

GOVERNMENT OF INDIA  
MINISTRY OF CULTURE

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 3859**  
ANSWERED ON 06.04.2023

**PROMOTION OF LOCAL AND RURAL CULTURE UNDER 'AATMANIRBHAR  
BHARAT'**

3859 # DR. KALPANA SAINI:

Will the Minister of CULTURE be pleased to state:

- (a) the steps being taken by Government to promote local and rural culture under 'Aatmanirbhar Bharat';
- (b) the details of the efforts being made in respect of preservation of culture in the State of Uttarakhand;
- (c) whether any new action plan is being prepared under the "Vocal for Local" initiative in the field of local culture of Uttarakhand; and
- (d) if so, the details thereof?

**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). These artists showcase their talent during these programmes for which they are paid honorarium, TA/DA, local transportation, boarding & lodging etc. to enable them to earn their livelihood. Besides, all the seven ZCCs organize regional festivals and National level festivals like Rashtriya Sanskriti Mahotsavs (RSMs) where regional/ local culture is promoted through participation of local artists/ artisans. Similarly, 'OCTAVE' is a festival of the North East, organized by ZCCs to promote local folk culture of the North Eastern States, by way of providing an exclusive platform to the local/rural artists and artisans of North Eastern Region.

In addition to these ZCCs, various organizations of Ministry of Culture such as Sangeet Natak Akademi, Lalit Kala Akademi, Kalakshetra Foundation, Sahitya Akademi, Indira Gandhi National Centre for Arts, National Gallery of Modern Arts, Indira Gandhi Rashtriya Manav Sangrahalaya, Centre for Cultural Resources and Training etc. hold workshops/ exhibitions/ seminars/ festivals 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 21st 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.

(b) Some of the prominent cultural activities/ programmes organized in the State of Uttarakhand are listed as under:

- 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
- Kala Mahotsav – Nayi Umeed Nayi Pehal (online - throughout the year)
- Uttariyani Mela at Bageshwar
- GI Mahotsav at Mussoorie
- Virasat at Almora
- 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 festival of music focused on young musicians was held at Nainital, Uttarakhand
- Desaj - Festival of Folk and Tribal Performing Arts of India held at Haldwani, Uttarakhand.
- Workshop of Shagun Akhar (Sanskar Geet of Uttarakhand) held at Bhikiyasen, Uttarakhand
- Rishikesh Music Festival - a festival of Music held at Rishikesh, Uttarakhand.

#### **AWARDS:**

i. Sangeet Natak Akademi Fellowship (Ratna) & Award ( Puraskar): Recipients of Sangeet Natak Akademi Awards from Uttarakhand 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 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.

(c) & (d) Government of India is fully committed to promote the national call of ‘Vocal for Local’ in making Aatmanirbhar Bharat. In this endeavor, various Ministries/ Departments of the Government are playing a vital role to achieve the mission in various fields including the field of local culture. Apart from the information already provided in reply to parts (a) & (b) above, it is stated that the Ministry of Culture through Common Service Centres (CSCs) is conducting cultural survey of Villages for creating a Cultural Map of the country under Mera Gaon Meri Dharohar (MGMD). Indira Gandhi National Centre for the Arts (IGNCA), an autonomous organization under the administrative control of Ministry of Culture, has been designated as an implementation agency for the National Mission on Cultural Mapping (NMCM). The work of 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 /festivals/meals etc. of villages.

Ministry of Textiles, Govt. of India provides financial assistance to the eligible handloom agencies to promote and popularize locally made handloom products across the country. These agencies organize/participate in marketing events in domestic markets. Sale of handmade textile products are also promoted through India Handloom Brand and Handloom Mark. 38 Urban Haats have also been set up in various States for promoting sales of handloom products. Under many marketing schemes like Gandhi Shilp Bazar & Craft Bazar, exhibitions, workshops/ seminars etc have been organized to make artisans aware of the “Vocal for Local” programme. Further, craft villages have been developed and toy fairs organized to promote the national call of “Vocal for Local”.

Ministry of Minority Affairs implements a flagship scheme by the name of USTTAD (Upgrading the Skills and Training in Traditional Arts/ Crafts for Development) to build capacity of artisans/ craftsmen dealing in traditional arts/ crafts in the country. ‘Hunar Haat’ has been implemented as a component of this scheme which provides a platform to the artisans/ craft persons and culinary experts from across the country to showcase and market their indigenous products. ‘Hunar Haat’ has generated employment opportunities for artisans/ craft persons and has become an effective platform to strengthen the concept of Vocal for Local.

Ministry of Skill Development and Entrepreneurship 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 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, candidates are being 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 Tailors, Hand Embroiderer etc.

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