

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

LOK SABHA
UNSTARRED QUESTION NO.†4876
TO BE ANSWERED ON 23.03.2026

**HERITAGE CONSERVATION AND CULTURE-BASED LIVELIHOODS UNDER
PANCH PRANAS**

†4876. SHRI GANESH SINGH:

Will the Minister of CULTURE be pleased to state:

- (a) the details of policy initiatives taken by the Government to make culture a means of livelihood, employment and social empowerment by linking the goals of “freedom from colonial mindset” and “pride in heritage” with public welfare under the Panch Pranas along with the proposed strategies for future;
- (b) whether the Government has developed an integrated policy/framework to link folk art, tribal traditions, handicrafts, traditional knowledge and Indian languages with education, skill development, tourism and the digital economy, thereby ensuring income and livelihoods for artists and communities; and
- (c) the details of steps taken by the Government to develop museums, monuments, cultural institutions and festivals as centers of local employment, youth participation and community development, beyond just conservation?

ANSWER

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

(a) to (c): The Government has taken several policy and programme initiatives to make culture a source of livelihood, employment and social empowerment, in line with the Panch Pranas. The Ministry of Culture runs the following Schemes for promotion of both tangible and intangible art and culture to link folk art, tribal traditions, handicrafts, traditional knowledge and Indian languages with education, skill development, tourism and the digital economy, thereby ensuring income and livelihoods for artists and communities:

- i. Centenaries and Anniversaries Scheme
- ii. Kala Sanskriti Vikas Yojana
- iii. Development of Museums
- iv. Development of Libraries
- v. Global Engagement
- vi. Gyan Bharatam Mission
- vii. National Mission on Cultural Mapping and Roadmap

All these schemes are implemented through a network of 43 field organizations of Ministry.

The Ministry has established seven Zonal Cultural Centres (ZCCs) headquartered in Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur which organise various cultural festivals and programmes on regular basis which engages local folk artists thereby generating income and livelihoods for artists and communities.

The Ministry of Culture further empowers the community through:

- **Skill Development:** Initiatives like the Guru–Shishya Parampara and capacity-building workshops provide market-relevant skills. Institutions such as the Indian Institute of Heritage provide training and capacity building in heritage management and conservation.
- **Market Linkages:** Digitization, e-market platforms, and Rashtriya Sanskriti Mahotsavs (RSMs) allow artists to showcase talent and sell handmade products directly.
- **Major Festivals:** Events such as Bharatiya Kala Mahotsav, Vividhata Ka Amrit Mahotsav, Kashi Tamil Sangamam, Saurashtra Tamil Sangamam, Madhavpur Ghed Fair etc offer national visibility to tribal and folk performers.
- **Institutional Support:** Various organizations under Ministry of Culture align heritage with the Panch Pranas, hosting workshops (e.g., Madhubani painting, weaving), documentation, research, dissemination and science training to foster employment, youth participation and social empowerment.

Ministry of Culture also administers 08 Museums, 52 archaeological site museums of ASI and various science museums established by National Council of Science Museums (NCSM) nationwide, which helps in creating local employment.

To encourage Community Participation (Jan Bhagidari), the Ministry has launched the Adopt a Heritage 2.0 programme, facilitating structured partnerships with public and private entities. To date, 30 MoUs have been executed for non-conservation activities aimed at enhancing visitor experience and local livelihoods. Furthermore, the ASI conducts people-centric initiatives during events like World Heritage Day to foster national heritage awareness and local participation.
