

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION NO. 5756
ANSWERED ON 30/03/2026

CULTURAL EXCHANGE BETWEEN PUNJAB AND FOREIGN COUNTRIES

5756. SHRI MALVINDER SINGH KANG:

Will the Minister of Culture be pleased to state:

- (a) the current status of cultural exchanges between Punjab and foreign countries;
- (b) the details of specific initiatives undertaken by the Government to promote Punjabi culture globally;
- (c) the details of trade relations among Punjab and countries like Canada, the USA and the UK;
- (d) the support provided by the Government for Punjabi exporters to access international markets; and
- (e) the details of any plans to organize international trade fairs or cultural festivals to enhance Punjab's presence globally?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b) Ministry of Culture promotes Indian Arts and Culture globally through signing of Cultural Agreements & Cultural Exchange Programmes with foreign countries which encompasses tangible and intangible heritage of India. Under the Global Engagement Scheme administered by Ministry of Culture, Festivals of India are organized in other countries showcasing Indian art and other cultural events including the Punjabi Arts and Culture through exhibitions, dance, music, theatre, food fest, film fest, yoga etc.

(c) & (d) Ministry of Commerce and Industry promotes Trade relations with foreign countries through signing of trade agreements, conducting Trade Policy forum & organizing the regular Dialogue on Trade & Investment with foreign countries including Canada, the USA and the UK. Ministry of Commerce and Industry provides support to Indian exporters including from Punjab

through export promotion scheme and incentives under the Foreign Trade Policy, Market access initiatives, trade facilitation and participation in international trade fairs.

(e) India from time-to-time, organizes festival of India abroad showcasing India's rich Arts and Culture including Punjabi arts and culture like music, dance, cuisines etc.
