

B. K. Patnaik
Chief Secretary, Orissa



Phone : (+91 674) 253 4300/6700
Fax : (+91 674) 253 6660
Email : csori@nic.in

No.CG-Misc.-08/10(Pt.) 6821 /CS(Culture)
Bhubaneswar, Dated the 11th August, 2011

To
All Collectors.

Sub: Guidelines on the formation, registration & functioning of Zilla Kala Sanskruti Sangha (ZKSS) & Block Kala Sanskruti Sangha (BKSS).

Madam/Sir,

You are aware that Hon'ble Chief Minister launched the scheme of ZKSS and BKSS in Ganjam district on 03.06.2010. This had been launched in Ganjam district with the efforts of Shri V. K. Pandian, IAS, the then Collector, Ganjam. Then Hon'ble Chief Minister launched the scheme in the entire State on 01.04.2011 and your district had sent traditional folk artists to the launching ceremony at Bhubaneswar.

2. In the meantime, bye-law and memorandum of association of Zilla Kala Sanskruti Sangha (ZKSS) and Block Kala Sanskruti Sangha (BKSS) has been communicated to you by Department of Culture vide Letter No.6255-6313/ DC, dt.30.07.2011 and 6604/ DC, dt.03.08.2011. It has also been sent to you by e-mail with a request to complete registration of ZKSS and all BKSS by 15.08.2011 and you have also been informed during video conference on 03.08.2011. Principal Secretaries and Secretaries to Govt. of important Line Department have been advised vide UOI No. 66/ DC, dt.01.08.2011 to instruct their District Level Officers to earmark a portion of IEC funds for dissemination of information about various Government Schemes.

3. The salient features of the Zilla Kala Sanskruti Sangha (ZKSS) and Block Kala Sanskruti Sangha (BKSS) scheme are as follows:-

3.1 Selection of Art Form :

Only traditional folk dance and music including tribal dance and music will be taken into consideration. Yatra, Orchestra, Modern Dance, Classical Dance, Club Dance, Street Play, Theatre, etc are not included under traditional folk art form for the purpose of ZKSS and BKSS scheme.

3.2 Enrolment of troupes under BKSS :

The membership of the society shall be open to all traditional folk artists who are found eligible by the Block Level Screening Committee. The Block Level Screening Committee will consist of Block Development Officer, ABDO or one Extension Officer and one renowned Guru of any traditional folk art form to be nominated by BDO. The Committee will scrutinise the list of folk artists of the troupe village-wise, check the traditional art form and enrol the troupe as a member of BKSS on payment of Rs.10/-

per troupe as membership fee. The name of the Guru of the troupe, contact address and names of members of the troupe have to be kept in the office of BKSS and sent to ZKSS and Director of Culture, Government of Orissa. The decision of Collector as to whether the art form is traditional folk art or not will be final. Director, Culture may be contacted for clarifications, if any. It should be checked that the same artists do not become members of different troupes. The list of traditional folk artist troupe, details about their Guru and members, contact details should be computerised. If the details of folk artists troupes, their Gurus, their art form are checked village-wise by the Block Level Scrutiny Committee and computerized, there will be no scope for duplication of names of artists and troupes.

3.3 Registration of ZKSS and BKSS :

The registration of ZKSS and BKSS should be done under the provision of Societies Registration Act by 15th August, 2011 and intimated to Director of Culture, Government of Orissa forthwith. All BKSS will be registered first. Traditional folk artist troupes cleared by Block Level Scrutiny Committee will become members of BKSS on payment of Rs.10/- per troupe. After registration of Block Kala Sanskruti Sangha (BKSS), they will become members of Zilla Kala Sanskruti Sangha (ZKSS) on payment of Rs.50/- as membership fees per BKSS.

Troupes can enrol as members in one BKSS only. It should be ensured that BKSS and ZKSS get registered by 15th August 2011 without fail.

3.4 Financial Management of ZKSS & BKSS:

After registration of Block Kala Sanskruti Sangha (BKSS) and Zilla Kala Sanskruti Sangha (ZKSS), a S.B Bank Account to be jointly operated by the President and Secretary of the concerned BKSS & ZKSS may be opened forthwith. Details of financial management are spelt out at Part-IV of Bye-law of Zilla Kala Sanskruti Sangha (ZKSS) and Block Kala Sanskruti Sangha (BKSS) and should be strictly followed.

The accounts of Zilla Kala Sanskruti Sangha (ZKSS) and Block Kala Sanskruti Sangha (BKSS) are subject to audit by Chartered Accountant, State Government. Audit and A.G. Audit and hence financial management should be given due importance from the beginning as stipulated in the Bye-Law and Memorandum of Association.

3.5 Provision for Revolving Fund :

Revolving fund to the tune of Rs.5.00 lakh per each Zilla Kala Sanskruti Sangha (ZKSS) and Rs.2.00 lakh for each Block Kala Sanskruti Sangha (BKSS) will be given by Government in Culture Department. This fund will be used by BKSS to make immediate payment to the troupe within 3 days of their performance and production of performance certificate duly certified by appropriate functionaries. The amount has to be recouped after receipt of funds from the concerned Line Department.

3.6 Convergence of IEC Components at the District Level :

All Principal Secretaries/ Commissioner-cum-Secretaries to Govt. having substantial IEC components in Government schemes have been requested by Chief Secretary vide UOI No.66/ DC, dt.01.08.2011 to earmark a portion of the IEC fund of different schemes to be spent through traditional artist federations.

3.7 District Level Programme Committee :

A District Level Programme Committee with Collector as Chairperson and District Level Officers of different Line Departments having IEC components as members may be formed to converge funds available under different Government Schemes. The funds so received from a Line Department or Agency will be utilised in all blocks or a group of blocks as per their scheme. Zilla Kala Sanskruti Sangha (ZKSS) will then place the funds with the concerned BKSS.

3.8 Calendar of Programme by BKSS

The Block Kala Sanskruti Sangha (BKSS) will devise calendar of programme on monthly basis as per the availability of funds and number of troupes enrolled as members in BKSS. The enrolled troupe may then perform in one village or a group of village assigned to them. The planning should be done in such a manner that all troupes under BKSS get a chance to perform.

3.9 Reporting by the Troupes :

After each programme, the troupe are required to produce documentary evidence in support of their actual performance which need to be countersigned by the local Ward Member, two SHG Group Presidents/ Secretaries of the village, Field-Level Functionaries of Line Departments if present in the village and two notable persons (one male and one female) of the village. The format of reporting may be devised by Zilla Kala Sanskruti Sangha (ZKSS) and intimated to all BKSS.

Payment to the member troupe per village and amount to be paid will be determined as per the total amount available from the Line Department/ Agency and number of villages to be covered. It will be decided by ZKSS.

3.10 Training of the Troupes :

The cultural troupes and artists are expert in performing traditional art. But they are not acquainted with issues to be propagated for the Line Departments. For their awareness on Departmental issues / Govt. Schemes, the concerned Line Department Officers will provide necessary training and will supply salient features of their schemes in written form in Oriya language. Hence, these messages can be disseminated throughout the performance provided it is in song form. If it is in dance form, the message can be disseminated during the intervals.

- i) In big districts having more than 30 troupes, training will be imparted to the Master Trainer(s) by the Departmental Officers of Line Department. These Master Trainers will, in turn, impart training to one Guru of each individual troupe at the BKSS level.
- ii) In small districts having less than 30 troupes, the training can be imparted to all Gurus directly at the district level.

3.11 Monitoring and Supervision :

Monitoring & supervision is the most vital part of the Programme. Without proper monitoring and supervision, there will be dilution and the very purpose will be defeated. The ZKSS & BKSS will devise their own mechanism for the same. ZKSS will also devise a mechanism to study the effectiveness of the communication of Government Schemes by these traditional troupes and advise BKSS to take remedial steps.

3.12 Use of IT:

No additional staff will be provided at present. The work will be undertaken with the existing man-power available at District / Block level. Use of IT will be done to facilitate storage of data about troupes at Block and District Level.

It is therefore requested that the Bye-Law and Memorandum of Association sent to you in Department Letter No.-6255-6313/ DC, dated 30.07.2011 with corrigendum issued in Letter No. 6604/ dated 03.08.2011 along with the aforesaid Guidelines may be meticulously followed and the registration of ZKSS / BKSS may be completed within 15.08.2011 and the services of traditional folk artists may be used for dissemination of information about Government Schemes in your district from 15-08-2011.

Yours faithfully,



**Chief Secretary,
Orissa**

Memo No. 6822 / DC, Date 11.08.2011

Copy forwarded to the Private Secretary to Hon'ble Minister Tourism & Culture for kind information of the Hon'ble Minister, Tourism & Culture.



Director, Culture &
Addl. Secretary to Govt.,
Culture Deptt.

Memo No. 6823 / DC, Date 11.08.2011

Copy forwarded to Principal Private Secretary to the Chief Secretary for kind information of the Chief Secretary, Orissa.



Director, Culture &
Addl. Secretary to Govt.,
Culture Deptt.

Memo No. 6824 / DC, Date 11.08.2011

Copy forwarded to All Principal Secretaries / Secretaries of all Departments of Government / All Directors of Heads of Department for information and necessary action.



Director, Culture &
Addl. Secretary to Govt.,
Culture Deptt.

Memo No. 6825 / DC, Date 11.08.2011


Copy forwarded to All Block Development Officers / District Culture Officers & DCO-in-Charge for information and necessary action. They are requested to adhere to the above guidelines of the Government during Registration / formation of federation at the Block / District level.



Director, Culture &
Addl. Secretary to Govt.,
Culture Deptt.

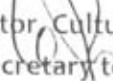
Memo No. 6826 / DC, Date 11.08.2011

Copy forwarded to All CDMOs / PD, DRDA / PA, ITDA / DFO / DPC, OPEPA, District Fisheries Officer / Chief District veterinary Officer / Civil Supplies Officer and other Districts Heads for information and necessary action.


Director, Culture &
Addl. Secretary to Govt.,
Culture Deptt.


Memo No. 6827 / DC, Date 11.08.2011

Copy forwarded to the Private Secretary to Principal Secretary to Govt., Tourism & Culture (Culture) Department for kind information of the Principal Secretary to Govt


Director, Culture &
Addl. Secretary to Govt.,
Culture Deptt.

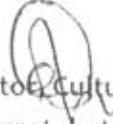
Memo No. 6828 / DC, Date 11.08.2011

Copy forwarded to the P.A. to the Director, Culture for kind information of the Director, Culture


Director, Culture &
Addl. Secretary to Govt.,
Culture Deptt.

Memo No. 6829 / DC, Date 11.08.2011

Copy forwarded to official website of Culture Deptt. / Guard File for reference.


Director, Culture &
Addl. Secretary to Govt.,
Culture Deptt.