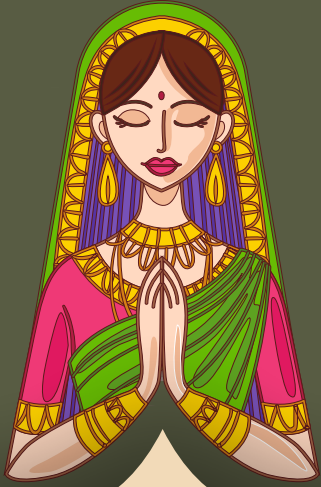




G20
भारत 2023 INDIA
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Culture

Policy for

INDIA:

A framework

#भारतीयसंस्कृति



Draft Culture Policy of India

First Edition, November 2021

Culture Policy for India : A Framework

Revised Edition, April 2023

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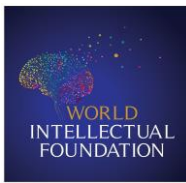
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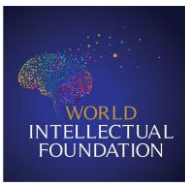


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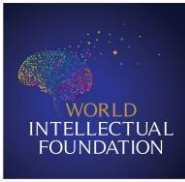
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About Us



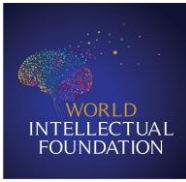
The World Intellectual Foundation (WIF) is a global non-profit, non-partisan think tank headquartered in Delhi. It works on diverse topics and themes to promote global Peace, Prosperity, and Sustainability.

The objective of the Foundation is to encourage and assist individuals, organizations, and governments in implementing research-driven ideas that are bold, innovative, and pragmatic.

Our approach is to catalyse policy initiatives with dynamic and holistic recommendations that are implementable.

Some of the prominent policy papers that we have published are :

- a. Draft Culture Policy for India: A Framework
- b. Mother Earth Is Terminally ILL
- b. Human Potential or Capital
- c. Civilization By Design



Preface

India has a rich history and culture, but no **"National Culture Policy"** exists. India is an old, even prehistoric, civilization. Harappa and Mohenjo-Daro are living proof of this. Even though foreigners have ruled us for hundreds of years, we have a deep sense of culture, a way of thinking, and beliefs that will never change. Indian culture brings people, nations, and the whole world together. India has a culture full of peace and spirituality to share with the rest of the world. Culture is like the roots of a tree. If the roots are deep, storms cannot uproot the tree. Famous people from India with strong ideas and beliefs have a message for a changing world. Also, as digitalization spreads into every part of our lives, people will likely hear things that are not true. This changes the way people think and threatens democracies and societies as a whole. Countries worldwide dig deep into their pasts to learn more about their cultures and civilizations, so they can live in harmony with each other and be happy. We also need to discuss the country's cultural assets are its economic assets. India celebrated its 75th year of independence in 2022. With the "VIKSHIT BHARAT ABHIYAN" in 2047, the country is preparing for its 100th year of independence. **India has a "New Education Policy," an "Indian Monetary Policy," an "Indian Public Policy," and many other policies, so why does it not have a policy on the most crucial thing, culture?**

India's G20 presidency focuses on "Culture for LIFE," which promotes sustainable living and environmental consciousness through the utilization of cultural practices and heritage. The country aims to place culture at the forefront of discussions on development and diplomacy, recognizing its increasing impact on the global GDP and advocating for cultural diversity to foster multilateral cooperation. India's G20 culture policy is built upon four key pillars:

- **Preservation and Repatriation of Cultural Property:** India aims to safeguard cultural artifacts and facilitate their return to their countries of origin if they have been displaced.
- **Sustainable Future through Living Heritage:** Indian culture, rooted in sustainable practices, emphasizes mindful consumption and efficient resource utilization. By drawing from community knowledge and holistic environmental management, India seeks to address pressing environmental issues like climate change and biodiversity loss.
- **Support for Cultural and Creative Sectors:** India recognizes the culture and creative industries as rapidly growing sectors in the global economy. The country seeks to provide backing for these sectors and their economic contributions.
- **Technology for Cultural Preservation:** Digital technologies play a crucial role in safeguarding cultural heritage, particularly during times of conflict, natural disasters, and other emergencies. India aims to leverage technology to preserve and disseminate cultural heritage.

India's culture policy should promote sustainable living, preserve cultural heritage, support creative industries, and leverage technology to strengthen cultural preservation efforts. Our very comprehensive Policy document has provided a framework and a path forward for it.

We hope the country will discuss and adopt the proposed "Culture Policy for India – A Framework", a policy document that describes our people, policies, and institutions to bring about prosperity.

- ***Dr Rubina Mittal***
Director of Research & Innovation
World Intellectual Foundation

What is Culture?



Culture is a way of life reflected in various activities that are sanctioned by elevated moral, intellectual, and spiritual experiences of society. Vedas, Upanishads, and deep-rooted evolving practices of different faiths have been the guiding forces of Indian culture.

The culture insists noted Indian philosopher, Sri Aurobindo, in his book “The Foundations of Indian Culture,” comprises various activities of the cultivated aesthetic being. On different shades of the global culture canvas, Aurobindo says modern European culture was “predominantly material,” while old Greco-Roman “predominantly mental and intellectual.” For India, he described the culture as “predominantly spiritual.”

World over, most countries are digging deep into their past to articulate about their culture and civilization for a harmonized living rooted in happiness which has emerged as the biggest challenge of the contemporary era.

“...in its broadest, culture can now be regarded as “the set of distinctive spiritual, material, intellectual, and emotional feature of society or a social group. In addition to art and literature, it encompasses lifestyles, basic human rights, value systems traditions and beliefs” (Ministry of Community Development and Culture, Barbados, 2010).

“Culture means the ideas, customs, language, beliefs, history, traditions, and social behaviour, of a particular people or society, including artistic expression and natural and human heritage. Culture comprises cultural industries and cultural resources” (City Council , Mississauga, 2015).

“Culture is the sum total of the ways in which a society preserves, identifies, organizes, sustains and expresses itself” (Ministry of Gender, Labour and Social Development, The Republic of Uganda , 2006).

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has introduced culture as a parameter to make development sustainable. The UNESCO emphasizes that “culture is who we are and what shapes our identity and no development can be sustainable without including culture”¹.

For India, culture is the idea of India; a way of life, and how we conduct ourselves and with the world



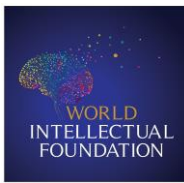
Why India needs a Culture Policy?

Aryavarta², Jambudvipa³, Hindustan, and now “India, that is Bharat” was raised on a foundation of a rich, intense, and diverse civilization that is more than 5,000 years old. India always remained a cultural entity, withstanding all kinds of onslaughts. Over the millennia, it weathered out political divide, armed invasions, and physical and mental subjugations under the repressive foreign powers because of its deep-rooted cultural values. India’s culture is ageless and visible in the layers of history, which has witnessed the co-existence of almost all major religions known to humankind. Hinduism, Islam, Christianity, Sikhism, Jainism, Buddhism, Judaism, and Zoroastrian have enriched and diversified India’s cultural heritage.

“The role of culture is important in shaping the minds and values thereby reducing crime”

The inclusive Indian civilization owed its immortal longevity to its ever-evolving culture where people are lovers of wisdom and seekers of truth and put a premium on openness, values (respect other living beings, selfless service, and hard work), world view (Vasudhaiva Kutumbakam (Sanskrit: वसुधैव कुटुम्बकम्), exploration and science.

The “raised condition of masses,” professes Swami Vivekananda, can come through only culture .



However, the decay of composite culture began many centuries ago when sharing of knowledge and values within the society was curtailed. And the civilization was further wounded mostly due to the subsequent colonization of Indian minds, which is dubbed as the biggest setback for the nation.

The country has been falling on global parameters that assess the cultural wealth of nations, which shows a growing disconnect between the society and its rich high culture.

“There is the culture of a nation and of a people which is important for it, there is also the culture of an age, the yoga dharma, and if you do not align yourself with that culture of the age you are out of step with it” –

Pandit Jawaharlal Nehru, Constituent Assembly debate, September 13, 1949.

India's self-image rests on the acknowledgment and understanding of its own culture and accepting new positive outside influence, which brings sensibility, binds the heterogeneous society, and ensures peace, apart from fuelling the country's economic growth. The role of culture cannot be ignored in the mobility and participation of young people. This is an important ingredient for a nation to foster innovations and collaborations for prosperity.

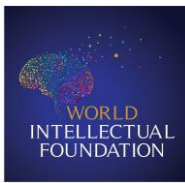
The United Nations Educational, Scientific and Cultural Organization (UNESCO) too believes the culture cannot be ignored in the rush for development¹.

Culture is a way of life based on unique sustainable values and ways of behaving that are shared and transmitted from generation to generation to help people overcome the challenges of life” (Ministry of Community Development and Culture, Barbados, 2010) and hence the role of culture is important in shaping the minds and values thereby reducing crime rates (Ministry of Culture, Government of India, 2017). Culture also helps in preparing a country to face emerging challenges.

The creative economy has the potential to add value to economic growth and generate employment. But equally important is the realization that it fetches more than marketable value.

Culture and creative industries are amongst the fastest growing sectors in the world and are estimated to be worth USD 4.3 trillion per year, amounting to 6.1 % of the global economy (Gupta, 2019, p. 161). In India, it employs 45-48% of the total workforce (Ministry of Culture, Government of India, 2017), and this makes it imperative to focus on developing a long-term perspective for culture in terms of a cultural policy for India to maximize the economic potential of creativity.

'Culture makes Economic Development human-centred'



The hurdles and action plans for the protection and promotion of the diversity of Indian cultural expressions, though, are highly complex. A factual, balanced, and comprehensive account of the country's history, therefore, is needed for a fair assessment of the past. Against this background, the World Intellectual Foundation has attempted to give an insight into India's cultural world through different sections and offers a framework for the culture policy of India.

The World Intellectual Foundation's draft policy recommendations propose to encourage the nation's ideals and values, heritage, ingenuity, unity, and wellbeing with an overarching theme of unity in diversity, prosperity, and sustainability.

As India turned 75 in 2022, it cannot afford another long spell of indifference towards culture, tradition, and heritage. The nation may well repose faith in its social capital, mental wellness, and conduct, which country's seers, intellectuals, historians, and eminent personalities have professed for ages. It would be a fulfilling legacy to leave behind for future generations.

“Mahatma Gandhi lamented the fact that the people had 'ceased to live' India's own rich culture.”

(Prabhu & Rao, 1945)

“Development divorced from its human or cultural context is growth without a soul. Economic Development in its full flowering is a part of a people's culture”

“It is meaningless to talk of the 'relation between culture and development' as if they are two separate concepts, since development and the economy are a part, or an aspect of, a people's culture”
(UNESCO, 1995)

Prosperity alone does not fetch happiness -Richard Easterlin

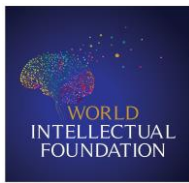
Policy Objectives

The broad objectives of India's cultural policy:



Culture and The Culture of Development'

'Development of Culture, Development Through Culture and The Culture of Development'



Origins of Culture Policy

Indian culture is amongst the richest in the world. The freedom fighters and architects of the Indian constitution were concerned about India's cultural legacy, and they debated and articulated the need to preserve, promote and develop Indian culture. The culture policy emanates from the following:

- a) Heritage and History
- b) Constitution and Legal Framework

a) Heritage and History

1. Tangible Heritage and Assets

The tangible heritage includes artefacts, archaeological findings, architecture, monuments, art and craft, sites, manuscripts, books, and other objects of artistic interests.

2. Intangible Heritage and Assets

Oral traditions are passed across generations, performing arts, social practices, customs and rituals, festivals, and traditional knowledge.

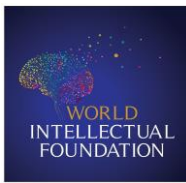
India – World's Cultural Capital

India's rich heritage is a reflection of the quest for knowledge, truth, science, secular ethos of a multilingual, multi-ethnic, and multi-religious society. It helps in curating national identity. The assortment of treasures spreads across its historical monuments, natural sites, museums, arts, music, dance, folk, food, architecture, traditions, and practices.

According to the UNESCO world heritage list (UNESCO, 2021); of the 1,154 tagged world heritage properties, Italy leads with its 58 sites, China comes second with 56 sites, Germany third with 51 sites, Spain and France are at fourth position with 49 sites each, and India occupies fifth slot with 40 sites.

Given the large number of heritage cultural assets; with over 500,000 heritage sites and monuments spread across the country, 3,691 monuments protected by the Archaeological Survey of India (ASI), 1800+ archaeological sites, 50 historic cities, 6000+ state archaeology protected monuments & 400,000+ religious heritage sites (NITI Aayog, Government of India, 2019), India, therefore, should position itself as the world's cultural capital.

The origin of Indian arts can be traced to pre - historic Hominid settlements in 3rd millennium BC (Ministry of Culture, Government of India, 2017).



UNESCO's World Heritage List and India

India is home to 40 heritage properties that are on UNESCO's world heritage list and another 46 sites on its tentative list. Of the existing 40 which figures on the world heritage sites map, 32 are related to the "Culture", seven falls under "Natural" and one under "Mixed" categories.

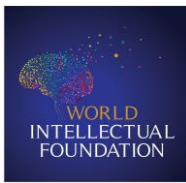
There are thirteen elements from India on UNESCO's Lists of Intangible Cultural Heritage. They include, other than Yoga, "Kutiyattam, Sanskrit Theatre", "Tradition of Vedic Chanting" and "Buddhist Chanting of Ladakh: recitation of sacred Buddhist texts in the trans-Himalayan Ladakh region, Jammu and Kashmir, India" (UNESCO, 2021). The plurality of non-physical Indian culture does not show up in the UNESCO list.

Just as India needs investment to boost its economy, it also must invest in the "future of the past" so that cultural resources survive, attract people from across the globe, and remain in the nation's collective conscience for generations to come. The protection and preservation of the tangible and intangible heritage and traditions and practices should be done in consultation with the locals to keep the historical sense and sensibility of that area and foster a spirit of development that is in consonance with the heritage, culture, and nature.

In the 2020-21 budget, the Central Government announced the construction of a museum on each of five archaeological sites identified for development as iconic sites and would be developed over the next three years. The NITI Aayog, the government's public policy think tank, has also come out with a report on "Improving Heritage Management in India" which acknowledges the unmet challenges. According to this document, "a comprehensive vision for Heritage Budget and Planning with innovative means is essential" (NITI Aayog, Government of India, 2019).

The overall policy thrust, however, requires an integrated approach, which is to connect surroundings, tourism, and other necessary ancillary sectors to the overall ecosystem to ensure that it leads to the enrichment of individuals and artists and adds to economic prosperity.

The Ministry of Culture has started a "Scheme for Safeguarding the Intangible Heritage and Diverse Cultural Traditions of India", bringing together scattered efforts of different institutions, groups, and individuals to give impetus and directions to resources for ensuring the continuity of the rich past.



Co-existence in Diversity – A Cultural Legacy

India has a rich linguistic diversity. According to the census of 2011, 34 languages are spoken by more than a million native speakers, and 122 languages are spoken by more than 10,000 people (Ministry of Culture, Government of India, 2017).

Heritage Safeguards

Through wider consultations among different stakeholders and the public, the possibility of putting together heritage safeguards may be explored. This is more important given the rising environmental insecurities. The list of irritants to safeguard heritage is on the rise. For years now, pollution has been impacting the country's prized possessions like the Taj Mahal, but the threat of soaring global temperature, sea levels, floods, frequency of cyclones, and landslides is alarming. Therefore, a safety net around India's cultural identities is a must for protection.

According to UNESCO (International Union for Conservation of Nature), "A third (33%) of natural World Heritage sites are threatened by climate change, including the world's largest coral reef, the Great Barrier Reef, assessed as having a "critical" outlook for the first time," (UNESCO, 2020). India's Sundarbans Mangrove Forest was submerged due to the Yaas cyclone this year. The illegal felling of trees is also posing a danger to Sundarbans, which are spread across West Bengal and adjoining Bangladesh, and the Heritage Safeguard is a key aspect for India in terms of preserving the culture.

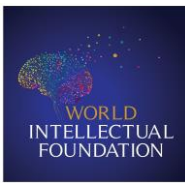
Climate change is now the biggest threat to Natural World Heritage. - UNESCO

b) Constitution and Legal Framework

Culture, as reflected in popular social morality, has been the precursor to laws governing the social life of Indians¹. Various creative art forms got patronage under princely states that led to the sustenance of traditional knowledge and practices through the ages.

Foreign powers that usurped political authority subsequently had no interest in promoting Indian culture. Instead, they attempted to consolidate their positions by imposing their thoughts, beliefs, customs, dress, language, and traditions on Indians to increase their acceptance and, alternatively, shatter the confidence of the people.

The constitution-makers sought to break the hiatus by giving a voice to the people representing different fields of art and culture, and also in the process accord recognition to diverse cultural rights of people. A perusal of the chapters on fundamental rights, directive principles of state policy, and the preamble show the concern for culture and cultural rights by the Constitution makers².



The construct of secularism clearly flows from the culture. As highlighted by the first Prime Minister, Pandit Jawaharlal Nehru, secularism in India never meant Dharma Nirpeksha (which completely distances state from religion) but Sarva Dharma Sambhav (which envisages the role of the state in promoting religious co-existence). The word 'Secular' was formally inserted in the Preamble through the 42nd amendment in 1976. Through the same amendment, a chapter on fundamental duties was added wherein citizens were enjoined with a duty to respect the composite culture of the nation³.

The importance of composite culture in parliamentary democracy is acknowledged through reservations and nominations. The constitution has provisions for representations in union and state legislative bodies to various distinct identities, including historically neglected social groups and Anglo-Indians, and for people who have contributed in the field of literature, science, art, and social service⁴.

'Secularism in India never meant Dharma Nirpeksha (which completely distances state from religion) but Sarva Dharma Sambhav (which envisages the role of the state in promoting religious co-existence)'

Spiritual leaders, leading freedom fighters, constitution framers, and intellectuals were apprehensive that India burdened from the colonization of oppressive British regime may not hold on to the virtues of priceless cultural gifts, which the tradition and the heritage have to offer, in its pursuit to enjoy the freedom under a new democratic dispensation.

The disquiets are echoed in the Constituent Assembly debates. Former Prime Minister Nehru made an enlightening speech on the culture where he seemed to have stressed on the importance of both, a culture for the nation as well as for people⁵.

A composite culture is required to improve the quality of life of people other than for national integration, and hence, culture essentially is a natural right of people which ought to be protected as a human right.

Globally too, there is immense focus on culture and the need for it to ensure sustainable development and for the wellness of humankind. United Nations, its agencies, and international conventions have laid down paths for recognition and appreciation of cultural rights the world over (International Labour Organization, 1989).

The international community realizes the importance of customary practices of various communities for conservation and sustainable development⁶.

Whether we think of the arts, the learning, the sciences, the religion or philosophy, Culture includes them all, and much else besides. As such, it is progressive, and should be regarded as being capable of constant growth as any living organism. If, therefore, you include in the Fundamental Rights this section, i.e., the right to "conserve" the same, whether or not there is any attack or danger for the mere preservation of it, I see no reason why you should not couple with the right to conserve the right to develop (culture). – K. T. Shah, Constituent Assembly debate, December 8, 1948.

The Indian constitution has an underlying principle of non-interference in matters of culture like in the case of religion, and the people cannot realize their rights in the absence of a proactive role envisaged in the Constitution. The existing statutory framework is limited to tangible art, history, and culture and is found lacking in intangible traditions and knowledge, and this needs to be addressed with appropriate and enabling legislation.

In the Niyamgiri Orissa mining case (Orissa Mining Corporation Ltd vs Ministry of Environment & Forest & Others, 2013), the Supreme Court, while upholding the rights of indigenous people, observed on April 18, 2013, that the state needs to play a proactive role allowing people to effectively protect and preserve their distinct culture⁷. The state's indifferent role towards culture often negates the cultural rights of people envisaged in the Constitution, and hence the government while planning large scale developmental projects in tribal areas, forest areas, and other areas with specific cultural footprints should do cultural audit like the Environmental Impact Assessment (EIA) to ensure the development is aligned to culture and environment and not at the cost of it.

Unlike individual rights where an aggrieved may have a personal interest in enforcing his or her right, there ought to be an affirmative action on the part of the government to preserve and protect the collective rights of people, particularly when protecting such rights is in national interest and in line with the state policy. Though limited in ambit, the Forest Rights Act (Ministry of Tribal Affairs, 2006) confer powers on the Gram Sabha constituted under the Act to protect the community resources, individual rights, cultural and religious rights.

A review of enabling laws should be undertaken to take the creative sector out of its stupor. For example, Japan has basic legislation on culture and arts, which was revised a few years back to emphasize the development of culture and arts in and outside the country⁸.

1) Chanakya wrote in Arthashastra recognizing the importance of culture by propounding customs and usages as the sources of law.

2) Constitution of India Preamble:

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC and to secure to all its citizens.

LIBERTY of thought, expression, belief, faith and worship;

PART III FUNDAMENTAL RIGHTS

Article 29. Protection of interests of minorities

29. (1) Any section of the citizens residing in the territory of India or any part thereof having a distinct language, script or culture of its own shall have the right to conserve the same.

(2) No citizen shall be denied admission into any educational institution maintained by the State or receiving aid out of State funds on grounds only of religion, race, caste, language or any of them.

PART IV DIRECTIVE PRINCIPLES OF STATE POLICY

Article 43. Living wage, etc, for workers

The State shall endeavour to secure, by suitable legislation or economic organisation or in any other way, to all workers, agricultural, industrial or otherwise, work, a living wage, conditions of work ensuring a decent standard of life and full enjoyment of leisure and social and cultural opportunities and, in particular, the State shall endeavour to promote cottage industries on an individual or cooperative basis in rural areas.

Article 49. Protection of monuments and places and objects of national importance

It shall be the obligation of the State to protect every monument or place or object of artistic or historic interests, declared by or under law made by Parliament to be of national importance, from spoliation, disfigurement, destruction, removal, disposal or export, as the case may be.

3) Constitution of India: Part IVA Fundamental Duties

Article 51(A). Fundamental duties—It shall be the duty of every citizen of India—

(f) To value and preserve the rich heritage of our composite culture;

4) Article 80. Composition of the Council of States

Article 80. (1) The Council of States shall consist of

(a) twelve members to be nominated by the President in accordance with the provisions of clause (3); and
(b) not more than two hundred and thirty-eight representatives of the States and of the Union territories.

Article 80. (3) The members to be nominated by the President under sub clause (a) of clause (1) shall consist of persons having special knowledge or practical experience in respect of such matters as the following, namely: Literature, science, art and social service.

Article 171. Composition of the Legislative Councils

Article 171. (1) The total number of members in the Legislative Council of a State having such a Council shall not exceed one third of the total number of members in the Legislative Assembly of that State:

Provided that the total number of members in the Legislative Council of a State shall in no case be less than forty.

(2) Until Parliament by law otherwise provides, the composition of the Legislative Council of a State shall be as provided in clause (3).

(3) Of the total number of members of the Legislative council of a State

(e) the remainder shall be nominated by the Governor in accordance with the provisions of clause (5)

(5) The members to be nominated by the Governor under sub clause (e) of clause (3) shall consist of persons having special knowledge or practical experience in respect of such matters as the following, namely: Literature, science, art, cooperative movement and social service.

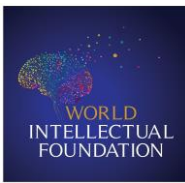
5) There are many types of culture. There is the culture of a nation and of a people which is important for it, there is also the culture of an age, the yoga dharma, and if you do not align yourself with that culture of the age you are out of step with it. -

Jawaharlal Nehru, Constituent Assembly debate, September 13, 1949.

6) The Convention on the Biological Diversity (CBA), adopted at the Earth Summit 1992, focused on the necessity to preserve and maintain knowledge, innovation and practices of the local communities relevant for conservation and sustainable use of bio-diversity and the subsequent Rio Declaration on Environment and Development, Agenda 21 and Forestry principle also mooted promotion of customary practices beneficial to conservation

7) Many of the STs and other TFDs are totally unaware of their rights. They also experience a lot of difficulties in obtaining effective access to justice because of their distinct culture and limited contact with mainstream society. Many times, they do not have the financial resources to engage in any legal actions against development projects undertaken in their abode or the forest in which they stay. They have a vital role to play in environmental management and development because of their knowledge and traditional practices. State has a duty to recognize and duly support their identity, culture and interest so that they can effectively participate in achieving sustainable development. – Para 39 of the Supreme Court judgment.

8) Japan Basic Act on Culture and the Arts, Article 2, Fundamental Principles



Culture in Practice

Culture through Learning

For culture to be an integral part of our daily living, there are two pathways through which a society can absorb and benefit from culture, a) by introducing culture in the learning process and b) at homes. But rarely has it been communicated to the people in India; why teach culture and arts? What significance does it have in the lives of people? Will it make any difference in attempts to excel in life? This reach-out is essential for societal engagement, especially with the youth, given that the education system is designed to generate "answering machines" to score high marks and obtain degrees. The generational shift away from values and nature, which the civilization is so intrinsically linked to, is attributed to the growing disconnect between culture and education. The New Education Policy 2020 has attempted to address the issues (Ministry of Human Resource Development, 2020).

Liberating minds

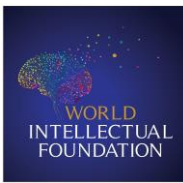
Subjugation breeds its own culture. India has been a victim of that experience since the advent of imperialism. The ancient education system received a jolt towards the middle of the nineteenth century when Lord Thomas Babington Macaulay expressed his strong dislike for Oriental learning (Macaulay, 1835). The East India Company promoted the English language to instil a sense of inferiority among the Indians over their traditional learning and values. Cultural apartheid was created to replace the culture of masses with the mass culture the British perpetuated over the Indian colony. But the virtues of rich Indian culture can be

..." the cultural heritage of thousands of years, which no amount of misfortune had been able to rub off" – Jawaharlal Nehru, The Discovery of India (Nehru, 2008, p. 62)

brought back to the society through the same instrument of learning which Macaulay used to mentally enslave the ruled even after they were forced to exit India.

Culture begins at Home

For creating a long-lasting civilizational bond with individuals, culture should influence home first to create an ambiance within families for appreciating different art forms, traditional wisdom, and heritage. The embossed minds are likely to be more familiar with their regional culture and can become potential artists and consumers of different art forms in the future if they imbibe cultural values in the initial stages of their lives. This is important since smart phones and social media are defining information and images for children since birth.



Development through Education in Culture & Culture in Education

Indian civilization and history have been taught from school onwards as a separate subject. History and culture should be included in different subjects to talk about India's past glory and contributions to the global society.

The policy makers have tried to address shortcomings in the education system by introducing the New Education Policy 2020 and getting the National Council of Educational Research and Training (NCERT) to design Preschool Curriculum. Perhaps another re-look of the educational edifice to accommodate the shift from education in culture to culture through education would be timely and fulfil the need for all-round development of people. The planning of curriculum, which is subject based, has to be rooted in the culture of a society that houses learners. At the preparatory level, which is the beginning of exposure of the child (age group of 3 to 8 years) to the outside world, the education should focus on human development and instil virtues such as compassion, tolerance, respect, creativity, self-esteem, and self-dependence.

Subjects like arts, music, dance, dramatics, and yoga are already being taught at different levels of school. Additionally, cultural practices and knowledge should be dovetailed into existing subjects for a better understanding of school students, overcoming ignorance and myth regarding our civilization and tradition. It can be done through storytelling and encouraging critical thinking among pupils. The same can be done in other subject books also. Teachers can teach the topic as well as its historical connotations and cultural contributions too. That would also help people to discern truth from the false narrative peddled through various platforms.

India has academic institutions, both private and government, that provide specialized courses on different aspects of culture in higher education. Culture-specific courses, however, should be available from graduation till doctoral degrees are offered by state and central universities and private institutions.

Way back in 1959, the Committee on Religious and Moral Instructions found another reason for introducing spiritualism and moral studies in the education curriculum since the constitution bars state-funded schools from teaching religion. "It is also possible that many people may have felt that the secular nature of our state has been wrongly interpreted to mean complete freedom from moral restraints, leading to the sad loss of all sense of values" (Prakasa, Chatterji, Fyze, & Kirpal, 1964, p. 8). The United Nations too acknowledges the benefits of spiritualism, meditation, and yoga in people and the nation's growth (Pedersen, 2010). Also, it's equally important for "national reconstruction" and to foster a "sense of cohesion," which is under severe stress post-Independence (Prakasa, Chatterji, Fyze, & Kirpal, 1964).



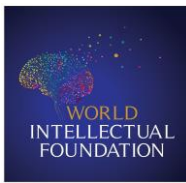
The endeavour should also be to expand the horizons of the curriculum for including emerging cultures into it. That could be the gateway to arrest the culture lag ('Cultural Lag' was coined by sociologist William G Ogburn in 1992 to outline the difference between material and non-material culture. It also explains culture's reluctance to adjust to technological advancements) and draws youth towards traditional knowledge, wisdom, culture, and arts by communicating the influence of creativity to them.

Anthropologists, social thinkers, historians, and others equally believe that the culture introduces people to finer aspects of life and helps confront growing indiscipline, crime, frustration arising out of unemployment, and chasm within societies. Inner peace and happiness come through imbibing spiritual values, other than acquiring affluence in the world.

Education should impart knowledge and skills and simultaneously offer space for a connection with the life and society of the learner and nature.

The educators can play a defining role in influencing learners on adopting ways to reflect upon themselves, for a better understanding of the society and, lastly, expectations from them.

The teaching methods may go beyond prescribing sensitivity towards the culture and identity of the pupil. Teachers' training is an additional area wanting attention. A training program on "teacher guidelines" (Government of Ireland, 1999) may be prepared giving approaches and methodologies for delivering education aligned to culture.



Decentralization: Governance & Access to Culture

Culture emanates from people across generations. In India, there is a need to democratize access to culture in a way aptly described by erstwhile Czechoslovakia: “To the people through art, and to art through the people” (Khan, et al., 1972). As of now, the creative world is largely run and funded by the Union Culture Ministry through its autonomous institutions. Likewise, it happens in states too.

The governance system reboot is possible by bringing in synergy between the existing bureaucracy and outside domain experts for better management of the creative world. Leadership will be critical for achieving the expected turnaround in the cultural sector. Indian cultural administrative architecture is driven by ministries, departments, and institutions, mainly based out of the national capital or metropolitan cities.

The Centre had set up Zonal Cultural Centres (ZCCs) in the mid-80s to take Indian cultural renaissance out of the elite audience circuit and bring them back to the masses. However, the ZCCs, which map and are supposed to promote culture across the country, could not yield the desired output. The ZCCs needs a review and reorientation for its plans, organizational structure, funding, and deliverables.

A performance audit of all culture and tourism ministry departments should be done, and on the basis of performance review inputs, some of them which have overlapping work can be merged to lend a fresh mandate to the government set-up for the growth of the creative world.

The decentralization move will also help to arrest the decline of tradition, heritage, and tangible and intangible art forms rooted in various regions. The centre, states, and union territories need to map their own cultural assets and status of art, music, and drama in schools and universities to generate and update their individual repositories and also consider capacity building for the same. The combined database would add depth to the planning of the culture sector from the national perspective. The reflections of culture should emerge from arts, both tangible and intangible, religion, spirituality, language, scriptures, attire, local food, architecture, yoga, and traditional medicine. Only then can people be drawn to different shades of rich Indian culture and tradition.

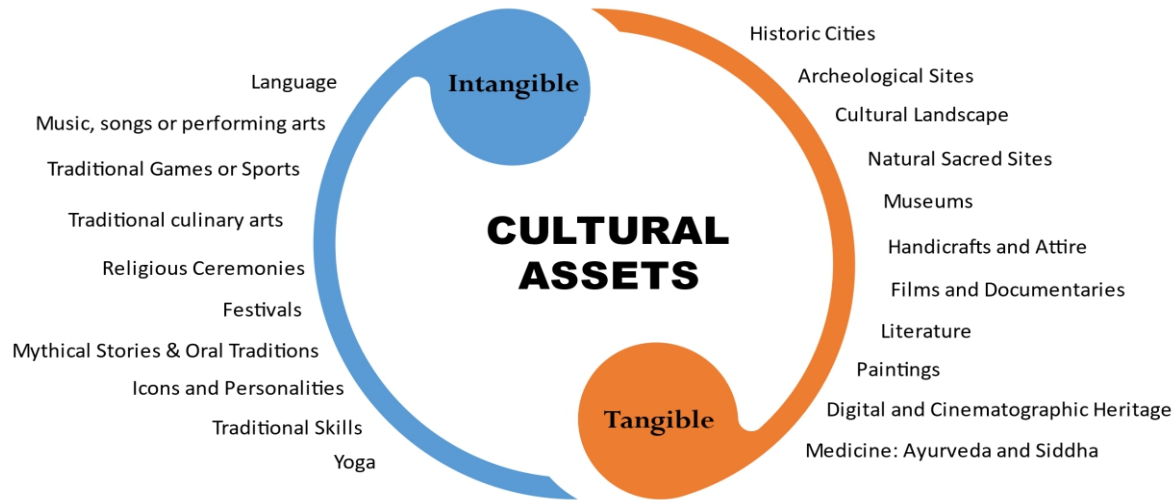
Giving people access to culture means firstly recognizing distinct identities, understanding their ancient practices, and creating opportunities for preserving and promoting culture.

Cultural Expression

Cultural expressions are defined as “those expressions that result from the creativity of individuals, groups, and societies, and that have cultural content” (UNESCO, 2021). We have attempted to capture all the cultural expressions in the form of the 'Cultural Capital' model. These include tangible and intangible cultural assets. India has historical personalities which define various facets of our ancient culture, e.g., Lord Buddha, who showed the 'middle-path to the world, and Mahatma Gandhi, who used 'peace' as his ultimate weapon to fight against injustices. It is time to realize and assess the 'Capital' India has accumulated over the centuries, and once we do that, we can look at leveraging the same for 'soft power diplomacy' and as a 'platform' for connecting and drawing the world towards India. India needs to re-orient its role and redeem its cultural dividends after a methodical and careful assessment of India's cultural capital.

WIF 'Culture Capital' Model

India has unmatched tangible and intangible assets when it comes to 'Culture Capital,' and this needs to be kept in mind for planning, preserving, promoting, and leveraging cultural expressions.



Active Local Participation

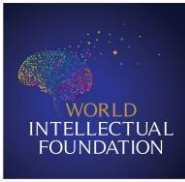
To showcase the national composite culture of India, it is imperative that locals become active participants in the policy formulation of the creative world. The implementation of cultural activities too should be delegated to the local stakeholders (Aiyar, et al., 2013).

The participation of people, at any stage of their lives, should go up in every sphere of creativity. It's important to protect tangible art forms such as archaeological and historical architectural structures of social, political, or religious importance. Needless to mention that intangibles pass on from generation to generation are subject to external influence, while the tangibles preserve the unadulterated culture for posterity.

Promoting art, culture, heritage, and tourism impacts the quality of life of a nation since it also significantly contributes to the nation's economy. If the development appreciates local culture, the potential to harness people's worth and business interests go up. It can subsequently be used as a tool for empowering people from humble backgrounds, as popular song and dance shows on television have repeatedly demonstrated that transparent talent hunting platforms offering equitable opportunity can be a great social enabler.

Encourage Science, Research and Development, & Capacity Building

Indian culture cannot remain organic if scientific research is not encouraged. Institutions can work towards enhancing resource building capacity, and for that to happen, the government would have to invest in and follow a well laid out strategy, including initiating human resource mapping for cultural activities. The scientific outlook would develop the reasoning ability among Indians to question myths surrounding culture and religion. It would encourage excavations and research to explore the historical treasures.



Publicity and Protection

Mass communication is a vital tool for creating awareness, engaging people on different aspects of arts and culture.

The Union Ministry of Culture should consider making its official website robust and interactive to offer a single-window clearance for inquiries from visitors, artists, and other stakeholders including from corporate. It should also provide a hyperlink to connect websites of cultural departments of states, UTs, and other cultural institutions. Through a single website, tourists may also avail facilities to buy tickets for galleries, archaeological sites, and other restricted entry institutions showcasing the country's enormous traditional wealth. The website should encourage and incentivize people to share authentic information about India's traditions, practices, and culture.

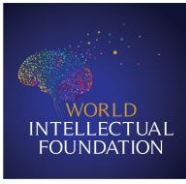
Entertainment and Culture

The film industry should be encouraged by governments and corporations to use popular mainstream cinema to energize the culture sector. Incentivize creative input and infrastructure support from the vibrant film industry for making promos, documentaries and generating content for different art forms and artists.

'In film advertising 'may be leveraged by state tourism boards to promote local tourist attractions. Films could serve as a unique and effective medium for the promotion of cultural tourism. There should be cultural talent search through a focussed program. Also, the programs aired should be culturally sensitive, and the local stations must be encouraged and incentivized to give airtime to local music, arts, and folklore.

Culture and SDGs

Culture is a significant source for creative industries, which can give a push to further the goals as enshrined as Sustainable Development Goals (SDGs). In India, the focus was always on '**Vasudhaiva Kutumbakam**,' i.e., The World as a Family. Sustainability has been an overarching theme in India for ages.



Maha Upanishad 6.71–75

Sanskrit transcript

अयं निजः परो वेति गणना लघुचेतसाम्।
उदारचरितानां तु वसुधैव कुटुम्बकम्॥

English Translation

***This is mine, that is his, say the small minded,
The wise believe that the entire world is a family.***

The culture sector employs more people in the age group of 15 to 29 than any other sector, and the culture sector is essential for inclusive economic growth, reducing inequalities, and achieving the goals set out in the SDGs (Gupta, 2019, p. 161).

Smart Cultural City

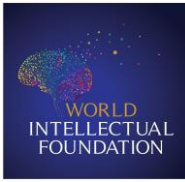
The culture must be integrated into urban planning. Guidelines may be set to declare a city as a smart cultural city based on its infrastructure, policies it promotes, and funds it generates and utilizes for preservation and promotion of heritage, arts, and artists. The move will lead to healthy competition among states for improving cultural ambiance within their territories and, above all, for the nation. It would allow cross-pollination of local cultural practices and facilitate understanding as well. The building bye-laws should encourage and incentivize the promotion of local culture in building architecture. The thought to “make cities and human settlements inclusive, safe and resilient and sustainable” to “strengthen efforts to protect and safeguard the world’s cultural and natural heritage” is embedded in the Eleventh goal of SDGs adopted by the United Nations for the transforming the world (United Nations, 2016). India’s Smart City Mission can integrate the Smart Cultural City program in select cities to start with and later scale it up in a phased manner.

Geographical Indicators

India needs to create widespread awareness for Geographical Indication (GI) tagging of agricultural, natural, and manufactured goods under the Geographical Indication Act to avoid pilferage and infringement of intellectual property and original produce during trading.

Endangered Local Culture

The governments at the centre and states may also consider the idea of declaring a popular culture or art as endangered on the basis of considered parameters it will have to form first. The move, which would galvanize resources from stopping a local culture from decay, would



be akin to the steps governments take to protect animal species from becoming extinct. To preserve the past, people can be encouraged to donate or sell rare historical books, antiques, and other original historical items that are in their possession to display in local museums and libraries that are also seeking attention for maintenance. States can come up with their own policies to buy out such genuine items if they are not donated.

Wellness & Ancient System of Medicine

Besides economic wealth, culture influences the overall state of mind of an individual. Since Indian culture is collectivist, the surrounding is equally important for creating the right ambiance for appreciating diversity and flourishing creativity. India, unfortunately, stands towards the end of the international index of wellness. According to the World Happiness Report of 2021, India is ranked 139th out of 149 countries surveyed (John, Richard, & Jeffrey, 2021) . The report relies on subjective wellbeing to measure happiness on three parameters: life evaluations, positive emotions, and negative emotions. Yoga, however, is now globally recognized and mainstreamed as an instrument of wellness and healthy living. Similarly, the ancient system of medicine – Ayurveda, and Siddha needs scientific research and validation to bring it at par with other newer alternatives like Allopathy.

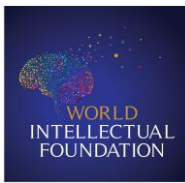
Cultural impressions positively impact aging, and this research-based assessment can be used to engage the old generation in cultural activities (Löckenhoff, et al., 2009) which will be important considering that India will become a 'super aged nation 'in the next 25 years.

Hindi - Official language of the UN

The United Nations have six official languages – Arabic, Chinese, English, French, Russian and Spanish – for communication. With India's growing influence, it should initiate the process of including Hindi as the seventh official language of the UN. Also, India must start a broadcasting service for Hindi, Sanskrit, Tamil, etc., on the lines of Deutsche Welle (DW), which is Germany's official broadcaster.

Economic & Social Security for Cultural Artists

The culture ministry and some states provide pensions to artists beyond the age of 60 years. The pension amount of Rs. 4000 per month, provided by the central government, should be considerably enhanced.



Culture Diplomacy

Leveraging Soft Power

India is a rich reservoir of unharnessed intellectual capital. From time immemorial, India's strength was pitched not in its military might or hard power but in knowledge, ideas, and openness as a society. Ancient texts are replete with instances to demonstrate India was always a favourite destination for seekers of spirituality, knowledge, and trade. Simultaneously, India also benefited from cultural and trade exchanges with foreign countries.

Globally, soft power (S & Jr, 1991) which is achieving foreign policy objectives through non-coercive means, has been used as a tool of diplomacy to gain acceptance among friendly and adverse nations alike. Soft power strategies worked out through political, social, economic, and cultural advances across national boundaries have a long-lasting impact.

India has had an assorted range of soft power identities – reflected in a variety of shades like the unity in diversity which is the way Indians co-exist peacefully, cuisine, culture, traditional and natural medicine (Ayurveda & Yoga), Films, and Buddhism, a religion that dominates across and beyond Asia. Besides intangible and institutional outreach, India has iconic personalities like Chanakya, Charaka, Sushruta, Aryabhatta, Varamihra, Rani Laxmi Bai, Savitriabai Phule, Swami Vivekananda, Rabindranath Tagore, Mahatma Gandhi, and APJ Abdul Kalam, who continue to influence and invite respect across the globe on all aspects.

A country's global perception and trust are built on cultural leadership and heritage, the performance of its government and policies, the civil society's positioning, engagement with other countries, and cultural indicators.

Cultural diplomacy needs a multi-faceted approach with a multi-dimensional strategy.

On these edifices rest the efficacy of a country's soft power. Cultural identity is important for India to have its rightful place in the emerging world order.

Global Standing

Despite being a country with a rich cultural legacy and heritage and some of the brightest brains, India does not figure in the global list of Portland's The Soft Power 30, 2019. India was placed at 8th position out of 10 Asian nations shortlisted in "The Asia Soft Power Ten" survey which was conducted by the same organization in 2019 (Portland, 2019). India's Ministry of External Affairs is working to develop its own soft power matrix (Standing Committee on

External Affairs, 2016) to sharpen its strategy and assess diplomatic outcomes, and this needs an institutionalized and long-term approach.

India needs to tell world stories about social, educational, and economic advances different societies have made to adopt progressive and modern outlook. India's premier institute Indian Council for Cultural Relations (ICCR), created in 1950 "to foster and strengthen cultural relations and mutual understanding between India and other countries," will have to take the onus of spreading awareness on social capital achievements. India cannot expect foreign media to do the job it should be doing on narrative building, which would also help to counter prejudices against the country. Towards the middle of the last decade, China did that to mask the international perception of its bulging population vis-a-vis hunger (Becard & Filho, 2019).

India should not undermine its ability to influence the world through its cultural heritage; the country's democratic values, spiritualism, cuisine, spices, yoga, traditional and natural medicines, aesthetics, other diverse cultures, and traditions can cast positive impressions beyond borders. But for the recent economic setbacks, India has retained business trust that fetched billions of dollars of investment in IT, retail, and other sectors. By leveraging various facets of Indian culture, India can further build upon its already established credentials.

Yoga

The central government has to accord prominence to soft power diplomacy. Due to the government's intervention, the United Nations has accepted June 21 as International Yoga Day. Two yoga centres, one in China and another in Turkmenistan, have since been opened, but more countries can be persuaded following its health benefits that people have realized more during the coronavirus pandemic lockdown.



India has the widest range of identities to leverage its Soft Power from IT to Yoga

IT Sector

What the IT sector's achievements did to bring global institutional admiration for certain Indian private companies in the 1990s can be repeated if the cultural industry gets an organized thrust in this decade. The IT revolution engineered the process of de-mystifying the cliché global perception that India was merely a land of snake-charmers.

Cuisine

With non-state actors becoming equally important players in diplomacy, Indian missions abroad need to focus on using soft power tools for cultural engagements with other countries. Indian cuisines, which have already turned out to be a gastronomical delight for global foodies, are another example of a successful private initiative.

Food from across the regions can be showcased to increase international taste buds. Because cuisine generates employment and business opportunities in India and abroad, which signify ways to leverage the economic dimension of soft power. Indian food festivals should be hosted across the globe annually.



Engaging Diaspora

Culture holds the strongest bonding with Indians settled abroad. The Indian embassies and consulates need to engage diasporas more to explore opportunities and utilize their access in foreign countries to promote and fund soft power interests. For that, the Ministry of External Affairs (MEA) and the Indian Council for Cultural Relations (ICCR) would need more budgetary support from the government or from the corporates as a part of the Corporate Social Responsibility (CSR) Funds for funding trade missions.

Digitalization

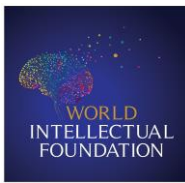
For culture to remain accessible and relevant to people across the states and the world, it has to be in sync with the advancements in technology. This has been internationally acknowledged, and many countries have either already given or are in the process of giving it a policy thrust. The UNESCO and European Union, for instance, actively support digital access to culture (Pasikowska-Schnass, 2020).



#भारतीयसंस्कृति

Digital Diplomacy

Technological advancements are adding another dimension to diplomacy. Digital diplomacy is the order of the day following physical contact restrictions imposed during the Covid-19 pandemic. World summits have been shifted online. Social media has become a game-changer for diplomats since it provides them a tool for the exchange of ideas between individuals and



civil societies within and outside the country. This was difficult in pre-internet days, where public interactions in the foreign territory were limited to seminars and lectures. The age-old connection with various civilizations of the world can be strengthened in today's context with the help of technology.

The United Kingdom created a digital platform, "The Culture Diary" (The Culture Diary, 2021). Similar digital platform should be established for connecting cultural organizations globally through the aid of Indian missions abroad. The government may also think of internationalizing Indian media for strengthening cultural diplomacy. Various countries ensure that the representatives of their media are widely spread across countries. Over the last few years, Indian newspapers and news television channels have withdrawn correspondents from abroad owing to the increasing fund crunch that has hit the media industry. It's time to give a renewed thrust to cultural diplomacy in a multi-faceted approach and with a multi-dimensional strategy.

National Digital Strategy for Cultural Outreach

India also needs a national strategy for integrating all plans to create and attract the digital society to advance the creative world growth, enhancing the scope of the right to preserve and propagate culture. Digitization, besides making boundary endless and eases accessibility, would ultimately add to the country's economy.

To address the paradigm shift towards e-space, inter-ministerial synergies will have to be established, especially among Culture, Information and Broadcasting, Commerce, External Affairs, Law and Justice, and Science and Technology, to prepare a blue-print for infusing digital solutions into the creative processes.

Technology as a Force Multiplier

The infusion of technology can also be leveraged as a force multiplier in the culture facilitating heritage and tourism sectors. Basic issues dragging the tourism sector, like universal availability of information, booking tickets for visiting historical sites and hotels, can be quickly resolved through digital platforms.

Digitalization can also enrich academic exercises to enhance the knowledge acquiring possibilities of students and of those involved in the research and development.

3D Printing

3D printing can be used for making replicas of monuments, temples, and other culturally important identities, which would also boost domestic industry economically; these replicas should be used for gifting and mementos for all official functions. 3D printing can also be used for the restoration of ancient structures.



Digitizing Libraries and Museums

Libraries across the nation are in desperate need of upgradation. The National Digital Library of India can be a great source of providing access to books and cultural expressions to users situated in far-off places. It can organize virtual exhibitions of its repository of historical and contemporary assets. The states and UTs can also contemplate digitizing their libraries and setting up regional libraries and museums. The government can look up public-private partnerships for broadcasting cultural activities. For instance, a tie-up with Google Cultural Institute for showcasing its museum to a global audience. Over 2000 leading museums and archives are displayed through that global platform.

Artificial Intelligence

It's projected that artificial intelligence will help in decoding the past and to leverage soft power in a major way in times to come. The fast-paced digital evolution has, on the contrary, emboldened adversaries, making it easy for them to carry out their disruptive agenda. It is time that the government sets up a division of emerging technologies for expanding the outreach and impact of cultural assets.

Overcoming the lag - Digitally

The digital plan should sow the seed for creating diverse content for the culture industry and help policies for incubating local art, music, painting, and intangible art forms linked to regional actors and domain knowledge keepers. The IT-enabled solutions could help overcome physical limitations and work as an aggregator for staging, showcasing, and publicity of creative expressions.

The exponential growth of social media networks, big data, artificial intelligence, and cloud computing, the birth of new modes of creation, production, and distribution have opened new avenues for artists, the film industry, associated professionals, and back stage workforce to directly communicate with their audience and customers. A framework needs to be developed for using technology to overcome the cultural lag



Crypto Art

Crypto art has emerged as a field that has moved global movers and shakers of the creative world to possess and market creations held in e-wallets. The Government needs consider the latest developments in Crypto art, and it is the right time to define clear policies about the same.

Reorienting Regulatory Ecosystem

Policies and systems have to reorient, and appropriate investments in human resources are needed to leverage opportunities arising out of the digital world. India can actually seize the chance to take a monumental leap with digital and automation advancements to overcome missed opportunities in the Indian cultural world.

Emerging Technologies – AR, VR and AI

The department of Science and Technology has launched “India Heritage in Digital Space (IHDS) Research” to go beyond storing and sharing historical data and knowledge and use the emerging tech achievements in computer vision, graphics, audio, and video technologies for creating vivid experiences of the heritage for common users (Department of Science and Technology, 2019).

It is time to invest in augmented and virtual reality to leverage the full potential of the rich cultural heritage. This can draw people from across the globe towards the rich Indian heritage and cultural sites and explore them with an immersive experience. Imagine a person moving through the ancient civilization through AR & VR headsets! It can create a multi-billion-dollar industry around Indian culture, heritage, and history. Moreover, those who watch it remotely may want to come and physically explore the historical sites, giving a massive boost to the tourism sector and its associated industries.

Open AI softwares such as Chat GPT are going to revolutionise the way we consume art and culture.

Social Media & Outreach – A Great Opportunity

Social media platforms like Facebook, Twitter, Instagram, Clubhouse, and blogging platforms can be used for aggressive publicity of heritage sites, tourist spots, and other intangible marvels. The tools would help in the overall perception management of India.

Similarly, podcasts can be utilized for streaming music and episodes of other art forms. The culture ministry may think of getting apps on different aspects showcasing India's rich cultural heritage and art. The creative world, especially movies, music, and books, has been swept by the digital revolution. Illustrators, doodle artists, singers, musicians, and other artists have taken to Instagram, Facebook, and WhatsApp to reach a wider audience. The capabilities of the digital medium should be embedded in every aspect of the culture policy and its execution. The number of followers in social media for the Ministry of Culture has grown exponentially, and this gives the Government a platform for wider outreach and targeted messaging with identified goals.

Exponential Growth of Social Media - Promotion of Cultural Heritage

Social Media Handle (Ministry of Culture)	1 st April 2020	5 th February 2021	Percentage Increased
Facebook Followers	1,10,680	1,80,859	163.40%
Twitter Followers	1,38,859	2,04,285	147.12%
Instagram Followers	2500	81,987	3279.48%
YouTube Subscribers/ Views	7700	9825	127.60%
	4,91,150	6,10,105	124.22%

Source: Report No. 289. Department-Related Parliamentary Standing Committee on Transport, Tourism, And Culture. Demands for Grants (2021-22) of Ministry of Culture.

The digital artisans, in fact, are exploiting tech developments for the advancement and publicity of local art and content. But more people can avail themselves wider creative expression if they get vocational and specialized training for equipping themselves with technological skills.

The “Digital India” initiative of the central government to connect villages and gram panchayats through broadband internet can bridge the digital divide within the country, and with increasing smartphone penetration in the country, slated to touch 820 million by 2022 (ET Telecom.com, 2020), this will boost the exchange of cultural goods and services throughout the country.

Financing

Public funding is the lifeline for any culture. Since ancient days, kings would house in their courts; artists, musicians, poets, astrologers, and other intellectuals who were more than just instruments of soft power. They indicated emperors’ interest in harnessing cultural ethos and provided the status and funding at the highest level for propagating culture. Even today, the culture industry needs a democratic set up to offer patronage and priority to the creativity of the highest level.



Public Funding

The central culture ministry provides annual financial support to the Archaeological Survey of India, libraries, archives, museums, Anthropological Survey of India, and National Mission for Preservation of Manuscripts. Besides giving grants, it also supports autonomous bodies like various academies, social services, and global engagements.

The Ministry of Culture has set up a National Culture Fund to encourage participation and collaboration to preserve the rich and varied heritage of the country. Other than that, states and union territories too allocate budgets for their culture departments.

Governance needs a new bottom-up approach for enriching the lives of people across the country. Adequate funding similarly should follow. Both the decentralized governance and funding have to acquire a three-tier approach –at the levels of Centre, States, and by municipal corporations at the districts.

India's enhanced investment in the cultural sector needs to be methodical. The budget allocation of the union ministry of culture has seen a sharp decline in the recent past, even if the abnormal year of 2020 due to the Covid-19 pandemic is kept aside.

The Culture Ministry data shows that Rs 1700.11 crores¹ was the budgetary allocation for the financial year 2020-21. The central government earmarked Rs 2500.40 crores for 2019-20, Rs 2602.19 crores for 2018-19, Rs 2530.50 crores for 2017-18, and Rs 2302.55 crores for 2016-17. The chart below shows that the ministry had spent 0.0087 percent of the Gross Domestic Product (GDP) on culture for the last financial year.

If the figure is further broken down to calculate the monetary expenditure for cultural upkeep per capita by the central government, the scenario becomes even grimmer. Taking 136.6 crore² as India's population, the central government has spent just Rs 12.44 or 17 cents per person in 2020-21– the lowest in the past five years. In these years, the maximum allocation of Rs 2602.19 was in 2018-19. Even for that year, per capita spending worked out was Rs 19.05 or 26.7 cents.

Declining per capita spending on Culture

<u>Years</u>	<u>GDP (current price)</u> (in ₹)	<u>Sanctioned Budget</u> (₹ in crores)	<u>Percentage</u>	<u>Per Capita Spending on Culture</u> (in ₹)
2016-17	15391668.56	2302.55	0.014959717	16.86
2017-18	17090042.36	2530.50	0.014806868	18.52
2018-19	18886957.91	2602.19	0.013777709	19.05
2019-20	20351013.89	2500.40	0.012286366	18.30
2020-21	19481975 [#]	1700.11	0.008726579	12.44

MINISTRY OF CULTURE

DEMAND NO. 18

Ministry of Culture

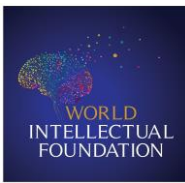
(In ₹ crores)

	Actual 2021-2022			Budget 2022-2023			Revised 2022-2023			Budget 2023-2024		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
Gross	2520.02	39.39	2559.41	2920.89	88.16	3009.05	3274.91	88.16	3363.07	3114.25	285.40	3399.65
Recoveries	-15.65	...	-15.65
Receipts
Net	2504.37	39.39	2543.76	2920.89	88.16	3009.05	3274.91	88.16	3363.07	3114.25	285.40	3399.65
A. The Budget allocations, net of recoveries, are given below:												
CENTRE'S EXPENDITURE												
Establishment Expenditure of the Centre												
1. Secretariat including Central Secretariat Library	70.29	...	70.29	57.84	...	57.84	61.90	...	61.90	64.98	5.00	69.98
2. Archaeological Survey of India (A.S.I.)	873.41	7.70	881.11	1052.98	27.36	1080.34	1022.30	18.16	1040.46	1072.83	30.00	1102.83
3. Libraries and Archives	88.95	6.56	95.51	103.46	24.30	127.76	104.65	20.00	124.65	118.35	220.40	338.75
4. Museums	99.84	23.81	123.65	114.43	22.50	136.93	108.99	37.00	145.99	119.80	17.00	136.80
5. Anthropological Survey of India (An. S.I.)	30.80	1.32	32.12	37.30	13.00	50.30	37.30	13.00	50.30	41.33	13.00	54.33
Total-Establishment Expenditure of the Centre	1163.29	39.39	1202.68	1366.01	87.16	1453.17	1335.14	88.16	1423.30	1417.29	285.40	1702.69
Central Sector Schemes/Projects												
6. Centenaries and Anniversaries, Celebrations and Schemes	125.64	...	125.64	110.00	...	110.00	353.82	...	353.82	185.00	...	185.00
7. Kala Sanskriti Vikas Yojana	156.46	...	156.46	185.85	1.00	186.85	214.36	...	214.36	210.49	...	210.49
8. Development of Museums	142.72	...	142.72	180.00	...	180.00	214.23	...	214.23	183.86	...	183.86
9. Development of Libraries and Archives	1.52	...	1.52	23.00	...	23.00	19.10	...	19.10	26.02	...	26.02
10. Global Engagement and International Cooperation	9.86	...	9.86	13.57	...	13.57	16.25	...	16.25	25.55	...	25.55
11. National mission on cultural mapping and roadmap	19.13	...	19.13	19.13	...	19.13	19.82	...	19.82
Total-Central Sector Schemes/Projects	436.20	...	436.20	531.55	1.00	532.55	836.89	...	836.89	650.74	...	650.74

The Department-Related Parliamentary Standing Committee on Transport, Tourism, and Culture in its 289th Report on Demands for Grants (2021-22) of the Ministry of Culture was critical of the decline in budgetary support to the culture sector. "The Committee is concerned to note that allocation of Rs 2687.99 crore in BE (budget estimate) 2021-22 is 14.66% lower than the allocation of Rs 3149.85 core made in BE 2020-21, which witnessed a cut of Rs 29.77% at the RE (revised estimate) 2020-21. What is equally disturbing is that there is a substantial shortfall in budgetary provisions for FY 2021-22 vis-a-vis the projected amount of Rs 3843.68 crore by the ministry," says the report tabled in parliament.

The need to bring prudence in government spending is also a point worth looking at. To ensure the effective utilization of the government expenditure, it is expected that the establishment cost of a department or ministry should not go beyond 5 percent of the budget. The study of the culture ministry budget allocations under the different sub-heads reveals that there is a scope to rationalize the establishment cost³.

The culture ministry's overall budget, however, should be hiked by at least three percent of the GDP in a phased manner, if the consolidated efforts have to show results on the ground, and given the fact that the culture sector creates the highest number of jobs for youth compared to any other sector. The importance of culture should be a top political priority at the highest level, and the financing of culture should be linked with clearly articulated tangible and intangible goals.



Global Scenario

The Indian government needs to consider the global expenditure on culture and develop innovative financing for culture to unlock the potential of the oldest living civilization with documented manuscripts and architecture, which originated in the BC era. Germany, for instance, was spending about \$ 85 per person on public arts way back in 1993. A country like Ireland (with a population of about 5 million) invests \$ 9 per person. The United States spent \$ 6 in 1995 (National Endowment for the Arts, 2000). India may not be able to splurge the quantum of budget like the western world does, but innovative financing and a budgetary increase would give a phenomenal boost to the culture and creative industries.

A choked funding stream would arrest the objectives and goals of the culture policy. The challenge simultaneously is also to diversify participation and seek investment from the private sector. A very few corporates invest in culture, but there is much more scope for private sector intervention in the creative fields.

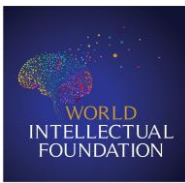
The culture ministry has tried to encourage private companies to invest in the cultural sector through the corporate social responsibility fund (CSR). A certain portion of the CSR, like 10 percent, may be fixed to ensure dedicated financing of cultural activities. That would create funding streams for enterprises spread across the country and will be able to fund local arts and artists. More public-private partnerships can be explored for maintaining, developing, and funding cultural entities and activities, especially age-battered historical monuments. The cultural and heritage sites may be developed or redeveloped in a manner that invites local participation and offers them meaningful engagement which supports livelihood.

Also, the investment in culture centres should be equitable to accommodate infrastructure in smaller towns as well. India would need an innovative multi-stakeholder model for funding culture-related activities.

Equitable distribution of Resources

The resource allocation needs to be equitably distributed as the current allocation of resources carries a bias towards metropolitan cities and a few regions. For instance, Delhi, Mumbai, Chennai, Kolkata, Bengaluru, and Bhubaneswar have a concentration of arts and culture institutions, depriving the majority of the country's geography from having enhanced life experiences.

The North-eastern region of the country needs more funds from the culture ministry for sponsoring central sector schemes. The government needs to correct the historical indifference towards certain neglected regions and states (Department related Parliamentary Standing Committee on Transport, Tourism and Culture, 2021) and to bring the art and artists to the mainstream from those regions. In the process, the chance to do business out of their strong and vivid creative industry should not be missed.



Culture Mapping

The culture ministry is engaged since 2017 in the exercise of creating a central database of artists and artisans spread over states and union territories ⁵ under the “National Mission on *Cultural Mapping*” (Ministry of Culture, Government of India, 2017).

A systematic process for cultural mapping is required to be adopted. One that involves artist communities in identifying, collecting, recording, analyzing, and synthesizing information to describe the local cultural assets and resources. The information gathered from the comprehensive exercise could be used for collective strategies, planning, processes, or other initiatives. India requires mapping of tangible and intangible cultural assets to explore sustainability options and then consider the monetization model.

It is important to invest in technology to map historical and archaeological sites, which would help check damage and pilferage of the heritage.

Rationalization of Institutions

It's time to do an audit of various institutions engaged in cultural activities and look at their contribution towards the propagation and promotion of cultural and creative industries. The assessment of such institutions, their mandates, and outcomes will allow the government to merge certain institutions for streamlining cultural governance architecture to avoid duplication of efforts, manpower, and expenditure.

Economic Security for Cultural Artists

Economic and social security for artists and other contributors is important. There is a need for a special scheme for women and aging artists. The plight of artists during the Corona pandemic is a moment of truth for the government to institute social security for cultural artists. The Government can create a TCEs (Traditional Cultural Expressions) mark, and only artists certified as TCE Artists should be allowed to use the TCE Mark. This will generate millions of employment opportunities for traditional artists across the country and also create a source of traditional culture products like drawings, paintings, carvings, sculptures, pottery, terracotta, mosaics, woodworks, metalware, jewellery, basket weaving, needlework, textiles, carpets, costumes, instruments, other handcrafted material. Besides, the TCE Artists could set up groups for various performing arts promoted by local, state, and centre. The Internet can give these artists global access to sales of heritage arts products.

As a policy, the Government of India must ensure that when India hosts an international meeting, the products from TCEs can be used as souvenirs and mementos. The live performance from such artists could make a huge difference in promoting local and indigenous culture and heritage. TCEs could consider setting up franchisee outlets in different parts of the world, and the Indian government could lease space at various international airports to create a huge global market for these products. If we consider the economic impact, in Australia, the indigenous visual arts and crafts industry has a turnover of USD130 million and out of that, indigenous people received about USD 30 million, the Khomani San people in South Africa have moved from being dependents on government grants to every craftsman earning about USD 600 per year .

1 First advance estimate of financial year 2021

2 World Bank's 2019 figure of Indian population

Union Culture Ministry's Budget Allocation for 2020-21				
S. no.	Sectors/ Organization	BE 2020-21	RE 2020-21	Actual Exp. upto 08.02.2021
ESTABLISHMENT				
1.	Secretariat- Social Services	51.19	41.04	32.76
2.	Archaeological Survey	1246.75	860.85	700.74
3.	Libraries and archives	103.51	80.34	59.48
4.	Museums	108.89	92.29	65.52
5.	Anthropological Survey of India	49.38	34.97	26.77
	Total: Establishment	1559.72	1109.49	885.27
CENTRAL SECTOR SCHEMES				
6.	Centenaries and Anniversaries Scheme	160.35	104.43	37.47
7.	Kala Sans. Vikas Yojana	209.79	139.77	102.14
8.	Development of Museum	180.90	136.24	122.27
9.	Development of Libraries	0.38	0.00	0.00
10.	Global Engagement	20.60	8.16	4.22
11.	National Mission on Manuscripts	6.30	4.17	2.92
	Total: Central Sector Schemes	578.32	392.78	269.02
AUTONOMOUS ORGANIZATIONS				
12.	Support to Akademics	434.58	275.17	206.65
13.	Support to Museum	317.67	239.63	184.03
14.	Support to Libraries	124.22	85.16	65.41
15.	BTI and Memorials	114.86	95.45	80.90
	Total: Autonomous Bodies	991.32	695.41	536.99
16.	Grantee Bodies	20.50	14.17	8.84
	Grand Total	3149.86	2211.85	1700.11

*Source- Indian Government Budget Allocation document.

Unlocking Tourism Potential

Culture Tourism



Tourism as a sector has a phenomenal influence on promoting culture, social cohesion, and economic development. It has an enormous phenomenal potential to generate employment opportunities. Barring the exception of 2020, when the world came to a standstill due to the covid pandemic, culture tourism is picking up fast among international travellers. The World Tourism Organisation is of the view that cultural tourism accounts for 37% of global tourism

and that it is expected to grow at a pace of 15% annually (Centre for Advance Trade Research, 2020). This growth potential has enormous opportunities for a country like India to attract more tourists by upgrading infrastructure, and identify unexplored culturally

*Tourism is important for promoting culture.
Cultural Tourism can lead to the development
of local economy*

linked spots, and initiating a campaign to promote these new tourist spots which have immense untapped cultural wealth, with Indic tradition, spiritual attainments, biodiversity and adventure as cultural tourism.

The Indian tourism figures also show an upward swing. The tourism sector is likely to grow at the rate of 6.7% to reach Rs 35 trillion by 2029 (India Brand Equity Foundation, 2021).

In the last financial year, the tourism sector created 39 million jobs, which is 8% of the total employment generated in the country. It is important for the ministry of culture to use tourism as a major asset for the promotion of Indian arts and culture.

Military Heritage

Indian military history and its contemporary growth is another area that can be focused on for cultural realizations and monetization. India has to systematically map the military heritage and leverage it for tourism. There are museums showcasing old weaponry, protective gear, among other defence items Kings used during battle. "Serial Nomination of Maratha Military Architecture in Maharashtra" has been added along with four others in 2021 in the tentative list of UNESCO's world heritage sites. Fourteen forts spread across Maharashtra form a part of the Maratha military architecture legacy which has been acknowledged by UNESCO. It is time to focus on and have a mission mode project on the rich Military Heritage under cultural tourism.

".... the forts of Western India occupy an important place of significance in the political and architectural history of the region. While in the rest of India, the tradition of construction of forts appears sporadically in space and time, it displays a vigorous and continuous activity in the Western India for a period of nearly 1800 years, starting sometime in the centuries immediately preceding the Common Era and continuing almost up to the 19th century C.E," (UNESCO, 2021)

Policy Recommendations

These recommendations are beside the suggestions made in the main policy document. Individually, these may be read in conjunction with the recommendations listed out under various sections of the culture policy.

a) Constitution & Legal Framework

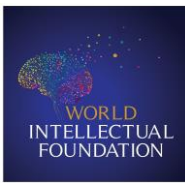
1. *A legislative vacuum possibly exists in the field of culture and in accompanying sectors - such as human resource development, social justice, urban development, rural development, information and broadcasting, Information technology, science and technology, sports, food, and finance. This calls for a separate in-depth comprehensive policy intervention for protection and energizing different arms of the creative industry.*

2. *The post of the Union Minister of State for Culture (i/c) should be elevated to cabinet rank to give culture, and the ministry the importance it deserves.*

3. *A culture impact assessment of related policies should take place to avoid further decay of priceless civilizational assets.*

4. *The ambit of the head notes to Article 29 of the constitution, "Protection of interests of minorities," needs to be expanded to remove ambiguity over the application of the Right not being restricted to minorities alone as Article 29 starts with the words "any section of the citizens." As a majority community may also have a distinct language to conserve and develop.*

Also, Article 29¹, which provides citizens the right to conserve distinct language, script, or culture, needs a review. The Constitution of India makes it obligatory for citizens to "value and preserve the rich heritage of our composite culture," and hence there is a need to rethink for additionally arming citizens with the Right to Develop culture. The Right to Develop culture should be accorded the status of a fundamental right, as culture is a dynamic concept.



The intricate connection between cultural rights and human rights makes it imperative for the states to preserve, promote and develop the composite culture of the people.

The incorporation of the Right to Develop culture under Article 29 can be meaningful only if there is a corresponding amendment in Article 30² which in the present form gives the right to establish and administer educational institutions of their choice only to religious and linguistic minorities. Language is an important facet of culture, and there is no reason to differentiate between majority and minority when it comes to the conservation and development of culture.

The amendments suggested will also ensure that Article 29 and Article 30 are in consonance with the interpretation of Article 21 which guarantees not just animal existence but everything required for a meaningful life, and Article 14 which prohibits any such differentiation or classification lacking intelligible differentiation.

5. One of the Fundamental Duties of every citizen, as per Article 51a(h) of the Indian Constitution, is to value and preserve the rich heritage of the country's composite culture. By way of Union, State, and Concurrent lists, the Constitution has also earmarked jurisdiction over archaeological sites, monuments, and cultural heritage and has left it to Parliament to legislate on issues pertaining to the international treaty, agreement, among others. The centre governs and funds the culture sector through autonomous bodies. The government must take adequate steps to translate the spirit of the provisions as enshrined in the Constitution of India with regards to culture.

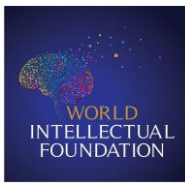
6. The scope of the Forest Rights Act must be reviewed and expanded to meet its obligation for the protection and preservation of culture and traditional knowledge of tribals.

7. The government may need to update its existing laws and rules or come up with fresh laws and rules for the protection of its diverse traditional knowledge, practices, crafts, and products.

1) Article 29 of Constitution of India: Protection of interests of minorities. Article 29 (1) This provides all citizen groups that reside in India having a distinct culture, language and script, the right to conserve their culture and language... this right is given to individuals and not to any community.

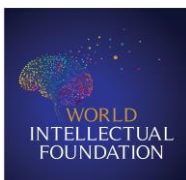
2) Article 30 of Constitution of India: Right of minorities to establish and administer educational institutions.

"All minorities whether based on religion or language, shall have the right to establish and administer educational institutions of their own choice".



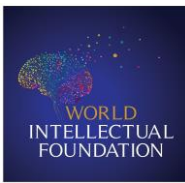
b) Culture in Education & Education in Culture

1. *It should be an objective of the education system to sensitize learners from the foundation stage towards the plurality and diversity of Indian society. This could be done through experiential learning.*
2. *Sanskars or values can be imbibed through informed parenting and with the introduction of culture specific toys, games, and other audio-visual platforms early in the foundational years. Also, this would also boost the domestic toy industry.*
3. *The curriculum should be revisited to allow pupils to absorb cultural, moral, spiritual, and scientific values. The practices of spiritualism, meditation, and yoga should be inculcated at the school level.*
4. *Moral science or value education can be re-introduced with a contemporary and balanced syllabus for school students who can get exposure through experiential learning.*
5. *Culture can also be introduced in teaching other subjects at the school level. The National Council of Educational Research and Training (NCERT) books have color-coded boxes in chapters to provide extra information. Relevant aspects of culture and history, for instance, can be introduced in “Activity” and “other boxes” in a chapter in reference to cultural context, if applicable.*
6. *Since Article 28 and Article 30 of the Indian Constitution bar state-funded schools from teaching religion, courses on different streams of spiritualism and comparative lives of spiritual leaders from various faiths can be weaved into the curriculum for the undergraduates and masters (Radhakrishnan, et al., 1949). Ethics can also be offered as a course. This would help in the integration of the “ethics, integrity and aptitude” subject, which has been introduced as the fourth subject under the “General Studies (GS)” of Civil Services Examination.*
7. *Universities can set up chairs for encouraging masters and doctoral studies of culture in India and abroad. Ancient texts that offer wisdom on life, philosophy, humanity, and governance can be included in the curriculum at different stages of study.*
8. *The Bachelor of Education (B.Ed.) course should be revised to make teachers sensitive towards cultural pluralism. Teachers can be offered refresher courses in culture, and their career promotion can also be assessed on the basis of their ability to explain and inspire different cultural values among pupils. Shorter diploma courses could be introduced offering information and technology solutions for maximizing gains.*
9. *International interests can be generated in India's varied epics on the lines of the United Kingdom's approach, which has successfully marketed Shakespeare's plays for global audience (The United Kingdom's “The Culture White Paper's” chapter on “The Power of Culture Can Increase Our International Standing”).*
10. *Educational institutions should inculcate and promote physical education and sports as a cultural aspect of imparting education and skills. Overall, the well-being of learners is essential for unlocking their full potential.*



c) Decentralization: Governance & Access to Culture

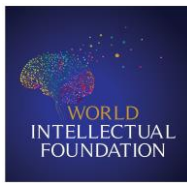
- 1. The top-down centralized governance approach requires a relook for people to get enriched from diverse cultural exchanges. The states and districts should be encouraged to come out with their own individual culture policies to preserve and promote local culture, provided they conform to the constitution and the law of the land. Local artists and domain experts should become active participants in policy formulation.*
- 2. Technology can be used to connect the three-tier system of governance for creating a cultural environment and effective delivery mechanism. The move will encourage funding from the three levels of the decentralized governance system.*
- 3. Cultural governance centres may be established at district, state, and national levels for offering equal access to artists and artisans, rich and poor, urban and rural, and from other diverse and disadvantaged populations. The centre should continue to steward and contribute towards decentralized government architecture.*
- 4. Every district, if it has historical assets, should consider setting up of City Museums demonstrating its art, architecture, and history.*
- 5. Haats (markets) on the lines of Delhi Haat should be established at districts and state capitals for exhibition and sale of produce and performance of local artists. It would also increase market share and facilitate intra-state cultural exchange among artists and craftsmen.*
- 6. A review of the functioning of Zonal Cultural Centres (ZCCs) could roll out immediate steps for triggering administrative changes which would have country-wide ramifications.*
- 7. Performance and impact assessment audit of all culture and tourism ministry departments and their units would help in streamlining the sector. Some institutions may be merged for better synergy, impact, and effective cultural governance architecture to avoid unnecessary expenditure.*
- 8. The government should create an ecosystem that appreciates and encourages arts and culture. To achieve that objective, ministries aiding cultural activities – such as Information and Broadcasting, Information Technology, Commerce, Finance, Tribal, Sports, External Affairs, Science, and Technology, will have to converge for taking up significant responsibilities for creating avenues to realize cultural ambitions.*
- 9. The government bodies such as the National Research Laboratory for Conservation of Cultural Property (NRLC) and Anthropological Survey of India should augment their capacity to explore ancient treasures, including maritime, through the latest technological tools.*



10. *With the help of mass communication tools, the development of Indian culture should be brought into mainstream cinema.*
11. *Influencer marketing should be adopted for promoting culture and tourism.*
12. *Districts, states, and the centre should use the 'in firm advertising' as a medium to propagate cultural tourism.*
13. *The idea of a "smart cultural city" should be explored as it promotes the development of all forms of art and heritage.*
14. *The pensions and allowances to be provided to artists having physical disability, and pension to those beyond the age of 60 needs to be substantially enhanced*

d) Internationalization of Culture

1. *To draw the foreigners towards Indian culture, Indian Cultural Centre abroad need to be expanded to get into foreign collaborations for teaching Indian languages, art and culture and attract foreign students to do courses from centres of excellence in India.*
2. *India International Centre (IIC, Delhi) should expand to major global cities of strategic interest for India.*
3. *Social Media platforms could be used through structured and institutionalized Cultural Ambassador Programmes and rope in social media influencers for outreach.*
4. *International Yoga Centres should be opened by India in as many countries as possible, especially in major foreign tourist destinations.*
5. *Need to focus and build upon global ties through Buddhism religious diplomacy.*
6. *The ICCR needs to re-orient its role to move on from managing cultural events abroad to deliver more productive outcomes like the British Council of U.K and Confucius Institutes of China.*
7. *Taking a leaf from U. K's "cultural diary" a digital platform could be created for connecting cultural organizations globally through the aid of Indian missions abroad.*
8. *Festival of India' and 'Indian Food Festival' should be hosted on a regular basis in major cities across the world, focusing on heritage, art forms, and knowledge.*



e) Capacity Building

1. *Government needs to identify and map the needs for human resource development for culture through an institutional approach.*
2. *The artisans must get vocational and specialized training for equipping themselves with technological skills, which would enable them to deliver more and leverage their knowledge and skills in the hyper-connected world.*
3. *India needs to start Massive Open Online Courses (MOOCs), Diploma and Degree courses across universities and colleges to leverage the full potential of India's diverse and vast cultural heritage and institutions. These courses will help meet the need of skilled persons to be employed in various regional and national programs associated with cultural goods and services.*

f) Need for a Digital Ecosystem

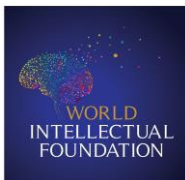
1. *Have a national strategy for integrating the culture industry digitally.*
2. *Digitalization of cultural content must be initiated centrally as well as at the last mile district level.*
3. *Online access to museums and archaeological assets should be achieved in the next three to five years, which would open another prospect for people to know about the rich past without being physically present there.*
4. *Social media should be used more actively to engage and inform about history, folklores, festivals, traditions about India. This would help check misinformation about Indian culture.*
5. *The start-up India program should expand its scope to include start-ups from the domain of culture and heritage, with innovative ideas for conservation and use of 3D technology to give a virtual feel of museums, historically significant sites, amongst others.*
6. *To harness and maximize benefits in the culture sector through the latest technology, India will also have to address shortcomings in enabling laws for a level playing field to artists and the cultural industry. This needs a program with proper rewards for outstanding contributions.*
7. *Inventory mapping and geo-tagging of artifacts, other precious items, and books displayed at museums and libraries too should be done at the earliest for security purposes.*
8. *The e-tools would enlarge the scope of cultural exchanges domestically between states and union territories and internationally as well.*
9. *National Digital Cultural library could be established for providing access to books, artifacts, and cultural expression to users situated across the world.*

g) Funding - Leveraging Culture

- 1. Funding of activities related to the culture must be enhanced substantially, and there should be a study to assess the amount of money the country needs to spend with clearly defined deliverables.*
- 2. Funding must be distributed to encourage diversity throughout the country through food, attire, architecture, festivals, heritage, among others.*
- 3. A national program must be put in place to encourage participation and investment from the private sector.*
- 4. Giving tax rebates for funding culture-related activities besides other incentives may be considered for enhanced private participation towards art and culture.*
- 5. Cultural entrepreneurs may be encouraged for start-ups in developing tech solutions for arts and artists and add volume to creative business. The scope of “Start-up India” must be enhanced to include the domain of heritage and culture.*
- 6. More local participation and public-private partnerships could be established for maintaining the cultural entities.*

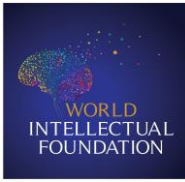
h) Cultural Tourism - Explore Untold History

- 1. Dedicated military museums to show war history and ancient strategic culture before British imperialism, battles India fought since independence, and contribution to India's identity, unification, and international peacekeeping.*
- 2. An effort should be made to offer a smooth experience for domestic and international backpackers and high-end tourists to travel to India, exploring the less explored areas, from the Himalayas to the Northeast.*
- 3. Though there are religion-related circuits like for Buddhists, options of opening up culture corridors around major rivers like Ganga,-Brahmaputra, Western and Eastern Ghats, Himalayas may be thought of for leveraging the potential of tourism, keeping in mind the aspects of environment and pollution associated with tourism*
- 4. Tourists can also be allowed to participate in cultural events, and indigenous practices while being cautious that it does not tinker with local sentiments.*

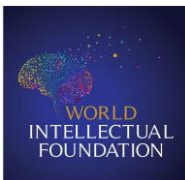


I) The Role of Government

1. *India has more than 500,000 heritage sites, and there are 3691 sites protected by the ASI. India should make a planned strategy with concerted efforts to push more historical properties into the UNESCO heritage sites list. India needs to position itself as the 'Cultural Capital of the World.'*
2. *Use foreign missions to propagate culture and enhance the role of diplomats as 'Cultural Ambassadors' of India.*
3. *Inter-ministerial collaboration between the Ministry of Culture & Tourism, Ministry of Sports, Ministry of Information Technology, Ministry of Education, Ministry of Information and Broadcasting, Ministry of Foreign Affairs is needed for the promotion of culture.*
4. *Infrastructure development for cultural tourism must be a high priority.*
5. *Selected cultural heritage sites must be developed into major tourist destinations with onsite museums. It is high time that the government replicates the National Museum, Delhi, in every state and major tourist cities so that people learn about Indian Civilization and its contributions to the world.*
6. *India, despite being a custodian of an exorbitant number of indigenous craft forms, only one has been listed in the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity that constitutes a total of 13 elements corresponding to India. India's National ICH List (Launched by the Government of India) contains more than 100 elements, highlighting the scope for international visibility to the Indian heritage legacy. Concerted efforts must be made to enlist the same with UNESCO. Also, this is important, considering that the handicraft sector is the largest employer after agriculture.*
7. *Publish the history of Indian culture. These museums could also feature the local heritage.*
8. *Expand the remit of the Culture Fund to assist artists, support institutions and innovations, and revitalize art forms and languages at risk.*
9. *The government can consider setting up the Cultural and Indigenous Art Promotion Corporation for mapping, registering, training, and commercializing the products and skills of TCEs, and this could be in the form of a professionally run for-profit enterprise tasked to revitalize and commercialize cultural products and services across the country using the latest tools and internet technologies.*
10. *Create programs for supporting youth and women and SHGs into cultural activities through scholarships and fellowships.*



11. *Help set up a networking platform of creative artists and support the new, emerging, and professional artists.*
12. *Set up Indic chairs at major world centres – academic and research institutions.*
13. *Invest in cultural tours and cultural exchange of artists in various parts of the world.*
14. *Setting up and upgrading museums/galleries of history and culture.*
15. *Organize the 'Festival of India' & 'Indian Food Festival' across the globe.*
16. *Must ensure the protection of cultural traditions through international exchange and protection of the intellectual property associated with culture.*
17. *India should undertake a review of the impact of UNESCO's seven standard setting international conventions and its role in the protection and preservation of Indian cultural heritage.*
18. *Youth exchange programs should be expanded to promote understanding of India and Indian culture, and students from India should visit places of historical interest as a part of their schooling.*
19. *Government functions should mandate the exchange of memorabilia and gifting souvenirs based on Indian culture.*



j) Role of Civil Society Organizations

The Civil Society Organizations (including a non-governmental organization) must work in tandem with the government to support cultural development in identifying talent and assisting them. Also, develop and encourage platforms for cultural expression.

k) Role of Private Sector

The private sector must patronize and promote culture and support it through appropriately aligned policies and institutional processes. **Fund activities and programs aimed at identifying talent related to culture and conduct and support activities related to culture on an ongoing basis.**

The role of Government is to invest, catalyse initiatives, and promote partnership for creation of an ecosystem to protect, patronize, promote, and monetize Indian Culture.

The private sector must make it a norm to gift locally produced memorabilia and souvenirs that depict Indian culture.

l) Role of Faith-Based Organizations

Culture transcends religion and faith, and faith-based organizations have a proven track record of impacting social transformations. Faith-based organizations can be leveraged to help in the promotion and dissemination of local culture.

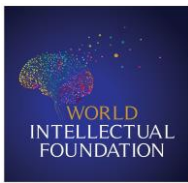
m) Multi-stakeholder Approach

The CSOs, private sector, and media organizations should come together in partnership with various ministries to host regional cultural and literacy festivals to encourage a dialogue on culture, literature, and development besides other activities for the promotion of culture.

Policy Implementation Framework

The Culture policy must be translated into an action plan with time-bound and deliverable-based milestones. The action plan must be reviewed on a yearly basis, and the report of the implementation (monitoring and evaluation) be placed in the public domain on an annual basis. The implementation of Culture Policy must also be linked to the GDP and job creation.





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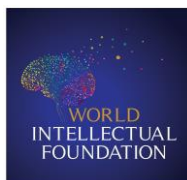
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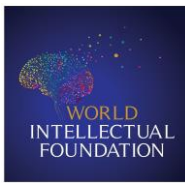
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Published in:

April 2023