

# Promoting the Cultural and Creative Industries in Goa



## WORKSHOP



## AGENDA

<b>DURATION</b>	2 days
<b>DATES</b>	20 (Saturday) and 21 August (Sunday) 2016
<b>VENUE</b>	Sanskriti Bhavan, Directorate of Art and Culture, Goa
<b>TARGET AUDIENCE</b>	Officials from the Directorate of Arts and Culture; Cultural professionals and NGOs working in the field of visual arts, music, film industry, publishing, and media
<b>FORMAT</b>	Panel discussions / round table



# Background

In today's world, much of cultural interaction happens over the exchange of cultural goods and services, such as films, books, music CD, media service, etc.

Culture-content based industry (cultural industry) is a growing **economic sector**, as much as a **socio-cultural sector** with profound intellectual and emotional impact on individuals. It is therefore important that the sector is guided not only from commercial perspective but also on the basis of socio-cultural concerns, in particular the respect of the cultural diversity and the right of individuals to express and/or enjoy cultural expressions of their choice.

“ The **UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions** is a legally-binding international agreement that ensures artists, cultural professionals, practitioners, and citizens worldwide can create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own, thereby enhancing diversity of cultural expressions in the world. ”

The Convention ushers in a new international framework for the governance of culture by:

- Encouraging the introduction of cultural policies and measures that nurture creativity, provide access for creators to participate in domestic and international marketplaces where their artistic works/expressions can be recognized and compensated and ensure these expressions are accessible to the public at large;
- Recognising and optimising the overall contribution of the cultural industries to economic and social development, particularly in developing countries;
- Integrating culture into sustainable development strategies and national development policies;
- Promoting international cooperation to facilitate the mobility of artists as well as the flow of cultural goods and services, especially those from the South.





## Program Objective

In December 2015, to mark the tenth anniversary of the Convention, UNESCO published *Re/Shaping Cultural Policy*, a 233-page Global Report based on the monitoring of the implementation of the Convention by States Parties i.e. national governments. The Report proposes a new and ambitious indicator system to monitor the implementation of the Convention by the States Parties. Out of 4 Implementation Goals and 33 indicators, several of them are highly relevant to the development of cultural and creative industries in Goa (see table below: Convention goals and core fields of monitoring).

The present workshop proposes to examine these indicators as a jumping-off point to explore the current situation in Goa in terms of policy environment for creative industry and diversity of cultural expressions, and to formulate recommendations for the consideration of the Government of Goa. The workshop also intends to identify issues and areas of action in Goa, and to generate voluntary working groups to take it forward.

## Expected Outcome

- Identification of the challenges and opportunities for the cultural and creative industries in Goa as per the monitoring framework set out in the publication of the 'Re / Shaping Cultural Policies' (UNESCO 2015);
- A set of policy recommendations;
- Priority areas of action identified for the action of voluntary interest groups of Goa's cultural and creative industry professionals.

## Workshop Schedule

**A session will be organized around each of the 4 Goals of the 2005 Convention. Each session will have resource person (s) to introduce the monitoring framework and/or to present the case studies & situation analysis of Goa/India related to the areas of monitoring of the Convention to kick start the discussion.**



# DAY 1

20 August 2016

TIME	AGENDA	SPEAKER / PANELIST
9.30 – 10.00 AM	<b>Welcome Address</b> <b>Inauguration</b>	Directorate of Arts and Culture and UNESCO Yatin Kakodkar, President – The International Centre Goa
10.00 – 10.45 AM	Introduction to UNESCO 2005 Convention and its global monitoring report	Yudhishthir Raj Isar
10.45 – 11.00 AM	<b>BREAK</b>	
11.00 -1.00 PM	<b>Session 1</b> Support Sustainable systems for Governance of Culture <i>Goal 1 of the Convention</i>	<ul style="list-style-type: none"> <li>▪ Daulat Hawaldar</li> <li>▪ Frederick Noronha</li> <li>▪ Heta Pandit</li> <li>▪ Rajendra Talak</li> </ul> <ul style="list-style-type: none"> <li>▪ Sajan Venniyoor</li> <li>▪ Sandesh Prabhudesai</li> </ul>
1.00 – 2.30 PM	<b>LUNCH</b>	
2.30 – 4.30 PM	<b>Session 2</b> Achieve balanced flow of cultural goods and services and increase the mobility of the artists and cultural professionals <i>Goal 2 of the Convention</i>	<ul style="list-style-type: none"> <li>▪ Allan Abreo</li> <li>▪ Armando Gonsalves</li> <li>▪ Dnyanesh Moghe</li> </ul> <ul style="list-style-type: none"> <li>▪ Pooja Sood</li> <li>▪ Rudolf Kammermeir (Ludwig)</li> <li>▪ Sharada Ramanathan</li> <li>▪ Viraj Naik</li> </ul>
4.30 – 5.30 PM	<b>INFORMAL INTERACTION</b>	

# Day 2

21 August 2016

TIME	AGENDA	SPEAKER / PANELIST
10.00 – 10.30 AM	<b>TEA</b>	
10.30 – 1.00 PM	<b>Session 3</b> Integrate Culture in Sustainable Development Frameworks <i>Goal 3 of the Convention</i>	<ul style="list-style-type: none"> <li>▪ Amitava Bhattacharya</li> <li>▪ Jose Lorencó</li> <li>▪ Leonard Fernandes</li> <li>▪ Pantaleo Fernandes</li> </ul> <ul style="list-style-type: none"> <li>▪ Rafael Fernandes</li> <li>▪ Rajendra Kerkar</li> <li>▪ Tomazinho Cardozo</li> <li>▪ Victor Hugo Gomes</li> </ul>
1.00 – 02.30 PM	<b>LUNCH</b>	
02.30 – 4.30 PM	<b>Session 4</b> Promote Human Rights and Fundamental Freedoms <i>Goal 4 of the Convention</i>	<ul style="list-style-type: none"> <li>▪ Ammu Joseph</li> <li>▪ Kiran Budkuley</li> <li>▪ Damodar Mauzo</li> </ul> <ul style="list-style-type: none"> <li>▪ Saheb Sharma</li> <li>▪ Savia Viegas</li> <li>▪ Sharada Ramanathan</li> </ul>
04.30 – 5.30 PM	<b>INFORMAL INTERACTION</b>	
05.30 - 6.00 PM	<b>CLOSING REMARKS</b>	

# GOAL 1

## Support Sustainable Systems of Governance for Culture

Area of Monitoring	Indicators	Questions for panelists
<b>Cultural Policy</b>	<p>National cultural policies to support creation, production, distribution, access to diverse cultural goods and services are established, evaluated and functioning</p> <p>Multiple government agencies participate in policy making to promote the creation, production, distribution and access to diverse cultural goods and services</p>	<ul style="list-style-type: none"><li>▪ What cultural/ creative industries are active or have potential in Goa?</li><li>▪ Do they reflect the cultural diversity of Goa?</li><li>▪ Are there specific policies / schemes to support the creative industries?</li><li>▪ Is collaboration between Directorate of Arts and Culture and other departments promoted – otherwise how to do so, for instance, with departments such as small scale industries, skill development, vocational training, media and broadcasting etc.?</li></ul>
<b>Public Service Media</b>	<p>Legislative base to support media freedom and diversity is established, evaluated and functioning</p> <p>Goals of public service media are legally defined and guaranteed</p> <p>Public service media policies and measures to serve the needs of all groups in society are established, evaluated and functioning</p>	<ul style="list-style-type: none"><li>▪ Does the central media policy promote local cultural expressions?</li><li>▪ How can Goa support local cultural expressions at the State level?</li><li>▪ Do Goa's media support the need of person with disabilities, marginalized groups etc.?</li></ul>
<b>Digital Environment</b>	<p>Legislative base for universal access to internet is established, evaluated and functioning</p> <p>Policies and measures to encourage digital creativity and promote civil society participation in the digital environment are established, evaluated and functioning</p> <p>Policies and measures to support dynamic and diverse digital cultural industry markets are established and, evaluated and functioning</p>	<ul style="list-style-type: none"><li>▪ To what extent Goa's population has access to and enjoy digital content?</li><li>▪ Who are the cultural players in Goa using digital media (music, film, publishing, etc.)</li><li>▪ Can we support the modernization of traditional cultural industries through digital media and which areas?</li></ul>
<b>Partnering with Civil Society</b>	<p><b>Civil society participates</b> in the design and implementation of policies to promote the creation production, distribution and access to a diversity of cultural goods and services</p>	<ul style="list-style-type: none"><li>▪ To what extent does civil society participate in policy formulation?</li><li>▪ Are there associations / unions to represent the collective voice of the cultural professionals?</li><li>▪ If so, what is their major policy advocacy for?</li></ul>

## GOAL 2

### Achieve balanced flow of cultural goods and services and increase the mobility of the artists and cultural professionals

Area of Monitoring	Indicators	Questions for panelists
<b>Mobility of Artists and Cultural Professionals</b>	Legislative base to ensure freedom of movement for nationals and foreigners is established, evaluated and functioning	<ul style="list-style-type: none"><li>▪ Does the law support or restrict the freedom of movement of artists (e.g. visa for artists)</li></ul>
	Policies and measure to support the mobility of artist and cultural professionals from global South are established, evaluated and functioning	<ul style="list-style-type: none"><li>▪ Are there schemes to encourage the presentation by artists from the LDCs or marginalized groups?</li></ul>
	Non-governmental initiatives that facilitate the mobility of the artists and cultural professionals	<ul style="list-style-type: none"><li>▪ Does Goa encourage local artists to travel?</li><li>▪ Inversely, does Goa encourage artists from outside Goa to visit the State?</li></ul>
<b>Flow of Cultural Goods and services</b>	Policies and measures to support international flows of cultural goods and services	<ul style="list-style-type: none"><li>▪ What are the markets for Goa's cultural industry?</li><li>▪ Is Goa's diverse cultural expressions represented across media, music industry within Goa, India and abroad?</li></ul>

## GOAL 3

### Integrate Culture in Sustainable Development Frameworks

Area of Monitoring	Indicators	Questions for panelists
<b>Culture integrated into national sustainable development polices and plans</b>	National sustainable development policies and plans that integrate culture are established, evaluated and functioning	<ul style="list-style-type: none"><li>▪ How does creative industry contribute to local economy?</li><li>▪ Does economic or employment development plan of Goa recognize the contribution of creative industry?</li><li>▪ Any statistic available?</li></ul>
	Policies and measures to support equity in access to cultural resources by vulnerable groups in the community are established, evaluated and functioning	<ul style="list-style-type: none"><li>▪ Is there any policy to encourage disadvantaged groups (e.g. persons with disabilities, youth from marginalized communities) to engage in artistic activities?</li></ul>



## GOAL 4

### Promote Human Rights and Fundamental Freedoms

Area of Monitoring	Indicators	Questions for panelists
<b>Gender Equality</b>	<p>Existence of legislative framework guaranteeing <b>gender equality</b> in the cultural arena</p> <p>Existence of policies and measures recognizing and supporting women as <b>creators and producers</b> of cultural goods and services</p> <p>Existence of policies and measures recognizing and promoting women's <b>access</b> to cultural goods and services and their participation in cultural life</p>	<ul style="list-style-type: none"><li>▪ Are women encouraged to take part in artistic and cultural occupations?</li><li>▪ Any special schemes (e.g. scholarships, awards) to encourage women to create/produce cultural expressions as a professional?</li><li>▪ Any special schemes to encourage women to have access to and enjoy cultural expressions?</li></ul>
<b>Artistic Freedom</b>	<p>Policies and measures that promote and protect <b>artistic freedom</b> are established, evaluated and functioning</p> <p>Policies and measures that recognize and promote the <b>social and economic rights of artists</b> are established, evaluated and functioning</p>	<ul style="list-style-type: none"><li>▪ Does the law encourage or restrict artistic freedom (e.g. practice of censorship)?</li><li>▪ Does Goa have schemes to protect social/economic right of artists (e.g. tax incentives, retirement schemes, social security for artists)?</li><li>▪ Do artists and cultural professionals in Goa form a union to defend their economic right?</li></ul>

