

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION No. 3908
TO BE ANSWERED ON 24.03.2025

NATIONAL MISSION ON CULTURAL MAPPING AND PROJECT PARI

3908. SHRI MANICKAM TAGORE B:

Will the Minister of CULTURE be pleased to state :

- (a) the details along with progress of the National Mission on Cultural Mapping, including the number of cultural sites and artistic practices that have been identified and documented so far;
- (b) whether the Government has any plan to ensure that the National Mission on Cultural Mapping effectively includes the diverse cultural expressions of India's marginalized communities and lesser-known traditions across the country, if so, the details thereof;
- (c) the manner in which the Project PARI has contributed to fostering cultural dialogue and reflection among different sections of society;
- (d) the manner in which the project plans to expand its reach in the coming years;
- (e) the details of the steps taken/being taken by the Government to ensure that Project PARI remains inclusive, particularly in terms of engaging local artists, historians and cultural experts, and promoting lesser-known regional art forms; and
- (f) whether the Government proposes to increase the allocation of funds for the Cultural Function and Production Grant Scheme to include more grassroots-level cultural initiatives and support smaller, community-driven cultural projects, if so, the details thereof?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b) To preserve and promote India's rich cultural heritage, the Ministry of Culture has established the National Mission on Cultural Mapping (NMCM). Implemented by the Indira Gandhi National Centre for the Arts (IGNCA), the mission aims to document India's cultural heritage and its potential to revitalize rural economics.

As a part of Azadi Ka Amrit Mahotsav, NMCM launched Mera Gaon Meri Dharohar (MGMD) portal in June 2023 (<https://mgmd.gov.in/>). This initiative aims to document the cultural heritage of 6.5 lakh villages of India. Currently, 4.5 lakh villages are live on the portal with their respective cultural portfolios.

The MGMD portal captures a wide range of cultural elements, including oral traditions, beliefs, customs, historical significance, art forms, traditional food, prominent artists, fairs and

festivals, traditional dress, ornaments and local landmarks. This Portal also includes the cultural expressions of India's marginalized communities and lesser-known traditions across the country.

NMCM is a significant step towards preserving India's cultural heritage and empowering rural communities. By documenting and promoting cultural assets, the mission aims to strengthen cultural identity and foster economic development.

(c) Project PARI (Public Art of India) is a collaborative initiative by the Ministry of Culture, Lalit Kala Akademi, and the National Gallery of Modern Art to revitalize India's public art landscape. Drawing inspiration from India's rich artistic heritage and contemporary themes, it aims to create public art that reflects the nation's cultural identity. Launched during the 46th World Heritage Committee Meeting, Project PARI encourages dialogue and inspiration through a fusion of traditional and modern art forms. The first major event took place in Delhi from July 21-31, 2024, coinciding with the World Heritage Committee session. This collaborative effort brought together over 200 visual artists from across India, with the aim of presenting India's artistic heritage in all its glory. A significant number of women artists have also actively participated in this program with immense enthusiasm. The initiative was hosted at iconic locations in Delhi, such as Africa Avenue, near Leela Hotel, and the Kiosk inside Bharat Mandapam, near IGI Airport, ITO Bridge, and many more locations etc. transforming these spaces into vibrant canvases that celebrated the unique artistic traditions and styles from various states.

A total of 23 art forms were displayed during this initiative, including Phad, Gond, Kalamkari, Pichwai, Thangka, Cheriya, Lanjia Saura, Bani Thani, Warli, Pithora, Aipan, Kerala Mural, Alpona (Tripura), Bundi, Pattachitra, Kangra, Bengal Patua, Santhal, Sohrai, Kohbar, Kaavi, and Shora, among others in the prominent location in Delhi. Additionally, sculptures made from hues and scrap materials were also created by the artists at some of Delhi's prime locations, further enhancing the diversity and innovation of the public art installations.

This initiative was dedicated to India's cultural richness and heritage, offering a unique opportunity for people to explore and engage with diverse art forms, while fostering a deeper appreciation for the country's artistic diversity through Public art.

(d) At present there is no such proposal.

(e) To ensure that Project PARI (Public Art of India) remains inclusive, the government has taken several impactful steps. Firstly, artists from various states across India have been given a platform, promoting regional art forms like Phad, Gond, Warli, and Pichwai, etc, ensuring these art forms receive the recognition they deserve. In addition, historians and cultural experts have played a key role in highlighting the historical and cultural significance of these art forms, ensuring they are presented in the right context. Furthermore, the government has made dedicated efforts to promote lesser-known regional art forms, such as Saura, Kangra Painting, and Santhal Art etc, providing them with much-needed visibility. These steps have made Project PARI not only inclusive but also a vibrant platform for showcasing India's diverse and rich cultural heritage to the world.

(f) At present there is no such proposal.
