

International Seminar on Art & Livelihood

Activity Description:

A three day International Seminar on Heritage in Development – Art for Livelihood - was convened at the CII-Suresh Neotia Centre of Excellence for Leadership in Kolkata, West Bengal from 6th to 8th September 2011. UNESCO New Delhi Office



Ayumi Fujino, UNIDO Representative in India, delivering her speech on solutions from within to unleash local development

was the technical partner. The Seminar aimed at exploring and advocating the case of investing in culture as an alternative means to carve a new path for the development of indigenous communities who may lack formal education but are rich in art skills.

Dr. Manas Bhuniya, State Minister for Micro, Small and Medium scale Enterprises (MSME), West Bengal, Dr.

Hans Van Vliet, the First Counsellor and Head, Development Cooperation Sector, EU

delegation to India, Moe Chiba, Programme specialist for UNESCO, Sanjay Wadvani, British Deputy High Commissioner, Kolkata and Tanmoy Bose, an ace percussionist inaugurated the seminar along with folk artists representing the project beneficiaries.

The Seminar brought together some 150 participants from Kolkata as well as from other parts of the country and abroad. They included Government planners, national and international development agencies, NGOs, field practitioners, academics and media as well as corporate sector. The list of speakers, chairs and participants are attached with the present report. Participants included UN agencies like UNESCO, UNIDO, UNWTO, Indian NGOs like Jaipur Virasat Foundation, DRONAH, Craft Council of India, Craft Council of West Bengal, Jeevika Development



Rafikul Islam speaking on challenges of marketing faced by ARONG

Society, Sasha, Weavers Studio, academics from institutions and universities in Patiala, Mumbai, Kolkata, Shillong, Delhi, Dhaka, Addis Ababa, London, intergovernmental organizations like SEAMEO-SPAFA, tourism organizers, media persons, research scholars, artists,



Dr. Hans Van Vliet, of EU the keynote speaker at the inaugural session



Hon'ble Minister, GoWB at inauguration

Government Officers from Central Government as well as State Governments of West Bengal and Bihar, Directors of Corporations and representatives of Chambers of Commerce.

The seminar addressed the following four topics in separate sessions:



- Investing in culture for unleashing local development;
- Converting creative skills into cultural enterprise;
- Challenge of marketing rural creative enterprise;
- New partnerships for building creative enterprise.

Julie Scott, senior research fellow of IICTD speaking on the revival of Sicilian Puppet Theatre



Folk artists at the seminar

The Seminar resulted in :

- **Effective advocacy for ICH based creative industry:** The seminar heard wide range of observations, concerns and recommendations related to the culture-based development of rural India. While diverse opinions were expressed, participants seem to agree on a number of issues. The following section highlighted the key recommendations:



Ashok Chatterjee, former executive director of National Institute of Design (NID), spoke on the importance of merging quality, identifying function and also perfection for proper marketing

- Policy framework needs to move towards a **more visible integration and mainstreaming of culture** into development policies and strategies at the national level of India.
- Policies to promote culture should be linked with **welfare scheme** of artists and artisans, in particular to

improve their **livelihood using their traditional skills**.

- Traditional cultural and artistic practice of rural communities should be acknowledged and nurtured as **full-fledged professional skill** and integrated as part of national skill development policy.
- **Institutional support system** is necessary to develop creative micro and small enterprise based on heritage skills.
- Creative industries promoting local art and culture strengthen the community's pride and foster social inclusion.
- **Rural cultural tourism** should be promoted, not only to add diversity to the tourism destinations, but as a tool for enhancing well-being and generating greater economic benefits to the host community at large.
- Corporate and Chambers of Commerce as well as **Media and Academics can play an important role** supporting folk arts.



Dr A K Balyan, Managing Director of LNG Petronet gave ideas of how corporate can help in developing new partnerships.



Kevin Kettle, Project Development Officer for SEAMEO-SPAFA, delivering his speech



Yaaminey Mubaayi speaking about National Culture Fund



Marcel Leijzer, UNWTO speaking on Creating partnerships for Cultural Tourism and Poverty Reduction.

