

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
**LOK SABHA**  
**UNSTARRED QUESTION NO. †1198**  
TO BE ANSWERED ON 08.12.2025

**PROMOTION OF INDIAN ART AND CULURE**

†1198. Shri Nilesh Dnyandev Lanke:

Shri Gyaneshwar Patil:

Dr. Shivaji Bandappa Kalge:

Shri Bhumare Sandipanrao Asaram:

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government is implementing any special policy to promote Indian culture as soft power to achieve the target of making India a developed nation by the year 2047, if so, the details thereof;
- (b) whether the Government is formulating a plan to showcase Indian art, craft, music and yoga emphatically on global forum, if so, the details thereof;
- (c) whether the Government is planning to widely use digital means and social media to promote cultural heritage, if so, the details thereof; and
- (d) whether the Government is taking any steps to promote traditional knowledge and culture based curriculum in Indian universities, if so, the details thereof?

**ANSWER**

MINISTER OF CULTURE AND TOURISM  
(SHRI GAJENDRA SINGH SHEKHAWAT)

**(a) & (b)** Ministry of Culture implements “Global Engagement Scheme” to promote India's rich cultural heritage internationally, strengthening cultural ties with foreign nations, promoting bilateral cultural contacts, projecting India’s cultural identity on the world stage and encouraging inbound tourism and enhance India's global image.

The Global Engagement Scheme is administered through Indian Missions abroad to achieve its objective through following components:

**I) Festival of India:**

The artists from diverse cultural fields such as Folk Art including Folk Music, Folk Dance, Folk Theatre & Puppetry, Classical and Traditional Dance, Experimental/Contemporary Dance, Classical/Semi Classical Music, Theatre etc. are given opportunity to perform abroad under the banner of 'Festival of India'.

**II) Grant in aid to Indo Foreign Friendship Cultural Societies:**

Grant in aid is released to Indo Foreign Friendship Cultural Societies actively functioning in foreign countries through our Indian Missions with the object of fostering closer friendship and cultural contacts between India and foreign country concerned.

Ministry of Culture, Government of India also sign Cultural Exchange Programmes (CEPs) with other 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.

In addition, Indian Council of Cultural Relations (ICCR), an autonomous organization under Ministry of External Affairs (MEA), has been implementing many initiatives such as Gen-Next Democracy Network Programme; ICCR ki Khoj; Padma Awardee Series; ICCR 'Yuva Mitra' and 'Kala Saadhak' Prizes; Annapurna Certificate and Pratibha Sangam Competition to promote Indian culture as soft power to achieve the goal of making India a developed nation by 2047.

As per its mandate, ICCR is promoting Indian culture worldwide through its cultural centres and Missions/Posts abroad by conducting activities *inter-alia*, teaching of Yoga, Dance, Music (vocal and instrumental) and languages.

**(c) & (d)** Ministry of Culture leverages social media handles including Facebook, X, Instagram, YouTube, LinkedIn etc. to amplify India's soft power and to promote cultural diplomacy on a global scale. The Ministry also manages the official website of Ministry of Culture, which serves as a one-stop destination for all information related to Ministry's activities and initiatives.

In addition, ICCR has developed (i) AIMS (Activity Information Management System) Portal to centralize and streamline its global operations, facilitating seamless coordination between ICCR, Indian Cultural Centres and Indian missions/posts worldwide; (ii) A2A (Admission 2 Alumni) Portal for simplifying the application and admission process for foreign students aspiring to study in India; (iii) Gyan Setu application aiming to streamline and to automate the release of scholarship dues to students and universities. (iv) ICCR also maintains information of Indian artistes engaged by ICCR through Artists Management System (AMS).

ICCR launched an online platform "Universalization of Traditional Indian Knowledge Systems (UTIKS)" for specialized courses on Traditional Indian Knowledge as a single window source of an introductory knowledge on Indian culture, ancient Indian texts etc. ICCR also organizes International Yoga Conference and International Indology Conference.

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