

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION No.1192
TO BE ANSWERED ON 28.07.2025

MERA GAON MERA DHAROHAR PROGRAMME

1192. SHRI KHALILUR RAHAMAN:
SHRI THARANIVENTHAN M S:

Will the Minister of CULTURE be pleased to state:

- (a) the details along with objectives of Mera Gaon Mera Dharohar (MGMD) programme;
- (b) the details of the number of villages to be connected throughout the country particularly in West Bengal along with the timeline to achieve the same;
- (c) the details of the financial assistance allocated and sanctioned for the implementation of the said programme in the country particularly in Tamil Nadu so far;
- (d) the manner in which the said programme ensures the sustainable preservation of intangible cultural heritage, including traditional art forms, rituals and folk performances;
- (e) whether the Government has conducted any assessments or surveys to measure the success of the said programme in terms of cultural preservation and community engagement and if so, the details thereof; and
- (f) the details of the steps taken/being taken to expand the reach of the said programme to more villages, particularly those located in remote and underserved areas?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a) 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, 4.7 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.

(b) The total number of villages targeted for cultural mapping across the country under the MGMD programme is 6.5 lakh, including 41,116 villages in the state of West Bengal. As of now, 5,917 villages in West Bengal have mapped, and corresponding data has been uploaded on the MGMD Web Portal. The remaining 35,199 villages are in active documentation process.

(c) So far, no financial assistance has been allocated/sanctioned for implementation of the said programme, state-wise including Tamil Nadu.

(d) Currently, the data of 4.7 lakh villages have been uploaded on the MGMD Web Portal. The data would help in identifying and documenting preservation of intangible cultural heritage, including traditional art forms, rituals and folk performances;

(e)& (f) No.
