

Priority 3: G20 Culture Working Group
Promotion of Cultural and Creative Industries (CCI) and Creative Economy
Brainstorming Session (Online)
Concept Note

9th May, 2023 | 3:00 PM to 5:30 PM IST

UNESCO New Delhi is organising national level brainstorming sessions on various priority themes identified by G20 Culture Working Group set up under the aegis of the Ministry of Culture, GOI. The objective of the present brainstorming session is to propose a set of recommendations for the G20 Working Group on Priority 3.

Briefing Note

Cultural and creative industries constitute a set of knowledge-based activities that generate tangible and intangible cultural goods and services. Seven of the top 10 exporters of creative goods are members of the G20.

This sector is in the spotlight because it accounts for 3.1% of global GDP, provides 6.2% of all employment and hires more people aged 15-29 years than any other sector. As a result, it is key to socio-economic progress and innovation, and at the same time contributes to social inclusion, cultural diversity and pluralism, and sustainable human development.

The 2021 International Year of Creative Economy placed cultural and creative industries and cultural economy at the forefront of innovative solutions required to address global concerns. The United Nations General Assembly resolution 74/198 outlined that the creative economy is advancing the SDGs in numerous ways.

The upcoming deliberations of the G20 Culture Working Group will ask the following **key questions:**

1. How can G20 member states synergize their efforts to ensure the resilience of cultural and creative industries and creative economy in regular and in disruptive times?
2. How can G20 member states strengthen the cultural, social, and economic rights of cultural practitioners to enhance and safeguard their status as workers that contribute to society's socio-economic development?
3. How can G20 member states enhance cooperation opportunities for the sector?

UNESCO is gratefully seeking inputs from sector specialists on the above to formulate a pointedly Indian perspective on Cultural and Creative Industries and Creative Economy.

Ideas and concerns may pertain to diverse sectors/ domains not excluding:

- **CCI Index or metrics** to measure the contribution of Cultural and Creative Industries to global GDP and international exchange of goods and services.
- **Official Labour-force Statistics** and operational ways for measuring and reporting the contribution of this sector to GDP — to promote evidence-based, inclusive, and participatory policies for creativity.
- **Cultural Data Collection**, and building **Regulatory Frameworks**
- **Mainstreaming** or formalization of the 'informal economy' within the administrative machinery.
- **Elevate the identity of cultural practitioners** across the cultural and economic value chain
- **Safeguarding their social, economic, cultural and authorship rights**
- **Policy Intervention** for the sustained growth of this sector and inter-sectoral cooperation.
- **Systemic Policy Investment in professionalising** the sector and **up-skilling** cultural practitioners and entrepreneurs.
- **Sector-resilience** in the face of contingencies such as the global pandemic.
- **Public Support Systems and Recovery Initiatives**
- **Enhanced Institutional Support** to realise the full potential of this sector.
- **Knowledge-exchange mechanisms** to increase cooperation opportunities and facilitate the equitable exchange of cultural goods and services.
- **Integrating Creative Economy into Urban Planning modes**
- **Focus on Design Education** to lend renewed relevance to legacy industries and the practices and material knowledge held therein.

Session Structure

Esteemed participants are requested to lend us their insights on any aspect(s) of Cultural and Creative Industries and Creative Economy (over and beyond those covered in this briefing note) for about 4 minutes, drawing from their own work and association, if they like.

This first round of inputs and imperatives will be followed by an open discussion on supplementary observations, concerns and questions raised by the organizers or co-participants.

This session will be recorded and minuted for purposes of drafting a report with recommendations to the Ministry of Culture, in preparation for the G20 Culture Working Group consultations. We will of course, send this report to all those who have contributed to it.

Many thanks for your time. We are eager to hear from you.

List of Participants

Opening Session

1. **Lily Pandeya**, Joint Secretary, Ministry of Culture, Government of India
2. **Junhi Han**, Chief, Culture Sector, UNESCO New Delhi/ **Ankush Seth**, Programme Officer - Culture Sector, UNESCO, New Delhi
3. **Aashish Singh Tyagi**, CCI spokesperson (**Moderator**)

Brainstorming session experts

1. **Amareswar Galla**, UNESCO Chair on inclusive museums and Sustainable Heritage Development at Anant National University
2. **Anamika Dey**, CEO, Gujarat Innovation Augmentation Network
3. **Anil Gupta**, Founder Honey Bee Network
4. **Asad Lalljee**, SVP Essar Group, CEO Avid Learning
5. **Ashoke Chhatterjee**, Former Executive Director ,NID; Former President CCI
6. **Debanjan Chakrabarti**, Director, British Council East and Northeast India
7. **Dharmesh Vikramsinh Jadeja**, Executive, Dustudio
8. **Dhruv Sangari**, Founding member Ektara India
9. **Hema Singh Rance**, Marketing and Communication Expert, EUPOP
10. **Jonathan Kennedy**, Director Arts, India, British Council
11. **Madhulika Banerjee**, Department of Political Science, University of Delhi
12. **Maureen Leibl**, Executive, Muse India Heritage Concepts
13. **Mridula Tangirala**, Head Tourism, Tata Trusts
14. **Pushpesh Pant**, Professor, Jawaharlal Nehru University
15. **Satish Gupta**, Head- Programs & Outreach, Rekhta Foundation
16. **Sharda Gautam**, Zonal Head- North, Tata Trusts

Organising Team

1. **Anjchita B. Nair**, Consultant, UNESCO New Delhi; Cofounder & COO, Cultre
2. **Oroon Das**, Designer, Studio Oddworks (**Curator of G20 Culture Working Group, Priority 3 brainstorming session**)
3. **Subhra Kar**, Programme Coordinator, UNESCO New Delhi