

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
LOK SABHA
UNSTARRED QUESTION NO. 1296
TO BE ANSWERED ON 11.12.2023

GROWTH OF CULTURAL INDUSTRIES

1296. Shri S. JAGATHRAKSHAKAN:

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government agrees with the view that we must have a long-term vision, a strong action plan and a multi-stakeholder approach committed to the growth of cultural industries and empowering cultural Industries and empowering cultural enterprises;
- (b) if so, the details of the steps that are proposed to be taken by the Government in this regard; and
- (c) If not, the reasons therefor?

ANSWER

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

(a) to (c) Yes Sir, the Government agrees with the view that there should be a long-term vision, a strong action plan and multi-stakeholder approach committed to the growth of cultural industries and empowering cultural Industries and empowering cultural enterprises.

This vision is also reflected in one of the priorities of the India's G20 Culture Working Group: "Promotion of cultural and creative industries and creative economy." The action oriented recommendation contained in Para 10 of Kashi Culture Pathway, the outcome document, calls for: "strengthening and aligning conceptual and monitoring frameworks, including classifications of cultural and creative sectors and industries and the creative economy at the global level, taking into account its multifaceted and transversal dimension, building on existing frameworks, where possible, through relevant international organizations- notably UNESCO, OECD, UNCTAD – and statistical institutions at the global and regional level, including in the Global South with a view to sustaining the development of cultural industries and the creative economy in developing countries, while also shedding light on the economic weight of cultural industries and the creative economy worldwide, including through data collection as appropriate;"

Seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala (Punjab), Nagpur (Maharashtra), Udaipur (Rajasthan), Prayagraj (Uttar Pradesh), Kolkata (West Bengal), Dimapur (Nagaland) and Thanjavur (Tamil Nadu) have been set up by

Government to promote, protect and preserve various forms of folk art, creative industry and cultural enterprises.

Ministry of Culture organizes Rashtriya Sanskriti Mahotsavs (RSMs) in various parts of the country. The Zonal Cultural Centres organize 42 Regional Festivals every year which also help in providing livelihood to these artists. These ZCCs implement number of schemes viz. Award to Young Talented Artists, Guru Shishya Parampara, Theatre Rejuvenation, Research & Documentation, Shilpgram, OCTAVE and National Cultural Exchange Programme in this regard. Activities like workshops, camps, exhibitions, conferences and seminars aimed at raising awareness of the importance of cultural and creative industries are organized by these ZCCs where exchange of ideas, knowledge, practices and work methodologies take place between participants, experts and professionals from several fields relating to the cultural and creative industries. During the programmes organized by these ZCCs, stalls are set up by the artisans from various parts of India who exhibit their products at the venue to let the visitors know about the services and their experiences.

The Office of Development Commissioner (Handicrafts) under Ministry of Textiles, Govt. of India implements National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for development, promotion, & preservation of handicrafts in a holistic manner and to provide sustainable livelihood opportunities to the artisans.
