

**GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO. 2102
TO BE ANSWERED ON 16TH DECEMBER, 2021**

PROMOTING RURAL & LOCAL CULTURE

2102 # DR. SONAL MANSINGH:

Will the Minister of Culture be pleased to state:

- (a) the details of steps being taken by Government to promote local and rural culture under Aatmanirbhar Bharat; and
- (b) the details of efforts being made with respect to the culture of the State of Assam and other States of North-East India?

ANSWER

**MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH
EASTERN REGION
(SHRI G. KISHAN REDDY)**

(a) & (b) To protect, promote & preserve various folk art forms including local and rural culture throughout the country, the Government of India has set up seven Zonal Cultural Centres (ZCCs). These ZCCs organize cultural activities/ programmes on regular basis in their member States for which they engage local and rural folk artists under Aatmanirbhar Bharat.

Besides, all the seven ZCCs organize OCTAVE – a festival of the North East to promote folk culture of the North Eastern States by way of providing an exclusive platform to the artists and artisans of NE Region to promote and propagate their rich cultural heritage. Details of the OCTAVE programmes organized by all the seven ZCCs during the last five years are at **Annexure**.

Under Aatmanirbhar Bharat Abhiyan, in addition to the Zonal Cultural Centres (ZCCs), various autonomous organizations of Ministry of Culture such as Kalakshetra Foundation, Sahitya Akademi, Lalit Kala Akademi, Sangeet Natak Akademi etc. have held workshops/ exhibitions/ festivals to promote local and rural culture including the States of North East.

Further, Ministry of Skill Development and Entrepreneurship also implements a flagship scheme by the name of Pradhan Mantri Kaushal Vikas Yojana (PMKVY), to impart short duration skill development training to youth of the country to improve the local and rural culture including traditional artisans. Under PMKVY, training has been imparted in various job roles of 37 different sectors including job roles of traditional arts and crafts under Handicrafts and Carpet Sector Skill Council (HCSSC). Under PMKVY, 2,62,342 candidates (as on 21.11.2021) have been trained/ oriented in various traditional job roles such as Bamboo Basket Maker, Bamboo Mat Weaver, Beading Artisans, Carpet Weaving, Carving Artisans, Tarakashi Jeweller, Decorative Painter, Sketching & Painting Artisans, Hand Rolled Agarbatti Maker, Crochet Lace Trailers, Hand Embroiderer etc.

**Annexure referred to in reply to parts (a) & (b) of Rajya Sabha Unstarred
Question No. 2102 for 16.12.2021**

Octave: Festival of North-East States organized by ZCCs during the last five (5) years

Year	Date/ Year	Venue/ Place	Name of ZCC
2016-17	23 March to 26, 2017	Bhilwara, Rajasthan	NZCC, Patiala
	31 March to 2 April, 2017	SCZCC Premises, Nagpur	SCZCC, Nagpur
	September, 2016	Ajmer	NEZCC, Dimapur
	February, 2017	Siliguri, West Bengal	
	February, 2017	Andaman & Nicobar, Havelock, Port Blair	
	31 March to 2 April, 2017	Nagpur	SZCC, Thanjavur
	24 to 26 February, 2017	Puducherry	
	25 Feb to 2 March, 2017	Coimbatore, Trichy and Thanjavur Tamil Nadu	
	3 to 5 March, 2017	Shilparamam, Hyderabad, Telangana	
	21 to 25 September, 2016	Ajmer, Rajasthan	WZCC, Udaipur
4 to 8 December, 2016	Ranchi, Jharkhand	EZCC, Kolkata	
2017-18	March 18 to 20, 2018	New Lake, Sector 42, Chandigarh	NZCC, Patiala
	November, 2017	Madgaon, Goa	NEZCC, Dimapur
	January, 2018	Tumkur, Karnataka	
	March, 2018	Digha, West Bengal	SZCC, Thanjavur
	5 to 9 January, 2018	Hulliyar, Karnataka	
	8 to 12 November, 2017	Madgaon, 2017	WZCC, Udaipur
	26 to 28 March, 2018	Digha, West Bengal	EZCC, Kolkata
2018-19	26 to 30 March, 2019	Jawahar Kala Kendra, Jaipur	NZCC, Patiala
	14 to 17 February, 2019	Shilpgram, Hyderabad	SCZCC, Nagpur
	January, 2019	Puri Beach, Odisha	NEZCC, Dimapur
	February, 2019	Manimala, Patanamthitta, Thiruvalla & Ernakulam, Kerala	
	February, 2019	Hyderabad (Telangana)	WZCC, Udaipur
	1 to 4 December, 2018	Nagpur, Maharashtra	
	26 to 29 March, 2019	CCRT, New Delhi	
29 to 31 January, 2019	Puri, Odisha	EZCC, Kolkata	
2019-20	17 to 20 December, 2019	Bhopal, Madhya Pradesh	SCZCC, Nagpur
	21 August to 1 September, 2019	Kerala & Bangalore	NEZCC, Dimapur
	13 to 20 December, 2019	Bhopal, Madhya Pradesh	
	12 to 14 December, 2019	Patna, Bihar	
	29 February to 3 March, 2020	Gujarat	
	22 Aug to 1 Sept, 2019	Ramnagara & Innovative Film City, Bidadi, Karnataka	SZCC, Thanjavur
	30 Aug to 1 Sep, 2019	Thunchan Ezhuthan Malayalam University, Tirur, Kerala	
	29 February to 3 March, 2020	Anand, Gujarat	WZCC, Udaipur
	14 to 16 December, 2019	Patna, Bihar	EZCC, Kolkata
2020-21	7 to 10 November, 2020	Online	NCZCC, Prayagraj