

**GOVERNMENT OF INDIA
CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:280
ANSWERED ON:26.02.2013
PROMOTION OF FOLK ARTISTS
Pakkirappa Shri S.

Will the Minister of CULTURE be pleased to state:

- (a) whether any steps has been taken for the protection, development and promotion of famous folk artists and performers of traditional art forms;
- (b) if so, the details thereof;
- (c) whether the Government sends folk and other artists of various States to show case their talent at national and international level;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

Answer

MINISTER OF CULTURE (SMT. CHANDRESH KUMARI KATOCH)

(a): Yes, Madam.

(b): The Government has set up seven Zonal Cultural Centres (ZCCs) having their headquarters at Patiala, Udaipur, Allahabad, Kolkata, Dimapur, Nagpur and Thanjavur. The main objectives of the ZCCs are the preservation, promotion and dissemination of the traditional folk arts and culture of the various States/ UTs. The ZCCs endeavor to develop and promote the rich diversity and uniqueness of various arts of the Zone and to upgrade and enrich consciousness of the people about their cultural heritage. The ZCCs have been carrying out various activities and organizing programmes at the national, zonal and local levels in accordance with their aims and objectives implemented through following schemes:-

- i. National Cultural Exchange Programme
- ii. Guru Shishya Parampara Scheme
- iii. Young Talented Artistes Scheme
- iv. Documentation of Vanishing Art Forms
- v. Theatre Rejuvenation Scheme
- vi. Shilpagram Activities
- vii. Loktarang – National Folk Dance Festival and OCTAVE - Festival of the North East.

(c): Yes, Madam.

(d): The various Cultural Programmes organized by the Zonal Cultural Centres (ZCCs) inter- alia include Lok Tarang, Octave, Prakriti, National Theatre Festivals, Summer Workshops for Children, SAARC Folklore, Hampi Utsav, Mega Event of Trifed, Diu Festival, 'Lehar the Wave' – National Festival of Coastal Arts, Dweep Mahotsav, Sonapur Mela, Golden Beach Festival, Orange City Craft Mela & Folk

Dance Festival, Lawani Mahotsava, Pimpri Chinchwad Festival, Parampara Mahotsav, Silver Jubilee Celebrations of Zonal Cultural Centres, Yatras, Folk performances at Indo-Pak Border, Yuva Sangeet Nritya, Lok Kala Yatras in rural areas, Sharad Utsav, Nariyal Purnima, National Folk Dance Festival etc, in which various groups of folk and other artistes of various States are sent to showcase their talent at National level.

Under Festival of India, artists of different fields are considered for participation at International level. Besides, Indian Council for Cultural Relations (ICCR) an autonomous body under Ministry of External Affairs (MEA) has also been promoting folk and other artists by way of sponsoring their visits across the globe to give cultural performances and participate in various international events.

(e): Does not arise.