

6th

Cultural Economy Conclave

Dharm. Culture. Development

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28-29th October 2026

KIIT University Campus, Bhubaneswar

Precursor RT in Lucknow, Chennai, Gandhinagar & New Delhi

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<https://indiathink.org/cec2026/>



Dialogue on;

“Cultural DIPLOMACY, Arts, Tourism, Heritage, Peace, Civilization, Human Consciousness, Environment & Wellness, Ethical Practice, Pilgrimage and Economy”

Special Focus on:

- Bharat’s tribal economy for sustainable development & Vikasit Bharat 2047
- Maritime Marvels: Ancient Cultural trade routes & Indian rulers in Bay of Bengal

www.indiathink.org

20, Ansari Road, Daryaganj, New Delhi -11002

Key Partners and academic endorsement for CEC 22, CEC 23, CEC24 & 25

- Gujarat University, Ahmedabad
- Gujarat Tourism, Govt. of Gujarat
- Ahmedabad Municipality Corporation (AMC). Govt. of Gujarat
- Central University of Gujarat (CUG), Gandhinagar
- Entrepreneurship Development Institute of India (EDII), Gandhinagar
- PDPU, Gandhinagar
- Indian Council for Cultural Relations (ICCR), Ministry of External Affairs (MEA)
- Research and Information System for Developing Countries (RIS), MEA, New Delhi
- Incredible India, Ministry of Tourism, Govt. of India
- Uttar Pradesh Tourism, Culture & Religious Affairs, Govt. of Uttar Pradesh
- Kashi Vishwanath Temple Trust, Varanasi
- GIDR, Govt. of Gujarat
- Goa Tourism, Govt. of Goa
- Indian Council of Social Science Research (ICSSR), Ministry of Education
- Indian Council for Philosophical Research (ICPR), Ministry of Education
- Indian Council for Historical Research (ICHR), Ministry of Education
- Office of the Economic Advisory Committee – Prime Minister (EAC to PM), Niti Ayog
- IGRMS & IGNCA, Ministry of Culture
- NCPCR, Ministry of WCD, Govt. of India
- BPCL, JK Cement, Ahuja Radios
- Ikshwakupuri Research Foundation (IRF)
- Bhishma Indic Institute, Pune, **Organiser & Panchjanya, Temple Connect** and others

Key partners This Year CEC26:

- Utkal University, Bhubneswar , Orissa
- IIM Lucknow , Uttar Pradesh
- EDII , Gandhinagar , Gujarat
- IGRMS , Ministry of Culture , Govt. of India
- IGNCA , Ministry of Culture , Govt. of India
- Temple Connect



I. **Background:**

Cultural Economy Conclave brochure (Concept Note) along with advisory and invited speakers list are attached with this proposal and hosted at <https://indiathink.org/CEC2026/>
<https://indiathink.org/cec2025/cec25.pdf> [CEC Handbook]

<https://indiathink.org/cec23.pdf> [Handbook]

<https://indiathink.org/itc-in-news.html> [ITC in News]

<https://www.youtube.com/@INDIATHINKCOUNCIL> [Dialogue Videos]

#CEC26 this year will focus on Cultural & Heritage Economy, Peace & security, Environment, Film & television, Media & Entertainment, Agriculture, family Culture, Philosophy & literature.

I.a Organizing Committee: CEC26

<http://indiathink.org/cec2025/team.html> [Advisory, Management & organizing Team]

I.b Invited /confirm speakers are listed here:

Inaugural Session:

Hon.Governor & CM of Odisha, and others

More details: www.indiathink.org/cec2026 (List under finalization)

II. **Purpose:**

Cultural economy as a discipline is not a growing field today but has always been an established area of practice and tradition in the Indian economy.

Economy of Culture and **Culture's influence on economy** are two key dimensions of the cultural studies and an interdisciplinary field examining how shared cultural beliefs, values, and practices influence economic behaviour, institutions, and outcomes, while also studying the economic aspects of cultural goods and services, such as the production and consumption of art, music, and film, cuisine, fashion & Trade etc.

It explores both the cultural dimensions of economic phenomena and the economic dimensions of cultural phenomena, connecting economic theory with disciplines like anthropology, sociology, and cultural studies to understand complex interactions between culture and economy.

Various effort of the present central and state government regarding development of the spiritual tourism (Teerthatan), religious corridors & overall temple economy are extended efforts to formalise our traditional economy to boost GDP and to build a sustainable economic structure.

India Think Council, organises #CEC every year to cover wide range of subjects of the Indigenous economy related to our heritage & History and traditional trade practices prevalent in Indian economy which is also enshrined in our scriptures.

Detailed Concept Note:

Indian culture in the ethno-linguistically diverse India; is the heritage of social norms, values, traditions, economies and technologies. This also applies beyond India to countries and cultures whose histories and present ethnic practices are deeply rooted and connected to India by influence of Indian rulers, Spiritual followers and disciples, immigration or colonization particularly in South Asia and Southeast Asia.

India's languages, religions, temples and pilgrimage, philosophy, family life, clothing, festivals, dance, music, literature, school of thoughts, scriptures, epic stories, architecture, art, cuisines and customs are rich sources of larger Indian economy and GDP.

Indian culture which is as a combination of several cultures, has been influenced by a history and philosophy that is several millennia old which is preserved in our temples, shrines, archaeological sites, scriptures and family practices of larger Indian communities.

The term soft power is not a new to our nation which led the world once through its academic excellence, spiritual guidance, life sciences and dharma.

No economy devoid of the religious (Dharmik) and spiritual pursuits and the cultural values of the region can grow sustainably. Materialism or spirituality or culture alone is not capable of thriving unless they coexist in a system of good governance.

While economics is indicative of the prevailing conflicts of a capitalist or aspiring to be capitalist society and its overall business and trade activities; spirituality deals with something that is sacred and possess the power to heal and guide for righteousness according to appropriate dharma of the religious practices. The discipline (Cultural Economy or religious economy) recognizes the value that both economics and dharma lend to each other.

While Dharma (religion) and spirituality is the guiding force of any noble society in every walk of life; culture and tradition are the reflection of beliefs, behaviour and values deeply inherited in the society and prevailed as such to be recognized as an identity and inspiration.

This is also referred as behavioural economics. Cultural Economics studies the relation between with culture and economical values which is created by the culture itself. Cultural finance is a growing field in the behavioural economics that studies the impact of cultural differences on individual financial decisions and on financial markets. We may also call it "The Role of Social Capital in Financial Development".

It is believed that the concept (cultural economy) as a subject of studies emerged in the mid-90s of twentieth century in the social sciences and economic theories. However, the great Indian philosopher Acharya Kautilya narrates economics, dharma and behavioural science in the 3rd century as;

सुखस्य मूलं धर्मः, धर्मस्य मूलं अर्थः, अर्थस्य मूलं राज्यं, राज्यस्य मूलं इन्द्रिय जयः
इन्द्रियाजयस्य मूलं विनयः, विनयस्य मूलं वृद्धोपसेवः, वृद्धोपसेवाय विग्र्यानं, विग्र्यानेनं आत्मानं सम्पद्येत
समपदितात्म जितात्मम भवति, जितात्मा सर्वार्थं संयुज्यते ॥ - चाणक्य सूत्र

There is a wide discussion around for a precise definition and its composition in terms of sectors of activity; however, it is a concept to which is assigned a different meaning. In some cases, it contextualizes the economics associated with the culture and creative industries, tourism and heritage and in other it relates to the economic exploitation of the culture and heritage of a society. And in another case, it means both. It is an understanding and practice of consciousness in business and behaviour. A cross-disciplinary study combining psychology, economics and the spiritual science of the Vedas and Indian culture to explain the vying among rivalry, deceit as success strategy, cut-throat competition, ignorance of culture and ethical values considering as obstacle to growth and development, unending economic hardship, exploitation, inequity, and struggle in this world, economic methods devoid of peace and sustainability and emerging ecological problems.

Since Economics is a man-made creation which is a set of ideas entirely created by human beings, if we want to understand the economic problem and its solution we must understand how and why human beings act in this world? That will give us the insight needed to properly adjust the economic activity and human consciousness and all of the parameters of the economic calculus to get the desired result.

चिन्तामपरिमेयां च प्रलयान्तामुपाश्रिताः ।

कामोपभोगपरमा एतावदिति निश्चिताः ॥ ११॥ श्रीमद् भगवद्गीता , अध्याय १६, श्लोक ११

with death. Yet, they remain assured that gratification of desires and accumulation of wealth is the ultimate objective of life.

The verse from the Bhagvad Gita is the substratum of what religious or cultural economy explicates in terms of material and non-material (Spirituality) pursuits of life. Religious Economy or cultural economy as a concept bridges the corporeal, worldly and the transcendental or intangible aspects of human existence.

Public Administration literature also identifies the two dimensions through the hierarchy of needs. It suggests that the attainment of basic physiological needs of food and shelter is followed by security needs which are fulfilled by financial gains.

Having achieved these needs, man tends to move into the realm of self-actualization which we refer to spirituality, thus making it imperative to understand that human consciousness does not cease to exist on obtaining wealth. Rather, it constantly impels man for more, which could be misunderstood as material urge. It is this cycle of psychological; security and spirituality need that becomes the principle of humanity.

Spiritual Economics (Religious and cultural) analyses economic behavior as a function of human consciousness, and explains the development of consciousness using concepts from the Vedas and Bhagvad Gita.

Within the framework of the Sustainable Development Goals (SDGs) adopted in September 2015 by the United Nations, the international development agenda refers to culture for the first time. This has been lauded by UNESCO as “an unparalleled recognition”. The safeguarding and promotion of culture is an end in itself, and at the same time it contributes directly to many of the SDGs (5,8,10,11,17)— safe and sustainable cities, decent work and economic growth, reduced inequalities, the environment, promoting gender equality and peaceful and inclusive societies, Revitalize the global partnership for sustainable development. The indirect benefits

of culture are accrued through the culturally-informed and effective implementations of the development goals.

The SDGs enshrine a conceptual shift in thinking about development beyond economic growth — envisioning a desirable future that is equitable, inclusive, peaceful, and environmentally sustainable. This bold vision demands creative approaches, beyond the typical linear and sectoral ones that most countries have been used to in recent decades.

If the SDGs are grouped around the economic, social, and environmental objectives as the three pillars of sustainable development, then culture and creativity contribute to each of these pillars transversally. The economic, social, and environmental dimensions of sustainable development, in turn, contribute to the safeguarding of cultural heritage and nurturing creativity.

Cultural heritage — both tangible and intangible — and creativity are resources that need to be protected and carefully managed. They can serve both as drivers for achieving the SDGs as well as enablers, when culture-forward solutions can ensure the success of interventions to achieve the SDGs.

Therefore, to delve into such a convergent discipline, we firmly believe that Bharat; owing to its rich and varied historical, cultural and economic attributes will remain a source of inspiration and learning to the scholars and CEC dialogue would do justice to those in search of the true meaning of life.

Details of CEC since 2019:

- 1st CEC was organized in Goa in 2019 with Goa Tourism & others as a Spiritual Economy Conclave which was later copyrighted by the ITC as a Cultural Economy Conclave.
- 2nd CEC was organized 2022 with EDII: <https://indiathink.org/cec/>
- 3rd CEC was organized in 2023 in association with the Gujarat University: <https://indiathink.org/cec2023/> [<https://indiathink.org/cec23.pdf>]
- 4th #CEC24 was organized during Mahakumbh 2024 as part of Kumbh Conclave (<https://indiathink.org/kumbh2024/>)
- 5th CEC <https://indiathink.org/cec2025/cec25.pdf>
- **CEC is largely covered by the prominent national /vernacular media (print and digital), official social media handles of the government and noted personalities.**

<https://indiathink.org/itc-in-news.html> [ITC in News]

The specific objectives of the CEC will be:

- To showcase the vibrance of the Indian Civilization, culture, heritage & Pilgrimage
- To brainstorm on the challenges of global mankind issues and explore welfare solutions
- To leverage Culture & Heritage for boosting tourism business and related economies
- To enhance the country's self-reliant economic growth
- To encourage tourism through knowledge and awareness of our history and culture

- To explore cutting-edge, world-class benchmark for the tourism sector
- To come out with papers on various thematic technical sessions during the conclave

III. **Duration:**

The Proposed duration of the Summit will be for 2 Days.

The proposed dates: **28-29th Oct. 2026**,

Special roundtables across India: Details updated at www.indiathink.org/CEC2026

IV. **Place & Venue:**

Bhubaneswar and RT in 5 other States

V. **Delegates:**

CEC aims to invite a national and international delegation of Policymakers, Industry Leaders, Business chambers, Multilateral Organizations, Social Impact Organizations, Policy think tanks, Start-Ups, MSMEs, Visionaries, Thought-leaders, Academicians, and Researchers who would cohesively drive the agenda of scripting social and economic change by connecting the building blocks of sustainable economics and growth for India and solutions for the global welfare and peace.

The Summit will engage different regional participation from across the country and SAARC and ASEAN regions

A. **National Delegates:**

i. **Founders / Business Owners /Entrepreneurs/Religious scholars**

- Industry experts from across the country, including UTs and Islands
- Women, Tribal, Minority, Dalit, Differently Abled Entrepreneurs
- Art and Craft Based Entrepreneurs
- Religious scholars of various sects and worship
- Travel operators and Tour guides

ii. **Policy Makers**

- Government Officials
- Independent Thinkers and Strategists
- Tourism experts

iii. **Academicians, Trainers, Mentors, and Researchers**

- Professors, Consultants, Advisors and Independent /institutional researchers
- Researchers, Doctoral and Post-Doctoral Scholars

iv. **Corporates, Industry representatives, Social-impact organisations, NGOs**

B. **International Delegates**

- Diplomats, Government Officials, Entrepreneurs and Policy Makers from ASEAN, SAARC, Emerging Economies in Asia and South East Asia, including neighbouring countries etc.

The Summit aims to witness approximately 1000 footfalls of a national and international delegation. The specific numbers are proposed as below:

- Indian delegates: 1000 [100 Officials/Policy Makers, 100 Entrepreneurs, 800 Researchers/Academician]

- International delegates: 100 [100 Officials/Policy Makers & Entrepreneurs]
- Co-ordination Team: 35

VI. The Programme:

During the three days' Summit, the program will include a plethora of dialogues and deliberations, invited talks, panel discussions, Lit-fest, cultural performances, Book launches, exhibitions, etc. (This year CEC is scheduled for single day at various places)

Technical and plenary sessions of CEC26: (Major Themes)

1. Economic Wellbeing and Peace During Turbulence and Trade War
2. Proselytising Through Cinema And Art : Critical Evaluation of Bollywood & Content
3. Schooling & Parenting: New Age Challenges and Solutions
4. Preserving Family Values & Ethical Practices
5. Holistic Health and Misleading Medical Practices
6. Efficiency of regulatory framework and challenges for food adulteration
7. Cultural Index mapping and redefining national income
8. climate credit and environmental concerns during conflict and analysis of global peace indexation

Agenda in previous CEC dialogues:

- 1) SDG and GDP through cultural renaissance
- 2) Dharmik Development and sustainability
- 3) Global peace and conflict resolution
- 4) Food security, safety and monitoring
- 5) Environment and challenges (resources and threats)
- 6) Ethical Business practices and regulations
- 7) Religious places and management and entrepreneurship (Temple Economics)
- 8) Tourism, Heritage, Pilgrimage and investment
- 9) Inclusive growth: Tribes, Tradition, Technology
- 10) Cinema, content and Indian History: OTT and web movies
- 11) Humanitarian Economics and consciousness
- 12) Economics of scale in pilgrimage and heritage

Exhibition:

- a. By State govt.'s tourism/Culture and associated partners on Indian tourism, heritage
- b. Travel bloggers and Travel publication
- c. Sculptures and artistic bodies
- d. Indian Museums and department of Universities /private museums

VII. Outcome:

The CEC26 aims to achieve the following outcome:

- Presence of Invited Indian and International Scholars from the renowned global universities, Diplomats, religious gurus, Monks and philosophers, Industry Experts and owners, Government advisors, Academia, Heads of Policy Think Tanks and technical experts
- Networking and Collaboration Opportunities with Stakeholders

- Demonstration of Indian heritage, culture and pilgrimage & tourism economy
- Discussions on various national and international policies including cultural and tourism practices
- Solutions to the challenges for the mankind and global welfare
- Publication of Pre and post conference handbook with research and dialogue papers
- Awareness of policies and schemes of the government.

VIII. India Think Council (ITC): 10 years (2013-2023)

India Think Council (ITC) is a New Delhi based Think Tank ranked 70 in South Asia by TTCSP (University of Pennsylvania in 2018-19-20-2021) which was initially founded by 60 Chartered Accountants for research on public finance and economy and presently engaged in Public Policy ,Indic Studies and Governance .Our regular research and dialogue activities by a team of young professionals and expert advisory committee leads us to hold national /international conferences /seminars across India with collaboration and support of Central Ministries /departments , various state governments and renowned universities /institutions.

Team of scholars in the council and its regular dialogue, conference and research orientation is positioning the council as a prominent think tank of India.

Appreciation by Hon. President, The Vice President and Hon. Prime Minister of India, various Indian state governors, chief ministers, parliamentarians, academicians, legislature, judiciary stalwarts for our policy initiatives, cultural research and dialogues are manifestations of our commitment to bring good governance in the country and preserve pride of India through academic research and healthy dialogue.

More than 3.5 Lac learned participants have attended till July 2026 in our intellectual sessions across the country and thousands get virtual benefit of our policy lectures through social media and regular write ups. (* Data is based on the statistics of Digital Traffic, physical presence and participation)

Our team of experts are representing the council regularly to the global platform hence providing the council an international recognition and impetus to its global vision.

<https://www.indiathink.org/past-event.html> | <https://www.indiathink.org/past-event.html>

A) On culture & tourism;

1. **Kumbh Conclave** (All Kumbh Places) with UP Tourism & Culture and Incredible India & Others
2. **Sangam Samvad** – Prayagraj -Annual with UP Tourism, Prayagraj Nagar Nigam
3. **Cultural Economy Conclave** (CEC) – Annual with Gujarat Tourism and Incredible India, Ministry of Culture and others
4. International Temple Convention & Expo with Temple Connect #ITCX (partnership)
5. **Awadh Mithila Summit**, Ayodhya -Annual with UP Tourism
6. Jatayu Rama Conclave & Seetanveshan – Kerala - Annual

7. **Global governance Model** in Indic studies with various State Govts.

B) **Others**

1. **CCPCG Lecture series** -Annual
2. **Temple Economics and sustainability** – RoundTable series
3. **International Auditors Summit (IAS)**- Annual Ethical practices and accountability- Annual

Major subjects Covered in these dialogues:

Indian culture and civilization, IKS (Indian Knowledge System) , Tourism ,soft power and cultural diplomacy, wellness tourism, history and anthropology, archeology, technology, economics, good governance, river and water preservation, bi-lateral relation, Teerthatan/pilgrimage , infrastructural development, make in India, smart city project, north east development, women empowerment, Aayush, agriculture and cooperatives, regional cooperation, panchayat, rural development, energy etc. are the key subjects we have covered in the programs.



ITC YouTube: <https://www.youtube.com/@INDIATHINKCOUNCIL>









इंडिया थिंक काउन्सिल , नई दिल्ली

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