Report of the Working Group on Art and Culture for XII Five-Year Plan (2012-17)

MINISTRY OF CULTURE
GOVERNMENT OF INDIA
NEW DELHI

JANUARY, 2012
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FOREWORD

India is one of the unique nations in the world with a culture that is deeply rooted in the pluralistic ethos of age-old history providing creative expression, values-sustenance and belief patterns to thousands of communities, which constitute the contemporary Indian society. India also occupies an important place on the cultural map of the world. The role of culture lies not only in encouraging self-expressions and exploration on the part of individuals and communities, but also in developing creativity as a social force. Cultural activities also provide livelihood to significant sections of population and contribute to the GDP of the Nation. Moreover, Culture has some role as environment in providing sustenance to the human existence.

There is a growing recognition that culture is at the core of all developmental activities and is not a mere “fringe” activity for the leisured or privileged classes. Culture is that which gives a society its sense of direction and togetherness and a perception of value and excellence. Economic growth is not merely dependent on programmes and projects for production of goods and services. It loses its meaning and relevance if society ceases to care or does not care adequately for its heritage and life style, which are the essential determinants of culture. Culture is thus integral to all development and it is felt that we must provide adequate attention to this sector in the Five Year Plans and not treat it as a marginal sector.

In the Ministry of Culture, through a network of institutions and innovative schemes, an endeavor has been made to build linkages between the past and the present and lay the foundation for future development. Within this conceptual framework, the preservation of our cultural heritage through the institutions of Archaeological Survey of India, Museums, Archives, Akademies, Public Libraries and a slew of schemes has provided continuity to our cultural traditions, both tangible and intangible.

It is worth noting that in the wake of globalization of economy and its challenges, we have cautiously sought to create an environment for sustenance of our cultural heritage. We have been deeply conscious of the fact that it is not for the state to guide culture as culture is around us, behind us and ahead of us. However, we have to create necessary infrastructural facilities to facilitate availability of various cultural goods and services to people on the one hand and create necessary environment for increased demands for such goods and services through education, awareness and other innovative programmes on the other hand. Such an approach would not only help in sustenance and growth of Arts and Culture but also contribute significantly in improving the physical well being of the people and enable them to live a meaningful and valued existence.

The “Art and Culture” sector constitutes a vast and complex area and the task of formulating a blueprint for its growth in the XII Plan has been found to be immensely ticklish. However, the Working Group got the benefit of the vast and varied experience and expertise of its members in completing this task. The working group constituted six sub-groups one each in the areas of (i) Performing Arts, (ii) Museums & Visual Art, (iii) Archaeology and Anthropology, (iv) Literature, Libraries & Archives, (v) Education, Research & others and (vi) Promotion of Culture and Heritage Tourism in India. Based on their recommendations and inputs from various institutions / organizations under the Ministry of Culture and a critical review of the achievements of the XI Plan and existing schemes, the Working Group has been able to put together a report which contains a series of new schemes under various sectors for the XII Plan. The Working Group Report embarks upon rather an ambitious programme of action for the next five years in terms of institutions, schemes, as well as financial outlay, with a hope that the Art and Culture would find its due place in the development agenda of the Nation.
The Working Group recommendation for sharp upward revision is essential to break the ‘jinx’ the ‘Culture’ is incapable of spending more than 10 to 11 paise per 100 rupees of the total central expenditure, i.e. both Plan and Non-Plan. Now that the Ministry of Culture has proved itself by spending almost 100% of its budgetary allocation last year, through the most complex and complicated matrix, it is time that XII Plan proposals given here are given due consideration.

I would like to place on record my deep gratitude to all the members of the Working Group for XII Plan for their valuable contribution.

JAWHAR SIRCAR Secretary,
Ministry of Culture and Chairman,
Working Group for XII FYP

New Delhi
CHAPTER 1
INTRODUCTION

Constitution of Working Group – Its Terms and Reference:

In order to embark upon meaningful and proper perspective of the development planning in the Art & Culture sector and to draw up & suggest innovative, imaginative and fresh inputs/activities to be taken up in the XII Five Year Plan (2012-2017), Planning Commission constituted a Working Group on Art & Culture for the Central Sector, under the Chairmanship of Secretary (Culture) for formulation of the XII Five Year Plan, vide its Order No. M-13016/2/2011-12-Culture dated 13th May, 2011. The Terms of Reference as well as the Composition of the Working Group are appended in Annexure I.

A meeting of the Working Group was held under the Chairmanship of Secretary (Culture) on 21-07-2011, in Vigyan Bhawan Annexe. In the meeting, the Chairman of the Working Group explained in detail to the Members of the Working Group, on the functional spectrum of the Ministry which ranges from generating cultural awareness at the grassroots level, to promoting cultural exchanges at an international level; along with programmes for the preservation of India’s ancient heritage, the activities of the Ministry encourage and disseminate a variety of contemporary creative arts as well. Further, the Ministry has a vision “An India, where cultural diversity and heritage are important pillars of inclusive national development” and its mission is to implement sustainable solutions through which India’s diverse tangible and intangible culture and ancient heritage will remain universally accessible in an ongoing and continuous process. The strategic plan for the Ministry of Culture (MoC), Government of India, is aimed at identifying and setting clear priorities and expecting results with a view to achieve remarkable improvement in preservation and conservation of Ancient Cultural Heritage and promotion of Art and Culture, both, Tangible and Intangible in the country in the next five years. He expressed his concern over deficiencies of schemes that emerged out of 11th Plan document which put severe constraints in many cultural areas.

Further the mandate of the Ministry, which revolves around the functions like preservation and conservation of ancient cultural heritage and promotion of all forms of art & culture, both tangible and intangible in the country, was reiterated by the Chairman of the Working Group to the Members in the meeting. The Chairman stated that in order to fulfill the above mandate, the primary objective of this exercise is to develop a comprehensive 5 year plan so as to achieve the following:-

- To promote institutional/individual/group initiatives in the field of Tangible Heritage – Archaeological Survey of India.
- To promote institutional/individual/group initiatives in the field of Tangible Heritage – Museums & Public Private Partnership.
- To promote institutional/individual/group initiatives in the field of Intangible Cultural Heritage.
• To disseminate information relating to, and conduct research for safeguarding of various forms of Intangible Cultural Heritage.

• To commemorate identified special events and centenaries that are of national importance and have a bearing on our culture.

• To further develop the cultural relations between India and various countries of the world.

• To preserve print resources and archival material of India.

• To provide financial and other support to assist the autonomous institutions under the Ministry in discharge of mandated activities.

• To ensure that all agencies and stakeholders involved in achieving the vision, are clear on their roles and responsibilities and have the requisite resources in place to achieve the goals agreed; and that there are clear SLAs (Service Level Agreements) between the partners involved in the delivery process.

• To ensure that there are suitable feedback/feed forward mechanisms in place so that deviations/variances can be identified in time and the same are made available to officers empowered to take corrective action.

The mandate of the Working Group on Art & Culture for the XII Plan is focused on review and evaluation of the existing schemes in the context of their effectiveness, utility, duplication, etc. and to identify gaps, bottlenecks and to come up with effective responses by way of new initiatives, innovative, fresh ideas/inputs, etc. Need for review of the status of various Institutions working in the Sector vis-à-vis the efficacy of their functioning in the contemporary period was also considered necessary. In addition, the need for suitable strategies for effective use of technologies for better preservation, conservation and access to heritage resources and upgradation of national institutions to greater level of excellence was also underlined.

Major Issues

Transition from the 11th Five Year Plan to the 12th Five Year Plan is an occasion for deep introspection. It is also an opportunity to learn valuable lessons from past successes and failures. The new strategies for the 12th Plan should be built on the already demonstrated strengths and successes during the past decades of planned development, while avoiding the pitfalls.

During the meeting of the Working Group held on 21/07/2011, Members raised various issues relating to Art and Culture. Some of the major issues raised during the meeting could be summarized as follows:-

1. Giving Culture Sector its Due Priority

For the developmental planning of the Culture sector, it is necessary to emphasize the need for sensitizing policy makers as well as those in positions to influence such policy making, both within and outside the Government, with the important role Culture plays in the overall developmental process. Like Environment, it is necessary for providing the sustenance to the human existence and provide conditions for peaceful coexistence so necessary for economic growth.

Further, it seems the Culture Sector has been wrongly classified/understood as non-productive and non-developmental sector. Inspite of the fact that it provides employment to a large section of population and contributes significantly and spurs many other economic
activities like tourism etc., it is surprising that this sector has not got the priority it deserves in the Nation’s overall agenda for development.

It may be relevant to mention here that Art and Culture got a share of only 0.16% of the total Central Plan of the Government of India in 11th Plan Allocation. It was felt that the size of the XIIth Plan for this sector should be assessed in terms of the need of the sector and its organizations and not the historical low Plan allocations. In this context, it was pointed out that after separation of Ministry of Culture from Education; Culture Ministry had to carve out its own space with a separate budget and accounts which is continuing. A disproportionately higher funding is required in the 12th Plan to enable the Ministry accommodate aspirations of people, who expect a lot from this Ministry.

2. Cultural Development, Economic Development and Growth

Culture is both an instrument or means of economic growth as also a desirable environment which gives meaning to our existence. This dual role of culture applies not only in the context of the promotion of economic growth giving employment to a large section of society, but also in relation to other objectives, such as sustaining the physical environment, preserving family values, protecting civil institutions in a society, and so on. On the other hand development has to be seen in terms that include cultural growth, the fostering of respect for all cultures and for the principle of cultural freedom.

The first and foremost requirement of planning for cultural development is, therefore, to develop appropriate yardsticks for various dimensions of cultural growth. The first dimension of cultural development which directly contributes to economic growth and can be measured in terms of contribution of culture related activities and services to GDP, employment, economic growth, etc. Unfortunately no data is available on these measures in respect of Culture sector. The second dimension of culture relating to meaningful and valued existence, being more abstract in nature, defies an easy measure. However, with adequate research efforts it would not be difficult to construct some indices or indicators, on the lines of UNDP Human Development Index, which will reflect the growth and development of this dimension of Culture. This is a crucial area in which a beginning has to be made as early as possible.

Culture and creativity manifest themselves in almost all economic, social and cultural activities. As such these cannot be confined to the boundaries of any particular sector. However, there are certain sectors wherein presence and contribution of culture and creativity is much more dominant and visible. Music, visual arts, performing arts, literature, heritage management, museum management, archival activities, libraries, films, handicrafts, media, etc. are some of the areas which when taken together may define the contours of Cultural and Creative industries. Ministry of Cultural is directly responsible for the major segments of this sector. Importance of this sector needs to be highlighted due to its great potential for growth and employment generation. Cultural activities are generally small, decentralized and require more grass-root participation than any other economic activity. According to an estimate, in India, Agriculture employs 37-40% of the workforce; Culture and Creative Industries, 45-48%; all other industries together employ around 17-20%. Main challenge in the growth and promotion of cultural industries lies in developing a revenue-generating model which could be self-sustaining.
3. Cultural Development Vis-à-vis State Governments’ role

(i) For sustaining the much needed plan size for Art & Culture Sector, two major ways for incurring Plan Expenditure in GOI are through Central Sector Schemes and Centrally Sponsored Schemes. It is very unfortunate that it was the only Ministry that does not have any decent Centrally Sponsored Scheme which can give a little flexibility and involve States more closely. It is further added that the intention of the Government as a whole is to execute the schemes through State machinery, which is lacking in the schemes of Ministry of Culture.

In India - a country with rich and diverse cultural heritage, the need for openness and understanding amongst people and healthy response and respect for different traditions becomes imperative. Over the years, the economic and technological progress in the country has resulted in a paradigm shift of preferences in favour of sophisticated and high tech modes of entertainment. The technological onslaught has seen to the decay and demise of many of our traditional and rural art forms. In this background, it became imperative to set up a mechanism for preservation and promotion of our inherited values and rich cultural heritage. To serve this noble purpose, the Working Group focused its attention in this direction and suggested that regional centres of Lalit Kala Akademi/Sahitya Akademi should be opened in States. As the State Art & Culture academies are not in good condition, their exact role and mandate needs to be reworked and the Ministry should come out with a Centrally Sponsored Scheme to give them a helping hand. Zonal Culture Centres (ZCCs) should also be set up in all the states for preservation and promotion of our rich culture heritage. The revival of art colleges in various states should be conceptualized. Similarly, National School of Drama (NSD) should serve as a role model and States should be encouraged to set up their own version of NSD. A special mention was made for creation of State Theatre Repertory. It was also mentioned that State Governments have separate culture departments which are resource constrained and cultural academies in states are also crisis ridden, due to financial constraints and priorities to other sectors in the states. It was advocated that since it is essential to preserve culture and revive performing arts, people from all over the country be encouraged to teach various art forms and we need to help more and more cultural teachers in the fields of Music, Dance, Puppetry, etc.

It was further felt that the Ministry should also develop culture presentations appealing to the entire country. The idea should be to enthuse people of this country to donate their adequate time and energy in cultural fields and therefore, it was emphasized that avenues should be evolved to involve State and local governments too under various programmes including in development of culture, monuments, folk and tribal arts, libraries, etc. Need was emphasized to have an International level Cultural Complex in Delhi as there is none at present.

(ii) The issue of huge number of unprotected monuments also came up. Also the issue came up of large number of excavation projects which needs to be taken up.

Monuments and Archeological sites are maintained by both – State as well as Central Government. For long time it was being felt that States need assistance for this work as they often have shortage of funds. Many times, this responsibility is given lower priority by the States while allocating it’s resources. In addition there are large numbers of heritage buildings in public as well as private control. Many Rajbhavans and Central as well as State Government departments and PSU offices are located in such buildings. Many are crumbling because of lack of resources. Many private buildings are also in need of urgent conservation and preservation.
works but the current financial conditions of the owners makes it impossible for them to take it up.

Monuments, Archeological Sites and Heritage Buildings are part of the rich heritage of the whole country and resource constraint for them cannot be allowed to hamper in the preservation and conservation works lest they are lost forever. In fact it was echoed twice by the Hon’ble Prime Minister. While giving his address in the valedictory session of the 34th meeting of Central Advisory Board of Archaeology on 2nd Dec 2009 the PM said -

“Let me say that study of India’s past, archaeology as a discipline is something which requires joint collaborative efforts of the Ministry of Culture, the Archaeology Survey of India, the State functionaries and the academic bodies like the Universities. For exploration and excavation we need to bring our collective knowledge, wisdom and experience to move forward. I can assure you that this is an area where there is no shortage of funds, there will be no shortage of funds, we should and we can have networks between the Cultural Ministry, the Archaeology Survey of India, State Governments and Universities, I would like a genuine participatory approach to be developed between the Government, Government of States, Archeological Survey of India and Universities system of our country that’s the only way we can carry forward this massive gigantic enterprise of preserving study of India’s past. Let me say that we value your suggestions and as I said I would like to develop a participatory style of function in the Ministry of Culture. I attach great importance to the works of this ministry and that’s why when the new Cabinet was being sworn in, I said that this is the department which I would like to keep with me.”

Later in his address at 150th Year of the Archeological Survey of India on 20-December-2011, he said -

“A significant part of our heritage still remains outside the purview of the ASI. The state archaeology departments which are responsible for such monuments and sites need both greater professional and financial support. The Planning Commission has recently suggested a Centrally Sponsored scheme for this purpose. I would advise the Ministry of Culture and the ASI to finalise a scheme, which entrusts greater responsibilities to State Archaeology Departments, Universities and Research Institutes in the task of restoration and conservation of our vast heritage.”

The Planning Commission in its Mid Term Plan review also identified the need of Centrally Sponsored Scheme for the protection of Monuments and archeological Sites. The Review mentions as follow -

‘A CSS for protection and preservation of monuments and archaeological sites should be devised in consultation with states and with enlightened private sector participation. The new scheme could be with the ASI but before being conferred with newer roles, this organization needs through overhauling. ASI must increase its vigilance over centrally protected monuments for which its manpower should be augmented.’
Keeping these observations in mind the Working Group felt the need of New Centrally Sponsored Schemes for the preservation and conservation of the monuments, archeological sites and heritage buildings under the charge of the State Governments or other entities.

It is also felt necessary to pitch the provisions of ASI to higher level. Working Group also suggested that a scheme should be included in the 12th Plan for conservation of unprotected built heritage. For the preservation of monuments and built heritage, incentive or award was also advocated to be given.

(iii) The Working Group stressed for supporting and encouraging the State Museums which need to be strengthened and upgraded for preservation of invaluable heritage in their charge as well as for attracting more and more tourists/visitors from all over India and abroad. It was suggested to create new museums like Museum of Indian Languages and Literature; Indian Jewellery, Performing Arts, Contemporary Art Museum, etc. In addition, there should be at least 4 major museums in East, West, North and South. As regard Science Museums, the State Science Museums should be developed and upgraded. It was recommended to take up vendor development programmes for museums, etc. Since, there is no equal distribution of Science Museums in all States; Central Government on priority could set up Science Museums or Science Centres in the States which are ready to share the cost. For development of Science Centres in the country during 12th Plan, National Council for Science Museums recommended to open 1000 School Discovery Science Centres, Astronomy Clubs, etc.

(iv) It was also felt that no comprehensive data is available about the cultural resources in the country which hampers scientific planning, not only in cultural field, but also in others like tourism etc. It was suggested that mapping of Indian Culture should also be got done through specialized agencies.

(v) There is severe dearth of managers for cultural resources and institutions. The technical expertise at the lower and middle level has to be supplemented with managerial knowledge and expertise as one grows up to take higher level managerial positions in cultural institutions. Moreover a large number of institutions and organizations are carrying out research and training in their respective technical areas however an integrated approach to research and training in an inter-disciplinary manner is scarce. While research in narrow technical fields are important in their own right, the need for research at macro-level by looking at the culture sector in its totality and its linkages with other social and economic sectors is equally important, if not more. There is a need to develop centres of excellence for research and training in inter-disciplinary areas in an integrated manner so as to produce capable managers and researchers for cultural resources and institutions.

The Working Group on Art & Culture reiterated that there is a shortage of cultural managers which needed to be made available through a suitable scheme and courses on Museum and Cultural Institutions Management need to be introduced in various Universities.

(vi) Since, the National Translation Mission has the mandate to translate the Educational Books in other languages, it was suggested that there should be networking between Education and Culture. The need to digitize the oral traditions was also emphasized, as oral traditions
have a very important role to play in our culture. While deploring the deteriorating condition of archives and libraries, it was stated that Epigraphy which is an important archaeological branch where education can play a great role, is completely dying down and both sides (M/o Education and Culture) and have to reconsider through Consultative Groups consisting of teachers, students and users. It was recommended that Folk and Tribal Art of this country, which is under severe assault, must be encouraged and there ought to be a National Welfare Funds for Artistes including Writers. The State Governments should also be inspired to create such funds. The Chairman further suggested that as the Ministry recently replaced Seminar Grant Scheme with Cultural Function Grant Scheme under which financial assistance is given for any type of cultural functions, every member of the Working Group should give at least one such imaginative idea, for being taken up during 12th Plan.

(vii) It was also suggested that there is a need to connect Education with Culture with the idea that courses on theatre and performing arts be brought in at school/higher education level as there is a weak link between practice and theory. It was advocated for creation of an exclusive TV channel on culture which should be with the Ministry of Culture. Till such times it becomes a reality, scheme should be taken up to make and support programmes which may be telecast on TV on various public and private channels. It will generate interest in the young generation about our heritage.

It was also stressed that art, theatre and music education should be upgraded by formulating some scheme.

(viii) It was also mentioned that the Ministry of Tourism does not have any link with culture and as such, tour operators have no expertise in cultural aspects like Indian Classical Music and Dance & suggested that some system should be evolved to link Culture and Tourism. The Working Group desired that the concerned Ministries can work out a plan under ‘Incredible India’ formula (on cost sharing basis). It was advocated that there should be audio guides in major monuments and museums in different languages and ASI, Museums, Tourism & INTACH should work on it.

It was felt that proper roads, other infrastructure and facilities to visit tourist sites should be provided by the State and its knowledge should be available in the Information Centres. Further, it was felt there is a need to have a site development plan at the places where ASI has done excavation. The ancient monuments and historical sites/remains located in various places of the country attract tourists, especially from abroad and this may be used to give fillip to rural tourism. Places like Nalanda can be developed as hub for development of Rural Tourism around it.

In order to promote heritage/cultural tourism, the Ministry of Tourism may contemplate formulating a scheme in 12th Five Year Plan, which interlinks the monuments/ancient sites and historical remains of Archaeological Survey of India and promotional activities of Ministry of Tourism.

(ix) It was suggested by Secretary DONER that the Working Group should consider enhancing the existing 10% of the Plan allocation earmarked for cultural activities in North East to 25% in favour of NER. Since activities of Art & Culture are basically events based, there is
enough fluidity in it to take up more cultural activities in North Eastern Region. It was also proposed that some areas like upkeep and maintenance of Museums, in-service training in Libraries and Archives needed to be intensified.

**Subgroups:-**

Keeping in view the fact that this country has a very diverse cultural ethos, it is felt that the field of culture is quite vast and a lot can be done for propagation and preservation of Indian Art & Culture with innovative new schemes which may catch the imagination of the planners of the country. In order to moot and envision new ideas and fresh inputs along with some of the very important issues raised by the members, as brought out above, that are to be addressed during the XII Five Year Plan, the Working Group decided to constitute following Sub-Groups to consider various issues in detail and make specific recommendations to address the same:-

(i) Sub-Group on Performing Arts  
(ii) Sub-Group on Museums and Visual Arts  
(iii) Sub-Group on Archaeology and Anthropology  
(iv) Sub-Group on Literature, Libraries and Archives  
(v) Sub-Group on Education Research and Others  
(vi) Sub-Group on Promotion of Culture and Heritage Tourism in India

Composition of these Sub-groups is annexed at **Annexure II.** The above Sub-Groups held their meetings, deliberated and discussed various issues relating to thrust areas and came up with specific recommendations. The salient features of the recommendations are given in the succeeding chapters.
CHAPTER 2
PERFORMING ARTS

Base on the report of the Sub group on Performing Arts, institution-wise and scheme-wise recommendations are as under:

I. Institutions in the field of Performing Arts

Sangeet Natak Akademi (SNA)
1. The proposals submitted by the Akademi may be included in Ministry’s proposals for the 12th Plan.
2. For widening and up scaling its activities as proposed, the Akademi would need administrative strengthening and some re-organization of its existing structure. This will include:
   (i) Setting up of Centre for tribal and folk arts
   (ii) Setting up of a National Museum, Archives and Library of Performing Arts
   (iii) Setting of an ICH Cell
   (iv) Setting up of a Cell for the operationalization of NCPA at New Delhi.
3. While some overlap of the schemes may in fact be desirable, the Akademi will review its schemes to better align them with the extant schemes of the Ministry of Culture and the sister Akademies.

National School of Drama (NSD)
1. The proposals submitted by the NSD may be included in Ministry’s proposals for the 12th Plan.
2. Re-developing the NSD Campus and strengthening of its academic faculty will constitute important priorities of the school over the 12th Plan period.
3. NSD may not be burdened with the task of running drama schools across the country. Ministry of Culture may operate an independent scheme for the setting up of State/Regional/ National schools of drama and professional repertory companies in various parts of the country.
4. For professionalization of existing theatre groups across the country and generating employment for trained actors, directors and technicians, it is imperative that repertory companies with high standards of excellence are created across the country, with the support of Ministry of Culture. A National Theatre Council may be set up for operationalizing the scheme.

Indira Gandhi National Centre for the Arts (IGNCA)
1. The proposals submitted by the IGNCA may be included in Ministry’s proposals for the 12th Plan.
2. Construction of the Concert Hall, which is a part of the building plan of IGNCA, will be taken up during the 12th Plan to develop it as a world class venue for cultural performances. It will form a part of the overall plan for National Centre of Performing Arts at New Delhi, proposed as a new central scheme.

3. Dissemination of the valuable informations collected by IGNCA may be an important area of its focus in the 12th Plan.

National Mission on Manuscripts (NMM)

1. In view of recommendations of the Study carried out by EdCIL, the Mission may be continued in the 12th Plan and related proposals included in Plan proposals of the Ministry.

Centre for Cultural Resources & Training (CCRT)

1. The proposals submitted by CCRT may be included in Ministry’s proposals for the 12th Plan.

2. Before opening more regional centres, CCRT will fully operationalize its newly set up Centres at Hyderabad, Guwahati and Udaipur.

3. To extend its outreach, CCRT will collaborate with SPIC MACAY.

4. CCRT will work with MHRD and NCERT to augment cultural inputs in school curricula.

Kalakshetra Foundation

1. The proposals submitted by Kalakshetra Foundation may be included in Ministry’s proposals for the 12th Plan.

2. Completion of Kootambalam works will be a priority for the first (and perhaps second) year of the Plan.

Zonal Cultural Centres (ZCCs)

1. With a view to preserve, promote and disseminate the plurality of India’s culture and the traditional arts of all the States, Government of India had in 1985/1986 set up seven Zonal Cultural Centres (ZCCs) with their headquarters at Patiala, Udaipur, Nagpur, Thanjavur, Allahabad, Kolkata and Dimapur.

2. To review the functioning and performance of these seven ZCCs over the last 25 years, Ministry of Culture had, in August 2010, constituted a Committee on ZCCs under the Chairmanship of Shri Mani Shankar Aiyar. The Committee has made several important recommendations to enable the ZCCs fulfill their mandate. These include revamping of the Guru Shishya Parampara Scheme of the ZCCs; enhancing remuneration of folk and tribal artistes; augmenting corpus fund of the ZCCs; searching, training and encouraging the new talent, especially in rural and mofussil areas and among deprived people in urban slums; and celebrating the Silver Jubilee of the setting up of the ZCCs in a meaningful manner.

3. To implement as many of the Committee’s recommendations as may be feasible, Plan scheme for the ZCCs will be continued with a renewed vigour and substantial increase in allocation of funds will be made in the 12th Plan. This will include a further augmentation of
Central Government’s contribution to the corpus of each ZCC by Rs. 5 crores in the first year of the Plan.

4. On the lines of an experiment being made by NCZCC in Jammu & Kashmir, a programme of tehsil, district and state-level workshops and competitions will be taken up by all the ZCCs to strengthen the artistic and cultural impulses of the youth of each State and provide visibility to the best of them, both at the State and the National level.

5. Hon’ble Prime Minister has, during his visit of J&K in June 2010, made an announcement that the Ministry of Culture will work with the Government of J&K to set up Cultural Centres for Gujars, Bakkarwals and Paharies. The exact cost will be known after suitable locations are identified by the State Government and the DPR prepared by Secretary, Gujars, Bakkarwals and Paharies Development Board. However, Rs. 30 crores are proposed to be set aside for the purpose since it has been mentioned that Rs. 10 crores may be required for each Centre.

6. Proposed outlay is as under:

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II. Review of the existing Schemes of Ministry of Culture

I. SCHEME OF FINANCIAL ASSISTANCE TO PROFESSIONAL GROUPS AND INDIVIDUALS ENGAGED FOR SPECIFIED PERFORMING ARTS PROJECTS (PERFORMING ARTS GRANT SCHEME)

XII FIVE YEAR PLAN PROPOSALS

The Scheme is proposed to be continued in the XII Plan, with the following modifications:

1. The Scheme will be re-named as Performing Arts Grant Scheme (PAGS).
2. The Salary Grant component will be re-named as Repertory Grant.
3. Grant will be enhanced from Rs. 6,000/- per month to Rs. 10,000/- per month for the artistes and from Rs. 10,000/- per month to Rs. 20,000/- p.m. for the Gurus/Directors.
4. A new component of Guru Shishya Parampara Grant will be incorporated in the Scheme with a view to nurture the Guru Shishya tradition in the field of traditional performing arts. The Gurus would be recognized by Search-cum-Recognition Committee provided in the
scheme and will be allowed sufficient flexibility in dealing with their Shishyas. Instead of landing them with a heavy paper work, the scheme seeks to trust the Gurus with the details of the training they will impart. To safeguard against any misuse, the grant has been subjected to an annual review by the Search-cum-Recognition Committee. A remuneration of Rs. 20,000/- p.m. for the Gurus and Rs. 40,000/- p.m. for Sr. Gurus/ Acharyas has been proposed to ensure that Gurus of high calibre participate in the Scheme. Rates of stipend for the Shishyas and other details have also been worked out in consultation with members of the Expert Committee constituted under the Scheme.

5. As all applications will be evaluated by the Expert Committee in Ministry of Culture, recommendations of the State Government or a cultural organization of Government of India will not be insisted upon.

6. While the ceiling of production grant will stay, for the present, at Rs. 5 lakhs for the professional groups, it will be restricted to Rs. 2 or 3 lakhs for the individual applicants.

7. Some other minor modifications will be made to simplify the procedure.

**Proposed Outlay:**

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II. SCHEME OF BUILDING GRANTS, INCLUDING STUDIO THEATRES

XII FIVE YEAR PLAN PROPOSALS

This is new version of old Building Grant Scheme and has been introduced only in January, 2011. The scheme will be continued in the 12th Plan without any changes, except that the quantum of assistance for projects in difficult areas like the North-East, J&K will be enhanced from 60% to 90% of the approved project cost. But, in view of the ceiling of assistance having been raised from Rs. 15 lakh to Rs. 50 lakh in the case of metros and Rs. 25 lakh in other places, a much higher allocation will be required for the scheme.

**Proposed Outlay:**

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III. SCHEME FOR TAGORE CULTURAL COMPLEXES (ERSTWHILE MULTI PURPOSE CULTURAL COMPLEXES SCHEME)

XII FIVE YEAR PLAN PROPOSALS

As the old MPCC scheme has been thoroughly revamped and re-introduced in May, 2011 under the name of ‘Scheme for Tagore Cultural Complexes’, the scheme is proposed to be continued in the 12th Plan without any major modifications, except that the quantum of
assistance for projects in difficult areas like the North-East, J&K will be enhanced from 60% to 90% of the approved project cost.

Proposed Outlay: (Rs. in crore)

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IV. FINANCIAL ASSISTANCE FOR DEVELOPMENT OF CULTURAL ORGANIZATIONS (CULTURAL FUNCTIONS GRANT SCHEME)

XII FIVE YEAR PLAN PROPOSALS

This new version of an old scheme of Research Support to Cultural Organizations, introduced in 2009-10, has been a resounding success. To make the scheme even more effective, it will be continued in the 12th Plan with following modifications:

1. As all the projects are evaluated by an Expert Committee in the Ministry of Culture, recommendations of the State Government or a cultural organization of Government of India will not be insisted upon.
2. The Scheme will cover even those projects that are aimed at showcasing Indian culture abroad. It will also include travel grant and other kinds of support for participation of eligible organizations or their members in festivals and programmes held outside the territory of India.
3. The maximum ceiling of assistance will be increased from Rs. 5 lakh to Rs. 15 lakh, subject of course to evaluation of each project by the Expert Committee.
4. Some other minor changes will be made to make the procedure even simpler.

Proposed Outlay: (Rs. in crore)

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V. AWARD OF SCHOLARSHIP AND FELLOWSHIP TO OUTSTANDING ARTISTES IN THE FIELD OF PERFORMING, LITERARY AND PLASTIC ARTS

XII FIVE YEAR PLAN PROPOSALS

The Scheme of scholarships and Junior/Senior fellowships is proposed to be continued in the 12th Plan, with the following modifications:

1. From 1st year of the plan, the number of awards will be increased from 400 to 500 in all the three categories i.e. scholarships, junior fellowships and senior fellowships.
2. In 3rd year of the plan, the value of awards will be reviewed for suitable enhancement.

Proposed Outlay: (Rs. in crore)

|--------|---------|---------|---------|---------|---------|-------|
VI. TAGORE NATIONAL FELLOWSHIP FOR CULTURAL RESEARCH (EARLIER CALLED ‘FLEXIBLE ENGAGEMENT OF SCHOLARS’)

XII FIVE YEAR PLAN PROPOSALS

The Scheme has been introduced in 2009-10 and proposed to be continued in the 12th Plan. As there is a in-built provision of bringing more and more institutions under its coverage, the scheme will see a constant expansion during the 12th Plan.

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VII. ASSISTANCE TO CULTURAL ORGANIZATIONS IN INDIA (SPIC MACAY AND OTHERS)

XII FIVE YEAR PLAN PROPOSALS

1. The Scheme is proposed to be continued in the 12th Plan and apart from those being already benefitted under this scheme, more organizations will be covered.
2. SPIC MACAY will be encouraged to extend its reach even further and cover a much larger number of schools, colleges and other educational institutions, for which Ministry of Culture will also enhance its support to Rs. 5.00 crore in the first year and further increase it from year to year.
3. NCPA, Mumbai, who for the first time were provided some initial funding in the last 2 years of 11th Plan, will be supported over the 12th Plan, to enable it to take up the much-needed basic infrastructural modernization of its facilities.

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VIII. SAFEGUARDING AND OTHER PROTECTIVE MEASURES IN THE AREA OF INTANGIBLE HERITAGE AND CULTURAL DIVERSITY (ARISING OUT OF UNESCO CONVENTION)

XII FIVE YEAR PLAN PROPOSALS

The Scheme is proposed to be continued in the 12th Plan, with the following modifications:

1. The Scheme will be implemented through a nodal agency with funds being transferred to that organization from year to year.
2. The earlier scheme for masterpieces of intangible heritage of humanity will be merged with this scheme and it will be extended to cover items that have already been inscribed or will be inscribed on the Representative List and other Lists under the ICH Convention.
3. Preparation of nominations dossiers and candidature files for various lists of ICH will be included in the scope of the scheme.

Proposed Outlay:

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IX. SCHEME OF FINANCIAL ASSISTANCE TO ARTISTES IN INDIGENT CIRCUMSTANCES

XII FIVE YEAR PLAN PROPOSALS

The Scheme will be continued in the 12th Plan, with the following modifications:

1. The Scheme will be decentralized and operated by the ZCCs.
2. Amount of monthly honorarium will be enhanced from Rs. 4000/- per month to Rs. 5000/-
   per month.
3. The State-Central quota will be abolished and existing beneficiaries under that quota will be
   covered under the Central quota.

X. NATIONAL ARTISTES’ WELFARE FUND

XII FIVE YEAR PLAN PROPOSALS

The Scheme could not be implemented in the 11th Plan and will now be implemented in the 12th Plan.

III. NEW SCHEMES

1. Setting up of National Centre of Performing Arts at New Delhi

Background

Unlike most capital towns of the world, Delhi does not have a world class integrated infrastructural facility for hosting cultural shows of performing arts. The existing facilities are isolated, inadequate and do not meet the professional requirements for presenting large, state-of-the-art productions.

The Proposal

The National Centre of Performing Arts, New Delhi will be a state-of-the-art ‘cultural multiplex’ that will house a set of auditoria/performance spaces of varying size and specifications and present round the year, world class productions of India’s varied arts from across the country. It will also become a destination for international productions. Apart from
hosting visiting cultural shows, it will also develop its own repertoire and be a vibrant cultural hub that will showcase the best of performances from India and abroad.

The idea emerged from Mid-Term Appraisal of the 11th Plan, but could not be implemented as a proper space in Central Delhi did not become available. It is proposed to operationalize this scheme over the 12th Plan (and also the 13th Plan) in four phases, which can happen one after the other or concurrently:

1. As a nucleus of this concept, SNA will set up a 365-day show at an existing space like LTG or in the premises of SNA, IGNCA or CCRT.
2. A comprehensive renovation and development plan will be taken up to remodel and re-align the use of Rabindra Bhawan Complex at Mandi House and develop its Meghdoot Theatre complex into an all-weather state-of-the-art venue for the show.
3. The Concert Hall which forms a part of building plans for IGNCA complex will be developed as a state-of-the-art performance venue comprising auditoria of varying capacities, with adequate parking and support facilities.
4. 15-20 acres of land will be identified in Central Delhi (at India Gate Hexagon, Mandi House, Copernicus Marg, Pragati Maidan or elsewhere) and developed into a vibrant hub for world class cultural performances. It will be a state-of-the-art ‘cultural multiplex’ that will house a set of auditoria/performance spaces of varying size and specifications and present, round the year, world class productions of India’s varied arts from across the country. It could possibly be taken up as a Public Private Partnership (PPP) Project.

Implementing Agency

This will be a Central Sector Scheme of Ministry of Culture. While the first three phases will be implemented through the concerned organizations, a SPV will be created by Ministry of Culture for implementing the 4th phase.

Financial Requirements

While cost estimates for the 4th phase will be worked out after the location has been identified and conceptual plans are in place, for implementing the first three phases and initiating work on the 4th phase the requirement of funds will be as under:

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2. Setting up of National Archives for Cultural Audio-Visual Materials

Background

A large amount of cultural wealth created in the last 50 years or so is stored in the form of audio-visual materials available with various government and non-governmental institutions and private individuals. In the absence of systematic organization and periodic upgradation, these materials are fast deteriorating. To digitize them and to provide the wider public an easy access to these and to the new audio-visual resources being constantly generated, appropriate technological and institutional framework is urgently required.
The proposal

The National Archives for audio-visual materials will not be another ‘National Archives of India’. It will only be a virtual network of cultural resources in audio-visual form, that will involve:
1. Instituting state-of-the-art digitization and storage system for independent repositories of audio-visual resources.
2. Setting up a virtual network of these repositories and offering online access to their resources.
3. Standardization and periodic upgradation of the methods and technologies used in production, storage and retrieval of audio-visual resources. The genres to be covered will include oral traditions, traditional crafts and textiles, dance, music and theatrical practices, cultural practices and traditional knowledge.

Implementing Agency

This will be a Central Sector Scheme and will be implemented in a Mission mode. On the lines of National Mission for Manuscripts, the Scheme will be implemented by a National Mission on Audio-Visual Archives which will be housed in SNA, IGNCA or any other institution under the Ministry of Culture.

Financial Requirements

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3. Setting up of National Schools of Drama

Background

11th Plan included a proposal for 5 Regional Schools of Drama to be set up by National School of Drama (NSD), New Delhi - one each in Bengaluru, Kolkata, Maharashtra/Goa, J&K and the North-East region. While NSD has been reluctant to set up these schools as autonomous centres under the umbrella of NSD, the Kannada theatre, Bangla theatre and other language theatres have been wary of being called the regional or satellite centres of the National School and the NSD model being imposed on them. In the circumstances, none of the proposed regional schools could be set up, except the one at Bengaluru which also is not progressing beyond its stage of infancy. The NSD at New Delhi cannot do full justice with the language theatre and there is a case for having, in the long run, a chain of NSDs catering to each of the languages listed in 8th Schedule to the Constitution.

The proposal

While NSD, New Delhi may serve as role model, States will be encouraged to set up their own version of NSD. As regards the 5 Regional Schools of Drama that were included in the 11th Plan, these will now be set up by the Ministry of Culture during the 12th Plan as independent, autonomous National Schools of Drama having their own repertory companies. While these new NSDs will be free to draw upon the experience of NSD, New Delhi, each will be allowed to grow on its own. Detailed Project Reports will be got prepared for each NSD.
Implementing Agency

Ministry of Culture will set up the 5 new NSDs as a Central Scheme.

Financial Requirements

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<th>2014-15</th>
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4. Support to State Akademies

Background

India’s traditional and contemporary cultural expressions are so diverse and spread out that no centralized academy or agency can do full justice with the demands of the sector. For various reasons, many of the State Akademies set up by various State Governments are in disarray. Central Government needs to partner with the State Governments in making the State Akademies play an important role in preserving and promoting performing, visual and literary arts of each State.

The Proposal

Ministry of Culture will introduce a Centrally Sponsored Scheme for rejuvenating the State Akademies working in the field of performing, visual and literary arts. An average assistance of about Rs. 2 crore will be provided to the Akademies of each State over a period of 5 years. This assistance will be based on an annual action plan to be drawn up by the Akademies in each State and will be subject to certain conditionalities that will be worked out to ensure professional management of these bodies. While the central share will be 75% of the project cost, the balance 25% will be contributed by the concerned State Government as its share. Grant for any individual State Akademi will not exceed Rs. 1 crore in a financial year.

Implementing Agency

Ministry of Culture will introduce the scheme as a Centrally Sponsored Scheme.

Financial Requirements

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5. TV Programming on Art and Culture

Background

An important suggestion for the preservation and dissemination of India’s traditional and contemporary cultural expressions that has emerged at various forums is to set up a TV Channel solely dedicated to art and culture. Whether we set up such a new Channel or use existing Channels for reaching out to the younger generation, the first and foremost requirement is to set up a production unit that will produce high quality programmes on art and culture that catch the imagination of young minds.
The Proposal

A TV production unit may be set up under the Ministry of Culture. It will be a professionally managed SPV that will draw upon the resources of different institutions and best talent in the field. It will produce imaginative programmes on different aspects of art and culture for being telecast on the existing or a new TV Channel. Apart from DD Bharti and other government channels, the programmes prepared by this Production Unit may be shown on all other channels including private Indian and international channels like National Geographic, Discovery and other channels dedicated to Art and Culture.

Implementing Agency

Ministry of Culture.

Financial Requirements

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6. Indian Literature Abroad

Background

Indian writing is unique in its plural, multilingual traditions and has an incredible heritage of rich literary diversity. While Indian literature in English is read and appreciated internationally, the vital literary voices in the rooted Indian languages are not accessible to the rest of the world due to a lack of quality translations and sustainable promotion. There is a pressing need to project Indian intellectual and literary sensitivities to the world, manifest in the body of its multilingual literature. Arising from Mid-Term Appraisal of 11th Plan, Ministry of Culture has initiated a pilot project to promote and showcase Indian literature in the various Indian languages to a larger international audience. To take the project forward, a distinguished advisory committee and a project office have been set up by the Ministry of Culture. Though some beginnings have already been made, it has been felt that the project will not fructify unless it is provided with an institutional framework.

The Proposal

Indian Literature Abroad project will be implemented as a full-fledged scheme in the 12th Plan through an autonomous SPV to be created for the purpose. Titled ‘Indian Literature Abroad’ (ILA), the pilot project will support and facilitate translation and promotion of literary heritage and contemporary literature from various Indian languages into major foreign languages (especially those recognized by UNESCO). The project would encourage an enriched cultural dialogue and mutual understanding between India and nations of the world through promotion and dissemination of the multilingual Indian literature. ILA’s focussed translation programme to make available the range, depth and diversity of Indian writing will be an important step in projecting India’s role as a knowledge society and thinking democracy.

Implementing Agency

An autonomous SPV to be set up under the Ministry of Culture.
7. Centres of Excellence Scheme

Background

To carry out its mandate, Ministry of Culture has, on the one hand, autonomous organizations that are fully funded by the Government and implement approved programmes and schemes. It has, on the other hand, grants-in-aid schemes like the Scheme of Salary and Production Grant, wherein some financial assistance is given to non-government culture organizations to support whatever programmes and activities they decide to undertake. Between these two extremes of full funding coupled with administrative control and adhoc funding with no administrative control, there is no scheme that would enable the Ministry to develop centres of excellence outside government and leverage professional expertise and capacities available with these organizations in specific disciplines.

The proposal

It is proposed to launch a new central scheme (on the lines of the scheme for Centres of Excellence in the Ministry of Environment & Forests) for developing Centres of Excellence in different disciplines of art and culture. Under the scheme, Ministry of Culture will enter into an MoU with selected non-government cultural organizations to undertake a mutually agreed programme of action and act as Centre of Excellence in the specified fields. While autonomy of these organizations will be respected, deliverables will be closely monitored. The annual grant to be given under the MoU will not exceed Rs. 1 crore per organization per year. Developing well-established theatre groups into professional repertory companies with high standard of excellence, cultural research centres into repositories of archives on a particular subject, centres of excellence in cultural texts, stagecraft, cross translations, interactive documentation, teaching and learning of traditional arts will be the kind of projects the scheme will cover.

Implementing Agency

The Scheme will be implemented as a central scheme of the Ministry of Culture.

Financial Requirements

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8. Setting up of International Cultural Centres at Kolkata and Chennai

Background

There is a Rabindra Sadan Cultural Complex at Kolkata (with many cultural institutions in and around it) which has the potential of being developed into an integrated mega cultural complex of international standards. Government of West Bengal has set up a Vision Committee
which is working out the project details. Indicating that the project will cost about Rs. 1000 crore, Government of West Bengal has sought central assistance for the project, proposed to be named as Tagore International Cultural Centre. While the project can be appraised only after the details have become available, it will be desirable to make a provision for this in the 12th Plan.

The Proposal

While Mumbai already has a National Centre of Performing Arts (set up by Tatas) and one is being proposed for Delhi (as a Central Sector Scheme), it will only be appropriate that setting up of such mega cultural complexes for Kolkata and Chennai is also taken up in the 12th Plan as a joint venture of the Central Government and the State Government. For these two mega cultural complexes, central assistance may go up to 60% of the project cost. While major part of the Kolkata project may get completed in the 12th Plan, major part of the Chennai project may get completed in the 13th Plan.

Implementing Agency

Each project will be a joint venture of the Central Government and the concerned State Government.

Financial Requirements

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9. Scheme for Sustaining the Living and Diverse Cultural Traditions of India

Background

To provide sustenance to and showcase the richness of living and diverse cultural traditions of India, a Coordination Committee has been set up under the chairmanship of Principal Secretary to PM. As a first step, the Committee has set up a Group under the convenership of Secretary (Culture) to suggest an overarching mechanism for mapping and documentation of India’s valuable traditions in different eco-cultural zones. The Group is working on the subject will be making its recommendations in due course, whereupon the Coordination Committee will be expected to set up an inter-ministerial mechanism for a coordinated identification, documentation and preservation of the extensive and diverse range of India’s traditional knowledge system and integrating its various dimensions.

The Proposal

It is proposed to set up a coordination mechanism on Intangible Cultural Heritage i.e. the living and diverse cultural traditions of India, with the specific task of documentation through various media. It will be a national network centre on India’s Intangible Cultural Heritage that will coordinate, network and synergize the efforts of different agencies and analogous organizations through sharing of knowledge and best practices.

Implementing Agency

Ministry of Culture will implement it as a central scheme.
Financial Requirements

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10. **Scheme of Financial Assistance for Publication of Magazines and Journals dedicated to Indian Culture and Heritage**

**Background**

In November, 2011, Ministry of Culture has launched a scheme titled “**Scheme of Financial Assistance for Publication of Magazines and Journals dedicated to Indian Culture and Heritage**”. Under the Scheme Ministry will give financial support of upto Rs. 10.00 lakh a year, and in exceptional cases, upto Rs. 20 lakh, to magazines and journals dedicated to India’s culture and heritage.

**The Proposal**

The scheme is proposed to be implemented in pilot mode for the first year and can be further revised subsequent to the analysis of Ministry’s experience in the implementation of the scheme in its pilot phase.

The scheme is intended to fill a gap being currently encountered in financial assistance for publication and support to journals and magazines dedicated to India’s culture and heritage. It will also cover publication of books on Indian Culture and Heritage.

**Salient features of the scheme:**

I. **Eligible Publications:** Financial assistance will be provided for magazines and journals dedicated to India’s culture and heritage. However in exceptional circumstances, financial assistance for publication of books on Indian Culture and Heritage may also be considered.

II. **Eligible Organizations:** The Scheme will extend assistance to all forms of ‘not-for-profit’ organization(s), including societies, trusts, universities (including centres and institutes of the universities, but not its Departments), research institutions, government assisted organizations, etc.

III. **Procedure for Evaluation of Proposals:** Proposal will be evaluated by the Expert Appraisal Groups (EAGs) and there may be 8 or more EAGs to examine different categories, based on the life-time experience of members.

IV. **Lines of Assistance:** (i) Direct one time support for the publication, through a grant, to cover production costs in connection with the publication for a year / 2 years or even for a single publication or issue.

(ii) Any other kind of assistance as may be suggested by the Expert Appraisal Groups, and is determined by the Ministry.

V. **Quantum of Assistance:** (i) This will depend upon the outreach, age, number of copies, price, etc., and therefore, the Expert Appraisal Groups will recommend this on a case to case basis.

(ii) Support should not be more than 50 % of the cost of the publication, based upon firm records, in preceding 1 to 2 years or a longer period.
(iii) Depending on quality and periodicity of publication, a maximum support of up to Rs. 10 lakhs a year can be provided.
(iv) The Ministry may, in exceptional circumstances, increase the assistance up to Rs 20 lakhs, subject to recommendation of the relevant Expert Appraisal Group for reasons to be recorded in writing.

**Implementing Agency**

Ministry of Culture

**Financial Requirements**

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11. MIS and automation of Grants-in-aid schemes

**Background**

Ministry of Culture and its autonomous organizations have a large number of schemes where financial support is provided to individuals / organizations / NGOs, in the cultural arena. A number of steps have already been taken to bring about transparency, to the extent possible, in handling these schemes. These include electronic payments, putting up of minutes of the expert committee meetings on the website, holding of frequent meetings, permitting applicants to apply throughout the year, appointment of an outsource agency in an effort to streamline the system and so on. Further, since all decisions of financial support are taken only on basis of recommendation of Committees of reputed experts, there have by and large not been any major problems or complaints.

**The Proposal**

In the XII Plan, the Ministry will take matters to another level to bring in total transparency for which it will have to actively work towards complete online applications, online response systems and IT solutions for backroom operations in a seamless manner involving a detailed study of the operations of Ministry of Culture. This is extremely relevant in the current environment where there is a rising demand for total transparency and for practically eliminating any scope of interference and discretion which tends to lead to delays, allegations and associated problems.

In fact, Ministry of Culture spends a lot of money on hosting of various meetings of the expert committees. This would also enable the Joint Secretaries in the Ministry to send all the applications to members of Expert Groups, wherever they are, get their feedback and process it, in a kind of “virtual meeting”. In any case, the Ministry of Culture will also examine to see if video conferencing can be resorted to and money spent on travel of experts to and fro be saved. IT solutions will automatically also bring in impartiality and transparency in its processes. More importantly, it would also introduce the kind of MIS applications that are badly needed for proper feedback and review of the efficacy of the schemes.
A provision is being proposed here to enable the Ministry of Culture to engage any leading professional agency (after following due procedures) to first study the systems in place in depth and then develop online and other applications for this work which could be a very small percentage of the Plan allocation or a figure arrived at realistically. Substantial part of this exercise would need to be completed in the initial two years of the Twelfth Plan so as to get maximum benefit. The autonomous organizations may also be asked to carry out similar exercises. The provision will also be used by the Ministry to evaluate all its schemes by carrying out proper impact evaluation studies so as to review and modify schemes in the Twelfth Plan as deemed necessary.

Ministry will also review the reach of information so as to ensure that the schemes are being disseminated to the remotest parts of the country.

**Implementing Agency**
Ministry of Culture

**Financial Requirements**

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<td><strong>(Rs. in crore)</strong></td>
<td>2.50</td>
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CHAPTER 3
MUSEUMS AND VISUAL ARTS

During the 11th Plan period, a variety of measures were taken for up-gradation/modernization, and improvement in functioning, of not only the national level museums that are directly funded by the Government of India, but also other important museums (such as Chhatrapati Shivaji Maharaaj Vastu Sanghralya (CSMVS), Mumbai and Egmore Museum, Chennai) under the Plan scheme relating to modernization of ‘Metro Museums’, and a large number of local and regional museums run by State Governments, autonomous institutions, trusts and foundations etc., under a separate Plan scheme for financial assistance to them. These measures have helped in furthering the cause of ‘museum movement’ and the initial teething troubles now seem to be under control and the 12th Plan period can really be the time when the movement takes off in full swing.

2. During the 12th Plan period the Plan schemes, for furtherance of the museum movement will encompass the following broad functional areas:-

(i) Financial assistance for establishment and up-gradation of local and regional museums including virtual museums (Revision of the existing scheme)
(ii) Modernization of State level and national level (metro) museums (Revision of existing scheme, and expansion of scope)
(iii) Establishment of larger scale museums in State capitals through partnership with State Governments/ Civil Society (New scheme)
(iv) The programme for digitization of collections in all museums to facilitate accessibility through ICT technology (New scheme)
(v) Capacity building and training of existing staff of Museums (New Scheme)
(vi) Creation of additional facilities for museum related disciplines such as museum design (in collaboration with institutions such as NID) and museum management (in collaboration with IIMs or other prestigious management institutes) (New scheme)

(i) **Local and Regional Museums:** - The existing scheme is proposed to be revised to provide for a higher quantum of financial assistance, both for the establishment of new museums and for the up-gradation/modernization of existing ones. The scope of coverage is also proposed to be expanded by including virtual museums, and for usage of newer technology for digitization and increased accessibility, through ICT networks. Several additional elements are proposed to be added to the current list of activities that can be funded through the scheme such as display-in-storage, usage of LCD displays and touch-screen kiosks for access to digitized material, and remote location access through a wide-area intranet between museums. Legal framework for accessing all objects included in the national data-base (which is proposed elsewhere) is also proposed to be formulated.

(ii) **Modernization of State level and national level museums:** - The scope of the existing scheme on modernization of metro museums is proposed to be expanded to include all national level museums (currently only 4 museums, one in each metro city, are covered), and one identified state level museum in the capital cities of all States/UTs. The maximum limit on financial assistance is also proposed to be enhanced substantially, for the national level
museums from the current level of Rs. 25 crore, over the plan period. The new category of State level museums may perhaps be retained at somewhat lower level of financing. The nature of assistance will, however, continue to be restricted to non-recurring expenditure, and the museums would be expected to cover their operational costs through their own revenue generation efforts, and other means of finance/ contributions through State Governments, etc. (In other words, no recurring financial assistance is proposed to be granted to these museums).

(iii) Establishment of larger scale museums: - In order to address the existing gaps in availability of museums in various parts of the country, a new Plan scheme is proposed for establishment of larger scale museums (Rs. 100 crore plus) in identified cities, in collaboration with State Governments and the civil society in a Public-Private-Partnership (PPP) mode. The basic principles of such participation shall be that the land is provided by the State Governments, the collections of art/ antiques are made available both by the State Government and/or the civil society, and the capital expenditure on construction of the building (or restoration/ renovation of an existing building) is financed jointly by the Central Government, the State Government and the civil society. The facilities at the museums would be of high standard, comparable with the international norms, and the operational cost must be met through revenue generation from various visitor facilities and entry fee, etc. The day-to-day administration of the museum would be in the hands of an operator from the civil society/ voluntary sector with Governments (both Central and State) involved only in policy level decision-making through representation on the apex body such as the Governing Body. Financial assistance shall not include any element of recurring expenditure, such as maintenance and salaries, etc.

(iv) Digitization of collections: - In order to develop a national data base of all art objects and antiques available with the museums at various levels (viz. national, State, regional and local museums), and to provide enhanced accessibility to scholars, researchers and informed visitors, a new Plan scheme is proposed to be introduced during the 12th Plan period. The scheme will have two components, one relating to establishment of infrastructure (central server linked to museum level server/ computers through dedicated channels) and the other relating to digitization of all collections, cross-indexed with fuller details on a template basis. Limited accessibility to this data base will be provided through Internet (based on lower resolution images) and full accessibility through nodes to be provided at each national level museum. Additional nodes can also be considered for provision in universities, research institutions and other organizations (such as INTACH) where such demand exists.

(v) Capacity building and training: - With the current, extreme dearth of professionals in museum-related disciplines, there exists an urgent need to up-grade the expertise/ skill level of entire pool of museum professionals, who are currently working at various levels, national, state and local. Such in-service training can, for the present, be carried out only in collaboration with internationally well-known museums, particularly as the museums in India have not been able to keep pace with fast-changing international practices in museum display and communication technologies in the past three-four decades. Simultaneously, the capacity of some of the national level museums to build upon this training process, would need to be created/ expanded. During 2011-12, one such in-service training programme has been implemented in collaboration with the British Museum, London. This process of an apex level
training programme with an international museum is proposed to be continued through the 12th Plan, with a view to ensuring that the professionals who go through this programme will train at least one more professional each every year, along similar lines. Recognizing that capacity building is a slow process, sustained efforts will need to be made in all museum-related disciplines, throughout the 12th Plan period, in order to ensure comprehensive modernization of museum practices in line with the best international practices.

(vi) Additional academic facilities for museum-related disciplines: - Besides the in-service training for the existing museum professionals, development of a larger pre-employment pool of candidates, with academic inputs on a variety of museum-related discipline is essential. This is proposed to be done under a new Plan scheme, in collaboration with the existing institutions where improvements are necessary both in qualitative and quantitative intake of students, as well as by introducing post-graduate diploma courses and research facilities in disciplines such as museum design and museum management. The new scheme to be operated in this respect, will provide financial assistance to existing institutions for enhancement of facilities, as well as for establishment of new departments and introduction of newer courses. Under the scheme, a system of internship is proposed under which, upon completions of their degree/ diploma course, the alumni will be engaged for a period of one to two years to work in various national and State level museums, over and above the sanctioned strength of posts in those museums. The expenditure on stipend/ scholarship to be provided to these interns will be met under the new scheme.

In addition to the above schemes to be operated by the Museum Division during the 12th Plan period, the following institution level initiatives are proposed to be taken as Plan schemes:

**National Museum:**
(i) Phase three of expansion of the National Museum.
(iii) Rationalization of organizational structure.

**Indian Museum:**
(i) Modernization and up-gradation of the Indian Museum under the bicentenary project, with NBCC as the executing agency.
(ii) Rationalization of the organizational structure.

**Victoria Memorial Hall:**
(i) Modernization and up-gradation of the Victoria Memorial Hall with NBCC as the executing agency.
(ii) Rationalization of the organizational structure.

**Salarjung Museum:**
(i) Development of an additional wing/ museum to house the exquisite Nizam Jewellery collection.

**Allahabad Museum:**
Complete overhaul will be carried out of the facilities within the museum building, along with requisite conservation of objects, their documentation and digitization as well as creation
of suitable storage spaces, including display in storage. The museum facilities to be brought up to a level equal to that of other national level museums.

**NRLC:**
(i) Operationalization of the NRLC Training Institute, with introduction of additional training modules for conservation of monuments and antiquities in various media (paper, leather, wool, textile, stone, metal and so on). Also creation of training facilities for conservation of audio-visual material.
(ii) Establishment of regional centres of NRLC in Kolkata, Chandigarh and at least one location in Western India.

**National Museum Institute:**
(i) Establishment of comprehensive facilities in the NOIDA campus.
(ii) Enhancement of capacity of the existing departments to increase intake of students per year and introduction of additional post graduate degree/ diploma courses in the fields of archaeology (in collaboration with ASI); archives (in collaboration with National Archives); languages (with particular emphasis on languages of manuscripts and inscriptions), museum management, etc.
(iii) Establishment of a legal framework for up-gradation of NMI to a Central Cultural University.
CHAPTER 4
ARCHAEOLOGY AND ANTHROPOLOGY

The Sub-group on Archaeology & Anthropology has deeply reviewed and evaluated the various Plan schemes implemented by the Archaeological Survey of India (ASI), Anthropological Survey of India (AnSI) and Indira Gandhi Rashtriya Manav Sangrahalya (IGRMS). While looking into the schemes being implemented by these institutions, it felt the need for revamping and upgrading the Plan schemes implemented by them. Apart from their upgrading and strengthening, it also suggested taking up of certain new schemes as well as revamping of the existing activities/schemes of these organizations.

ARCHAEOLOGICAL SURVEY OF INDIA

The Archaeological Survey of India (ASI), one of the oldest organization in the country has been involved in conservation, preservation and maintenance of the built heritage of the country. Besides, the ASI is also engaged in various other activities such as exploration, excavation of important archaeological sites and in setting up of Site Museums for the general public.

To accomplish the tasks entrusted to ASI, a moderate staff component has been provided comprising, Archaeologists, Conservation Engineers, Conservation Scientists, Horticulturists, Epigraphists and Ministerial staff apart from a large force of Group ‘D’ staff essentially for discharging watch and ward duties at the centrally protected monuments. To address various requirements of the A.S.I., the Government of India had set up a Review Committee. This committee has submitted its report suggesting various measures for restructuring the organization, which includes setting up a Regional Directorate which necessitate creation of requisite infrastructure, logistic supports and adequate staff component. Accordingly, the Sub-group has recommended the strengthening of its regular establishment for the personnel engaged in New Schemes/Projects proposed under Plan head.

The Sub-group has recommended 7 new schemes to be taken up by Archaeological Survey of India during 12th Plan period, which includes 2 Centrally Sponsored Schemes and 2 schemes on Cultural Heritage Tourism.
1. To enable the State Governments/ UTs to take up sustained conservation, preservation and environmental development of their protected monuments/ archeological sites, hitherto neglected for want of adequate resources, a long awaited Centrally Sponsored Scheme under Archaeology Sector is proposed benefitting the State Governments for their neglected monuments/sites as the State Governments are normally running short of funds and there is always demand from them for funds. The proposed scheme is formulated with a view to enable the State Governments/ UTs for protection of neglected monuments/ archaeological sites which may also require urgent safeguard measures against unforeseen natural disasters like floods, cyclone, earthquake, etc.

2. The Sub-group has reviewed the existing programmes which cover funding for ASI and non ASI organizations for Archaeological Exploration and Excavation but in the revised scheme, they have recommended the extension of the existing scheme, as a Centrally Sponsored Scheme which is formulated with the view to enable non-ASI organizations namely State Archaeology Department, Universities and Research Institutes to carry out the projects for Exploration and Excavations located in various states/UTs.
3. There are 28 World Heritage Sites located at present in India which are managed by ASI, Ministry of Environment, Ministry of Railways, Government of Rajasthan, etc. To bring various agencies under one umbrella, the proposed UNESCO centre is recommended, which will be an autonomous entity under the aegis of MoC. Therefore, a central scheme of establishment of UNESCO category II regional centre is proposed during 12th Five Year Plan.

4. During the 1st meeting of the Working Group on Art & Culture, the representative had brought to the notice of the members that according to the survey conducted by National Mission on Monument & Antiquities created by ASI to prepare a national database of monuments, there are about 34,000 unprotected monuments in India which include Raj Bhawans, Centre & State Governments office buildings, Religious, Residential, Defence, etc. The Working Group recommended a Central Plan Scheme to provide financial and technical assistance for conservation of unprotected heritage structures/sites and buildings in India, to save the rich cultural heritage.

5. The Working Group recommended a scheme of instituting 5 non Indian fellowships for scholars of Central, South West & South East Asia and 10 fellowships for Young Indian archaeologist, as a part of 150th year celebrations of ASI.

6. Another 2 schemes have been proposed by ASI for promotion of Cultural Heritage Tourism and to bring in more tourists to monument/sites in India.

The proposed outlays for 7 new schemes to be introduced by ASI in the 12th Five Year Plan are as under:

<table>
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<tr>
<th>Name of Scheme</th>
<th>I Year</th>
<th>II Year</th>
<th>III Year</th>
<th>IV Year</th>
<th>V Year</th>
<th>Total</th>
<th>Type of Scheme</th>
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<tr>
<td>Conservation &amp; Development of movements &amp; Archeological sites by State/UT, colleges &amp; State</td>
<td>115.00</td>
<td>126.00</td>
<td>138.00</td>
<td>151.00</td>
<td>165.00</td>
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<td>Archeological Exploration &amp; Excavation</td>
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<td>Establishment of UNESCO Category-II, Regional Centre</td>
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<td>13.12</td>
<td>9.85</td>
<td>10.95</td>
<td>73.92</td>
<td>Central Scheme</td>
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<td>Conservation etc. of Unprotected heritage buildings/moments/Archeological sites/historic buildings</td>
<td>20.00</td>
<td>20.00</td>
<td>20.00</td>
<td>20.00</td>
<td>20.00</td>
<td>100.00</td>
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<td>Visiting Fellowship for scholars.</td>
<td>1.05</td>
<td>2.10</td>
<td>2.10</td>
<td>2.10</td>
<td>2.10</td>
<td>9.45</td>
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<td>Creation of Cultural Heritage Management Council.</td>
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<td>10.00</td>
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<td>10.00</td>
<td>10.00</td>
<td>50.00</td>
<td>Central Scheme</td>
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<tr>
<td>Mapping of Cultural Heritage resources &amp; discrimination of informer on heritage tourism.</td>
<td>5.00</td>
<td>10.00</td>
<td>10.00</td>
<td>10.00</td>
<td>15.00</td>
<td>50.00</td>
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<tr>
<td><strong>Total</strong></td>
<td>174.95</td>
<td>192.70</td>
<td>196.22</td>
<td>202.25</td>
<td>221.95</td>
<td>1003.07</td>
<td><strong>(Rs. in crore)</strong></td>
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During 12th Five Year Plan emphasis will be given for preparation and implementation of the conservation management plan and site management plan in a most professional manner. Though the work is already initiated in 11th Plan, the work will be completed in the next plan on the priority. Greater stress will be given for the development of cultural and eco-tourism integrating with the monuments. Improvement of toilet facility in all the World Heritage and Ticket Monuments will be a priority in the 12th Plan.

ASI has formulated 12th Plan projections, with a definite approach towards the scientific conservation under which laboratory studies and research related studies towards better understanding of building materials and building techniques will be introduced. ASI will give a priority to Epigraphy wing of ASI to train the institute students and periodically conduct refresher course for the in-board officials. ASI will continue Archaeological investigations using modern scientific methods and will set up a science laboratory to carry out scientific analysis of the excavated material during 12th Plan.

To strengthen the administrative set up of museum branch, the Working Group felt that it’s a need of time to evaluate requirements of the museums in respect of technical and non technical staff as many of the museums under ASI are headless and there is no technical staff in 44 existing Archaeological Site Museums. ASI has desired to properly upgrade these site museums with modern showcases, proper signage, provision of track & spot lighting, etc. during 12th Plan.

ANTHROPOLOGICAL SURVEY OF INDIA (AnSI)

The Sub-group has noticed that AnSI is involved in collaborating work with scientific institutions, at present there is no scheme to provide financial assistance to any scientific work relating to anthropology outside the organization. Therefore, it has been recommended that a new central scheme may be proposed to enable AnSI to provide financial assistance to projects proposed by the scientific department of State Governments, department of anthropology in universities, NGOs involved in anthropological studies etc. Under this scheme, assistance to State Governments, institutions, organizations, will be given for documentation and dissemination of research results in the field of anthropology.

AnSI has proposed to implement a new scheme “Bio-Cultural Diversity, Environment and Sustainable Development” during the 12th Five Year Plan for which an amount of Rs. 3.00 crore is proposed for Annual Plan 2012-13 and Rs. 21.00 crore for the 12th Plan.

In addition to above, the Working Group has recommended the upgradation and strengthening of ongoing schemes of AnSI during the 12th Plan, after their reviewing and evaluating.

INDIRA GANDHI RASHTRIYA MANAV SANGRAHALAYA (IGRMS)

The Sub-group has recommended the continuation of their existing schemes of 11th Plan. IGRMS has proposed to set up for regional out reach centres at Guwahati, Agartala, Bhubaneswar, Rajasthan and Punjab/Haryana/Himachal Pradesh and a few culture-interpretation centres at different places. It also proposed to strengthen infrastructure of Southern Regional Centre at Mysore. Further, IGRMS proposes for landscaping of the 200 acre museum site at Bhopal to create perennial rain water harvesting channels, strengthening the open air exhibitions by adding new prototypes in the Tribal Habitat, Coastal Village, Desert
Village, River Valley, etc., completion of spill-over work of construction of boundary wall around the campus, development of children park, etc.
CHAPTER 5
LITERATURE, LIBRARIES AND ARCHIVES

The Sub-group on Art and Culture constituted by the Planning Commission for the formulation of the XII Five Year Plan has gone through each Plan scheme being operated by various Cultural Organizations working in the field of Literature, Libraries and Archives. While reviewing, evaluating the schemes operated in these areas, it is felt the need for revamping the Plan schemes being implemented and also recommended for taking up the new programmes envisaged in their Plan proposals for the 12th Five Year Plan. It has also been recommended for the continuation of their existing Plan schemes of the 11th Plan.

PUBLIC LIBRARIES

As regard the public libraries sector the Sub-group endorses the recommendation of the National Knowledge Commission regarding setting up of a National Mission on Libraries which has already been converted in to a permanent National Commission on Libraries (NCL). The purpose is to make an overall improvement in the library and information service sector of the country. In accordance with the recommendations of NCL, MoC has been advised to take necessary steps to strengthen the Raja Rammohun Roy Library Foundation (RRRLF). It is recommended that the foundation should stress to built the infrastructure of Public Library in all respect so that it could cope up with modernization, networking of public libraries, resource sharing, training for professional staff and also strengthening of libraries at Panchayat level.

National Library, Kolkata has proposed to implement 7 new schemes during 12th Plan including Reuse of Heritage Building, Application of Radio Frequency Identification Device, Reprint of Old/Rare Publications, Collection Organization, Resource Centre for Visually Challenged at the National Library, etc. Apart from these, the Working Group has recommended for continuation of the ongoing schemes of the library.

The Sub-group has recommended continuation of 3 existing schemes of the Central Reference Library, Kolkata during 12th Plan. The library has proposed introduction of 9 new schemes including Indian National Bibliography Data Collection Centres at Chennai, Mumbai, Delhi and Guwahati/Shillong, Training Programmes for library processionals of North East, etc.

Delhi Public Library will continue its ongoing schemes during 12th Plan. Apart from these, the library has proposed 3 new schemes namely (i) Opening of New Libraries (ii) Extension of Working Hours of 3 Libraries and (iii) Mobile Service. Under its capital works, the library has proposed to purchase plots at R.K. Puram, Patparganj, Ashok Vihar and Bawana for which an amount of Rs. 8.00 crore is proposed for 2012-13 and Rs. 40.00 crore for 12th Plan.

Raja Rammohun Roy Library Foundation will continue its existing schemes under matching as well as non-matching and promotional activities heads during the 12th Five Year Plan. This library has proposed constructions of 2 additional storage of RRRLF headquarter and strengthening of offices at Delhi, Chennai, Mumbai and setting up of regional offices at Guwahati and Bhopal.

The Sub-group has recommended continuation of existing Plan schemes of 11th Plan in the 12th Plan. It is also recommended the merger of Plan scheme for “Promotion and Dissemination of Awareness about Indian Culture and Heritage” with scheme of “Financial
Clear assistance for Book Fairs, Book Exhibitions and Participation in International Book Fairs/Publishing Events, etc.

ARCHIVES & ARCHIVAL LIBRARIES

The Sub-group while reviewing and strengthening of the existing plan schemes in respect of National Archives of India (NAI), recommends continuation of its schemes/projects: Record Management, Digital Preservation of Records, Redesigning of NAI Website, Conservation Research Laboratory of NAI, School of Archival Studies & Its Strengthening, Modernization and Strengthening of Private Archives Unit, Strengthening of Publication Programmes of NAI, etc. It is also recommended that new projects initiated during 2010-11 may be carried over to 12th Plan under publication programmes of NAI and also modernization of NAI Library and its outreach programmes.

The Sub-group has also recommended the continuation of existing schemes of Asiatic Society, Rampur Raza Library, Khuda Baksh Oriental Public Library, Thanjavur Maharaja Serfoji’s Saraswati Mahal Library and National Mission for Manuscripts, presently working under IGNCA during the 12th Plan. The Working Group also considered the new schemes of NAI, Asiatic Society, KBOPL & Rampur Raza Library and recommended the implementation of their new schemes/projects during the 12th Five Year Plan.

The scheme for setting up of National Archives for Cultural Audio-Visual Materials which could not be implemented in the 11th Plan, will now be implemented during 12th Plan. This will be a Central Sector Scheme and will be implemented in a mission mode. Its implementation would be on the lines of National Mission for Manuscripts, which will be housed in Sangeet Natak Akademi, IGNCA or any other institutions under the Ministry.
CHAPTER 6
EDUCATION, RESEARCH, INTERNATIONAL CULTURAL RELATION (ICR) AND OTHERS

The Sub-group considered the existing schemes under the Education and Research Section i.e. Buddhist and Tibetan Institutions, National Museum Institute, Centenary and Memorials, Centre for Cultural Resources and Training etc. and recommended certain modifications to make them more effective. It is also recommended to implement certain new schemes under this Sector. These recommendations are summarized below:-

I. Scheme for Financial Assistance for Cultural Heritage Young Leadership Programme (Culture Heritage Volunteer Scheme)

This scheme could be implemented only in the last year of 11th Plan and now will be fully implemented in the 12th Plan.

Under this scheme, financial assistance will be provided for distribution of existing audio-visual (AV) materials related to culture, amongst schools to arouse student’s interest in culture and heritage, production of new AV materials including publications related to culture and heritage and support visits to monuments and museums, by students of less-privileged schools.

The scheme will support assistance to schools run by the government (central and state) or schools providing education to less privileged children preferably in backward areas or mofussil areas/slums, since the focus will be on less-privileged schools-government schools, Navodaya Vidyalayas will be identified by an authorized agency which could be CCRT in consultation with MHRD/State Governments, the monuments and museums to be visited by the children will be decided by the authorized agency keeping in view the location of the school, production of new audio visual material including publications will be done through the agency of established publishers of children’s publications, and producers of high quality audio-visual material on heritage, etc. Established publishers/editorial management of journals and magazines that deal with various aspects of India’s culture and heritage that have been in existence for at least a decade can also apply. In exceptional cases this can be reduced to 5 years and the scheme will however, not be applicable to religious institutions, political organizations.

The kind of support will be decided by the Expert Advisory Committee (EAC). This could be :-

i. AV Material to be distributed to schools – Identification of the material and the quantity to be procured will be decided by the EAC.

ii. Production of new AV Material including publications – EAC will decide on the kind of material to be bought. The support could be only accompanied by buy – back arrangements. Royalties can be shared depending on the decision of the EAC.

iii. Support visits to museums/monuments etc. by children of less – privileged schools – schools may be identified by CCRT in association with MHRD/State Governments. EAC may devise the programmes, number of children to be supported per school, etc., keeping in mind the ceiling of expenditure per child to the extent of Rs. 500/-. 
All cases to be considered by an EAC. However, broadly –

i. In case of distribution of AV CDs and DVDs, the cost may not exceed Rs. 5000/- per set of DVD.

ii. In case of production of CDs/DVDs/Publications for children, cost may not exceed Rs. 1.00 lakh in each case.

iii. In case of visits to monuments and museums, a ceiling of Rs. 500/- per child per trip may be considered. This will include the cost of conveyance (by road/rail), food, entry fee for ticketed monuments/shows, kit to be provided.

Issue regarding copyright and royalty will be decided on a case-by-case basis, contribution of the Ministry of Culture towards financial support will be acknowledged prominently on the first page of the publications, should maintain separate books of accounts of the Ministry’s grants.

Financial Requirements:

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II. National Institute of Culture & Heritage Management (Erstwhile Centre for Management of Cultural Resources)

The Scheme could not be implemented in the 11th Plan and will now be implemented in the 12th Plan.

India has one of the most vibrant cultures in the world. It is also a treasure house of the cultural objects. Currently most of the matters related to the culture of India are dealt by museums, academic institutions and by professionals who have very little or no understanding of management aspects of cultural institutions. There are no specialized courses in universities or institutions on culture and its management with global perspective. The University courses on museology have also not been updated to match the present day requirement. There is, therefore, a need for an institution which will offer specialized courses on culture and its management. The Indian Museum sectors are custodians of some of the world’s most precious collections and there is a dire need for skill up-gradation to be better custodians of India’s cultural wealth.

Museum professionals, Personnel of cultural organizations, Library personnel, Officials of Tourism organization, Bureaucrats, Executives of Companies, Fresh University Graduates, Foreign nationals, School and University Teachers, Tour Guides.

The proposed institution could be an independent national institute of excellence either a deemed university or an affiliated institute of a university. National Museum Institute, New Delhi could also be expanded to accommodate this specialized course.

With growing demand for managing cultural institutions and assets, positions in culture management are growing. Trained professionals are in great demand. Therefore, any graduate in culture and heritage management will not find placement difficulty.
Financial Requirements: (Rs. in crore)

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III. Re-Orientation of Cultural Resources and Training (CCRT)

Production of Cultural Software: - The National Policy of Education has laid great stress on the production of software for education with special emphasis on Culture. Today, the role of cultural software in education is essential to create an atmosphere of harmony, an understanding of Indian history and diverse cultural expressions in the sub-continent. After several years of conducting research and working with scholars, artists and educationists, the CCRT has developed audio-visual and printed material on Cultural Education. The methodologies for using these materials are open ended and the teachers are trained to use these materials in a variety of learning and teaching situations. They aim at:

- understanding the aesthetics and beauty in the natural and cultural heritage of the region;
- integrating creative expressions with curriculum subjects;
- creating an awareness of the development of cultural manifestations – literary, visual and performing.

These materials have proved to be very useful. There is a great demand for these material at the national as well as at the international level for teaching about Indian Culture. In order to enhance the scope of the production of Cultural Softwares, a Committee on Wider Dissemination of CCRT Programmes was constituted by the Society, CCRT in 2003. The recommendations of the Committee were submitted to the Ministry of Culture for consideration. The Committee on wider Dissemination of CCRT Programmes has recommended that CCRT should prepare the programmes showing the continuity of the traditions by producing a series of programmes on the following topics:

(i) World Heritage Sites of India / Monuments of India
(ii) Festivals of India
(iii) Regional Theatre Forms of India
(iv) The Art of Puppetry in India

UNESCO World Cultural Heritage Sites in India

As recommended by the Committee on Wider Dissemination of CCRT programmes, Cultural software will be produced by devising audio-visual programmes with an innovative approach giving insight into multi-disciplinary aspect of education and culture.

IV. Development of Buddhist & Tibetan Studies

The Sub-group considered the existing schemes under Buddhist & Tibetan Institutions i.e. Central Institute of Buddhist Studies (CIBS), Central University of Tibetan Studies (CUTS), Nava Nalanda Mahavihara (NNM) & Central Institute of Himalayan Culture Studies (CIHCS) and recommended the continuation of existing schemes mainly for creating new/ongoing infrastructures, development of e-governance facility, etc. and also for meeting the
operational/developmental requirement of these institutions and maintenance of their academic standards.

It has also considered the existing Plan schemes under BTI Sector and recommended the revision/modification of the scheme of “Financial Assistance for the Preservation and Development of Buddhist/Tibetan Art & Culture”. As per the revised scheme, the quantum of financial assistance for different items has been increased from Rs. 5.00 lakh to Rs. 30.00 lakh per organization per annum. The new activities like development of IT, transportation facilities, school building and training centers, etc have also been included in order to execute the activities in a holistic way and bring the tangible impact. Keeping in view of this, the recommendation of Mungekar Committee and CoS decision, the scheme needs to be continued. As regards another scheme of “Financial Assistance for Preservation and Development of Cultural Heritage of Himalayas”, this scheme has now been revised and as per the revised scheme the quantum of financial assistance for different items has been increased from Rs. 5.00 lakh to Rs. 10.00 lakh per year in order to execute the activities in a holistic way and bring the tangible impact. Keeping in view of this, the recommendation of Mungekar Committee and CoS decision, the scheme needs to be continued.

Ministry of Culture visualizes “Setting up of Bodh Darshan Higher Study School, Tabo” to be a landmark in that it will seek to not only preserve and publicize the ancient cultural treasures, but also blend the traditional with contemporary. This centre/ school will serve monks and students coming from remote areas of Lahaul & Spiti and Kinnaur near the International border with China and also attract learned monks and scholars from far and wide. Hon’ble Minister (Culture) has accorded ‘in principle’ approval to open a Bodh Darshan Higher Study School at Tabo in Himachal Pradesh. MoC visualizes this centre to be a landmark in the field of promotion and preservation of Buddhist/ Tibetan Culture.

V. International Cultural Relations

The existing scheme viz. Grant-in-Aid to Indo-Foreign Friendship/Cultural Societies covers all organizations which are actively engaged in the task of fostering friendly relations and projecting Indian culture in the country concerned. To qualify for this assistance, the concerned organizations and institutions need to have definite and well planned programmes or activities that help promotion or create awareness of Indian culture and strengthen bonds with India. The grants under this scheme are given primarily to cover expenses of the grantees on activities which help projection of India’s cultural image and generate greater understanding of its cultural heritage, present situation and perspectives in the country concerned and for promoting bilateral cultural contacts, etc. For instance, discussions on Indian culture, History, civilization by inviting eminent scholars and artistes, etc., who are interested in Indian affairs, to furnish their premises with books on India, replicas of Indian art objects, Indian handicrafts, etc., would qualify. Similarly, celebration of Indian National Days, Indian festivals; anniversaries of great Indian personalities, arranging performances of Indian troupes; exhibition of books and art; classes/courses in Yoga, Hindi and other Indian languages; performances of Indian music, dance; publication of books, journals; running of libraries and reading rooms having literature on India and promoting interaction between distinguished visiting Indian artists etc, with their local counterparts would also qualify.
The amounts of authorization to the Embassies/ Missions were Rs. 5, 7 or 10 lakh during 11th Plan. The Missions could at their discretion allot maximum Rs. 3.00 lakh to a Friendship Society with no restriction to the number of societies who could be allotted the grant.

The Sub-group has reviewed the scheme and is of the view that an amount of Rs. 3.00 lakh granted to a Friendship Society is too small an amount in view of the conversion rates and would not truly support in promotion of India culture abroad. Hence, the amount needs to be increased to a respectable amount of at least Rs. 5.00 lakh per Society. It is also suggested that the grant for promotion of Indian culture should also cover support to institutions abroad engaged in Indian culture. This proposal for grant (amount to be fixed) be sent to the Head of Mission, who would then at his discretion recommend/disburse the amount to the specific institution/ organization after satisfying himself of their agenda, out of the total amount authorized to him.

The Sub-group has further recommended two new Plan schemes under ICR Sector for their implementation during the 12th Plan. These are (i) Financial Assistance for Artistes and Cultural Professionals going abroad for seminars, festivals and Exhibitions on Cultural Subjects & (ii) Scheme for Financial Assistance to Foreign Artistes Desiring to Study and/or Learn Indian Culture in any Form like Dance, Music & Drama, for supporting Indian Artistes to go abroad or foreign artistes to take up study in the field of Indian Culture.

The Sub-group also reviewed the existing schemes of the institutions covered under Memorial Sector i.e. Gandhi Smriti and Darshan Samiti, Nehru Memorial Museum & Library, Maulana Abul Kalam Azad Institute of Asian Studies, etc. and recommended the continuation of the ongoing schemes of these institutions mainly aiming to propagate the life, mission and their thoughts through various socio-educational, cultural programmes including economic and political/administrative developments and also Modern Indian History and Society. These institutions have proposed to strengthen various promotional activities, re-designing and development of museums, multimedia library, etc.
CHAPTER 7
PROMOTION OF CULTURE AND HERITAGE TOURISM IN INDIA

In the meeting of the Working Group on Art & Culture, the Chairman of the Working Group desired to constitute a Sub-group on Promotion of Culture and Heritage Tourism in India for the first time on the request of the representative from Ministry of Tourism, who felt that Ministry of Tourism does not have any link with culture and they have no expertise in cultural aspects like Indian Culture, Indian Classical Music & Dance. It was felt that some system should be evolved to link culture & tourism.

The Sub-group on this subject recommended implementation of two new schemes to be implemented by Archaeological Survey of India for improving and enhancing visitor/tourists experience in the field of culture heritage. Under the new “Scheme for Mapping Cultural Heritage Resources and Dissemination Information on Cultural Heritage Tourism”, it is proposed to provide a framework for a project that will explore, collect & collate data including photographs, video, historical records regarding the cultural and heritage resources of Indian in a standardized format that will be of use to visitors, researchers and students. Another new scheme proposed is “Scheme for Creation of Cultural Heritage Management Council”, it envisages the establishment of a body that will bring together the expertise available in the public sector and the private service providers to set up a system that will provide world class service to visitors in heritage sites. The establishment of the council and its work will bring direct improvement in the visitor experience and bring in more tourists to sites.
ORDER


It has been decided to constitute a Working Group on Culture in the context of preparation of the Twelfth Five Year Plan (2012-2017). The composition and terms of reference of the Group will be as follows:

II. Composition:

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<th>Chairman</th>
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<tr>
<td>1.</td>
<td>Secretary, Ministry of Culture, Government of India.</td>
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<td>2.</td>
<td>Secretary, Ministry of HRD, Government of India.</td>
<td>Member</td>
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<td>3.</td>
<td>Secretary, Ministry of Tourism, Government of India.</td>
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<td>4.</td>
<td>Secretary, Ministry of Rural Development, Government of India.</td>
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<td>5.</td>
<td>Secretary, Ministry of Urban Development, Government of India.</td>
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<td>6.</td>
<td>Secretary, DONER, Government of India.</td>
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<td>7.</td>
<td>AS&amp;FA, Ministry of Culture, Government of India.</td>
<td>Member</td>
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<td>8.</td>
<td>Additional Secretary Ministry of Culture, Government of India.</td>
<td>Member</td>
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<td>9.</td>
<td>Consultant (Culture), Planning Commission.</td>
<td>Member</td>
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<td>10.</td>
<td>Addl. Director General (Tourism)</td>
<td>Member</td>
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<td>11.</td>
<td>Joint Secretary (Archaeology &amp; Museums), Ministry of Culture</td>
<td>Member</td>
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<td>12.</td>
<td>Director, National Library, Kolkata</td>
<td>Member</td>
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<td>13.</td>
<td>Principal Secretary, Culture Government of West Bengal</td>
<td>Member</td>
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<td>14.</td>
<td>Principal Secretary, Culture Government of Maharashtra</td>
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<td>15.</td>
<td>Principal Secretary, Culture Government of Karnataka</td>
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<td>16.</td>
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<td>17</td>
<td>Principal Secretary, Culture Government of Madhya Pradesh</td>
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<td>18</td>
<td>Academic Director, Indira Gandhi National Centre for the Arts(IGNCA), New Delhi</td>
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<td>19</td>
<td>Chairman, Lalit Kala Academy, New Delhi</td>
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<td>Chairman, Sangeet Natak Akademi, New Delhi</td>
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<td>Director General, Archeological Survey of India (ASI), New Delhi</td>
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<td>23</td>
<td>Director General, National Council of Science Museums (NCSM), Kolkata</td>
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<td>24</td>
<td>Director General, Centre for Cultural Resources and Training(CCRT), New Delhi</td>
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<td>25</td>
<td>Director, National School of Drama(NSD), New Delhi</td>
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<td>Director, National Gallery of Modern Arts(NGMA), New Delhi</td>
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<td>Chairman, Indian National Trust for Art and Cultural Heritage(INTACH), New Delhi</td>
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<td>Director General/Administrator National Museum, New Delhi</td>
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<td>Director General, National Archives of India, New Delhi</td>
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<td>Shri Ratish Nanda, Conservation Architect K-15, Jangpura Extension, New Delhi</td>
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<td>31</td>
<td>Director, Indira Gandhi Rashtriya Manav Sangrahalaya(IGRMS), Bhopal</td>
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<td>32</td>
<td>Director, Indian Council of Social Sciences Research(ICSSR), New Delhi</td>
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<td>33</td>
<td>Chairman, Indian Council of Historical Research (ICHRI), New Delhi</td>
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<td>Director, Nav Nalanda Mahavihara(NNM), Nalanda</td>
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<td>Secretary, Sangeet Natak Academy(SNA)</td>
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<td>Secretary, Sahitya Akademi</td>
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<td>37</td>
<td>Secretary, Lalit Kala Academy(LKA)</td>
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<td>38</td>
<td>Member Secretary, Indira Gandhi National Centre for the Arts (IGNCA).New Delhi</td>
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<td>39</td>
<td>Director General/Administrator, National Museum, New Delhi</td>
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<td>Shri Vijay Kichlu, Kolkata</td>
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<td>41</td>
<td>President, All Ladakh Gonpa Association, Leh</td>
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<td>42</td>
<td>Joint Secretary (Planning &amp; Budget), Ministry of Culture</td>
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III. The Terms of Reference (Specific to the Working Group) will be as follows:-

(a) To review the existing approach, strategy, priorities, on-going policies and programmes and their implementations for protection and preservation of National Heritage and Culture and to suggest rationalization and minimization of the on-going programmes and effective inter-sectoral conversions.

(b) To review the current status of the sector and identify thrust areas for development of the sector during the Twelfth Five Year Plan.

(c) To suggest financial requirements for the sector and outlays for different schemes.

(d) To identify the gaps, weaknesses and bottlenecks in the sector and to suggest future direction of schemes/programmes including their expansion/upgradation in terms of standards, facilities and attainments, with special reference to museums, manuscripts, tribal and folk art/culture etc.

(e) To suggest measures for creating effective linkages between different organizations engaged in the sector for optimum utilization of infrastructure and financial resources.

(f) To review the status of various Institutions/NGOs working in the sector for providing focused attention for development perspective for this sector for Twelfth Five Year Plan.

(g) To review the functioning of existing administrative structures and mechanisms at Central, State and Project levels with special reference to setting up of various scheme museums and Science Cities and to suggest improvements, if necessary.

(h) To critically evaluate the effectiveness of existing organizations in the areas of library, archives, museums, visual arts, performing arts, literary art and to suggest suitable strategies to orient them with the changing needs and challenges in these sectors.
(i) To devise appropriate schemes and initiatives to respond constructively to the threats to cultural diversity, intangible heritage and traditional art forms.

(j) To evaluate the existing level of convergence with State Governments in the areas of heritage management, archival management and modernization of library and information services.

(k) To devise suitable strategies for effective use of technology for better preservation, conservation and access of heritage resources, including digitization, application of nano-technology, etc. and to upgrade national institutions to greater levels of excellence.

(l) To identify duplication and redundancy in the programmes of different agencies under the Department of culture and among different Departments and to suggest convergence.

(m) To critically assess the effectiveness of existing arrangements in international cultural cooperation and to suggest proactive steps for focused cultural cooperation with a view to positioning Indian cultural richness and providing greater opportunities to our artistes.

(n) To identify the gaps in reaching out to the less privileged groups and artistes and artisans in rural and backward areas and to suggest befitting schemes and strategies for a more participatory development in the area of culture.

(o) To assess the gaps in cultural infrastructure and formulate strategies aimed at an optimum development of facilities for performing/visual art forms and artisans.
IV. Terms of Reference (General)

1. The Chairman may constitute Specialists Group/Sub-Group as considered necessary and co-opt other members to the Working Group for specific inputs.

2. The expenditure towards TA/DA in connection with the meetings of the Working Group in respect of official members will be borne by their respective Ministry/Department. In case of non-official members of the Working Group, expenditure towards their TA/DA would be met by the Planning Commission as admissible to the class-I officers of the Government of India.

3. The working Group will submit its draft report by September, 2011 and final report by 31st October, 2011 to the Planning Commission.

4. Shri Arbind Modi, Consultant (Tourism & Culture) Planning Commission, Room No.223, Yojana Bhawan, New Delhi – 110001, Telefax No.011-23096584. E-mail: arbindmodi@gmail.com will be the nodal officer of this Group and any further query/correspondence in this regard made with him.

(Shiv Singh Meena)
Deputy Adviser (T&C)
Tel. : 2309 6526

To

Chairman and all Members of the Working Group on Culture.
Copy to:-

1. PS to Deputy Chairman, Planning Commission.
2. PS to Minister of State (Planning).
3. PS to all Members of the Planning Commission.
4. PS to Member Secretary, Planning Commission.
5. All Principal Advisers/Sr. Advisers/Advisers/HODs, Planning Commission.
6. PS to Consultant (Tourism & Culture)
7. Director (PC), Planning Commission.
8. Administration (General-I) and (General-II), Planning Commission.
10. Accounts-I Branch, Planning Commission.

11. Information Officer, Planning Commission

(Shiv Singh Meena)
Deputy Adviser (T&C)
Tel.: 2309 6526
Annexure – II

Composition of Sub-Groups constituted by the Working Group on Art & Culture for formulation of the 12th Five Year Plan

I. PERFORMING ARTS

MINISTRY OF CULTURE

1. Joint Secretary (Shri N.C. Goel) – Convener
2. Director (AS), Ministry of Culture
3. Director (RS), Ministry of Culture
4. Deputy Secretary (RM), Ministry of Culture
5. Vice Chairman, Sangeet Natak Akademi
6. Director General, CCRT
7. Director, National School of Drama
8. Director, Kalakshetra Foundation
9. Secretary, Sangeet Natak Akademi
10. Representative from IGNCA
11. Representative from ICCR

OTHER GOVERNMENT DEPARTMENT/ORGANIZATIONS

1. Secretary, Department of Culture, Government of Maharashtra
2. Secretary, Department of Cultural Affairs, Government of Manipur

OUTSIDE EXPERTS

1. Smt. Shovana Narayan (Dance)
   
   C-2650, Shushant Lok, Phase – I, Gurgaon – 122082

2. Shri M.K. Raina (Drama)
   
   B-242, Sector-26, NOIDA 201 301

3. Sh. P.N. Suresh, Vice Chairman,
Kerala Kalamandalam

II. MUSEUMS AND VISUAL ARTS

MINISTRY OF CULTURE

1. Joint Secretary (Shri V.S. Madan), Ministry of Culture

2. Director (Museum), Ministry of Culture

3. Director General, National Council of Science Museum

4. Director, Indian Museum

5. Director, Salarjung Museum

6. Director, National Gallery of Modern Art

7. Secretary, Lalit Kala Akademi

8. Administrative Officer, National Museum

9. Smt. C.T. Misra, Member Secretary, INTACH

10. Representative from IGNCA

OTHER GOVERNMENT DEPARTMENT/ORGANIZATIONS

1. Secretary, Department of Culture, Government of Tamil Nadu

2. Secretary (Culture), Government of Karnataka

OUTSIDE EXPERTS

1. Shri Sadashiv Gorakshakar (Museum)

   'Gandhkuti' at Bhatasi

   Post Vashind, Taluka Shahpur, Thane – 421 604, Maharashtra

2. Shri Benoy K. Behl (Visual Art)

   329, 5th Floor, Tower-1, Mount Kailash

   East of Kailash, New Delhi – 110 065
III. ARCHAEOLOGY AND ANTHROPOLOGY

MINISTRY OF CULTURE

1. Director General, ASI – Convener

2. Joint Secretary (In charge of Archaeology), Ministry of Culture

3. Director (in-charge of ASI), Ministry of Culture

4. Smt. C.T. Misra, Member Secretary, INTACH

5. Director, IGRMS, Bhopal

6. Representative from Anthropological Survey of India, Kolkata

7. Representative from IGNCA

OTHER GOVERNMENT DEPARTMENT/ORGANIZATIONS

1. Secretary, Department of Cultural Affairs, Government of Andhra Pradesh

2. Secretary, Department of Cultural Affairs, Government of West Bengal

3. Secretary (Culture), Government of Karnataka

OUTSIDE EXPERTS

1. Prof. B.M. Pande (Archaeology Expert)
   Y-81, Hauz Khas, New Delhi – 110 016

2. Dr. C. Margabandhu (Archaeology Expert)
   116, VENUS Apartments
   Inder Enclave, New Rohtak Road, New Delhi

3. Shri Ratish Nanda, Director, Agakhan Trust for Culture
IV. LITERATURE, LIBRARIES AND ARCHIVES

MINISTRY OF CULTURE
1. Additional Secretary (Culture) – Convener
2. Director (Libraries), Ministry of Culture
3. Ms. Namita Gokhale, Consultant, Ministry of Culture, CSL
4. Director General, National Library
5. Director General, Delhi Public Library
6. Joint Secretary/Representative, IGNCA
7. Director, RRRLF
8. Director, National School of Drama
9. Secretary, Sahitya Akademi
10. Representative from National Archives of India

OTHER GOVERNMENT DEPARTMENT/ORGANIZATIONS
1. Secretary, Department of Cultural Affairs, Government of Gujarat
2. Secretary, Department of Culture, Government of Madhya Pradesh
3. Representative from Ministry of HRD (Higher Education)

OUTSIDE EXPERTS
1. Dr. Varsha Das (Literature field)
   Flat No.2176, Sector-B, Pocket-2
   Vasant Kunj, New Delhi – 110 070
2. Prof. P.B. Mangla (Library)
   Retd. Professor, Department of Library Science,
   Delhi University,
   EB-210, Maya Enclave, New Delhi-110 064
V. EDUCATION, RESEARCH, INTERNATIONAL CULTURAL RELATIONS (ICR) AND OTHERS

MINISTRY OF CULTURE
1. Secretary (Culture), Government of India – Convener
2. Additional Secretary (Culture)
3. Joint Secretary (Sh. Sanjiv Mittal), Ministry of Culture
4. Deputy Secretary (ICR), Ministry of Culture
5. Vice Chairman, Sangeet Natak Akademi
6. Director General, CCRT
7. Director, Central University of Tibetan Studies
8. Director, Nava Nalanda Mahavihara
9. Director, NCSM
10. Director, National School of Drama
11. Representative from National Archives of India
12. Registrar from National Museum Institute
13. Representative from INTACH

OTHER GOVERNMENT DEPARTMENT/ORGANIZATIONS
1. Secretary (Culture), Government of NCT of Delhi
2. Secretary, Department of Cultural Affairs, Government of Arunachal Pradesh
3. Representative from Ministry of External Affairs
4. Representative from Ministry of HRD, (Higher Education)
5. Representative from UGC
6. Representative from NCERT
7. Representative from ICCR

OUTSIDE EXPERTS
1. President, All India Ladakh Gonpa Association
VI. PROMOTION OF CULTURE & HERITAGE TOURISM IN INDIA

MINISTRY OF CULTURE
1. Joint Secretary (Shri V.S. Madan) – Convener
2. Director (Shri Deepak Ashish Kaul)
3. Additional Director General, ASI
4. Member Secretary, INTACH
5. Director, National Museum
6. Director, National Gallery of Modern Art
7. Director, Nava Nalanda Mahavihara
8. Director, Gandhi Samriti and Darshan Samiti
9. Director, Tibet House
10. Representative from Twang Monastery
11. Representative from Namgyal Research Institute of Tibetology, Gangtok

OTHER GOVERNMENT DEPARTMENT/ORGANIZATIONS
1. Secretary, Department of Culture, Government of Rajasthan
2. Secretary, Department of Culture Affairs, Government of Kerala
3. Representative from Ministry of Tourism