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ISSN (Online): 2455-7838

SJIF Impact Factor (2015): 3.476

EPRA International Journal of

Research & Development

(IJRD)

Volume:1, Issue:2, April 2016



Published By :
EPRA Journals

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ARTS IN BUSINESSES AND ARTS -BASED BUSINESSES- DEVELOPMENT OF RESEARCH CONTEXT FOR NORTH EAST INDIA

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ABSTRACT

Arts and business is a well-connected issue of intellectual interrogation since the time of discovery of word and activities of business and economic activities in this earth. Arts is applicable in doing business and many businesses had have been emerging out of the arts only. Even today arts and businesses are not separate and even more arts are applied in businesses and in management is a universal phenomenon. In the context of India, the Arts and Business was its own history like other countries of the world. In the similar way, the North East India is a hub of arts as well as cultures of numerous tribes and communities. In North Eastern States due to transitions for unique identification many arts and culture are also transitioning along with the economic transitions which bringing forth and spreading the arts based businesses and industries. As the arts and arts based industries are growing, simultaneously inquiry over the arts and its implications over the businesses and economy also a demand of this time. But there are rare in the systematic evidence on need for study on the issue. Doing a systematic study on business, arts, north east India needs a blue print for context analysis. Though it is well connected issues, but in the context of Indian businesses and arts, arts in businesses, or on art- based business literature are next to rare.

This paper attempts to make a blue print as the context development for doing the research on the issue of Arts, Business, Arts Businesses, Creative Businesses, Creative Industry, culture of North East India as the foundation for further research. Here, the multiple context are developed doing the research for undertaking full range of research on arts in business in North East India.

KEYWORDS: Arts, Arts Based Businesses, Management, North East India, Creative Industries.

INTRODUCTION

As stated a definition of art by Kenneth M. Lansing, “art cannot be defined because the thing called art do not have a distinctive feature in common, if they did, any new work containing that feature is a work of art, and any work without that feature is not a work of art.”(Kenneth, 2004), in his book called Art, Artists, and Art Education, written in more than thirty years ago, he mentioned “visual art is the skilful presentation of concepts and/or emotions (ideas and feelings) in a form that is structurally (compositionally) satisfying and coherent”. Another innovation consultant, Linda defined “art as a human creative skills and its application, something which is created with

imagination and skill and that is beautiful or that expresses important ideas or feelings” (Naiman,Linda2003).Art is the expression of ideas and emotions through a physical medium, like painting, sculpture, film, dance, writing, photography, or theatre. If you love the creative process, maybe you’ll devote life to art. The definition of art is constantly changing and evolving to include different types of activity, and the question “What is art?” has been discussed for thousands of years. Some people believe that art is the attempt to create beautiful objects, while others call art all of the works that appear in a gallery or museum, whether beautiful or ugly. Art can also mean a specific skill you’ve learned, like the art of baking a delicious pie.

Arts and Life:-

Tolstoy says, "The activity of art is based on the capacity of people to infect others with their own emotions and to be infected by the emotions of others. ...Strong emotions, weak emotions, important emotions, or irrelevant emotions, good emotions or bad emotions – if they contaminate the reader, the spectator, or the listener – become the subject of art. (Art and Life, the Psychology of Art. Vygotsky 1925). A virtual mentor in his tweet mentioned that in order to find more creativity, satisfaction, and happiness in life we need to add art in our life. He talked about "What Art Can Do For Us", in reply also stated the art is indispensable and the most simple way to add art to life is to start cultivate a taste for beauty, set art-related goals, hobbies or interests, cook, garden, and build stuff, make some of our own (Michael Hyatt)¹. Assaad.C. (2013)² observed the requirements expanding in life and in art, we must be willing to take risks to expand and grow. In life and in art, we have the opportunity to be authentic and to express both our Divinity and our human nature. In life and in art, it is our willingness to claim our gifts and use them fearlessly that will determine the extent of our fulfillment". Art will help human being in slowing down, quiet the mind and put human in touch with an inner wisdom of a person. It also added in human life as the masterpiece, a beautiful work in progress in art that constantly refining and evolve in learning new lessons and techniques for bring forth human's greatest potential and use human imagination to set the human sights on what is possible.

Arts in Making Products:-

In the business arts comes through making, i.e., artful making. Any activity that involves creating something entirely new requires artful making that maybe the making of physical products or maybe a conceptual products such as managerial activities mission, vision etc in the 21st century there are plethora of controversy on the issue of arts and science in management. Many people in business admit that the work of a business is more art than science, so the artful manager manages the products and processes through the art based integration in the process of making even at the age of the technology through the chips and mind produces artistic outputs, i.e, games, simulation, virtual experimentation everything utilizes only art. In contrast to the opinions of arts in management and management as an art Barman. A. (2016)³, commented that only the art in management and making things for business possess the possibility of making business a fad.

Arts and Innovation:-

Arts and Innovation has become possible to frame the upcoming future in a value creation manner which practice mining the future using

strategies spotting as a means of expanding human perceptions and finding hidden patterns. Naiman.L.(2012)⁴ mentioned arts and innovation should learn to make connections between seemingly unrelated phenomena,(the trend and the business). Human should generate ideas for innovation, such as finding new ways to connect with the customer, new products/services.

Arts and Design:-

In designing of products and services arts plays pivotal role. Art thinking must be considered when designing any new product or features set. Industrial designers serve the consumer through sensitive and innovative collaboration with art, science, engineering, anthropology, marketing, manufacturing. Byrd.C.(2015)⁵ mentioned in his work "the role of arts in product design", that art and design both require immense creativity, an acute sense of aesthetics and style, emotional intelligence, and the ability to tell a story through the products..

Arts and Organizations:-

Arts and organizations is also becoming a centre stage of business management literature. There are many arts based organizations, they confront the management issues Varbanova.L⁶ in his/her work "Managing arts organizations- a strategic approach in a constantly changing environment stated the interlinkage of management in arts organization.

Elliot.E.S. and et al (2015)⁷ highlighted the connection of arts with business technologies in their work "Business Architecture and Agile Methodologies- a Business Architecture Guild Whitepaper". In creating a matured an agile organization with design architecture is required which demands only the application of arts and artefacts and their alignment with business strategies, initiative, value delivery, shared capabilities.

In the episode of management and communication aesthetics issues in organization plays vital role. Even in the context of the formal and informal organization, the aestheticism plays vital role which follows the psychology as well as the philosophy of mind in organization. In this respect Mahoney.J.T.(2002)⁸ examine the underlying theories of aesthetics of communication management in the context of contemporary management and management education.

Art in Business:-

Connection between art and business is inseparable. Almost in all types of businesses, arts is a centre-stage. Arts create and promote businesses. Businesses promote art(s) and even industry. There is arts based business and arts based industry. The first layers of inter-connection among the arts, business, and industry. In the second layer, the connection between art and product. Arts promotes the products and many products uses arts. Darso. L. (2013)⁹

referred as there are four options regarding art in business. They are:-

- a) Business uses the arts for decoration
- b) Business uses the arts for entertainment, either by giving the employees benefits such as tickets for selected shows, performances at annual meetings, customer events or special occasions.
- c) Business applies the arts as instruments for teambuilding, communication training, leadership development, problem solving and innovation processes.
- d) Business integrates the arts in a strategic process of transformation, involving, as well as customer relations and marketing.

Thus, comes the relevance of the concepts of business based on arts. To improve business based on art, the arts based management thinkers have been emphasising on development of artful leadership skills for creativity and innovation, applying the arts to organizational learning. Many a time business thinkers are stating emphasising even on use of arts as a catalyst for the business transformation of business.

Darse. L (2004) mentioned that there are four contributions of Arts to Business¹⁰. They are-

- a) Metaphors: Artistic metaphors are tools for generating new types of conversations, for seeking new perspectives and for making mind shifts that can lead to innovation;
- b) Artistic capabilities: Artistic capabilities and competencies vary from communication and presentation to improve, drawing and painting as well as applying intuition;
- c) Artistic events: Ambiguity is deliberately used as inspiration and provocation through events ranging from 'concerts of ideas', Forum Theatre, painting processes for teambuilding, drumming sessions, storytelling, improvisation practice, etc; and finally,
- d) Artistic products: This arena involves social innovation and artistic products, including product design as well as new training programs and change processes.

Interconnection between arts and business is widely interpretable connections, more in between business and management. In this regard, art plays an important role model for business, is a ubiquitous statement expressing interconnections. It is seen that the arts are an emerging role model for business and in government organizations because the arts excel in

areas where managers struggle the most: chaos, diversity, ambiguity, envisioning the future and the ability to dare to break molds¹¹.

As noted in a Schumpeter blog post on "The Art of Management," The Economist Feb 17, 2011), "Business has much to learn from the arts... Studying the arts can help business people communicate more eloquently...Studying the arts can also help companies learn how to manage bright people...Studying the art world might even hold out the biggest prize of all—helping business become more innovative. Companies are scouring the world for new ideas. In their quest for creativity, they surely have something to learn from the creative industries."

Based on the various literature mentioned above, it is clear that the business itself is an art.We may come across many challenges based on rational, scientific and logical for individual or in groups. Art will express the valuable experience in such situation; art will create a safety measure by giving the clue of answering many deeper questions and may lead to the emotional truth about a situation. Art has become the role model for business. To many extent art itself is undergoing many business issues like manufacturing, product development, selling, innovation, architecture, organization, etc.

Many businesses comprising of different nature say, tourism, small scale industry, hospitality, construction, handloom products, doll making, pottery making, home decoration etc. This art based business has only developed by established norms which make to learn more principles and practices from the world of arts and apply them to business.

REVIEW OF LITERATURE

Based on various literature stated that the relation between art and business are of successfully implemented and manage. Schiuma.G(2011)¹², Cambridge University Press, in his book published highlighted that "the traditional view of the relationship between business and arts is very much a one- way affair: organisations may endorse, fund or publicise the arts but the arts have nothing to offer from a business perspective. The Value of Arts for Business challenges this view by showing how the arts, in the form of Arts- based Initiatives (ABIs), can be used to enhance value- creation capacity and boost business performance." He talks about what is the value of arts in business, how can the arts contribute to develop organisations and boost business performance, why do organisations need to absorb the arts in their working mechanisms and business models. In The Value of Arts for Business the author argues that the arts represent a new 'territory' to innovate management systems. Through the implementation of Arts- based Initiatives (ABIs),

managers can both manage the organisational aesthetic and develop their people and infrastructure.

Bjorkegren.D(1996), in his book, the cultural business: management strategies for the arts- related business. 1996 pp. VIII + 208 pp., with the title, “the culture business: management strategies for the arts-related business”, examines that the activities of publishing houses, record companies, and film companies and present new data on the organization and strategic management of arts- related industries. It also examines the emergence and development of aesthetic theory in western society, focusing on theories that are particularly concerned with the production and consumption of cultural commodities. The commercial considerations that are associated with arts related businesses are discussed.

Ibamcha. A(2015) studied arts in the context of cultural tourism and potential in North East Indian regions¹³.

ARTS BASED BUSINESSES IN NORTHEAST STATE

Northeast India is the home of a large number of tribes and sub-tribes. They have a vigorous craft tradition and every tribe excels in craftsmanship: this excellence manifests itself in the various products its member's produces¹⁴. Art based business in North-Eastern part of India comprises of various types of business in which it promote investment and business opportunities. The main art and crafts of each state of Northeast India are given below:

Table-1, North Eastern Arts and Crafts in Business

Sl No	Name of NE States	Ambits of Arts & Craft	Principal Articles
1	Arunachal Pradesh	Carpet making, masks, painted wood vessels, bamboo and cane crafts, weaving, woodcarvings, jewellery and other miscellaneous crafts	Handmade pottery, brass cutting, silver works etc. The other numerous articles with goat hair, ivory, boar's tusks, beads of agate, and other stones as well as of brass and glass.
	Assam	Rich variety of arts and crafts, Handloom, Handicraft, Brass Metals Potteries and Vessel Making, Bamboo and Cane Industry.	The panorama encompasses handloom weaving, cane and bamboo works, sitalpith, brass and bell metal works, ivory, wood-work, sholapith, pottery and fiber craft. Handloom weaving comprises the culture of Endi, Muga and Mulberry Silk.
2	Manipur	Peculiar blend of tribal traditions and Vaishnavism, with numerous colourful crafts	Textiles, strong bell metal bowls, cane and bamboo and mats made of spongy reeds. Manipur is also well known for its gold and gold plated jewellery- earrings, necklace, armlets and bracelets. Beautiful dolls and toys of straw and clay are also made in Manipur.
3	Meghalaya	Cane and bamboo holds a prime place. Artistic textile weaving and woodcarving is practiced in Garo hills. Silk weaving of Endi silk is very famous in Meghalaya. An unique craft of this state is Pineapple fiber articles.	Silk weaving of Endi silk, Carpet weaving, ornaments, musical instruments are other specialities, various types of nets, bags and purses. Meghalaya is culturally very rich in the area of dance and music. The different types of dances are Nohkjot, Mastieh, Shad wait, Shadynti etc.
4	Mizoram	Numbers of craftsman and skilled artisans among the mizos. Weaving is an integral part of Mizo culture.	Weaving, bamboo and cane craft, pipes, jewellery and musical instruments.. Bamboo and cane works are equally of importance in Mizoram
5	Nagaland	Colourful culture if India. The arts and crafts of Nagaland include the weaving, basketry, woodwork and jewellery making etc.	The Naga people prepare different products using shell and beads, birds' wings and flowers. Like weaving, pot making is exclusively a woman's craft. Earthen pots by hand without the use of wheel. Woodcarvings associated with the religious beliefs and practices, apart from preparing objects for daily use like utensils etc.
6	Tripura	Tripura has a large population of tribals, thus has a tradition of different kinds of crafts. Handloom is the most important craft of the state. Handloom with vertical and horizontal stripes with scattered embroidery in different colours; cane and bamboo craft.	Popular handicraft items are bamboo screens, lamp stands, tablemats, sitalpati, woodcarving, silver ornaments and other crafts that are practiced. Simplicity is the hallmark of brass and bell metal articles provided in Tripura.

CREATIVE INDUSTRIES

Creative industries cover publishing, design, digital media, etc. Creative industries are symbolic representation of cultural identity and diversity of any region. The creative industries and economy are straddling wide ranges of goods and services arts-crafts, audio-visuals, design performing arts, and media and entertainment. Creative industries promote and stimulate establishment of micro-businesses within the cultural festivals, film, video, print and electronic media, leisure software / computer games, TV, radio and internet broadcasting, advertising, architecture, music, publishing, visual arts & crafts, heritage and tourism, folklore, medicinal plants and other related industries (Annet, 2013)¹⁵. Today, the creative business taking north east India is occupying the centre stage of economic debate and vision and policy¹⁶.

AESTHETIC IN BUSINESSES

North east India is emerging developing region. In the auspices of development schemes of government of India the states of north east India are developing rapidly. With the development of state economy the new business houses are settling at the north eastern market. These newly established markets are developing its own infrastructure for doing the business. In doing so the business houses in north eastern states are utilising the arts for business aesthetics.

OBSERVABLE FACTS ON RESEARCHES

Arts are connected to businesses in multiple ways. In north east arts and craft are used for livelihood and business of community. A plethora of north eastern arts and crafts is serving the community as base for industrial and entrepreneurial venture in small and medium sized sectors. Researches under the ambit of entrepreneurship in north east communities have sporadically touched upon the art based entrepreneurship in north east. But, the clarity of issues on Art in Business in North East India is yet come out. As the arts and businesses are touchier subject covers the critical aspect of culture, industries, business, management, history and tourism, and other relevant field of economics, hence considering the importance of arts a plethora of researches can be conducted by systematically developing context for research.

CONTEXT FOR FUTURE RESEARCH

As we speak on context of Arts, Business, Management, and North East India, quite a few research contexts can be developed. They are-

- (1) Arts Based Business as the livelihood for communities of north east India is a question for inquiry.

- (2) Management of Art-Based Business and their sustainability for sustaining in the Post liberalised era for North East Economy would no doubt be the meaning full research.
- (3) As the arts and crafts are changing due to change in economy, technology in many places of North East India as the consequence new art based business are evolving with new potentials need systematic appreciation.
- (4) Since, there is a glut of emerging creative industries in North East Indian states management of these creative industries and their challenges can be systematically studied.
- (5) Due to ongoing economic development process, there are big business houses establishing its foundation in North Eastern capital cities and other big-towns where arts and crafts are used for the purpose business aesthetic. Arts used in such business houses are either indigenous or borrowed. Study on business aesthetic adopted by big business houses their issues of management, impacts etc. can be examined in the context of the region.

Study may be conducted on the above issues for region as whole and may be from the stand point of state level situation on Arts in Business, Arts and Culture Businesses. These studies need to endorse by NEC and ICSSR, UGC, AICTE, DST, Ministry of cultures and tourism. Such endorsement will help in stimulating the creative minds for integrating arts in business as well as business in developing arts in the region where tradition of laziness and unemployment are the crux of problem of tardiness, sloth among the populace of the region.

IMPLICATIONS AND CONCLUSION

The NER Vision 2020 also briefly stresses that "Many more initiatives need to be taken upon documentation, dissemination of NE art and culture and propagation of tribal arts, crafts and traditions and promoting, projecting and preserving the cultural heritage of the Himalayas and for promoting Buddhist and Tibetan cultures and traditions through research work"¹⁷. There are enough possibilities to undertake the many studies on the arts- based-businesses and art in business in the context of North East Indian Region as a whole and for each state or even at the micro level. If the researchers and sponsoring organizations feel these types of studies may create multiple implication for developing the regional economy by integrating arts to business, and business to the development of arts, and business for promoting the arts. The will to do from all the corners can bring the changes in the regions.

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