

**GOVERNMENT OF INDIA  
CULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:4127  
ANSWERED ON:18.12.2012  
PROPAGATION OF ART AND CULTURE  
Karwariya Shri Kapil Muni

**Will the Minister of CULTURE be pleased to state:**

- (a) whether the Ministry has formulated any plan to propagate Indian art and culture in the country and abroad during Mahakumbh Mela to be held in January, 2013;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

**Answer**

MINISTER OF CULTURE (SMT. CHANDRESH KUMARI KATOCH)

(a): Yes, Sir.

(b): North Central Zone Cultural Centre, Allahabad, one of the autonomous Organizations under the Ministry of Culture, promotes Indian folk art and culture during Magh Mela every year by organizing its annual programme titled 'Chalo Man Ganga Yamuna Teer'. This year this Mela is coinciding with Mahakumbh Mela in which this programme (Chalo Man Ganga Yamuna Teer) will be organized on a bigger scale and will target, through advertisements and publicity, a much bigger audience.

(c): Does not arise.