GOVERNMENT OF INDIA
MINISTRY OF CULTURE

LOK SABHA

UNSTARRED QUESTION NO. 3959

TO BE ANSWERED ON 18.08.2025

Digital Preservation and Promotion of Indian Art, Culture and Heritage

3959: SHRI E T MOHAMMED BASHEER:

Will the Minister of CULTURE be pleased to state:

(a) the details of the steps taken/being taken by the Government to leverage technology for the digital preservation of ancient Indian manuscripts, artifacts, monuments and cultural performances including audio-visual documentation and digitization of archival material;

(b) whether any national-level projects or partnerships initiated with public or private institutions for this purpose, if so, the details thereof;

(c)   the details of the initiatives launched to promote Indian art and culture through digital platforms, including online exhibitions, virtual museums and streaming of cultural festivals and classical performances; and

(d) whether the Government has any schemes to integrate Indian cultural education with online learning platforms for students and the general public and if so, the details along with the progress made thereof?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): Ministry of Culture and various organizations under it has taken following steps to leverage technology for the digital preservation of ancient Indian manuscript, artifacts, monuments and cultural performances including audio-visual documentation and digitization of archival material:

- Archaeological Survey of India(ASI) has digitally documented 1,18,359 antiquities and artefacts under National Mission on Monuments and Antiquities (NMMA).

- Under 'Gyan Bharatam Mission' with the core objective of digitization and preservation of Indian manuscripts, 3.50 lakh Manuscripts has been digitized in collaboration with the 37 public or private institutions.

- Ministry of Culture in technical collaboration with C-DAC, Pune has been using software named **"JATAN"** for digitization of museum collections.

- The Abhilekh Patal is a digital repository curated by the National Archives of India (NAI) which serves as a gateway to India's historical legacy, offering a treasure trove of meticulously preserved documents and records.

- The National Cultural Audio-Visual Archives (NCAA) is a trusted digital repository for rare and endangered cultural audio-visual recordings to promote and preserve the Cultural heritage of India.

- Seven Zonal Cultural Centres (ZCCs) across India with headquarters in Patiala, Prayagraj, Kolkata, Dimapur, Thanjavur, Nagpur, and Udaipur, conduct research & audio-visual documentation for the preservation and promotion of visual and performing arts, encompassing music, dance, theatre, literature, and fine arts.

(c): The Ministry of Culture has launched following initiatives to promote Indian art and culture through digital platforms, including online exhibitions, virtual museums and streaming of cultural festivals and classical performances:

- The Archaeological Museum at Hampi, Karnataka, has been comprehensively upgraded through the development of an app-based virtual museum in partnership with the Airports Authority of India (AAI) under the aegis of the National Culture Fund.

- The National Virtual Library of India (NVLI) has been envisaged as the platform for bringing together all cultural information in India and making such information accessible to the citizens through user friendly multilingual search interfaces. It hosts data of cultural relevance from various repositories and institutions across India.

- In addition, the Ministry regularly promotes Indian art and culture including exhibitions, cultural festivals, classical performances and other achievements through various social media platforms.

(d): Ministry of Culture through its various organizations implement following schemes for integration of Indian cultural education with online learning platforms for students and the general public:

i. Centenaries and Anniversaries Scheme
ii. Promotion of Guru Shishya Parampara under Kala Sanskriti Vikas Yojana
iii. Development of Museums
iv. Development of Libraries
v. Global Engagement
vi. National Mission on Manuscripts (Gyan Bharatam Mission)
vii. National Mission on Cultural Mapping and Roadmap

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