

FICCI and Avid Learning present the Mumbai Chapter of Smart Cities, Art Cities: A Summit for Building Creative Industries in India

For Immediate Release

Mahatma Gandhi once said, “A nation’s culture resides in the heart and in the soul of its people,” and art and culture continue to be resilient means that bind India into one fabric. Creative industries in India are alive and vibrant and are inextricably linked to industries such as cultural tourism, and essential in improving India’s cultural attractiveness and distinguishing its cultural identity. There is an urgent need for the art and cultural industries to do more and be more.

The Federation of Indian Chambers of Commerce and Industry (FICCI) Creative Industries Division and Avid Learning present Smart Cities, Art Cities: A Summit for Building Creative Industries in India. This special day-long conference will focus on the state of creative industries in India. Leading voices will come together to discuss best practices, troubleshooting issues and infrastructure building. Industry experts, policy makers and game changers will come together to share success stories, examine case-study models and have a meeting of minds to ideate on finding solutions to the need for education, infrastructure, building ecosystems and improving policies.

The description of the conference and sessions is as below:

The day will include panel discussions and case study presentations and will be divided into the following power-packed sessions:

Practitioners, Thought Leaders and Influencers

In this session leading experts and thought leaders will come together to interact and brainstorm on how to optimize engagement with the arts and culture not only from an audience outreach standpoint but from the policy, advocacy and tourism perspectives as well. These experts will discern all the actors who take part in, have an effect on or a stake in the provision of culture. What are the structures of creative industries and distribution circuits in India?

Abhay Mangaldas, *Heritage Entrepreneur, Convenor of Indian National Trust for Art and Cultural Heritage (INTACH)*, **Ashley Lobo**, *Founder and Artistic Director, The Danceworx Performing Arts Academy*, **Ashutosh Phatak**, *Founder, True School of Music and Co-Founder, The Quarter* and **Smriti Rajgarhia**, *Director, Serendipity Arts Foundation* in conversation with **Namita Devidayal**, *Author, Journalist and Co-Curator, The Times of India Litfest.*

Creating Cultural Capital

In this session stakeholders and experts will discuss how to go about successfully investing in our Cultural Future. Some issues and factors to discuss will include the need for Cultural Philanthropy, Sustainability Models and Best Practices and creating effective Policy and Advocacy.

Kruti Saraiya, *Creative Co-ordinator, Dharavi Design Museum on Wheels*, **Paul Abraham**, *Founder, Sarmaya*, **Sangita Kathiwada**, *Representative, Kamal Morarka Haveli Museum and Shekhawati Arts Festival*, **Tasneem Zakaria Mehta**, *Director, Bhau Daji Lad Museum* and **Vinita Srivastava**, *Joint Secretary and Mission Director, National Mission on Cultural Mapping, Ministry of Culture, Government of India* in conversation with **Deepa Gahlot**, *Theater*

and Film Critic and Author.

The Ecosystem | Education + Infrastructure

In this session stakeholders and experts will discuss how to successfully build lasting Art Infrastructure. Some issues and factors to discuss will include Funding and Patronage, effectively leveraging Government resources and combining them with private funding in the future to build a lasting Cultural Ecosystem.

Deshna Mehta, *Founder and Creative Head, Anugraha Design and Publishing Studio, Mumbai*, **Divya Bhatia**, *Festival Director of Jodhpur RIFF, Creative Producer and Strategy Consultant, G5A*, **Jehan Manekshaw**, *Founder and Co-Convener, Drama School of Mumbai*, **Sadhana Rao**, *Music Educationist and Co-Founder, Art Links Learning, Bengaluru* and **Syed Sultan Ahmed**, *Managing Director, LXL Ideas* in conversation with **Dr. Jabbar Patel**, *Chairman and Director, Pune International Film Festival.*

JUGAAD: Challenges and Troubleshooting

In this session stakeholders and experts will brainstorm on how to create an effective national cultural network that spans across cities and metropolises like Bombay, Bangalore, Chennai and Delhi. They will discuss the methods in which these cities can collaborate more effectively with the Capital, Delhi and relay and implement solutions on how to improve Policy and create effective local and national representative bodies as well as work on improving attendant infrastructures and thereby maintain and grow a healthy ecosystem.

Jagdip Jagpal, *Director, India Art Fair*, **Maneck Davar**, *Chairman, Kala Ghoda Association (KGA)*, **Sabyasachi Mukherjee** and *Director General, CSMVS*, **Shivaprasad Khened**, *Director General, Nehru Science Centre, Mumbai* and *NGMA, Mumbai* in conversation with **Sanjoy Roy**, *Managing Director, Teamwork Arts.*

Case Studies include:

A presentation on Jaipur and the Revival of the Arts and the various successful initiatives in the region that drive more patronage and support for the Arts by *Author, Publisher and Member of the Chief Minister's Advisory Committee for Rajasthan*, **Malvika Singh**.

A presentation on St+art Art's Role promulgating Street Art in India by *Co-Founder, St+art India Foundation & St+art Mumbai 2017 Urban Art Festival Curator* **Giulia Ambrogi**.

This conference will aim to give a platform to present young voices and showcase new perspectives and practices within the arts and culture space. This will be the foray conference for FICCI in Mumbai and will put special emphasis on looking at innovations in the arts and culture space from the Western region. This foray conference will uphold the objective that FICCI champions- that of creating a robust silo for the creative industries and creating lasting and effective government polity that will build, sustain and support these industries. The larger objective is to positively impact local economies, tourism, GDP and job creation. The conference will aim to create an excitement and energy around emerging trends and initiatives and have conversations and ideation sessions that will benefit the industry's arts and culture fraternity as a whole.

Asad Lalljee, CEO, Avid Learning, SVP Essar Group, and Curator, Royal Opera House, Mumbai says, “There is a need now more than ever for the creative industries in India to garner validity and wider support in order to grow and achieve greater heights. At Avid we always strive to push the conversation further and we are proud to partner with FICCI to present their foray conference in Mumbai. We need to draw our attention to good governance for the arts and through this conference, we hope to open dialogue and affect change on cultural policy, education systems and infrastructure development for the creative sector.”

Sanjoy K Roy, Managing Director, Teamwork Arts, Co-Chair FICCI Art and Culture Division says “It is imperative to explore the synergy between heritage, art, culture within the context of our burgeoning cities and the needs of its citizens to live a balanced life and find opportunity to explore and maximise their talent.”

Where: Essar House - Podium, [11 KK Marg, Mahalaxmi, Mumbai 400034](#)

When: Saturday, 11th August, 2018; 10:00 AM – Registration 10:30AM - 5:30 PM

RSVP: avidlearning@essarservices.co.in / www.avidlearning.in/ +919769937710 (prior registration required)

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SMART CITIES, ART CITIES

A Summit for Building Creative Industries in India



The Federation of Indian Chambers of Commerce and Industry (FICCI) Creative Industries Division and Avid Learning present **Smart Cities, Art Cities: A Summit for Building Creative Industries in India**. This special day-long conference will focus on the state of creative industries in India. Industry experts, policy makers and game changers will come together to share success stories, examine case-study models and have a meeting of minds to ideate on finding solutions to the need for education, infrastructure, building ecosystems and improving policies. These leading voices will discuss best practices, troubleshooting issues and infrastructure building. The day will include panel discussions and case study presentations and will be divided into the following power-packed sessions:

TIME	SESSION	SESSION DETAILS
10:30 AM -11:00 AM	Registration and refreshments	
11:00 AM -11:15 AM	Introduction to the conference	Asad Lalljee , CEO, Avid Learning, SVP, Essar Group, Curator, The Royal Opera House, Mumbai Dilip Chenoy , Secretary General, Federation of Indian Chambers of Commerce and Industry (FICCI) Sanjoy Roy , Managing Director, Teamwork Arts, Co-Chair, FICCI Art and Culture Division
11:15 AM -11:25 AM 11:25 AM -11:40 AM	Keynote Address	Bhushan Gagrani , Principal Secretary, Chief Minister Office and Cultural Affairs (Additional Charge), Government of Maharashtra Raghvendra Singh , Secretary, Ministry of Culture, Government of India
11:40 AM -12:40 PM	Practitioners, Thought Leaders and Influencers	Abhay Mangaldas , Heritage Entrepreneur, Convenor of Indian National Trust for Art and Cultural Heritage (INTACH) Ashutosh Phatak , Founder, True School of Music and Co-Founder, The Quarter Ashley Lobo , Founder and Artistic Director, The Danceworx Performing Arts Academy Smiti Rajgarhia , Director, Serendipity Arts Foundation In conversation with Namita Devidayal , Author, Journalist and Co-Curator, The Times of India Litfest
12:40 PM -1:40 PM	Creating Cultural Capital	Kruti Sarniya , Creative Co-ordinator, Dharavi Design Museum on Wheels Paul Abraham , Founder, Sarmaya Sangita Kathiwada , Representative, Kamal Morarka Haveli Museum and Shekhawati Arts Festival Tasneem Zakaria Mehta , Director, Dhari Diji Lad Museum Vinita Srivastava , Joint Secretary and Mission Director, National Mission on Cultural Mapping, Ministry of Culture, Government of India In conversation with Deepta Gahlot , Theater and Film Critic and Author

1:40 PM - 2:40 PM LUNCH

2:40 PM -3:00 PM	Case Study I	Presentation on Jaipur and the Revival of the Arts and the various successful initiatives in the region that drive more patronage and support for the Arts by Author, Publisher and Member of the Chief Minister's Advisory Committee for Rajasthan, Malvika Singh
3:00 PM -3:20 PM	Case Study II	Presentation on St+art Art's Role promulgating Street Art in India by Co-Founder, St+art India Foundation and St+art Mumbai 2017 Urban Art Festival Curator, Giulia Ambrogi
3:20 PM -4:20 PM	The Ecosystem Education + Infrastructure	Divya Bhatia , Festival Director of Jodhpur BIFF, Creative Producer and Strategy Consultant, GSA Deshna Mehta , Founder and Creative Head, Anugraha Design and Publishing Studio, Mumbai Jehan Manekshaw , Founder and Co-Convenor, Drama School of Mumbai Sadhana Rao , Music Educationist and Co-Founder, Art Links Learning, Bengaluru Syad Sultan Ahmed , Managing Director, LXI Ideas In conversation with Dr. Jabbar Patel , Chairman and Director, Pune International Film Festival
4:20 PM -5:20 PM	JUGAAD: Challenges and Troubleshooting	Jagdeep Jaggal , Director, India Art Fair Maneck Davar , Chairman, Kala Ghoda Association (KGA) Sabhyasachi Mukherjee , Director General, CSMVS Shivprasad Khened , Director General, Nehru Science Centre, Mumbai and NGMA, Mumbai In conversation with Sanjoy Roy , Managing Director, Teamwork Arts
5:20 PM -5:30 PM	Vote of Thanks	Asad Lalljee , CEO, Avid Learning, SVP, Essar Group, Curator, The Royal Opera House, Mumbai

Date: Saturday, 11th August 2018
Venue: Essar House - Podium, 11 KK Marg, Mahalaxmi, Mumbai 400034
RSVP: www.avidlearning.in / avidlearning@essarservices.co.in
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About the Partners

Established in 1927, **The Federation of Indian Chambers of Commerce and Industry (FICCI)** is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community. The key focus of FICCI Creative Industries Division is to drive policy in the arts both at the state and national level. In order to do so we have set up an annual conference to bring together members of our diverse community to discuss, network and build a sustainable group that can set in place best practices, safeguard our culture and diversity, reaffirm our traditions of being inclusive and work with governments and others to look at tax, infrastructure, and other needs for the sector.

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 900 programs and connected with more than 100,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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