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✓ F.No.46 (04)/PF.II/2016  
MINISTRY OF FINANCE  
DEPARTMENT OF EXPENDITURE  
PLAN FINANCE – II DIVISION

New Delhi, dated the 14<sup>th</sup> February, 2017

OFFICE MEMORANDUM


Sub: In principle approval for initiation of a new sub-scheme namely “National Mission on Cultural Mapping and Roadmap” under umbrella scheme of “Kala Sanskriti Vikas Yojana” of Ministry of Culture  
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The undersigned is directed to refer to Ministry of Culture OM No. 25-1/2016-P.Arts-I dated 24<sup>th</sup> November, 2016 on the subject cited above and to convey ‘in-principle’ approval for the Scheme, ‘National Mission on Cultural Mapping and Roadmap’ under umbrella scheme of ‘Kala Sanskriti Vikas Yojana’ of Ministry of Culture with the following comments:-

- (i) It is observed that plethora of different schemes are running in Ministry of Culture which have similar objectives as envisaged in the proposed scheme. Under the umbrella scheme of ‘Kala Sanskriti Vikas Yojana’, there are already 15 sub-schemes which further have multiple components. Therefore, there is a strong case for rationalization and restructuring of the existing schemes/sub-schemes/components for achieving the intended measurable outputs/outcomes.
- (ii) It is observed that the major proposed outcome of the scheme is Cultural Mapping in which the establishment of ‘National Cultural Workplace’ will be the most significant step. The Department may consider allocating more funds to this activity, out of the total proposed allocation for which the SFC is being held.
- (iii) The web portal ‘National Cultural Workplace’ can be made more effective in achieving the laid down outputs / outcomes by promoting marketable, tangible and intangible products related to Art and Culture through the portal. The information and web links to Art and Culture related products and services should be provided on this portal. This will go a long way in promoting cultural economic activity, supporting the artists and employment creation.

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- (iv) In order to achieve the desired objectives of the scheme, in a more meaningful, rationalized and financially sound manner, the activities related to 'National Cultural Awareness Abhiyan' and 'Nationwide Artist Talent and / Scouting programme - Sanskriti Pratibha Khoj Abhiyan' should be undertaken at the Block level rather than at the Village level. Thus, the proposed allocation to this component can be scaled down.
- (v) The Panchayat Raj Institutions should be involved in these activities for which Ministry of Panchayati Raj should be consulted and co-opted. Similarly for the NCW portal, other related Ministries like Information and Broadcasting, Textiles etc. should be partnered.
- (vi) Similarly, the activities under the scheme can be converged with skill development activities for achieving the objective of cultural cluster based economic activities for enhanced employment generation, for which the Ministry of Skill Development & Entrepreneurship should be co-opted.
- (vii) Convergence architecture of the proposed scheme with other schemes having similar objectives/components may be specified clearly.
- (viii) The financial outlay for the scheme should be proposed keeping in view the laid down Medium- Term Expenditure Framework of the Budget Division for Ministry of Culture as well as the available budget in this financial year.
2. This issues with the approval of the Finance Secretary.

  
 (Shivalli M. Chouhan)  
 Director (PF-II)  
 Ph. 2309 2578

Ms. Sudeepa Kohli,  
 Deputy Secretary  
 Ministry of Culture,  
 Puratatva Bhawan,  
 D-Block, INA,  
 New Delhi

May kindly see in date.

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