



**MINISTRY OF CULTURE, G.O.I.**  
Proudly announces its participation in

# MAKE IN INDIA WEEK

13TH - 18TH FEBRUARY, 2016  
BKC's MMRDA GROUND , MUMBAI

## Salient Features

- Daily cultural performances by more than 300 folk artistes selected from all over India by all seven Zonal Cultural Centres.
- Workshop cum orientation programme on " Project Mausam" by ASI.
- Two unique exhibitions titled "CRICKET CONNECT & CINEMA (BOLLYWOOD)" by Nehru Science Centre, Mumbai.
- Illumination of World Heritage Monuments including Elephanta, Ajanta, Ellora & Bhaja Caves by ASI.
- Short duration trips for MII delegates to World Heritage Monuments by ASI.
- Curatorial walks by NGMA Mumbai.
- A rare display & demonstration of Musical Instruments, Mask Making & other allied arts n crafts of India. a co - project of Sangeet Natak Academe, New Delhi & South Central Zone Cultrual Centre, Nagpur.
- Folk Dance performances in Kala Ghoda Festival Mumbai by SCZCC, Nagpur

**Co - ordinated by :**

मध्यदक्षिणी  SCZCC

**South Central Zone Cultural Centre, Nagpur**  
*Adding New Dimensions To Old Traditions*

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## PRESS NOTE

### **Ministry of Culture, G.o.I To Add Cultural Colours To "Make In India" Week, Mumbai**

The Ministry of Culture, G.o.I is all set to participate in 'Make in India' week to be held from February 13 to 18 at MMRDA Ground, BKC Road, Mumbai.

The MII week is being celebrated by the **Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, G.o.I.** to showcase innovation, design and sustainability driving India's new manufacturing revolution, which will be the biggest-ever exhibition of its own kind in the world in which **Ministry of Culture, G.o.I.** is co-partner.

To promote appreciation of India's rich art and culture, the **Ministry of Culture, Government of India** has appointed SCZCC, Nagpur as nodal agency to showcase the rich cultural heritage of India during 'Make in India' week. The event will be inaugurated by Honourable Prime Minister Shri Narendra Modi on 13<sup>th</sup> February, 2016.

To display country's soft power, the Ministry of Culture, G.o.I. has finalized the following programmes which will be organized by various cultural institutions working under the aegis of Ministry of Culture, G.o.I, including **Archaeological Survey of India (ASI), Sangeet Natak Akademi (SNA), National Gallery of Modern Art (NGMA), Nehru Science Centre and all Seven Zonal Cultural Centres of India.**

The programmes to be showcased at MII week by **Ministry of Culture, G.o.I.** are as follows:

All seven Zone Cultural Centres will send 21 groups of folk artists, selected from all over India, who will give performances at the six-day long event. The art forms are: **Bazigar** (acrobats from Punjab), **Rauf Dance** (J&K), **Been Jogi** (Haryana); **Mayur Dance** (Uttar Pradesh), **Kalaripayattu** (martial art of Kerala), **Thapetta Gullu** (Andhra Pradesh), **Panchavadyam** (traditional orchestra of five instruments from Kerala), **Rathwa Tribal Dance** (Gujarat), **Bahurupiya** (mimicry artists from Rajasthan), **Manganiar** (folk singers of Rajasthan), **Cheraw** ( 'Bamboo dance' of Mizoram), **Thang Ta** (martial art form of Manipur), **Pungcholom** (Manipur), **Singhi Cham** (The Snow Lion Dance' of Sikkim), **Mallakhamb** (gymnastic performed on a vertical wooden pole or rope of Maharashtra), **Badhai Dance** (Bundelkhand), **Panthi Dance** (Chhattisgarh), **Dollu Kunitha Dance** (Karnataka), **Pandavani** (Chhattisgarh), **Gotipua Dance** (Odisha), and **Purulia Chhau** (West Bengal)

The above performances will be held from 13<sup>th</sup> to 18<sup>th</sup> February, 2016 at MMRDA Ground, Bandra-Kurla Road, Mumbai.

**Archaeological Survey of India (ASI)** will be highlighting World Heritage Monuments like Elephanta Caves, Ajanta and Ellora Caves, and Bhaja Caves through decorative lightings. A short trip for MII delegates to these monuments have also been organized by ASI. The ASI will also conduct a **workshop on 'Project Mausam'**- a project by Ministry of Culture that envisages the re-establishment of India's ancient maritime routes.

**National Gallery of Modern Art (NGMA)**, Mumbai will conduct exhibitions at various art galleries of Mumbai and curatorial walks during 13<sup>th</sup> to 18<sup>th</sup> February, 2016. The curatorial walks will be conducted by Shri Ranjit Haskote and Shri Kaiwan Mehta.

**Sangeet Natak Akademi (SNA)**, New Delhi in association with South Central Zone Cultural Centre (SCZCC) will put up an exhibition to showcase making of **musical instruments, different masks, headgears and jewellery, Portrait Rangoli art, Buddhist sand art, Kathakali make up** with natural stone colours and **Thathera traditional utensils making** at the Pavilion No. 27 of MMRDA Ground, BKC Road, Mumbai during MII week.

**Nehru Science Centre**, Mumbai will host two unique exhibitions titled: **Cricket Connect** and **Cinema (Bollywood)** during MII week. at Nehru Science Centre, Dr. E. Moses Road, Worli, Mumbai.

The SCZCC will also provide more than 100 artists to perform in the famous "**Kala Ghoda**" festival during MII week.