

Art and Culture

10.71 In Art and Culture the main thrust in the Seventh Five Year Plan would be on the development of culture in all aspects, with emphasis on dissemination, and on the promotion and development of regional cultures and building up of a sense of the oneness and underlying unity and cohesiveness of India. This would require the involvement of the masses in cultural activities. In order to achieve these objectives, the programmes of the Seventh Plan would include:

- i. Zonal Cultural Centres being set up in different regions of the country. The essential thrust of the creative development efforts of these zonal centres would be to bring about awareness and participation at the grass root level, cutting across-territorial/ linguistic boundaries.
- ii. The existing activities of various cultural organisations for dissemination of culture would be stepped up on a wide scale with adequate financial inputs.
- iii. Introduction of a cultural component into the educational system at different levels. The Departments of Education and Culture would work together in close coordination for inter-linking education and culture through appropriate programmes.
- iv. Cultural inputs would be integrated in youth activities, rural development activities, domestic tourism etc.
- v. For the dissemination of culture to the masses, the mass media would be utilised.
- vi. Besides the national cultural organisations, the State agencies would also strengthen their programmes. The Central and State agencies would work with greater coordination towards this objective.

10.72 It is proposed to set up seven zonal cultural centres which while developing the unique cultural identities of various areas in the states would also stress and explore their cultural kinship in relation to the totality of India's composite culture, highlighting the essential unity in diversity of the Indian cultural heritage. The Centres would provide facilities for creative development of arts; with special emphasis on folk arts as also the revival of vanishing arts.

10.73 The traditional fairs and festivals which provide the continuing link with the rich traditions of the past would be supported through the State agencies and Zonal Cultural Centres. Appropriate programmes would be taken up to provide exposure to youth to the cultural diversity of the country to raise their awareness of the rich heritage that exists in the country.

10.74 Preservation, documentation and conservation of our rich and varied cultural heritage would continue to receive priority in the Seventh Plan. This would mean greater attention to the development of archaeology museums, archives, manuscript libraries, Buddhist-Tibetan studies, and to folk-lore and oral traditions. It is recognised that strands of cultural heritage run through a wide range of development sectors and programmes. These need to be identified and demonstrated as diverse aspects of our rich traditions. Art forms and cultural institutions provide a powerful medium to foster national integration as well as national development. Necessary co-ordination links will be established and co-operative programmes will be undertaken for this purpose.

10.75 Greater emphasis will be laid on strengthening of arts through institutions, such as the Academies. Assistance would continue to be provided to voluntary organisations engaged in the promotion of art and Culture. Library systems would be strengthened throughout the country with special attention to improving the facilities in the National level institutions.

10.76 Some of the rich existing art forms are in the realm of tribal and folk art. The development of folk and tribal arts, especially those which are facing extinction such as the folk art of the Himalayan regions, threatened ecologically as also culturally, would be supported through assistance to voluntary organisations engaged in these fields and areas.

10.77 In the field of anthropology, new projects have been identified to study the people of India and promote dissemination of culture. The Rashtriya Manav Sangrahalaya which is expected to be completed in the Seventh Plan, would recreate the history of human evolution, the evolution of culture and the range of living cultures in India.

10.78 The Indira Gandhi National Centre for Art will be set up at New Delhi as a resource centre and data base for the arts. It will also develop a major informatics library of cultural materials. The National Theatre will also be established on the same premises to support and project activities particularly in the field of visual arts including folk and tribal arts.

