

**GOVERNMENT OF INDIA
CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:4796
ANSWERED ON:12.08.2014
FUNCTIONING OF ZCCS
Kothapalli Smt. Geetha

Will the Minister of CULTURE be pleased to state:

(a) whether the Government has impressed upon existing Zonal Cultural Centres (ZCCs) in the country to update their functioning and programmes in view of the emergence of new facilities and technologies in the world of art, culture and entertainment; and

(b) if so, the details thereof and the present status thereof, State/UT-wise including Andhra Pradesh?

Answer

MINISTER OF STATE (I/C) FOR CULTURE AND TOURISM (SHRI SHRIPAD NAIK)

(a) Yes, Madam.

(b) The ZCCs have already taken initiatives to update their functioning and programmes in view of the emergence of the new facilities and technologies in the world of art, culture & entertainment. The steps taken/being taken by the ZCCs in this direction, in respect of all States/ Union Territories including the State of Andhra Pradesh, inter-alia, are as under:

(i) Online transfer of payments to artistes and artisans; (ii) Use of E-mails, SMS and social media; (iii) Centralized data collection of artistes and artisans; (iv) Updating websites with facilities such as online applications for registration of artistes, craft melas etc.; (v) Reaching out to the maximum number of people through visual and social media; (vi) Arranging programmes by using advanced audio, light and other technologies without compromising traditional way of presentation; (vii) Audio/Video documentation of various art forms etc.; (viii) Telecasting of the programmes.