

**GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO. 4010
TO BE ANSWERED ON 7TH APRIL, 2022**

CULTURAL MAPPING OF VILLAGES

4010 SHRI PRABHAKAR REDDY VEMIREDDY:

Will the Minister of CULTURE be pleased to state:

- (a) whether it is a fact that the Government has started cultural mapping of villages in the country;
- (b) if so, the aims and objective of such mapping;
- (c) villages selected from the State of Andhra Pradesh for cultural mapping;
- (d) whether Government has created data base and if so, the details thereof; and
- (e) subsequent steps proposed to be taken to protect and promote identified cultures, traditions, art forms, etc., of identified villages?

ANSWER

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

(a) & (b) Yes, Sir. Ministry of Culture, Government of India has undertaken the task of cultural mapping of the villages in the country. Aims and objectives of such mapping are given as under :

- To culturally map the artists and art practices of diverse communities of India to create a National Data Bank of artists, crafts people & art and craft practices.
- To create awareness about the strengths of cultural heritage and the interface between development, culture, and identity.
- To dovetail various welfare schemes of the Ministry of Culture for the artists.
- To create barcoded Unique Identification Codes (UID) for artists and crafts persons.
- To link tourism with culture by providing blueprints for developing Kala grams, art hubs, community resource centres, and cultural tourist hubs.

(c) The villages from the state of Andhra Pradesh which have been selected/identified for mapping are:

- Mogallu – West Godavari District.
- Budnathapalli – Vijaynagram

Further, the villages selected from Andhra Pradesh for 360° video shoot are as follows:

- Malladhi
- Undavalli
- Nadakuduru
- Lambasing

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- Peruru
- Lamhi
- Budathanapalli
- Gangadevipalli
- Pandrangi
- Shankaram

(d) Database of the mission is based on the following constituents:

- i. National register and Interactive database of artists and art practices from the villages of India
- ii. National Directories of artists and art practices.
- iii. Unique identification code for the artist.
- iv. E-commerce platform
- v. Single cultural service provider platform for all the welfare schemes of Government of India for artists and artisans of the country.
- vi. Virtual museum of the villages showing their arts, crafts and culture.

Indira Gandhi National Centre for Arts (IGNCA) which is an autonomous organization under the administrative control of Ministry of Culture has been designated as implementation agency for the National Mission on Cultural Mapping (NMCM). The work under the mission involves coordinating the data collection through ground and field surveys conducted on the basis of detailed formats & questionnaires, mobile application, interactive web-portal and an Over-The-Top (OTT) platform to showcase ethnographic documentaries/cultural events/ festival/ meals etc. of villages.

(e) The strategy identified to protect and promote identified cultures, traditions, art forms, etc., of identified villages include the following steps:

- Creation of unique Identification Codes (UID) to dovetail various welfare schemes of the Ministry of Culture with artists and crafts persons.
- Organisation of awareness programs describing the strengths of cultural heritage and the interface between development, culture, and identity.
- Development of Kala grams, art hubs, community resource centres, and cultural tourist hubs.
- Creation of National Cultural Work Place (NCWP) to serve as a common interaction workplace for all stakeholders including artistes, institutions, NGOs, and Ministry of Culture so as to make e-learning interesting and facilitate clarity of concepts to the artistes.
- Setting up an e-commerce facility to provide various opportunities to artistes for direct marketing, cutting out the middleman and empowering traditional occupational communities to be an important goal of the National Cultural Web Portal.