

No.157-4/2017-ICR
Government of India
Ministry of Culture
(ICR Division)
####

Shastri Bhavan, New Delhi,
Dated, the 3rd November, 2017

Order

Subject: Continuation and integration of the Scheme for Promotion of International Cultural Relations beyond 12th Five Year Plan up to the end date of 14th Finance Commission viz. 31st March, 2020.

The sanction of the President is accorded to the continuation and integration of the Scheme for Promotion of International Cultural Relations beyond 12th Five Year Plan up to the end date of 14th Finance Commission viz. 31st March, 2020 with an outlay of Rs.137.00 crore (Revenue). The meeting of the SFC for appraisal of the Scheme was held on 22nd September, 2017. The Scheme has been approved by Hon'ble Culture Minister on 26th October, 2017,

2. The two Schemes of 12th Five year Plan Period viz. (i) Festival of India & (ii) Scheme for Grant in aid to Indo Foreign Friendship Cultural Societies have been merged and incorporated as components (a) & (b) of the afore mentioned Scheme namely "Scheme for Promotion of International Cultural Relations". The Scheme document is enclosed.

3. The estimates of the budget required for the Scheme for the entire duration of the remaining period of 14th Finance Commission along with year wise break up is as below:

Year	Budget Requirement
2017-18	Rs.37.00 crore
2018-19	Rs.45.00 crore
2019-20	Rs.50.00 crore
Administrative expenses for FOI Cell :	Rs.5.00 crore
Total	Rs.137.00 crore

4. This issues with the approval of the competent authority.

Alkasharma

(Alka Sharma)

Under Secretary to the Government of India
Tele:23388569

1. Additional Secretary & Financial Adviser (Shri Kumar Sanjya Krishna), Ministry of Culture.
2. Joint Secretary, Coordination Division, (Ms Nutan Kapoor Mahawar), M/o External Affairs, South Block, New Delhi Email: jsparliament@mea.gov.in Tel: 23012987
3. Joint Secretary, PF-II, (Shri K.Rajaraman) Department of Expenditure, M/o Finance, North Block, New Delhi. Email: js.pfc2.doe@gov.in Tel: 23093382

4. Joint Secretary (Shri Suman Billa), Ministry of Tourism, Sansad Marg, New Delhi.
Email: suman.billa@nic.in Tel: 23715084
5. Joint Secretary (Sh. P.N.Ranjit Kumar), AYUSH, Ayush Bhavan, D-Block, GPO Complex, INA, New Delhi Email: jspnrk-ayush@gov.in Tel: 24651938
6. Joint Secretary (Shri Ashok Kumar R Parmar), Films Wing, M/o Information and Broadcasting, Shastri Bhavan, New Delhi. Email: jsfilms.inb@nic.in Tel: 23384453
7. Joint Secretary (Shri Vikram Singh Gaur), SC&DP, Niti Ayog, Sansad Marg, New Delhi.
Email: vikramsingh.g@gov.in Tel: 23096747
8. Ms Sangeeta Saxena, Additional Economic Adviser, TPD Services, Department of Commerce, M/o of Commerce and Industry, New Delhi .Tel: 23062593 Email: dd2tpd-doc@nic.in
9. Director (Shri Arun Gupta), M/o of Culture, Email arun.gupta77@nic.in Tel:23389845
10. PAO, Ministry of Culture, New Delhi.
11. All Indian Missions abroad.

Copy also to:

- (i) PSO to Secretary(Culture)
- (ii) PPS to Additional Secretary(Culture)
- (iii) PS to JS(ICR)
- (iv) PA to Deputy Secretary(ICR)
- (iii) FOI Cell, Ministry of Culture, New Delhi



(Alka Sharma)

Under Secretary to the Government of India
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Scheme for Promotion of International Cultural Relations

Overview

Culture represents a set of shared attitudes, values, goals and practices of a nation. Culture and creativity manifest themselves in almost all activities. A country as old and diverse as India is symbolized by the plurality and richness of its cultural fabric.

India has one of the world's largest collections of songs, music, dance, theatre, folk traditions, performing arts, rites and rituals, paintings and writings that are known, as the 'Intangible Cultural Heritage' (ICH) of humanity. In order to make the world aware of India's rich cultural heritage, the Ministry of Culture implements a scheme titled "**Scheme for Promotion of International Cultural Relations**" with the objective of providing artists practicing Indian art forms an opportunity to perform abroad under the banner of 'Festival of India'. The Scheme also provides financial assistance to cultural societies actively promoting Indian Culture abroad to organize cultural activities depicting Indian Culture to help encourage interest in India among foreign nationals.

The "**Scheme for Promotion of International Cultural Relations**" has following two components:

- (A) Festival of India
- (B) Grant in aid to Indo Foreign Friendship Cultural Societies Scheme.

(A) Festival of India

I. Background and objectives

Festivals of India abroad seek to promote India's rich cultural heritage culture and enhance India's image in the global arena in a concerted manner. The Festivals of India (FOI) are organized with the aim of having a lasting impact on the people of the host country. Thus, they are tools of cultural diplomacy that project the soft power of India. This soft approach is expected to benefit Indian in the fields of tourism, health, education, commerce etc. and provide strategic depth to the growing influence of India. The Scheme of conducting Festivals of India abroad was revived in 2013. The events generally included in Fols are Music, Dance, Theatre, Film Festival, Food Festival, Literary Festival, Folk Arts such as Mehandi Artistry, Exhibitions of various disciplines, Lecture Demonstrations and Workshops etc. The main focus of Fol is to connect and enhance the perception of India in the minds of local which should

ultimately lead to more tangible results in terms of trade and commerce, tourism, medical tourism, Ayush and so on. Broadly speaking , Festivals of India abroad are conducted with the objectives to :

- promote Indian Culture abroad.
- strengthen bonds of foreign countries with India
- promote bilateral cultural contracts
- project India's cultural image abroad; and
- promote inbound tourism.

II. Institutional Set up

a. Standing Committee on Festivals

Under the Allocation of Business Rules, the Ministry of Culture is mandated with conducting Festival of India abroad and the exchange of artists, dancers, musicians under the cultural exchange programmes. For conducting Festivals of India abroad, the Ministry of Culture has established a Standing Committee for inter-ministerial coordination. All proposals for conducting Festivals of India (FOI) are approved by the Standing Committee under the Chairmanship of Secretary (Culture) which includes representatives from ICCR, Ministry of Tourism, Ministry of Information and Broadcasting, Planning Commission, Financial Advisor of Ministry of Culture, DG, ASI and other related departments/agencies. Standing Committee takes decision on selection of country, events, time span etc. The Ministry of Culture has successfully coordinated with the Ministry of External Affairs, ICCR, the Embassies of India abroad, Ministry of Information and Broadcasting, Ministry of Tourism, Department of AYUSH in successful conduct of Festivals of India abroad. Since 2013 FOIs have been held successfully in 33 countries till March, 2017.

b. Festival of India Cell

Festival of India Cell has been established to coordinate with all the participating agencies involved, for preparing a consolidated proposal containing detailed information about all possible aspects of the Festival from selection of artist to budgetary requirement. The consolidated proposal contains all details of items like performances, delegation size and details, dates of travelling, local venues, timings of the shows, local logistics and accommodation arrangement, cargo handling charges, contact details of concerned agencies, logo, posters.

Three consultants and two data entry operators have been engaged on contractual basis to man the Fol Cell.

c. Screening Committee

A Screening Committee has been constituted in the Ministry to facilitate participation of agencies/persons other than those from Government organizations having expertise in the field of performing arts, literature, exhibitions etc. The persons desirous of participating in Festivals abroad are graded by the Committee and are empanelled. The list of persons empanelled is uploaded on web site of Ministry of Culture . Indian Mission desirous of organizing a Festival of India are asked to select the art form from the empanelled list of artists.

III. Events for Festival of India

The events in a Festival of India could include:

- (i) Dance(classical, folk, contemporary, fusion, etc.)
- (ii) Music (vocal, instrumental, sufi, classical, semi-classical, carnatic, contemporary, etc.)
- (iii) Exhibitions;
- (iv) Theatre
- (v) Folk Arts including Mehendi artists, puppetry etc.
- (vi) Literary Festival (From Sahitya Akademi)
- (vii) Food Festival
- (viii) Film Festival
- (ix) Yoga
- (x) Fashion Show/Textile Exhibition

IV Funding

Ministry of Culture supports activities mentioned at Sl.No. (i) to (vii) above and meets the expenditure including expenditure on selected delegation such as international passage, performance fees, visa fee,

travel insurance, cost of extra baggage, lodging in 3 or 4 star hotel etc. Besides the Ministry also supports venue hiring charges and publicity expenses.

The Missions are expected to explore sponsorship through local government and/or public private funding for venues, other infrastructure such as sound system, lighting etc. local hospitality, local transportation, etc. to the extent possible before including such expenditure in the budget for the FOI. This ensures maximizing the limited budget for FOI.

For a comprehensive presentation of Indian culture, Indian Missions are encouraged to organize Food Festivals, Film Festival, Yoga and Fashion Show or Textile Exhibition as part of FOI. Ministry of Culture facilitates the contacts with the concerned Ministry or organization.

V Role of Indian Mission

The Missions proposing to organize a Festival of India should select the art forms from the outstanding or promising category of artists on the empanelled list. Ministry of Culture also sends cultural troupe from its Zonal Cultural Centres for Folk dances, music, or art and cultural troupe for classical dance, music etc. from its autonomous organizations such as Sangeet Natak Akademi, Kalashetra etc. Exhibitions and/or lectures through museums under Ministry of Culture and academics such as Lalit Kala Akademi or Sahitya Akademi are also supported. While deciding the art form, the Missions are expected to may keep in mind the recent cultural events held in their country with the view to broad base the projection of Indian culture, local tastes and sensitivities in mind.

VI. Procedure

Once the dates of the Festival and suggestions from the Missions are received for activities proposed to be included in the Festival, the approval of the Hon'ble Minister of Culture is obtained.

After approval of activities by the Minister, Missions are asked to work out the detailed programme of the festival including the precise dates for each performance and venues in each city along with the estimated budget for the activities to be funded by Ministry of Culture. The Ministry identifies a nodal agency in India for making arrangements for the cultural troupes in India such as booking to International passage, visas, payment of performance fees to the artists etc. The approved budget is

released in two instalments – 75 percent after financial and administrative approval and balance on conclusion of the festival on receipt of utilization certificates.

Ministry of Culture expects constant feedback before, during and after the festival period. The Missions should send reports, photographs and video recordings (if made).

B. Grant-in-aid to Indo-Foreign Friendship Cultural Societies.

(I) Objectives

- Generate greater understanding of India's culture.
- Fostering closer friendship with people of other countries.
- Promoting interaction between eminent Indian scholars with their foreign counterparts holding of seminars on related topics etc.

(II) Salient features of the Scheme

- The Grants under this scheme will be sanctioned to Indo-Foreign Friendship/Cultural Societies actively functioning in foreign countries with the object of fostering closer friendship and cultural contacts between India and foreign country concerned. This Grant shall be given from Revenue Head.
- The Grants under this scheme will be issued as authorizations to the Indian Missions through MEA and amount authorized shall be placed with the Mission in their Accounts.
- The grants should normally be utilized for the activities of the society and not for the direct activities of the Missions.

(III) Activities for which the grant is given

Grants under the scheme will be given primarily to cover expenses of the grantees on activities which help projection of India's cultural image and generation of greater understanding of its cultural heritage, present situation and perspectives in the country concerned and for promoting bilateral cultural contacts etc, for instance, discussions on Indian culture, history, civilization by inviting eminent scholars, artistes, etc. who are interested in Indian affairs can be sponsored. They can furnish their premises with books on India, replicas of Indian art objects, Indian handicrafts etc. The type of other activities which the societies can take up are celebration of national days, Indian festivals, holding of seminars on topics of intellectual pursuits, and anniversaries of great personalities arranging performances of Indian troupes, exhibition of books classes/courses in Yoga, Hindi and other Indian languages, Indian music/dance, publication of books/journals, running of libraries/reading rooms having literature on India, promoting interaction between distinguished visiting Indian academics, artists etc with their local counterparts, etc. and expenditure on the kind component of the grant occurred by this Ministry against the grant sanctioned to the society.

The grant for all these activities can also be given to the eligible societies or centre etc., in cash as well as in kind, or partly in cash and partly in kind. For instance, furnishing the premises of such societies with India art objects, handicrafts or books, could be done in lieu of giving cash grant. Indian art objects, handicrafts, books, etc., may be given after suitably sourcing directly by the Mission. Again, digital reprints or replicas of valuable Indian paintings, artifacts, etc., may be sourced more efficiently by the Mission from National Gallery of Modern Art (NGMA), Lalit Kala Akademi (LKA), the Museum of India, the National and State Emporia's and reputable private persons or organizations from India or abroad.

Whenever a cultural troupe of an eminent Indian cultural personality from India has pre-arranged programmes in the country and the HOM of the country feels that it will further the objectives of this scheme at a much lesser cost, if the troupe or eminent Indian cultural personality can stage a few additional shows/talks/interactions, the HOM may cover the expenses for the same under the scheme, either by directly covering the cost of the troupe or giving cash grant to the organizers to do so. In case the cost is being incurred directly by the Mission, the society should be informed about the cost estimate of the gift/activity and its consent should be obtained in writing for the cost being incurred directly by the Indian Mission. The cost so incurred will be adjusted against the admissibility of the society under the scheme.

(IV) Quantum of Grant

The quantum of the grant will depend on availability of funds and nature of activities of the grantee to be financed. However, the grant shall not ordinarily exceed Rs. 10,00,000/- (Rs. ten lakhs) per annum per society. There is no limit specified for funds to be authorized to the Mission since this would depend on the funds the mission can utilize for cultural promotion as per available number of societies. The competent authority to sanction grant to a friendship cultural society in normal circumstances viz. upto Rs.10,00,000/- is Jt. Secretary of the concerned Division. An additional amount over and above, the maximum limit permissible to a society, would be granted as per the discretion of Secretary(Culture) where the Ministry of Culture proposes to organize the Festival of India/culture weeks to enable expenditure towards hosting the cultural troupes, etc. The discretionary power would be exercised by Secretary(Culture) in consultation with AS & FA(C). The grant sanctioned to a Society in such cases should not exceed Rs.25.00 lakh.

The grants sanctioned under this scheme will be subject to usual conditions applicable for non-recurring grant to voluntary organizations working in India but the condition of submission of the audited statements of accounts in respect of the grants shall be relaxed. The certificate of utilization (as per Annexure-I) signed by the authorized officer of the Mission would be acceptable.

The Mission in this connection should informally check the accounts of the grantee and satisfy itself that the grant has been properly utilized.

(V) Eligibility of the Cultural Societies for receiving the grant.

Before allocation of grant to the Friendship Societies by the Indian Missions, they will ensure.

- That the society is actively engaged in the task of fostering friendly relations and projecting India's culture in the country concerned.
- That the society has a definite and well-planned programme of activities for which financial assistance by the Government of India is considered necessary.
- That the society has gainfully utilized the earlier grant, if any, sanctioned by the Government of India.

For this purpose, the performance cum-achievement proforma to be submitted to the Ministry along with the UCs(as per Annexure A & B) . A certificate that the societies (NGOs) are not involved in corrupt practices should also be submitted by the Missions as per Annexure C. A certificate that society does not promote activities which can be termed as sectarian would also be required (Annexure D)

(VI) Procedure to be followed by Indian Missions abroad

The authorization to the Missions as stated above shall be subject to the conditions mentioned below to be executed by the Embassy:-

- The grantee will be required to maintain separate account of this grant which will be opened to check by the concerned Mission
- The utilization certificate from the Embassy should also disclose whether the specified, quantified and qualitative targets that should have been reached against the amount utilized were in fact reached and if not, the reasons thereof.
- The grantee shall maintain subsidiary accounts of the grants-in-aid received from the Ministry of Culture.
- A performance cum achievement report (2 copies) for which that grant has been sanctioned should be forwarded to this Ministry by the Embassies of India. The grant-in-aid is further subject to the conditions laid down in GFR as amended from time to time.
- Unspent balance, if any, with grantee, shall be surrendered to the Govt. without any delay.
- The grantee be advised not to divert the grants and entrust execution of the scheme of work concerned to another institution or organization and shall abide by the terms and conditions of the grant. If the grantee fails to utilize the grant, for the purpose for which the same has been sanctioned, the grantee will be required to refund the entire amount with interest thereon @10% per annum.
- The accounts of all grantee institutions or organizations shall be open to inspection by the Ministry and audit, both the Comptroller and Auditor General of India under the provision of CAG (DPC) Act 1971 and Internal Audit by the Principal Accounts Officer of the Ministry, whenever the institution or organization is called upon to do so.
- The grantee has not been sanctioned grant-in-aid for the same activity/purpose from any other source.

- No other bill for the same purpose and installment has already been paid earlier to the grantee.
- That the society receiving the grant does not indulge in activities which can be termed as sectarian.

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GFR 12 - A
[[See Rule 238 (1)]]

**FORM OF UTILIZATION CERTIFICATE
FOR AUTONOMOUS BODIES OF THE GRANTEE ORGANIZATION**

UTILIZATION CERTIFICATE FOR THE YEAR..... in respect
of recurring/non-recurring
GRANTS-IN-AID/SALARIES/CREATION OF CAPITAL ASSETS

1. Name of the Scheme.....
2. Whether recurring or non-recurring grants.....
3. Grants position at the beginning of the Financial year
 - (i) Cash in Hand/Bank
 - (ii) Unadjusted advances
 - (iii) Total
4. Details of grants received, expenditure incurred and closing balances: (Actuals)

Unspent Balances of Grants received years [figure as at Sl. No. 3 (iii)]	Interest Earned thereon	Interest deposited back to the Government	Grant received during the year			Total Available funds (1+2-3+4)	Expenditure incurred	Closing Balances (5-6)
			Sanction No. (i)	Date (ii)	Amount (iii)			
1	2	3	4			5	6	7

Component wise utilization of grants:

Grant-in-aid- General	Grant-in-aid- Salary	Grant-in-aid-creation of capital assets	Total

- Details of grants position at the end of the year
- (i) Cash in Hand/Bank
 - (ii) Unadjusted Advances
 - (iii) Total



Certified that I have satisfied myself that the conditions on which grants were sanctioned have been duly fulfilled/are being fulfilled and that I have exercised following checks to see that the money has been actually utilized for the purpose for which it was sanctioned:

- (i) The main accounts and other subsidiary accounts and registers (including assets registers) are maintained as prescribed in the relevant Act/Rules/Standing instructions (mention the Act/Rules) and have been duly audited by designated auditors. The figures depicted above tally with the audited figures mentioned in financial statements/accounts.
- (ii) There exist internal controls for safeguarding public funds/assets, watching outcomes and achievements of physical targets against the financial inputs, ensuring quality in asset creation etc. & the periodic evaluation of internal controls is exercised to ensure their effectiveness.
- (iii) To the best of our knowledge and belief, no transactions have been entered that are in violation of relevant Act/Rules/standing instructions and scheme guidelines.
- (iv) The responsibilities among the key functionaries for execution of the scheme have been assigned in clear terms and are not general in nature.
- (v) The benefits were extended to the intended beneficiaries and only such areas/districts were covered where the scheme was intended to operate.
- (vi) The expenditure on various components of the scheme was in the proportions authorized as per the scheme guidelines and terms and conditions of the grants-in-aid.
- (vii) It has been ensured that the physical and financial performance under..... (name of the scheme has been according to the requirements, as prescribed in the guidelines issued by Govt. of India and the performance/targets achieved statement for the year to which the utilization of the fund resulted in outcomes given at Annexure - I duly enclosed.
- (viii) The utilization of the fund resulted in outcomes given at Annexure - II duly enclosed (to be formulated by the Ministry/Department concerned as per their requirements/specifications.)
- (ix) Details of various schemes executed by the agency through grants-in-aid received from the same Ministry or from other Ministries is enclosed at Annexure - II (to be formulated by the Ministry/Department concerned as per their requirements/specifications).

Date:

Place:

Signature

Signature

Name.....

Name.....

Chief Finance Officer

Head of the Organisation

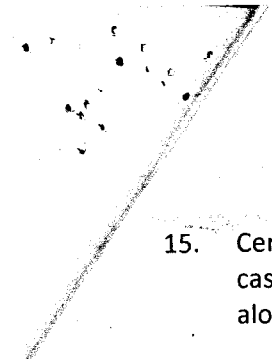
(Head of the Finance)

(Strike out inapplicable terms)



PERFORMANCE-CUM-ACHIEVEMENT PROFORMA

1. NAME OF THE SOCIETY with address :
2. Date of establishment of the Society :
3. Objectives of the Society :
4. Total membership: Indian/local citizens :
5. The source of income of the Society, whether it has its own funds other than the grants paid by the Mission and its present financial position :
6. Whether the Society has its own premises or it is functioning in hired premises :
7. Details of activities undertaken by the Society during the last three years :
8. Amount of Grant, if any, sanctioned during the last three years :
9. Whether the review of function of the Societies have been undertaken as per provisions of the Scheme and if so, whether the Society is considered suitable for Government grant during the current year; :
10. A plan of activities during the year for which the grant is required :
11. The objectives of these activities and the likely impact on projection of Indian culture and development of bilateral relations :
12. Amount of grant recommended to be sanctioned :
13. The names of the Office bearer :
14. Achievement as per plan of activities (to be filled in submitted by Mission after activity is undertaken) along with UC for the year for which the grant was given :

- 
15. Certify that no previous UC is pending (in :
case the UC is still pending this may be sent
along with the proposal

(Signature of Ambassador/Head of Mission)

ANNEXURE - C

Certified that the (Name of the Society) _____

is not involved in corrupt practices.

Signed: _____

(Seal)

Annexure D

Certified that the Societies recommended for grant do not indulge in activities which are sectarian in nature.

Signed: _____

(Seal)
