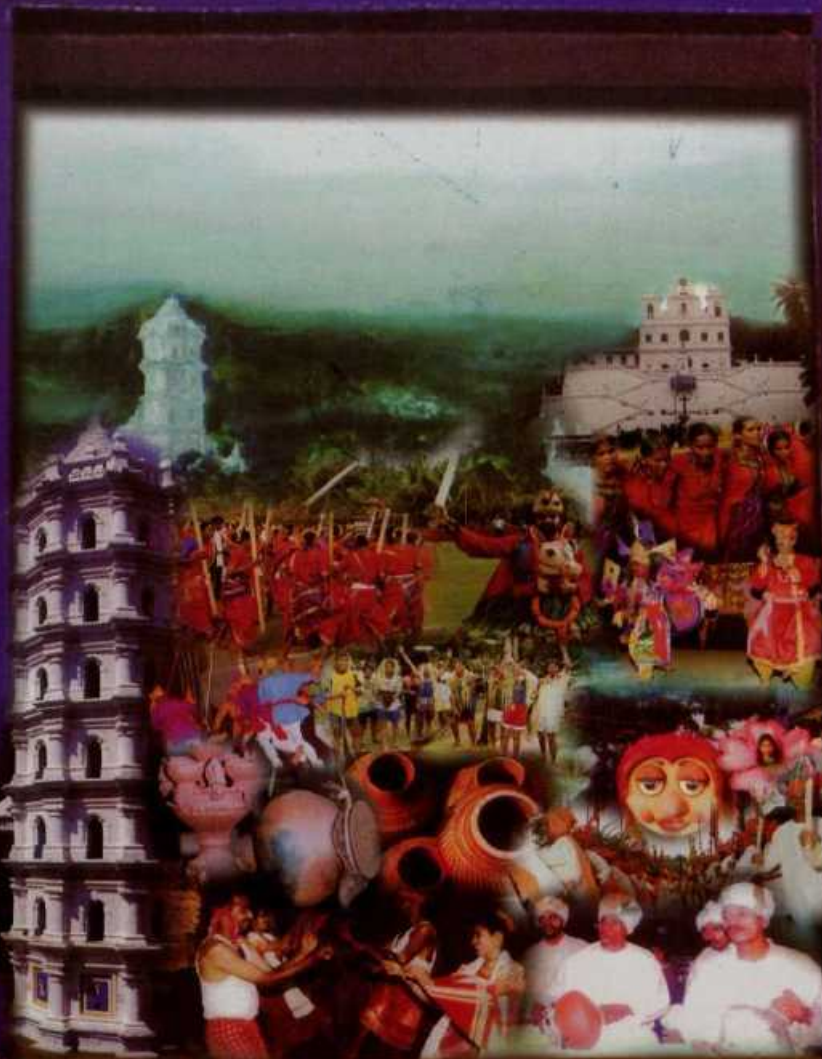


State Cultural Policy 2007



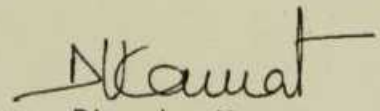
Government of Goa
Directorate of Art & Culture



Foreword

Goa has a rich and diverse mosaic of culture that has evolved and embellished itself during a history of more than 2000 years. It is highly credible that Goa has given tremendous boost to the cultural activities and goans have excelled all over the world.

It gives us immense pleasure to publish our state cultural policy and we are proud to be the first state in the country to come out with its own cultural policy. We hope that one day Goa will be known as cultural capital of India and we are strongly striving towards achieving this goal.


Digambar Kamat
Chief Minister

1. Preamble

The major objective of the Government of Goa is to launch an experiment in Cultural Democracy in Goa, probably for the first time in India, consistent with the image of the State as a peaceful, prosperous, modernizing welfare State of the union. The cultural policy, subject to review after five years, would guide the roadmap for all the cultural activities in the State in the 21st century. It would aim to project and utilise the culturally creative potential of the people of Goa at local, national and international level.

1.1 The Government of Goa recognizes the fact that Cultural rights are human rights

The universal declaration of human rights (UN charter, 1948) proclaims that "everyone has the right freely to participate in the cultural life of the community". The Government of Goa recognizes this fact and the cultural policy is a concrete and practical step in empowering the citizens of the state in this regard.

The cultural identity of Goa is an integral and inseparable part of the great Indian civilizational mosaic. The culture of Goa despite the latin flavour fully expresses all the hues and shades of rich and diverse Indian culture and the present policy is an attempt to strengthen the national efforts to recognize, respect and promote regional cultures.

Principles of cultural policy:-

The cultural policy is :-

- For the citizens to achieve individual creativity,
- To ensure equality of access to cultural life
- To safeguard freedom of expression
- To promote a flourishing cultural life
- To support cultural renewal and quality
- To make it possible for culture to be a dynamic, independent and challenging force
- To preserve and use the cultural heritage
- To promote interstate and international cultural exchange

2. Thrust areas

The broad thrust areas and objectives of the policy are highlighted here. The details are provided under different sectors of the culture. The use of the term "artist" would include all those involved in the sphere of plastic and elastic arts, performing or non-performing arts and the use of the word "Writer" would include all those involved in language research, literature, composing, journalism etc.

2.1 Preservation

- (a) The Government is committed to preserve the natural and cultural heritage of the State consistent with the United Nations and UNESCO cultural charters and conventions ratified by our country and the central and State legislations in force.



- (b) The model heritage conservation act and the draft cultural heritage conservation policy of Goa would be finalized and implemented. The movable and immovable cultural property in the State would be preserved in consonance with the new proposed legislation.

- (c) The Government is also committed to undertake a comprehensive scientific survey



for cultural resource mapping at the revenue village and census town level.

- (d) The data collected from such survey would be used to produce a multimedia electronic cultural atlas of Goa as well as for other useful publications.
- (e) A scientific classification system would be used to identify the extinct, endangered and threatened cultural forms.
- (f) Attempts would be made to identify and revive the extinct cultural forms including "lokakhel", traditional games etc.
- (g) Special attention would be paid to the master builders and craftsmen who are the custodians of traditional technologies and knowledge.
- (h) Administrative, financial and technical support would be given to preserve the endangered and threatened cultural forms.
- (i) A decentralized approach by setting up taluka level "cultural museums" (*Sanskritik Vastusangrahalaya*) would be adopted to preserve and showcase the rare cultural forms.
- (j) Thematic approaches such as "Tribal Anthropological Museum" (*Goa Adivasi Manav-Vastusangrahalaya*) would be used to preserve the arts, crafts and cultural heritage of the tribes of Goa.
- (k) Attention would be paid to Goan artists and writers based outside Goa and their contributions.
- (l) A separate cultural directory would be brought out to document this information. State sponsored visits of such artists and writers would be arranged to benefit the local artists and writers.
- (m) Government has noted with satisfaction that several organizations and groups are engaged in consistent organization of cultural events such as music festivals, mando festivals, tiatra festivals, elocution competitions, drawing and storytelling competitions, folk dance competitions with largely private sponsorships for several years. The Government would come out with a scheme for the benefit of such NGOs which have experience of more than 10 years of organization of such cultural events without a break.
- (n) The Government of Goa recognizes the importance of the linguistic minorities in the cultural life of this State and would encourage their registered NGOs to conduct cultural programmes.
- (o) The State Government would strive for a healthy cultural interaction and inter-exchange between all the residents of Goa irrespective of their state of origin. The Government firmly believes that Goa being a 'melting pot' of cultures would stand to benefit from such inter exchange.

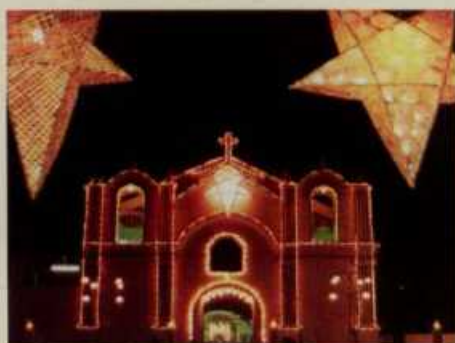


2.2. Dissemination

- (a) The Government would adhere to the principles of equality, equity and cultural justice in promoting and disseminating cultural affairs and activities and focus on values to foster unity, communal amity and national integration without consideration of race, religion, gender, caste or political beliefs.
- (b) The Government assures full consideration of the physically and mentally handicapped persons and the mentally retarded and autistic children in the cultural affairs and in extending cultural facilities.
- (c) The present infrastructure in the public sector-the auditoriums, halls, stages, art galleries, museums would be updated, modernized and strengthened. A computerized network of all public sector cultural facilities would be developed.



- (d) Geographical areas which need new cultural infrastructure would be identified. Focus would be given on the undeveloped geographical areas and the tribal settlements.
- (e) Incentives which may include grants and loans for building and equipments would be given to the private sector for creation of new and the maintenance of the old cultural infrastructure-such as theaters, multiplexes, art galleries, museums, exhibition halls, crafts show rooms, auditoriums, entertainment centers, libraries and information centers. Projects such as toy banks for children, Braille book libraries for the blind would be encouraged.
- (f) Cultural programs in the rural and remote areas would be substantially subsidized.
- (g) Special grants would be given to the artists and groups from rural areas to conduct cultural performances in selected cultural categories.
- (h) The Government would focus on disseminating the culture " from the classes to the masses " using a decentralized approach.
- (i) Taluka level art, crafts, dance, music, drama, literary, film festivals would be organized.
- (j) Active registered cultural NGOs with proven cultural track record would be selected as nodal agencies for organization of such festivals.
- (k) The Government may appoint suitably trained 'Cultural Development Officers' ("*Sanskritik Vikas Adhikari*") (CDOs) at taluka level for smooth organisation of the cultural activities.
- (l) A trained full-time CDO would also be appointed for each school complex.
- (m) All high schools, higher secondary schools and colleges affiliated to Goa University and institutions affiliated to AICTE would be brought under a new scheme "*Goa Sanskriti Manch*"- (GSM) which would serve as a permanent cultural forum for the academic community. GSM would be registered with the Directorate of Art and Culture. GSM activities would be subsidized by the Government. The scheme would be implemented jointly with the Directorate of Education.
- (n) The Government would create awareness and plan a systematic calendar for smooth organization of days of national and international importance. The NGOs would be involved for this purpose.
- (o) The Government would organize an annual "*Goa Adivasi Sanskritik Sammelan*" (Goa tribal cultural festival) alternately at a suitable location in North and South Goa to showcase and disseminate the tribal cultural traditions.
- (p) The Government is committed to project and promote the cultural wealth of Goa at regional and national level by sending cultural troupes and by participating in regional and national cultural events. At international level the Government would project the culture of Goa by entering into suitable collaborations with friendly foreign countries.
- (q) The Government would also promote the projection of culture of Goa among the NRIs.
- (r) The Government would use the tourism promotion infrastructure for organizing major cultural festivals at National and International level.
- (s) The Government would also encourage and support cultural event



organizers based in Goa by framing appropriate guidelines.

- (t) The Government would work closely with the corporate sector, business houses and industries for organising cultural programs and bringing out cultural products such as books, audio, video material, software etc.

2.3 Creation

- (a) The Government is fully committed to respect and protect the creative freedom of the artists and writers as guaranteed by the constitution of India and within the limits set out by the laws of the country.
- (b) The Government would welcome new initiatives by the artists and writers and the NGOs dedicated to their cause.
- (c) The Government of Goa is dedicated to spot creative cultural talent and would encourage novelty, innovation and creativity in all the spheres of State's cultural life.
- (d) The Government would encourage private investment in the cultural sector to create world class facilities such as high quality book printing, film studios, sound recording studios, editing rooms, film processing labs, computer animation and digital media studios, fashion photography studios, photography, cinematography and theatre training, web designing institutes which would involve local artists to produce innovative new works and cultural products.
- (e) The Government is aware of the tremendous potential of Goa to market its cultural products. A special emphasis would be given on attracting and promoting investment in projects which would export the "Made in Goa" cultural products to other countries and earn foreign exchange. The Government would prepare a list of such items under a special scheme to promote "Export promotion of cultural products from Goa" to be implemented through the ministry of industries, trade and commerce.
- (f) The Government believes that some artists are born and some are made. It would be correct strategy to "catch them young and train them right" if cultural talent is spotted in children at an early stage. The Government would launch "a cultural talent scholarship scheme" (*Goa Sanskritik Gunnvatta Uttejan Shishyavriti*) at State level for school children from Ist to Xth std. in the areas of drawing, painting, sculpture, photography, singing, Indian and western instrumental music, acting, storytelling, poetry writing, drama, folkdances. Suitable screening tests with independent panel of judges would be held and every year hundred cultural scholarships would be awarded on merit basis.



- (g) The Government would ensure that at least 50 percent of these scholarships are awarded to the deserving girls every year.
- (h) The Government pledges full support for artists, writers and culturally talented persons from SCs, STs and OBCs of Goa and for this purpose special grants would be sanctioned to their respective federations / corporations. Registered NGOs of SCs, STs and OBCs of Goa would be given cultural programmes grants every year and subject to satisfactory performance these would be enhanced.

- (i) The Government would support novel ideas and forms in the field of art, crafts, painting, sculpture, dance, drama, music, films, photography, literature and other areas of culture by launching a new "Creative Goa" (*SARJANSHEEL GOA*) scheme which would screen the novel projects submitted by the culturally active persons from Goa.
- (j) The Government would introduce "*Navasarjan-Chetana Puraskar*" (New creativity promotion awards) for artists and writers from the age group of 15 to 35, to be given annually in selective cultural fields.
- (k) The Government would assist the culturally creative local persons to protect their intellectual property rights (patents, trademarks and copyrights).

2.4 Research

- (a) The Government would consult experts in the cultural field of Goa and prepare a detail list of themes or topics, which need research. A special corpus of money called "Goa Cultural Research Fund" would be established. Suitable guidelines would be framed for supporting artists, writers, academicians and researchers by way of annual fellowships and travel grants to carry out specific project work or research work in the areas from the common list. A few of these fellowships would be made available at national and international level to attract reputed scholars to undertake high quality cultural research on Goa. The research database so created would be the property of the State Government and made freely available to public.
- (b) The Government has taken note of the rich experience of various craftsmen in Goa and their innovative skills. They would be encouraged to develop new products (such as musical instruments with new materials) and processes (such as makeup application, lighting effects etc.) and for this purpose grants, loans and subsidies would be given.
- (c) The Government would encourage the detail documentation and research on traditional "patterns, designs and motifs" peculiar, specific and unique to Goa.

2.5 Training, Education and Animation



- (a) Keeping in view the demands of globalization, the new technological developments, national and global cultural trends, the Government with the help of experts and professionals would identify areas of cultural activity which need world class training facilities. In designing and introducing the new training programs/courses, the existing Government institutions such as Kala Academy, Goa college of Music, Goa Konkani Academy, Gomantak Marathi Academy, Goa University would be considered on priority basis. Proposals from private sector/sponsor would also be considered if found appropriate to boost human resource development in cultural field.
- (b) Appropriate training courses would be identified and facilities would be created for supplying trained manpower for the smooth organization of the International Film Festival of India (IFFI) in Goa.
- (c) The Government would stress the importance of cultural education as a special subject at school level. Trained teachers for drawing, music, dance and dramatics would be appointed where required.
- (d) Elderly skilled craftsmen would be given grants to take training apprentices and the "*guru-shishya parampara*" would be encouraged. The village



Panchayats would be actively involved to identify such skilled and experienced senior artists and craftsmen who could set up informal training centers.

- (e) Organisations of training camps, artists and writer's workshops etc. are regular features of culturally active society. A separate budget would be provided to support good proposals.
- (f) Publications of cultural importance, audio-visual material, films and documentaries are essential for animating the society. The Government would take specific steps to review the existing schemes and reform these to produce high quality material.
- (g) Special training camps would be organized and hobby clubs would be established for the physically handicapped and mentally challenged persons and especially the children.

2.6 Empowerment

- (a) The Government aims at empowering the people of Goa by providing suitable facilities and access, information, knowledge and opportunities in all spheres of cultural activity to establish a vibrant cultural democracy.
- (b) The Government recognizes the need to develop a mature culture of aesthetic appreciation of art, music, film, dance and drama. Subsidized or free courses and workshops open to common people would be organized in this direction.
- (c) The Government is committed to develop a healthy book culture in the State. 'Book discussion and appreciation' activities would be encouraged. Book festivals, Book clubs would be promoted. NGOs would be involved actively in spreading healthy reading habits.
- (d) The Government would accord the status of 'industry' to the printing and publishing activity. Government would plan a model book city - "*Grantha-Grama*" on a suitable plot of land to build permanent facilities of international quality for housing book shops, book godowns, modern printing presses, modern pavilions for book exhibitions and space for holding various book festivals. Assistance of agencies such as UNESCO and National Book Trust and the corporate sector would be solicited for this purpose. It is proposed that an annual Goa International Book Festival coinciding with the peak tourist season could be held at the proposed book city.
- (e) The Government would assist the village panchayats and the municipal councils to plan specific cultural activities and the gramasabhas would be involved in such planning at panchayat level.
- (f) For empowering the artists every year a certain number of "cultural equipment grants" would be given on basis of merit. For empowering the writers substantial assistance would be given to the local publishing industry. A certain number of books printed and published in Goa would be purchased by the Government based on specific guidelines and on the advise of an advisory committee. A fixed number of copies of all the State, regional, national and international award winning books by the local writers would be purchased by the Government as a special incentive. Sets of such books would be prepared and gifted to deserving cultural/educational institutions by the Government every year.
- (g) The Government has noted that there are some book holdings of cultural importance dispersed in several public and private libraries and specialist collections are not available at a single point. In view of the proposed international events like the film festival (IFFI), Goa would need a centrally located world class cultural information



repository. On the lines of the State public library, the Government would establish an exclusive, modern and world class Goa State Cultural Resources Centre (*Goa Sanskritik Mahiti Kendra*) with private sector participation and aid from the Central Government and international agencies such as UNESCO. The center would have all the publications and electronic material, multimedia material, all available gramophone records, audio and video cassettes, music CDs, VCDs, DVDs, films, 35 mm slides, filmographic and musicographic material of and by the Goan artists etc. relevant to culture of Goa and rest of India and would serve the purpose of finding relevant cultural information as and when required by the local people, the tourists and the scholars.



- (h) The Government would consider establishment of a "*Kala and shilpa grama*" (artist's township) and assist the artists and writers to form housing co-operatives by allotting Government land/plots. Guidelines under the scheme would be prepared to benefit the local artists and writers.

2.7 Gender justice

- (a) Women are highly talented and creative and their contributions to the cultural sphere of Goa is recognized by the Government. The Government assures that women artists and writers of Goa would be motivated, supported and encouraged without any gender injustice or discrimination.
- (b) The Government would work closely with the Goa State Women's Commission and the NGOs representing women to plan special schemes to boost cultural talent among women of the State.
- (c) Arts, crafts, dance, drama, music, paintings and literature with feminist expressions, aspirations, ideas would be appreciated and encouraged by the Government under guidance from the experts in the field.
- (d) The Government is fully committed to the protection of dignity, self-respect of the women, eliminate, prevent and to take steps, against any form of possible sexual abuse, harassment and exploitation in all the areas of cultural activity.

3. Inter-sectoral approach

- (a) Inter sectoral approach demands that various departments and agencies of the Government need to co-ordinate their activities for the success of the cultural policy. Various sectors of economy and the society need to support the Government initiatives.
- (b) The Goa University, Goa Konkani Academy, Gomantak Marathi Academy, Goa International Centre have their respective mandate and agenda and the Government would enter into a long term memorandum of understanding (MOU) with these bodies for implementation of the cultural policy.
- (c) In the economic, industrial, trade and commerce sector, the Government would interact with NGOs such as Goa Chamber of Commerce and Industries (GCCCI), Travel and Tourism Club of Goa, CII (Goa chapter), FICII (Goa), Goa Small Industries Association (GSIA) in specific areas of cultural promotion requiring interface with industries and corporate sector.
- (d) The Government also recognises the need to liason with central Government departments and agencies and cultural attaches/liason/programme officers of



foreign missions/embassies in India. Such liaisoning would be streamlined through suitable administrative reforms.

4. Information and Research Network

- (a) The Government would create a dedicated cultural information electronic portal/website and encourage IT enabled cultural information services in leading cultural institutions. Touch screen information kiosks would be established at taluka level, at important tourist destinations, airport, railway stations, main auditoriums to provide free multimedia information facilities on all aspects of culture of Goa.
- (b) The cultural information resource center would be electronically linked to the official website for easy access of its public domain database.
- (c) The Government would publish a year book named "*Sanskritik Goa*", highlighting the progress of the State on cultural front.
- (d) The Government would continue to bring out informative brochures and well researched publications on various aspects of culture.

5. Specific instrumentalities

(a) Grants and awards :-

Notwithstanding the proposals outlined above, as well as those included under specific cultural sectors, the Government would make provisions for such grants and awards as are necessary for enforcing the cultural objectives of the cultural policy.

(b) Employment and job creation :-

The Government has identified cultural sector as an important part of the service sector and special incentives would be given to protect the existing employment and to create new employment opportunities in the areas such as promotion of cultural industry products, event organization and cultural tourism.

(c) Cultural facilities :-

The Government is committed to modernize existing cultural facilities and to create need and demand based new world class infrastructural facilities. The urban-rural divide would be bridged by decentralizing the cultural facilities.

(d) Services :-

(a) The Government would provide free cultural information services to the local people.

(b) Professional cultural services such as photography, event organization and management, pandal erection and decoration, drama, film, music direction, acting, stage craft etc. would be promoted. A directory of cultural service providers would be published annually.

(c) In hiring certain scheduled cultural professional services for the Government functions



priority would be given to local individuals and agencies

(d) Value added cultural information services would be provided to the foreign tourists at competitive rates.

(e) The Government would facilitate insurance coverage for economically disadvantaged artists and writers.

(e) Laws and regulations :-

The Government may appoint a panel of experts to review existing State laws and regulations dealing with the cultural sphere, activities and affairs and to draft a new omnibus act "The Goa Cultural Development Act" to establish a cultural democracy in the State. The Government would be guided in this area by the directives from the central Government, the global cultural trends, the model laws and regulations in progressive countries, UNESCO's work and guidelines and expert advice.

(f) Privileges :-

(a) The Government may extend certain privileges such as job reservations, free travel, free medical aid, free entry for cultural functions, free hospitality etc. to reputed senior artists and writers, national and international award winners in cultural fields on basis of suitable guidelines.

(b) Privileges, as would be scheduled and notified would be extended to accredited media persons covering the cultural activities, cultural liaison officers from other states and foreign countries, well known international scholars, artists, writers, film personalities, aid agencies and sponsors of cultural events.

(c) The Government would exempt physically and mentally handicapped persons, mentally challenged children from paying any fees or payments for using public funded cultural facilities.

(d) The Government would consider certain exemptions or reliefs in sales tax payment on certain specified cultural goods and services or products.

(e) The Government would consider gracing of marks in SSC and HSSC examinations, on par with sports persons, for culturally talented students shining at national and international level.

(g) Responsibilities :-

(a) The Government has identified the Directorate of Art and Culture as the nodal agency for the overall implementation of the State Cultural Policy.

(b) For this purpose the directorate would be suitably expanded, modernized and equipped with adequate trained manpower, the latest communication and management tools and facilities. A sub-office would be opened in the South Goa District for decentralizing the work.

(c) The Government would create a special corpus of fund "Goa Sanskritik Kshetra Vikas Kosh" (Goa cultural development fund) for implementation of the cultural policy. This fund would have an initial contribution from the State Government to which central grants, private donations, endowments and money from special taxation such as a "cultural development cess" would be added.

(d) The Government would constitute a two tier consultative and supervisory structure-named "Goa Sanskritik Dhoran Vevasthapan Yantrana" (Goa cultural policy management system) at the state and taluka level for smooth implementation of the cultural policy.



(e) The Government would form a semi autonomous apex standing body at the state level- "Goa state council for cultural affairs" (*Goa sanskritik kshetra vevasthapan mandal*) with it's own mandate, budget and functional guidelines. The council would be the main vehicle to implement cultural policy.

(f) This council would function under the Directorate of Art and Culture and be headed by Hon. Minister for Art & Culture or Government nominated full time competent non-political professional Goan personality in cultural field with excellent administrative experience and having profound knowledge of the culture of Goa and rest of India.

(g) The State Council would invite nominations, in specific format, from registered cultural institutions and reputed individuals to constitute Taluka Level Cultural Affairs Management Committees (T-CAMS).

(h) The state council would then scrutinise these nominations and invite the nominees to form the Taluka Level Committees (TCAMS) and assign them the specific task of managing the cultural affairs within their jurisdiction. Necessary budgetary support would be devolved to these TCAMS.

(i) The composition of the taluka level committees would be proportional to the taluka population and the number of active registered cultural institutions and would not normally exceed twenty five. The structure of TCAMS and it's mandate, functions, funding etc. would be decided by the state council.

(j) The Government would identify the responsibilities of different Government committees etc. for the implementation of the cultural policy and assign them specific tasks, as and when necessary, in consultation with the state council.



6. Sectoral issues

6.1 Folklore

The Government acknowledges the diversity of folklore forms and pledges to conserve and promote these traditions.

- (a) The Government would make a provision to give special awards to the folklore artists at Taluka level. This will help to promote their talents and to create interest among the youth.
- (b) The Government would sponsor a plan for the scientific documentation of all the forms of folklore using the best available multimedia techniques and would make this documentation available on line.



- (c) The Government of Goa would study the feasibility of setting up a well-equipped folklore Department either at Kala Academy or Goa University with the intention to
- Promote the folklore research.
 - Plan and propose certain schemes and projects to promote and protect the endangered forms of folklore which are on the verge of extinction.
 - Organize the folk festival focusing attention on the vanishing folk forms.
 - Encourage systematic documentation of the Goan folklore and compile an encyclopedia in Marathi, Konkani and English languages on the Goan folklore.
 - Set up a separate hall at the State Museum for exhibiting various facets of the Goan folklore
 - Prepare an illustrative cultural map of Goa giving details about the performing art forms of Goa.
 - Prepare a checklist of the Goan folk artists.
- (d) The Government would launch a suitable pension scheme for the senior folk artists.
- (e) Government would make efforts to protect important cultural heritage places, having folk culture background like; *Mand, Chavato, Chavtharo, Ped, Ghumti, Angan, Gothan, Devchrancho zago, Dhonancho tal, melyacho zago, Davarne, Devachi tali, Devachi rai, Devmal* etc.
- (f) Government is committed to protect temple folklore culture by way of giving them special grants to protect and preserve the same



6.2 Dance and Music

- Government would consider introduction of Indian Music and Dance as an integral part of the school curriculum from STD. I to Std. VII.
- Government would appoint qualified and trained teachers to teach music and dance. After acquiring qualifications in the subject, every teacher shall acquire training qualification to teach the subjects. The teacher shall complete a training course of total duration period of two years, which may be offered in packages of 3 months each. The Government would get these packages developed by Kala Academy or Goa College of Music.
- Government would provide opportunities to Secondary School students to offer music (Indian/Western) and Dance as subjects of certificate courses at Stds. X and XII level.
- Government would prepare a grant-in-aid package for institutions imparting training in music and dance.
- Government would strive to set up at least one school of Music and Dance at taluka headquarters or upgrade the existing school of music (if any) to enable interested pupils to study music.
- Government would consider proper salary scales for trained and qualified full-time teachers teaching Music/Dance, commensurate with their education and training on par with other trained teachers.
- Government would promote the rich traditions of western classical and instrumental music of Goa and the various forms of devotional music. Training schools would be supported and festivals would be sponsored.



- (h) All types of non-electric/electronic musical instruments and items required for dance performances manufactured in Goa would be exempted from sales tax.
- (i) The Government would positively encourage local musical bands, dance troupes and orchestras and assist these in national or foreign tours.
- (j) All audio musical cassettes, LP records, CDs produced in Goa or by Goan singers and musicians would be made tax free.
- (k) The Government is committed to assist the individuals and recording companies to protect the copyrights and trademarks in the field of music. Full co-operation would be extended against music piracy.

6.3 Drama and Theatre

The theatre in Goa comprises the professional stage, the competitive stage, the festival stage and the semi-professional stage.

The Government of Goa is committed to boost the popular field of theatre and dramatics by taking the following steps:-

- (a) The Government would establish an exclusive high powered committee-*Gomant-Rangabhomi protsahan samiti* (Goa theatre development committee) to address all the issues related to the drama, theatre and artists of Goa and to bring together all theatre personalities irrespective of medium of the drama.
- (b) Assistance would be given to produce high quality original scripts and for new productions.
- (c) Translation efforts for bringing the best dramas and plays in local languages and their production efforts would be supported.
- (d) Efforts would be made to select the best Goan dramas and arrange their performances outside the state.
- (e) The Government would encourage promotion of the best Konkani dramas in the Konkani speaking regions of other states and the Marathi dramas of Goa would be encouraged to perform in Maharashtra and other Marathi speaking regions.
- (f) Government would encourage translation efforts of selected Konkani and Marathi dramas in other national and international languages.
- (g) Government would consider the possibility of establishing a full-fledged college/school of dramatics affiliated to Goa university.
- (h) Government may consider introduction of drama as a special subject in schools.
- (i) The Government would document biographies of senior theatre personalities and important events related to history of drama and theatre.
- (j) The Government would undertake survey of the theatre movement in Goa every two years and also publish an illustrated annual on the theatre scene in the State.
- (k) Students and scholars of dramatics and theatre would be given fellowships.
- (l) The Government would promote the children's theatre movement.



- (m) The Government may establish a folk drama research cell to conserve and promote *jagar, ranmale, gavalan kala, dashavatar, lalit etc.* and a museum on history of theatre and dramatics.
- (n) The Government would identify the artists associated with stagecraft and conserve the traditions such as painting of curtains by assisting the painters and artists.
- (o) The Government recognizes the role of professional actresses (*nati*) and would consider their upliftment.
- (p) The great tradition of musical Marathi drama (*sangeet natak*) of Goa would be encouraged through State level festival and attempts would be made to retain its traditional and classical form.
- (q) Government would consider extending the status of industry to professional Goan theatre and assist the suppliers of various materials required for the drama performances (*natya bhandars*). Tiatr/Khell-Tiatr enjoys a special status in Goa compared to all other dramatic forms. As such the Government is committed to pay special attention to the needs of Tiatr/Khell-Tiatrs.
- (r) Goa Tiatr Academy would be established in order to monitor the overall development of Tiatr/Khell- Tiatr.
- (s) Financial incentives to young artists to develop themselves into fine script writers, directors, etc. would be initiated.
- (t) Taluka wise centers for training of interested youth in Tiatr techniques would be established.
- (u) Documentation of Tiatr's History, Literature, etc. would be encouraged.
- (v) A Scheme to provide financial help to old and poor Tiatr artists would be formulated.
- (w) The Government with the help of NGOs would make concerted efforts to re-create the lost interest at the village level for producing original Tiatrs/Khell-Tiatrs may be made.



6.4 Languages and Literature

- (a) The Government would appoint a committee to prepare promotional schemes for Konkani and Marathi literature of Goa.
- (b) The Government would be guided by the recommendations made by Goa Konkani Academy and Gomantak Marathi Academy for promotion of Goan literature.
- (c) The Government would strive to promote the Goan Marathi and Konkani literature outside Goa.
- (d) The Government would liberally assist the organizations of literary seminars, workshops and conferences.
- (e) The Government would closely interact with Central Sahitya Academy and the National Book Trust for promoting Goan literature through translation efforts.
- (f) The Government would acquire and preserve the birth places/houses of eminent Goan writers as State memorials.
- (g) The Government would give grants to produce films on the life and works of eminent Goan writers and encourage production of audio cassettes/CDs on Goan poetry.
- (h) The Government would build a world class hostel for writers.
- (i) The Government would consider selecting promising writers among the Government servants for purpose of sanctioning study leave for completing their literary work.
- (j) The Government would prepare a special scheme to expose five Goan writers every year to the literary scene in other states by sanctioning special travel grants.
- (k) The Government would sponsor travel grants for Goan writers invited for reputed international literary meets/programmes.
- (l) The Government would encourage formation of 'literary forums' in educational institutions and award the most productive and creative forum. Literature published in school manuscripts and college annual/magazines would be considered for a State sponsored anthology.
- (m) The Government is committed to promote literary movement among the youth of Goa and grants would be given for their literary projects.
- (n) The Government would also encourage Goan writing in foreign languages and special assistance of British council, Alliance de francaise, Fundacao oriente etc. would be obtained for this purpose if found necessary.
- (o) Production of children's literature would be given top priority.
- (p) Grants would be given to continue the publication of existing literary periodicals from Goa and a fixed number of copies of new literary magazines would be purchased as an incentive/Special grants would be given to literary research based, critical, scholarly journals and special magazines dedicated to poetry and drama.





6.5 Arts and Crafts

- (a) The Government is committed to protect and promote the traditional arts and crafts of Goa.
- (b) Master artists and craftsmen would be identified and selected in each category of arts and crafts for awards and grants.
- (c) A gold and jewellery export promotion council would be established to market Goa's rich crafting heritage.
- (d) Government would charge an anti-dumping duty on arts and crafts items imported in Goa and especially on imported furniture.
- (e) The Government would launch a scheme to register all antique dealers and make it compulsory to submit their inventories to the notified authorities in order to stop smuggling of important heritage objects from Goa.
- (f) The Government would promote art and craft galleries.

6.6 Architecture & sculpture

- **Architecture** is a cultural product, under a continuous process of evolution involving dimensions of people, place and time and hence encompasses not just the building by itself but includes among various others, its overall setting within the landscape, the people's traditions and beliefs associated with the built form.
- The Government of Goa considers conservation as a continuous process involving a series of activities for protection and management. In the interest of the long term the Government proposes to strengthen the existing system further for effectiveness, in the following areas: -
 - (a) **Knowledge** of the various traditions of the place forms the first step towards its conservation. This involves a detailed and systematic documentation and inventory of all the aspects associated and the creation of an information database.
 - (b) **A Re-identification** and notification of various components of significance as the present list is inadequate.
 - (c) **Protection** against any damage or loss through legal means. The existing act in force at the State level is the Ancient Monuments and Archaeological Sites and Remains Act. This act is outdated in its content and would have to be replaced with a new



damaging.

- (f) **Adaptive Reuse** depending on merits of the particular situation would be allowed in order to re-establish the relevance of abandoned buildings/complexes.
- (g) **Incentives** particularly to owners of notified private buildings for maintenance are lacking. The Government would consider these in the areas of the Tax Exemptions, easy and affordable loans for repairs, free consultancy by relevant professionals, and easy accessibility to approvals and facilities in order to seek public participation.
- (h) **Implementation** has to be a part and parcel of the normal planning and development process integrating the various disciplines involved within the existing framework by redefining roles of various agencies involved. The Government may constitute a Heritage cell with a single window system for providing consultancy and support in terms of heritage conservation for people living in heritage houses etc.

As the territory is spread over a fairly large area, a decentralized approach would be more effective in implementation and enforcement. Local Panchayats and Municipal councils are empowered by the 73rd and 74th amendments of the Constitution for such a task.

- (i) **Education** about local traditions would be brought about at the school level to instill a pride in the children about the traditions of one's place and develop a positive attitude among the future guardians. Field trips and heritage walks would be organized to develop a more close relationship with the heritage.
- (j) The Government would specially stress on keeping alive the tradition of master builders and interior decorators of traditional architecture.

Sculptural traditions:-

Sculptures in wood, mud, stone, ivory, metal, alloys, terracotta etc. exhibit the rich traditions of Goa. The Government intends to promote this sculptural heritage of the State.

- (k) The Government would encourage the sculptural traditions of Goa by helping to establish studios, factories, training centers etc. State level sculpture exhibitions would be held annually. Art forms like arbories and use of new media and technologies would be encouraged. The Government would strive to obtain and supply quality material for sculptures at subsidized rates to support small village sculptors.
- (l) Full documentation of pre-Portuguese sculptures and the Christian sculptural items created during the Portuguese period would be undertaken.
- (m) A sculpture gallery would be opened at Kala Akademy to house permanent exhibits.



comprehensive cultural heritage legislation.

- (d) **Maintenance** is also a continuous process and has to be carried out on a scientific basis. This requires the revitalization of traditional skills like preparations of lime mortars, country tiles, mud walls etc. through training of local workmen as the knowledge of old techniques among locals appears to have faded with time. The Government proposes to revive these traditions which would also generate employment.
- (e) **Bye laws and regulations** very specific of the particular situation would be framed after due studies of the specific characteristics as against the present practice of applying same regulations all over, which is proving

6.7 Fairs, Festivals and Markets

- (a) The Government would prepare a detail almanac of all the traditional fairs, festivals and village markets of Goa.
- (b) These would be fully documented in multimedia format.
- (c) The Government would popularize these for the purpose of promoting cultural and pilgrimage tourism.
- (d) The Government would seek public views on declaring the festivals of Goa-such as Ganesh Chaturthi, Shigmo, Saint Xaviers Feast and Christmas as State Festivals.
- (e) The traditional village markets of Goa would be brought on the tourist map.



6.8 Food & beverages

- (a) The Government would encourage scientific cataloguing of the traditional food ethos and culinary art of Goa and its cultural anthropology and history.
- (b) The Government would promote publications of articles, monographs, books, CDs, films on Goa's food ethos and encourage marketing of such cultural products.
- (c) The Government would promote traditional food processing industries and especially the home made wine, bread and vinegar, pickle, savouries, baking, confectionary making industries and the traditional village festival and fairs linked sweetmeat industries.
- (d) The Government would organize traditional, thematic Goan food festivals outside Goa and India and support training programmes aimed at propagating the rich culinary art of Goa.
- (e) The Government would invite public ideas about declaring certain foods, drinks and beverage items/recipes/products for branding them as unique and exclusive "Made In Goa Food Products" at national and international level for promotional purposes.
- (f) The Government would recognise, select and felicitate the best culinary artists of Goa and writers/compiler of books on Cookery and Goa's food ethos.
- (g) The Government would strive to popularize the traditional, nutritional recipes for the State sponsored nutritional programmes.



6.9 Costumes, Dress and Fashions

- (a) The Government would appoint an expert panel to survey, study and suggest plan for the revival of the stitching, weaving, handloom, needlecraft, embroidery, costume and dressmaking traditions of Goa.
- (b) The Government would strive to renew the forgotten



costume and dress styles of Goa by encouraging creation and marketing of these styles.

- (c) The Government would promote fashion designing, fashion shows, textile and garment exhibitions and would lay special stress on efforts made by the local fashion designers, dressmakers, tailors and garment producers.
- (d) The Government would facilitate creation of world class textile, garment exhibition facilities and convention centers and ramps for organizing national and international fashion shows.
- (e) The Government may declare a special support and promotional package for local fashion designers and dressmaking industry.



6.10 Journalism, Television and Radio

■ The Media, as per the Oxford definition, means, “the main means of mass communication especially radio, television and newspapers regarded collectively”. Besides different kinds of media, the policy document also includes media-related publication of books/CDs, research and documentation.

■ Only media that caters to the whole State of Goa and beyond the state boundaries have been considered under this policy and not for any particular district, taluka, city or a village (except the local TV cable service & college wallpapers).

■ No medium, which caters to any particular caste, creed, religion or community, will be considered as Media for the purpose of this policy.

■ Languages are considered to be the prime tool of the Media to communicate to the masses, in as much as it caters to a large number of people of Goa. However, special emphasis is being given on the use of the State Official Language as the means to communicate.

■ The policy aims at imbibing the culture of journalism among all those who work in the field of Media, exploring ways and means to promote a Media culture and also create the necessary infrastructure for Human Resource Development for the Media.

■ The policy recommends fund allocation for the protection and promotion of media scene in Goa.

CATEGORIES:

The Government recognizes two categories of media:-

- (i) **Print Media**
- (ii) **Electronic Media**

Each category deals with the following sub-categories:

- (i) **PRINT MEDIA:**

*Daily Newspapers

*News Periodicals (Weekly, Fortnightly, Monthly, Bi-Monthly, etc.)

* Specialized News Periodicals (IT, Entertainment, Sports, Family, Travel, etc.)

* Specialized Periodicals (Literature, Culture, Student, Children etc.)





* Non-Periodicals (Annual HSS/ College Magazines, Special journals published on the occasion of conferences by academic institutions and socio-cultural NGO's etc. with at least 70 percent thought provoking reading material. Handwritten wallpapers in educational institutions.

(ii) ELECTRONIC

* Radio: Akashvani, Private FM channels.

* Television: Doordarshan, private TV channels, Cable services, Satellite channels like DEITI of Goa University, meant for education & community development programmes.

* Internet: Web-only News websites (functioning exclusively for the Internet and not electronic versions of the contents of the Print or Audio Visual media).

* Web: Specialised web-only websites dedicated to the specific areas in social, cultural and economic fields, exclusively for the internet

* IT: Other Info Tech tools like Telephones, Cellular phones, etc. used for media purpose

(a) The Government proposes to widen the scope of the Directorate of Information & Publicity by renaming it as the Directorate of Information & Media (DIM), which will also work for the overall development of the Media scene in Goa.

(b) A special Research, Documentation and Publication unit would be set up in the DIM to:

* Take up projects of History of Media in Goa, recruiting qualified unemployed manpower.

* Take up documentation of all the media works of historical significance, including newspapers, journals and photographs.

* Publish research material in the form of books and CDs in any language spoken by a large section of Goans, but with a compulsion to translate each such publication in the State Official Language.

(c) The proposed DIM would set up a service to continuously monitor the projection of Goa in the national and international media, considering that Goa is an international tourist destination, in order to immediately respond to and rectify any distortion or misrepresentation of the State and its ethos.

(d) The Government would press the Union Ministry of Information and Broadcasting and Prasar Bharati to set up a full-fledged Doordarshan Kendra in Goa and a regional satellite channel in the official language of the state, which would broadcast terrestrially from Goa.

(e) The Government would consider setting up an HRD-oriented Faculty of Media at the Goa University, keeping current trends and future possibilities of developments in the media in mind, in order to provide opportunities for Goan youth within Goa and outside. Accordingly, degree and short-term diploma courses would be planned. The courses would deal with:



- * Journalism- Print and Electronic.
- * Photo Journalism-Still and Movie.
- * Research, Documentation & Development Journalism.
- * Layouts, Page making, Illustrations, Graphic Design, Make-up, Lighting, Cartoons etc.
- * Announcing, Anchoring, Production, Editing, Script- writing, Story board, etc. for the audio-visual media.



- (f) The Government would formulate a comprehensive accreditations policy for the media persons, to facilitate access to relevant Government departments, non-confidential Government records and related Government activities. It would primarily cater to the News-gathering Journalists of news-related print & electronic media, long-serving Columnists, Specialized Periodicals as well as Media Researchers by drawing different criteria and different status as regards facilities and access. The following exercise would be taken up on a regular basis to grant accreditation:
- * Undergo crash courses on Journalistic history, traditions and trends.
 - * Refresher courses to get attuned without the changing media scenario, while renewing accreditation every five years.
 - * Grant academic status of a Visiting Lecturer in Media Faculty to a media person-on-the-field, to conduct research and present a paper on any specific Goa-related media aspect, besides considering his / her professional contribution and a minimum of 15 years of experience.
- (g) The Government would encourage and develop travel writing, keeping in mind Goa's status as one of India's leading tourist destinations.
- (h) The Government would formulate an Advertising Policy for Newspapers, periodicals and electronic media, with special encouragement to the media in the State Official Language.
- (i) The Government would formulate a Funding Policy on a matching grant basis for:
- * Specialised periodicals, non-periodicals and hand written wallpapers.
 - * Books and/or CDs of compilation of published media columns.
 - * Audio and Video CDs of compilation of media features on Goa.
 - * Books and/or CDs by veteran Goan media personalities, related to media.
- (j) The Government would consider tax incentives/rebates to purchase electronic equipment for Print and Electronic media in the State Official Language as the medium.
- (k) The Government would provide support service for registration of publications with the RNI, New Delhi through the office of the Resident Commissioner of Goa Sadan, New Delhi, for the purpose of monitoring and pursuing registration of publications from Goa.



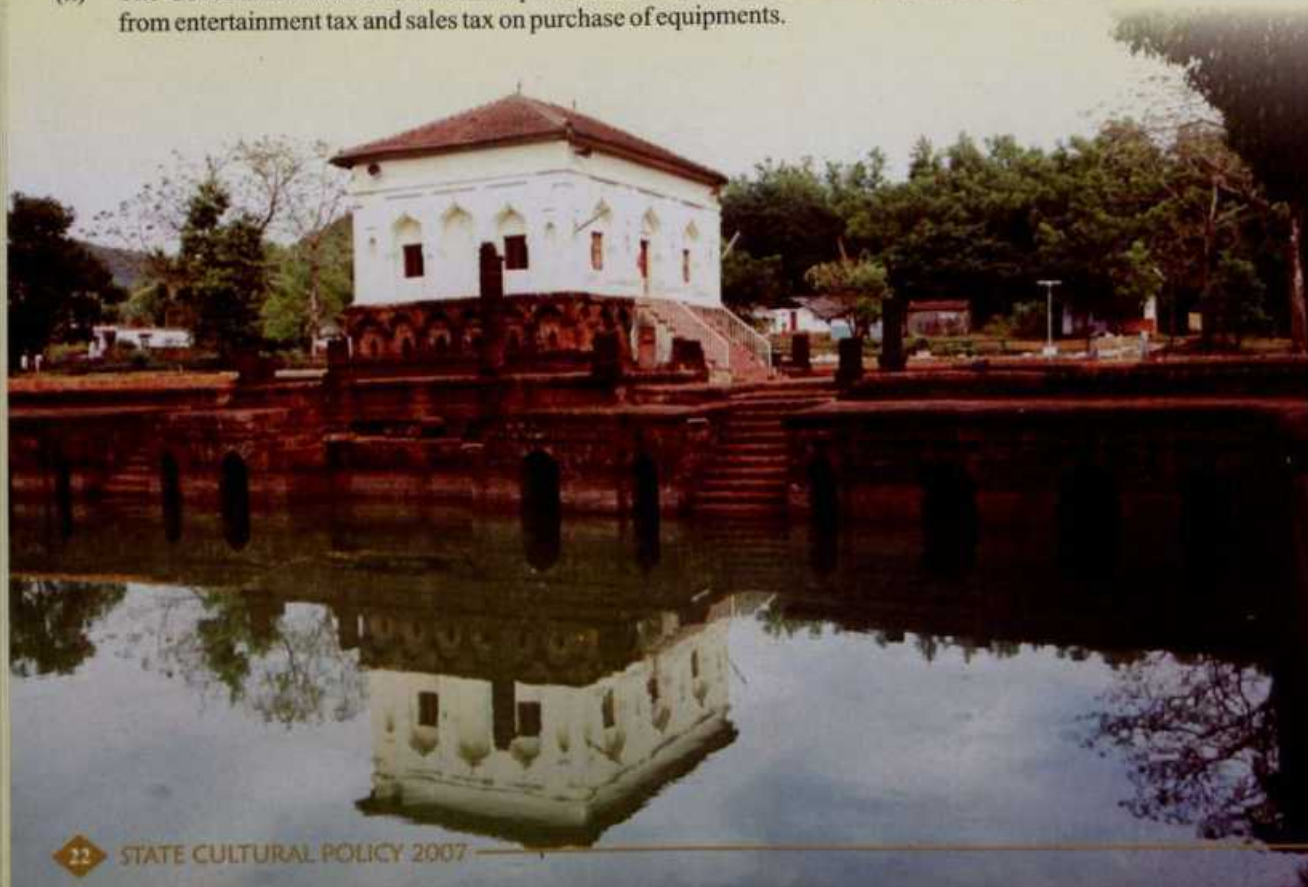
- (l) The Government would make additional budgetary provision for the proposed DIM, providing 15 per cent of its budget entirely for research, documentation and publication.
- (m) The Government would fix allocation of Government Advertisements for the specified media categories in Print and Electronic media, including web-only news and specialized websites. The Government would make additional allocations of Government advertisements for the media in the State Official Language and would consider special budgetary provisions for pre-accreditation crash courses, to be conducted by the proposed Media Faculty of Goa University.
- (n) The Government would make budgetary allocations for specialized periodicals, on a matching grant basis and may reserve 5 percent of the Library Funds for educational institutions and other Government libraries to purchase publications/CDs related to media.
- (o) The Government would provide additional funds to educational institutions exclusively for publishing annual magazines, handwritten wallpapers and documentation.
- (p) The Government would make special fund provision for honorarium to visiting lecturers and resource persons to deliver lectures on media-related wallpaper layouts, feature writing and news writings as well as the career opportunities available in the print and electronic media.
- (q) The Government may consider funding the Goa University to set up and run a well equipped faculty of media.
- (r) The Government would provide funds/advertisements to cable operators for running programmes of local events, in the State Official Language pertaining to education, health, art culture and community development, which will fall in the category of mass awareness and not mere entertainment or commercial events.
- (s) The Government would provide tax benefits and waiving of custom duties, etc. to the print and electronic media to purchase electronic equipment, to promote media in the State Official Language.



6.11 Cultural industry, Photography, Films and popular media

Visual Anthropology can provide a platform from which the culture of Goa could gain both voice and representation. Visual Anthropology is the study of mankind, employing camera as one of its main tools. It creates visual texts-films and videotapes that celebrate the aesthetics of dance, music and other arts. It comments on social institutions such as law, marriage, ritual, liberation movement and occasionally plays the role of advocate for social changes.

- (a) The Government would establish a Community Artist Studio Complex with workshop facilities in Music, Art, Dance, Painting, Handicrafts, Sculpture where the experts would give the technical guidance.
- (b) The Government would organize Film Weeks under Cultural Exchange Programmes to provide opportunity to enjoy and appreciate the best in world Cinema.
- (c) The Government would work towards attracting events such as National Film Awards and Indian Panorama to be held in Goa.
- (d) The Government would promote a Museum of Films and Music as an attraction for the Cinema and Music Lovers and the Students of the Media.
- (e) The Government would examine the feasibility of a semi Government body on the lines of NFDC/MFDC to be incorporated for the development of Goan films.
- (f) The Government would seek public opinion and obtain the guidance from film industry regarding the idea of establishing a film city in Goa in private or public or joint sector.
- (g) The Government would commission an expert study on promotion of cultural industry in Goa and to derive maximum economic benefits for the local people from the organization of International Film Festival.
- (h) The Government would declare Film production as an Industry and exempt all film productions made in Goa from entertainment tax and sales tax on purchase of equipments.



- (i) The Government would give 80% finance to interested Goan parties willing to establish recording, editing, dubbing studios with a good moratorium period.
- (j) The Government would decide a policy for both the formats of film production i.e. Celluloid & Beta and for itemization of the cost of production, raw stock, etc.
- (k) The Government would exempt local film-makers from charging the location fees.
- (l) The Government would set up a modern archives for preserving video tapes & celluloid negatives of productions.
- (m) The Government would assist in improving the condition of the cinema houses and financial assistance would be given to local promoters to set up video theatres and multiplexes.
- (n) The Cinematography act of India would be made applicable to Goa.



6.12 IT and Culture

Information Technology has a very important role to play in promoting culture due to the wide reach it provides. It can be also used for preservation of the art & culture through a vast array of techniques.

- (a) An official web site and portal would be developed exclusively devoted to highlight the culture of Goa. The web site would provide multi-lingual accessibility options and give details of the cultural life of past and present Goa. The portal would have links to all the other related sites providing culture related content of Goa including sites from cultural institutions, museums, educational institutes, cultural shows, home pages of persons who have contributed significantly to Goan culture, newspapers etc.
- (b) Every major institute working in the field of promoting, preserving, documenting cultural history of Goa would be provided with funds or encouraged to design its own web site.
- (c) A online site depicting the important architectural monuments and spots of cultural significance would be maintained so that the viewer can have a virtual tour of the Goan cultural & historical places.
- (d) A project to showcase "Goa Through Ages" that will show the historical & cultural changes through the various dynasties/rulers of Goa would be designed. This will electronically recreate the past and will provide interactive display of Goa at a particular point in time by using GIS, 3D Animation and Virtual Reality etc.
- (e) All the important and rare documents pertaining to the historical and cultural aspects would be archived immediately on electronic form.
- (f) The Government would arrange to market cultural shows through the web.
- (g) The presence of a good website and other IT infrastructure would be considered to give priority while allocating grants to cultural institutes from a specific date.



- (h) A live relay of the important State cultural events like Shigmo, Carnival etc. would be made through the web.
- (i) The information about the unique cultural events pertaining to each village would be documented in multimedia form. For Eg. "Bonderam" at Divar.

6.13 Event organization

- (a) The Government would ensure that the nature of event organization programmes should be in consonance and in tune with the main purpose and objects enunciated in the policy statement.
- (b) In framing guidelines for event organization the Government would ensure that focus should be on the broader aspects of Indian culture, while detailing and presenting the local items. Regional perspective should be duly considered but at the same time it should not be totally isolated from the main stream.
- (c) The Government would ensure the non-duplication of events, programmes and care would be taken regarding those cultural events which are the regular features of other N.G.O's. These would not be handled by Government Departments. Government would encourage attention to innovative ideas.
- (d) Government would either associate or indirectly help such N.G.O's in organizing and promoting programmes. This will help in establishing rapport with the rural centers and creating a healthy atmosphere. Opportunity openings and facilities would be made available to rural artists so that they are not neglected and efforts would be made to assimilate them in the main stream.
- (e) A comprehensive inventory and directory of N.G.O.'s and artists would be prepared.
- (f) The Government would explore new ideas for event organizations such as events based on religious festivals, events based on community festivals like Gauda Festival, Kunbi Festival and historical events like Kadamba Festival. Similarly, events would be organized on the basis of cultural exchange.



6.14 Cultural Heritage Tourism and Museology

- (a) The Government recognizes the rich cultural heritage of Goa and also its great potential for tourism. The former would be projected properly in different ways in order to enhance the latter.
- (b) The Government would organize special heritage tours for the tourists to include the visits to the historical monuments, sites, as well as culturally important places and institutions.
- (c) The Government would produce documentaries on different aspects of cultural festivals and rituals in CD format. These would be regularly screened for the tourists.
- (d) The Government would give more publicity to the museums. Public awareness would be created for preservation of cultural heritage. Efforts would be made to develop galleries in the State Museum to depict different cultural aspects.

6.15 Paintings

- (a) The painting traditions of Goa would be documented and new artists would be encouraged to follow the Goan masters.
- (b) The Government would support revival of traditional paintings, frescoes, temple graffiti.
- (c) The Government would procure the paintings of the promising local artists for its offices.
- (d) The Government would support painting studios, indoor and outdoor workshops and exhibitions.
- (e) The Government would encourage use of new media such as glass, metal, plastic for paintings and forms such as azulejos and stained glass work.
- (f) The Government would assist the drawing teachers in educational institutions, amateur and professional painters to establish a Goan school of painting and conduct competitions and demonstration camps.
- (g) The Government would encourage employment of local artists in business of applied commercial painting such as signboards, hoardings, banners etc.
- (h) The Government would encourage art of cartoons and caricatures and would invite reputed cartoonists to Goa to conduct camps.
- (i) The Government would exempt drawing material, pencils, sketch pens, colours and crayons required by bonafide local art students from sales tax as a special incentive, if such goods are marketed through



co-operative stores or retailing shops set under the Government's self-employment schemes.

6.16 Cultural Education

- (a) The Government would promote hobby classes in all the schools.
- (b) The Government would make it mandatory for the school teachers to undergo sufficient training in cultural geography, cultural ecology and cultural history of Goa.
- (c) The Government would organize Children's Film Festivals and arrange screening of educational documentaries on culture.
- (d) The Government would celebrate a "Cultural Awareness Week" (*Sanskritik Jagruti Saptah*) for students at high schools and colleges of general education.
- (e) All the educational institutions would be well equipped with books on culture, public address system, and audio visual equipments.
- (f) The Government would issue suitable guidelines and ethical code for planning the annual social gatherings of the aided institutions.
- (g) Liberal grants would be given to the schools to organize study tours within the State for visiting heritage monuments and cultural facilities such as Goa Museum, Kala Academy.
- (h) The Government is committed to promote children's magazines, children's theatre, toy banks for children and workshops to promote hobbies such as philately.
- (i) The Government would fully tap the potential of Parent Teacher's Associations by giving them grants for specific cultural activities.
- (j) The Government would identify the underprivileged sections of the society such as slum dwellers, street children etc. and promote cultural education among them.
- (k) The Government would work closely with organisations such as Drawing Teacher's Association and other NGOs to make cultural education in formal, non formal and informal sector a powerful tool for cultural renewal and empowerment.



7. Interstate cultural relations

- (a) The Government would enter into suitable cultural long term agreements with all the States in India and the Union territories for exchange of cultural information, data, know how and cultural troupes
- (b) Cultural liason officers or agencies would be appointed in important states to promote the culture of Goa and attract large number of visitors.



8. International cultural relations

- (a) The Government would aim at marketing the culture of Goa to destinations which are important markets for tourism as also places where there is substantial presence of NRIs.
- (b) The Government would encourage, under the guidance from Central Government and it's agencies international cultural exchange programmes and joint organisation of cultural activities.
- (c) The Government would enter into financial agreements with countries approved by the Government of India to fund cultural projects in the State, as such need may arise in future.



9. Priority target groups

The policy is targeted at (1) the culturally creative population residing in Goa and the patrons of culture (2) the visitors to the state (3) the non-resident Goans (4) potential consumers of Goan cultural products.

10. Implementation mechanism

The policy would be implemented by the Government of Goa through the existing mechanism of the Directorate of Art and Culture, other supporting Government Departments, the proposed State Council and new committees to be constituted for various policy objectives under the overall guidance of the Hon'ble minister of Art and Culture. There are financial implications such as creation of funds, tax incentives and exemption, provision of the grants etc. which would be considered before implementation.

11. Review

The present policy may be reviewed not less than five years after it's official notification.



Important Addresses and Phone Numbers

Office of Minister for Art & Culture

Secretariat,
Porvorim-Goa
Ph : 2419841, 2411049

Office of Secretary Art & Culture

Secretariat,
Porvorim-Goa
Ph : 2419441

Directorate of Art & Culture

Shrama Shakti, Bhavan,
Patto, Panaji-Goa
Ph : 2438103

Institute Menezes Braganza

Panaji-Goa.
Ph : 2224143

Kala Academy

Campal,
Panaji-Goa
Ph : 2420453

Goa Konkani Academy

Patto,
Panaji-Goa
Ph : 2437385/87

Goa Marathi Academy

Alto - Porvorim,
Goa
Ph : 2417392

Goa University

Taliegao - Plateau,
Goa.
Ph : 2451345

Goa College of Art

Altinho,
Panaji-Goa
Ph : 2420808

Goa College of Architecture

Altinho,
Panaji-Goa
Ph : 2227144

Goa College of Music

Altinho,
Panaji-Goa
Ph : 2432528

Directorate of Education

Panaji-Goa
Ph : 2221521 / 2221508

Directorate of Tourism

Patto,
Panaji-Goa
Ph : 2438755 / 2438750 / 51

Goa Tourism Development Corporation

Trionora Building,
Panaji-Goa,
Ph : 2224132 / 2226515

Directorate of Archives & Archeology,

Rua De Qurem,
Panaji-Goa
Ph : 2435321

Directorate of Information & Publicity

Udyog Bhavan,
Panaji-Goa
Ph : 2223157 / 2422675

Directorate of Museum

Patto, Panaji-Goa
Ph : 2438006 / 2437306

Goa Handicrafts Rural and Small Scale Industries Development Corporation

Neugi Nagar, Panaji-Goa
Ph : 2224478 / 2228157



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