

Government of India
Ministry of Development of North Eastern Region

LOK SABHA
STARRED QUESTION No. †*137

To be answered on
Wednesday, February 10, 2021/Magha 21, 1942 (Saka)

QUESTION

Promoting Art and Culture of NER

†*137. SHRI ASHOK MAHADEORAO NETE:

Will the Minister of DEVELOPMENT OF NORTH EASTERN REGION be pleased to state:

- (a) the steps being taken by the Government to promote Art and Culture of North-Eastern Region (NER) across the country; and
- (b) the steps being taken to promote the food and handicraft items of the said region?

ANSWER

The Minister of State (Independent Charge) of the Ministry of Development of North Eastern Region
[Dr. Jitendra Singh]

(a) and (b) A statement is laid on the Table of the House.

Statement referred to in reply to parts (a) and (b) of the Lok Sabha Starred Question No.*137 for answer on 10.02.2021.

(a) & (b): To protect, promote and preserve various forms of folk art and culture throughout the country, the Government of India has set up seven Zonal Cultural Centres (ZCCs) with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. Further, to protect and promote the rich and diverse traditions and culture of NE Region, the Government of India has set up North East Zone Cultural Centre (NEZCC) at Dimapur and Eastern Zonal Cultural Centre (EZCC) at Kolkata (autonomous organizations under Ministry of Culture). Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura are the member States of NEZCC, Dimapur and Assam, Manipur, Sikkim and Tripura are also the member States of EZCC, Kolkata. These ZCCs organize various cultural activities and programmes in North-East Region on regular basis. OCTAVE - a festival of the North East is organized by all seven Zonal Cultural Centres to promote folk culture of the North Eastern States. For this purpose, artists of the North East region are engaged by ZCCs to showcase the rich cultural heritage of North East. 93% of the budget allocation provided to the ZCCs is incurred on the folk and tribal art forms.

In addition, there is one autonomous organization namely Central Institute of Himalayan Culture Studies, Dahung (Arunachal Pradesh) and the following three grantee bodies located in the North Eastern States which are engaged in preserving and promoting the folk art and culture of the NE Region:-

- i. Centre for Buddhist Studies, Tawang Monastery, Arunachal Pradesh
- ii. Namgyal Institute of Tibetology, Gangtok
- iii. GRL Monastic School, Bomdila, Arunachal Pradesh

Further, Performing Arts Bureau implements various financial grant schemes to preserve, promote and protect various forms of arts and culture including those of NE Region by way of extending financial support to individuals and organizations.

Centre for Cultural Resources and Training (CCRT), an autonomous organization under the aegis of Ministry of Culture is working in the field of linking education with culture by way of providing culture based methodology training to teachers, teacher

educators and cultural administrators across the country as well as by implementing scholarship and fellowship schemes for preservation and promotion of diverse, varied and rich Indian cultural heritage including the art & culture of NER, which is being manifested through various performing, literary and visual art forms. The CCRT also organizes various training programmes for In-service government and government aided school teachers and teacher educators throughout the year, for dissemination of Indian Culture at the grass root level by training them for incorporating the cultural component in class room teaching. The Regional Centre Guwahati, Assam is established with an objective to cater and train teachers and students for promoting Traditional Culture and Art of North-Eastern Region.

Ministry of Tribal Affairs under the scheme of Institutional Support for development and marketing of Tribal Product/Produce releases Grants-in-aid to State Tribal Development Cooperative Corporations (STDCCs) and Tribal Cooperative Marketing Development Federation of India Ltd. (TRIFED) which is a multi-State Cooperative under Ministry of Tribal Affairs. TRIFED provides marketing platform for tribal products through its network of 73 own Tribes India outlets and 33 consignment counters and 15 franchise outlets in State Emporium located across the country. TRIFED also organized National Tribal Festival titled "Aadi Mahotsav" for development of traditional art and culture of tribal population which includes food and handicraft items. In addition, Ministry of Tribal Affairs through its scheme "Support to TRIs" supports the State Governments to set up new Tribal Research Institutes (TRIs) where it didn't exist and to strengthen functioning of existing TRIs to carry out its core responsibility towards Research & Documentations, Training and capacity building, promotion of rich tribal heritage etc. To preserve tribal art and culture, financial assistance is also provided to TRI's to carry out various activities to preserve and promote tribal culture and heritage across the country through research and documentation, maintenance and preservation of art & artefacts, setting up of tribal museum, exchange visits for the tribals to other parts of the State, organizing tribal festivals etc. Through the Scheme "Tribal Festival, Research, Information and Mass Education", the Ministry focuses on promotion of rich tribal cultural heritage, dissemination of information and creation of awareness, which includes organization of Tribal Craft & Food Festivals, Sports, Music, Dance & Photo Competitions, Science, Art

& Craft Expos, Workshops, Seminars, Production of documentary films, bringing out publications thereby highlighting significant studies, documenting historical facets of tribal communities, achievements of Ministry of Tribal Affairs & State departments besides other advertisements etc. at regular intervals.

Ministry of Development of North Eastern Region (MDoNER), through North Eastern Council and its Central Public Sector Enterprises (CPSEs) make continuous efforts toward promotion of art and culture including food and handicrafts of North Eastern Region (NER). An annual event *viz.* Destination North East (DNE) Festival is organized by the Ministry, since 2016, with an object to showcase the inherent economic, social and cultural strength of the NER. This event was held at Chandigarh (2017), Delhi (2016 and 2018), Varanasi (2019). In 2020, this event was held virtually, due to restrictions imposed on account of COVID-19. North Eastern Council (NEC) has also been supporting many events and festivals showcasing art and culture of NER across the country.

North Eastern Handicrafts and Handlooms Development Corporation Limited (NEHHDC), a CPSU under Ministry of Development of North Eastern Region, procures handicrafts and handlooms from artisans and weavers from all the eight North Eastern states and retails the same through its chain of "Purbashree" Emporia located at Shillong, Guwahati, Kolkata, New Delhi, Kevadia (Near Statue of Unity, Gujarat) and its Sales Promotion Office at Chennai.

North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMAC), a PSU under Ministry of Development of North Eastern Region promotes art and culture of North Eastern Region through participation in various events and exhibitions. NERAMAC has also organized several events including Bihu Festival at Dilli Haat, INA, New Delhi to make people aware about the culture of NER.

North East Cane and Bamboo Development Council (NECBDC), a society under NEC, has recently conducted a workshop and exhibition in Jammu to show case and promote bamboo technology and bamboo handicrafts expertise of NER.

Ministry of Food Processing Industries is also implementing scheme of Pradhan Mantri Kisan Samapada Yojana (PMKSY) for strengthening Food Processing infrastructure of the country including North Eastern Region.

Further, Ministry of Textiles also implements various schemes for promotion and development of art and culture across the country including North Eastern region through “National Handicraft Development Programme (NHDP)” and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) to emphasize integrated approach for development of handicraft in a holistic manner.

Ministry of Minority Affairs launched a scheme viz. Upgrading the Skills and Training in Traditional Arts/ Crafts for Development (USTTAD) on 14th May, 2015 at Varanasi (Uttar Pradesh). The scheme aims at capacity building and upgrading of the traditional skills of master craftsmen/artisans; documentation of identified traditional arts/crafts of minorities; set standards for traditional skills; training of minority youths in various identified traditional arts/crafts through master craftsmen; and develop national and international market linkages; and preservation of languishing Arts/Crafts. The scheme is implemented for preservation and promotion of traditional arts/crafts being practiced by minority communities notified under National Commission for Minorities Act 1992 (viz. Muslims, Christians, Sikhs, Buddhists, Parsis and Jains) and its promotion with market linkages. The scheme is taken up anywhere in the country. At least 10% projects should be set up in the North East region. The Ministry has also engaged institutions of national repute namely, National Institute of Fashion Technology (NIFT), National Institute of Design (NID) and Indian Institute of Packaging (IIP) to work in various craft clusters for design intervention, product range development, packaging, exhibitions and brand building etc. Hunar Haat implemented under USTTAD scheme provides opportunity to minority artisans/craftsmen and culinary experts from across the country to showcase and market their finest handicraft and exquisitely crafted indigenous products, which has also generated employment and employment opportunities for artisans, craftspersons and associated persons and has strengthened their market linkages in the Hunar Haats organized so far through National Minorities Development & Finance Corporation (NMDFC) and Maulana Azad Education Foundation (MAEF), 24 Hunar Haats have been organized since November 2016 across the country. The 25th Hunar Haat is being organized at Mysuru, Karnataka from 06.02.2021 to 14.02.2021.
