

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOKSABHA
UNSTARRED QUESTIONNO.143
ANSWERED ON 21.07.2025

ENCOURAGEMENT OF INDIAN CULTURE HERITAGE

†143. SHRI ANIL FIROJIYA:

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government has launched any new schemes to encourage Indian Cultural Heritage at global level during 'Amrit kaal' and if so, the details thereof;
- (b) the details of the measures taken/being taken by the Government for conservation and digitalization of archaeological monuments across the country;
- (c) whether the Government has launched any new schemes for cultured exchange activities among different States under 'Ek Bharat Shreshth Bharat Programme' and if so, the details thereof;
- (d) whether the Government has started any new initiative to encourage traditional arts and skills in rural areas and if so, the details thereof; and
- (e) whether the Government has established any digital archive or museums to honour anonymous heroes of freedom struggle and if so, the details thereof?

ANSWER

THE MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a) Since 2021, Ministry of Culture, Government of India has signed Cultural Exchange Programmes (CEPs) with 41 countries for disseminating Indian art and culture abroad to promote India's soft power and for developing and promoting inter-cultural relations between India and other countries in different areas of arts and culture like music, dance, theatre, museums & science museums, libraries, archives, protection and conservation of historic monuments and archaeological sites, literature, research & documentation, festival, anthropology, among others. Further, Festival of India are also organized in other countries latest been at Kuwait in March, 2023 and France in July, 2023.
- (b) Archaeological Survey of India (ASI) has undertaken several measures to maintain and conserve the protected monuments and areas. Periodic inspections of the protected monuments and areas are conducted to assess the conservation status and requirements. Conservation of the monuments are done as per the need and also considering the availability of resources, following the national conservation policy. Additionally, ASI is improving monument documentation through digital records and condition mapping.
- (c) Two programs namely Yuva Sangam and Kashi Tamil Sangam (KTS) have been organized under EBSB. Under Yuva Sangam, cultural-cum-educational exchange tours of youth among paired states take place, whereas under KTS, cultural exchange programme between two ancient seats of learning viz, Kashi and Tamil Nadu take place.

- (d) The Zonal Cultural Centers (ZCCs) organized the Vilupt Lok Evam JanjatiyaKala Utthan Mahotsav from October 2024 to March 2025 which was held at the divisional level across all seven cultural zones. This festival was a collaborative effort involving the Ministry of Textiles, State Governments and academic institutions. It featured intensive 15–21 day workshops every week offering immersive training and exposure to traditional art forms thereby creating a vibrant platform for reviving and keeping alive the diverse art forms of the country.
- (e) The Government has established dedicated digital archives to honour the heroes of the freedom struggle. Notably, the History Corner on the Azadi Ka Amrit Mahotsav website — now transitioned to Amrit Kaal (<https://amritkaal.nic.in/>), mainly anchors the 'Freedom Struggle' theme under Azadi Ka Amrit Mahotsav. This section brings alive stories of unsung heroes, freedom movements, milestones, and sacrifices that shaped our journey to independence. It is organised into eight sub-sections:
1. Digital District Repository — District-wise narratives of India's freedom struggle under four categories: People & Personalities, Events & Happenings, Hidden Treasures (Built & Natural Heritage), and Living Traditions & Art Forms.
 2. Unsung Heroes — Tributes to forgotten freedom fighters who are often forgotten.
 3. Public Contribution Portal — Citizens can share stories here.
 4. Swatantra Swar — Banned revolutionary literature including 509 digitised files of revolutionary poetry in 11 languages and features recitations by prominent personalities.
 5. Podcast on Freedom Movement.
 6. Rajyageet — Melodic identities of States/Union Territories.
 7. Freedom Corner — Stories of India's struggle
 8. Exhibitions — Commemorating events like Partition Horrors Remembrance Day, and the Unity Festival.

Together, these initiatives preserve, digitise, and share stories once scattered or hidden, making them freely accessible to the public, researchers, and scholars. Further, Archaeological Survey of India (ASI) has established a museum that is solely dedicated to honor anonymous and unsung heroes of freedom struggle i.e. 'Aazadi-ke-Diwane' in the Red Fort, Delhi.
