

# City after Dark: - Cultural Planning and Management of Bhubaneswar's Night-time Economy

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## Abstract

The nightlife in India includes a variety of cultural events, such as music performances, pubs, theatres, museums, markets, drive-ins, and social gatherings. It has the potential to provide economic and social benefits, and local governments, people, the police, local companies, and transportation providers should collaborate to make it a successful sector. India's culture is broad and adaptable, and its nightlife is unique and expanding. There is a lack of studies on how to boost a nation's economy by promoting night-time commerce, particularly in emerging nations like India. The night economy has a lot of promise, but there are difficulties in the areas of rules and additional policy directives.

This thesis examines the night-time economy of Bhubaneswar, using a multi-method approach, examining policies and documents while engaging in key informant interviews, focus groups, observational research, and documentary analysis, as well as patterns of activity and governance, and regulation. The project's key findings show how a variety of factors, such as the city's nightlife is constrained by the concentrated and linear pedestrian traffic flow, the division of recreational areas and activities, the underutilization of a public setting, and notions of risk and peril. These findings will help planners and politicians understand the advantages of building and recycling urban areas, developing thriving cities, and creating dynamic, inclusive urban centres.

**Keywords:** Night economy, Nightlife, Economy, Culture, Social gathering.

## Introduction

Its findings will contribute to a better understanding of the night-time economy in Bhubaneswar and its management, as well as to the promotion of the city's cultural life, as well as the city's resident's and visitors' safety and security.

**Night-time Economy:** - The term "night-time economy" refers to a variety of recreational pursuits and experiences connected to patterns of group socializing and entertainment activities at night, such as drinking, dining, and creative pursuits. The night-time economy, in general, particularly with a focus on leisure and lifestyle, demonstrates the intricate and dynamic interaction between a city's material, social, and cultural economies. Since the 1990s, the idea of the "night economy" has grown in popularity to describe changes to the way after-dark life is organized and lived, particularly in urban areas. The idea of

a 24-hour city has been promoted by the different work and leisure schedules, as well as how cities utilize their areas and the growing economic importance of the services sector. This idea calls for a city that offers more flexible and varied leisure activities, particularly those that are "cultural-intellectual" in nature. Controlling and growing One of the most significant concerns facing cities around the world is the night-time economy. All state capitals as well as, less clearly, regional hubs need to handle it. It must be addressed in a variety of contemporary urban settings. Cities could profit greatly from Considering the night-time economy, culture, society, economics. The social unrest, conflicts, attacks, and severe injuries that result could have a significant financial impact by using up resources for the criminal justice and health systems. Therefore, every city that wants to effectively combine the numerous facets of work, household, and leisure life must develop and manage the night-time economy.

### Research Methodology

This project uses several different methods to collect data. gathered information from interviews, organizations, media, and observational sources about a sample of Bhubaneswar's night-time economy. Basic dialogue, substance, and statistics studies were conducted in order to pinpoint and look at key aspects of the night-time industry in Bhubaneswar as well as the variety of opinions that have been expressed about it. A consulting panel made up of planners of culture and policy was established. The organization offered guidance on key informants, made it easier to get entry to the area, and provided a venue for ready criticism. To recognize and assess both overt and covert components of stimulating and managing the night-time economy, key informant interviews, documentary and official data analyses, and field observations were conducted. The project featured four fields of data gathering that intersected:

1. **Document & policy analysis:-** We gathered pertinent media and government records from the previous ten years in order to present a comprehensive profile of the night-time economy. For statistics Includes data about the economy, tourism, precincts, culture planning, significant occurrences, harms, attacks, unrest, and contacts in the police station of Crime Research and Statistics, Council representatives, local police, licensing officials, and contacts contacted.
2. **Semi-structured interviews with key informants:-** Key players and stakeholders who play an important part in the management, policy, and planning discussions pertaining to the economics of the night and related activities in Bhubaneswar were interviewed. Selected business and venue managers, staff members, council members, and coordinators of the licensing police and the Liquor Accord were requested their professional judgments or insights from an organizational and group perspective.
3. **Observation:-** At various times and on various days, a continuous sequence of direct observations were made. The subject is "brought to life" through this kind of data collecting, which gives a vivid feeling of the various cultures that make up the economy of the night, the variety of pursuits and modes of interaction, fun, goodwill, and contention. Thanks to information from major informants and other data sources, these insights provide a more intricate understanding of the connections between pleasure and social disruption. Most importantly, observations provide precise location information about actions covered in interviews.
4. **Analysis:-** An archive was created from the data collected at each stage of the study to record the cumulative findings. Initial investigations involved identifying themes and patterns using the project's conceptual framework and previously published literature. Final coding and discourse evaluation of the focus group, interview, and field note data were done as the project concluded. The project identified discourse elements including safety, diversity, inclusion, and enjoyment from interview

material in order to generate analytical knowledge of the appeals, conflicts, and tensions surrounding late- night-time recreation and its control.

### Study area

This pilot study investigates the night-time economy's culture, experience, and management in the regional metropolis of Bhubaneswar.

The regional center and capital of Orissa is Bhubaneswar. The city, which is part of a wider metropolitan area that includes the former capital Cuttack, is a burgeoning center for Technology and education. Together with the surrounding cities of Puri and Konark, the latter of which is a UNESCO World Heritage Site, it is referred to as "Temple City" and is a well-liked tourist destination. The city is also the center of Oriya culture, including its people, language, and film. A clear bulge in the young population. This indicates the in-migration. presence of educational institutions, and strong industrial and IT sectors might be the reasons for the bulge. Odisha is one of India's economies that is expanding the quickest. The predicted increase in Odisha's gross state domestic product (GSDP) was a rate of 8.78% in the 2014–15 economic survey.

### Bhubaneswar's Night-time Economy

#### Overview

The subsections that follow provide further detail on a case study of Bhubaneswar's night-time economy in terms of:

- **Dominant behaviours:** what is going on?
- Where is the **spatial distribution** of dominant practices taking place?
- **Profiling of participants:** Who is involved?
- **Practice dynamics**, including group size, movement, fluxes, and interactions between and within groups.

#### Dominant behaviours:-

The nighttime economy in Bhubaneswar is small and concentrated in the Satya Nagar district. While families participate more in the evening economy, which is dominated by meals, youngsters dominate the late-night economy, which is driven by alcohol-based recreational activities. On Wednesdays and Thursdays at around ten o'clock and on Fridays and Saturdays around eleven o'clock, the nighttime economy switches between these two stages. The implementation of small bar regulations in the Patia region may result in a more dense collection of busy eateries that operate for longer hours during the next few years. An increase in assaults and public disruption has been projected by local police sources, however, this is not a foregone conclusion from a well-planned shift and reorientation of nighttime drinking patterns.

#### Spatial distribution:-

The Satya Nagar neighborhood (Back of Ram Mandir), which contains most cafes and restaurants, serves as the focal point of the nightlife precinct's spatial organization. Through this layout, the cafe/restaurant strip sees a lot of foot activity and is effectively connected to the nightlife district. However, a short distance from the Satya Nagar area highway, there is a sharp decline in pedestrian activity. Due to the important late-night venues' dispersed locations and consequently increased emotions of disquiet and risk

perceptions, in addition to the potential of unsociable activity within these transitional areas, this has implications for the shift to the late-night, alcohol-based economy. Such activity has been observed in the form of graffiti and unrestricted public urination on busy streets inhabited.

The licensed 24-hour Satya Nagar area premises are clearly isolated from the Satya Nagar neighbourhood. Since the Satya Nagar area's pedestrianized area is not actually designed as a late-night dining or entertainment area, it effectively serves as a highway between two busier parts of the city. One could refer to the mall as a "fear spot" for women in terms of feelings of safety because of the flow of individuals from the train station to the pubs along the street. Many of the focus group participants believed that public spaces were underutilized at night and that the public would benefit from offered leisure activities and events. Many residents in both the daytime and nighttime economies felt that one location was "over-utilized," both in terms of its function as a magnet and its influence on nearby businesses and activities.

### **Participants:-**

It was noted that Bhubaneswar's nighttime economy lacked a "circuit," a recognized chain of approved establishments that tended to organize pedestrian traffic. The researchers initially hypothesized that this was caused by the absence of a definite connection path. However, it became apparent after numerous observations that there was very little interaction between visitors to the important places. An indicator of ethnic, cultural, and social patterning in relation to the important locations was connected to this observation. Activity in Bhubaneswar is not much pedestrian movement at night, which is zone-related, between various locations of consumption and activity. Many residents in both the daytime and nighttime economies felt that one location was "over-utilized," both in terms of its function as a magnet and its influence on nearby businesses.

The focus groups' participants observed a trend towards single, concentrated leisure activities in Bhubaneswar, hardly any in the form of multidirectional moving between places both activities and less room for spontaneity. The night-time economy in Bhubaneswar is a complex environment with many issues, such as homelessness, economic marginalization, a "family-friendly" night-time economy, an ageing population, diversity and safety, and the need for policies and practices to cater to the needs of diverse constituencies. Community representatives raised concerns about homelessness, economic marginalization, a "family-friendly" night-time economy, a "family-friendly" night-time economy, and the need for non-profit or all-ages entertainment options. Furthermore, the importance of the over-55s demographic group is growing, making it crucial to manage and integrate nighttime economy venues by various age cohorts. Last but not least, the nighttime economy is a milieu in which various interest groups, some of whom may have conflicting requirements, have a stake rather than a single organization with a distinctive structure and a unified prescription for strategy. Policies and procedures handling the nighttime economy need to be very flexible, deft, and subject to continuous review.

### **Dynamics of practices:-**

According to the study, the choice of nighttime activities in Bhubaneswar is influenced by automobile dependency and car culture. This was seen in two situations: the practice of car 'hoons' driving through the Street open-air dining district in hot cars with loud music systems, and the widespread reliance on cars while traveling to Bhubaneswar at night. Parking issues were also raised as a deciding factor when selecting a restaurant. There is a sizable transportation center and a variety of transportation alternatives, however, there have been complaints regarding the reach and scheduling of buses, the absence of a

thorough shuttle service that services key venues after dark, and the overreliance on vehicles. The issue of dispersal is particularly crucial in this situation because of the heavy reliance on taxis, which necessitates both the provision of enough cabs and the control of the taxi line.

### **Night-time policy Features**

Local councils must use their policy resources to promote distinctive, sustainable, and inclusive night-time environments. A 24-hour planning framework should integrate land-use, infrastructure, cultural, economic, and social planning processes, support local businesses and service providers, establish and maintain effective communication with the community, and address how spaces connect and are used throughout the day. In order to promote these activities, the Bhubaneswar Council should use an integrated policy framework, making sure that the vibrancy and unpredictability of the street are balanced with the official cultural offerings. Negotiating formal and informal urban policing and surveillance mechanisms will also be necessary.

The city centers that avoid becoming deserted in the evening and are not too concentrated on a small number of events and places are the safest, most fascinating, and most prosperous ones. The Council needs to expand its evening economy by promoting greater population density and broadening the selection of venues and activities available after hours. Infrastructure, economic, cultural, and social planning are all incorporated into a 24-hour framework to address the growth and use of the city.

### **Recommendations**

The researchers are aware that the night-time economy is a complicated, multifaceted phenomenon that is difficult to change in order to achieve a specific result, even if one were wanted. In fact, because of their unpredictable nature, problems can sometimes have unexpected consequences and can spread to other areas after being solved in one. However, the following concluding suggestions are made as a method for Bhubaneswar to interact with a more vibrant night-time economy comprehensive, strategic manner.

1. Bhubaneswar must direct the growth of its night-time economy in a way that is compatible with the overarching goal of developing a lively, diverse culture that will draw and keep residents, tourists, and visitors in the city.
2. There should be more systematic integration of night-time economy planning and policy formation with other policy areas, such as late-night trading, development control plans, Homelessness, criminal justice reform, safe use of drugs and alcohol, diversity, and cultural planning.
3. By seeing them as inextricably related reactions to the various uses of urban space ineffective gap incorporating cultural planning (stimulating) and legislation aimed at preventing crime can be more successfully bridged.
4. The following tactics should be taken into consideration for growing Bhubaneswar's night-time economy:
  - Extended and thoughtful usage of public areas after dusk.
  - Diversification of licensed venues through the promotion of a select number of more quaint, smaller businesses.
  - Strengthen the connection between leisure and sports by establishing a thriving nightlife outside of the main sports arena.

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