

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

LOK SABHA
UNSTARRED QUESTION NO. 2717
ANSWERED ON 09.03.2026

INTERNATIONAL RECOGNITION AND PROMOTION OF DURGA PUJA

2717. SHRI JYOTIRMAY SINGH MAHATO:

Will the Minister of **CULTURE** be pleased to state :-

- (a) the details of the initiatives taken by the Government to promote Durga Puja globally following its recognition by UNESCO as an Intangible Cultural Heritage;
- (b) whether the Government has allocated any special funds to support the preservation, documentation and global promotion of Durga Puja as a significant cultural event;
- (c) whether the Government has collaborated with international organizations, Indian embassies and cultural institutions to showcase Durga Puja at global platforms;
- (d) whether the Government has any specific plans to expand tourism promotion campaigns to attract international visitors to Durga Puja celebrations in West Bengal;and
- (e) whether any research or documentation projects taken to highlight the historical, artistic and socio-cultural significance of Durga Puja and if so, the details thereof?

ANSWER

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

- (a) Grant in Aid is provided to International Organizations for promoting Durga Puja Globally under Global Engagement Scheme of Ministry of Culture.
- (b) In the year 2023, an amount of Rs. 22,29,244/- was allotted by this Ministry for the documentation and research of Durga Puja for submission of Intangible Culture Nomination to the UNESCO.
- (c) In September 2025, Sangeet Natak Akademi (SNA) shared a video of Durga Puja celebrations with the association Ippan Shadan Houjin Indojinno Tsudoj, representing the Indian Bengali community in Tokyo, which was observing the festival with deep devotion and cultural fervour. Further, during the Intergovernmental Committee Meeting held from 8-13 December 2025 at the Red Fort, Delhi, a traditional Dhunuchi Naach performance was showcased before representatives of more than 190 participating countries, as well as UNESCO officials.
- (d) The Government is expanding its Incredible India 2.0 Campaign to boost international tourism, with a specific focus on promoting Durga Puja, recognized as a UNESCO

Intangible Cultural Heritage. The Strategy involves digital marketing, international media coverage, and cultural showcases to attract foreign visitors.

- (e) Sangeet Natak Akademi, the nodal agency for Intangible Cultural Heritage under the Ministry of Culture, Government of India, constituted an expert committee which carried out extensive outreach and fieldwork to ensure the active participation of diverse communities, groups, and individuals associated with the festival. These field consultations with stake holders provided detailed accounts of observances, thereby enabling first-hand documentation grounded in lived cultural practice. These initiatives collectively ensure that the historical evolution, artistic excellence, ritual practices, and socio-cultural dimensions of Durga Puja are systematically recorded, preserved, and promoted at national and international levels.
