ICH, a proven solution provider in addressing MDGs

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Agenda

• Linking Cultural Capital with Development
• Building Blocks for Creative Economy based on Heritage
• Tourism and Intangible Cultural Heritage
1. The art sector is a major job creator globally, especially for women.
2. Artists enterprise accounts for a significant portion of export market share in many emerging economies.
3. Demand for products from the art sector is significant and projected to grow exponentially, with consumer and corporate interest in sourcing locally produced artisan goods, greater international and domestic tourism, and increased willingness to pay a premium for distinctive handmade goods.
4. The challenge is to convert ‘art labour’ to ‘art entrepreneur’.
5. The art sector mostly provides green skill.
Art for Life – Making Art a Livelihood

- 2004 onwards
- Revitalization of 11 sub altern folk art forms
- Improved income for 5000+ artistes (< 8 Euro per month in 2005 to 50 Euro per month in 2012)
- Inclusion of marginalized indigenous people in development process

Recognitions
Consultative status with Intangible Cultural Heritage Committee, UNESCO, 2010
Most Creative Community Outreach Project, Project Inspire of UNWomen & MasterCard, Singapore, 2011
Amazing Global Indian, Times Now TV, 2013
Identification

Knowledge - Attitude & Practice Study

Mapping ICH practitioners & bearers

Developing Vision by the Artist Community

Community Organisation
Capacity Building

- Strengthening transmission from the Gurus
- Technical aspects of performance & production
- Innovation for evolving new markets
- Resource support
Promotion

Festivals as a tool to create new markets

Dissemination of Audio & Video products

Brochure, YouTube, Website
Community Centres

Giving an identity

Centre for practice & promotion

Village Festivals

Pingla, West Medinipur
Cultural Tourism

Benefits to the larger community
Social inclusion
Community participation in development
Global partnerships
The Change Story

2004
No income from performance
Extreme poverty
Social ostracization

2012
Monthly income > Rs.15000
Traveled to Europe, Asia, Africa
State Award Recipient
Son/daughter in school/ college
Uses e-mail

Towards MDG 1
Women Empowerment

2004
Sporadic income/ Dependency on partner
Restricted mobility
Lack of status & recognition

2012
Recognised as Leaders
Monthly income > Rs. 20,000
Traveled to Europe, Asia, Africa
Participates in local development

Towards MDG 3
Bridging Cultures

MDG 8 : Global Partnerships
Media Partnership

The Statesman
KOLKATA MONDAY 21 JANUARY 2013

Fakiri ‘den’ makes a mark

Kamaladevi Mishra

Gherghana, Nadia: Thomas Anderson was evoking a remote past with his unique style of music. The village echoed with his music, he said. “Do you have a person in your life who teaches you how to love?” Anderson asked. “Yes,” he replied. “Then you have a wonderful teacher. A man of heart.”

The Gherghana Sufi Ensemble, which consists of around 30 members, was performing in Gherghana on December 22 with the support of the British Council. The group has been part of several international music festivals and has performed in countries such as the UK, Germany, and the USA.

The performance was a unique blend of traditional and modern music. The musicians used instruments such as the tabla, dholak, and harmonium, along with a variety of vocal styles.

The Gherghana Sufi Ensemble is led by music director and founder Suman Chakraborti, who has been involved in the music industry for over 20 years. The group aims to preserve and promote the rich musical heritage of the region.

THE TIMES OF INDIA, KOLKATA JANUARY 21, 2013

When the world came shopping for the exotic

Rahul and his father have undergone transformations that many attribute to globalisation. So has their music. With success and globe-trotting came greed and spilt

Srikanth Chikoti

Carnatic-Fusion artist Rahul Ram has been developing his own voice for decades. His music often incorporates traditional Carnatic ethics with contemporary sounds. In an interview with The Bengal Post, he shares his thoughts on music, globalisation, and the future of his genre.

"I believe that music should be global, and not just limited to a certain region," he said. "It's about reaching out to people from different cultures and sharing our experiences through music."

The conversation then turned to the recent success of Rahul and his father, who has been performing for over 30 years. Rahul said, "It's been a rollercoaster ride, but we've been able to make a name for ourselves in the global music scene."

The Bengal Post, Monday, March 26, 2013

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BUSINESS ECONOMICS

Women cultural icons of Iran

Today in Iran, women can participate in cultural and political activities. They can also be active in various fields such as politics, business, and the arts. However, women's rights have been limited at times, and there are still challenges to overcome.

The trend is towards more freedom and equality for women. Despite challenges, there is a growing awareness of women's rights and the need for gender equality.

India's Ministry of Culture has organized a program to promote women in the arts. The program aims to empower women and provide them with opportunities to showcase their talents.

The program has been well-received and has brought a lot of attention to women in the arts. It has provided opportunities for women to participate in cultural activities and has helped to promote their talents.

Women in Iranian society are responsible for a great deal of music-making, but unfortunately their music has not received much attention. For some Iranians, the joy of music outweighs the risks of keeping the list of artists banned by the government.

The "Ghazal Sufi Ensemble" is one such all-women group from Iran. The troupe, formed in 1997 by Saba Lari and Maryam Ghalimzadeh, represents the Sufi tradition of classical music. The group has performed extensively in Iran and has also performed abroad.

The group's music is a blend of traditional and contemporary elements. They perform with traditional instruments such as the ney and the djambe, along with modern elements such as electric guitars and keyboards.

The group's music is popular in Iran and has also been well-received abroad. They have performed at various festivals and events and have gained a following among music lovers.

Kolkata: An eight-member team of artists will represent Bengal at the ITB Berlin, the world's leading travel and trade show in Germany, from March 6 to 10 this year, to showcase the state's art and crafts products and dance forms.

The Union tourism ministry recently approached the state tourism department to talk on the matter.

State tourism department secretary Vikram Sen said that the state's rich cultural heritage could be showcased through a variety of art forms, including dance and music.

Artists from state to be part of Berlin fest

Suman Chakraborti

According to the department, the state has a variety of artists who can showcase the state's rich cultural heritage. The department has identified a number of artists who will participate in the event.

The department has also made arrangements to provide logistic support to the artists. The state government will ensure that the artists have a smooth and hassle-free experience.

The Arts Council of India (ACI) is organizing the event, called "Destination East," which will take place from February 8 to 14. About 100 tour operators, including those from abroad, participated in the summit.

The Times of India, Kolkata, Saturday, February 16, 2013
Thank You

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