

**GOVERNMENT OF INDIA  
CULTURE  
LOK SABHA**

STARRED QUESTION NO:111

ANSWERED ON:24.07.2017

Ek Bharat Shreshtha Bharat

Munde Dr.Pritam Gopinath;Raut Shri Vinayak Bhaurao

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

- (a) whether the Government has launched "Ek Bharat Shreshtha Bharat" programme/scheme and if so, the details thereof;
- (b) whether the Government has also launched "National Mission on Cultural Mapping of India", if so, the details thereof including the salient features and the aims and objectives of the said Mission;
- (c) whether all the States/UTs are being covered under the Mission and if so, the details thereof, State/UT-wise;
- (d) the extent to and the manner in which this Mission is likely to encourage cultural connect and develop tourism in the country; and
- (e) whether the Ministry of Culture in collaboration with NITI Aayog organised National workshop to initiate focussed group discussion with various stakeholders and if so, the details of the participants of the workshop along with the outcome thereof?

**Answer**

MINISTER OF STATE(I/C) FOR CULTURE AND TOURISM  
DR. MAHESH SHARMA

(a) to (e) A statement is laid on the table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA STARRED QUESTION NO. 111 FOR 24th JULY, 2017

(a) The 'Ek Bharat Shrestha Bharat' programme was launched by Hon'ble Prime Minister on 31st October, 2016 on the birth anniversary of Sardar Vallabhbhai Patel. The programme is a unique effort to secure greater unity and integrity of India by celebrating its cultural diversity by the people of different States and UTs.

(b) & (c) The Government has launched a scheme namely 'National Mission on Cultural Mapping and Roadmap' on 29th March, 2017 for moving in the direction of promoting and bridging the cultural gap and collecting database of artists, artisans and various art forms across the country in order to create healthy competition in preserving local culture of various States and sharing the same with other States. The Scheme is not State specific and will cover the whole country.

(d) The Mission will take various initiatives such as mapping of local artists, events, art forms, Kala Grams/Crafts Mela with tourism spots, developing cultural guides and tourism programmes to integrate our cultural assets and activities into the local economy in order to improve and promote cultural tourism throughout the country. Further, the National Cultural Work Place(NCWP), envisaged as an objective of the Mission, will provide a common platform for cultural connection bringing integration between Culture and Tourism.

(e) The Ministry of Culture organized a National Workshop on 12th April, 2016 in association with NITI Aayog to discuss the concept and objectives of 'Ek Bharat Shrestha Bharat'. Representatives of various Ministries/Departments/States/UTs and other stakeholders participated in the workshop and shared their views/ideas which finally resulted in shaping up the objectives towards Ek Bharat Shrestha Bharat. National Mission on Cultural Mapping is not directly covered under 'Ek Bharat Shrestha Bharat' Scheme but is an ENABLER for collecting database of artists, artisans and various art forms across the country.

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