

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION No. 226
TO BE ANSWERED ON 20.07.2026

DEVELOPMENT OF CULTURAL AND CREATIVE ECONOMY

226. Dr. Bachhav Shobha Dinesh:
Adv Gowaal Kagada Padavi:
Ms. Praniti Sushilkumar Shinde:
Shri Vishaldada Prakashbapu Patil:

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government has formulated or proposes to formulate a national strategy for the promotion and development of the cultural and creative economy, if so, the details thereof and if not, the reasons therefor;
- (b) the details of the key sectors identified under the cultural and creative activities, including media, design, arts, heritage and creative services, if so, the details thereof and if not, the reasons therefor;
- (c) whether any stakeholder consultations, research studies and institutional mechanisms are being undertaken to strengthen policy support and governance, if so, the details thereof and if not, the reasons therefor;
- (d) the details of steps taken by the Government to promote employment, entrepreneurship and global competitiveness in this sector; and
- (e) the expected contribution of this sector to economic growth and cultural diplomacy particularly in Maharashtra?

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

- (a) The Ministry of Culture has formulated a Cultural and Creative Economy intervention, namely Rachnatmak Bharat, for the promotion and development of the cultural and creative economy. The proposed strategy envisages interventions for capacity building, market access, innovation, digital enablement and institutional strengthening with a view to promoting sustainable growth of the creative economy, including support for emerging artists and creative practitioners.
- (b) The proposed intervention broadly covers sectors such as visual arts, performing arts, museums, cultural heritage, architecture, digital creative industries and other creative services.

- (c) The Ministry regularly engages with stakeholders, experts, cultural institutions and other Ministries/Departments, as and when required, for policy formulation and implementation of its programmes.
- (d) The Ministry promotes cultural activities through preservation and promotion of cultural heritage, support to artists and cultural institutions, organization of cultural events, and international cultural exchanges, which contribute to employment and livelihood opportunities in the cultural sector.
- (e) The initiatives of the Ministry contribute to the promotion of India's cultural heritage, tourism, cultural exchanges and livelihood opportunities across the country, including the State of Maharashtra. No State-specific assessment of the contribution of the cultural and creative sector to economic growth or cultural diplomacy is maintained by the Ministry.
