

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

LOK SABHA

UNSTARRED QUESTION NO. 1248
ANSWERED ON 27/07/2026

**PROMOTION OF GLOBAL TOURISM AND CULTURAL INFRASTRUCTURE IN
UTTAR PRADESH**

†1248.SHRI TANUJ PUNIA:

Will the Minister of Culture be pleased to state:

(a) the details of the schemes currently being implemented by the Government to promote global tourism and strengthen cultural infrastructure in the major cultural and religious centres of Uttar Pradesh, such as Varanasi, Ayodhya, Mathura and Prayagraj;

(b) whether the Government is considering any special package for the preservation of the endangered folkart forms of Uttar Pradesh, such as Nautanki, Charkula dance and 'Kajri Gayan' and for providing financial assistance to local artists;

(c) whether if so, the details thereof; and

(d) the details of the funds allocated and released to Uttar Pradesh for the said purpose during the last two years?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c) Government of India promotes global tourism and strengthen cultural infrastructure in India including the major cultural and religious centres of Uttar Pradesh. The Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments (including Uttar Pradesh) and Union Territory Administrations under Domestic Promotion and Publicity including Hospitality Scheme for organizing fairs, festivals, and tourism-related events.

Ministry of Culture promotes global tourism and strengthen cultural infrastructure in Uttar Pradesh through the different Schemes run by this Ministry and its Cultural Institutions. Under

the Global Engagement Scheme, the Ministry has empanelled Artists/Groups under various art forms for performing in the Festival of India (FoIs) abroad. Currently, 627 Artists/Groups are empanelled with the Ministry. Out of which, 31 artists/groups are from Uttar Pradesh.

North Central Zone Cultural Centre with its registered office at Prayagraj provide facilities for creative development of arts and literature with special emphasis on folk and tribal arts in its Zone including the Uttar Pradesh. Indira Gandhi National Centre for the Arts (IGNCA) has a regional centre at Varanasi which undertakes activities relating to the research, documentation, preservation and dissemination of India's art and Culture heritage including the folk-art forms of Uttar Pradesh. National School of Drama supports the promotion and preservation of traditional and folk theatre forms, including those from Uttar Pradesh, through its training programmes, seminars, workshops, theatre productions and festivals, as part of its regular activities. Similarly, the Centre for Cultural Resources and Trailing (CCRT), implement various programmes to promote and preserve India's cultural heritage that supports cultural tourism across the country including the Uttar Pradesh.

In addition, the Indian Council for Cultural Relations (ICCR), an organization under the Ministry of External Affairs, provides performance opportunities to artists representing diverse traditional and folk-art forms of Uttar Pradesh through its monthly cultural programmes organized by Zonal Office in Lucknow across the state.

ICCR has signed a Memorandum of Understanding with State Government of Uttar Pradesh to promote their art and culture abroad. ICCR sponsors India's folk-art troupes including from the Uttar Pradesh to perform in different countries across the world and also sponsors participation of foreign cultural troupes/artists across the country including the Uttar Pradesh. During the last two years, ICCR has facilitated participation of over 200 international artists in several iconic cultural festivals/events hosted by the State Government of Uttar Pradesh.

(d) No funds allocated and released specifically to Uttar Pradesh for the said purpose during the last two years.
