

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE

RAJYA SABHA  
UNSTARRED QUESTION NO. 1775  
ANSWERED ON 22.12.2022

PROMOTION OF RURAL AND LOCAL CULTURE

1775 # DR. KALPANA SAINI:

Will the Minister of CULTURE be pleased to state:

- (a) the details of steps taken by Government to promote local and rural culture under self-reliant India; and
- (b) the details of the efforts being made in terms of promotion of culture in the State of Uttarakhand?

ANSWER

MINISTER OF CULTURE, TOURISM AND DEVELOPMENT OF NORTH EASTERN REGION

(SHRI G. KISHAN REDDY)

(a) 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 Self-Reliant India Campaign (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. also hold workshops/ exhibitions/ festivals on regular basis to promote local and rural culture.

The Ministry of Culture, in fulfillment of its obligations under the UNESCO convention on Intangible Cultural Heritage (ICH), a statute to which India is a signatory, Sangeet Natak Akademi was declared as the Nodal Centre on 21<sup>st</sup> February, 2011 for coordinating India's nominations for various UNESCO lists and other actions such as developing and maintaining the National Inventory of ICH. Further, the Ministry of Culture in 2013-14 formulated a Scheme titled "Scheme for Safeguarding the Intangible Heritage and Diverse Cultural Traditions of India", with the objective of reinvigorating and revitalizing various institutions, groups, individuals, identified non-MOC institutions, non-government organizations, researchers and scholars so that they may engage in activities/ projects for strengthening, protecting, preserving and promoting the rich intangible cultural heritage of India.

Ministry of Skill Development and Entrepreneurship, Government of India 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 different sectors including job roles of traditional arts and crafts under Handicrafts and Carpet Sector Skill Council (HCSSC). As a result, a large number of candidates 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.

(b) The following cultural activities/ programmes were organized in the State of Uttarakhand during the last three years:

Sl. No.	Year	Name of the activity/ programme
i.	2019-20	Lok Parv-Lok Swar (Folk Song workshop) at Dehradun
		Ranikhet Sharad Utsav at Ranikhet
		Laddidhura Mahotsav at Barakot
		Dev Bhoomi Utsav (Uttarakhand Foundation day) at Lands Down
		Gauchar Mela at Chamoli
		Uttariyani Mela at Bageshwar
ii.	2020-21	Kala Mahotsav – Nayi Umeed Nayi Pehal (online - throughout the year)
		Uttariyani Mela at Bageshwar
		GI Mahotsav at Mussoorie
		Virasat at Almora
iii.	2021-22	Lok Utsav (online)
		Himadri Natya Mahotsav (online)
		Cultural Programme and Painting Exhibition at LBSNAA, Mussoorie

Brief details of other activities/ programmes undertaken for promotion of culture in the State of Uttarakhand are as under:

#### **FESTIVALS/ WORKSHOPS/ EXHIBITIONS:**

- Sangeet Pratibha (North Zone) - A four days festival of music focused on young musicians was held from 19 to 22 October, 2011 at Nanital, Uttarakhand
- Desaj - Festival of Folk and Tribal Performing Arts of India from 2 to 4 October, 2018 at Haldwani, Uttarakhand.
- Workshop of Shagun Akhar (Sanskrit Geet of Uttarakhand) held from 22 to 24 January, 2020 at Bhikiyasen, Uttarakhand
- Rishikesh Music Festival - a festival of Music held on 14-15 May 2022 at Rishikesh, Uttarakhand.

#### **AWARDS:**

i. **Sangeet Natak Akademi Fellowship (Ratna) & Award ( Puraskar):** Recipients of Sangeet Natak Akademi Awards from Uttarakhand during the last three years are as under:

- Shri Narendar Singh Negi, Folk Music, Uttarakhand
- Diwan Singh Bajeli (Uttarakhand/ Delhi), Overall Contribution

ii. **Ustad Bismillah Khan Yuva Puraskar:** Recipients of Ustad Bismillah Khan Yuva Puraskar from Uttarakhand during the last three years are as under:

- Smt. Asha Negi, Folk Music
- Shri Smit Tiwari, Hindustani Instrumental – Sarod

Further, for promotion of rural and local culture and to increase awareness amongst people regarding cultural values of India, this Ministry organized a Rashtriya Sanskriti Mahotsav at Tehri, Uttarakhand during May, 2018.

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