

Background Paper



6TH
July, 2024
New Delhi





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Maitri
Cultural Economy Summit
MCES 2024



6th July, 2024
Le Meridien, New Delhi

MaitriBodh Parivaar: Empowering Inner Growth and Economic Prosperity

In MaitriBodh Parivaar, when we teach about spiritual transformation, we emphasize the importance of balancing spiritual growth with physical and material life. Many people mistakenly believe that becoming spiritual means detaching from the material world or that it requires becoming a monk. However, if we look back at our cultural history, we see that this has never been advocated. Raja Janak is a prime example of this balance. He reached a high spiritual state while enjoying abundant material wealth and ruling over a vast kingdom. Internally, he remained completely detached, demonstrating that spiritual growth does not hinder material prosperity.



We now wish that along with spiritual transformation, one also experiences transformation in their surroundings. We hope that as individuals grow internally, they also experience financial growth, contributing to the overall economic growth of the nation. We envision a future where spirituality and economic empowerment go hand in hand.

In today's world, numerous obstacles can hinder an individual's economic growth, leading to the economic downturn of the nation. The two most significant roadblocks that are stopping us from achieving holistic success are:

1. **Lack of Right Knowledge**
2. **Temptation to Pursue Unethical Means of Earning**

Maitri Cultural Economy Summit (MCES)

At the Maitri Cultural Economy Summit, we envision a future where the tapestry of spiritual growth is seamlessly woven with threads of economic prosperity. This summit guides us towards a new era of holistic development. We will create a society enriched with the wisdom from our culture, drawing from the experiences of our past.

The knowledge disseminated by MCES is not confined to urban areas but reaches even the most remote villages, empowering the common man and guiding corporate houses in shaping the future of our country.

Vision for 'Viksit Bharat'

आनेवाले समय में, एक नया संस्कृति से भरा हुआ, संस्कृति के ज्ञान का उपयोग करते हुए एक समष्टि समाज के भीतर परिवर्तन लाते हुए, समृद्ध भारत की नींव रखें

We aspire to shape 'Viksit Bharat' during this 'Amrit Kaal', drawing from the profound well of 'Sanskritic wisdom' – our cultural roots to cultivate a 'Samashit Samaj'— a united community leading to a 'Samruddh Bharat' – Economically Prosperous India. Here, India ascends to its rightful place as 'Vishwaguru', the global leader, in every sense.

Achieving Unparalleled Greatness

By spiritually transforming individuals and fostering a vibrant economy, we illuminate the path to unparalleled greatness for all humanity. Our mission is to create a world where spiritually transformed individuals and a thriving economy coexist, guiding humanity towards a brighter, more harmonious future.



Mitra Parn,

**Managing Trustee, MaitriBodh Parivaar
Direct Disciple of Maitreya Dadashreeji**

Message

Since 2013, the founding year of MaitriBodh Parivaar, we have been dedicated to fostering transformational experiences where every human is empowered from within to live a happy life. MaitriBodh Parivaar is a socio-spiritual organization actively engaged in various projects for the social welfare of the nation. Whether through **Maitri Adarsh Gram**, focusing on rural development, **Youth for Global Peace and Transformation (YGPT)**, motivating youths to contribute positively to national betterment, or our recent initiative **Chinta Mukh Bharat (CMB)** addressing the collective mental health crisis, all our projects are aimed at empowering the nation.

The Maitri Cultural Economy Summit (MCES) is another initiative of ours aimed at empowering the nation economically. Scheduled for July 6th, this summit represents the physical manifestation of the direction given by visionary Maitreya Dadashreeji twenty-five years ago to re-establish the cultural roots of Bharat and elevate Bharat to the status of '**Vishwaguru**'.

Over the past few years, we have made significant strides, yet there remains a crucial missing link. While we can articulate the vision of becoming an economic giant, its realization cannot rest on the efforts of one individual alone. Achieving economic growth for our country requires the collective contribution of all citizens to turn this vision into reality.

Together, our government, our country, and its citizens must unite as one family to fulfil the dream of making India an economic superpower. Every one of us has a role to play in this shared journey towards prosperity and success.



Shri. Gopal Krishna Agarwal

(National Spokesperson of BJP for Economic Affairs)
Patron MCES 2024

Foreword

Dear Friends, Greetings

India has a glorious past. At one point in history it contributed more than 25% to the world's GDP and controlled about 28% of global trade and commerce. Being an economic power for several centuries, India was playing a leadership role in all fields whether it is art, culture, music, dance, food, festivals, architecture, handicrafts etc. Unfortunately, history took an unpleasant turn and India saw foreign occupation. In these thousand years of subjugation we were robbed of our glory and wealth. When we got our independence in 1947, our economy was in shambles, we were bogged down by extreme poverty, lack of proper education, famine and internal strife. We lost pride in our tradition and cultural heritage. Post-independence, we are again seeing revival of our aspirations and pride in our civilization and traditions.

In any society there is a close interrelationship between the culture and the economy. The economy has been an important factor in the great achievements of our glorious civilization and cultural heritage. The reverse also held true - our cultural content contributed to our strong economy. If India has to assume a global leadership position again, it has to be an economic power first. Economic considerations drive geopolitics today whether it's the leadership of international institutions or global diplomacy or bilateral and multilateral trade relations etc., alternatively cultural content also catalyze a country's economy.

India's potential in the field of art, culture, music, dance, food, festivals, architecture, handicrafts, tourism, etc. is immense. However, there is a lack of comprehensive understanding on how to put this accumulated cultural wealth over millennia to achieve economic growth. In light of the above, we are organising a Maitri Cultural Economic Summit (MCES 2024).

One of the key objectives of the summit is to establish a foundation for a Cultural Economic Model. This Model will not only serve as a catalyst for our nation's economic growth, till we become a developed nation by year 2047 but also be a case-study for the Global Economies, to emulate and propel their own social, cultural and economic growth.

To get into the depth of the subject, we will extensively deliberate on the potential of cultural activities in driving our economy, what are its Performance and Potential Indicators, identifying variables and their interrelationship for evidence based decision making and resource allocations. Analysis will also focus on how Monetization can lead to unlocking valuations of cultural activities and what are its financial requisites to be fulfilled by Innovative Financial Instruments. Government is an important driver of any initiative, therefore Cultural Economic Governance assumes importance; policy formulation and its implementation and meeting infrastructure needs will be debated threadbare. Nothing can come out without the Skilling and Capacity Building of the stakeholders and establishing Social and Economic Linkages for Performing Arts. All these and other important sectors form part of our Summit and work thereafter.

The Summit has been divided into three main themes namely; Temple and festival economics, Social intelligence (mutual sustainable ecosystem, linking people, planet, and prosperity) and creating economic linkages for cultural activities. Each broad theme covers four sub topics, each deliberated upon by respective domain experts. There is an open house Q and A session in each session. In the inauguration session the overall theme of the summit will be presented. We will also be fortunate to receive wisdom from our Visionary Maitreya Dadashreeji.

Prime Minister Modi has a vision that India's cultural heritage can be an important driver for our economy. Through initiatives like building the Ram temple at Ayodhya, redevelopment of Kashi Vishwanath and Mahakal temple corridors, giving a completely new dimension to the Kumbh Mela and setting up Tamil Cultural Centers across the globe, Modi Ji is realizing this vision. Showcasing India's diverse and vibrant cultural heritage to the world leaders through the G20 platform was another important milestone in promotion of Indian art and culture. This summit is being organized with the above intent. To clearly enumerate the objectives of each session and the expected outcomes I am happy to bring to you the background paper on the broad themes and respective sub-topics. Post-summit, a road map ahead will be submitted to the Government for further action.

My special thanks to Shri Kuber Bisht, Sambhrant Krishna, Susheel Jaiswal, Arnab Joshi and all the volunteers of MaitriBodh Parivaar. It is Maitreya Dadashreeji blessings and vision that this summit has been possible.

We always value your continued support and encouragement, in all our endeavors.

With warm regards

Gopal Krishna Agarwal
National Spokesperson of BJP for Economic Affairs
Patron MCES 2024

📧 @gopalkagarwal

✉️ gopalagarwal@hotmail.com

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Session 1

Theme - Temple & Festival Economics

Festivals and temples are an important part of our tradition and culture and have always been integrated in our day-to-day activities. Therefore, Temple and Festival economics is the theme of the first session of our Maitri Cultural Economic Summit 2024.

In addition to their religious and spiritual importance, temples were designed to serve as commercial centers attracting tourists/pilgrims and support business activities in the areas of retail, transportation, and hospitality. Similarly, festivals also amplify and reinforce the economic activities of the region. They attract a wide range of tourists, leading to increased spending on traditional products, transportation, hotel and cuisine. All these activities create jobs, stimulate local production, and strengthen community relationships. Temples and Festivals catalyze economic growth of the region. Furthermore, they act as cultural preservation centers. To bring out all aspects of the above theme we have divided it into four sub topics, namely Unlocking Temple Economics: Case Studies and Insights, Festival economics with reference to Case Studies, Cultural Connect: Performing Arts and Economic and Social Linkages: Temple, Festivals and Performing Arts.

1. Unlocking Temple Economics: Case Studies and Insights

Temples act as central figures within their communities, contributing significantly to regional growth and prosperity. Temple economics seeks to explore the multifaceted economic benefits generated by temples, extending far beyond their role as places of worship. This includes offerings from devotees, donations, sale of religious items and the economic boost from pilgrim visits. Traditional art forms, music, and crafts are often showcased during festivals and supported by temples, ensuring their survival and furtherance to future generations.

OBJECTIVES

- Assess the role of temples in preserving and promoting cultural heritage and its social and economic implications.
- Analyse how temples create jobs, stimulate local markets, and contribute to regional economic and infrastructure development.

The topic, delves into the economic benefits generated by temples. Financial contributions from devotees, fund temple upkeep, religious activities, and crucial charitable works like education, healthcare, and food security. This financial circulation fuels the local economy by creating jobs and supporting essential services. A bustling temple in a rural area might employ priests, administrative staff, maintenance workers, and security personnel. For instance, the Tirupati Temple employs around 14,000 people.

There are
approximately
2 million
temples across
India.

These temple-provided jobs directly improve the financial well-being of local families and stimulate the circulation of money within the community. Additionally, festivals and religious gatherings at the Temples, see a surge in demand for temporary workers, creating further employment opportunities for residents involved in setting up stalls, managing crowds, and providing logistical support.

Temples also serve as marketplaces for religious items, fostering a strong local market for artisans and craftspeople. Pilgrim visits contribute significantly to the economic landscape, stimulating local hospitality, transportation, and retail sectors. The Golden Temple in Amritsar, for instance, sees over 100,000 visitors daily, significantly boosting the local hospitality industry. Similarly, the Shirdi Sai Baba Temple generates approximately \$60 million annually in tourism revenue. We have seen how development of Kashi, Ujjain and Ayodhya Temples have transformed those regions propelling all round development.

Temples also play a vital role in preserving cultural heritage, fostering a sense of connection to the past, and strengthening community identity. Temples serve as patrons for traditional arts, music, and dance forms by hosting and sponsoring performances during festivals, featuring traditional dance performances, devotional music recitals, and theatrical enactments of mythological stories. These events not only keep these art forms alive but also attract visitors interested in experiencing the rich cultural tapestry of the region, and promote social bonding. The impact of temples also extends to community development through social welfare programs.

OUTCOME

- Specific case studies on how building of Ram Temple at Ayodhya and rejuvenation of Kashi Vishwanath Temple corridor have propelled the economy of the region, attracting huge investments in infrastructure and all round development.
- Identification and preservation of temples and developing them as centres for economic and cultural rejuvenation of the region.



2. Festival Economics with reference to Case Studies

Festivals support economic growth along with religious fervor and faith. Participation in the festivals drive demand for hospitality, transportation and retail, benefiting local businesses. Municipalities invest in infrastructure and temporary markets, creating jobs and enhancing long - term economic potential. Beyond commerce, festivals showcase local culture, fostering appreciation and promoting the culture.

This sub-topic will cover how festivals enrich the cultural experience for visitors and also promote a sense of identity and pride within the local community and drive economic development of the region and bring social cohesion among communities.

OBJECTIVES

- Evaluate the role of festivals in enhancing infrastructure and long-term economic potential.
- Quantification of the economic impact of festivals on local and national economy.
- Evaluating social cohesion and cultural integration brought about by festivals with discussions, debates, interactions and community living at Festivals like periodic Kumbh Mela and other conglomerations.

Festival economics explores the impact of festivals, encompassing their significant contributions to both the cultural and economic landscape. Festivals serve as catalysts for economic growth, generating a surge in demand for various goods and services. Local artisans and retailers also benefit from the influx of visitors, experiencing a rise in sales of traditional products, souvenirs, and festival-related items.

Recognizing the economic potential of festivals, municipalities invest in infrastructure improvements and the creation of temporary markets to support festival activities. These investments not only cater to the immediate needs of the festival but also have a lasting positive impact. Infrastructure improvements, such as enhanced transportation networks and public facilities, contribute to the region's long-term economic potential. Festivals are vibrant platforms that celebrate and showcase local culture, traditions, and customs. They offer visitors a rich cultural experience, fostering appreciation for the unique heritage of the region.

**Diwali
Generates
Economic Activity
Worth Over
Rs. 1 Lakh Crore
Annually In
India.**

Beyond economic considerations, festivals play a vital role in strengthening the social fabric of the community. They bring people together, fostering a sense of shared identity, purpose, and pride. This enhanced community spirit contributes significantly to social cohesion and the overall well - being of the residents. Festivals enrich the cultural experience for both visitors and residents alike. They provide a platform for the celebration of performing arts, music, dance, and other cultural expressions, ensuring the survival and promotion of traditional art forms. This cultural enrichment fosters a vibrant atmosphere and adds significant value to the visitor experience.

The economic benefits of festivals extend far beyond the immediate festival period. Increased visitor spending has a multiplier effect, boosting the income of local businesses. This, in turn, leads to increased spending on local goods and services, further stimulating the circulation of money within the community. This economic multiplier effect contributes to sustained economic growth in the region.

OUTCOME

- Multiplier effect of Festival Economy.
- Developing ecosystem for Festival; investment needs in infrastructure by the Government.
- Carrying capacity, defining boundaries of sustainability.
- Evaluation of human and social benefits along with economic considerations.



According to a CII report Kumbh Mela in 2019 generated business over Rs. 1.2 lakh crore whereas the State of UP had spent only Rs. 4,200 crores for the event.

3. Cultural Connect: Performing Arts

Culture creates an ecosystem to establish and nurture connections through cultural activities among people across the social classes. This is facilitated by a sense of shared identity which may be based on common language, religion, customs, beliefs, values, and many such intangible unifying factors. The cultural traditions when expressed through storytelling, music, theatre, cinema, song, dance or art bridge the gap in the social fabric. Brand Ambassadors from these fields enrich awareness.



OBJECTIVES

- Study the role of Performing Arts in preserving and transmitting shared cultural traditions and a sense of civilisational continuity.
- Study the impact of cultural activities in creating social integration.

The topic explores how shared cultural traditions like folk dances and music deeply influence connections within and across communities, building strong social fabric. Events such as the Bharat Rang Mahotsav, featuring over 100 theatre productions annually, and Khajuraho Dance Festival, drawing thousands of participants, underscore India's diverse cultural richness. These celebrations honour cultural expressions and reinforce shared identities and promote social integration. Storytelling and music are pivotal in preserving and passing on cultural traditions. Narratives and melodies handed down through generations educate and forge connections among individuals. Traditional folk songs, for example, resonate across communities, preserving cultural narratives and fostering a collective sense of heritage.

The Indian film industry contributes around Rs. 180,000 crore annually to the economy.

Similarly, theatre and cinema provide dynamic platforms for engaging audiences in shared experiences and values, strengthening cultural pride and identity. By depicting historical events and cultural rituals, these mediums promote cultural understanding and enhance social cohesion.

Song, dance, and visual arts serve as vibrant means of community engagement and celebration, enabling collective participation in cultural rituals and festivities. These arts serve as tangible reminders of a community's rich heritage and enduring values.

OUTCOME

- Explore how cultural traditions, expressed through diverse art forms, contribute to building shared identities and fostering social harmony within communities.
- Establishing an ecosystem to nurture connections between Performing Arts and the society at large.

4. Economic and Social Linkages: Temples, Festivals and Performing Arts

Festivals, Temples and Performing Arts transcend economic drivers, acting as architects of the social fabric. Shared rituals, traditions and artistic forms, solidify community bonding and a sense of belonging. Economic benefits derived from them can be reinvested in social programs, elevating public health and education and growth of economy. This virtuous cycle cultivates a more inclusive and resilient society and cultural heritage flourishes alongside economic advancement.

OBJECTIVES

- Study economic and social linkages of Temple, Festivals and Performing Arts.
- How Temples, Festivals and Performing Arts feed into one-another.
- Assess the effectiveness of economic reinvestment from Festivals and Temples into social programs.

Festivals and Temple activities provide a platform for collective participation in rituals, traditions and Performing Arts. These shared experiences create social cohesion and mutual support within communities. A vibrant temple celebration, bringing generations together to sing devotional songs, witness colorful rituals and dance, and share a community meal, generate a sense of pride and belonging and build trust and understanding among individuals from diverse backgrounds.

The economic benefits generated by festivals and temples are not merely short-term financial gains. The reinvestment of these financial gains fuel social programs, creating stronger social infrastructure. A healthier and educated community is better equipped to participate in the workforce, further driving economic growth.



The interplay between economic benefits and social investments, cultivates an inclusive and resilient society. This creates a balanced and sustainable model of development where cultural heritage flourishes alongside economic advancement. Think of a community that leverages festival revenue to build a new school, improving education and creating jobs for teachers and construction workers. This holistic approach is the basis of prosperity and social mobility.

The preservation and promotion of cultural heritage and Performing Arts through festivals and temple activities are integral to both economy and the society. Cultural heritage also attracts tourism and investment in infrastructure. Vibrant festivals with traditional music, dance performances, and display of craftsmanship become powerful magnets for tourists.

Economic and social linkages fostered by festivals and temples are vital for strengthening community bonds and enhancing societal well-being. These cultural institutions act as melting pots, bringing people together across social and economic divides. Shared experiences, strategic reinvestment of economic benefits, and a focus on cultural heritage all contribute to building inclusive and resilient societies.

OUTCOME

- Establish economic linkages for sustaining social and cultural activities by identifying and preserving Temples, organising Festivals and promotion of Performing Arts.
- Enhancing the values of Performing Arts and unlocking their potential as career opportunities for the youth



Session 2:

Theme - Social Intelligence (Mutually sustainable ecosystem- Linking people, planet and prosperity)

Social intelligence involves navigating social dynamics, cultural norms and fostering collaborative efforts to achieve positive societal outcomes. It is the second theme of deliberations at the MCES, 2024.

The world is faced with complex and ever evolving challenges and needs collaborative efforts to overcome them. The threat to the global commons due to anthropogenic activities poses existential challenges. We have come to such a state because the relationship between the environment and society is ignored by humans. Any attempt to address the global challenges must seek to understand and utilise the traditional wisdom and value system that still survives in our rural areas. It must also address the issue of rural growth because lack of prosperity in rural areas itself is a genesis of many of today's problems. According to the World Bank data, about 43 percent of the world's population still lived in rural areas in 2023. Cultural wealth at the grass root level can be used to propel the economy of societies and countries and at the same time preserve this wealth. However, there is a lack of understanding on how to put this accumulated cultural wealth over millennia to achieve economic growth.

The session encompasses four key areas: environmental stewardship and societal dynamics, rural growth and prosperity, effective governance and a cultural economic macro-model and have been coined under the theme of Social Intelligence. These areas highlight the importance of balancing economic growth with environmental sustainability. Keeping the above factors in mind, we have divided the second theme of Social Intelligence into four sub-topics of; Environment and Society, Rural Growth and Prosperity, Cultural Economic Governance and Cultural Economic Model.

1. Environment and Society

The session on Environment and Society examines the intricate relationship between environmental sustainability and societal well-being, departing from traditional economic models focused on short-term gains. It emphasizes the critical integration of environmental considerations and the promotion of social cohesion within economic frameworks to ensure sustained prosperity over time. Innovative frameworks such as ecological economics and sustainability compulsions advocate for responsible resource management, promoting equitable economic advancement while safeguarding natural resources for future generations.

OBJECTIVES

- Appreciate the integration of ecological concerns in traditional Indian lifestyle and value systems.
- Demonstrate how India's cultural tradition of trusteeship of natural resources and economic progress can mutually reinforce inclusive growth, social equity, and environmental sustainability.

Embedded within India's cultural heritage are principles that closely align with sustainable development, emphasizing collective stewardship of resources and harmonious coexistence with nature. These principles, rooted in India's rich cultural traditions, advocate for sustainable lifestyles that benefit current and future generations.

India's diverse cultural heritage not only drives economic growth but also serves as a custodian of environmental sustainability. Initiatives such as the restoration of historical landmarks and the hosting of cultural festivals stimulate local economies, and also help identify unity of our society, all the while preserving and celebrating India's cultural diversity.

The circular economy is an innovative approach that emphasizes minimizing waste and making the most of resources. This concept aligns well with India's traditional practices of recycling, reusing, and upcycling. By adopting a circular economy, India can reduce its environmental footprint, promote sustainable practices, and create new economic opportunities. For example, in sectors like textiles and manufacturing, implementing circular principles can lead to more efficient use of materials, lower costs, and increased competitiveness. Additionally, a circular economy can contribute to social equity by creating green jobs and supporting inclusive growth.

OUTCOME

- Outline a comprehensive strategy for building resilient socio-environmental ecosystems.
- Develop an economic growth Model Integrating Environmental and Social Sustainability.
- Policy formulation and implementation on ownership Natural resources on trusteeship model.



2. Rural Growth and Prosperity

India's rural areas constitute a critical component of the nation's economic landscape, boasting significant potential in traditional crafts, cultural heritage, cottage industries, and handicrafts. However, rural communities often face barriers such as limited access to skills, resources, and markets, which hinder their economic prosperity. Addressing these challenges requires concerted efforts to empower rural communities through targeted interventions in skill development, capacity building, and financial inclusion. This approach is essential for fostering sustainable and inclusive growth, ensuring that economic benefits are equitably distributed across the country, in line with India's constitutional goal of Political and Economic democracy.

OBJECTIVES

- Evaluate the economic and social impact of traditional arts and crafts on rural communities.
- Analyze how preserving and promoting cultural heritage influences income generation, employment, community pride and boost rural growth and prosperity.

In order to catalyse growth in rural sectors we first need to evaluate the economic and social impact of traditional arts and crafts and cultural heritage on rural communities. Comprehensive studies and surveys can quantify these sectors' contributions to local economies, employment creation, and the overall social fabric of rural areas. For instance, initiatives like Dilli Haat in Delhi, Bhilodi Handicraft Village in Gujarat and Surajkund craft mela, showcase direct market access and governmental support have bolstered economic opportunities for rural artisans, enhancing their livelihoods and preserving cultural traditions.

Preserving and promoting cultural heritage influences income generation, employment opportunities, and community pride in rural regions. Case studies from Kutch Embroidery in Gujarat and Rajasthan's Folk Art Promotion and Madhubani art form, highlight how efforts to preserve cultural practices and heritage sites translate into tangible benefits like increased revenue and heightened market demand for local products bringing livelihood opportunities to rural population.

Integrating traditional knowledge into rural development strategies can have immense payoffs in the long term. This involves identifying and promoting traditional skills, practices, and knowledge systems integral to local economies and cultural identities. Artisanal cooperatives demonstrate the efficacy of such integration, providing training, market linkages, and financial support to artisans, thereby sustaining craft traditions while enhancing economic conditions.



Implementation of these objectives requires a multifaceted approach, including enhancing vocational training programs, facilitating access to finance and markets, promoting rural tourism, and fostering innovation in digital technologies tailored to rural needs. By empowering rural artisans, entrepreneurs, and communities, India can unlock the full economic potential of its rural areas. This comprehensive effort not only drives economic growth but also ensures that rural development is inclusive and sustainable, aligning with broader national goals of equitable prosperity and cultural preservation.

OUTCOME

- Integration of traditional knowledge into rural development strategies for enhancing local economies and preserving cultural identities.
- Revitalising India's rural economy by leveraging traditional crafts and cultural heritage within modern development strategies.
- Promotion of Women Self Help Groups, Cooperatives and Farmers Producer Organisation to catalyse rural development.

3. Cultural Economic Governance

Cultural economic governance emphasizes the role of government in fostering and promoting cultural activities as a means of stimulating economic growth. The government plays a crucial role in creating an enabling environment for the preservation and promotion of cultural heritage, arts, and traditional practices, recognizing their potential to contribute significantly to the economy. Governance can create right ecosystem for Cultural Economic development, with Policy formulation and effective implementation.

OBJECTIVES

- Highlight the significant role of government in fostering and promoting cultural activities to stimulate economic growth.
- Underscore the contributions of existing government initiatives in nurturing cultural activities and integrating them into broader economic frameworks.

Understanding the critical role of government in fostering cultural and economic development, Indian government has launched several schemes and initiatives to enhance and improve cultural growth, recognizing the importance of cultural heritage in national development. Initiatives like PRASAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) scheme, aims to develop and rejuvenate pilgrimage sites across India to promote religious tourism and cultural heritage. National Mission on Cultural Mapping seeks to create a comprehensive database of cultural assets and resources, facilitating better planning and promotion of cultural activities. Additionally, the government's financial assistance schemes, such as the National Culture Fund (NCF) and the Scheme for Financial Assistance for Promotion of Art and Culture, provide funding for various cultural projects, supporting artists and cultural organizations. The Sangeet Natak Academy, Lalit Kala Academy, and Sahitya Academy are some of the key institutions that promote performing and visual arts, and literature, respectively. These initiatives collectively aim to preserve India's rich cultural heritage, and support the livelihoods of cultural practitioners, contributing to the overall cultural and economic growth of the nation.

By facilitating the creation of platforms and opportunities for artists and cultural practitioners to showcase their work, the government enhances cultural diversity and promotes national identity. Government involvement ensures that cultural activities receive sustained funding and policy backing, which are crucial for their survival and growth.

Before the redevelopment, Kashi Vishwanath Temple had 20,000-50,000 daily visitors. After the revamp, the daily footfall increased to 1.5-2 lakh visitors

Along with such initiatives, Cultural Economic Governance requires enhanced collaboration between Central and State governments, as well as local authorities to streamline implementation and amplify the impact of cultural programs nationwide. Introducing new initiatives could further enrich these efforts. For instance, establishing more cultural hubs and creative clusters in both urban and rural areas can provide spaces for artists to collaborate, innovate, and showcase their work like Music village near Airports. Encouraging public-private partnerships can bring in additional resources and expertise, enabling sustainable development of cultural infrastructure and activities. Leveraging digital technologies for virtual tours, online exhibitions, and digital archives can expand access to cultural experiences globally and preserve heritage for future generations.

A total of 46 projects have been sanctioned and 27 new sites has been identified for development of tourism infrastructure & tourist amenities.



OUTCOME

- Deepen the integration of cultural activities into economic policies, thereby ensuring sustainable development and heightened cultural appreciation.
- Propose novel policies and innovative governmental strategies aimed at further enhancing the efficacy and efficiency of cultural economic governance.
- Identifying infrastructure and financial needs of an ecosystem for growth of Cultural Economy.

4. Cultural Economic Model

A cultural economic model refers to an economic system that integrates cultural values, heritage, and creativity into its framework, recognizing them as essential components of economic development and social well-being. Unlike traditional economic models, a cultural economic model emphasizes the role of culture in fostering sustainable communities, enhancing social cohesion, and promoting environmental stewardship.

OBJECTIVES

- Illustrate the potential of the Cultural Economic Model in fostering economic growth and social well-being.
- Discuss methods and challenges in quantifying the value of cultural assets and activities for economic modelling

Cultural Economic model will integrate cultural elements into economic frameworks, leveraging them as assets rather than merely cultural artifacts. It involves identifying and valuing cultural assets such as festivals, temples, traditional arts, crafts etc. and quantifying the economic contributions of cultural activities, including tourism revenues, employment generation, and market value of cultural products.

The Cultural Economic Model can provide a structured and quantifiable approach to understanding the economic impact of cultural activities. This will enable policymakers and stakeholders to accurately measure and analyze the contributions of cultural sectors to employment generation, tourism revenues, and overall economy. Such clarity aids in evidence-based decision-making and resource allocation. Additionally, it allows for better planning and anticipation of future trends and challenges. It also facilitates the identification of key variables and their interrelationships, which can lead to more effective policy interventions and strategies to enhance the economic potential of cultural activities. Such a model can highlight the multiplier effects of cultural investments, demonstrating how spending in the cultural sector can stimulate broader economic activity. Thus, a well-developed Cultural Economic Model can enhance the credibility and visibility of cultural activities within the economic discourse, bringing greater support from both public and private sectors.

Ensuring the effective evolution and development of cultural economic models is paramount for integration of cultural activities into the economic framework. However, developing a Cultural economic model requires quantifying the value of cultural assets and activities is inherently complex due to their intangible and multifaceted nature. Cultural activities often provide non-market benefits, such as social cohesion and cultural identity, which are difficult to express in monetary terms. Additionally, the economic impact of cultural activities is often indirect and diffused, involving a wide range of stakeholders and spillover effects that are challenging to capture in a model. Data limitations further complicate modeling efforts, as comprehensive and reliable data on cultural activities and their economic impacts are often scarce or fragmented.

OUTCOME

- Exploring strategies geared towards surmounting obstacles of data, measurement etc. in the development of Cultural Economic Model.
- Laying the groundwork for cultivating a dynamic and robust cultural economic model that fosters prosperity while safeguarding cultural heritage.
- Identifying variable and their interrelationship for evidence based decision making and resource allocation.

Session 3

Theme - Creating Economic Linkages for Cultural Activities

Creating Economic Linkages for Cultural Activities, explores the vital intersection between cultural activities and economic opportunities. Cultural activities, ranging from Art and Craft, Music and Dance, Culinary and Cuisine, Cinema and Theatre, Health and Wellness to Handicraft and Cottage industries, hold significant potential to drive economic growth and community development. By integrating cultural activities into economic frameworks, we can unlock new avenues for innovation, tourism, and local enterprise. However, these activities often face several challenges that hinder their potential. A large number of cultural activities and practices are dying due to lack of patronage from the Government and the society. Comprehensive support is crucial to bridge this gap, enabling cultural activities to thrive and contribute to broader economic goals. By establishing robust economic linkages, we can enhance funding opportunities, stimulate job creation, and promote these Cultural Activities. This session focuses on following four sub – topics namely Performance and Potential Indicators, Monetization and Financing of Cultural Activities, Health and Wellness and Skilling and Capacity Building.

1. Performance & Potential Indicators

Performance and potential indicators are essential metrics used to assess the effectiveness, impact, and future prospects of initiatives aimed at creating economic linkages for cultural activities. This topic focuses on performance and potential indicators of cultural activities to analyse its linkages with economic growth. The focus will extend to exploring matrices with the potential to serve as effective tools for evaluating both performance and potential in this context.

OBJECTIVES

- To explore potential indicators to forecast the growth and sustainability of cultural activities within the economic parameters.
- Foster a deeper understanding of how cultural vitality can serve as a catalyst for sustainable economic development.

Performance indicators typically measure the current success and outcomes of Cultural Activities. These may include metrics such as revenue generated from cultural events, the number of jobs created in cultural sectors, the level of participation and engagement from local communities and tourists, and the overall economic impact on the region. These indicators help stakeholders understand the immediate benefits and shortcomings of their strategies and interventions and provide vital input in policy formulation and evaluation. There is a whole new field of policymaking, called evidence-based policy. Performance indicators serve as essential tools for evaluating the effectiveness and sustainability of initiatives aimed at integrating cultural activities into economic frameworks. Moreover, these indicators provide valuable insights into the efficiency of resource allocation and help in optimizing investment strategies to maximize returns.

Potential indicators focus on forecasting future opportunities and sustainability of economic linkages related to cultural activities. These indicators often involve assessing factors such as the growth potential of cultural industries, the scalability of cultural events or attractions, the presence of supportive infrastructure and policies, and the alignment with emerging trends in tourism and creative economies. Potential indicators offer a forward-looking perspective, highlighting the untapped opportunities and areas for growth within the cultural sector. By identifying emerging trends, market demands, and innovation prospects, we can proactively devise strategies to harness the full economic potential of cultural activities. Additionally, potential indicators aid in benchmarking against industry standards and setting realistic targets for future growth and development.



However, a significant challenge lies in defining measurable metrics that accurately capture the multifaceted nature of cultural endeavors. Cultural activities often encompass a wide array of artistic expressions, making it difficult to devise universal indicators that adequately reflect their impact and value. Additionally, the subjective nature of cultural appreciation further complicates the task. Moreover, there is the issue of balancing quantitative data with qualitative insights. While quantitative metrics such as attendance numbers or revenue generated offer concrete figures, they may not fully encapsulate the richness and significance of cultural experiences. Another challenge is ensuring inclusivity and diversity in the indicators chosen. Cultural activities often serve diverse populations with varied interests and backgrounds. Therefore, indicators must be broad and inclusive enough to capture the range of cultural expressions and their impact on different communities.

OUTCOME

- Devise methods to help stakeholders to understand the benefits and shortcoming of Cultural Activities and strategize interventions and policy formulations.
- Propose strategies to optimize resource allocation and investment in cultural initiatives based on insights from performance and potential indicators.
- Setting up matrix indicators to serve as effective tools for evaluating both performance and potential for Cultural Economic Model.

Employment in Cultural Industries

- Direct Employment: 4.5 million people (artisans, performers, cultural tourism guides).
- Handicrafts and Traditional Arts: 6 million people.

2. Monetization and Financing of Cultural Activities

Strategies for the monetization and financing of cultural activities is of paramount importance as cultural activities are not merely expressions of artistic creativity but they are also powerful economic drivers. The topic will center on developing innovative strategies for financing and monetization of cultural activities. Additionally, it will highlight the pressing need to identify and mitigate existing barriers to financing and monetization through collaborative efforts and targeted interventions. Thus, this topic aims to pave the way for a more sustainable and prosperous future for cultural activities.

Only about 20% of
Cultural organizations worldwide consider
themselves financially sustainable.

OBJECTIVES

- Discuss the current challenges hindering the financing and monetization of cultural activities such as music, dance theatre, visual arts, festivals, crafts etc.
- Identify innovative and sustainable instruments for the financing and monetization of cultural activities.

Monetization of cultural activities refers to the process of generating revenue from cultural expressions and practices. Financing cultural activities involves securing the necessary financial resources to support and sustain these activities. Financing, including grants, sponsorships, crowd funding, and investments, offers for necessary seed capital to initiate, develop, and expand cultural activities, making them accessible to a broader audience and enhancing their impact. However, cultural initiatives often struggle with financial viability due to limited funding, market reach and audience engagement, valuation



of cultural output, sustainability and scalability and many more. These challenges include limited funding sources, lack of commercial viability, low awareness and value perception, unpredictable revenue streams etc. Only about 20% of cultural organisations worldwide consider themselves financially sustainable according to the Culture Track 2019 report. The monetization, through ticket sales, merchandising, licensing, and digital platforms, provides a sustainable revenue stream that ensures the longevity and growth of cultural projects.

These challenges to monetization and financing for cultural activities significantly impedes economic growth in several ways. It restricts job creation potential within the cultural sector and related industries. Without adequate financing, these job opportunities diminish, leading to higher unemployment rates and reduced consumer spending, which can dampen overall economic activity. Cultural activities often serve as incubators for innovation, pushing boundaries and inspiring new ideas that can spill over into other sectors. Insufficient financing limits the ability of artists and cultural organizations to experiment, develop new works, and explore innovative ways to engage audiences. This stagnation in creativity hampers overall economic dynamism and competitiveness

OUTCOME

- Policy initiative and strategies for addressing current challenges such limited market reach, monetization of cultural output, and inconsistent funding sources.
- Use of Social Stock Exchange as an effective tool for generating financial resources for social and cultural sector.
- Enhancing the role of women Self Help Groups, and the Cooperative sector in Monetization and Financing of Cultural activities.

3. Health and Wellness

Health and wellness is a big business at the global level. It is immune from macroeconomic cycles of recession and the demand for health and wellness is going to increase exponentially with rising incomes. India has already established itself as a centre of medical tourism.

The rise of Yoga, Ayurveda, and Spiritual Tourism represents a significant trend within the health and wellness sector for India. These forms of cultural tourism attract global audiences seeking holistic health and spiritual experiences, contributing to local economies and promoting cultural exchange. This subtopic focuses on the economic potential of integrating traditional wellness practices into tourism, creating new revenue streams, and enhancing awareness and acceptability of Indian Traditional health and wellness practices across globe.

OBJECTIVES

- Discuss the potential of traditional health and wellness practices in Indian Culture, like Yoga, Meditation, Pranayama, and traditional alternative medicinal practices like Ayurveda, Naturopathy and Herbal medicines.
- Study the potential of traditional health and wellness practices in promotion of tourism sector in India
- Identifying the challenges hindering the widespread adoption of these traditional health and wellness practices and creating global awareness and acceptance.

**India is the largest producer of medicinal herbs.
Medicinal herbs industry in India is
worth Rs. 5.000 crores annually.**

Indian culture has a rich tradition of promoting health and wellness through various practices deeply rooted in ancient wisdom and holistic philosophies. One of the key pillars of Indian culture promoting health and wellness is the emphasis on a balanced lifestyle encompassing physical, mental, and spiritual well-being. Yoga and Ayurveda, two ancient practices originating from India, are globally renowned for their holistic approach to health. Yoga, with its focus on physical postures (asanas), breathing techniques (pranayama), and meditation, not only enhances physical flexibility and strength but also cultivates mental clarity and emotional balance. Ayurveda, on the other hand, is a system of traditional medicine that emphasizes personalized wellness through a balance of diet, herbal remedies, detoxification, and lifestyle practices tailored to individual constitutions (doshas).



Native cultural practices such as meditation, mindfulness, and chanting promote mental well-being and inner peace. These practices are often integrated into daily routines, ceremonies, and festivals, creating a sense of connection with oneself, others, and the divine. By promoting cultural practices, India can address this public health challenge at its roots.

However, these Indian culture practices face several challenges deeply entrenched in societal dynamics and modern influences. Urbanization, for instance, brings forth environmental degradation, heightened stress levels, and the prevalence of lifestyle-related diseases. Cultural shifts influenced by globalization and Western ideals often undermine traditional health practices, while the perception of traditional medicine as outdated poses a barrier to its acceptance alongside modern healthcare systems. Furthermore, the lack of awareness and education regarding the benefits of traditional practices inhibits their widespread adoption. The need of the hour is to overcome these challenges and bridge the gap between traditional and modern approaches and addressing systemic issues such as inequitable access to healthcare.

The aim of this session is to analyze the role of Indian culture in promoting Health and Wellness and delve into the pivotal role played by Indian culture in advancing the concepts of holistic wellbeing. This exploration will entail a thorough examination of the strategies aimed at traditional cultural, not only within our nation but also on a global scale. The topic will also examine various methodologies and approaches focusing towards enhancing awareness and widespread adoption of India's rich heritage, particularly in the realm of health and wellness.

OUTCOME

- Create global awareness and acceptance of Indian traditional health and wellness practices, like International Yoga day
- Promotion of research, development, data assimilation and setting global standards for traditional alternative medicines and practices.
- Global acceptance of Ayurvedic products as medicines and not as food supplements alone.
- Assessing infrastructure and financial challenges to boost Indian health and wellness tourism industry.
- Promotion of sectors like Spiritual tourism, Yoga and Meditation retreats, Naturopathy centres, Kerala Ayurvedic oil and massage therapy etc.

4. Skilling and Capacity Building

Skilling refers to the process of acquiring specific skills and knowledge necessary to perform tasks or jobs effectively. Capacity building goes beyond mere skill acquisition. It involves enhancing the ability of individuals, organisations, and communities to identify, plan, and implement activities that contribute to their long-term development goals. Both skilling and capacity building are integral components of cultural economic development strategies.

OBJECTIVES

- Examine the hindrances confronting skilling and capacity building initiatives, infrastructure gaps, language and literacy barriers, funding constraints etc.
- Comprehensive examination of the need for training programs, workshops, and educational initiatives aimed at enhancing the skills of artists, cultural managers, and other stakeholders.
- Study the provisions of New Education Policy in skilling and capacity building in the areas of Vocational Studies such as artisans, artists, and tourist guides etc. and promotion of carriers in Cultural Activities.

Skilling and capacity building play a fundamental role in establishing economic linkages within cultural activities. These initiatives are crucial because they empower individuals involved in cultural pursuits with the necessary knowledge, expertise, and tools to thrive in an increasingly competitive marketplace. By honing their skills, practitioners in areas such as traditional arts, music, dance, and heritage crafts can enhance their productivity and the quality of their offerings, thereby increasing their economic value.

Capacity building programs enable cultural entrepreneurs to innovate, adapt to changing market trends, and access new opportunities. Through networking and collaboration, individuals can forge partnerships, expand their reach, and tap into diverse markets, ultimately driving economic growth within the cultural sector. Additionally, through entrepreneurship and job creation, skilling initiatives



contribute to the sustainability and vitality of cultural practices, ensuring their continued relevance and prosperity in the modern economy. Overall, skilling and capacity building are indispensable for creating robust economic linkages that sustain and enrich cultural activities. This topic delves into effective capacity building systems, management practices, innovations and role of digital technology, ultimately contributing to the economic sustainability of cultural activities.

However, skilling and capacity building initiatives aimed at creating economic linkages in cultural activities face several challenges. There is often a lack of formalized training infrastructure specific to cultural practices, especially in remote or marginalized communities where these activities thrive. Only 10% of rural artisans have access to formal training programs, according to a report by the Ministry of Rural Development this absence makes it difficult to access training programs and resources tailored to the needs of cultural practitioners. Also, funding constraints can hinder the development and implementation of comprehensive skilling programs, limiting their reach and effectiveness.

A survey conducted by UNESCO found that 70% of traditional artisans feel their skills are not aligned with current market demands.

Cultural activities often rely on traditional knowledge passed down through generations, which may not align with modern skill standards or market demands, posing a challenge in bridging the gap between tradition and innovation. A survey conducted by UNESCO found that 70% of traditional artisans feel their skills are not aligned with current market demands. Further language and literacy barriers can impede the participation of certain groups in skilling initiatives, particularly indigenous communities or migrant artisans. These challenges hinder the potential growth of cultural activities, impeding economic growth and development.

It is estimated that capacity building initiatives in cultural sectors can lead to a 20-30% increase in productivity and revenue for cultural enterprises.

OUTCOME

- Develop and promote careers in such areas, as Archaeology, Museum science, Preservation and study of ancient manuscript, languages etc.
- Identify the skilling gap in capacity building for artisans, artists etc. in taking up carriers in Cultural Activities. Suggest ways and means in filling these gaps in the educational institutions and universities under New Education Policy.
- Promotion of specialised institutions and specific courses in current educational streams.

Only 10% of rural artisans have access to formal training programs, according to a report by the Ministry of Rural Development.

SPEAKER'S PROFILE

1. Maitreya DadaShreeji

Maitreya Dadashreeji is a revered spiritual leader and humanitarian known for his transformative teachings and global impact through the MaitriBodh Parivaar. His vision emphasizes unity with the motto "One World, One Family, One Truth," promoting spiritual awakening and harmony among humanity. He has inspired countless individuals worldwide, fostering a community dedicated to personal growth, compassion, and universal peace.



2. Shri Nitin Gadkari

Shri Nitin Gadkari is a prominent Indian politician, serving as the Union Minister for Road Transport and Highways since 2014. He has significantly contributed to India's economic growth through his ambitious infrastructure projects, earning him the title "Highway Man of India." His contributions have been pivotal in enhancing India's road networks and transport connectivity.



3. Shri Arjun Ram Meghwal

Shri Arjun Ram Meghwal is a distinguished Indian politician, currently serving as the Union Minister of Law and Justice, as well as the Minister of State for Parliamentary Affairs. His tenure has been marked by significant contributions to India's legal and legislative reforms, earning him recognition for his dedication to upholding the rule of law and ensuring efficient parliamentary proceedings.



4. Shri Gopal Krishna Agarwal

Shri Gopal Krishna Agarwal is the National Spokesperson of BJP for economic affairs. He is a fellow Chartered Accountant. He is an economic thinker and writes extensively for newspapers and financial journals. He is the Patron of the Maitri Cultural Economic Summit and has been working on the Cultural Economy theme over the past several years.



5. Shri Mitra Parn

Shri Mitra Parn Kashyap is currently serving as Managing Trustee at MaitriBodh Parivaar. He is renowned as a Global Transformational Speaker, Spiritual Guide, Youth Mentor, and Writer. With a focus on spiritual growth and personal development, He also engages audiences worldwide through his transformative speaking engagements and writings.



6. Shri Gopal Kumar

Shri Gopal Kumar is an Economist and Practicing Actuary with more than 27 years of professional experience across various fields including Insurance, Consulting, Fintech, Journalism, and Academics. He has also served as Board Member at the Investor Education and Protection Fund Authority, Government of India, and has been associated with the Women's Development Corporation and State Health Assurance Society, Government of Maharashtra.



7. Shri K. Nagarajan

Shri K. Nagarajan is actively engaged with the Hindu Dharma Acharya Sabha, addressing legal issues related to Hindu temples nationally. He is a key member of a core team tasked with evaluating state-level and temple-specific Hindu Religious Endowment Laws, aiming to propose a Central Act to free temples from government control. With over three decades of experience as a business professional in the IT industry in India and the USA, he now works as an independent Strategic Business Consultant.



8. Sushree Rashmi Samant

Sushree Rashmi Samant is a prominent activist and scholar from Oxford University known for her advocacy for social justice and environmental sustainability. She is a prominent author. Her major works are "A Hindu in Oxford", and "Ram Janmabhoomi: The Inspiration for Hindu Resurgence".



9. Professor (Dr.) Ramesh C. Gaur

Dr. Ramesh C. Gaur is a distinguished academic and cultural leader. Currently, he serves as the Dean (Administration), Director, and Head of the Kalanidhi Division at the Indra Gandhi National Centre for the Arts (IGNCA). He has also been the Director of the National School of Drama (NSD) and the Indian Institute of Heritage (IIH) under the Ministry of Culture, Government of India. He is an active member of the International Advisory Committee for the UNESCO Memory of the World (MoW) program.



10. Shrimati Nalini Padmanabhan

Shrimati Nalini Padmanabhan holds significant positions across various organizations, contributing actively to the corporate and governance sectors in India. She serves as a Director at Canara Bank, bringing her expertise to the banking sector. She is also associated with Indradhanush Gas Grid Limited and holds multiple directorial roles. Furthermore, she has been involved in communication strategy leadership at the de Beaumont Foundation, showcasing a diverse professional portfolio.



11. Shri Sambhrant Krishna

Shri Sambhrant Krishna is an Advocate-on-Record at the Supreme Court of India. His areas of professional interest also include public policy consultancy, economic research, financial risk management, and macroeconomics. He has served as a member (Central Government nominee) of the Quality Review Board (QRB) under the Chartered Accountant's Act, 1949.



12. Shri Debarshi Mukherjee

Shri Debarshi Mukherjee, MBA, Ph.D., is a Professor of Business Management at Jamia Millia Islamia. His professional focus includes Education 4.0, learning continuity, and andragogy development. In addition to his academic work, Mukherjee is a prolific author. Some of his notable books include: "Future of Education: Bridging the Digital Divide", "Exploring Social Intelligence: New Education Policy 2020"



13. Dr. Gajanan Dange

Dr. Gajanan Dange is the President of the Yojak Centre for Research. He is recognized for his contributions to public policy and rural development initiatives, particularly focusing on agricultural issues and farmer welfare. He has been actively involved in advocating for sustainable development practices and has participated in various forums discussing global economic policies



14. Shri Shrish Kalyani

Shri Shrish Kalyani is a seasoned development professional currently serving as an Associate Director at the Transforming Rural India Foundation (TRIF). He has over 10 years of experience working with various government departments on development issues. He has also worked with the Chief Minister's Good Governance Fellowship (CMGGF), Chevening, Prime Minister's Rural Development Fellows (PMRDF), Gujarat Livelihood Promotion Company (GLPC), and Tata Institute of Social Sciences (TISS).



15. Dr. Vinod Narayan Indurkar

Dr. Vinod Narayan Indurkar is the Chairman of the Centre for Cultural Resources and Training (CCRT) in India. He is a renowned actor and theatre guru, holding the unique distinction of being the only person in the world to receive a Doctor of Literature (D. Litt.) in acting. He has been honored with the V. Shantaram Memorial Maharashtra Hindi Sahitya Academy Award and is highly respected as a trainer in performing arts, both nationally and internationally.

**16. Shri Sriram Balasubramanian**

Shri Sriram Balasubramanian is an esteemed economist and author, known for his significant contributions to international economic thought and policy. He has authored the book "Kautilyanomics: For Modern Times". He has also contributed extensively to renowned international publications such as The New York Times, The Wall Street Journal, Foreign Policy, and Forbes India.

**17. Shri Anil Sharma**

Shri Anil Sharma is a distinguished Chartered Accountant and a Fellow Member of the Institute of Chartered Accountants of India (ICAI). He has served as an independent director at UCO Bank and as Vice Chairman of Keshav Sahakari Bank Ltd. He was also a member of the National Financial Reporting Authority (NAFRA). Additionally, he is a faculty member at the Indian Institute of Corporate Affairs (IICA). He possesses wide experience in the fields of Auditing, Accounting, Banking, Corporate Law, Accounting Standards, etc.

**18. Dr. Shamika Ravi**

Dr. Shamika Ravi is an economist and a member of the Economic Advisory Council to the Prime Minister of India (EAC-PM). She has an extensive background in research focused on growth and development, health, poverty, and welfare. She has served as a senior fellow at Brookings India and has been associated with institutions like the Indian School of Business (ISB), New York University, and Observer Research Foundation (ORF).

**19. Shri Suman Billa**

Shri Suman Billa is a senior civil servant and leading expert in tourism development. He has served as Director of Technical Cooperation and Silk Road Development at the UN World Tourism Organization (UNWTO) and as Joint Secretary in India's Ministry of Tourism. He has been pivotal in advancing sustainable tourism policies and enhancing India's tourism infrastructure and global profile.



20. Dr. Jaideep Arya

Dr. Jaideep Arya is a prominent figure in the field of yoga and Ayurveda. He serves as the Chairman of the Haryana Yog Aayog and is the National Secretary General of Yogasana Bharat. He is affiliated with Patanjali Yogpeeth in Haridwar and holds notable positions such as an Honorary Member of Yoga Expert at the Government of India. He also has a diverse educational background, including a B.A.M.S. in Ayurvedic Medicine, a PG Certificate in Acupuncture, and an M.Sc. in Yoga Therapy.

**21. Shri Surender Kumar**

Shri Surender Kumar is a Senior Professor in the Department of Economics at the Delhi School of Economics, University of Delhi. His academic interests include energy, environment, and climate change, as well as applied econometrics. With a notable presence in academic circles, he has published 96 works and has been cited over 3000 times on ResearchGate.

**22. Dr. Alok Kumar**

Dr. Alok Kumar is the International Working President of the Vishwa Hindu Parishad (VHP). He has also served as the Sanghchalak of the RSS unit in New Delhi. He has been actively involved in social and cultural activities and is the patron of the Dadhichi Deh Dan Samiti. Additionally, he has also served as the Deputy Speaker of the Delhi Assembly. His extensive contributions to social causes and his active legal career as an advocate in the Supreme Court of India and Delhi High Court underscore his multifaceted influence in Indian society.

**23. Shri Ram Bahadur Rai**

Shri Ram Bahadur Rai is a senior Hindi journalist. He is the Former news editor of the Hindi daily Jansatta. He has published, authored, and edited several books. He is known for some impressive biographies, written in Hindi, namely Shashwat Vidrohi Rajneta based on the life and acts of Gandhian socialist Acharya J. B. Kripalani, Rahvari ke Sawal on Chandrashekhar and Manjil se Jyada Safar on V P Singh.



EVENT FLOW

Inaugural Session - 10:30 to 11:25

- Introduction: **Mitra Parn Ji** (Global Transformational Speaker)
- Theme Presentation: **Shri Gopal Krishna Agarwal** (Patron MCES - National Spokesperson of BJP for Economic Affairs)
- Chief Guest: **Shri Arjun Ram Meghwal** (Minister of Law & Justice & Former Cultural Minister (2021-2024))
- Ashirvachan: **Maitreya Dadashreeji** (Global Humanitarian, Transformation Pioneer, Founder - MaitriBodh Parivaar, Visionary - MCES)

Session One: Festival and Temple Economics -11:45 to 13:00 (Moderator: Shri Gopal Kumar)

- Unlocking Temple Economics: Case Studies and Insights - **Shri K. Nagarajan** (Strategic Business Consultant)
- Festival Economics with Reference to Case Studies – **Sushree Rashmi Samant** (Author & Entrepreneur)
- Cultural Connect: Performing Arts - **Dr. Ramesh C. Gaur** (Dean - Administration, IGNC)
- Economic and Social Linkages: Temples, Festivals, and Performing Arts - **Shrimati Nalini Padmanabhan** (Director – Canara Bank)

Session Two: Social Intelligence (Mutually Sustainable Ecosystem - Linking People, Planet, and Prosperity) - 14:00 to 15:15 (Moderator: Shri Sambhrant Krishna)

- Environment and Society – **Shri Gajanan Dange** (President – Yojak research center)/ **Shri Debarshi Mukherjee** (Business Management Prof.)
- Rural Growth and Prosperity - **Shri Shrish Kalyani** (Associate Director - TIRF)
- Cultural Economic Governance - **Dr. Vinod Narayan Indurkar** (Chairman – CCRT, India)
- Cultural Economic Model - **Shri Sriram Balasubramanian** (Author)

Session Three: Creating Economic Linkages for Cultural Activities - 15:30 to 16:45 (Moderator: **Shri Anil Sharma**)

- Performance & Potential Indicators – **Dr. Shamika Ravi** (Member, EAC - PM)
- Monetization and Financing of Cultural Activities - **Shri Suman Billa** (Senior Civil Servant)
- Health and Wellness - **Dr. Jaideep Arya** (National Secretary General of Yogasana Bharat)
- Skilling and Capacity Building - **Shri Surender Kumar** (Senior Prof. - DSE)

Concluding Session - 17:00 to 18:30

- Special Address: **Shri Nitin Gadkari** (Union Minister – Road Transport & Highways)
- Report Presentation: **Shri Gopal Krishna Agarwal** (BJP National Spokesperson)
- Guest of Honour: **Shri Alok Kumar** (International President – VHP)/ **Shri Ram bahadur Rai** (Senior Hindi Journalist)
- Concluding Address: **Maitreya Dadashreeji** (Global Humanitarian & Social Reformer)



**संस्कृति
समष्टि
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**Maitri
Cultural
Economy
Summit**

New Delhi - 2024

Powered by MaitriBodh Parivaar

Date : 6th July, 2024

Venue :

Le Meridien, New Delhi
(Hall - Sovereign 2)

Time :

10:00 AM to
7:00 PM