022**

PROGRAMME TO SPREAD AWARENESS OF NATION'S CULTURE

3562. SHRI JUAL ORAM:

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government has planned a longterm outreach programme to spread awareness of the Nation's Culture amongst the masses as culture is the backbone and heritage of this country; and
- (b) whether the Ministry is planning to involve youth in outreach activities and to bring in innovation and if so, the details thereof?

ANSWER

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

(a) to (b) To showcase and spread awareness amongst the masses about the culture and heritage of our country, the Government of India has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. The Ministry of Culture, Government of India has organized twelve (12) Rashtriya Sanskriti Mahotsavs (RSMs) up till now through seven Zonal Cultural Centres (ZCCs). These ZCCs also conduct outreach programmes in far flung areas in the country to make the masses aware about the various art forms of India including its vast ancient culture.