

**GOVERNMENT OF INDIA
CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:7013

ANSWERED ON:11.05.2000

PUBLICITY OF INDIA CULTURE

ASHOK KUMAR SINGH CHANDEL;BRAHMANAND MANDAL;PUNNULAL MOHALE

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government propose to introduce any special publicity drive to bring the youth closer to Indian culture so as to check flourishing western culture in the country;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

Answer

MINISTER OF CULTURE (SHRI ANANTH KUMAR)

(a) to (c): The objectives and policies for promotion, preservation and conservation of Indian art and Culture are implemented by the Department of Culture through various schemes and by funding of autonomous organizations. The Schemes of the Department for scholarships for advanced training, fellowships for application and academic oriented research work in Indian Art and cultural fields, production and salary grants to promote creative arts and sustain `Guru-Sishya Parampara` etc. are given widest possible publicity to encourage individuals and organisations to apply for such financial assistance. Funds are provided to autonomous organizations, including Akademies and Cultural Institutes of national importance to promote and propagate understanding of Indian Art and Culture. To revitalise the education system by creating an understanding and awareness among students about the Indian Art and Culture and integrating this knowledge with education, the Centre for Cultural Resources and Training (CCRT) conducts variety of training programmes and workshops for in-service teachers, educators, administrators and students throughout the country. It also brings out several publication, which attempt to provide understanding and appreciation of different aspects of Indian Art and Culture.