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**Jammu & Kashmir
Academy of Art, Culture & Languages
Srinagar/Jammu**

PUBLIC NOTICE

Subject: Soliciting suggestions / feedback regarding Draft Cultural Policy of Jammu and Kashmir.

WHEREAS, the Draft Cultural Policy of Jammu and Kashmir after having been internally drafted was placed before the General Council of JKAACL in its meeting held on 17/12/2016;

WHEREAS, the members of the General Council deliberated upon the policy and the following decision was taken:

“Adoption of Draft Cultural Policy:

The members of General Council deliberated upon the Draft Cultural Policy and it was decided that the members of the General Council shall give their comments/feedback to the JKAACL on the Cultural Policy Document upto 1st February, 2017. After this, any changes, if required, shall be made in the Policy Document and circulated among the learned members of the General Council apprising them about the Final Draft of the Cultural Policy. Subsequently, the Draft Cultural Policy shall be placed in the public domain for comments/feedback of various stakeholders and members of the public. The Hon’ble Minister for Culture hoped to have the final Cultural Policy document ready by 1st April, 2017”.

WHEREAS, no feedback / comments were received by JKAACL from any member of the General Council within the stipulated timeframe;

WHEREAS, in pursuance of decision of the General Council of JKAACL, the Draft Cultural Policy has to be placed in public domain for comments/feedback of various stakeholders and members of the public;

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Now, therefore, the Draft Cultural Policy is placed in public domain for feedback / comments, which must reach at the below address by or before 15th March, 2017.

**“Secretary
J&K Academy of Art, Culture
& Languages, Camp Office
Canal Road, Jammu – 180 001”**

Concurrently, it is hereby notified that in the event of non-receipt of feedback/comments, it shall be presumed that the concerned stakeholders / members of public concur with the Draft Cultural Policy, which shall then be submitted to the concerned quarters for formal notification.

It is also concurrently notified that necessary changes, if required, shall be incorporated in the Draft Cultural Policy. However, final decision in this respect shall vest with JKAACL.


(Dr. Aziz Hajini) 4/2/2017
Secretary

No. Adm/E-1/2016-17/7427-34

Dated 04/02/2017

Copy to :

- 1) Private Secretary (Special Secretary) to President JKAACL (HCM).
- 2) Consultant to Hon'ble Minister for Finance, Culture, Labour & Employment.
- 3) Director, NIC, Civil Secretariat, Jammu with the request to host the Draft Cultural Policy document on JKAACL website: jkculture.nic.in. File in PDF format is enclosed for further needful in the matter.
- 4) Administrative Consultant, JKAACL.
- 5) Private Secretary to Hon'ble Minister of State for Education, Tourism and Culture.
- 6) Private Secretary to Secretary to Govt., Department of Culture.
- 7) Administrative Officer, JKAACL, Camp Office Jammu.
- 8) Office file.

**Draft Cultural Policy
for the State of Jammu and Kashmir**

2016

J&K Academy of Art, Culture and Languages

Draft Cultural Policy for the State of Jammu and Kashmir

Chapter I

BACKGROUND

1. INTRODUCTION

i. Jammu and Kashmir has multiple ethnic groups whose common values and institutions represent our collective socio-cultural heritage. Each of these ethnic groups brought together over periods of history, has unique cultural features and traditions that give identity, self-respect and pride to the people.

ii. Since enactment of the Constitution of the State, the emerging civil society of Jammu and Kashmir has recognised the need to promote unity within this cultural diversity, and J&K has since enjoyed relative unity.

iii. In the era of globalisation and contemporary technological challenges, the people of the State must recognise that their culture is the basis of, and the most important factor in their life and material development. Thus our history, cultural values and institutions must continue to play a key role in governance and social life.

iv. The State of Jammu and Kashmir recognizes culture as a necessary tool for national integration and development and, the State thus is duty bound to create avenues of free creative and artistic expression.

v. The **Constitution** of J&K defines the constitutional **responsibility** of the J&K Academy of Art, Culture and **Languages** as also its regulatory, supervisory and **collaborative** responsibility to ensure the **promotion** of culture in the social life of the people of the State.

vi. This policy is thus proposed to give direction to the **promotion** of culture in nation building.

2. WHAT IS CULTURE OF J&K?

i. Culture is the totality of the way of life evolved by our people through experience and reflection in our attempt to fashion a harmonious co-existence with our environment.

ii. This culture is dynamic and gives order and meaning to the social, political, economic, aesthetic and religious practices of our people. Our culture also gives us our distinct identity.

iii. Our Culture manifests in our ideals and ideas, beliefs and values; folklore, environment, science and technology; and in the forms of our political, social, legal and economic institutions. It also manifests in the aesthetic quality and humanistic dimension of our literature, music, drama, architecture, carvings, paintings and other artistic forms.

3. CULTURE AS OUR IDENTITY

i. One of the main purposes of this Cultural Policy Document is to provide a means by which

the State of **Jammu and Kashmir** can carve out a strong and **vibrant socio-cultural** identity. The indigenous situation **within** the State is profoundly shaped by its **pre and post** independence history. Any cultural policy **thus** must recognize and take into account these **facts**.

ii. The development of cultural identity of the State has suffered from a general lack of direction. The fundamental orality of our culture has meant that the generally accepted cornerstones of 'imagination' and 'invention' — literature, 'myths' of nation, monuments, museums and the reification of history — while not absent in Jammu and Kashmir, are only marginally important. This state of affairs has created a generation of young citizens who have been poorly exposed to their heritage and history. At this time, the creation of a vibrant socio-cultural identity requires concerted, conscious direction. This Cultural Policy Document serves as one tool to aid in this development.

4. GLOBALISATION AS A THREAT AND OPPORTUNITY

i. Globalization is the world-wide trend that influences local and national culture. The globalized world is extremely inter-connected world of dynamics and mixing, contacts and relations with a constant interaction and exchange. The globalization process facilitated by the fast growth of information and communication technologies provides completely new conditions for more

intense cultural exchange on one part. At the same time it can be a threat to cultural diversity.

ii. The more the world is economically and technologically connected the more urgent is the need to prevent its cultural unification.

iii. The globalization factors influencing the culture are mainly the following:

- a. mass tourism boom;
- b. natural migration;
- c. forced migration;
- d. development of information and communication technologies;
- e. growing influence of capital economy and economic way of thinking;
- f. development of cultural industry;
- g. language globalization.

iv. The listed tendencies are mainly responsible for the following:

- a. mutual influence of national, regional and local culture;
- b. increasing the speed of a cultural exchange;
- c. change of traditional ways of promotion and presentation of cultural goods;
- d. creation and existence of cultural goods and services of an unusual nature;
- e. increase of the influence of media and cultural industry on the life style;
- f. adopting economical thinking by artists and cultural managers;

g. accessing other cultures and influencing national languages.

v. We in J&K firmly believe that our cultural diversity represents an undeniable value that in today's globalized world must be actively supported and developed further.

Chapter II

PREAMBLE

5. PREAMBLE

i. The people of the State of Jammu and Kashmir comprise a rich cultural mosaic, emanating from many religious and ethnic origins, which characterize the State as culturally diverse. This cultural diversity is seen as one of the strengths of the society and one of the major factors in the quest for development.

ii. The culture of the State is the distinctive way our people respond to, reflect upon, and express their experiences of life. It emanates from our history and is reflected in our social values, family structure, belief systems, attitudes to authority, sense of social obligation, attitudes to work, the forms and manner of our artistic expressions, the food we eat, the clothes we wear; in short, our behavioral patterns that historically mirror our responses to life. This contributes enormously to our personal development and can be used efficiently for the advancement of our collective pride.

iii. However, our local cultures are evolving due to the challenge brought on by the new values and realities brought to our living rooms by way of new technologies. Our young seek to embrace these new values more than valuing being themselves. When a society is invaded by so many foreign images, it is of utmost importance that we promote

our distinctive social values and heritage and develop our cultural goods and services as we explore the need to find a sustainable vehicle for economic development. Special care then must be taken on certain fronts. The first is preservation of a certain set of aesthetic, moral and economic values through the documentation, housing, preservation, consecration, display and the dissemination of memory and legacy

iv. The second is the facilitation of a strong cultural industry that can engage tradition, modernity and the marketplace - made up of practitioners throughout the folk, fine, classical, avantgarde and the popular arts and everything in between. In this way there is a balance between the best lessons of the past and the facilitation of the contemporary that can leverage the future.

v. Another key factor for holistic development on the cultural front is the need to have a greater appreciation of the contributions that each group / social community has made to the society. In short, any public cultural policy must always portray the true intent and spirit of a given social milieu. And this Cultural Policy aims to achieve that.

6. UNDERPINNING PRINCIPLES, VALUES AND PHILOSOPHY

i. The Cultural Policy premise is that culture is the key to the state's strength. It recognizes the fact

that we cannot have legitimate holistic development unless we have a strong cultural base.

ii. The policy provides the opportunity and framework for different groups and sectors of the society to find their full expression whilst at the same time providing an umbrella for the fashioning of a distinct identity.

iii. Cultural Policy of Jammu and Kashmir must foster cohesion in our multi- ethnic society by making optimum use of the realities and opportunities of our diversity. To a large extent, the policy must be aimed at the primacy of culture at all sectors of the society including politics and governance, technology, industry and business, education and social and community development, as well as the arts.

iv. The policy recognizes the importance of the media in the modern world and its responsibility to reflect the State's rich cultural heritage. The policy must also elaborate a gender perspective which looks at men and women's concerns, needs, and interests while aiming to give the youth, the bearers of our cultural heritage, a role in the society of Jammu and Kashmir. The policy also recognizes the need for ongoing, dynamic and relevant research, which will ensure the vitality of the cultural sector. This research will also help to ensure that the Cultural Policy is able to successfully adapt to the ongoing changes in the sector and the society.

v. It is here, that Jammu and Kashmir must pursue within its cultural policy not only the

promotion of cultural diversity as an important element of its official identity, but also the use of that diversity in its programmes and activities concerned with the development of its cultural industries. The Cultural Policy must also engage other indigenous development policies and objectives. It must interact with all the other similar policies such as those on Entertainment, Film, Tourism, Education, Trade and Industry, Environment, and Labour.

7. MISSION STATEMENT

i. Culture can be viewed as a 'ticket to the future'; once again the State of Jammu and Kashmir wants to become a cultural crossroad, it wants to utilize its natural position in a free, open and creative way in the creation of its own culture, in the preservation of cultural heritage and its application in every realm of social life.

ii. The task of the State is to create optimal relations between culture and other realms of life of society and therefore enrich the lives of citizens, develop creative opportunities in the economy, research and education, motivate donors as well as provide sufficient resources to strengthen the competitiveness of the State in a global environment.

iii. This vision of culture, as enumerated below, briefly explains what we consider most essential.

a) Culture is a sector, which can play a fundamental role in the years to come in

the development of society and which can be considered one of the basic elements of an economic, environmental and social development of the state.

- b) The State of J&K can make use of contacts with South Asian and global influences because of its geographical location and its tradition.
- c) The space for cultural production and for making use of the cultural values created in the past must remain open and accessible.
- d) The task of the state, regions and its institutions is not only to support the culture itself but to connect it with other realms of life in a society, particularly to make its values accessible, so people can make use of it in their various activities.
- e) The future competitiveness of the state should be based on these principles.

iv. This vision of culture not only enables us to formulate some concrete objectives, but first of all the tasks and steps which will contribute to achieving a desirable situation in the sphere of culture in the years to come.

v. We consider it more useful that the Cultural Policy of the State determines specific objectives and steps towards them which will then put into effect the general strategies in the particular environment of Jammu and Kashmir. The support of innovation and creativity, which is frequently preferred, is only one of the dimensions of this effort; the next one, is making use of existing –

material and non-material – cultural values, by means of which life transcends mere existence.

vi. Thus the cultural strategy must also include landscape conservation as well as the preservation of historical monuments and urban complexes, because these form the space of everyday life and influence society in a positive way once they are maintained and used also for economic purposes with respect to their values, or in a negative way once they are neglected and ignored. Without demeaning the importance and the support of original artistic production, we primarily want to give more support to those aspects of culture which also have the potential to stimulate other sectors.

CHAPTER III

OBJECTIVES

8. OBJECTIVES OF THE CULTURAL POLICY

a. MAIN OBJECTIVES

1. The main objectives of the Cultural Policy are three-fold:

i) To document and promote State's traditional cultural values, such as those enshrined in;

- a. concepts of human dignity,
- b. attitudes to nature and the environment,
- c. honesty and truthfulness,
- d. unity and peace,
- e. self reliance and dignity of labour,
- f. family, community and national solidarity.

ii) To ensure the growth and development of our cultural institutions and make them relevant to human development, democratic governance and national integration.

iii) To enhance our cultural life and develop cultural programmes to contribute to human development and material progress of the State through heritage preservation, conservation, promotion and the use of traditional, modern arts and crafts to create wealth and alleviate poverty.

b. SPECIFIC OBJECTIVES

1. In the pursuit of these, the specific objectives of the Cultural policy shall be:

- i. To create awareness of the traditional values and generate pride and respect for the heritage of J&K.
- ii. To enhance the role of the media for promoting understanding of our cultural values and the potential of the rich diversity of ethnic expressions for nation building.
- iii. To foster unity among the diverse ethnic groups of the State by promoting cultural interaction and inter-ethnic understanding through programmes that create an enabling environment for proper social, economic and cultural development.
- iv. To make the people of J&K aware of the contemporary relevance of their traditions and cultural heritage and assist local communities to mobilise their cultural resources for human and material development.
- v. To identify and disseminate local knowledge of the environment and support communities to sustain positive traditional concepts and practices to protect nature and bio-diversity for the benefit of the State.
- vi. To create an institutional framework for the collection, preservation and conservation of tangible and intangible assets.

- vii. To eliminate, through public education, and appropriate legislation, cultural practices that lead to the abuse of the rights of the individual on account of ethnic differences, gender, age, religion, physical challenge or economic status.
- viii. To promote the cultural awareness of the youth through formal and non-formal education to ensure that they are prepared to play their role in the cultural life of their communities.
- ix. To develop data and resource materials on culture of State for schools, colleges and the general public.
- x. To undertake and promote research to create a data base on culture for policy makers, academics, administrators, artists and artistes, embassies, foreign visitors and all other interested persons.
- xi. To maximise the capacity of the cultural sector to develop and promote the economic aspects of culture in order to enhance image of the State as a culture tourism destination.
- xii. To create positive linkages between all cultural institutions thereby ensuring synergy in all cultural activities and maximise the benefits of the limited resources available to the cultural sector.
- xiii. To mobilise resources from public, private, local and national sources to support cultural programmes.

c. EXPECTED OUTCOMES

1. This policy aims to create mutually beneficial outcomes for arts, culture and heritage sector of the State through supporting development organisations, community-based arts organisations, creative industry professionals and businesses across the value chain from content origination to consumption, national cultural agencies, residents and visitors. It does so by ensuring that an enabling environment exists for the development of arts, culture and the creative industries, and the preservation and promotion of heritage in the State, through the support and development of both 'soft' and 'hard' infrastructure.

2. The policy will guide the implementation of the State's arts and culture development and marketing efforts in a way that celebrates rich history and diversity of Jammu and Kashmir and its cultural and creative assets in ways that maximize opportunity and contribute to economic growth, social and human development, sustainability, inclusivity and social cohesion.

3. The following key outcomes are proposed and are detailed in the section on policy directives below:

i) Facilitate the animation of the public life of Jammu and Kashmir and its various sub-regions via public art, monuments and memorials, opportunities for inter-cultural dialogue, national celebration, and

programmes of community cultural development.

ii) Support, promote and celebrate local vernacular cultures and living heritage which afford the State its distinctive cultural character.

iii) Position Jammu and Kashmir State nationally and locally as a centre of inclusive creative excellence by promoting and supporting the development of arts and culture disciplines and the creative industries across all relevant genres and appropriate parts of the value chain.

iv) Grow informed, engaged and culturally integrated audiences through promoting and marketing the arts, culture, heritage and the creative industries of the State, in tandem with, and in addition to tourism, event, marketing, heritage and memorilisation policies and strategies.

v) Support and appropriately capacitate J&K Academy of Art, Culture and Languages to deliver integrated support and strategic guidance, across the State on arts, culture and creative industries matters.

CHAPTER IV

9. APPROACHES

a. PRESERVATION AND CONSERVATION OF CULTURE

1. The State shall encourage the identification and conservation of the tangible and intangible heritage of Jammu and Kashmir through;

i. research, documentation and exhibition.

ii. Establishment of Museums and Galleries

2. Special attention shall be given to the preservation of traditional sacred groves, monuments, artistic treasures held in palaces, mausoleums, private homes and all objects of high artistic value.

3. The J&K Academy of Art, Culture and Languages in collaboration with relevant institutions, agencies and individuals shall initiate research into the various traditional and customary rules and laws of State with a view to ensure their codification and dissemination.

4. The role of civil society groups, especially of women and youth shall be recognised and effectively utilised in the unearthing, preservation and conservation of cultural assets.

5. The Department of Culture shall collaborate with the appropriate literary / cultural agencies / organisations and other relevant

institutions to assist them to preserve their positive cultural identity and enhance their capacity to participate in and support community development, through mass education and introduction to new economic ventures, cooperative enterprises, and cultural programmes.

6. The State shall enact and review legislation;
 - i. to protect all cultural assets,
 - ii. to protect the rights of indigenous owners of cultural heritage,
 - iii. to vest in itself ownership, protection and preservation rights of rare and monumental heritage objects.

b. DEVELOPMENT AND PROMOTION OF CULTURE

1. Through the relevant agencies the State shall:
 - a. Sustain and encourage positive cultural values in the fabric of socio-cultural life of its residents;
 - b. promote formal and informal education as vehicles for inculcating cultural values;
 - c. ensure the existence of a conscious cultural dimension to all aspects of development.
 - d. identify, give exposure to and support creative individuals and their activities for the benefit of society.
 - e. develop, promote and propagate national/regional languages through the production and publication of literary works and the use of regional languages in

educational institutions and at official and public functions.

c. PRESENTATION OF CULTURE

1. Traditionally the ethnic groups of Jammu and Kashmir presented culture through festivals, durbars and rites of passage in which various forms of cultural objects and expressions were used. The State shall recognise this mode of presentation and support it.

2. In addition, presentation of indigenous culture shall involve the active use of the multi-media systems. It shall also involve the use of the theatre, museums and art exhibitions, seminars and workshops.

3. The physical and cultural environment shall be presented through a culture-sensitive planning of theme parks and the erection of monuments and structures.

CHAPTER V

10. GOVERNANCE FRAMEWORK

a. Establishment of Governance Structure

1. The role of the State for meaningful implementation of this Cultural Policy applies to the following areas namely:

- i. facilitating legislation
- ii. the creation of the statutory instruments required for the implementation process
- iii. funding of the arts and culture, as well as making the necessary adjustments to the tax and economic structure which will enhance the possibilities of fulfilling the objectives
- iv. protecting the social and economic status of people active in culture
- v. ensuring adherence, participation and input to state / national / international conventions and recommendations
- vi. mobilising statutory bodies and other relevant agencies to actively promote the fulfilment of the objectives.

b. Organisational structure

1. The Ministry of Culture will facilitate and encourage the organisation of other cultural structures at state and provincial levels.

2. The State will be responsible for the provision and creation of libraries, (1) at the level of schools, and (2) at the level of communities, which will be linked to documentary services in general.

3. Legislation will be necessary for the promotion of cultural programmes for radio, television and newspapers.

4. The promotion and development of languages must penetrate all aspects of socio-cultural life including, inter alia, the media, education, labour, the civil service, the provision of primary health, and so forth, in a manner which is meaningful to ordinary people.

5. The State will encourage non-governmental organisations and the private sector in the funding of culture, through tax rebates and incentives, and in general, through ensuring a positive return on investment.

6. The State has the resources to create linkages with traditional institutions to promote the institution of the family, through culture.

7. The marketing of products of culture can only be undertaken on the basis of a coherent state level strategy.

c. Roles and responsibilities

1. The administrative, operational principles and budgetary provision for the implementation of the Cultural Policy of Jammu and Kashmir shall be the responsibility of the Department of Culture, operating through a number of pro-cultural institutions and agencies.

2. The implementing institutions and agencies as presently by law defined are:

- i. J&K Academy of Art, Culture and Languages;
- ii. Directorate of Archives, Archeology and Museums
- iii. Directorate of Research, Libraries and Museum;
- iv. Toshkhana of Hospitality and Protocol Department;
- v. State Gazetteer;

d. Linkages with allied subordinate departments

1. The Department of Culture shall establish appropriate linkages with other sectors of the economy / subordinate units for the attainment of cultural goals.

e. Role of Cultural Academy

1. The J&K Academy of Art, Culture and Languages is the linchpin of traditional culture of the State and its contemporary relevance is generally recognised.

2. The Section 146 of the Constitution of Jammu and Kashmir by Government regulation (SRO 340, dated 14th August 1963) says:

i) It is considered expedient to establish an Academy to foster and coordinate activities in the spheres of letters and languages, visual and plastic arts, music, dance and drama, and of culture generally, in the State of Jammu and Kashmir, and to promote through them all the cultural unity of the State, and of the State with the other States of the Country.

3. The Constitution of J&K Academy of Art, Culture and Languages, as notified by customary law, clearly affirms its role and responsibilities in promoting and developing the diversity of ethnic cultural traditions, cultural values, common historical bonds and practices.

4. Over the decades, the J&K Academy of Art, Culture and Languages has maintained its vitality, resilience and relevance; and it remains an important anchor of cultural life in all communities and in the State as a whole.

5. The Academy, as it is commonly known, has served as a vehicle for identifying, preserving and promoting indigenous cultural expression.

6. The partnership of J&K Academy of Art, Culture and Languages in the prosecution of State's Cultural Policy is thus germane and essential and will be fully recognised by the Department of Culture in the planning and implementation of programmes.

f. Linkages with National and International organisations

1. In the effort to promote indigenous culture nationally, internationally and foster a healthy people-to-people relationship between Jammu and Kashmir and other States of the Indian Union, J&K Government through appropriate agencies like J&K Academy of Art, Culture and Languages shall seek and develop cultural contacts with other States and external institutions like Department of Culture, Govt. of India, NZCC, Sahitya Akademi, New Delhi, Sangeet Natak Akademi, Lalit Kala Akademi and other such bodies by means of;

- i. Cultural Workshops and Conferences;
- ii. Exhibition and Festivals;
- iii. Exchanges of Cultural administrators, artists/artistes and collaborative cultural projects, programmes, research and publications.

iv. Any other means likely to promote mutual understanding, growth and development.

2. To this end, the appropriate agencies / organisations, on behalf of the Government of J&K, shall:

- i. work out and enter into Cultural agreements with all States / agencies of the Union of India,
- ii. make inputs into the preparation of curricula for all educational institutions.

g. Linkages with State institutions

1. The Department of Culture shall endeavour to provide cultural inputs for the planning of development programmes of all major sectors and shall collaborate and co-ordinate activities with Institutes of Fine Arts, School of Design, and Craft Development Institute and with other such organizations/bodies.

h. Linkages with other departments

1. For fruitful outcome of this Cultural Policy the Department of Culture shall also work in close association / coordination with Departments of Education, Tourism, R&B, ARI, Information; and Local Bodies and other appropriate institutions/agencies.

i. FINANCING OF CULTURE

1. To secure adequate funding for the implementation of this policy and supplement Government funding for the promotion of Cultural events, the Department of Culture shall establish a Cultural Trust Fund.

2. The Cultural Trust Fund shall be sourced from the following:

- a. Special Government contribution.
- b. Earnings from exhibitions, promotions and commercial activities.
- c. Grants from National Agencies and organizations.
- d. A percentage from Copyright earnings.
- e. Donations.

3. The J&K Academy of Art, Culture and Languages shall be entitled to receive funding for the promotion and development of the arts and culture from other sources such as:

- (a) Government subvention
- (b) Contributions and/or grants from local/Urban Civic Bodies,
- (c) Sponsorship and donations from private individuals, industry, business organizations, commercial houses and other groups.
- (d) Any other sources.

4. The Government shall enact laws to give tax relief to organizations and business concerns

that make donations to and sponsor arts and cultural activities.

5. The Department of Culture shall take the necessary measures to ensure that funds from the Cultural Trust Fund and other Cultural promotion and development resources are judiciously applied and accounted for.

CHAPTER VI

11. IMPLEMENTATION STRATEGIES

a) THE ARTS

1. TRADITIONAL ARTS

i. Jammu and Kashmir is endowed with traditional arts which form the basis of our traditional industry. These art forms thrive very well and account for a significant proportion of employment and revenue generation in the informal sector. This policy shall ensure the growth of the arts to promote creative talent development, and to serve as the means of passing on traditional skills and creativity to the youth.

ii. Adequate support shall be given to artists to develop skills to guarantee the continuity of traditional arts and ensure the development of contemporary indigenous arts.

2. LITERARY ARTS

i. Documentation, preservation and presentation of oral and written literature through books, theatre, film, video, audio tapes, CDs/DVDs, and multimedia arts shall be encouraged.

ii. It shall be recognised that the mother-tongue is a vital aspect of cultural identity and

vehicle for the expression and transmission of cultural values.

iii. Consequently, the J&K Academy of Art, Culture and Languages shall encourage State literary artistes to compose and write in regional languages of the State as are enshrined in 6th Schedule of the State Constitution.

3. PERFORMING ARTS

i. The medium of drama, music and dance shall be used to encourage excellence in creativity and the appreciation of dramatic arts and culture

ii. The Department of Culture in association with J&K Academy of Art, Culture and Languages / Department of Education shall ensure the early identification and nurture of talent by;

(a) supporting educational institutions to teach the performing arts and culture,

(b) creating opportunities for the youth to participate in dramatic arts and performance at the community levels

iii. To sustain the development of the performing skills and promote general appreciation of the arts, the Department of Culture in close coordination with J&K Academy of Art, Culture and Languages shall encourage private initiatives in the establishment of conservatories and resource centres.

iv. The State shall encourage the formation of Associations and groups not only to develop and

promote the Performing Arts but also to seek the welfare of artistes.

v. The Cultural Foundation/Trust, when established, shall encourage creative endeavours through grants and other kinds of resources and support.

3 (a) DANCE

i. The State shall support efforts of J&K Academy of Art, Culture and Languages and other relevant institutions, associations and individuals to undertake research, documentation, development and promotion of traditional and contemporary dance forms.

3 (b) MUSIC

i. The practice, creation and promotion of all forms of music shall be encouraged by the State. Production of musical instruments shall be encouraged, so that all schools and communities can own their own instruments.

ii. The State shall encourage private entrepreneurs to establish production plants and support activities to document, preserve, protect, publish and promote musical traditions of Jammu and Kashmir.

3 (c) DRAMA

i. The preservation and promotion of traditional and contemporary dramatic arts shall be encouraged and supported by the State.

ii. The State shall encourage the creation, documentation and extensive production of the dramatic arts through the use of multi media and information technology.

iii. Mobile and theatre productions of music, dance, puppetry, popular drama, traditional storytelling and teaching guides shall be developed and sustained.

3 (d) THEATRE INFRASTRUCTURE

i. The Department of Culture through appropriate agencies / organizations like J&K Academy of Art, Culture and Languages shall collaborate with Urban Local Bodies / Municipalities and local communities to establish community theatres to serve as venues for the promotion of the performing arts.

ii. The design of theatres should be based on indigenous architecture as well as local concepts and traditions of performance.

4. VISUAL ARTS

i. The Department of Culture shall take steps to preserve State owned antiquities in wood, fabric, stone, metal, bone, clay, as well as those on rocks,

walls and in sacred shrines, and enact appropriate legislation to protect them from theft, illegal commercial exploitation or destruction arising out of ignorance and hostility.

ii. Modern and contemporary visual arts shall be vigorously promoted through the provision of grants and other kinds of support to creative artists through J&K Academy of Art, Culture and Languages.

iii. The J&K Academy of Art, Culture and Languages shall collaborate with the relevant Agencies and Associations to give recognition to the works of contemporary artists and to support and promote art forms and institutions.

iv. The State shall purchase and retain works adjudged to be of exceptional aesthetic value and, as such, heritage assets, for future generations.

v. The State shall establish a modern Art Gallery to encourage Regional / District Cultural Centres and private interest groups to establish urban and rural community art galleries to enhance cultural life in the whole of Jammu and Kashmir.

5. LANGUAGES

i. The State residents speak a wide variety of languages, currently known as regional languages. There are innumerable other minorities who converse in little known dialects. These dialects are not monolithic, and vary widely across the length and breadth of the State. Languages and dialects being spoken in Jammu and Kashmir need to be

recognized and valourized and incorporated in formal and informal discussions.

6. ARTS ASSOCIATIONS AND INSTITUTIONS

i. The Department of Culture through J&K Academy of Art, Culture and Languages shall encourage the establishment of strong Arts Associations and promote conditions conducive to the enhancement of creativity.

ii. Professional Arts Associations and institutions shall be involved in Cultural policy formulation processes at all levels.

iii. The Department of Culture, J&K Academy of Art, Culture and Languages, and other relevant Ministries, Departments and Agencies shall as much as possible, support arts and cultural associations through government subventions, grants and other forms of assistance. Non-governmental organisations shall be encouraged to support these associations.

iv. Encouragement shall be given to creative associations and relevant government institutions to develop international links and promote exchanges for the benefit of the State.

v. The State, through the appropriate agencies, shall make provision for the assessment of creative works in order to prevent the encroachment of values that are inimical to our own.

vi. Institutions and programmes for the documentation, preservation, conservation, presentation, development and promotion of literature, performing and the visual arts shall be established and the existing ones improved and maintained, through private and public initiative. In this regard, community, district and regional initiatives shall be encouraged.

vii. Copyright and Patent Laws shall be enacted to provide artists, writers and inventors with the necessary protection for their creative intellectual properties.

viii. The State shall guarantee freedom of artistic expression and association in conformity with the provisions of the Constitution of the State.

ix. It shall be the responsibility of art critics to make critical evaluation of art works and thus promote high artistic standards and protect public morality.

x. The Department of Culture in collaboration with J&K Academy of Art, Culture and Languages and in association with other relevant Ministries/Departments and the Private Sector, shall encourage the establishment of Residency/Fellowships for Artists in appropriate Institutions.

b) HERITAGE ASSETS

i. Through State and private initiative, Jammu and Kashmir shall develop its heritage and cultural assets and promote their use and appreciation.

ii. The State shall endeavour to take measures and enter into accord with other states with a view to retrieving our heritage assets that were either gifted/stolen or evacuated.

1. CRAFTS

i. Recognition shall be given to crafts as valuable material heritage which form a valuable part of our historical and contemporary culture.

ii. Recognition shall be given to the economic and cultural roles of craftsmen and women in socio-cultural development. Adequate provision shall be made for the identification, documentation, preservation, development and promotion of their works.

iii. The Department of Culture, in collaboration with other relevant bodies, institutions and agencies shall:

a. foster the preservation and development of craft skills and the documentation of the indigenous technology employed in their creation;

b. enhance the status of the local artist/craftsman and woman by protecting their rights and promoting their works.

iv. Appropriate legislation shall be enacted to ensure the protection of designs and creations of local craftsmen.

v. The establishment and development of craft villages, craft shops and training facilities shall be encouraged and sustained.

vi. The Department of Culture shall collaborate with traditional authorities to ensure that taboos and prohibitions that affect the participation of women in aspects of traditional handicrafts are outlawed.

2. GALLERIES AND CRAFT CENTRES

i. The State shall recognise that galleries are repositories for the display of works of art and encourage each regional and district capital to have at least one gallery, and each community, a craft centre for the promotion of crafts.

ii. The establishment of design studios and other facilities for training and apprenticeship of artists and craftsmen and women shall be promoted.

3. MUSEUMS

i. The Department of Culture shall recognise all traditional regalia and cultural artifacts, sacred stools, jewellery, religious objects, stool houses, graveyards; mausoleum and sacred groves associated with the State of Jammu and Kashmir as State treasures.

ii. The Department of Culture shall;

a. establish museums as repositories of our past and contemporary

achievements as sources of inspiration to the present generation.

b. Promote the accessibility of museum objects to the populace through the operation of mobile museums.

c. Ensure that museums are promoted as part of community life and as invaluable resource for the teaching of social and cultural history, as well as the arts and sciences.

4. HISTORICAL PLACES

i. The Department of Culture shall ensure appropriate maintenance of places of historical importance. It shall also take up their documentation

ii. The Department of Culture shall ensure that places of historical importance are preserved through;

a. legislation to enable it to exercise planning and control in matters threatening structures and sites of historical importance;

5. MONUMENTS

i. The Department of Culture shall preserve as monuments, all forts and castles, designated shrines, mosques, church buildings, old city walls and gates; cultural sites, palaces, public and private buildings of historical significance and monumental

sculptures. These shall be protected from neglect, desecration and/or destruction.

ii. The Department of Culture shall ensure that monuments shall be preserved through;

a. Enactment of Legislative Instruments or Executive Instruments;

b. acquisition of monuments under legislative or executive Instruments;

c. legislation to enable the Department of Culture to protect private buildings of historical importance by preventing:

i. alteration to their structures or facades,

ii. encroachment or other actions, which may endanger them;

d. legislation empowering the Department of Culture to protect contemporary public buildings of exceptional design and excellence;

e. appropriate maintenance;

f. photographic and other means of documentation.

6. RELIGIOUS SHRINES

1) Shrines enjoy an important place in Jammu and Kashmir. People of all faiths and religious ideologies who inhabit the State revere shrines in one way or another. Over the past over thousand years, shrines have assumed an

important position in the State and continue to retain their influence.

The impact of religious shrines has been so overwhelming in building bridges within various communities that their role in promoting respect for one another cannot be brushed aside.

i. The Constitution of Jammu and Kashmir defines it as a secular state and thus guarantees the right of every individual to freedom of association and worship. Individual religions or sects shall be obliged to recognise and respect the rights of others to worship.

ii. In pursuit of the above, all citizens shall promote such positive religious values as;

- a. respect for the laws of the State,
- b. respect for the religious beliefs and sacred objects of others,
- c. regard for high moral values,
- d. the spirit of openness, tolerance, hospitality, self-sacrifice and honour,
- e. mutual love and respect.

7. ETHNOGRAPHIC VILLAGES

i. Opportunities are often lost when the cultural assets of villages are under-recognised, insufficiently supported, or poorly incorporated into the existing cultural policy. This policy document thus aims to ensure:

ii. A coordinated and comprehensive approach to developing and managing cultural

activities that affect cultural life of villages, which includes:

- a. designating responsibility for supporting village cultural life, mapping of village cultural offerings and infrastructure, identifying gaps and promoting current cultural assets.
- b. ensuring cultural priorities are integrated into organisational decision-making, especially implementation of policies that affect cultural activity.

c) CULTURAL INDUSTRY

1. Economic Development, Crafts And Rural Industry

i. The State shall recognise that economic development is human centred. Hence, culture should occupy the centre stage in every development planning initiative. The State shall:

- a. recognise the economic viability of the arts and promote and sustain them through grants, loans and other forms of assistance;
- b. support indigenous technology research to promote local self-sufficiency in the production and manufacturing of basic necessities of life.

ii. The State shall recognise the contributions of rural communities to the entire development

process, especially agricultural development, and ensure that industrialisation is introduced in a manner compatible with the development needs of rural dwellers with a view to preserving their dignity and heritage.

iii. In this regard employment opportunities shall be created for creative artists, musicians, dancers and other performing artistes.

2. Cuisine

i. Jammu and Kashmir has a rich diversity of foods and culinary cultures from its diverse ethnic cultures. The State shall:

a. actively support research into production and preservation of local foods; and the compilation of traditional recipes and methods of preservation.

b. encourage the consumption of indigenously made cuisine from all parts of the State and discourage the over dependence on imported foods.

c. explore the nutritional values of our local foodstuff and promote them.

d. encourage the introduction of cuisine from other Cultures.

ii. Indigenously made dishes shall be a predominant feature of menus at State functions and in public catering institutions.

iii. State residents shall be encouraged to develop a culture of producing what they eat and eating what they produce.

3. Clothing

i. The Department of Culture in collaboration with allied departments / agencies shall encourage the preservation and development of indigenous designs, original creations in clothing and hairstyle on the contemporary national and international fashion scenes.

ii. The State shall encourage collaborative research between the industrial sector and fashion design institutions, to promote indigenous fashion products as a vital contribution to the economy and identity of J&K.

iii. To promote common identity, institutions like the Universities and other instruments of the State shall be encouraged to adapt local design and patterns in their regalia, uniforms and paraphernalia.

iv. The State shall assist the small and medium scale indigenous clothing industries to develop and improve their marketing strategies and their presence on the world market.

v. The wearing of traditional clothes at State functions shall be encouraged.

4. Festivals and special events

i. The State shall recognise festivals as significant events in the life of a community for the transmission of culture. It shall also recognise them, as significant events in the cultural life of the State as a whole.

ii. The Department of Culture shall encourage the study, documentation and interpretation of festivals through the universities and other research and educational institutions.

iii. The Department of Culture through appropriate agencies / organizations shall:

a. promote traditional festivals in order to preserve them so that they may continue to be factors of public education and information, communal interaction and cohesion in their localities;

b. promote arts festivals at the national, regional and district levels for the purpose of discovering talent, developing skills and promoting creativity in the arts.

c. develop and promote indigenous forms of the arts, crafts and traditional games for local and national appreciation through live performances as well as through the media.

iv. The State shall recognise individuals and groups in the areas of culture through appropriate acknowledgments and rewards.

v. The State shall encourage the participation of Cultural Institutions in national/international festivals and build linkages with similar institutions nationally.

5. Gifts

i. The State, through appropriate agencies, shall support and encourage entrepreneurs to operate gift shops and markets in and outside Jammu and Kashmir for artistic and cultural products.

ii. State residents shall also be encouraged to develop the culture of exchanging gifts of locally produced cultural objects.

CHAPTER VII

12. CULTURAL EDUCATION

i. The impartation of positive cultural values and the sustenance of cultural institutions and practices shall depend on the education of the youth and the general public.

ii. Cultural education shall be pursued with a three-fold strategy:

a. Through formal education in schools, colleges and Universities.

b. By special education for creative and talented individuals to produce artists/artistes, craftsmen/women, administrators and advocates in all areas of arts and culture.

c. By public education, workshops, public forums, publications and the media for the benefit of the general public; public officials, including policy makers and administrators.

(a) INTERVENTIONS IN FORMAL EDUCATION

i. Steps shall be taken by the Department of Culture in collaboration with the Department of Education and other relevant bodies / agencies to ensure the cultural relevance of education and make

it serve as a means of integrating the individual into his/her society and environment.

ii. Regional languages of Jammu and Kashmir shall be promoted as a medium of instruction in the educational system. Consequently, steps shall be taken by the Department of Culture in collaboration with the Department of Education and other relevant bodies/agencies, to ensure the development of regional languages and literature as vehicles of expressing modern ideas and thought processes.

iii. The Department of Culture in collaboration with the Department of Education and through other appropriate agencies shall promote the establishment of Heritage Clubs in schools and institutions.

iv. The Department of Education shall be encouraged to use cultural education to create active interaction between educational institutions and the society in which they are situated by;

- a. Identification and use of knowledgeable persons in the community to teach indigenous values and institutions and pass on traditional skills in handicrafts, music, dance, speaking and the presentation of culture.
- b. Use of cultural resources of the society and the environment in cultural activities.
- c. Visits to museums, palaces, monuments, cultural parks and other heritage sites.

d. Participation in and observance of traditional rites and festivals in their communities.

e. Planned excursions to interesting historical and cultural sites in all the regions and sub-regions of the State to ensure a broader appreciation of cultural diversity.

(b) SPECIAL EDUCATION/CREATIVE ARTS

i. Education of individuals with artistic talents, such as dancers, painters, sculptors, craftsmen, musicians, writers, actors, weavers and others shall be promoted through:

a. Special art schools and conservatories.

b. Workshops, seminars, exhibitions and exchange programmes between institutions and other States of Union of India to expose artists/artistes and craftsmen to new ideas and skills.

ii. To this end the Department of Culture, through appropriate agencies/organizations, shall give special attention and support to special art programmes in secondary and tertiary institutions.

iii. Adequate support shall be given to artists to develop their skills in order to guarantee the continuity of traditional arts and ensure the development of indigenous art forms.

(c) PUBLIC AND INFORMAL EDUCATION

i. The Department of Culture through appropriate agencies / organizations like J&K Academy of Art, Culture and Languages shall collaborate with public representatives and community elders, scholars, artistic groups, and other cultural advocates to engage in dialogue with all stakeholders to disseminate information and promote understanding of our heritage and cultural practices in order to stimulate public interest in them and assist in the process of conserving and developing them.

ii. To this end, the J&K Academy of Art, Culture and Languages under the aegis of Department of Culture and in collaboration with other institutions like Department of Education / Universities shall organise workshops, seminars and conferences.

iii. The Department of Culture through J&K Academy of Art, Culture and Languages shall also promote interest in the arts and culture through special publications and presentations in the media, especially through T.V. and Radio.

iv. To enhance the role of the media in the cultural education of the citizenry, the Department of Culture through appropriate agencies like Information Department shall encourage the media houses and agencies to formulate their own cultural guidelines in line with the Cultural Policy.

v. The Department of Culture through appropriate agencies shall promote the teaching and

learning of the arts at social centres and in community groups as a leisure activity for all and sundry.

vi. The Department of Culture through appropriate agencies like Information Department shall support this effort by;

a. Periodic analysis of the programme contents of the media to ensure adequate space for cultural materials and qualitative improvement of cultural presentation by standards determined by public opinion surveys and paradigms of good practice in line with cultural values and interest of the State.

b. Planned cultural workshops and conferences for press and media practitioners and advocates to enhance their knowledge and understanding of our culture and assist practitioners in the dissemination and discussion of cultural information in the media.

vii. Further, the Department of Culture through appropriate agencies like J&K Academy of Art, Culture and Languages shall encourage private individuals and institutions to feature cultural elements in their publications and support special cultural journals.

(d) EDUCATIONAL MATERIAL AND BOOKS

i. Books and teaching aids used in the educational system shall be products of our society with most of their contents drawn from indigenous sources and other relevant experiences.

ii. The Department of Culture through J&K Academy of Art, Culture and Languages and in collaboration with the Ministry of Education and in association with other relevant bodies / agencies shall take steps to promote the book industry and local authorship through writer's workshops, grants and awards.

iii. The Department of Culture through J&K Academy of Art, Culture and Languages shall support the publication of books and the production of relevant materials for cultural education, by organising workshops, seminars and exchange programmes for writers, teachers and academics.

iv. Support shall be given to the training and development of indigenous writers as well as producers and publishers of educational materials to ensure proper teaching of culture in schools.

v. Reading and writing culture shall be cultivated among the population to promote the acquisition of knowledge of indigenous and other cultures.

vi. To promote the writing and publication of books in regional languages, the State shall provide special incentives through financial, technical and

other forms of support to J&K Academy of Art, Culture and Languages.

vii. To support the curriculum development and preparation of materials for teaching, the Department of Culture through J&K Academy of Art, Culture and Languages and in collaboration with Ministry of Education shall support research to collect, collate, store and make accessible information and varied data on indigenous cultures.

(e) TRANSLATIONS

i. The crucial role that literature plays in human life is well known. The J&K Academy of Art, Culture and Languages, with financial support from the Department of Culture, shall take up translation work of indigenous literature in national / international languages for wider dissemination of indigenous culture of Jammu and Kashmir.

ii. Translations of literature published in foreign languages in or about Jammu and Kashmir shall also be taken up by J&K Academy of Art, Culture and Languages for which the necessary financial support shall be provided by the Department of Culture.

(f) LIBRARIES

i. The crucial role which libraries play in the promotion of indigenous cultural heritage shall be recognised and supported.

ii. To this end, communities and cultural centres in all the regions, sub-regions / districts shall be encouraged to open and operate community libraries.

iii. The Libraries shall be stocked with books, films, records, tapes, and other multimedia materials on indigenous arts and culture, and indigenous science and technology.

(g) ARCHIVES

i. Archives, as an important source of information for the study of historical, political, social, economic and other aspects of life of the State, shall be recognised.

ii. Adequate regulations shall be made for the acquisition, protection and use of all archival items and rare assets.

iii. The facilities for the collection, preservation and circulation of important documents relating to governments, private bodies and individuals shall be provided. Encouragement shall be given for their accessibility to the public.

iv. The State shall, by law, protect the rights of private bodies and individuals in their ownership and use of their records.

CHAPTER VIII

18. CULTURAL AWARENESS THROUGH MASS MEDIA

a. MASS MEDIA

i. The mass media shall be encouraged to promote cultural consciousness, self-sufficiency and a strong sense of unique identity of the State within the broader spectrum of the Indian Union.

ii. The Department of Culture shall collaborate with the relevant institutions to ensure the effective use of the press, radio, television, film and other audio-visual aid to promote rich and diverse heritage, cultural values and aspirations within the context of national development and the challenges of globalisation.

1. CINEMA

i. Recognising the audio-visual media as an important means of education, information dissemination and entertainment, the Department of Culture through appropriate agencies shall collaborate with all media agencies to promote the social, political, economic and cultural integration of the State and thus achieve stability and peace.

ii. Recognising that a virile film industry is an indispensable tool for cultural promotion, the State shall;

- a. encourage the establishment of institutions and agencies for film production and development;
- b. encourage banks and other lending institutions to promote investment in the film sector by offering special financial terms to film makers.
- c. promote the indigenisation of film distribution, assist in the marketing of locally made films and establish standards in exhibition facilities compatible with acceptable theatre usage;
- d. enact appropriate regulations to guide both public and private broadcasting stations as well as importers of films to safeguard indigenous values and the national interest.

iii. The State shall:

- a.. encourage private entrepreneurs to establish laboratories and invest in equipment to ensure self-reliance, productivity and viability of the film sector;
- b. support the establishment of institutions for archival documentation of films and for the training of film personnel.

2. TELEVISION

i. The cooperation / support of Prasar Bharati Broadcasting Corporation of India shall be solicited and television shall be used to;

a. project indigenous arts, culture and value systems;

b. enhance national consciousness and self-reliance by;

i. making its programme content from indigenous resource,

ii. making its programme content relevant to contemporary realities, history and aspirations;

iii. giving adequate attention and coverage to programmes featuring children, traditional intellectuals, custodians of culture and public service.

ii. The public broadcasting and television network shall be adequately resourced to play a leading role in making cultural programming attractive.

3. RADIO

i. To enhance national consciousness, identity and self-reliance, the cooperation / support of Prasar Bharati Broadcasting Corporation of India shall be solicited and ;

a. the programme content of radio shall be made relevant to the realities of contemporary

Jammu and Kashmir, its history and achievements;

b. adequate attention and coverage shall be given to programmes featuring children, traditional intellectuals; custodians of traditional culture;

c. relevant indigenous broadcast materials shall have pre-eminence over foreign ones;

d. radio shall be used effectively as a vehicle for projecting indigenous arts, culture and value systems;

e. production of programmes in State recognized regional languages shall be increased;

f. programmes for the teaching of State based regional languages on radio shall be emphasised and sustained.

4. NEWSPAPERS AND MAGAZINES

i. Encouragement shall be given to locally published newspapers to provide adequate coverage on arts and culture.

ii. The production of newspapers in regional languages like Kashmiri and Dogri shall be encouraged.

CHAPTER IX

19. IMPLEMENTATION

a. MONITORING AND IMPLEMENTATION FRAMEWORK

i. The Department of Culture through appropriate agencies like J&K Academy of Art, Culture and Languages shall recognise all civil society groups, business and corporate organisations as stakeholders in the State's cultural heritage and seek their participation in the implementation of policies and programmes. Among these are religious bodies, educational institutions, social groups, voluntary associations, artistic groups and associations, non-governmental organisations as well as the media agencies and institutions.

b. PERFORMANCE INDICATORS

i. Vibrant cultural industries are also important indicators of social health and are directly related to self-recreation, poverty alleviation, violence reduction and promotion of peace and democratic values. In many instances, cultural products, especially in developing societies like Jammu and Kashmir, need to be particularly sustained and nurtured in their development until they can find their entrepreneurial space and practice. Thus a comprehensive developmental

programme related to the promotion and acquisition of entrepreneurial skills in the cultural industry has to be implemented.

c. REVIEW FRAMEWORK

i. This Cultural Policy shall be reviewed periodically to ensure its continued relevance.

ii. To put it into effect the Department of Culture through appropriate agencies like J&K Academy of Art, Culture and Languages shall develop a strategic plan that would define the priorities of the cultural sector and detail the actions and program of activities that will enable all major stakeholders to participate in the effort to use culture to promote relevant and sustainable development.