



Organized by Dept. of
Planning & Architecture
National Institute of
Technology (NIT) Rourkela
Odisha

Conference Theme

National Conference on **Creative Economic Geography of Artisanal Crafts** *Investigating the Synergy between Place, Culture, and Economy in India*

March 21-22, 2025 at **NIT Rourkela** (*hybrid mode*)

Sponsored by **Indian Council of Social Science Research (ICSSR)**
Ministry of Education, Govt. of India | Research Project on Vision *Viksit Bharat @ 2047*



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Place, Culture, and Economy are believed to be symbiotically interrelated, thereby generating the power of culture and creativity in shaping locally rooted **Cultural and Creative Industries (CCI)**, i.e., industries focused on the production of cultural goods and services, such as traditional art and crafts, literary arts, performing arts, media arts, and more. In recent decades, the **creative economic sector**, comprised of such CCIs, has documented an unprecedented growth worldwide, and is being identified as a driver for local economic growth while nurturing a cohesive society, thus, paving way for a sustainable and resilient development. Subsequently, it has led to a growing interest among scholars and policymakers to learn and evolve strategies for **CCI-led sustainable local area development or regeneration**.

In this context, India's growing contribution to the global creative economy is noteworthy, particularly in the field of design, and art and crafts. This is supplanted by the fact that India is a **powerhouse of indigenous artisanal crafts** which are both modes of cultural expression and occupation for a large section of Indians. Such traditional crafts are, typically, nurtured by artisan communities in largely household-based mode of production, wherein every member of the artisan household is engaged in production and hereditary skill transfer of artisanal knowledge over generations. Such units of cultural production and dissemination are geographically concentrated in clusters, in urban and/or rural areas, thereby adding to the **identity of the place** where the craft originated and/or is widely practiced. Geographical

Indication (GI) tag, as a tool for protection of intellectual property, is a testimony to such **complementarity between the place of production and the cultural product**, with both co-evolving.

This conference is aimed at **mapping and investigating such co-evolutionary trends** which builds on the symbiotic interrelationship between the growth of traditional crafts – both as an economic sector and a mode of cultural expression, and the growth of that particular geographical region where the craft has originated and/or evolved; hence, the theme of '*Creative Economic Geography of Artisanal Crafts: Investigating the synergy between Place, Culture, and Economy*'. The organizers of this conference invite prospective participants to share their empirical research investigating **how the growth of an artisanal product (or service) and the place of its origin shape each other**. Such complementarity between an artisanal craft and the associated place generates the benefits of **culture-led socio-economic development** of a place, adhering to the **Sustainability Development Goals** and the vision for a '*Viksit Bharat*' fueled by indigenous innovation.

Researchers/scholars, academicians, and professionals from the disciplines of town planning, urban design, urban studies, heritage conservation, cultural studies, creative economic geography, sociology, anthropology, and related disciplines are encouraged to submit papers addressing one of the two tracks.





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Conference Tracks

Track I **A CRAFT PLACED: A place of the craft, by the craft, for the craft**

Papers in this track should examine **how a particular region** – be it a neighbourhood, a town, a city, its hinterland, or villages – **has propelled the evolution of an indigenously developed craft**, which is largely artisanal in nature: starting from its birth, growth as a major economic activity, challenges faced in contemporary times, and sustenance of the craft by inducing design innovation and other developmental strategies – which are either centrally planned (i.e., ‘top-down’) or community-led and organically grown (i.e., ‘bottom-up’). Contributions to this track may address the following questions.

- How to document the **geography/spatiality of a craft-led practices?**
- What are the **spatial determinants of the growth of a craft?**
- How does local **institutions act as drivers for innovation** for better sustenance of a locally-rooted artisanal craft?

Track II **A CRAFTED PLACE: Craft-led local socio-economic development of a place**

Papers in this track are encouraged to identify methods to **assess the specific contribution of artisanal craft-based activities on the local socio-economic development of the place** associated with any one or more stages in the ‘culture cycle’, i.e., creation, production, dissemination, exhibition/reception, and consumption of the craft.

- How does **craft-related practices shape a place?**
- What are the **promises of sustaining a locally-rooted craft** for the locals?

Beyond these two overarching tracks, presenters may also contribute their works on related themes, with a focus on the spatial dimensions of craft-related practices and associated local area development, instead of solely documenting the craftmaking practices.





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Call for Abstracts & Papers

Submit an unstructured **abstract** of max. 500 words to nitr.craftresearch@gmail.com.

Submit a full **paper** (5,000 to 7,000 words). Presentation time: **20 min**.

All the abstracts and papers will go through a **blinded peer review** by members of a **Review Advisory Committee**. After the conference, selected articles will be considered for a **publication in an edited book with ISBN**.

Registration Details

Registration fee (inclusive of GST) includes entry to the conference through in-person or online, e-Book of Abstracts, Certificate for Participation; and for in-person delegates: conference kit, refreshments at the conference venue.

Academician/Professional	INR 2,500
Research Scholars/ PG Students	INR 1,000
Guest delegate (non-presenter)	INR 2,000

Payments towards **Registration fee** to be made **online** to **Conference NIT Rourkela** by scanning the QR code or send it to UPI ID **2804180418@sbi**



Submission of abstract	Feb 06, 2025
Notification of acceptance of abstracts	Feb 10, 2025
Conference Registration	Feb 17-28, 2025
Submission of full-length papers	March 06, 2025
Submission of presentation	March 19, 2025
Conference activities	March-21-22, 2025

To **register**, follow the link:
<https://forms.gle/5KtBAUc4gpx6Qniy7>

For **queries**, reach us at:
nitr.craftresearch@gmail.com
+91-94395-44133 (Bandita Singh Deo)

Important Dates





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Dr. Arjun Mukerji, Assistant Professor, Dept. of Architecture & Regional Planning, IIT Kharagpur

Member nominated by ICSSR, Ministry of Education, Govt. of India)

The conference is being held as a part of a collaborative research project registered at the Sponsored Research Industrial Consultancy and Continuing Education Cell of NIT Rourkela (SRICCE) and is funded by the Indian Council of Social Science Research (ICSSR), Ministry of Education, Govt. of India.

Project Title:

Exploring the Evolution of Township and Artisanal Craft Industry on the Socio-Economy of Santiniketan-Sriniketan Planning Area in Birbhum District, West Bengal

About NIT Rourkela

NIT Rourkela is one of the premier national level institutions for technical education in the country and is funded by the Government of India. It offers a diversified academic program with academic departments offering specialized courses at undergraduate, postgraduate and doctoral levels of studies. Ranked 9 in 'Architecture & Planning' and 19 in 'Engineering' in the National Institutional Ranking Framework (NIRF)-2024.