

Partnering Agreement between

and the

National Mission on Cultural Mapping (NMCM), (Ministry of Culture),  
Technology Partner with National E-Governance Division (NeGD),  
an Independent Business Division (IBD) within Media Lab Asia (MLAsia)  
(a section 8 Company under Ministry of Electronics & Information Technology)

**PROJECT: Cultural Mapping of India (CMI)**

**Background**

A large number of India's artists & cultural practitioners, are professionally connected to various governmental and non-governmental institutions and private institutions of repute. The contact data of these artists constitutes an invaluable living national heritage that needs to be preserved as well as made accessible to the citizens of the country. In the absence of systematic and modern sharing of data over technology platforms, the life work of these artists and their contributions would be lost us. In remote clusters where practitioners selflessly keep traditional arts & culture alive, lack of awareness and diminishing popularity of the art forms imply that this cultural wealth could soon be lost.

**National Mission on Cultural Mapping** has taken up the task to combine and compile data related to traditional arts and cultural in a systematic and easily retrievable manner. Triangulation of (a) Artist (b) Art Form and (c) GEOGRAPHIC-Location data would help preserve and geo-tag the traditional arts while shielding them from the onslaught of routine and modernity, and create avenues for sustainable livelihoods for the practitioners of these forms. **A specially designed data capture form, with digital repository of collected data, will be provided by the Mission Technology Partner to (Partner Institute).**

**(Partner Institute Brief will appear here)**

(brief about the nature & extent of the institution's artist database)

## **Objectives**

The vision of National Mission on Cultural Mapping (NMCM) and its flagship project “Cultural Mapping of India” (CMI) is to establish digital database through its Partnering Institutions identified/volunteering for the purpose. The initiative is working towards the creation of a state-of-the-art trustworthy digital repository of artist data and is geared for the dissemination of the content as well as its long-term preservation. Such a cultural topography & demographic, the first of its kind in India, is of great significance to a wide range of potential users, including scholars, researchers, practitioners of the arts, journalists, connoisseurs and aesthetes in general. A vibrant “National Cultural Workplace” is to be created virtually, where seamless interaction is made possible for stakeholders.

## **Scope**

The primary deliverables of the project are envisaged to be the following:

1. Setting up a digital repository of artists & their art forms culled out of governmental and non-governmental institutions and individuals who agree to be a part of the project.
2. Setting digitization & data sharing standards, as per the law of the land and as per mutually accepted norms, to be followed for the project.
3. Preparing suggested guidelines for the collection, storage & retrieval/sharing of databases in the seven different cultural zones of India to help promote art forms mapped to the Zonal Cultural Centres of the Ministry of Culture and the various States/UTs of India. Mechanisms for promotion of art and sustaining artist livelihoods are expected to evolve as this project moves forward.
4. Assisting in the sustainable livelihood & creation of skill and opportunities for artists, by becoming a medium to connect an art & culture practitioner to an intended audience.
5. Identifying vendors who provide digital & skill related services as per the collaborative and technical standards approved for the project.
6. Assisting in the creation and online dissemination of the complete information of Partnering Institution’s database of individuals and their art forms. All those who volunteer to become a part of the Cultural Mapping of India project will be signed on under this uniform agreement.



7. Providing free accessibility of copyright-free indicative audiovisual material with associated IPR & Copyright clearance for copyrighted audiovisual material. This indicative material would illustrate salient features of the art form for introductory use and as a starting point for further exploration to researchers.

8. *Attempting to create a pool of trained manpower through capacity building workshops, seminars, training sessions, etc. in the domain of the identified art forms with a view to sustain, preserve and promote both the art and the artist.*

### **Responsibilities**

NMCM will help ( PARTNERING INSTITUTION ) in making their artists & art form database accessible to the public at large on the following terms and conditions:

1. NMCM will coordinate a preliminary survey of the artist data & art form information, and institutional record keeping mechanism of ( Partnering Institution ) as per the data formats approved for the project.

2. NMCM will assist in the creation of a preliminary sample data, indicative of the complete data of ( Partnering Institution ) to be put online through the website dedicated for the project.

3. Based on the significance, condition and extent of detail captured, the whole or a part of the artist & art form data of the ( Partnering Institution ) would be identified, in consultation with ( Partnering Institution ) , to be taken up for the current phase of the project.

4. NMCM will extend support for ART FORM ATLAS creation for the selected portion of the artist information of ( Partnering Institution ) in the format approved for the project.

5. Selective digitization of the artist and art forms information of ( Partnering Institution ) would be undertaken at the behest of the NMCM. The data capture & upload would be done by the Technology Partner.

6. Centralized public access of the Triangulated data of Artist, Art form & Geo-Location sourced from ( Partnering Institution ) will be arranged by the NMCM in collaboration with its identified Technology Partner.

7. NMCM will undertake awareness programmes for wider outreach of the project in collaboration with ( Partnering Institution ) as mutually agreed.

8. NMCM will conduct training & capacity building in the areas of documentation, including database updation, and connecting artists to sustainable livelihoods & opportunities.

**On its part, (\_Partnering Institution\_) would agree to the following:**

1. Provide information about the institutional capability, preliminary survey and institutional connects to art and culture practitioners.
2. Make the partial or complete database of their artists & associated art forms accessible in the public domain.
3. Help in the identification and geo-location of artist communities and clusters that can be taken up for database compilation and public access.
4. Identify personnel for database creation as per the guidelines approved for the project.
5. Identify a coordinator/point person to liaise with NeGD in order to ensure secure and efficient digitization of the artists & art forms data as well as safety and privacy of the shared information.
6. Check the quality and accuracy of the digitized database in line with the standards and quality assurance guidelines of the project.
7. Take initiative in organizing training, awareness & outreach programmes.
8. Help in the identification of significant artists & art form clusters beyond (\_Partnering Institution\_), both in institutions and with individuals that form a part of the extended network of the (\_Partnering Institution\_), and include them within the parameters of the project.

**Finance & Other Conditions**

1. NMCM will bear the expenditure on only the following activities under the project:
  - (i) Initial survey and training interventions for the involved core team for collection/digitization of artist & art form data by (\_Partnering Institution\_).
  - (ii) Engaging a coordinator to ensure that the database is as per standards approved for the project.
  - (iii) Conducting workshops, seminars, capacity building etc. in the domain of artist and art form database creation.

**Dispute Clause**

Any dispute or difference or question which may arise at any time hereafter between the parties hereto or their representatives, touching these points or the subject matter thereof or arising out of, in relation thereto and as to the true construction of this PARTNERING AGREEMENT, or the role and responsibilities of the parties here shall be settled up the mutual consultation between the Mission Director and the signatory of (\_Partnering Institution\_) , failing which, final decision on the matter would be that of the Mission Director, NMCM ( and would be binding on the parties concerned).

This Partnering Agreement is made on \_\_\_\_ day in the month of \_\_\_\_\_ of the year \_\_\_\_\_ between NATIONAL MISSION ON CULTURAL MAPPING which, unless repugnant to the context, would include their successors, assignees, agents and executors on the one part and the (\_Partnering Institution\_) on the other part.

Now, therefore, this Partnering Agreement is executed and signed on the day, month and year cited herein above.

**Mission Director, NMCM**

**(\_Partnering Institution\_)**

**Witnesses**

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