

# Documentation of Telangana Intangible Cultural Heritage to Promote creative Economy for Sustainable Development

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## **Abstract**

UNESCO 2003 Convention paved way for Safeguarding of Intangible Cultural Heritage (ICH). It defines the ICH as practices, representations, expressions as well as knowledge and skills. Oral traditions and expressions include performing arts, social practices, rituals and festive events, Knowledge and practices concerning nature, universe, and Traditional Craftsmanship. The main problem of Indian society is that the highly skilled persons are one side without Education and highly qualified academicians, technicians on the other hand have no skills. The unorganized employs acquire the skills on their own. Proper training is needed for skill enhancement and social commitment to involve them in curriculum and community development. The Telangana Region is renowned for its exceptional ICH-like weaving and dyeing techniques. The notable Telangana sarees include Pochampally Sarees and Gadwal Sarees. Festivals like Bonalu, Bathukamma, Dasara, and Peerilu are unique to Telangana Region. Telangana is famous for its bronze Castings that require exquisite skills to create incredible idols. Telangana handicrafts are Cheriya Scroll Paintings, Batik Paintings, and Nirmal Paintings, metalware and wooden crafts. Home linen includes handlooms such as Banjara Needlecrafts and Gadwal Handloom. Hyderabad is famous for Lac bangles, jingle on pearl strings. There is a great scope for Entrepreneurship Development in Intangible Cultural Heritage and its allied sectors in Telangana State. Pottery, Silver Filigree, Basket-Mat Making, Toy Making, Saree Designs will provide very big market and solve the unemployment problems. In addition to Documentation and Safeguarding the endangered cultural expressions create opportunities for an internship with industry, business, artists, and craftsmen.

**Keywords:** Entrepreneurship, Intangible, Creative industry, Cultural Heritage, Traditions, handicrafts, Documentation, Internship

## **Introduction**

Creative industry is new analytic definition of the industrial components of the economy in which creativity is an input and content or intellectual property is the output. This definition was introduced in 1998 and has been adopted in raft of mapping documents to estimate the size and growth of this sector and to formulate new policies. The creative industries are newly represented as a significant and rapidly growing set of industries. The economic value of the creative industries may extend beyond just the manifest production of cultural goods. The UNESCO Intangible Cultural Heritage List consists of 14 elements from India are inscribed on Intangible Cultural Heritage and Humanity. Telangana has

diversified ICH, abundant natural and water resources. The state is famous for different types of food dishes and variety of snacks used to be exported abroad. Telangana State Government established Entrepreneurship Development Cells (EDC) to encourage students to launch their own enterprises and ventures, motivate them to become Job Creators rather than Job Seekers. Telangana State Innovation Cell (TSIC) was initiated by Telangana Government to build and nurture the culture of innovation. It identifies the innovators, startups, entrepreneurs to foster an inclusive innovation ecosystem. This project reveals the importance of documentation of ICH in Telangana Region and its creative economic positive outcomes. It creates Awareness in Environmental education includes climate change, waste management, sanitation, pollution, conservation and management of biodiversity and its resources, conservation of forest and wild life for sustainable development.

### **Contribution to Indian IKS Mission**

Indian Knowledge System (IKS) established to promote interdisciplinary research for its traditional knowledge of various domains for societal applications and to make India Atmanirbhar Bharat (Self Reliant India). UNESCO designed 17 SDGs to transform the world into peace and sustainable development in Human, Social, Economic and Environmental Aspects. Creative Economy solves economic problems more openly with individual innovations by attempting to recognize the diversity of Indian culture as expressed via its intangible heritage. It seeks to enhance national and international awareness of the numerous intangible cultural heritage aspects as well as to assure their protection. One of the fundamental principles of NEP 2020 to document the Indian Languages and the rootedness in its rich, diverse, culture, knowledge and traditions under theme of “Other key areas of focus” NEP 2020 has tried to put an end to the discontinuity in the IKS by integrating them into curriculum at all levels. Highlight the need for promotion of youth to understand the diverse national and global challenges of the present and the future. It promotes the economic growth, scientific advancement, social justice and equality, national integration, and cultural preservation. This project designed for community learning and all-round development to meet cutting-edge Entrepreneurship Development and startups ecosystem to bring ethical, emotional balanced sustainable Society and peaceful quality life by Creating Economic Activity out of Regional Cultural Traditions.

Artisans and performing artists are not only a means of livelihood in Telangana but also help in eradication of social ills. Many Craftsmen and Artists have been preserving social cultural traditions for generations, playing and performing arts and contributing to social development and recognized as world famous personalities. These arts also contribute to the acquisition of knowledge. Presenting the culture as art form and carrying it from generation to generation and help to preserve cultural traditions and social values in Telangana. They work hard through their performing arts for the preservation and dissemination of cultural traditions by presenting the stories of their ancestors, legends and earn their living through the art performance. Mainly these arts helped to the villagers for recreation. Their performing arts are gradually receding by the technological advancement and spread of social media. Due to many reasons like disruption of social balance, agricultural crisis, impact of globalization, the appreciation of arts is decreasing today. Due to the decrease in popularity and lack of livelihood many of them have turned into laborers. As these art forms decline in popularity Artists migrate to Gulf countries as laborers for livelihood. They are facing so many difficulties there. In this way, many artists are becoming migrant laborers and beggars even if they have talent. It is sad that these art forms which are symbols of Telangana culture are gradually losing their shape. So, there is a great need for protect them along with their Art

forms.

### **Objectives and timelines**

- To Bring out the skills of Artisans, Performing Artists, art forms and their instruments of Telangana artists for entertainment and their importance
- To make the people and youth aware of the uniqueness of art forms recognize the disappearing art forms Explaining how the decline in popularity of art forms affects the livelihood of artists.
- To inform the inter-relationships between the society and the methods of divine worship and artists' skills recognized and respected by all.
- To document the legacy of cultural heritage is carried out from Generation to Generation.
- Documentation of festivals and associated intangible cultural practices attempt to safeguard and preserve living practices of the Culture.
- The project aimed to discuss the challenging issues in linking intangible cultural heritage tourism, heritage resources, availability and access to development capital, physical infrastructure, cultural appropriation dynamics, and multiple-stakeholders managing cultural intangible heritage.
- To promote the process of inventorying intangible cultural heritage and making those inventories accessible to the public
- To promote Technological Inventions can encourage creativity in the communities and individuals where expressions and practices of intangible cultural heritage originate.
- To promote creative startups regarding ICH for sustainable Economic development
- safeguarding intangible cultural heritage and transferring of knowledge and skills
- To support and take part in activities supported by UNESCO, which mainly consist of national and international inventories for ICH

### **Outputs and outcomes**

Culture as commodity and resource Interventions in the craft sector have highlighted this importance. India is a country with over a crore of handloom weavers and an equal, if not larger, number of crafts people engaged in diverse crafts from pottery to basket making, stone ware, glass ware, handmade paper products and multifarious other utility items made out of local, available materials. Similarly, the Planning Commission perceives creative industries as a key element in national policy on culture because of its employment capacity. though it might not currently reflect in our “national income accounts”. Further, this resource needs recognition and “ground. The project prepares a list of various traditions and expressions of intangible heritage. Focus shifts towards the commercialization of intangible heritage in addition to these practices and traditions can be transmitted to the next generations. NEP 2020 states, Assessment of Educational Approaches to integrate the Multi-Disciplinary and Holistic approach include Humanities and Arts with Science, Technology, Engineering and Mathematics (STEM). The learning outcome includes social and moral awareness besides increased creativity and innovation and Life skills such as communication, teamwork, leadership and resilience. NEP 2020 clearly talks about flexibility in Curriculum so that the students should develop their own academic paths as per their talent and interest. To remove the gaps between Arts and Science, Academic and Vocational for Holistic education towards innovations and Entrepreneurship.

### **Intellectual merit and broader impacts**

Recently a debate raised for protecting intangible cultural heritage through intellectual property rights. The Honorable Prime Minister talks about Atmanirbhar Bharat in which the education dependent upon research and critical thinking should have options for bringing within the curriculum. Education should provide the human and constitutional values and to empower the youth for improve the economy and development of our country to bring equity, accessibility and inclusion. Cultural and Creative Industries including music, film, media, publishing and visual and performing arts in India showing mesmerizing growth influencing not only Indian market but also international market in recent years. Building solutions for the challenges Indian Government leveraged the power of technology with innovation to create a transformed and digitally empowered India. Indian Handicrafts which are world famous were not equipped with the technology. Still Indian working people depending on unorganized production for their livelihood. Lack of low education, inadequate inputs, outdated production methods, lack of market linkage and dominance of middlemen they are unable gain from productions. Due to advent of new technology the traditional skills and techniques of Artisans choosing them to shift towards the other professions rather than to stick into their hereditary occupation by adopting technological advantages. The number of Artisans declining in their skills influence on the Linguistic and Cultural diversity indicating the need of educational skills development. Find the approaches to preservation and conservation of Linguistic, Literary and cultural heritage and promotion of art and culture. The livelihoods question has been a key area of concern for culture industries-both cultural and creative industries.

### **Procedures Methodology**

The methods used for the present study are visual ethnography and a case study. The present data is collected from the field visit to the Towns, Cities and Villages of Telangana. Data collection includes field visits, ethnographic interviews, focused group interviews, and participant observation. Audio-visual documentation of the cultural festival will be done. The secondary data has been collected from the existing literature on the Intangible cultural heritage. The data analysis has been carried out based on the ethnographic interviews of the community leaders and the conversations with the community members. Knowledge and skills are necessary to enable the students to self-directed personal development to involve in internship Program. They have to formulate management skills, guide to right direction and for pursuing lifelong learning. They require the knowledge of facts, concepts, principles, theories processes in multidisciplinary learning context. Understanding linkages between within and across chosen field of study. Acquisition of cognitive and technical skills required for selecting and using relevant methods, tools, materials, organizational skills and time management skills to solve specific problems and find the solutions. The Interns have to be able to apply the economic theories to design, guide and interpret social, cultural, commercial, environmental policies. Values and beliefs of multicultural competences with inclusive spirit required for global perspective to honor diversity. Capacity to lead a diver's teams to attain tasks and goals. Create empathy towards less advantaged and adopting gender approach for respect the diversity in local context and pride in India its rich diver's heritage. Help to develop the soft skills like complex problem-solving, communication skills rigorous specialization in a chosen field of learning. CCFUP draft prepared by UGC talks about different teaching methods and teachers training. It has its focus on how to give conceptual understanding in an analytical thinking of the students. The National Vocational Education Qualifications Framework (NVEQF) provide a Nationally integrated education and competency-based skills for multiple pathways both within vocational and general education link to

progress higher levels from any starting point. It provides multiple pathways of learning according to series of levels of knowledge, skills and aptitude horizontal as well as vertical and links the various elements required by businesses and industry.

The qualitative and quantitative policy relevance refers to how efficiently research findings applicable for decisions to decision makers. Lab to land research and relevance of evidence analysis enable to apply for evaluation of policies, claims. View problems from multiple perspectives to think out of box with Innovative interpersonal skills and emotional intelligence to perform tasks in better manner. The implementation of Frameworks has been supported by International Organizations like OECD, ILO, WB, EU etc. The importance of comprehensive digitalization is how rapidly the world around us changes, and how fast we can adapt to the modern world. Digital technology can create and improve to continue to set new benchmarks within the Indian education System. It will bridge the gap between academia and industry to make the learner responsible for their own continuous education by 21<sup>st</sup> century digital tools.

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