



CONCEPT NOTE

FOR

Development of Cultural Industries

- 1) SAARC EXPO/SHOP (Exhibition& Workshop) “Traditional Handloom of South Asia “ The Wheel of Life
 - 2) Conference for SAARC Map of Cultural Industries- Report
 - 3) Compilation of Source Books/Directories on Cultural Industries
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1. Background

The Cultural and Creative sectors foster creativity and contribute to innovation in other sectors of the economy. They also act as a multiplier in local development as they constitute a powerful catalyst for attracting tourists, are of strategic importance for growth and employment in cities and regions, and have significant social impacts at local level in terms of social regeneration and social cohesion – in culture. Very often the importance of Cultural Industries, is given very little attention. The SAARC Cultural Centre identifies the need to look into Cultural Industries, as the future of Creative Industries seem bleak. Lying at crossroads between the arts, business and technology, the creative industries sector comprises a large variety of creative fields, from those heavily industrialized such as advertising and marketing, broadcasting, film industries etc, to less industrialized – like cultural industries. The sector is increasingly important for the benefit of the people of the region, from an economic point of view, and the SAARC Member States are yet to realize its full potential.

To give exposure to Cultural Industries, the SAARC Cultural Centre will embark on a programme that would focus on Cultural Industries, covering three specific programmes that would help develop the cultural Industries in the SAARC Region.

The SAARC Cultural Centre as per Art 6 of the SAARC Agenda for Culture which reads “

“6. Cooperation in the field of product development and promotion of cultural products.

1.Cooperation among the Member States on development of creative cultural enterprises, creative industries, through product development, creation of market opportunities, exchange of information and networking arrangements in accordance with the relevant SAARC instruments and processes.

2. Identify best practices in production and management of art and crafts across the region and documentation for wider dissemination.”



-The SAARC Cultural Centre will embark on three programmes to not merely promote cultural industries in the region, but also provide useful tools that would promote interaction, create a platform for a fading traditional crafts of the region, and provide a data base for interested parties.

2. Objectives

1. To identify, nourish and protect the fading traditional art of crafts, with specific focus on handloom of the SAARC Member States to posterity.
2. To improve market facilities for the products of Cultural Industries.
3. To look into the various aspects of cultural Industries, such as the economic, legal, technological, and educational aspects of the product of Cultural Industries
4. To collect data on Cultural Industries, and release a source book/directory, that would be useful to prospective buyers.
5. To produce and publish a well researched document on Cultural Industries, identifying areas that need promoting in the region, as well as studying issues of concern within these dying traditional crafts and arts.
6. To execute and display the skills of the weaver, tie dye craftspersons, embroiders, lace makers, textiles printers, carpet and loom weavers, and producers of fabric of the SAARC Region, all in one location.
7. To bring the above mentioned, in one platform for interaction, and help them find their patrons.
8. To educate visitors, both domestic and foreigners about the unique and fascinating technique and skills involved in weaving, and to highlight the traditional handloom of the region.
9. To promote knowledge sharing through workshops, that would highlight newer techniques and designs while still maintaining the authenticity of traditional handloom.

3. Project Overview

The programme on Cultural Industries will consist of two main components/projects

- 1) **SAARC Exhibition and Workshop on “Traditional Handloom of South Asia” Titled “The Wheel of Life”** – where official nominations will be invited from Member States of Traditional Weaving Organizations or reputed weavers from all parts of the SAARC Member States, to participate at this Exhibition cum Workshop. There will also be an open category for all those interested in participating.



- 2) **Mapping of Cultural Industries** – A project to span over 5 years starting with a Conference to determine the scope and the methodology of the Project. A) The final output would be a report, that will concentrate on cultural, economic, legal, technological and educational aspects of the product of cultural industries. It will also look into data on employment, intellectual property rights, new products and exports. The report will be the main document that will warrant comprehensive research on the identified sectors.
- 3) **Publications of Source Books/Directories** – The Centre will embark on a project to accumulate data on specific sectors of Cultural Industries, starting with Traditional Handloom, which will serve as a tool to promote Cultural Industries in the region and outside.

4.0 SAARC Exhibition and Workshop on “Traditional Handloom of South Asia” Titled “The Wheel of Life”

4.1 Official Nominations for the Exhibition/Workshop:

All Member States are invited to send in up to 8 (Craftsmen) per member state, with the exception of Hosting Member State – India, where the Government of India will be invited to send in 15 participants. The term “Craftsmen” for the purposes of this document will entail only Weavers organizations, or leading reputed weavers – to include tie dye craftspersons, embroiders, lace makers, textiles printers, carpet and loom weavers, and producers of fabric of the SAARC Region. Weavers will have to bring in their products and exhibit in the stalls provided, with the option of selling their products as well. The leader of the nominated delegation should be able to lead discussion and participate at the Workshop as Moderator if need be.

- All Member States are requested to forward the nominations of the participating Members together with a brief description of their specialization and photographs to the SAARC Cultural Centre through the relevant Ministry concerned, via the Foreign/External Affairs Ministries in the Member States to the SAARC Secretariat.
- Nominations to reach the SAARC Cultural Centre latest by **21st September 2012.**
- The SAARC Cultural Centre would provide local hospitality (hotel accommodation on a full board basis) and local transport to all the participating team-members and the Moderators/ Resource Persons. The SAARC Cultural Centre will not pay for



the airfare of the nominated participants. The Airfare for participating nominees is to be borne by the nominating Member State.

- All official and open nominees will be provided a 10"10 stall free of charge to display products free of charge.

4.2 Dates and Venue

The Exhibition and Workshop will be held in New Delhi, India, **for six days from 9th October – 14th October 2012.**

4.3 Programme

- 1) Weavers from all the SAARC Member States will display and sell their best handloom items over the 6 days. (exhibition)
- 2) A special design workshop will be held, for the benefit of participating representatives of the handloom industry. The workshop will be conducted by trained professionals specializing in textile and apparel design, who would also focus on increasing the marketability of handloom products, within and outside the SAARC Region.
- 3) A special Exporters/Buyers Meet will be organized on the 5th day of the Exhibition to further promote the interests of the weavers at this Exhibition
- 4) Special Live Cultural Performances will be given by school children and folk musicians every alternate day at the site of the exhibition.

5.0. Conference for SAARC Map of Cultural Industries- Report & Source Book

A report will be produced based on surveys and compilation of data on Cultural Industries in the SAARC Region. A Conference will be held to determine the sectors and methodology to carry out quantitative survey on a report on Cultural Industries in the SAARC Region. The main output of the project would be a comprehensive report on Cultural Industries in the SAARC Region, 2012-2016. This report will look into the cultural, economic, legal, technological, and educational aspects of the product of Cultural Industries. It will also focus on data of employment, intellectual property rights, new products and exports. This report will require quantitative research and compilation of data on the identified areas of study. Compilation of data is required for the Source Books/Directories that are to be printed.



5.1 Official Nominations for the Conference:

- The SAARC Cultural Centre calls for nominations from Member States for 2 Participants, who will be able to gather information on the cultural industry sector (rural industries, small industries, cottage industries etc) and analyze them to form a database on Cultural Industries in the SAARC Region, as well as compilation of source books. One of the nominees should be from the Handloom Sector. The nominated participants should have experience in conducting surveys and collecting data in this field.

- Identified Participants will act as key persons within their respective countries in order to undertake this survey/study and compilation of data. The SAARC Cultural Centre will be the coordinating office in compiling data. The nominated persons would be expected to compile data in close co-ordination with the SAARC Cultural Centre for the respective Source Books/Directories

- The conference will be held over two days, in Delhi October 2012, to coincide with the Expo/workshop on Traditional Handloom “ The Wheel of Life 2012 “ The Agenda for the Conference will be circulated as soon as nominations of participants are received. **Conference Dates – 12th /13th October 2012**

5.2 The Main Duties and Responsibilities of the Participants would include:

- a) To carry out surveys on identified sectors within Cultural Industries, as specified at the Conference and Meeting with Review Committee, to be held in Delhi 2012 in close collaboration with the SAARC Cultural Centre, and an identified institution within the concerned Member States within a time frame of 5 years
- b) To undertake compilation of data, and research in terms of understanding the nature of the topic of study, as well as the purpose of the programme, with originality, significance and rigour in accumulating data.
- c) To Compile data and information on the identified sectors for compilation of source book, first of which to be presented on the handloom industry in December 2012.
- d) To present updates of status of compilation at review committee meetings, and to be able to adopt and change if need be, the methodology, system of data collection, in keeping with the mandate of the given programme, and the overall vision of the SAARC Cultural Centre.
- e) To keep up to date with developments in the fields of cultural industries and cultural policies, as well as knowledge on material already made available, especially in the SAARC Region.



Such participants will be given a grant to carry out the project. Details of which will be determined by the SAARC Cultural Centre to be made available once nominations are received.

5.4 Deadline

All Member States are requested to forward the nominations for Participants together with a CV, on or before the 21st of September 2012. Nominations to be sent to the SAARC Cultural Centre, through the relevant Ministry concerned, via the Foreign/External Affairs Ministries in the Member States to the

Logistic Support

- The SAARC Cultural Centre would provide local hospitality (hotel accommodation on a full board basis) and local transport to all the nominated participants for the SAARC Exhibition/Workshop on Traditional Handloom. The Airfare for participating nominees is to be borne by the nominating Member State.
- The SAARC Cultural Centre would provide local hospitality for the nominated Participants attending the conference. Airfare will not be provided. However identified Participants will have an opportunity to work with the SAARC Cultural Centre on the project on a long term basis, for an honorarium. (Details of which will be discussed at the Conference)