

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

LOK SABHA
UNSTARRED QUESTION NO-989
ANSWERED ON 10.02.2025

PRESERVATION OF CULTURAL PRACTICES IN TAMIL NADU

989. Ms. S JOTHIMANI:

Will the Minister of CULTURE be pleased to state:

- (a) the details of the steps taken by the Government to enhance the role of local artisans of Tamil Nadu in the national cultural economy;
- (b) whether any initiatives were launched in Tamil Nadu State during the last three years to engage youth in preserving traditional cultural practices;
- (c) if so, the details thereof; and
- (d) the details of the steps taken by the Government to ensure cultural programmes reach rural and marginalized communities in the said State?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c) To promote, protect and preserve various forms of folk art & culture and to enhance the role of local artisans of Tamil Nadu, the Government of India has set up South Zone Cultural Centre (SZCC) at Thanjavur (Tamil Nadu). During the programmes organized by SZCC in its member States including Tamil Nadu, various stalls are set up at the venue where local artisans display their handmade products for sale to earn livelihood.

For research and documentation of the authentic textile, craft and architectural assets of the State of Tamil Nadu, Aatmanirbhar Bharat Centre for Design (ABCD) has collaborated with the Kalakshetra Foundation (an autonomous organization under Ministry of Culture), Chennai to facilitate Design Incubation in Weaving (Pattu Peetaabarum), Wood Block Printing (Achu-adagam) and Kalamkari Hand Painting (Vraathapani). The Kalakshetra Foundation aims to revive the authentic motifs, borders and vibrant colors used in textile making of Tamil Nadu with the help of their weavers, dyers and designers of traditional textiles. Further, ABCD has collaborated with the Centre for Weavers of the Kumaraguru Institutions in Bhavani, Erode (Tamil Nadu) to facilitate design incubation in weaving of Jamakkalam (coloured coarse threads), a unique cotton carpet/ durrie woven in pit looms. 'Project Jamakkalam' aims to create a culture of innovation and design among aspirational weavers of Tamil Nadu through the national exposure.

The Office of the Development Commissioner (Handicrafts) under Ministry of Textiles, Government of India is the Nodal Agency for overall Development of Handicraft Sector in the country at central level. In order to assist the artisans of Tamil Nadu through various schemes of Office of the Development Commissioner (Handicrafts), 04 Handicraft Service Centres (HSCs) are located in the State.

Ministry of Skill Development and Entrepreneurship, Government of India also implements a flagship scheme by the name of Pradhan Mantri Kaushal Vikas Yojana (PMKVY), to impart short duration skill development training to youth of the country to improve the local and rural culture including traditional artisans/ craftsmen.

SZCC, Thanjavur (Tamil Nadu) organizes workshops & training camps on sculpture, pottery, mask making, drum making etc. to engage youth in preserving traditional cultural practices on regular basis throughout the year.

(d) To ensure cultural programmes reach rural and marginalized communities in the State of Tamil Nadu, SZCC conducts various outreach programmes in far-flung areas of the State to make the masses aware about the traditional Indian culture.
