

**THE FUTURE OF WORK**  
RAISING THE GLOBAL SOUTH'S VOICE

NOVEMBER 29 AND 30, 2022

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# **CREATIVE ECONOMY AND THE FUTURE OF WORK:**

AN INDIAN NARRATIVE

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# STRUCTURE OF PRESENTATION

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INDIA'S LABOUR  
MARKET

A snapshot of India's labour market

**02**

CREATIVE ECONOMY  
What & Why?

Brief discussion on what is Creative economy and why focus on it?

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INDIA'S CREATIVE  
ECONOMY

A short discourse on the elements and significance of India's Creative Economy

**04**

COVID-19 AND  
"CULTURE SHOCK"

Impact of pandemic on growth of the sector

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# INDIA'S LABOUR MARKET



**LARGE AND YOUNG LABOUR FORCE:** 62% OF POP'N IN WORKING AGE AND MORE THAN 50% BELOW 25 YEARS



**DUALISTIC STRUCTURE:** ORGANISED SECTOR EXISTS WITH A LARGE UNORGANISED SECTOR



**JOBLESS GROWTH:** RISING DISCONNECT BETWEEN GDP AND EMPLOYMENT.



ONLY 0.13 MN JOBS HAVE BEEN CREATED IN THE LAST YEAR, WHILE 13 MN PEOPLE ARE ADDED TO THE WORKFORCE EVERY YEAR

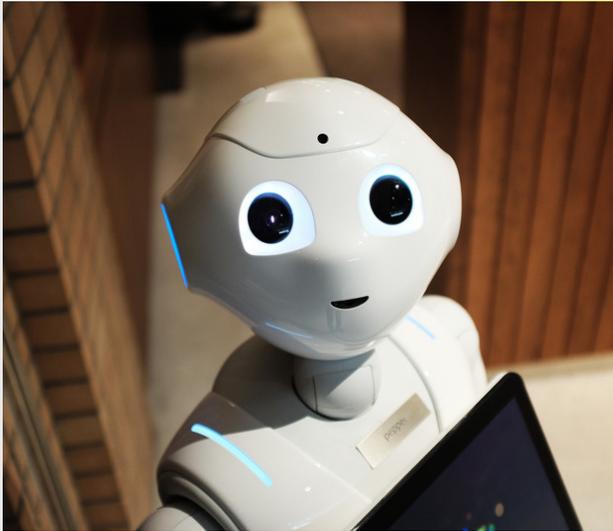


**SKILLS CRISIS:** MERELY 2% OF INDIA'S TOTAL WORKFORCE IS SKILLED



**AUTOMATION AND JOB LOSS:** UP TO 69 % OF JOBS COULD BE REPLACED IN INDIA (WORLD BANK)

## ▼ INDUSTRY 4.0



- THREE INDUSTRIAL REVOLUTIONS SINCE THE 18TH CENTURY
- ALL HAVE CREATED AND DESTROYED JOBS
- IR-4: FOUR SPECIFIC DEVELOPMENTS:
  - HIGH-SPEED MOBILE INTERNET
  - AI AND AUTOMATION
  - USE OF BIG DATA ANALYTICS
  - CLOUD TECHNOLOGY





## INDUSTRY 4.0

### PACE OF TRANSFORMATION

Estimates indicate that more than 65 percent of students who enter primary education today will likely end up in jobs that do not exist currently in about 15 years from now.

### SKILLS FOR THE FUTURE

Demand for non-routine cognitive skills rising much faster than demand for any other skill, whereas demand for routine manual skills is fading away quickly

### CREATIVE INDUSTRIES WILL DRIVE THE FUTURE OF WORK

According to WEF report 2020, Creativity, originality and initiative were amongst the top 5 skills demanded by 2025, as perceived by companies globally

# CREATIVE INDUSTRIES



DESIGN



ARCHITECTURE



ART & CRAFT



ADVERTISING



R & D



PUBLISHING



FASHION



FILMS



VIDEO &  
PHOTOGRAPHY



MUSIC



PERFORMING ARTS



SOFTWARES &  
COMPUTER GAMES



# WHY FOCUS ON CREATIVE ECONOMY ?

## EMPLOYMENT

**EMPLOYS 29.5 MILLION  
PEOPLE GLOBALLY  
(UNESCO, 2016)**

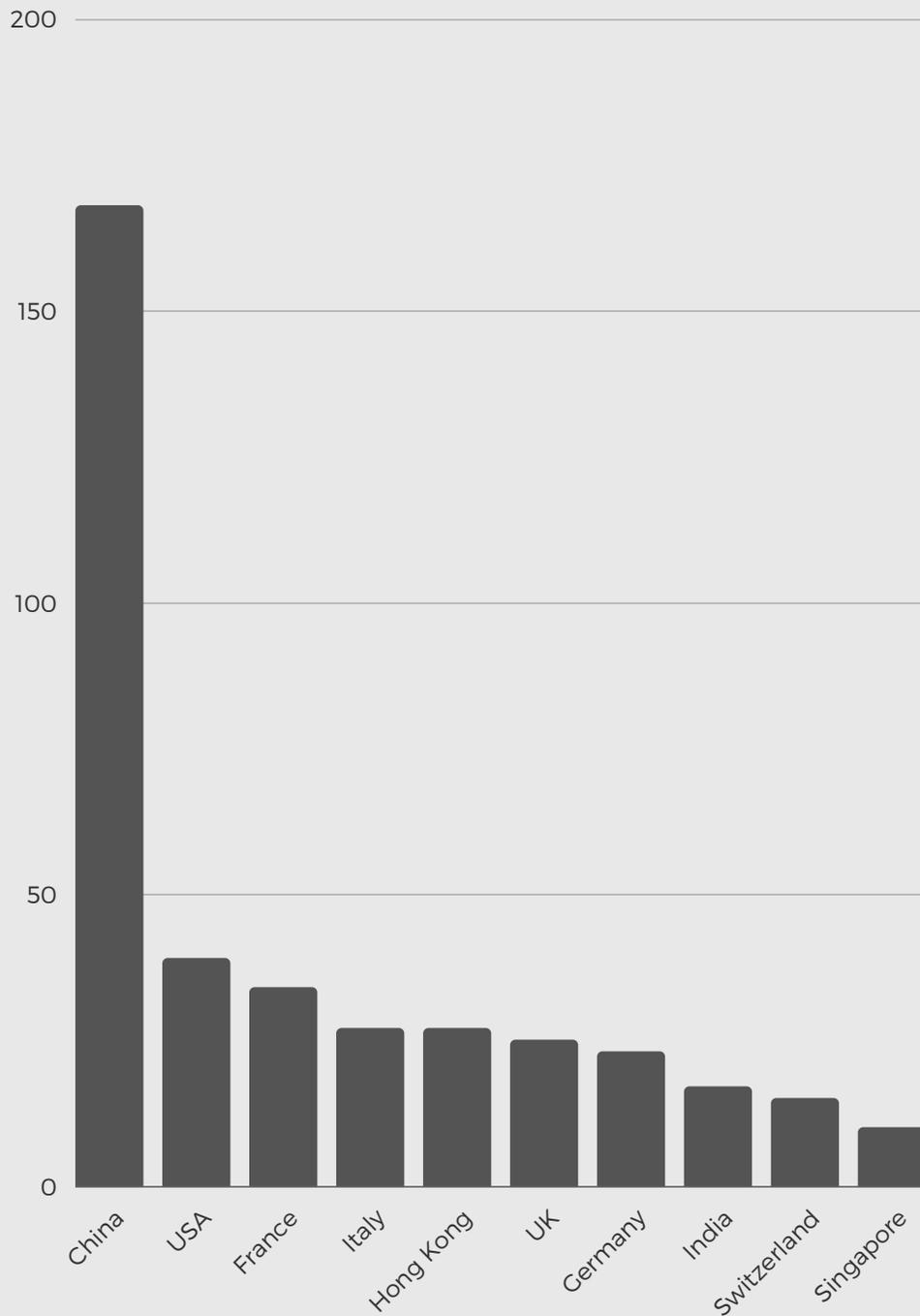
*Also accounts for 6.7 % of  
all LinkedIn users globally*

## OUTPUT

**ACCOUNTS FOR  
AROUND 3 PER CENT  
OF GLOBAL GDP  
(UNESCO, 2016)**

## EXPORTS

**GROWTH RATE IN  
EXPORTS HAS BEEN  
OVER 7 PER CENT  
BETWEEN 2002 AND  
2015**



# CREATIVE GOODS EXPORTS

## World's top 10 exporters - 2015

- Among the world's top 10 exporters of creative goods, seven are a part of the G20 with China being by far the largest exporter
- Furthermore, in G20 nations such as China, France, India, Italy, Turkey and the United Kingdom, creative goods account for over 5 per cent of their total country exports.

# DEFINING INDIA'S CREATIVE ECONOMY



KNOWLEDGE BASED ECONOMIC ACTIVITIES



ORIGINAL IDEAS AND IMAGINATION



NON-REPETITIVE AND ADAPTIVE TO TECHNOLOGICAL CHANGE AND MECHANISATION



ECONOMIC AND CULTURE VALUE CHAIN

*"It is the contribution of economic activities involving knowledge that is acquired either formally or informally to the economic and cultural value chain through the creation, production, distribution and consumption of goods and services, which embody a substantive amount of original ideas, skills, imagination or social behaviour which are non-repetitive and are adaptive to technological change and mechanisation"*

# INDIA'S CREATIVE OCCUPATIONS



Textile, Garment and Related Trades Workers



Business Professionals



Secondary Education Teaching Professionals



Production and Operations Department Managers



Computing Professionals



Architects, Engineers and Related Professionals



Other Department Managers



Wood Treators, Cabinet Makers and Related Trades



Precision Workers in Metal and Related Materials



College, University and Higher Education Teaching Professionals



Physical and Engineering Science Technicians



Administrative Associate Professionals



Potters, Glass Makers and Related Trades Workers



Handicraft Workers in wood, textile, leather and related materials



Optical and Electronic Equipment Operators



Artistic, entertainment and sports associate professionals



Writers and Creative or Performing Artists



Blacksmiths, Toolmakers and Related Trades Workers



Other Teaching Associate Professionals



Social Science and Related Professionals



Life Science Professionals



Special Education Teaching Associate Professionals



Archivists, Librarians and Related Information Professionals

# INDIA'S CREATIVE ECONOMY

## Employment share

Employs directly 8% of India's workforce

## Spatial Distribution

Six of the top 10 districts are non-metrosal



## Industries

India's largest creative industry in terms of employment generation is fashion and textiles

## Wages

Creative Workers earn 88% higher wages than non-creative

## Trade Balance

India's creative economy runs a trade-deficit of USD 14.32 Billion

# COVID-19 AND CULTURE SHOCK



## CONTRACTION IN GVA

The gross value added by the creative industries globally contracted by USD 750 Billion in 2020.



## JOB LOSS

This corresponds to more than 10 million job losses in the creative industries



## MENTAL HEALTH

Mental health problems have negatively affected the creativity and productivity of workers.



## DIGITAL DIVIDE

Pandemic has widened the digital divide, with women disproportionately facing obstacles

# BUT OPPORTUNITIES AS WELL

DEMAND FOR  
ONLINE MEDIA

The sector has managed to forever condition the people in favour of online media.

NEW  
OPPORTUNITIES  
FOR DIGITISATION

New opportunities of digitalisation of stage performances making use of OTT platforms and the associated value chains.

CONSUMERS  
TURNED INTO  
PRODUCERS

Digital technologies have turned consumers into producers via platforms such as Instagram and YouTube.

# A 'New' Creative Economy in the Post-COVID World



## Digitalisation of Stage Performances

Live-streaming of events in theatres, opera houses etc. to enhance the virtual experience of the audience



## Live Virtual Tours of Museums, Art Galleries etc.

Google Arts & Culture initiative offers virtual visits to about 500 museums throughout the world.



## New Models of Creative Tourism

Innovations in digital and virtual tourism seem to have immense potential to promote "hybrid" tourism and offer new and sustainable tourism models.

# POLICY RECOMMENDATIONS

## Increasing recognition of Indian culture globally

- Utilizing 'Festivals of India' that are organized internationally
- Using domestic institutions at the central and state level like the ITPO
- Expanding the Creative Cities Network in India

## Reforming Intellectual Property Rights Framework

- Reform existing laws to keep in line with the rapidly evolving technological landscape eg. Design Act
- Reducing the average pendency for a final decision in acquiring a patent

## Need for an Integrated policymaking institution

- Establish an intermediary organisation that can better inform policymakers on the policy support needed

Create Crowd Funding Platform like the EU

Design Credit Guarantee schemes particularly for MSME's

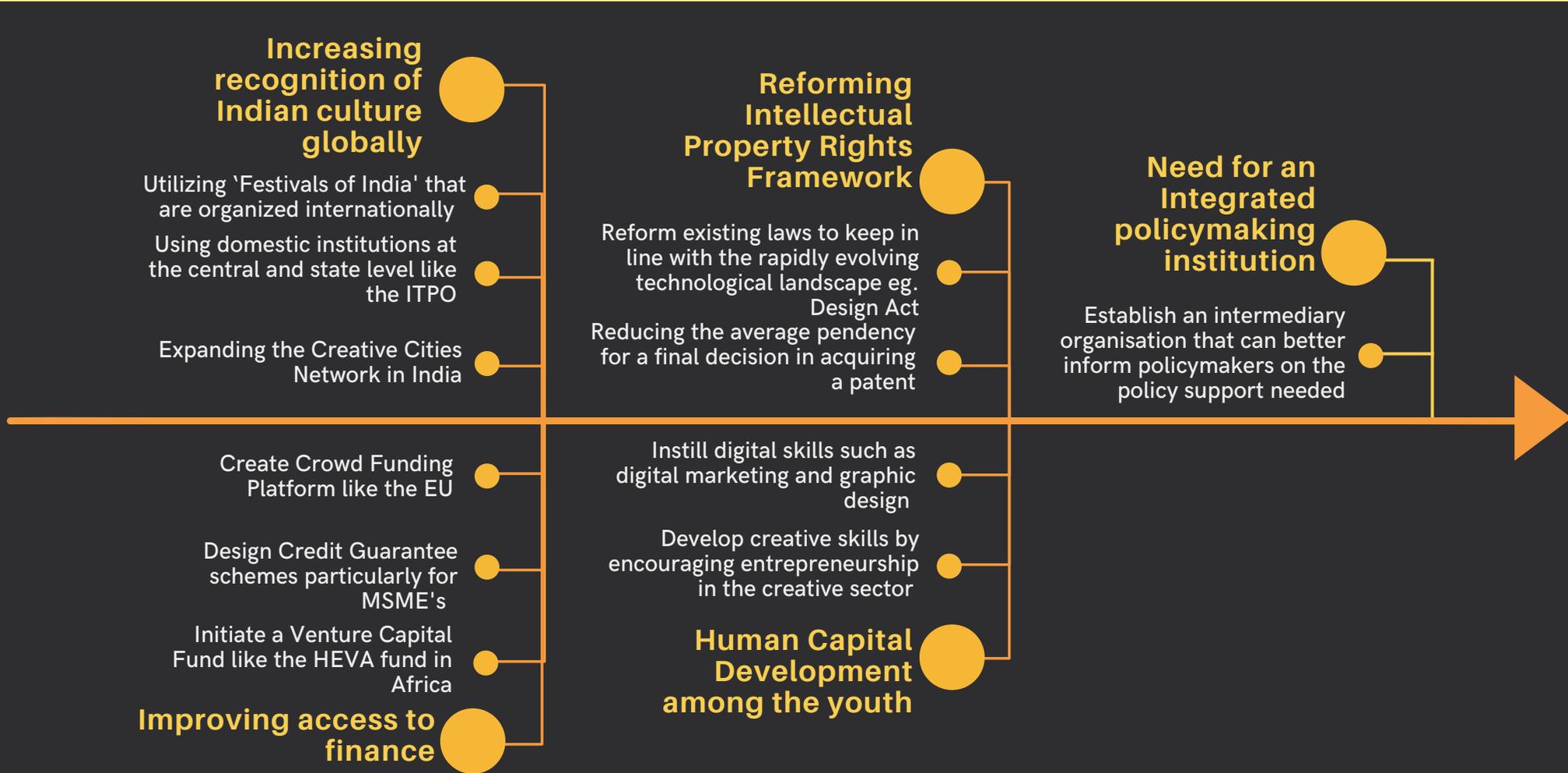
Initiate a Venture Capital Fund like the HEVA fund in Africa

## Improving access to finance

Instill digital skills such as digital marketing and graphic design

Develop creative skills by encouraging entrepreneurship in the creative sector

## Human Capital Development among the youth



# ROLE OF G20: CAN INDIA LEAD THE WAY ?

## **Internationally acceptable definition**

Will allow evidence-based policymaking at national and regional levels and will assist in assessing the impact of the sector on economic growth

## **Inter-country network to promote the cultural and creative sectors**

Will improve information dissemination, training, market access, policy formulation, and research in the sector. For eg. Arterial Network in Africa

## **Providing mobility grants to creative workers**

Will help workers travel internationally and present their work to new audiences and experience diverse cultural exchanges

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## **Digital Platform to help creative workers increase their visibility**

Will help present and archive the artistic production (animation, design, handicrafts, film, graphic art and interactive projects) across G20 countries.

## **Integrating culture into development strategies**

India could lead the G20 nations towards integrating culture into their broader economic and social development strategies bringing them in line with the UN Sustainable Development Goals

A person is painting in an outdoor studio. The background is a rustic stone wall. On the wall, there are several framed artworks: a large abstract painting with warm tones (red, orange, yellow) on the left, a smaller abstract painting with orange and blue on the right, and a framed landscape painting of a field of sunflowers in the distance. In the foreground, a wooden table holds various painting supplies, including paint cans, brushes, and a palette. A large, semi-transparent yellow circle is overlaid on the center of the image, containing the text "THANK YOU" between two horizontal lines.

**THANK YOU**