



## How Indian Arts and Culture Sector Contribute to Promoting Social Inclusion and Sustainable Development

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### **ABSTRACT**

*The indigenous art and culture of India are recognized worldwide and a great repository of art produced throughout the centuries by Indian artisan groups. Indian art and craft are world-famous for their uniqueness. Indian artists were renowned for the excellence and stylishness of their mural painting, cave paintings and traditional Indian art. Paintings found in caves of the pre-historic age reflect the epic lifestyle and cultural habits of that era. Emotions portrayed in the pictures are the best illustration of romance, love and family life. Ajanta, Ellora and Elephanta caves reflect the romance and culture of that era. Similarly the sculptures in the outer walls of the temples of southern India and Khajuraho also portray the different styles of love and romance.*

*Culture has always been a very important part of society for the overall development. People experience the artworks and are deeply connected to them, contributing to a beautiful environment for the coming generations. The contribution of art plays an important role in social inclusion and sustainable development. This paper represents the significance of Indian art and culture. Also, it presents the role of art and culture through mixed method approaches, combining surveys, case studies, etc.*



**Keywords:** Indian Heritage, Culture, Arts, Sustainability, Social, Development, Indian arts, Tradition.

## INTRODUCTION

Art and Culture play a pivotal role in social inclusion and sustainability. The culture of any country is important for the growth and sustainability of the society; Arts represent the culture and environment of that particular society. India has beautiful and melodious paintings which express the Indian culture beautifully. Artists portray the scenes of that time which shows the culture and living style of that period. India is renowned for its rich cultural diversity and heritage. India has vast subjects to portray the Indian culture through the arts. The traditional Indian paintings are eye-catching, with vibrant colours and pictorial compositions that represent India's rich culture. Every little detail in paintings is done very minutely. Almost every painting narrates the beautiful culture of India, and that's very valuable content for the coming generations; because of this cultural property, they can understand their culture and country, which helps them to foster their development. The techniques and process of the paintings have their significance, and they show the hard work of the artists. There is a close relationship between music, dance and art.

Art of any civilization at any given point of time, requires commitment by its patrons. The essential characteristics of Indian arts are also similar, whether expressed in paint, clay, wood, stone or metal. Paintings are done on walls, cloth, and floors with decorative pictures of animals, forests, landscapes, religious deities and mythological subjects for learning and awareness. These Paintings are mainly seen in the tribal areas and remote villages as a medium of communication.

Natural colours from the extract of flowers were chosen for the portrait and the expressions used in the pictures. The pre-historic caves in India give us a glimpse of the life of early India. Cows, calves, horses and elephants are decorated to fit into a scheme of colourful life, radiating joy and beauty. In masterpieces, illustrations of emotions have been portrayed very minutely.



## 1. ROLE OF ART AND CULTURE IN SOCIAL INCLUSION AND SUSTAINABILITY

Indian arts and culture empower social inclusion for sustainable development and can be a powerful tool for nurturing and empowering communities. The Heritage of India's rich culture can be preserved as Indian culture is a fantastic blend of traditions, arts, festivals, languages and beliefs. All reflect the artistic expressions and cultural heritage of India.

India has so many beautiful cultures as folding hands of Namaste, bowing down and touching the feet of elders, hugging and greeting, fasting on special occasions, rituals, variety of foods and customs depending on the climate and cultural environment. India has a very unique and beautiful culture, that indulges greatness in it. Art and culture are interrelated for the social, economic, personal and academic growth of the individual.

In every generation, Indian artists have created unique and traditional folk arts and crafts like cave paintings, murals, pattachitra, Gond art, worli art, madhubani paintings, miniature paintings, meenakari painting, cane crafts, bamboo crafts, paper mache, wood carving etc. The artists and styles demonstrate the story of that era and we come to know about the culture of that period. Some examples of pre-historic paintings of caves, the Indus Valley period, terracotta work, pottery, ivory, bronze work etc. Artists also used to make pots, jewellery sculptures and other Indian traditional arts, which tell about the stories, festivals, court scenes, hunting scenes and flora and fauna themes of that period's impact on the culture of India. Indian culture stands not only for a traditional social code but also for a spiritual foundation of life. In spite of facing many ups and downs, Indian culture is shining with all its glory and splendour.

Culture is the soul of a nation. The culture of India has the greatest impact on philosophy, religion, poetry, painting and sculpture. Upanishad, Mahabharata, Ramayana, Vedas, Purana, Shatras, etc., are rooted in our culture very deeply. A civilization must be judged by the manner in which all its principles, ideas, forms, and way of living bring harmony, happiness, peace and love.



The evolving spirit and the lives and the principles embodied peace, the constructed power of every nation. Living energy of great spiritual conception and fidelity to the very power of existence is the key factor of India's power. Different generations have practised different art forms. The art forms vary in styles and picturization from the urban life interior terrains of forests, deserts, mountains and villages. Artists in each generation have created the best works out of available resources and knowledge.

## 2. IMPACT AND PRESERVE DIVERSE CULTURAL HERITAGE

Cultural heritage and properties were exploited, demolished, damaged, destroyed and looted in the history from time to time. Foreign invasions also created turmoil in the Indian culture. The invaders replaced their culture with the existing culture. Mughal art is a living example.

Hence there is a need to preserve our cultural heritage and properties as they are the roots of the country. Protecting and preserving cultural heritage has been recognized as an essential part. Great Hindu epics like Ramayana and Mahabharata reflect the culture and lifestyle of the fifth century. Western epics also reflect the culture and civilization during the pre-Roman and Roman periods. Cultural heritage is now a wide concept that is in gradual progress. Cultural heritage includes those elements that are used by a community to study from previous generations and advance in the present.

Cultural heritage can be specified into tangible and intangible forms. Tangible cultural heritage is those objects that are in physical forms; it includes paintings, sculptures, coins, manuscripts, monuments, buildings, archaeological sites and museums, collections, natural landscapes, geological formations, etc. Intangible cultural heritage includes non-physical aspects of culture such as oral traditions, performing arts, crafts and skills, social customs, rituals and celebrations. Cultural heritage preservation, on the other hand, is the process of preserving, recovering, and maintaining cultural heritage without changing its nature.



### 3. PRESERVING DOCUMENTATION AND CONSERVATION

“Cultural development is a historical process, and preserving it is a process of efforts made to protect, promote and conserve the cultural heritage. Our ancestors learnt many things from their predecessors. With time, they also added their ideas to it from their own experiences.

Preserving Indian heritage includes documenting and recording cultural heritage through different media such as cave paintings, wall paintings, rock paintings, written descriptions, photography, and video recordings. Indian cultural heritage includes traditional arts and crafts practised by various craft guilds in the country, which are some evidence of cultural heritage.

The narratives depicted in the form of painted scroll-paintings are the genesis of traditional Indian visual language. The scarcity of public awareness and seclusion a threat to the economic sustainability of those craft guilds as well as the cultural sustainability of our heritage.

Broadcasting, documentation and representation techniques are three virtues of Indian culture. The digital data storage process is cost-effective, which enables us to store much quantity of traditional art and craft data.

Digital data is an easy process to maintain the cultural heritage and important documentation. Precise documentation can help to revive the heritage and also quick to find and assemble the data.

In some cases, traditional Indian crafts, were being painted on mud walls or organic surfaces like palm leaves and cotton clothes. Ethnographic survey noted that many of the paintings by master artisans are in irretrievable condition due to dampness and fading of colors.

As time goes we continue to add new thoughts and ideas to those arts, language, music, dance and drama that already exist and modify them to the present condition. This is how culture is transmitted and carried forward from one generation to another. The culture we inherit from our predecessors is called our cultural heritage. It includes all those aspects or values of culture transmitted to human beings by their ancestors from generation to generation. They are cherished, protected and maintained with unbroken continuity.”



## 4. INDIAN HERITAGE - SUSTAINABLE TOURISM

Indian heritage - focuses on preserving the country's cultural, historical, and natural resources that boost sustainable tourism. Ensuring that the local communities are also benefited from tourism activities. This can be responsible for travel, education, and the celebration of India's diverse traditions, landmarks, and craftsmanship. These points show that sustainable tourism can nurture Indian heritage:

## 5. INDIAN HERITAGE - SITES AND MONUMENT PRESERVATION

Preserving historical treasures is the focus of sustainable tourism. India is a world heritage site of ancient temples, forts, palaces and traditional art forms. Visitors can be limited to reduce damages and restore of the valuable treasure.

The local communities need to be supported for handicrafts. Tourist can be encourage to purchase the crafts and artworks of India. Host workshops for the visitors, learn traditional skills and give opportunity to artists to earn from the handicrafts by promoting them. It can add value and that will be a beneficial tool for sustainable tourism. Laser shows, colored fountains and folk dances are some of the presentations done in the old historical monuments.

India is a country of vibrant festivals, music, dances, spiritual practices and traditional arts. Sustainable tourism can involve and promote people to participate in these cultural celebrations can ensure that they remain authentic and respectful. Visitors can attend the traditional festivals and cultural programs of India to learn about the heritage. They can learn and educate Indian customs and value to others.

Indian Heritage is also about educating visitors that can be a part of sustainable tourism. They can provide educational programs about India's diverse culture, language and tradition, workshops on sustainable practices and the importance of preserving the cultural heritage. The interactive experience teaches traditional Indian yoga and emphasize the spiritual heritage of the country so that it can be a good addition to our Indian heritage. Indian heritage is about fostering balanced relationship between the environment and sustainable tourism. Culture by promoting responsible travel, conserving historical sites, supporting local artist and educating



visitors. This can ensure the future generations about the rich cultural depletory of India. It also helps the empowerment of local communities and in the maintenance of the integrity of Indian natural and cultural heritage.

## 6. ART-BASED APPROACHES FOR CONSERVATION AND AWARENESS

For the environmental conservation art, art-based approaches should combine creativity with activism to inspire, communicate and also use various forms of art to influence people to preserve the environment. These types of practices can engage people to be involved in different forms of art and also raise their economic and intellectual power. These formations can inspire people deeply and create strong bonding with nature.

Art Installation can be an approach to directly interact with nature and also use natural materials to integrate art into outdoor settings. These installations enhance the beauty and also attract the viewers and catch their attention. Artists can use recycled materials. They can use plastic, natural waste to use their creativity.

By making eco arts, artist can directly engage with local communities and use art for sustainability and conservation. They can also make murals, graffiti, street art and can bring the attention of the people and beautify the environment by making community-based projects and engage other artists.

Collaborations with community and participation in group projects. Social media has become a powerful tool for raising awareness about, spreading art and knowledge, Artist can use these digital platforms for creating art-based projects. Artists can also use digital illustrations and animation tools for making digital illustrations to explain environmental concepts and share widely on social media to catch the attention of audience. Through the centuries story recitation has been a method for communicating with people. From generation-to-generation artist have used this story telling technique which is a long tradition. By narrative paintings we reflect the lifestyle of those eras.





Art exhibitions are another way to grab the attention of the people. Theme based exhibitions include paintings, culture, photography and mixed media. Topics on such issues of the environment raise the attention of people. They can collaborate with NGOs and do collaborations with Artist and organize exhibitions. This can be another good artistic expression and reach to the common people. Topics on social issues on which artist can create artworks to raise the awareness of people. Photography is also an another effective medium of documenting. By capturing photographs we can preserve a lot of data of our heritage. Workshops on art education and art based conservation is another tool. These projects can engage the people and raise the creativity and awareness. In workshop they can teach painting, sculpture, drawing to young students and also train them about sustainability can use recycle materials for the artworks.

## 7. ART'S IMPACT ON HARNASSING TRADITIONAL CRAFTSMANSHIP

Harnessing traditional craftsmanship for livelihood. This can be a powerful tool for preserving cultural heritage and sustainable economic development of the communities. Traditional crafts are very important part of many of the cultures for centuries and this can be a bridge from past to present for the future prosperity. By supporting the craftsmanship or the artist we can create sustainable livelihood for the local community especially in rural areas. They can empower the future generations and in that way we can preserve our traditional crafts life forever. We can use it for the livelihood for future communities and passing knowledge from one generation to another. To revive the traditional arts there should be weekend training workshops for younger generations to learn the techniques and skills of the traditional crafts.

We can also encourage the young artist to take part in the workshop after additional crafts and tell them the importance of Indian heritage so that they can be benefited.

We should expand the traditional craft market locally and internationally and to give a zones a study income and this can be only done when we promote the traditional crafts and exhibit them on the different platforms and do the collaborations with designers and expand the local and international market. Social media is a helpful platform on which we can sell our Indian traditional crafts that can be a helpful tool for the art designs to make income. We can blend





the Indian traditional arts with the designers that can be a good approach for the artist to get work.

## 8. EMPOWERING MARGINALIZED COMMUNITIES

In many cultural histories there are the women's who are doing the traditional craft works. We can offer them some income so that they can work independently and earn money from traditional crafts and generate their income.

Many communities are dependent on traditional crafts for their livelihood by offering them training resources and market we can help them to continue with this craftsmanship and generate the income.

Government can provide infrastructure training centers, resources hub and help artisan to grow and expand their business with a good income. This can be a multi dimensional effort for the livelihood. Collaborations with government, businessmen and consumers. Through awareness and education we can sustain traditional crafts and give them valuable economic opportunities and also ensure that these traditions continue to thrive while empowering future generations.

## CONCLUSION

The history of Indian art and culture from ancient times to the present day is fascinating. It moves from generations to generation and plays an important role in the overall development of the country. By leveraging Indian arts and culture, preserving and promoting them will be beneficial for next generations. It can add value to their cultural development and ethics. To raise awareness and marginalize communities can be a big step for the sustainable development. They can empower the future generations and in that way we can preserve our traditional crafts life forever. Culture is the soul of a nation. The rich and diverse cultural heritage of India boosts the potential to foster sustainable development. Art represent the culture and environment of that particular society. Thus Indian arts and culture is a valuable instrument in promoting social inclusion and development.



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