

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION No. 1420
TO BE ANSWERED ON 09.02.2026

INITIATIVES UNDER NMCM

1420. SHRI PRADYUT BORDOLOI:

Will the Minister of CULTURE be pleased to state:-

- (a) the details of the initiatives taken under the National Mission on Cultural Mapping (NMCM), including the measures for comprehensive documentation and digitisation of intangible cultural heritage across regions and the challenges faced under each initiative;
- (b) whether any financial support is being provided to traditional artists and cultural practitioners under NMCM and if so, the details thereof including the funds allocated, disbursed, the number of artists supported, the process and criteria for choosing the artists to support them;
- (c) whether the Government has taken any initiative to preserve the heritage through Intellectual Property Rights and if so, the details thereof including the Intellectual Property Rights guaranteed so far and if not, the reasons therefor; and
- (d) whether the Government has identified any challenges in preserving the rich intangible cultural heritage of the North-Eastern States and if so, the details thereof including the challenges identified and the steps taken?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a) The Mera Gaon Meri Dharohar (MGMD) Programme is a key component under the National Mission on Cultural Mapping (NMCM), which has been developed as a nationwide digital repository to map tangible and intangible cultural heritage at the village level across States/UTs. The MGMD Portal documents a wide range of cultural elements, including heritage sites, art forms, prominent artists, oral traditions, beliefs and customs, historical significance, local landmarks, fairs and festivals, traditional dress, ornaments and traditional food. One of the key challenges faced by the Mission was the sheer scale and complexity involved in documenting the tangible and intangible cultural heritage of more than six lakh villages across India.

- (b) NMCM undertakes documentation activities and does not have any provision for direct financial assistance to traditional artists and cultural practitioners.
- (c) There is no such provision under NMCM.
- (d) Despite the challenges posed by difficult terrain and remoteness, the rich intangible cultural heritage of the North-Eastern States has been successfully documented.
