

National Mission on Cultural Mapping (NMCM)

November 26, 2019

Source: PIB & Ministry of Culture

Vision & Mission

- To envision and address the necessity of **preserving the threads of rich Indian Art and Cultural Heritage**
- To Convert vast and widespread cultural canvass of India into an objective **Cultural Mapping**
- To Design a mechanism **to fulfill the aspirations of the whole artist community of the nation**
- To Preserve the rich cultural heritage of this country for future generations
- To create a strong **“Cultural Vibrancy”** throughout the nation

Objectives of the Mission

Under this Mission, at broad-level, there are three important objectives as follows:

1. National Cultural Awareness Abhiyan: Hamari Sanskriti Hamari Pahchan Abhiyan OR Our Culture Our Identity
2. Nationwide Artist Talent Hunt/Scouting Programme: Sanskritik Pratibha Khoj Abhiyan
3. National Cultural Workplace: Centralised Transactional Web Portal with database and demography of cultural assets and resources including all art forms and artists.

About NMCM

- NMCM has been set up by the Ministry of Culture in 2017
- This mission will compile data of artists, art forms & geo-location with inputs from Central Ministries, State

Governments & art/culture bodies.

- Specially designed data capture form with technical collaboration of the National E-Governance Division (NEGD)/Ministry of Electronics and Information Technology (MEITY) has been formulated for data collection.
- The Mission encompasses data mapping, demography building, formalizing the processes and bringing all cultural activities under one umbrella for better results.