

MERE GAON MERI DHAROHAR : SCHEMES (ART & CULTURE)

NEWS: Over 4.7 lakh villages documented under ‘Mera Gaon Meri Dharohar’ cultural mapping initiative: Govt

WHAT’S IN THE NEWS?

The *Mera Gaon Meri Dharohar (MGMD)* initiative is a nationwide cultural mapping project launched in 2023 to digitally document and preserve the intangible cultural heritage of over 6.5 lakh Indian villages.

It is implemented by IGNCA under the National Mission on Cultural Mapping to empower artists and promote culture-led rural development.

Mera Gaon Meri Dharohar (MGMD) Initiative

Context:

- As per recent Parliamentary update, over **4.7 lakh villages** have been culturally documented under the **MGMD initiative** by the Ministry of Culture.

About the MGMD Initiative

What is it?

- A **nationwide cultural mapping project** launched to **digitally document and preserve the rich intangible cultural heritage** of Indian villages.

Launched in:

- **June 2023**, under the broader framework of **Azadi Ka Amrit Mahotsav** celebrations.

Nodal Implementing Agency:

- **Indira Gandhi National Centre for the Arts (IGNCA)** under the Ministry of Culture.

Objectives and Aims

To map, preserve, and digitally archive:

- Traditional knowledge systems
- Rituals, oral traditions, and folklore
- Festivals and local art forms
- Languages and indigenous practices
- Unique agricultural, ecological, and culinary traditions

Coverage Target:

- To document cultural heritage in **all 6.5 lakh villages** across India.

Key Features of the MGMD Project

Cultural Database Created:

- Over **4.7 lakh villages** have already been mapped and archived.

360° Video Documentation:

- **750 villages** have been covered with immersive 360-degree video footage to create a **Virtual Living Museum**.

Digital Platform:

- Development of a dedicated **MGMD Web Portal** to serve as the **National Cultural Workplace (NCWP)** – a digital hub for cultural resources.

User Participation:

- **User-editable data entries** allow local communities and individuals to contribute.
- **Artist Registrations** and **Unique Identification Codes (UICs)** are issued to enable artist profiling.

Integration with Welfare Schemes:

- The portal links cultural practitioners and artisans with **government welfare schemes** and livelihood initiatives.

About the National Mission on Cultural Mapping (NMCM)

What is it?

- A **flagship cultural mission** of the Government of India to **digitally map, document, and promote India's cultural ecosystem**.

Nodal Ministry:

- **Ministry of Culture**, Government of India.

Primary Aim:

- To **identify, support, and promote** the cultural assets and artistic communities across rural and urban India.
- To enable **self-reliant village economies** through **culture-based rural development**.

Key Features of NMCM

Creation of a National Digital Inventory of:

- Artists, folk performers, and artisans
- Art forms, crafts, and local practices

Tools and Services Enabled:

- **Virtual Living Museum** for cultural display
- **Digital Badges and Village Cultural Passports** for identity and recognition
- **Artist Ranking** through UICs
- Uploads of local **cultural events and festivals**

Promotion of Cultural Economy:

- Empowerment of artists through **visibility, branding, and e-commerce support**
- **Village-level tourism**, artisan mobility, and digital livelihoods

Source: <https://ddnews.gov.in/en/over-4-7-lakh-villages-documented-under-mera-gaon-meri-dharohar-cultural-mapping-initiative-govt/>