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Unlocking India's Creative Potential

Proposal for a Centre for Creative Economy & Public Policy to foster creative economy in India



Executive Summary

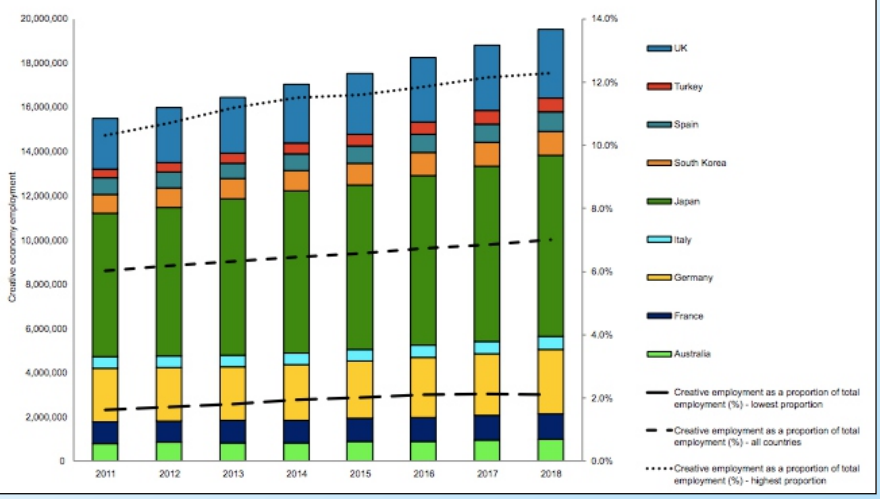
In an era marked by rapid urbanisation and technological advancement, the role of creativity in driving economic growth has become even more pronounced. This brochure outlines a comprehensive proposal for establishing a Centre for Creative Economy & Public Policy in India aimed at coordinating and managing Creative Cities across the nation. We delve into the significance of the creative economy in the rising urban landscape and its transformative impact on India's economic firmament to create a future where innovation thrives and creativity reigns supreme.

Understanding the Creative Economy

Creativity is no longer merely a desirable trait but an essential skill for success in the 21st century. As highlighted by a study conducted by IBM, creativity ranks as the single most important skill for leaders, with 97% of employers emphasising its increasing importance.[1] The creative economy encompasses a wide array of sectors, including music, visual arts, architecture, software development, and more. Its economic contributions are substantial, driving growth, fostering innovation, and enriching societal well-being. The creative economy constitutes roughly 6.1% of the world's gross domestic product (GDP), with national GDPs typically ranging from 2% to 7%.[2] UN estimates indicate that the creative industries generate annual revenues exceeding $2 trillion and support nearly 50 million jobs globally.[3]



Figure 1: Creative economy size,
by country and year, total and % of total employment, 9 selected economies



Source: The Policy Circle

1 "Great minds don't think alike: How creativity and cognitive diversity fuel business greatness." *QUARTZ*, February 2018, https://qz.com/1203068/great-minds-dont-think-alike-how-cognitive-diversity-fuels-business-greatness.
2 Dangarembga, Tsitsi. "The Creative Economy." *The Policy Circle*, https://www.thepolicycircle.org/minibrief/the-creative-economy/.
3 Dangarembga, Tsitsi. "The Creative Economy." *The Policy Circle*, https://www.thepolicycircle.org/minibrief/the-creative-economy/.

13% of employment in major cities worldwide is accounted in the cultural and creative industries.[4]

The Power of Creative Cities



Cities around the world are recognising the transformative potential of culture and creativity. Through initiatives like the UNESCO Creative Cities Network, urban centres are harnessing culture as a catalyst for development and innovation. With 55 new cities joining the network, the momentum towards leveraging creativity for urban resilience and growth is stronger than ever.[5] The establishment of a Centre for Creative Economy & Public Policy in India aligns with this global trend, positioning the nation as a hub for creative excellence and collaboration.

The Creative Cities Network now counts 350 cities in more than one hundred countries, representing seven creative fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music.[6]

Mondiacult 2022

The UNESCO World Conference on Cultural Policies and Sustainable Development, MONDIACULT 2022, held in Mexico City from 28 to 30 September 2022, brought together global stakeholders to explore the vital nexus between culture and sustainable development. Through a series of in-depth discussions and interactive workshops, participants examined themes such as heritage preservation, cultural diversity, and the evolving role of digital technologies. The conference culminated in a significant outcome comprehensive declaration. This declaration, serving as a roadmap, provides concrete and actionable recommendations for policymakers to effectively integrate culture into development agendas. By acknowledging the pivotal role of culture, the declaration advocates for inclusive policy-making, thereby fostering social cohesion, economic growth, and environmental sustainability on a global scale.

"Global experiences in unveiling the Creative Capitals across the Cities" Cultural Heartbeats of Gabrovo, Spain, Scotland and Wonju

Gabrovo: A Creative Center of Innovation and Humor



Nestled in Bulgaria's heart, Gabrovo is a dynamic hub of creativity, innovation, and a unique brand of humor. Emerging from its industrial roots, Gabrovo thrives on its natural surroundings, fostering ingenuity fueled by the river Yantra and surrounding forests. Gabrovo's humor, characterized by a distinct blend of self-irony and wit, is a hallmark of daily life and artistic expression, setting it apart from other creative cities.
With its prestigious designation as a Creative City of Crafts and Folk Art by UNESCO, Gabrovo has earned global recognition for its commitment to innovation and cultural exchange. Through initiatives that promote creative industries and integrate culture into urban development, Gabrovo is pushing boundaries and inspiring others to do the same, a source of pride for all.
The city's vibrant cultural scene is a treasure trove, featuring institutions like the 'Etar' Ethnographic Open-Air Museum and the International Festival of Humor and Satire. These showcase Gabrovo's rich heritage and inventive spirit, inviting all to explore and be part of the excitement.

4 "Creative Cities Network." *UNESCO*, https://www.unesco.org/en/creative-cities.
5 "55 new cities join the UNESCO Creative Cities Network on World Cities Day." *UNESCO*, 31 October 2023, https://www.unesco.org/en/articles/55-new-cities-join-unesco-creative-cities-network-world-cities-day.
6 "55 new cities join the UNESCO Creative Cities Network on World Cities Day." *UNESCO*, 31 October 2023, https://www.unesco.org/en/articles/55-new-cities-join-unesco-creative-cities-network-world-cities-day.

Creative Cities of Spain

Spain boasts a rich cultural heritage and a thriving creative scene. 9 cities have been recognised by UNESCO as Creative Cities, exemplifying Spain's commitment to innovation, cultural exchange, and sustainable urban development.

Granada: City of Literature	**Barcelona:** City of Literature	**Bilbao:** City of Design
Dénia: City of Gastronomy	**Terrassa:** City of Film	**Valencia:** The City of Silk
Terrassa: City of Music	**Bilbao:** The City of Gastronomy	**Granada:** City of Music

Spain's Creative Cities not only exemplify the country's rich cultural heritage and innovative spirit but also make a significant global impact. These cities inspire and engage residents and visitors alike through their diverse creative industries, cultural initiatives, and artistic expressions, enriching Spain's cultural landscape and contributing to global creativity and innovation. As a cultural enthusiast, traveller, urban planner, or policymaker, you are part of this vibrant global creative community.

The Impact of Creative Industries on the Scottish Economy [7]



The creative industries have emerged as a significant driver of economic growth in Scotland. In 2007, these industries employed over 64,000 people and generated a turnover of £5.2 billion, contributing substantially to the nation's Gross Value Added (GVA). Despite economic downturns, the sector demonstrated resilience, with output falling at a much lower rate compared to the overall economy. The creative industries are inherently knowledge-intensive, operating at the intersection of creativity and technology and driving innovation across various sectors. Small Scottish-owned businesses dominate the creative sector, employing a high proportion of graduates and challenging traditional distinctions between creativity and STEM disciplines. Overall, the creative industries enrich lives, enhance Scotland's appeal, and serve as a vital component of the nation's economic and social fabric.

COVID-19 book drive-thru in Wonju, South Korea



During the COVID-19 library closures, Wonju, South Korea a UNESCO Creative City of Literature, pioneered the 'Book Drive-Thru' initiative. Citizens could borrow books from their cars, maintaining physical distancing. They reserved books online or via phone and picked them up at the Central Library entrance. This reader-friendly approach emphasised Wonju's dedication to literature's importance during challenging times.

7 "Scotland's Creative Economy: the Role of Universities." file:///C:/Users/Pinaca/Downloads/The-Creative-Economy-300x3001%20(1).pdf.

Creative Cities in India

Film
Mumbai (2019)

Literature
Kozhikode (2023)

Gastronomy
Hyderabad (2019)

Music
Varanasi (2015),
Chennai (2017),
Gwalior (2023)

Folk Arts & Crafts
Jaipur (2015),
Srinagar (2021)

UNESCO World Heritage Cities



Ahmedabad
2017



Jaipur
2021

UNESCO Learning Cities



Warangal
2022



Thrissur
2022



Nilambar
2022

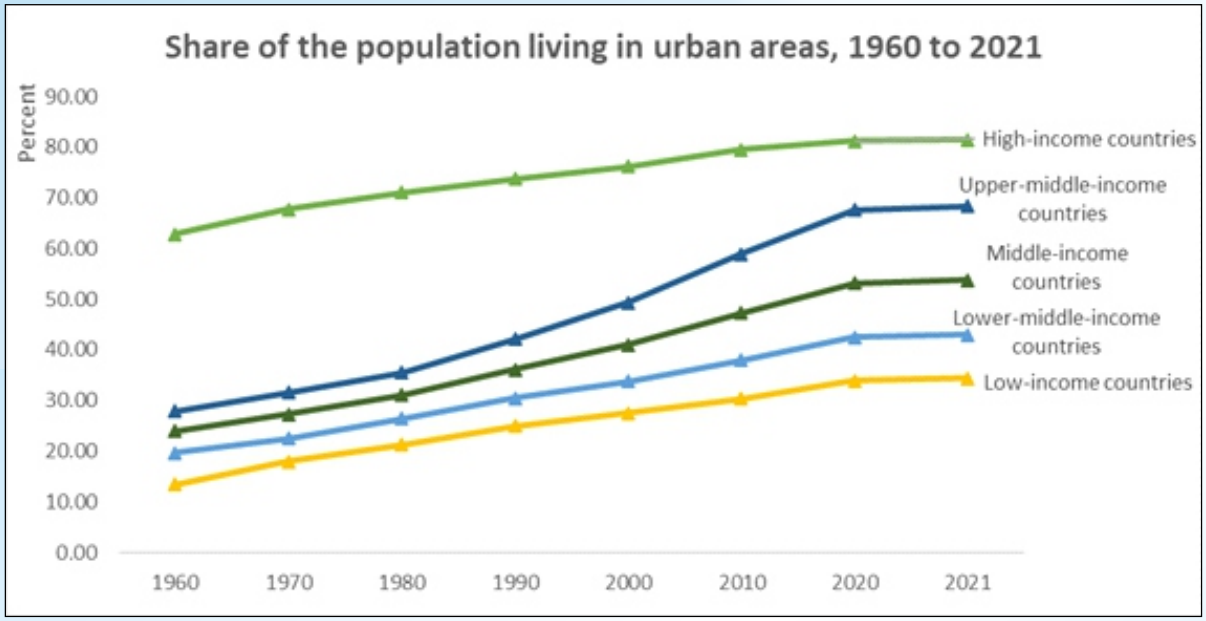
These cities have been acknowledged for "their strong commitment to harnessing culture and creativity as part of their development strategies and displaying innovative practices in human-centred urban planning.

Cities of Learning

Cities of learning, as defined by UNESCO, are urban centers that harness their resources across various sectors to promote inclusive education from basic to higher levels. These cities prioritise learning within families, communities, workplaces, and through modern technologies, which hold the promise of making education accessible to all. By emphasising quality and excellence in education, they cultivate a culture of lifelong learning that empowers individuals, fosters social inclusion, drives economic development, and promotes cultural prosperity and sustainable development.

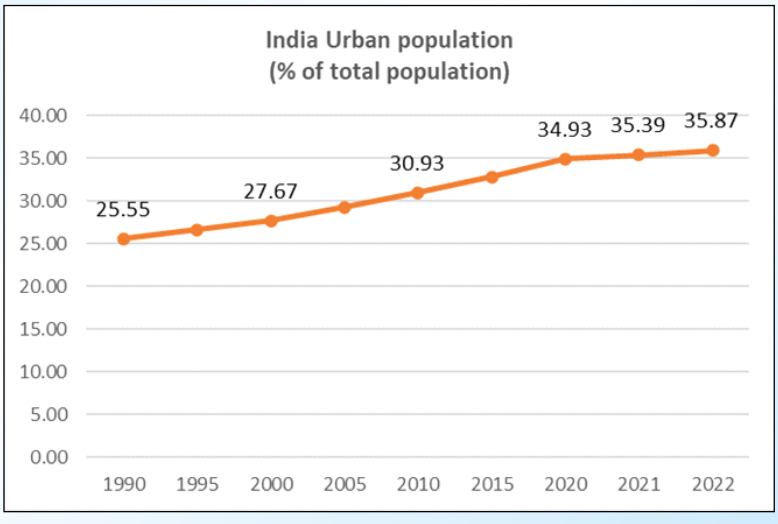
The Rise of the Urban Economy

The global trend towards urbanisation is reshaping economies and societies worldwide, with profound implications for urban development and innovation. From 1950 to 2018, the proportion of the world's population residing in urban areas rose from 30% to 55%.[8] This figure is projected to surge to 68% by 2050.[9] This ongoing urbanisation, combined with population growth, is anticipated to add 2.5 billion urban dwellers by 2050, primarily concentrated in Asia and Africa.[10] Notably, India alone is projected to add 416 million urban residents by 2050, underscoring the country's pivotal role in the global urbanisation landscape.[11]



Data source: UN Population Division (via World Bank)

68% of the world's population is projected to live in urban areas by 2050.[12]

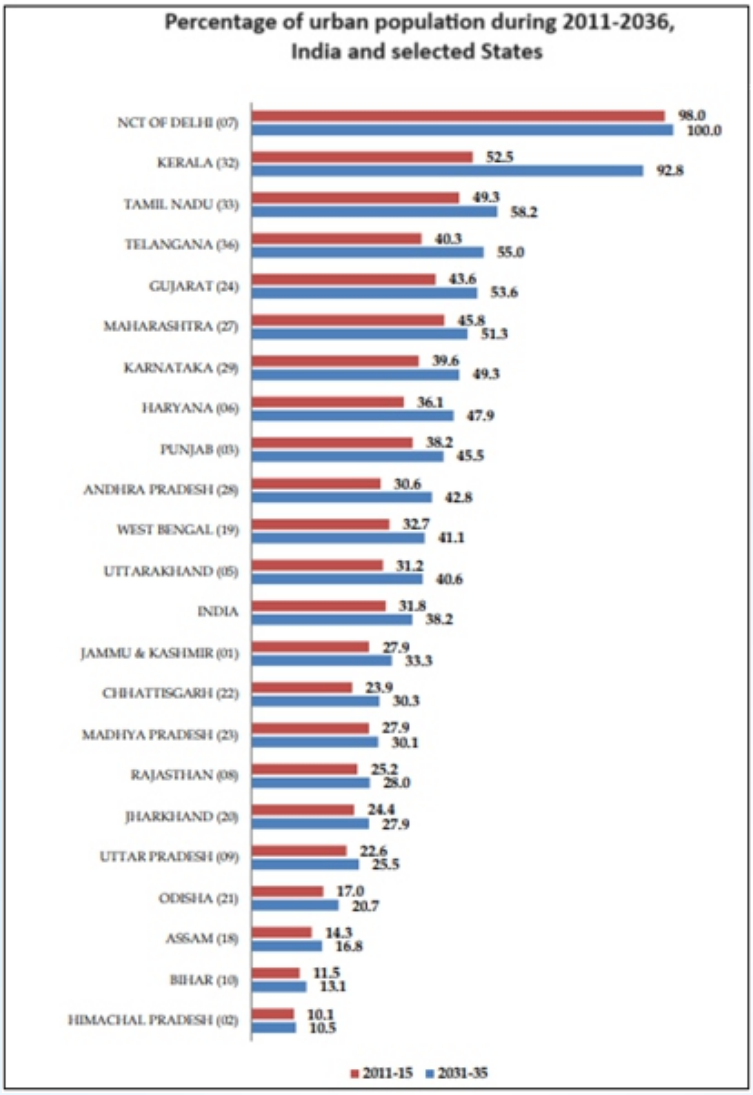


Source: United Nations Population Division. World Urbanization Prospects: 2018 Revision.

As cities grow, there's a growing recognition of the significance of creativity and innovation in shaping urban development and competitiveness. Creative industries are increasingly being integrated into local development strategies, harnessing the potential of cultural expression and artistic innovation.

By leveraging urbanisation and creativity, cities can unlock new pathways for economic growth, job creation, and social cohesion. Sustainable urbanisation, combined with a flourishing creative economy, offers the opportunity to transform cities into vibrant centres of innovation and cultural dynamism, benefiting communities worldwide.

8 Department of Economic and Social Affairs, United Nations. "The speed of urbanisation around the world." *Population Division*, 1 December 2018, https://www.un.org/development/desa/pd/sites/www.un.org.development.desa.pd/files/files/documents/2020/Jan/un_2018_factsheet1.pdf.
9 "68% of the world population projected to live in urban areas by 2050, says UN | UN DESA | United Nations Department of Economic and Social Affairs." *the United Nations*, 16 May 2018, https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html.
10 "68% of the world population projected to live in urban areas by 2050, says UN | UN DESA | United Nations Department of Economic and Social Affairs." *the United Nations*, 16 May 2018, https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html.
11 "68% of the world population projected to live in urban areas by 2050, says UN | UN DESA | United Nations Department of Economic and Social Affairs." *the United Nations*, 16 May 2018, https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html.
12 "68% of the world population projected to live in urban areas by 2050, says UN | UN DESA | United Nations Department of Economic and Social Affairs." *the United Nations*, 16 May 2018, https://www.un.org/development/desa/en/news/population/2018-revision-of-world-urbanization-prospects.html.



Source: Population Projections for India and States 2011 - 2036, National Commission on Population, Ministry of Health & Family Welfare

Empowering the Creative Workforce

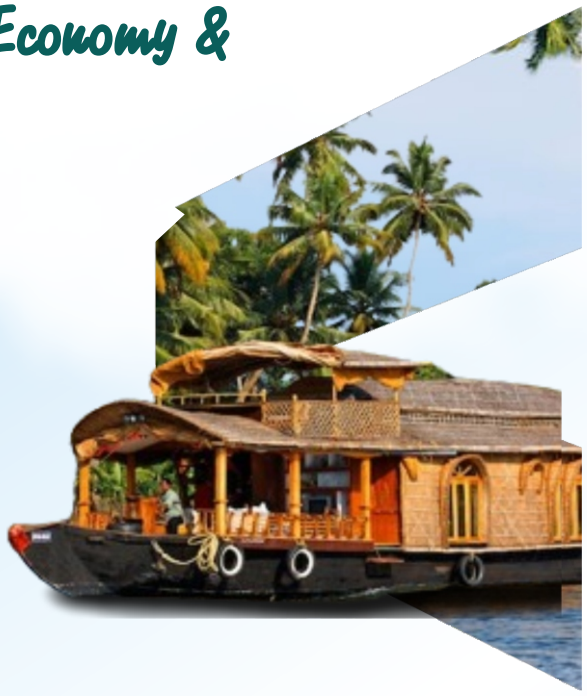
Drawing on extensive research and analysis, key findings underscore the pivotal role of universities in nurturing talent for the creative economy. Additionally, the top skills projected for 2025 emphasise the importance of creativity, critical thinking, and adaptability. Recommendations include enhancing employability, fostering entrepreneurship, and promoting knowledge exchange between academia and industry.

Top 15 skills for 2025

1. Analytical thinking and innovation
2. Active learning and learning strategies
3. Complex problem-solving
4. Critical thinking and analysis
5. Creativity, originality and initiative
6. Leadership and social influence
7. Technology use, monitoring and control
8. Technology design and programming
9. Resilience, stress tolerance and flexibility
10. Reasoning, problem-solving and ideation
11. Emotional intelligence
12. Troubleshooting and user experience
13. Service orientation
14. Systems analysis and evaluation
15. Persuasion and Negotiation

Source: World Economic Forum, 2020

Proposal for a Centre for Creative Economy & Public Policy in India



Over and above the three Cities already declared as cities of Learning (2) and of Literature (1), the State Government intends to promote/take up Thiruvananthapuram as the 'City of Peace', Kollam as the 'City of Biodiversity', Kochi as the 'City of Design', Kozhikode as the 'City of Literature' and Kannur as the 'City of Craft and Folk Arts'.[13] With such an impressive array of Creative Cities, the State will have a genuine rationale to set up a Centre to coordinate the resultant activities.

Accordingly, we propose a Centre for Creative Economy & Public Policy in Kerala, India, dedicated to fostering collaboration, innovation, and knowledge dissemination within the creative economy. The establishment of a Centre for Creative Economy & Public Policy in India represents a transformative step towards unlocking the nation's full potential. By harnessing the power of creativity, innovation, and collaboration, we can pave the way for a future where economic prosperity is synonymous with artistic expression and cultural vibrancy. Join us in shaping a brighter, more creative India for generations to come.

The centre's mandate shall extend nationwide, serving as an institute of national importance. Its core functions shall include facilitating start-up incubation, organising talks and workshops, and promoting interdisciplinary collaboration. By leveraging India's rich cultural heritage and diverse talent pool, the centre aims to position the nation as a global leader in creative industries.

The Centre for Creative Economy & Public Policy will offer a unique occasion to strengthen ties between Creative Cities from across the country and allow them to exchange updated, practical information on policies and activities carried out by them.

Why Kozhikode?

Kozhikode, Kerala, stands out as an ideal location for the Centre for Creative Economy & Public Policy due to its vibrant creative ecosystem. The city's dynamic environment fosters talent and innovation within the creative industries. With a focus on employability, entrepreneurship, and professional development, Kozhikode's universities contribute significantly to shaping the future of this sector. Moreover, the city serves as a hub for regional innovation clusters, driving the evolution of the creative economy. Positioned at the nexus of academia and industry, Kozhikode offers the perfect setting to catalyse collaboration, growth, and prosperity within the local creative ecosystem.



13 "UNESCO's City of Literature." *Vajiram*, 29 March 2022, https://vajiramias.com/current-affairs/unescos-city-of-literature/6242898e36242210bf1e58fe/.

Potential Locations



The Centre of Excellence will offer a unique occasion to strengthen ties between Creative Cities from across the country and allow them to exchange updated, practical information on policies and activities carried out by them.

Centre for Creative Economy & Public Policy in Kozhikode: Shaping India's Creative Future

The Centre for Creative Economy & Public Policy in Kozhikode is envisioned as a transformative hub dedicated to fostering collaboration, innovation, and knowledge dissemination within India's creative landscape. We aim to unlock the nation's full potential by harnessing the power of creativity, innovation, and collaboration. As a key player in this vision, your participation and contribution are invaluable, paving the way for economic prosperity intertwined with artistic expression and cultural vibrancy.

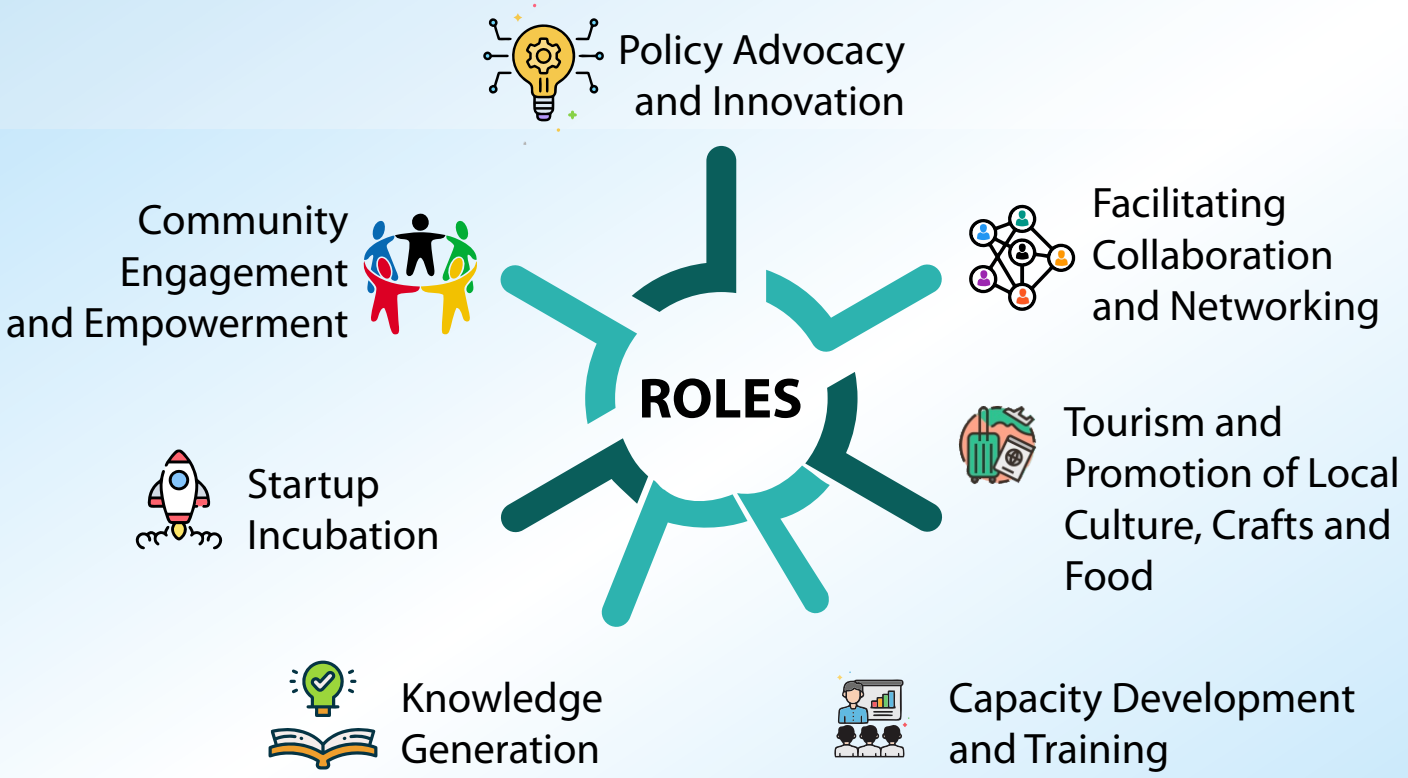
Goal

Our overarching aim is to position India as a global leader in creative industries, driving economic growth and societal development through innovative entrepreneurship and innovation. By doing so, we not only uplift our nation but also contribute significantly to the global creative landscape, fostering a sense of pride and optimism.

Positioning Kozhikode as a Creative Hub

By leveraging Kozhikode's vibrant creative ecosystem, the Centre will elevate the city's profile as a regional and national hub for innovative entrepreneurship and innovation. Through strategic partnerships, industry collaborations, and community engagement, we aim to amplify Kozhikode's role in driving the evolution of the creative economy in India.

Roles



- **Start-up Incubation:** Our incubation program will provide comprehensive support to creative start-ups, including mentorship, access to funding, and networking opportunities. By nurturing emerging talent and innovative ideas, we aim to catalyze the growth of the creative economy ecosystem.

- **Knowledge Generation:** Regular talks, workshops, and training programs will be organized to generate knowledge, foster skill development, and promote best practices within the creative sector. These events will feature industry experts, thought leaders, and practitioners, providing invaluable insights and inspiration to aspiring creatives.

- **Facilitating Collaboration and Networking:** The Centre will serve as a platform for interdisciplinary collaboration, bringing together stakeholders from academia, industry, government, and civil society. By facilitating networking opportunities and collaborative projects, we aim to foster innovation, address complex challenges, and unlock new opportunities within the creative economy.

- **Capacity Development and Training:** Specialized training programs, internships, and research initiatives will be offered to nurture talent and expertise in critical areas of the creative economy. By equipping individuals with the skills, knowledge, and resources needed to succeed in the creative industry, we aim to enhance employability, entrepreneurship, and professional development.

- **Policy Advocacy and Innovation:** The Centre will engage in policy advocacy and innovation to create an enabling environment for the creative economy. By advocating for supportive policies and fostering a culture of innovation, we aim to remove barriers to growth and unlock the full potential of India's creative industries.

- **Community Engagement and Empowerment:** Through outreach programs, community initiatives, and capacity-building activities, we will engage and empower local communities to participate actively in the creative economy. By fostering inclusivity and social cohesion, we aim to create opportunities for all to contribute to and benefit from the creative economy.

The Centre for Creative Economy & Public Policy in Kozhikode is poised to shape India's creative future by fostering collaboration, innovation, and knowledge dissemination. With your invaluable participation and contribution, we envision a future where economic prosperity is intricately linked with artistic expression and cultural vibrancy. Together, let us unlock the nation's full potential and position India as a global leader in creative industries, driving economic growth and societal development through innovative entrepreneurship and collaboration.

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