



DIGITAL CREATIVITY, INDUSTRY & CULTURE 2023

A multidisciplinary symposium on
Digital Creativity, Industry and Culture



on
4th August, 2023



In a land of diversity and various cultures, crafts, traditional practices, and associated fields, it is important to have a conversation around their sustenance economically. Historically, India has been a cultural and creative powerhouse. It has produced some of the best-quality textiles, perfumes, spices, crafts etc., many of which have also been exported as high value products. But today, India's exports of art and craft goods have minor impact on the global market. The global handicrafts market amounted to \$680 billion in 2021, India's handicrafts export only accounted for \$4.3 billion in the same year.

In 1998, the Department of Culture Media and Sports (DCMS) in the United Kingdom gave the first-ever formal definition of creative industries. It was based on the "Creative Nation" report, 1994, by the Australian government. DCMS defined the creative economy through the notion of creative industries as entailing 'those activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through the generation and exploitation of intellectual property'. Currently, the concept of Creative Economy has multiple definitions across different countries. According to UNCTAD's Creativity Economy Program it is an evolving concept which builds on the interplay between human creativity and ideas, intellectual property, knowledge, culture, and technology.

In India, the Creative Economy is lengthening its ambit. However, there is still a discussion on its constituent sectors. Measuring the size and contribution of India's creative economy is difficult due to challenges with respect to reliability and data limitation. India's creative economy is large, but its untapped potential is even larger. The use of digital supply chains, high-quality standards and intellectual property rights can unleash the hidden potential of creative practices through formalization and incentivization of cultural goods within the framework of Creative Economy. The greater the convenience and accessibility, the easier it is to formalize and mainstream different art forms.

The year 2020 witnessed a profound impact on the arts and culture industry in India, as the global pandemic brought about a substantial decline in the livelihoods associated with art and craft. Artists and creators all over India saw their careers halted and income plummeted. The closure of galleries, exhibitions, museums, theaters, cinemas, and culture festivals had a dramatic effect on their ability to recover. Many stakeholders in the arts sector were forced to make multiple labor cuts as well as sell their assets.

The loss of income in publishing and culture venues, has had a deep and lasting impact. To ensure the continuity of traditional practices and preservation of classical art forms, it is imperative to redirect attention towards their promotion and long-term sustainability'.

To achieve this goal, Sanrachna Foundation in partnership with Indira Gandhi National Center of Arts, and Shree Guru Gobind Singh Tricentenary University (SGTU), is hosting a symposium on 4th August, along with our co-organizers Mentza, DPIIT IPR Chair Tezpur University, and The Indian Intellectual Property Office.

The discussion at the symposium will center upon

1. Technology driven creative practices and technology advancements driven by creative practices,
2. Working practices and economic development in the creative culture industry,
3. Skill gaps and training meets of creators and professionals,
4. Forms of mediated interaction of creative practices beyond entertainment and user experience,
5. Audience insights and content distribution systems for creative economy of well-established culture establishments.

Outcomes Desired:

- Bringing out a broad definition of creative economy in India.
- Measuring and mapping the range of everyday cultural interaction and consumption of culture.
- Understanding how modern professionals of art and design are using traditional concepts in a new market economy.
- Exploring possibilities of integrating technological advancements in creative sphere.

DCIC 2023

DIGITAL CREATIVITY, INDUSTRY AND CULTURE SYMPOSIUM

A multidisciplinary symposium on
Digital Creativity, Industry and Culture

4th August, 2023, 9:00 to 5:00 PM
at
Samvet Auditorium, IGNCA, New Delhi



BY

Sanrachna Foundation
Indira Gandhi National Center For the Arts
SGT University



Knowledge partner



Audio partner



Knowledge partner





DCIC 2023

Digital Creativity, Industry and Culture Symposium

on

4th August, 2023, 9:00 AM to 5:00 PM

Venue: Samvet Auditorium, IGNCA

Time

Session

Speakers

9:00 AM - 9:50 AM

Registration and Welcome Tea

10:00 AM - 10:10 AM

Welcome and Lamp Lightening

10:15 AM - 10:45 AM

Keynote Address : What is Creative Economy in the Indian Context?

Prof. Sachchidanand Joshi

10:50 AM - 12:00 PM

Panel Discussion - Breaking Barriers: Integrating Arts and Allied Fields

Prof. Vijay Chariar, Dr. Reema Bali, Prof. Shubham Mishra,
Moderator: Ms. Abhilasha Semwal

12:10 PM - 1:10 PM

Round Table - Integrating GI in the Creative Economy: An Indian Cultural Perspective

Prof. Prabuddha Ganguli, Mr. Ashish Gupta, Dr. Annamma Samuel
Moderator: Ms. Sandhya Vasudevan

1:15 PM - 1:50 PM

Lunch

1:15 PM - 1:50 PM

Cultural Paradigm of New Leisure Hospitality (Special Mentza Session)

Prof. Parikshat Manhas , Prof. (Dr) Neethiahnanthan, Ms. Sandhya Vasudevan,
Moderator: Prof. Amogh Dev Rai

2:00 PM - 2:55 PM

Performer's Corner: Performing across time

Dr. Sushruti Santhanam, Ms. Sukhmanee Lamba, Mr. Deepak Sharma
Moderator: Ms. Neeti Goutam

3:00 PM - 3:50 PM

Parallel Session I
Creative Economy: Connecting through culture

Dr. Vinay Sahasrabuddhe, Prof. Parikshit Manhas, Dr. Iti Tyagi, Prof. Dinesh Yadav
Moderator: Prof. Amogh Dev Rai

3:10 PM - 3:40 PM

Parallel Session II
Reviving and Nurturing Regional & Folk Craft (Special Mentza Session)

Dr. Pritam Deb, Dr. Mridul Dutta, Ms. Radhika Ganesh, Mr. Govind Singh Bhati,
Moderator: Dr. Anjan Ray

3:50 PM - 4:00 PM

Closing Remarks and Vote of Thanks

By the Host





DCIC 2023

Digital Creativity, Industry and Culture Symposium

on
4th August, 2023, 10:00 AM to 4:00 PM

Venue: Indira Gandhi National Center for the Arts

Speakers

Prof. Sachchidanand Joshi - Member Secretary; Executive and Academic Head, Indira Gandhi National Centre for the Arts (IGNCA).

Prof. (Dr.) Unnat P. Pandit – Controller General of Patents, Designs and Trade Marks, DPIIT Ministry of Commerce & Industry .

Dr. Vinay Sahasrabuddhe - President, Indian Council for Cultural Relations (ICCR).

Prof. Prabuddha Ganguli - CEO of VISION-IPR, Adjunct Faculty at the Indian Institute of Technology, Jodhpur .

Prof. Parikshat Manhas - Chairman, Jammu Kashmir Board of School Education & Director, School of Hospitality & Tourism Management (SHTM).

Mr. Ashish Kumar Gupta – Founder-Director, Jeevika Livelihoods Support Organization .

Ms. Sandhya Vasudevan - Distinguished Professor, ASIA, SGT University, Start-up Ecosystem Partner & mentor; Ex-MD Deutsche Bank.

Prof. Vijay Chariar – Professor, Centre for Rural Development & Technology, Indian Institute of Technology Delhi.

Dr. Reema Bali – Dean, Undergraduate School of Business and Associate, IILM University.

Dr. Sushruti Santhanam - Carnatic Musician and Scholar, Director of Center for Arts, Society & Policy, Pune.

Prof. Shubham Mishra - Urban Planner, Co-founder Urban Narratives.

Dr. Iti Tyagi - Founder, Craft Village and India Craft Week, Honorary External Board Member at MIT ADT.

Ms. Sukhmanee Lamba - Actor, Emcee, Theater Artist.

Mr. Deepak Sharma - Actor, Singer, Dancer, Director of Dance for Togetherness.

Dr. Mridul Dutta - Assistant Professor, Department of Business Administration, Tezpur University.

Prof. (Dr.) Neethiahnanthan - Executive Dean - Faculty of Social Sciences & Leisure Management, Taylor's University.

Dr. Pritam Deb - Professor, Department of Physics and DPIIT Chair Professor, Intellectual Property Rights (IPR) Cell Tezpur University.

Dr. Annamma Samuel - DPIIT IPR-Chair Professor, Gujarat National Law University.

Prof. Dinesh Yadav - Assistant Professor, University of Wisconsin.

Prof. Anjan Ray - Scientist, Engineer, Professor, IIT Delhi; Former Director CSIR Indian Institute of Petroleum.

Ms. Radhika Ganesh - Cultural-Political Activist, Founder Member of Ek Potlee Ret Ki.

Mr. Govind Singh Bhati - Curator, Creative Producer for Festivals, Events, Co-founder BlueCity wall.

