

GOVERNMENT OF INDIA

MINISTRY OF CULTURE

LOK SABHA

UNSTARRED QUESTION NO. 960

TO BE ANSWERED ON 02.12.2024

PROMOTION OF PUNJABI CULTURE

960. SHRI GURJEET SINGH AUJLA:

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

- (a) the details of the current programmes and initiatives being undertaken by the Government to promote Punjabi Culture in other States of the country;
- (b) whether the Government has any plans to organize an inter-State cultural exchange programmes, if so, the details thereof and the methods to be used for these initiatives; and
- (c) the details of the allocated budget for promoting Punjabi Culture in the current fiscal year?

ANSWER

MINISTER OF CULTURE AND TOURISM

(GAJENDRA SINGH SHEKHAWAT)

- (a)&(b) The Ministry of Culture, through its autonomous bodies, is undertaking various initiatives to promote Punjabi Culture as follows:-

Sangeet Natak Akademi (SNA) under the "Festival, Workshop & Exhibition" scheme, organized 'Deshaj' – a festival of folk and tribal performing arts – in collaboration with the District Heritage Society in Dinanagar, Punjab. Sangeet Natak Akademi also invites Punjabi artists to perform in festivals across the country to promote Punjabi Culture.

Sahitya Akademi (SA) publishes numerous books in various genres, and awards literary works in 24 languages including Punjabi, and organizes literary programs that are broadcast live on its website, YouTube, and social media. Additionally, the Sahitya Akademi Library serves as an invaluable resource, boasting an extensive collection of Punjabi literature.

Zonal Cultural Centres (ZCCs) implement the National Cultural Exchange Programme (NCEP), organizing various festivals, exhibitions, and yatras in member states. Artists from different Zones and States are invited to participate, while Zonal Centres also facilitate the participation of their artists in festivals across the country. The North Zonal Cultural Centre (NZCC) has been instrumental in organizing several renowned cultural

events under this scheme. These include the Kurukshetra Utsav in Haryana, Minzar Mela in Himachal Pradesh, Shravani Mela in Uttarakhand, Kinnaur Mahotsav in Himachal Pradesh, Virasat Mela in Punjab, Surajkund Crafts Mela in Haryana, Chandigarh Carnival, Rose Festival in Chandigarh, and Lokrang Festival in Rajasthan etc.

The Ministry of Culture has also undertaken several initiatives to commemorate historical figures, including the celebration of the 400th Birth Anniversary of Sri Guru Tegh Bahadur Ji on April 20-21, 2022 at Red Fort, New Delhi and observance of Veer Bal Diwas on December 26, 2022 at Major Dhyan Chand Stadium Delhi, honouring the martyrdom of Sahibzadas Baba Zorawar Singh Ji and Baba Fateh Singh Ji, the young sons of Guru Gobind Singh Ji.

- (c) The North Zone Cultural Centre (NZCC) covers several states, including Punjab. For the current financial year, a budget of Rs. 10.72 crore has been allocated to NZCC, Patiala, to organize a range of cultural activities and programs across the country.
