

**GOVERNMENT OF INDIA  
MINISTRY OF CULTURE  
RAJYA SABHA  
UNSTARRED QUESTION NO. 3210  
TO BE ANSWERED ON 31.03.2022**

**PROMOTION OF INDIAN FOLK ARTS, CULTURE AND MUSIC**

**3210 Shri Sujeet Kumar**

Will the Minister of Culture be pleased to state:

- a) steps that have been taken by Government to promote Indian folk arts, culture and music in foreign countries; and
- b) the incentives being provided by Government to improve the economic conditions of folk artists?

**ANSWER**

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

a) The Ministry of Culture aims at disseminating Indian Folk Arts and Culture abroad through signing of Cultural Agreements and Cultural Exchange Programme and their implementation by concerned agencies with mutual discussions through diplomatic channels.

The Ministry of Culture operates Global Engagement Scheme under which Festivals of India are organized in other countries showcasing folk art and other cultural events as exhibitions, dance, music, theatre, food fest, literary fest, film fest, yoga etc. In addition to this, Ministry of Culture also works in coordinated manner with Ministry of External Affairs. Under this scheme, Ministry of Culture also gives Grant-in-aid to Indo Foreign Friendship Cultural Societies for organizing programmes & activities including folk art and other cultural activities for their promotion abroad.

b) The Government of India has set up seven Zonal Cultural Centers (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur to protect, preserve and promote various forms of folk art and culture throughout the country. The folk artists from all over India are engaged to perform in the festivals and Programmes organized by these ZCCs regularly in all States/Union Territories of India. Besides, the folk artists are also sent abroad to perform in Festivals of India. Incentives like Dearness allowance, honorarium, board and lodging, local and international travel are provided to these artists by the respective ZCCs and Ministry of Culture.