

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:4430  
ANSWERED ON:20.02.2014  
PROMOTION OF RURAL ARTS AND CULTURE  
Ajay Kumar SHRI

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) Whether his Ministry has made any efforts to promote rural arts and culture through national and international media in the country; and

(b) if so, the details thereof ?

**Answer**

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) Yes, sir.

(b) The Ministry of Information & Broadcasting through its various Media Units particularly Directorate of Field Publicity, Song & Drama Division, All India Radio and Doordarshan have been disseminating information on various initiatives/ programmes of the Government including promotion of rural arts and culture. The programmes have been presented in a generic format. In addition programmes have also been developed by the media units as per the requirements of the stakeholder ministries.

Some of the initiatives undertaken by the Media Units of the Ministry for promotion of rural art and culture are as follows:-

Doordarshan's DD Bharati channel is dedicated to programmes of music and dance, arts and crafts, traditions, festivals of India etc. The channel also presents history, heritage and modern culture in India. The channel has also entered into partnership with various National and International institutes to acquire and premiere programmes available in their archives.

DD India is another channel which showcases India's social, cultural, political and economic milieu to the world. DD also has a number of Regional channels which are dedicated to telecast local language programmes depicting art and culture of the different regions.

All India Radio (AIR) Stations broadcast programme on rural Arts and Culture, Folk Music and Plays in different formats. AIR also broadcasts bi-weekly half an hour programmes on rural Arts and Culture based on Folk songs, Folk arts and rural themes addressing women's issues in rural areas.

Besides these, Farm & Home sections of All India Radio broadcast rural cultural programmes, provides coverages to the rural cultural shows, organized by rural groups in rural areas. It also invites the Auditioned artists for studio-based programmes based on rural culture, folk formats of plays, songs, music etc.

Programmes based on talks, discussions, interviews with the rural artistes excelling in the field of rural arts and culture have been mounted across the country.

The Song & Drama Division (S&DD), carries out the publicity programmes in respect of Developmental Schemes of the Government across the country under its Plan Scheme – 'Live Arts and Culture for Rural India', utilizing various folk and traditional art forms. During the Year 2013-14, S&DD has organised 11675 Programmes till January, 2014, under the Plan Scheme – Live Art & Culture for Rural India.