

Culture based planning and creative economy framework for indigenous community development

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The concept of creative cities, cultural economy and culture based planning emerged in Europe in 1980's which emphasized the need for culture based plan and demonstrated its benefits in economic development and urban planning. By 2001 the concept was accepted worldwide and adopted across cities of different sizes. This concept gained significance especially during global recession where cities were made to look for alternative creative approach to generate employment and improve quality of life. Cultural activities singly and collectively have become key factors in urban policy and city planning as they can be used to imitate interconnectedly for urban regeneration, place making, urban design and social planning.

Cultural based planning particularly has impact socially, economically and environmentally.

It promotes strong neighborhoods, promotes innovation, environmental sustainability, public health, lifelong learning, public safety, public life safe and improves quality of life.

Conventional planning so far has been mostly driven with economic goal as the focus with popular strategies based on technologies and global perception. Culture based planning gives niche for each city, region to be creative in defining its own developmental growth (pattern), identifying its own parameters and have unique identity.

Culture also enables development. It empowers people with capacities to take ownership of their own development processes. When a people-centered and place-based approach is integrated into development programmes and peace building

initiatives, when interventions in fields ranging from health to education, gender empowerment to youth engagement, take the cultural context into account, including diverse local values, conditions, resources, skills and limitations, transformative and sustainable change can occur.

India as a country has diverse communities and traditional culture and has massive potential for cultural based planning and reviving creative economy. In India, Delhi, Mumbai, Jaipur have been able to reap from their cultural resources. However they do not have structured taskforce at city level to work on culture based planning except for Delhi.

Also, when one looks particularly at indigenous population of the country, may find the large potential for incorporation of culture based planning and creative economy. Nearly one third of the states of the country are dominated by indigenous communities such as Uttarakhand, Jharkhand, North Eastern states. These states have immense potential for incorporating cultural based planning and creative economy strategies however no special intervention have been undertaken except for constitutional protection of schedule V and schedule VI areas. Further, translation of these constitutional rights in urban context is yet to be realized and is unexplored apart from Chotanagpur Tenancy Act.

This paper in particular discusses Ranchi, capital city of Jharkhand in this perspective. Jharkhand region is known for its ethnic communities (constituting 26 percent of the state population) and its cultural vitality. Jharkhand has nearly 35 ethnic communities spread across the region in settlements found both in urban and rural areas. These communities have unique culture of togetherness, love and respect for nature. Gender equity, ancient old democratic system of law 'PESA kanoon', community learning space 'Dhumkuria' are exemplary features of these communities. The unique ideas, beliefs embedded in culture are translated in their folk stories, art, songs, dance, traditional games and festivals. Their distinctive cultural forms can also be seen in their built environment and settlement pattern.

In the urban areas such as in capital city of Ranchi; many neighborhood out of the 74 slums are ethnic villages inheriting unique character translated from their rural life

pattern. These neighborhoods contain enormous potential for cultural transition in modern time and also in providing culturally sustainable economic pattern of growth.

However, with current pattern of growth one can witness extensive transition in the community. The unique culture which has sustained the communities from generation is dwindling and making the communities' identity susceptible to extinctions.

The study focuses on establishing a need for culture based planning and creative economy framework in the region through secondary data analysis. It also maps community aspiration through participatory process. As a final outcome suggests guidelines for framework and strategies for cultural planning and creative economy for indigenous communities.



Traditional practices dwindling from rural to urban shift beautiful artwork done by the santhali women diminishes as one moves from rural to urban setup or sees the temporal transition.





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Many of the practices unexplored



- **400-year-old Jharkhand Drummers** struggle to keep trade alive.
- Adharjhor is located in the heart of a dense forest in **Patamda block**.
- The community of **Rohidas craftsmen** from the **traditional cobbler caste** who have been making instruments for the **past four centuries**.
- This **“trade is on the verge of extinction”** because of non-availability of cheap hardwood, animal hide and subsidised government loans.
- Percussion instruments are **used in temples, village and festivals and at ‘jatras’**.
- The villagers of Adharjhor supply instruments to temples in **Punjab, Uttar Pradesh, Orissa, Bihar and West Bengal**.
- All that the community of music-makers wants now is **“a permanent space to sell their instruments in Jamshedpur”**.
- They say **“Our instruments are in demand, but no one acknowledges our presence”**.

