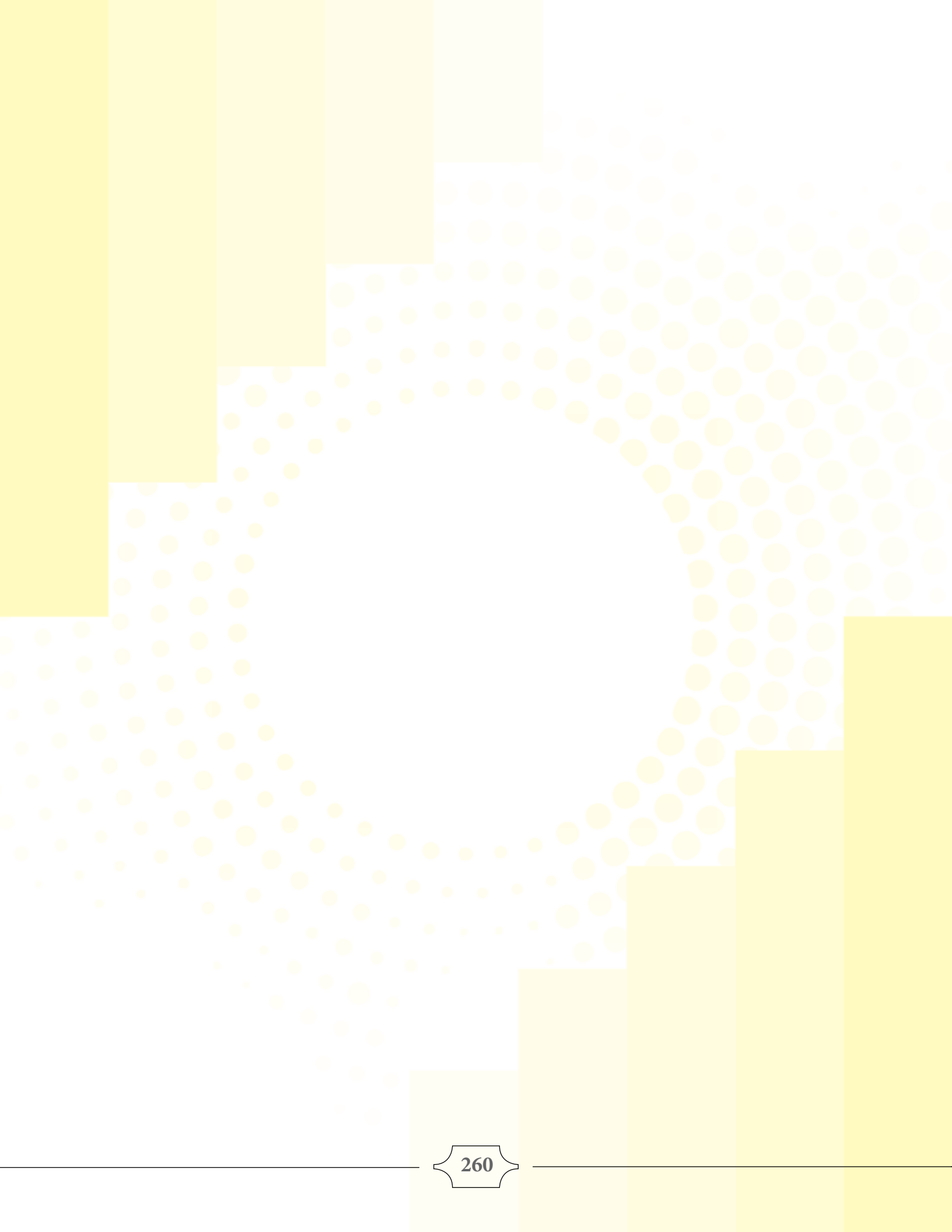


Chapter - 15

**Cultural Economy and Expansion
of Spiritual Environment**



Chapter 15

Cultural Economy and Expansion of Spiritual Environment

“Mere material progress cannot give one happiness and joy...”

- Honorable Chief Minister Shri Shivraj Singh Chouhan

This year, an effort is being made to see the publication of the Economic Survey of Madhya Pradesh as an opportunity from which, apart from surveying the economic, industrial and any other physical type of development taking place in the geographical boundaries of Madhya Pradesh, that prosperity and happiness should also be experienced, targeting which the development plans of Madhya Pradesh were made, plans were made to benefit the general and last line people. Through these schemes, the work was done to reach the basic needs to the masses, having which a common man feels happy.

Individuals experience happiness with their families, in their own groups or with society, and for this a sense of harmony and pride is very important. Pride and harmony are enhanced when they are known as a long history and we celebrate them on various occasions. From ages till the freedom struggle and after that continuously, our tribal society has been making its significant contribution in keeping India's self-respect, traditional knowledge and simplicity intact in accordance with its great pride. Madhya Pradesh is the land of birth, work and sacrifice of tribal pride Krantiveer Tantya Bhil. His great pride has worked to weave the entire tribal society and different sections into a thread of unity. To make the young generation of the state understand his great sacrifice and keep taking inspiration from him, many employment-oriented programs were associated with his name and directed towards the society for whose upliftment he had dedicated his life.

A new pilgrimage site will be built at Patalpani, the sacrificial land of Krantiveer Tantya Bhil, at a cost of Rs 4 crore 55 lakh, a meditation centre is also being set up here. Efforts are also being made to bring the reformist, nationalist and spiritual side of Bhagwan Birsa Munda in front of the society. In this sequence, 'Bhagwan Birsa Munda Self-Employment Scheme' has been started, in which projects ranging from Rs one lakh to Rs 50 lakh for manufacturing activities and Rs one lakh to Rs 25 lakh for service and business activities will be approved.

The PESA Act has been implemented in 89 tribal-dominated development blocks of Madhya Pradesh, which provides rights to water, forest and land to the tribal community. These efforts have been made to connect the society with that affection due to which a person always remains attached to his land and his society, feels safe and tends to experience happiness while living in the society. Organizing Village Pride Days is also an attempt to establish love and affinity with our land and our culture.

Medical and engineering studies have been started in Hindi language in Madhya Pradesh. There are 6 dialects in Madhya Pradesh, Malvi, Nimari, Bundeli, Bagheli, Bhili and Gondi. The number of speakers of these six dialects is approximately crores, which are being encouraged.

The state of Madhya Pradesh is a state of multilingual and cultural plurality, this is also the identity of Madhya Pradesh at the national level. The cultural heritage of Madhya Pradesh is formed from the beliefs of Shaiva, Shakta, Vaishnava, Jain, Buddhism and Islam religions and their spiritual ideologies and their holy places. The presence of the gods and goddesses of an ideology and its narratives create the culture of that land. For example, due to the presence of Maryada Purushottam Shri Ram in Orchha of the state in the form of Rajaram, the entire Bundeli land has been cultured royally. With the presence of Lord Shiva, the Lord of Death, in the context of Malwa, one can experience a life full of quietness in the culture here.

The economic-social principles of Father of the Nation Mahatma Gandhi and the thoughts of Pandit Deendayal Upadhyay's Ekatmvaad and Antyodaya, the policy makers took forward this incomparable development chariot by keeping happiness and prosperity in their heart. It has been realized that Indian philosophy can be a more effective ideological tool to run India, whether it is a question of politics or economy. Our tradition and culture tell us that man is not just a body of material needs and desires, but there is a spiritual element. Ekatm economics was propounded by Pandit Deendayal Upadhyay for the all-round development of the individual. Ekatm economics refers to such economics which, instead of being limited to the economic point of view, directs the overall aspects to make life prosperous and happy.

15.1 Culture an engine for socio-economic development

Culture ministers of the G20 grouping of the world's largest economies agreed on 30 July 2020 for the first time in history to acknowledge culture as a major engine for sustainable socio-economic reform and set five key priorities: Security; Culture and Climate Change; culture and education; cultural and creative industries; and culture in digital transformation. In this sequence, steps were also taken to integrate culture in a permanent way, in which the Culture Working Group was formalized to build a consensus among the members. Prior to this, culture was given a place in the G20 agenda by Saudi Arabia and UNESCO also contributed significantly in establishing and speeding up this topic.

The inclusion of culture echoes the progressive expansion of contemporary social issues and also reflects the growing alignment of the UN 2030 Agenda for Sustainable Development and the G20 priorities, particularly in the form of prioritizing inclusive and balanced development patterns is also displayed.

The cultural and creative sectors are an important source of jobs and income, and also generate significant spillover effects for the wider economy, as an example of a spillover effect is that of investment in cultural heritage development in other sectors such as tourism can be accelerated. Although cultural investments go beyond economic impacts, they also have important social impacts in terms of achieving social inclusion and the development of local social capital, health and well-being. However, there is currently an unavailability of data that reveals the full economic and social effects of investment in the culture and creative sector, but by bringing continuity in the work being done in this direction, a method can be developed to measure its social impact soon. . There should be some experiment for the development of the required methodology of measurement and this methodology is being achieved by Madhya Pradesh through its cultural heritage like tribal society, development of our religious places, spiritual progress etc.

The need of the hour is that:-

- Culture should be seen as a socio-economic investment and should be raised above the mentality of considering it as an expense. Such a platform should be created through policies which can be used by creative youth and other businessmen or professionals for employment, innovation and business growth.
- Mainstreaming culture as an integral part of the wider policy agenda through social cohesion, innovation, health and wellness, environment and sustainable local development.
- Investment in culture and creative sector is a factor leading to economic growth, social cohesion and stability, to establish this thinking and to develop a proper statistical system for this sector for factual decisions.
- Integrate culture into broader socioeconomic development policies that align with the Sustainable Development Goals.

15.2 Spiritual Developmental Philosophy of Madhya Pradesh

In the literature published in the last decade, the word happiness is being used with more priority in place of GDP. We can see this as a thinking of the society which is striving to establish itself in the matter of happiness by going 'beyond GDP'. Today there is a lot of research on Anand and many researchers are diving in this ocean to research pearls.

Bliss (Anand) has always been present at the center of Indian spirituality. Many principles like Karmayukt Vairagya, Karmanyevadhikaraste to get happiness, full of spontaneous energy are ready to inspire us. At such a time, Anand Sansthan was formed in the year 2016 in Madhya Pradesh under the Department of Anand, which was focused on the concept of Anand of Indian Intellect. Jealousy, passion, malice, anger, jealousy, greed, ego etc. mental diseases are the biggest obstacle in the attainment of happiness. As soon as we get rid of these mental diseases, the eternal source of happiness automatically awakens within the human being. Yoga, meditation, pranayama, devotion, study, music, sports etc. are helpful in removing these mental ailments.

Anand's model in Madhya Pradesh

The Department of Culture, Religious Trust and Endowment Department, Rajya Anand Sansthan is doing important work of contributing to the development and promotion of culture and spirituality in the state. In addition to these, departments like Urban Development and Housing have also taken some initiatives to promote culture and tourism in the state.

In comparison to the budget of Rs. 55.08 crores in the year 2019-20 of the Religious Trust and Endowment Department, this amount has increased to Rs. 88.23 crores in the financial year 2022-23. A provision of Rs. 670.64 crore has been made for the culture department for the year 2022-23.

Table 15.1 Budgetary allocation of the Department of Religious Trust and Endowments and the Department of Culture

(in crores Rupees)

Department	Budgetary Allocation			
	2019-20	2020-21	2021-22	2022-23
Religious Trusts and Endowments	55.08	39.21	84.73	88.23
Culture	147.73	146.63	156.48	670.64

Source - (DoF, GoMP, 2022)

15.2.1. The spiritual paradise of Madhya Pradesh – Shri Mahakal Lok, a modern experience of pilgrimage

Since ancient times, the land which is being seen as the land of knowledge and research, and where Rajadhiraj Mahakal himself is sitting in the form of Jyotirlinga, that land was chosen for research which was amazing in itself, beyond thinking, whose form was spiritual but it was indicating towards a new economic-spiritual culture. Such an investment which fulfils not the physical but the spiritual need of the people which is called happiness. This research is nothing but the creation of Shri Mahakal Lok and has been dedicated to the people of the country and the state.

Shri Mahakaleshwar Dham i.e. Mahakal temple complex located in Ujjain is being expanded. This expansion and corridor development work is being done by the Central Government and the State Government under the Shri Mahakaleshwar Temple Corridor Development Project. This project was approved by the cabinet of Madhya Pradesh in the year 2018 and its first phase was completed by rapidly completing the work interrupted by the Corona epidemic. There are 84 Shivlings in this Kumbh Nagri representing the 84 Kalpas of the Kalachakra. There are four Mahaviras, six Vinayakas, eight Bhairavs and Ashtamatrikas here. Apart from these, there are Navagrahas, ten Vishnu, eleven Rudras and twelve Adityas and 24 goddesses. A theme park and a heritage mall have also been constructed in this 920 meter long corridor, the holy Rudra Sagar lake has also been revived. Its design has been prepared in such a way that one lakh people will be able to visit Shri Mahakaleshwar in about one hour's time. This system will work to reconnect the generation that is moving away from these religious places due to overcrowding and chaos there with their unique heritage, and spiritual power. It has also been known from various government and non-government statistics that how after the inauguration of Shri Mahakal Lok, the religious tourism of Ujjain has increased manifold and it is being discussed automatically in the country and abroad.

It is clear that this investment was made from the point of view of culture and spiritual development, but its results are also being received economically. Probably it can be assessed in the future that how much investment was made in this area and how much employment and economic benefits were generated from that investment along with enjoyment and cultural prosperity.

15.2.2. The Statue of Advaita and Ekatma

India's ancient tradition is influenced by Integralism, we are all one, this Vasundhara is our family, we want to incorporate this ancient principle in the present system. It is a matter of pride that the Tapobhoomi of Ekatmvaad (Penitential of Integralism) and Advaita Siddhanta (principle of

non-duality) is located at Omkareshwar in Madhya Pradesh, where Adi Guru Shankaracharya ji came from Kerala and did penance and did the work of moral, social, cultural and spiritual renaissance. Adi Guru Shankaracharya tied the whole of India in the thread of cultural unity and gave the message of unity to the whole world. Not only human beings, but there is spiritual unity in all matter. Through this message, he told that all natural resources are equally important as human beings, it is co-existence that we have to preserve.

This Integralism and Advaita need to be harnessed in modern times to thwart the designs of terrorism, Naxalism, and other such elements. The solutions to our problems are hidden in our cultural heritage. I believe that the heritage of unity will prove to be helpful in keeping the society integrated by giving the message of humanity.

In October 2022, the cabinet has approved the construction of a 108 feet high multi-metal statue of Acharya Shankar at Omkareshwar in Madhya Pradesh at a cost of 198.25 crores. This will be another investment which will not only strengthen spirituality and integration, but will also connect the people of the country with these principles, while developing tourism will also be the source of employment and growth in the economy.

Acharya Shankar Cultural Integration Trust, Bhopal

“Acharya Shankar Sanskritik Ekta Nyas” is a registered autonomous trust under the Madhya Pradesh Public Trust Act, 1951, under the Department of Culture, Government of Madhya Pradesh. The following are the objectives of this trust:

- Establishment of grand statue of Adi Shankaracharya at Omkareshwar.
- Obtaining metal as donation from every village of the state for the statue of Adi Shankaracharya.
- Presentation of Adi Shankar's statue as a symbol of Indian cultural unity.
- To develop well organized public facilities around the statue site, to coordinate continuously with the concerned departments for the construction and maintenance of roads leading to Omkareshwar.
- Organizing workshops, seminars, research, seminars, lectures, etc. for promotion of activities related to Indian Advaita knowledge and philosophy and exchange of ideas.
- Exhibition of Indian cultural unity promoted by Shankaracharyaji and its display through laser, light and sound means, contact with Government of India, State Government, Non-Governmental Institutions/Organizations, National and International level bodies and individuals to fulfil the objectives of the trust. Implementation by establishing coordination and cooperation.
- Establishment and operation of Acharya Shankar International Vedanta Institute.

15.2.3. Chief Minister's Pilgrimage Scheme

Under the Mukhyamantri Teerth Darshan Yojana, senior citizens of Madhya Pradesh who are 60 years or more (2 years relaxation in case of women) who are not income tax payers, one or two pairs of pilgrimage places from different named pilgrimage places located outside the state. Mukhyamantri Teerth Darshan Yojana has been conceptualized to facilitate the visit of. Madhya Pradesh government has launched this scheme in June 2012. In this scheme, senior citizens of the

state are made to travel to the identified pilgrimage sites of the country free of cost. Indian Railway Catering and Tourism Corporation Limited (IRCTC), which is a Government of India undertaking, has contracted with the Department of Religious Trust and Endowment, Government of Madhya Pradesh for travel by special train, breakfast, food and pure drinking water, arrangement for stay at the place of pilgrimage, travel by bus and other facilities where necessary, is provided (RTE, 2021).

Sindhu Darshan Scheme in Ladakh

The objective of this scheme is to provide financial assistance to the pilgrims of the state going on Sindhu Darshan pilgrimage. Such persons of Madhya Pradesh, who have completed the journey of Sindhu Darshan located in Ladakh by getting a place in the list of persons selected by the Government of Madhya Pradesh, then after the journey, they will have to present the certificate of the actual expenditure incurred on the journey and the expenditure incurred on such journey. Reimbursement of 50 percent up to a maximum of Rs.10,000/- per pilgrim will be done by the state government.

Kailash Mansarovar Yatra

The objective of this scheme is to provide financial assistance to the pilgrims going on Kailash Mansarovar pilgrimage of the state. Such persons of Madhya Pradesh, who have completed the journey of Kailash Mansarovar after finding a place in the list of persons selected by the Ministry of External Affairs, Government of India, they will have to present the certificate of the actual expenses incurred on the journey after the journey and the expenses incurred on such journey. 50 percent of the expenditure will be reimbursed by the state government up to a maximum of Rs.30,000/-.

Aid to non-governmental organizations

Under the Madhya Pradesh Non-Government Cultural Organization Grant-in-Aid, assistance is provided to the registered non-governmental organizations working in the direction of conservation and development of literature and culture.

Efforts of Rajya Anand Sansthan

Going beyond the scale of material progress, work is being done by the Anand Sansthan, constituted by the government in the year 2016, to understand the measures of happiness and to make consistent efforts to increase them. Here various programs being run by this institute are being mentioned through which efforts are being made to ensure mental, physical and emotional progress and happiness of the citizens of the state (State Anand Organisation, 2022).

Anand Utsav

“Anand Utsav” vibrant community life, infuses joy into the lives of the citizens. Keeping this fact in mind, it is celebrated every year between 14th to 28th January.

The objective of Anand Utsav is to organize group level sports and cultural programs to increase participation and enthusiasm among citizens. The essence of Anand Utsav is not competition, but sportsmanship. Anand Utsav is organized in both urban and rural areas. Locally popular traditional

sports such as Kabaddi, Khokho, Bora race, Rassa Kasi, Chair race, Pithu, Sitolia, Spoon race, Lemon race etc. and cultural programs such as folk music, dance, singing, bhajan, Kirtan, drama etc. and other programs decided at the local level are performed.

Anand Utsav is organized in such a way that all sections of the society like men, women, citizens of all age groups, differently-abled etc. can participate in the activities of the celebration. In order to ensure the special participation of women/men above 50 years of age, differently-abled and elders in this program, activities favourable to them are organized in the programs of Anand Utsav. In the year 2022 and 2023, the total registration number in the Anand Utsav programs organized in different districts of the state was 5186 and 10543 respectively.

Anandam

To help others selflessly and to go ahead and sacrifice for them is the basis of Indian culture. There can be many ways to help, for example, there is a lot of stuff in homes that is not required, and there should be an institutional arrangement for such stuff to be used in an ineffective way to help. Keeping this in mind, a system called "Anandam" has been started, under this, such household items, which are not required, should be kept by the person at a certain place and the person who needs them can take them from there without asking anyone. This system of Anandam has been started in every district in the entire state with the help of social workers and public representatives.

In all the districts, the Anandam program is being run smoothly by the district administration with the help of voluntary organizations. 172 such Anandam centres are being operated in different districts of the state.

Anand Sabha

In these sessions, students will not study any subject matter, but will do such activities, which will develop their understanding of some important dimensions of life. Such sessions have been named Anand Sabha. Understanding the importance of apologizing and forgiving, being responsible towards nature and society, helping others, feeling gratitude, using the power of will, etc. are topics that can be experienced through positive experimentation. Once this is realized, inner transformation of the student is possible.

Alpviraam

Continuous efforts are necessary to develop positive thinking among the officers and employees working in government offices. It is directly related to the effective management and delivery of public services. Material facilities and prosperity alone do not factor in a blissful state of mind. It is necessary that the outlook of administrative officers and employees should be based on a fundamental understanding of the fullness of life. To provide the necessary methods to adopt a positive lifestyle, volunteers from private sector or employees of the same office can be trained as Anadaks. Government servants should be involved in such works and activities at regular intervals at their workplace itself, which can become a factor of happiness in their lives. Such programs are called "Alpviraam". Under this effort, 109 master trainers have been prepared so far.

Anand Club

The initiative of Anandak Club is based on the idea that such persons/anandaks who want to be blissful should first learn the skill of living blissful life themselves, follow it in life and

then collectively form clubs and spread it in their neighbourhood. One can be happy by doing small things and developing habits on the basis of common sense and awareness without deep discussion/gaining knowledge on the philosophy of “Blissful Life”. If you are willing to do so, you are eligible to form an Anand Club. In this endeavour, cooperation, training etc. is provided by the Rajya Anand Sansthan.

The basic element of the culture of Madhya Pradesh is its generosity, ethics built from all spiritual ideas, variety of food and dress and respect for each other. Culture is the life element of Swaraj, a society without culture and a nation tends towards degradation. God has a close relationship with culture. Swaraj will be real and meaningful only when it can become a means of expression of its culture and this will be our Anand Swaraj.

Reference

- DoF, GoMP. (2022). Annual Budget. Bhopal: Department of Finance, Government of Madhya Pradesh.
- RTE. (2021). Directorate of Religious Trust and Endowment. Retrieved February 11, 2023, from Directorate of Religious Trust and Endowment, Government of Madhya Pradesh: <https://dharmasva.mp.gov.in/schemes/view/Z1cwQVVEeE5ZSEg1T3ZrTnV6S0FsZz09>
- State Anand Organisation. (2022). Annual Progress Report 2021-22. Bhopal: State Anand Organisation, Department of Anand, Government of Madhya Pradesh.