

Role of Indian Government Polices in Cultural Integration

Dr. Swati R. Dame
M.com, Ph.D, NET, SET

ABSTRACT:- Culture plays a vital role in the growth of any nation. It represents a gaggle of collective attitudes, values, goals, and practices. the world's largest collections of dance, theatre, folk traditions, songs, music, humanities, rites, and rituals, paintings, and writings present in India, that are known because of the 'Intangible Cultural Heritage' (ICH) of humanity. the Ministry of Culture implements a variety of schemes and programs aimed to providing protract to individuals, groups and cultural organizations engaged in performing, visual and literary arts, etc. cultural integration plays important role in increasing the economic development, stabilize the democracy, develop the state and provide people all vital rights and duties. So Government made such Cultural policy, this is the government actions, laws and programs that regulate, protect, encourage and financially support activities related to the arts and creative sectors, such as painting, sculpture, music, dance, literature, and filmmaking, among others and culture, which may involve activities related to language, heritage, and diversity This paper offer inclusive information related with cultural heritage, government schemes, programs, humanistic discipline, fairs and festivals and handicraft of India.

KEYWORDS:- Indian culture, cultural integration, government policies

INTRODUCTION:- Culture is combined program of the human mind that distinguish the members of one human group from those of another. Culture during this sense may be a system of collectively held values. People with slight understanding of cross-cultural competency tend to use the term interchangeably with race and ethnicity. The patterns of behavior are learned. Individuals are born into a culture, and that they subsequently find out how to behave within their society. a cultural system means the patterned and configured interrelationships of elements of a culture i.e. of shared modes of behaving, be living and valuing. Patterning may range from the interrelationship of a very few discrete modes to that of successively more inclusive modes so as ultimately to include the entries system. The term cultural integration will be used to refer to the degree of interrelatedness among the elements of such a system, namely the extent of values or configuring principles common to more than one activity. A firmly integrated system is characterized by the sturdy centralization of values that's the affinity for broad sectors of the culture to be associated with a couple of key values supported by a strong emotional disinclination to change. Cultural policies differ from one country to another country, but usually, they aim to enhance the convenience of arts and artistic activities to citizens and promote the artistic, musical, literary ethnic, sociolinguistic and other expressions of all people during a country. It also aims to plug arts and culture, creative work and economy, cultural diversity also as availability and accessibility of culture and knowledge. It also aims to foster cultural heritage. The liberty of the humanities and therefore the reform the right to one's own language and culture and provides everyone the responsibility for the environment and the cultural heritage.

LITERATURE REVIEW

Cultural Diversity: Implications for Workplace Management Donatus I. Amaram (2007) mentions about the Positive attributes of cultural integration in business organizations have received fair and significant attention in the past two decades. and concluded that The challenges from an increasingly diverse workplace require a search for new ways for managing behavior. Traditional paradigms that overly focus on efficiency and

profitability may not be adequate to understand the dynamics of the future multi-cultural organization. More emphasis on the current trend toward non-hierarchical, decentralized and flat organizational structures will be a positive step forward. Over and in particular this is often the creation of a climate that accepts and values the opportunities and challenges inherent during a diverse workforce.

A study on cultural diversity management for Indian organizations Shilpa Kulkarni(ICEE-2012) in his research concluded that As more and more number of HR managers is going to manage the diverse employee resources, managing cultural diversity become critical point. In such a situation, intervention supported proven models help HR managers to enhance the cultural dimension and achieve most of the advantages from cultural diversity.

Problems of cultural integration in transition societies – case study of Bulgaria Alexi Sanchez (2008) concluded that The analysis of cultural integration of the gypsy minority in Bulgaria indicates that it is a process strongly hooked in to the quality of living. Many reasons are impeding this process at present. Among them, we can single out discrimination, the need to overcome the prejudices existing in society toward gypsies and of course their poor education. Creating new jobs and proper investment in the areas and regions populated by gypsies would facilitate not only their cultural integration but also the integration of the other minorities as the first step in this process at the national level.

Kuran T (2002) Cultural integration and its discontents. USC Center for Law, Economics & Organization, Research paper No. C02-14, University of Southern California, Law School mentions that a model of cultural homogenization realized by two mechanisms: behavioral adaptations motivated by coordination and preference changes shape by socialization and the need for self-consistency. Although this model gives excellent ideas about cultural integration.

OBJECTIVE OF STUDY:-

- 1) To study why cultural integration is important in India.
- 2) To study the government schemes for cultural integration in India.

RESEARCH METHODOLOGY:- This is a conceptual framework research, the entire sources of collection of data is secondary that includes government websites various journals and articles, publications and books too.

IMPORTANCE OF CULTURAL INTEGRATION IN INDIA

A country India is comprises diverse languages, traditions, religions and etc. But such diversity may become the main obstacle on the way to the spirit of one nation. So following are the major factors that influencing cultural integration.

- **Cultural differences.** Culture within the country is that the prime reason why people become prisoners of various regional identities. People from different regions of the country began to fight for his or her superiority over other regions and wanted to realize autonomy or maybe independence.
- **Caste system.** Casteism made a really bad impact on people's minds making them think that they had many sins and deserved tortures and humiliation. Also, it caused distrust between all people in India.

- **Language diversity.** As India has been a multilingual country for hundreds of years, various communities tried to determine by force the official language within the country. That led to continual strikes and rallies.
- **Region.** The differences with people on the idea of religions can be one of the foremost obstacles to national harmony. Although India may be a secular country and treats all the religions equally, still sometimes communal conflicts erupt resulting in tragic loss of lives and properties.

The importance of cultural integration in any state is certainly obvious because it helps stabilize the democracy, increase the economic process, develop the state and provide people all vital rights and duties. India features a pluralistic society and a huge population, so it's a more complicated task to finish. Such a good range of cultures, customs, religions, and languages only enriches the country and allows it to flourish but only as long as during this country reign endless peace and unity of people. If India takes a course of becoming a robust state with a strong nation, it'll make much progress. We should remember that when a society is organized and united, it will never be the object of mockery or attacks. So, cultural integration is a valuable weapon for a country to achieve success.

WHAT IS CULTURE POLICY

Cultural policy is that the government laws, actions, and programs which regulate, protect, encourage and financially support activities related with the humanities and artistic sectors, like painting, sculpture, music, dance, literature, and filmmaking, among others and culture, which can involve activities associated with language, heritage, and variety. The idea of cultural policy was developed at UNESCO within the 1960s. Generally, this involves governments setting in situ processes, legal classifications, regulations, legislation, and institutions e.g. galleries, museums, libraries, opera houses, etc. which promote and facilitate cultural diversity and artistic expressions during a range of art forms and artistic activities. Cultural policies vary from one country to a different, but generally, they aim to enhance the accessibility of arts and artistic activities to citizens and promote the artistic, musical, ethnic, sociolinguistic, literary and other expressions of all people during a country. Cultural policy is often done at a nation-state level, at a sub-national level, at a regional level or at a municipal level e.g. city government creating a museum or arts center. At the nation-state level making cultural policy could include anything from support music education or theatre programs at little to no cost to hosting corporate-sponsored art exhibitions in a government museum to establishing code and creating political institutions because the various ministries of culture and departments of culture and therefore the National Endowment for the Humanities and the National Endowment for the Arts in the India, arts granting councils, and cultural institutions such as galleries and museums.

PROBLEMS ON CULTURAL INTEGRATION

Cultural integration is not an instant process. The problem of cultural integration can be formulated as a transfer of cultural goods among individuals so that they keep their own culture enriching it with constructive or destructive elements of the other cultures. The effect of such an assumption depends on many circumstances determining how the cultures interact among themselves. This effect may be different depending on the level of openness of the cultures. We may observe a rise in cultural integration if this interaction is positive or a rise of hostility if there is cultural disintegration. There are tons of historic examples which show that the method of cultural integration can move in various directions and produce various effects. It can be seen in the behaviors and practices of an organization's management and employees. When two different cultures are required to figure together, the consequences, while often catalytic, can sometimes be disruptive and may undermine morale, productivity, and profits.

GOVERNMENT SCHEMES FOR CULTURAL INTEGRATIONS

➤ **Financial Assistance for Cultural Activities in Performing Arts for Building Grants Including Studio Theatres**

The purpose of the Scheme is to sustain voluntary cultural organizations and government-aided cultural organizations in their hard work to create aptly equipped training, rehearsal and presentation spaces for artistes. National School of Drama (NSD) under the Ministry of Culture will inform the Scheme annually through NSD's.

➤ **Financial Assistance for Tagore Cultural Complexes(TCC)**

The revisited version of Scheme was referred to as 'Tagore Cultural Complexes' Scheme. On appraisal of the Scheme for prolongation beyond 12th Five Year Plan, this Scheme is made as one of the scheme components and known as 'Financial Assistance for Tagore Cultural Complexes(TCC)' in the "Scheme of Financial Assistance for Creation of Cultural Infrastructure". The scheme constituent of 'Financial Assistance for Tagore Cultural Complexes(TCC)' will continue to foster and coordinate activities in the States/ UTs in special cultural fields such as music, drama, dance, literature, fine arts, etc. and promote through them the cultural unity of the country and supply avenues for creative expression and learning to the younger generation..

➤ **Financial Assistance for Development of Buddhist/Tibetan Arts and Culture**

To give financial aid to the voluntary Buddhist/Tibetan organizations as well as Monasteries engaged in the transmission and scientific development of Buddhist/Tibetan culture, tradition and research in related fields.

➤ **Financial Assistance for Preservation and Development of Cultural Heritage of the Himalayas**

The objective of the scheme is to promote, protect and preserve the cultural heritage of the Himalayan region spreading in Jammu & Kashmir, Himachal Pradesh, Utrakhand, Sikkim and Arunachal Pradesh through research, documentation, dissemination etc.

➤ **Cultural Function and Production Grant(CFPG)**

The system covers all 'not-for-profit' organizations, NGOs, Societies, Trusts and Universities for sustaining the Seminars, Conference, Research, Workshops, Festivals, Exhibitions, Symposia, Production of a Drama-Theatre, Music etc. and petite research projects on diverse aspects of Indian Culture.

➤ **Scheme of Scholarship and Fellowship for Promotion of Art and Culture**

This Scheme look for to offer aid to young artistes of excellent assurance for advanced training within India in the ground of Indian Classical Music, Indian Classical Dance, Theatre, Mime, Visual art, Folk, Traditional and Indigenous Arts and Light Classical Music. Award of Senior/Junior Fellowships to excellent Persons in the Fields of Culture

➤ **Tagore National Fellowship for Cultural Research (TNFCR)**

The Scheme has been introduced to rejuvenate and regenerate the various institutions under the Ministry of Culture (MoC) and additional recognized cultural institutions in the country, by encouraging scholars/ academicians to associate themselves with these institutions to work on projects of mutual interest. and expects that to select specific resources of the institutions to use in their projects and take up research works that are related to the main objectives of these institutions. It is also anticipated that the research work would enhance the institution with a new creative edge and academic excellence. The Scheme will be release to both Indian and foreign nationals.

➤ **Certificate of Excellence" Scheme for Museum Professionals"**

The purpose of the Scheme is to recognize the achievements made by the employees of the Museums in order to persuade them to work hard in the chase of excellence.

➤ **Museum Grant Scheme**

The intention of the scheme is to provide financial hold up for setting up of new Museums by State Governments and Societies, Autonomous bodies, Local Bodies and Trusts registered within the Societies Act, to reinforce and modernize the existing museums at the regional, state and District level, digitization of art objects in the museums across the country for creating their catalogues offered over the website and for capacity building of Museum professionals.

➤ **Scheme for Pension and Medical Aid to Artistes**

The Scheme is predestined for improving the financial and socio-economic position of the old artistes and scholars who have contributed considerably in their focused fields of arts, letters etc. in their active age they are still contributing in the ground of arts, letters etc. but because of old age they have to escort a miserable life or are in penury situation. The Scheme also predict to provide medical aid facility to these Artistes and his/her spouse by covering them under a suitable and affordable Health Insurance Scheme of the Government for treatment of diseases connecting hospitalization through a recognized network of health care providers.

➤ **Scheme for Promotion of Culture of Science (SPOCS)**

The Ministry of Culture operates Scheme for Promotion of Culture of Science (SPOCS) which gives for setting up of Science Cities and Science Centers inside all the States of the country subject to accessibility of funds for the purpose. States eager to avail of this Scheme have to supply land and share the cost of setting up of facility and mass for upkeep and maintenance.

➤ **Scheme for Cultural Heritage Youth Leadership Programme**

The purpose of the Scheme is to augment the awareness of culture amongst youth, in order to persuade cultural awareness; mutual understanding and respect, as also to develop a love for India's rich legacy, with a scrutiny to developing suitable leadership qualities amongst youth. The focus of the programme will be on the less advantaged children residing in backward areas. Procedure of dialect languages for circulation will be made to the extent possible, for carrying out these activities.

➤ **Scheme for Safeguarding the Intangible Cultural Heritage**

The purpose of the Scheme is to sustain and reinforce the efforts of various stakeholders with a wider gratitude and acceptance, propagation, protection and promotion of the rich, various and vast ICH of India as well as recognition of the same by the UNESCO. The Scheme aims to maintain Institutions/ Universities/ State Govts/ UT Administrations/ non-MoC Institutions/ Societies/ Non-government organizations, concerned with the preservation and transmission of intangible cultural heritage, cultural expressions etc.

➤ **Scheme for Promoting International Cultural Relations**

Promote Indian culture abroad, make stronger bonds of foreign countries with India, Promote bilateral cultural contracts Project India's cultural icon abroad, encourage inbound tourism

➤ **National Mission on Cultural Mapping of India'**

The assignment aims at converting the gigantic and prevalent cultural canvas of India into an objective cultural map, designing a mechanism to accomplish the aspirations of the whole artist community of the nation and preserving the rich cultural tradition of this country in the form of a cultural repository of artists and art forms.

CONCLUSION

In this analysis found that Cultural Integration is vital because it maintains a unity and a particular balance during a particular society. Also, cultural integration helps keep a society together, so all can share equivalent beliefs and values during a social organization. So that government plays a very important role in our cultural integration in India. Due to cultural policy create national unity and removed racial bitterness. Government

cultural schemes have work as centers of excellence in all forms of art and culture, with facilities and infrastructure for stage performances, exhibitions, seminars, literary activities, film shows, etc. The scheme of awarding fellowships to outstanding persons in various creative fields of culture is meant to fill this gap. The escalation of the museum movement across the country is thereby an key activity covered under the ambit of the Ministry of Culture. These government schemes is also cover artists in rural/tribal areas. The fellowships are honor for undertaking research oriented projects. The applicant should present substantiation of his/her capabilities in undertaking the project.

REFERENCE:-

Mulcahy, Kevin V. 2006. "What is Cultural Policy?"

<https://makanaka.wordpress.com/2018/02/05/its-about-time-india-has-a-national-culture-policy/>

<http://www.indiaculture.nic.in/schemes>

<http://www.indiaculture.nic.in/museum-grant-scheme>

<http://www.indiaculture.nic.in/scheme-financial-assistance-promotion-art-and-culture>

<http://www.indiaculture.nic.in/scheme-financial-assistance-creation-cultural-infrastructure>

<http://www.indiaculture.nic.in/scheme-scholarship-and-fellowship-promotion-art-and-culture>

<http://www.indiaculture.nic.in/certificate-excellence-scheme-museum-professionals>

<http://www.indiaculture.nic.in/scheme-pension-and-medical-aid-artistes>

<http://www.indiaculture.nic.in/scheme-promotion-culture-science-spocs>

<http://www.indiaculture.nic.in/scheme-cultural-heritage-youth-leadership-programme>

<http://www.indiaculture.nic.in/scheme-safeguarding-intangible-cultural-heritage-and-diverse-cultural-traditions-india>

<http://www.indiaculture.nic.in/scheme-safeguarding-intangible-cultural-heritage-and-diverse-cultural-traditions-india>

<http://www.indiaculture.nic.in/annual-reports>

https://www.google.com/search?q=development+of+government+cultural+polices&rlz=1C1CHZL_enIN848IN848&oq=development+of+government+cultural+polices&aqs

<https://www.jstor.org/stable/2574258?seq=high-anxiety-levels-and-cultural-integration-notes-on-a-psychocultural-hyopthesis>

https://www.academia.edu/3656695/How_the_Indian_government_has_dealt_with_multicultural_issues_A_comparative_perspective_on_these_strategies_and_policies

https://www.researchgate.net/publication/228892323_Cultural_Diversity_Implications_For_Workplace_Management

https://www.researchgate.net/publication/23977021_Problems_of_Cultural_Integration_in_Transition_Societies_-_Case_Study_of_Bulgaria

<http://www.ssc.wisc.edu/~whs/research/ci.pdf>

Landmark education (2006) Cultural integration, http://www.lebd.com/display_content.jsp?top=165&mid=286
nsd.gov.in/indiaculture.nic.in

<https://shodhganga.inflibnet.ac.in/bitstream/10603/13048/9/09-chapter%203.pdf+>

