

**GOVERNMENT OF INDIA
CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1503
ANSWERED ON:08.03.2007
PROJECTION OF INDIA S HERITAGE
Sarvey Shri Sathyanarayana

Will the Minister of CULTURE be pleased to state:

- (a) whether the Government is taking any steps to reflect the self-confident and resurgent India of the present times while continuing to project the image of its heritage;
- (b) if so, the details thereof ; and
- (c) the progress achieved so far?

Answer

MINISTER OF STATE IN THE MINISTRY OF URBAN DEVELOPMENT (SHRI AJAY MAKEN)

(a):Yes, Sir.

(b) and (c) : The Ministry of Tourism for the past several years has undertaken various international and domestic campaigns through print, electronic, internet and outdoor media for image building and branding to make India more visible in the international market. These campaigns have effectively projected India's rich cultural heritage globally and have successfully captured the imagination of global travellers and has also created greater awareness among the people of the country about its cultural heritage.

Ministry of Culture, through its major exhibitions and events abroad also tries to project the image of Indian heritage. Archaeological Survey of India organized an exhibition "Treasures of Ancient India", which is being taken to four cities in China during December, 2006 to October, 2007. In the last two years, the Ministry of Culture has also organised special events on Indian Culture in Bhutan, Russia and Germany. Besides major exhibitions on Indian Culture were held in Korea, Australia, United Kingdom and United States of America etc. A major exhibition titled "Tejas" was opened at Brussels while an exhibition of Chola Bronzes is on at London. Several art exhibitions were held under the cultural exchange programmes in countries like South Africa, Sri Lanka, Cyprus, Germany and Mongolia, Bangladesh, USA and Australia. A major cultural programme was staged at Frankfurt in connection with Frankfurt Book Fair 2006. An exhibition of Amrita Shergil was held at Munich and an exhibition of Indian manuscripts was organised at Frankfurt.