MESSAGES:

• SHRI A P J ABDUL KALAM  
  President of India

• SHRI MANMOHAN SINGH  
  Prime Minister of India

• SMT SONIA GANDHI  
  UPA Chairperson

• SHRI V P SINGH  
  Former Prime Minister of India

• SHRI A B VAJPAYEE  
  Former Prime Minister of India

• SHRI I K GUJRAL  
  Former Prime Minister of India
POSITIONING THE BIG IDEA

Creative and Cultural Industries as a Lead Sector

BY DR. MONTEK SINGH AHLUWALIA
EXECUTIVE HEAD OF THE PLANNING PROCESS, GOVERNMENT OF INDIA
MAKING, DOING, BEING
A Time for Joined-up Thinking

BY RAJEEV SETHI-
CHAIRMAN AND FOUNDER TRUSTEE OF THE ASIAN HERITAGE FOUNDATION, ADVISOR TO THE MINISTRY OF PANCHAYATI RAJ AND VICE-CHAIRPERSON OF THE TASKFORCE ON CULTURAL AND CREATIVE INDUSTRIES, PLANNING COMMISSION.
A GLOBAL PHENOMENON
Evolution of Theory, Policy and Practice

• METAMORPHOSIS: ADORNO TO ‘ARTS POLICY’
  Cross cultural milestones

• CREATIVITY AND CONTENT IN A KNOWLEDGE ECONOMY:
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  • An overview of multilateral mechanisms in place
  • Status of Cultural & Creative Industries
  • Administrative Frameworks
  • Official Definitions and Mapping of the Sector
  • The CCI Economy:
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• THIS, SO FAR
  In conversation with Dr Kapila Vatsyayan

• A RICH HERITAGE POORLY VALUED
  Kapila Vatsyayan

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  Ashok Bajpeyi, Rohini Nayyar

• CULTURE AND CREATIVITY IN DESI SPEAK-A SELECTED GLOSSARY:
  Dr. Sharada Srinivasan, Dr. Madangopal, Shama Zaidi,
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  • Handicrafts and Building Arts Rajeev Sethi
  Darly O Koshy
  Edward Oakley
  • Antiquities Naman Ahuja
  • Handmade Textiles and Made-ups Rajeev Sethi
  • Cottage Industries Mr Anupam Dasgupta
  • Architecture, Conservation & Traditional Technologies
    Architecture BV Doshi
    Conservation Shikha Jain, Ratish Nandal, Nalini Thakur, SK Mishra
    Traditional technologies
    Water conservation Sunita Narain
    Bridges Sanjay Kak
  • Design Darlie Koshy, Ela Bhatt
  • Fine Arts Kovita Singh, Peter Nagy
  • Performing and Ritual Arts
    Theatre Anuradha Kapur
    Dance Ashish Khokhar
    Ritual arts Shanta Sherjeet Singh
  • Literature and Publishing
    Literature Sahitya Akademi
    Publishing Urvashi Butalia,
    Tejeshwar Singh- Sage Publications, Antara dev sen
  • Audio-Visual and Digital Media,
    Motion Media, Broadcasting Pan Nalin on film
    Ashwin Kumar on film editing, short films
    IMPA and PSBT
    Pooja sood-digital media, SARAI
    PR Deptt, Door Darshan,
    Mandi House-TV
    JWT, GRAY Worldwide, 4th Estate, Shiyeet Kullar and Dilip Cherian
  • Advertising and Public Relations
    JWT, GRAY Worldwide, 4th Estate,
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• Creative Retailing
  Madhu Kishwar

• Vocational Education
  OP Jain on cultural administration
  Nina Rao-Vocational schools

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  SK Mishra
  Amitabh Kant- Ministry of Tourism
  Aman Nath- Heritage hotels

• Events, Fairs and Festivals
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• Health & Healing, Beauty
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  Shahnaz Hussain
  Sanjeev Banot

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  Camelia Punjabi
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• DANCE, YOGA AND HEALTH FUTURES
  The work of Chandrolekha

• GURUKULS, ART CENTERS AND TOURISM
  One and one makes three
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• MUCH MORE THAN CHILD’S PLAY – EPSHEMERAL ART AND EDUCATION
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  George Abraham, Score Foundation
• TOWARDS A NATIONAL POLICY ON
CREATIVE / CULTURAL / LEGACY INDUSTRIES
   Rajeev Sethi’s piece excerpted in ‘Seminar’ magazine
   introducing how the taskforce came into being

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   Including notes on the terms of reference/mandate of taskforce

• THINKING OUT OF THE BOX
   • Map of taskforce activities during the year
   • Regional Panchayati Raj meeting- Cochin
   • Report of Nagaland visit
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• REACTIONS AND RESPONSES
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   Selja, Shri Gopal Gandhi, Dr Karan Singh, Shri Atal Behari Vajpayee, Mr Sam Pitroda,
   Mr. Ratan Tata, Prof. M S Swaminathan, , Mr. N. R. Narayana Murthy, Ms Ela Bhatt, Dr.
   Vandana Shiva, Ms Sunita Narain, Darshan Shankar, Ms Shobhaa De, Dr Kiran Seth,
   Mr Ashok Chatterjee, Mrs. Rta Kapur Chishti, Mr. Aman Nath, Prof Anil K Gupta, Ms.
   Shama Zaidi, A R Rehman, Mr. Shyam Benegal, Ms. Shahnaz Hussain, Mr. Sanjay Kak,
   Mr. Rakesh Kumar Srivastava, Mr. Pravin Anand, Mr P I Suvrathan, Mr. S.K. Mishra,
   Smt Neena Ranjan, Smt Romila Thapar, Shri Abhishek Singhvi, Shri Bhaskar Ghose, Ms
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• THE NATIONAL MISSION FOR CULTURAL INDUSTRIES, A PROPOSAL
06
THE WHEEL MOVES
The Taskforce on The Cultural and Creative Industries
(a) POLICY AND PLANNING SERVICES

- Mapping strategies
  Indigenous mapping strategies
  Prajapati Samaj, Rabari Samaj, Panchayati Raj
  and constituency based mapping systems
- Creativity indices and benchmarking systems
  Darshan Shankar, BN Goswami, Pria devi
- Working conditions and labour practices
- Trade practices
- A ministry for artisan manufacturing sector
  Rajeeva Ratna Shah

(b) FINANCIAL AND CREDIT SERVICES

- Introduction/background to the sector
- Access to credit as a ‘key’ to realising economic opportunity
- Types of capital in the sector
- Access to capital
- Financial needs of sme’s/ccis
- The demand and supply of credit and equity finance to the cci.
- Issues in meeting credit demand for the sector
- Strategy for addressing constraints of capital for the self-organised sector
- Innovative ways of increasing the availability of risk capital

(c) CAPACITY BUILDING

- Education models
  NID model by Darlie Koshy, Hole in the Wall,
  Kavita Singh on Pedagogy, Ranjan-on Design
- Research, documentation and reference
  Value of archives, Naman Ahuja
- Cultural administration
  Article on Sanskriti, Apna Utsav files
- Technological innovation
  TERI: Technology and rural crafts impact,
  Johny ML on line critic, Anil Gupte, IIM Ahmedabad,
  Balasubramanyam, Centre for Traditional Knowledge Systems,
  Ranjit Makkuni – Technology in promotion of heritage
- Design without designers
  Jugaad, Anand Sarabhai
- Regional service centres
  Tinoo Joshi on regional service centres,
  Sunil Munjal, Chairman CCI, EPCH Rural business hubs
- Civic and private partnerships
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- Global alliances for India
  WTO, UN, UNIDO, UNDP, UNESCO, SIPA, NORAD,
  DANIDA, US Aid, British Council, Fair Trade Organisations
(d) LEGAL SERVICES

Praveen Anand

- A reason to innovate-role of Intellectual Property rights
- Geographical indications-Protection and Enforcement
- Dispute settlement
- Lobbying for legislations and resources
- Awareness, education and training with regard to IPR

(e) PROMOTION AND MARKETING

- Retail models:
  - Rural: Dehati Kala Kendra, Rajeev Sethi
  - Urban, Domestic: Street Vendors Organisation, Madhu Kishwar, Anokhi, Faith Singh
  - International: Manish Arora
  - Export: Kumbham, Toehold, Fab India, Willaim Bissell

- Heritage products
  - Intangible heritage: Ninasam, Sandeep Dikshit
  - Kurosawa comes to Karnataka
  - Folk dances
  - Culinary tourism

- Exhibition services: SITE, Lotus Bazaar
- Trade shows: EPCH
- E-trade services
- Public awareness campaigns: AHF, SPIC MACAY
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  Skilled neighbourhoods
    Asian Heritage Foundation
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  Kala Neri

• REGIONAL CENTRES OF EXCELLENCE
  Zonal Cultural Centres
    Shri Jaykumar, JS Culture

• EVENTS, FAIRS AND FESTIVALS
  Apna Utsav
  Apon Haat
  India 60
  JVC- Faith Singh

• BRAND INDIA PRODUCTS
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    Mayank Mansingh Kaul
  Handicraft
    Adarsh Kumar, AAICA on craft mark
  Bollywood
    Amit Khanna, Motion Pictures Association
  Ayurveda
    Darshan Shankar
  Himalayan herbs
  Golden Eye

• FLAGSHIP PROJECTS
  South Asian Design, Arts and Technology Kendra (SADAK)

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  World Cultural Fund
  World Cultural Forum
  Social Forum at Porto Alegre
  India’s bi-annual international event on culture and tourism

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  Art-in-Public places programmes
    Asian Heritage Foundation, DMRC Project
  Linkups with major National Development Mission
    Shivkumar, Adarsh Kumar
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• Project feasibility revisited
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SHAJAR-E-HAYAT
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