

## **GUIDELINES FOR SELECTION OF PROJECTS UNDER DIRECT NCF FUNDING.**

The National Culture Fund was established by the Government of India (Ministry of Culture) in 1996 as a trust under the Charitable Endowments Act 1890 managed by a Council chaired by the Hon'ble Minister of Culture. The day to day affairs of the Fund are run by an Executive Committee headed by the Secretary, Ministry of Culture.

NCF's primary mandate is to preserve and promote India's diverse cultural heritage through active involvement of the public and private sector. NCF's role is to draw the attention of the private and public sector to neglected areas of heritage and enable them to appreciate that cultural preservation is an essential part of the overall development of India and that by sponsoring projects in this field they will be assisting in the overall progress of the country.

Though some large Public and Private Sectors are supporting heritage projects under their Corporate Social Responsibility, it has been felt that NCF should also provide financial support to some exceptional projects out of its own funds.

### **NCF GRANTS FOR PROJECTS IN CULTURE & ARTS**

Under this Scheme, the NCF seeks to encourage exceptional initiatives, in areas related to cultural heritage.

#### **Objectives:-**

- To support new and exceptional initiatives, that may not attract sufficient private funding.
- To undertake studies and research on artistic, scientific and technical problems for the rehabilitation of cultural and natural heritage.
- To promote oral and other intangible forms of cultural expression and recording documentation of forms that are dying out or are threatened with extension.
- Support cultural projects that have positive sustainable, economic, social and environmental impact such as projects that create employment opportunities within the cultural sector, benefit the country, the community, especially the marginalized sections, women and the youth.

#### **Scope:-**

- a) The projects to be considered under the Scheme should be with the maximum budget upto Rs. 30 Lakhs for Tangible and Rs. 10 Lakh for Intangible heritage.
- b) The duration of the project should preferably be not more than 1 year, though for deserving and exceptional projects the duration could be extended at the discretion of the Project Selection Committee.

## **Types of Project:-**

Grant may be given to projects that support:-

### **A. Craft communities and create employment opportunities**

**B. Heritage at Risk** – Emergency restoration/ rehabilitation of heritage (tangible and living) in areas that have been subjected to natural and human induced disasters /calamities.

### **C. Advocacy and Outreach for threatened art forms**

**D. Community Engagement** – Opportunities for communities to build support for heritage protection and knowledge systems existing within that community.

**E. Part Funding for Larger Projects:-** The ratio of the NCF: Donor contribution to projects under this Fund will not exceed 1:2. The maximum amount to be provided by NCF for a project will not exceed Rs. 30 lakhs.

## **PROJECT SELECTION PROCESS**

### **Selection Criteria-**

NCF projects may be selected based on the urgency of the need; its role and value in the nation, in the state as well as the community and based on the following criteria:

1. The Projects should fit within the Objectives of the Scheme
2. Significance of the project,
3. Urgency of the conditions
4. Viability of the Project :- should have a feasible plan of action, should fit within timeframe; within budget
5. The project should not fit under any other grant or Scheme of Ministry of Culture.

### **Eligibility of Financial assistance-**

Any State Government or voluntary organization ( agencies, educational institutions, non profit organization, association of individuals) with a known record of service in the field of art and culture and registered under the Societies Registration act 1860 or registered as Public Trust at least for the last two years will be eligible for applying for financial assistance from the NCF for a specific project.

### **Process of Selection –**

Project proposals will be accepted in the Project Application format prepared by NCF which will be uploaded on Website of NCF and the same would also be advertised once a year.

The NCF team will evaluate the project proposals and the deserving Nominations/ Project applications will undergo an initial review by an expert Sub Committee, constituted for project selection, formulated out of the Executive Committee. The

Committee may co-opt an expert for project scrutiny if required. The selected projects will subsequently be approved by the Executive committee of NCF.

The Project proposal and process will consist of the following:-

**Part A – Information**

- A detailed project proposal, with social environmental and economic impact
- The duration of the project (should not be more than 1 year)
- Budget, Timeframe, deliverables should be clearly defined in the said project proposal.
- Agree to submit a quarterly progress report to monitor the pace of work
- Credentials of the proposer and past endeavours.

**Part B –Endorsement Letter, Images, and Supporting Materials**