

## **Reform Measures and Policy Initiatives**

### **OUTCOME BUDGET 2015-16**

#### **Chapter- III**

##### **Introduction**

##### **Role of Culture**

The aim of Ministry of Culture has been to preserve the cultural heritage of the country through the institutions of Archaeological Survey of India, Museums, Archives, Akademies, Public Libraries and schemes for promotion of art and culture in various fields so that continuity to our cultural traditions, both tangible and intangible is maintained and achieved in the context of cultural development. The programmes for encouragement of contemporary creativity are done through three National Akademies working in the field of performing art, literature and visual arts and also through provision of the incentives, awards and fellowships so that the articulation of art and culture genre is sustained. Many initiatives have been taken by the Ministry to develop culture at the grass root level itself. Seven Zonal Culture Centres set up in different parts of the country in this direction have been highlighting not only cultural kinships transcending territorial bounds through their interactive cultural development programmes but have also helped in harnessing the close relationship that subsists between peoples' cultural consciousness and human resources development, which act as a catalyst to the economic development. Therefore, the aspect of cultural development in the context of acceleration of the economic growth cannot be over emphasized. It is a recognized fact that culture plays a key role in sustaining the physical environment, preserving family values, protecting civil institutions in the society, etc. Culture acts as a vehicle of national integration. Culture encourages individuals and communities to seek, find and strive for artistic expression and thereby enhancing creativity in the society, the quality of which ultimately encompasses various other developmental fields.

Modernization and technological development in the country should not be allowed to invade or affect or dilute the age old cultural traditions of the country. The endeavor and the approach of the Ministry have always been to discourage any act inimical to the country's social and cultural fabric and its ancient cultural heritage. The programmes/ activities of the Ministry have been to build a path towards a positive direction by implementing programmes/ schemes to develop and sustain the cultural traditions of the country. In this context, the relevance of evolving a National Cultural Policy by the Ministry assumes greater significance.

##### **Towards policy initiatives**

Ministry of Culture has 8 National level Cultural Institutions directly under it and is responsible for 35 Autonomous Organizations. A closer scrutiny of their functioning reveals that there was scope for enhanced professionalization, through recruitment of trained experts to take up their critical functions. Professionalization will be further strengthened at the other levels, with special drives of recruitment to fill vacant posts and creation of posts (where absolutely necessary), so that important tasks like Conservation, Restoration, Archival Management, Digitization of Records, Archaeological Exploration and Publication of Reports are attended to on priority. On the recommendation of the Central Advisory Board on Culture, a Committee was setup under the Chairmanship of Shri B.N. Goswami with eminent professionals for having a comprehensive Plan of modernization of museums and the implementation of its recommendations (in workable phases) is now top priority.

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In the last two decades, India has witnessed an unprecedented boom in urbanization and in construction activities, many of which have been threatening (or obscuring) monuments of national importance. As the regulator was unable to check these incursions, Government amended the Ancient Monuments and Archaeological Sites & Remains Act (i.e. AMASRA) in March, 2010, introducing several radical changes.

An Advisory Committee on World Heritage matter has been set up. The task of the Committee is to review the tentative list of Heritage Sites of India on UNESCO list and make recommendations for suitable addition/ deletion; to consider and recommend heritage sites for nomination for inscription on World Heritage list, taking into account both the universal outstanding value of the site and quality of nomination dossier; to consider and recommend for approval with or without modifications, every nomination dossier; to review and recommend a list of sites suitable for nomination in the next three to four years; to review the existing site management plan (SMP) and to give suitable recommendations for implementation of existing SMPs and development of SMPs for other sites where none exist and to undertake special reviews and give recommendations on time bound actions to be taken in respect of management of World Heritage Sites in danger, if any.

In order to facilitate ticketing for tourists, national and international, to all ASI ticketed monuments. ASI has introduced electronic ticketing, on proof of Concept basis, at Taj Mahal, Agra and Humayun's Tomb, Delhi. This facility will be extended to all ASI ticketed monuments in due course. It is envisaged that electronic ticketing would result in greater footfall at heritage monuments, as tourists would be able to plan their visit in advance without apprehension of inconvenience at ticket counters. It would also result in full proof accounting of tickets sold, in turn bringing in enhanced revenue. ASI has also undertaken to implement e-governance in all its offices in the country. This would entail computerization of all processes and documentation in ASI. It would also provide online inter-face between ASI Hqs. and its field offices with the public through digitized forms and applications. To ensure safety and comfort of tourists, ASI will enhance security arrangements at ASI monuments and sites, by providing additional 7000 personnel to be outsourced to safety agencies. ASI has identified 25 monuments which would be upgraded in first phase as Adarsh Smarak. Each Adarsh Smarak would offer enhanced security, improved signage, aids for differently abled such as Braille, Wi-Fi, water management facilities amongst other things to the tourists.

MoC had taken up the issue of the removal of the levy of Service Tax on entry tickets of visitors to all the Museums, Monuments, and Heritage Sites, with MoF. Further, MoC has requested to consider the issue of removal of service tax on entry tickets of visitors to private museum also in the country. As regards, lowering/ waiving custom duties on import of antiquities on India origin by Museums, organizations, individuals, Ministry of Finance (Department of Revenue) has already issued notification incorporating a provision for exempting Work of Art including statuary and pictures intended for public exhibition in a Museum or Art gallery from whole of the duty of customs leviable thereon when imported into India subject to certain conditions. Similar provision has been made for import of antiquities. A request has also been received for exempting individuals for payment of custom duties on import of antiquities.

To ensure sustained attention to development of libraries, besides other recommendations, National Knowledge Commission had also recommended setting up a "National Mission on Libraries". The Ministry has set up a National Mission on Libraries under which four core areas viz. Creation of National Virtual Library of India; Setting up of NML Model Libraries; Quantitative and Qualitative Survey of Libraries; Capacity Building for re-vamping the Public Library System & Services have been identified. At a function held at the Rashtrapati Bhavan, the President of India launched and also formally inaugurated the NML's guidelines, logo and website in the presence

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of Culture Minister, Secretary (Culture) and other dignitaries. With the aim of equitable and universal access to knowledge resources, the National Virtual Library of India (NVLI) would provide digital resources by digitizing the relevant reading material in different languages, which would be shared at all levels. The target users of NVLI will not only be students, researchers, doctors and professionals but also the educationally, socially, economically and physically disadvantaged groups. Thus, it would empower people with information in order to create a knowledge society and also ensure preservation of digital content for posterity. Digital libraries open up the possibility of far more flexible and coherent multimedia collections that are both fully searchable and browsable in multiple dimensions. As each generation becomes more in tune with the Internet, their desire to retrieve information as quickly and easily as possible has increased. Finding information by simply searching the Internet is considered much easier and faster than reading an entire book. This initiative of National Mission on Libraries will largely facilitate the internet savvy people in making maximum use of library resources.

### **Reform Measures**

With the limited financial resources at the disposal of the Ministry, there are constraints in developing each area coming under the arena of art & culture. The targets set by many premier institutions under the Ministry of Culture as well as under various schemes could not be achieved in terms of physical output due to paucity of funds. The institutions under the Ministry of Culture which function in various specialized areas of forms of art and culture, act as engines of cultural growth in the country. The development of these institutions with adequate infrastructure in order to discharge their functions, for which they have been set up, cannot be overemphasized. Recognizing these facts, the programmes and activities of the Ministry were chalked out during the XI Plan. Accordingly, step up in the provision especially under Plan for strengthening the developmental activities has been accorded due priority in respect of major institutions in the areas of archaeology, museums, archives and archival libraries, public libraries and anthropology & ethnology. Further, most of the grant-in-aid schemes under Performing Arts and Museum Sectors implemented by the Ministry were revised/ modified during 2010-11/ 2011-12 in consultation with the Planning Commission for their implementation during XII Five Year Plan (2012-17). For making ongoing Plan schemes more effective, 5 ongoing plan schemes of XI Plan were evaluated through Educational Consultants India Limited (EdCIL)/ Independent Committee. From the year 2015-16, as a result of assigning new role to NITI Aayog (former Planning Commission), the Annual Plan allocation in respect of Ministry of Culture has been approved by Ministry of Finance on the basis of Plan expenditure proposals for 2015-16 submitted to them. Ministry of Finance has rationalized Central Sector Schemes for the year 2015-16 while indicating systematic plan outlay for the rationalized new heads under Sub Head 'Rashtriya Kala Sanskriti Vikas Yojana'. According to the re-structured format for plan allocation, the new format for the sectors/ schemes viz. Zonal Cultural Centers, Scheme of Art & Culture and Centenary Celebrations, Archaeological Survey of India, Museums, Libraries, Archives Library has been depicted by Ministry of Finance whereas the existing sectors namely Secretariat, International Cultural Relations and Centenaries, Celebrations and Memorials, etc. will be subsumed under scheme of Art & Culture and Centenary Celebrations from the year 2015-16.

Under Museum Sector, the major plan activities including setting up of new Museums: Maritime Museum NGMA (Mumbai and Kolkata) and establishment of virtual museum will be taken up during the year 2015-16. The digitization programme has been speeded up by National Archives of India, National Library, Indira Gandhi National Centre for the arts and other Archival libraries to have a digital form of records from documents/ manuscripts and microfilms available with them. With measures that helped in furthering cause of 'museum movement' and the initial teething troubles which now seem to be under control, the XII Plan period can really be the time when

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the movement takes off in full swing. The furtherance of the museum movement will encompass the broad functional areas like establishment & up-gradation of local and regional museums including virtual museums, modernization of state level and national level (metro museums), establishment of larger scale museums in State Capitals through partnership with State Govt./ Civil Society, programme of digitization of collection in all museum to facilitate, accessibility through ICT technology, capacity building and training of existing staff of museums, creation of additional facilities for museum such as museum design and museum management, etc.

To review the functioning and performance of 7 Zonal Cultural Centers (ZCCs) over the last 25 years Ministry of Culture had constituted a Committee on ZCCs under the Chairmanship of Shri Mani Shankar Aiyar. This Committee had made several important recommendations to enable ZCCs fulfill their mandate which includes revamping of the Guru Shishya Parampara Scheme of the ZCCs; enhancing remuneration of folk and tribal artists; augmenting corpus funds of ZCCs; searching, training and encouraging the new talent, especially in rural and mofussil areas and among deprived people in urban slums, etc. During 2014-15, all the Zonal Cultural Centers (excepting NEZCC) were given plan funds to the tune of Rs. 10.00 crore each and Rs. 20.00 crore to NEZCC as corpus fund. As a special measure to develop the infrastructure of Regional complexes of Art & Culture at a central place, during 2015-16, NEZCC till set up a Regional Convention Centre at Dimapur.

Swachh Bharat mission has been launched in the Ministry of Culture on 25 September, 2014 with signing of MoU between ASI, ONGC and Ministry of Tourism for constructing toilets and other facilities at Taj Mahal. Five more monuments would be covered under Clean India campaign. All officers and staff members in the Ministry and those in its attached, subordinate and autonomous organizations have been sensitized to maintain cleanliness in their respective office premises. Instructions have been issued that apart from ensuring that the work place, museums, monuments, akademies, etc. are kept clean. Organizations should work out innovating action plan for propagating cleanliness amongst visitors/audiences. Instructions have also been issued that grantee organizations that receive grants from the Ministry or its organizations under various schemes may be asked to propagate the idea of Swachh Bharat through their events/ programmes as one of the conditions of grant. A special drive has been undertaken to review old files/ records under which 8362 old files weeded out.

With a view to speed up the release of grants by curtailing the time of the procedural delay, the process of centralized certification of funds under budgetary allocation was done away w.e.f. August 2008. Since then, concerned sections have been undertaking the work of certification of funds concerned with their schemes/organizations. The Principal Account office is responsible for accounting matter relating to the Ministry through the concerned Pay and Accounts offices which are performing the payment functions, monitoring of budget and compilation of Accounts of all transactions. With the introduction of computerized system like Electronic Clearing Service (ECS) for releasing the Grants-in-aid to all grantee institutions, control of its expenditure, computerized monthly accounts of the Ministry, preparation of Appropriation Accounts, etc., these system have led to achieve accuracy and speed in various functions of the Pay and Accounts offices and also maintaining transparency in various functions of accounting process.

### **Public / Private Partnership**

The Ministry of Culture has made laudable efforts to encourage Public/ Private Partnership in the area of promoting, protecting and preserving the cultural heritage of the country. Towards this end, National Culture Fund (NCF) was established in 1996 by the Ministry of

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Culture with the objective to promote public private programme to replenish the Indian culture. It invites participation and collaboration to preserve and protect the tangible and the intangible heritage of India. It was set up to introduce innovative pattern of culture funding in India. It enables the Government to mobilize extra budgetary resources from Government, Non-Government agencies, private institutions and individuals for the preservation of the rich cultural heritage of India. NCF is associated with many leading Corporate Houses, Public Sector Units, International Trusts and Funding agencies for conservation and preservation of many heritage sites and monuments.

NCF's primary mandate is to establish and nurture Public Private Partnerships (PPP) in the field of heritage. NCF's responsibility is to sensitize this Sector in realizing its role in the holistic development of the country and in claiming Heritage as part of their Corporate Social Responsibility. NCF has unrelentingly continued its thrust on reframing and revitalizing over 30 ongoing projects and strive towards their completion. Not only has its established new partnerships, but has also taken forward the existing relationship to a higher level. Year on Year the activities and action of NCF have grown owing to be awareness as well as necessary to preserve our countries heritage monuments.

### **PROJECTS COMPLETED IN 2014-15**

1. Visual archives of Kulwant Roy Collection, New Delhi
2. Leadership Training Programme III

### **NEW PROJECTS**

1. Up-gradation of ASI Site Museums, Red Fort: The project aims to up-grade the following Museums through public private partnership mode with NCF in order to bring the display, storage and presentation of their collections to international standards:
  - a. Swatantrata Sangram Sangrahalay, Red Fort, Delhi
  - b. Archaeological Museum, Sarnath (UP)
  - c. Archaeological Museum, Amaravati, Andhra Pradesh
  - d. Archaeological Museum, Nagarjunakonda, Andhra Pradesh
  - e. Archaeological Museum, Nalanda, Bihar
  - f. Taj Museu, Agra
  - g. 1857, Memorial Museu,, Lucknow
  - h. ASI site museum, Pprahava
2. Capacity building of ASI site museums and site management professional.
3. Training programme for collection.

### **HIGHLIGHTS OF 2014-15:**

1. Sundarwala Mahal, Sundar Nursery, Delhi
2. Conservation of Jai Prakash Yantra at Jantar Mantar, New Delhi

The NCF got its initial impetus through a corpus contribution by the Government of India, Ministry of Culture to the tune of Rs.19.50 crore.

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### **Social and Gender Empowerment Process**

Ministry of Culture has been laying adequate emphasis in the involvement of people at large in its programmes. Most of the programmes designed and undertaken by the Ministry and its various organizations through their respective activities encompasses the individual artists, artist communities, voluntary cultural organizations and the people at large. Activities designed and adopted by Zonal Cultural Centres (ZCCs) involve the development of arts in the respective zones for which these ZCCs were set up and the participation of local artists/performers and people from the respective regions in the activities of these centers has been accorded due priority. In case of Akademies such as Sangeet Natak Akademi, Sahitya Akademi and Lalit Kala Akademi, the involvement of general public in the programmes cannot be ignored. Public Libraries, especially Raja Rammohun Roy Library Foundation which extends financial assistance for setting up of libraries including those in rural areas, cater to general public including the women and physically challenged persons. Educational and Out-Reach Programmes and Exhibitions organized by various museums and other cultural organizations under MoC for the benefit of the students and the general public at large, also deserve special mention in this context.

In case of gender empowerment, in most of the programmes/schemes of organizations under the Ministry of Culture, particularly of Zonal Cultural Centres; Sangeet Natak Akademi; Sahitya Akademi; Lalit Kala Akademi; National School of Drama; Centre for Cultural Resources and Training, and Kalakshetra Foundation, participation of women in the programmes, on a rough estimate, could be substantial. Apart from this, the involvement of women under the programmes/activities in the areas like public libraries, museums, anthropological institutions would also be of a considerable one. As most of the programmes/activities of Ministry of Culture and its organizations are focused towards the development of art & culture in general, the participation of women in programmes like research, documentation, exhibitions in the field of culture may be quite commendable. However, it has not been found possible for this Ministry to quantify the funds out of the budgetary allocations and outcomes in physical terms under many schemes which exclusively benefit the women. However, this Ministry has been indicating 30% of the budgetary allocation for the benefit of women under ZCCs and Scheme of Financial Assistance for Promotion of Art & Culture.

### **Scheduled Caste Sub-Plan (SCSP) & Tribal Sub-Plan (TSP)**

In a meeting of Task Force on **SCSP and TSP** held on 27.10.2010 under the Chairmanship of Dr. Narendra Jadhav, Member, Planning Commission, it was decided that as per modified criteria, certain Ministries/Departments including Ministry of Culture have no obligation for earmarking Plan funds under SCSP. In case of TSP, the Ministry has been earmarking 2% of its Plan allocation from the year 2011-12 under certain selected organizations/schemes of the Ministry.

### **Right to Information Act 2005**

RTI Act had been introduced to bring about greater transparency in the clean & fast functioning of the Government. To implement the Act, this Ministry had designated 18 CPIOs and 10 Appellate Authorities. Their task is to keep vigil on the smooth functioning of the Ministry. Ten Senior Officers (10 Divisional Heads) of Ministry have been designated as Appellate Authorities for their administrative areas. Eighteen Under Secretaries/ Deputy Director have also been designated as Central Public Information Officers (CPIOs).

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To implement the RTI Act, 2005 the ISTM organizes Workshops/ Seminars to train the CPIOs to handle the job and help the Ministries in implementing all provisions of RTI Act wherein Officers/ CPIOs participate in such Workshops/ Seminars being held from time to time. During the year 2013-14 (April, 2013- March, 2014), 796 applications seeking information were received in the Ministry and 86 Appeals also received under RTI Act. An amount to Rs. 4756.00, as RTI Fees including extra charges was collected. During the period 01/04/2014 to 31/12/2014, the position of RTI request application received by Ministry of Culture is indicated as under: -

Request(s) Received	Initial Action to be taken	Request(s) Disposed of				Pending Requests(s)
		Rejected	Information Provided	Transferred to other Public Authority	Returned to Applicant	
252	16	1	155	17	27	40

All matters of public interest such as the schemes of the Ministry, implementing agency, information regarding Grant-in-aid schemes, the names of Senior Officers, Central Public Information Officers and the data relating to budgetary expenditure/ budgetary provisions, etc. are posted in the Ministry's website viz. [www.indiaculture.gov.in](http://www.indiaculture.gov.in) and updated from time to time.

The Ministry of Culture operates many grant-in-aid schemes for the promotion and dissemination of art and culture under which financial assistance is extended to individuals/ voluntary cultural organizations. In order to create awareness about the schemes and make use of the schemes, advertisements inviting applications under different Grant-in-aid schemes are given in the leading newspapers and also on the Ministry of Culture's website every year. The Ministry has also brought out 'Samarthan' containing details of various grant-in-aid schemes implemented by the Ministry for the benefit of general public, particularly for the information and use of voluntary cultural organizations and individuals for availing these grants.