

INDIAN KNOWLEDGE SYSTEMS & HERITAGE

State of the Industry Report

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భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

DEPARTMENT OF HERITAGE SCIENCE & TECHNOLOGY

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Part I

EXECUTIVE SUMMARY



Executive Summary

1.1 Indian Knowledge Systems & Heritage (IKS&H) Industry poised to hit \$ 1 trillion milestone by 2034

The diverse and expansive IKS&H industry in India, encompassing sectors such as culinary tourism, textiles and apparel, cultural tourism, event industries, publishing, handicrafts, toys, yoga, Ayurveda, heritage tourism, games and multimedia, IKS e-Learning, and architecture, demonstrates immense growth potential.

There is a pressing need to look at these sectors collectively as an IKS&H industry because it is driven by a common set of factors: the rich Indic identity, a robust market desire, and a shared cultural heritage. These sectors, though varied, are unified by the underlying Indian ethos and collective consumer enthusiasm. While they have undeniable global appeal, it's important to note that the current estimates exclude global markets, focusing solely on the domestic potential.

Currently, these sectors collectively approach a significant market size, with some like the culinary and heritage tourism markets themselves projecting substantial growth over the next decade. Given the current trends and projected Compound Annual Growth Rates (CAGR), there is a compelling case to be made for the total aggregate of India's IKS&H industry reaching or even surpassing the 1 trillion USD mark within a decade. This translates into about 92 Lakh Crores at prevailing exchange rates.

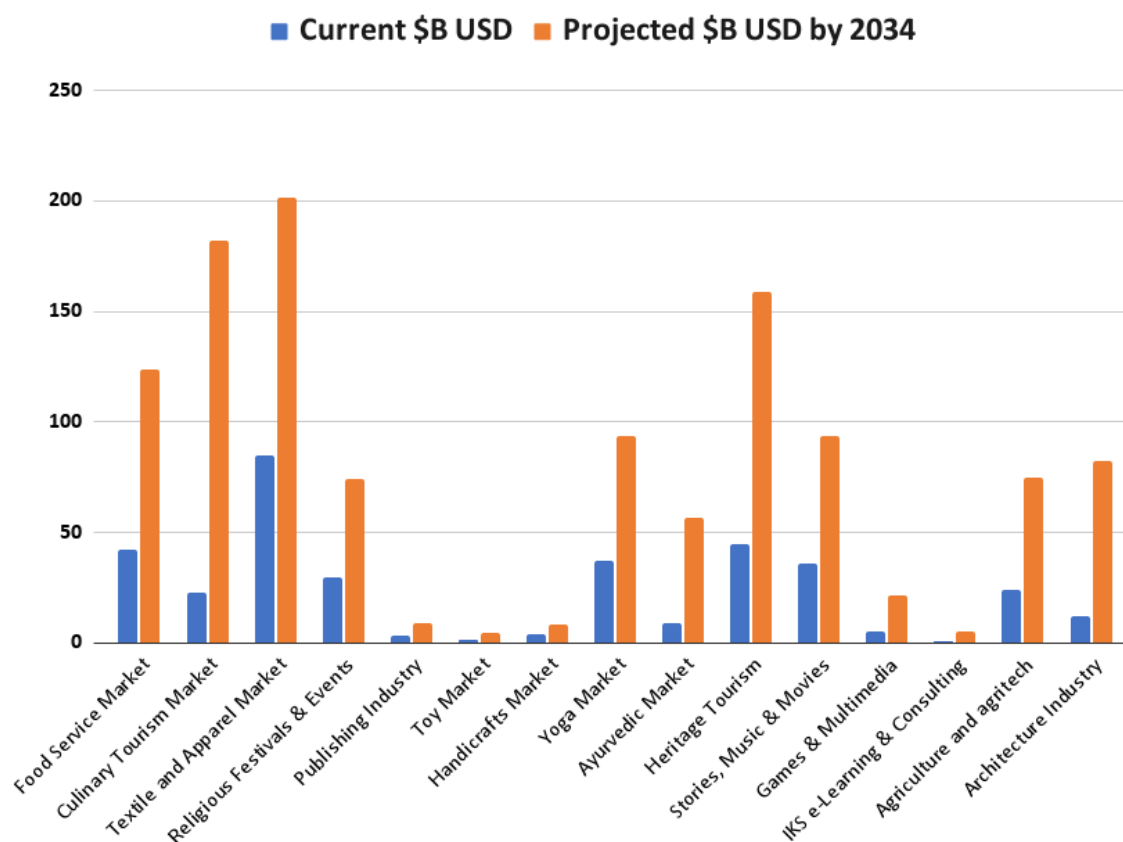


Figure 1.1: Current and Projected Market Share of Various IKS&H Sectors.

These projections are underpinned by several key factors: a rising global interest in India's diverse cultural and traditional offerings, increasing digitalization and global connectivity bolstering sectors like e-learning and multimedia, and a growing domestic and international tourism market captivated by India's rich historical and cultural sites. Also, initiatives by the government and private sector in promoting and preserving India's heritage, coupled with burgeoning investments in these sectors, are likely to catalyze this growth. The integration of traditional knowledge systems with modern platforms, the revival of artisanal crafts, and the burgeoning demand for sustainable and culturally rich experiences further augment this potential.

Thus, considering the existing market dynamics, growth trajectories, and the multifaceted appeal of India's heritage sectors, reaching a total market size of 1 trillion USD in the coming decade is not only plausible but also indicative of the untapped potential and global relevance of India's IKS&H industry.

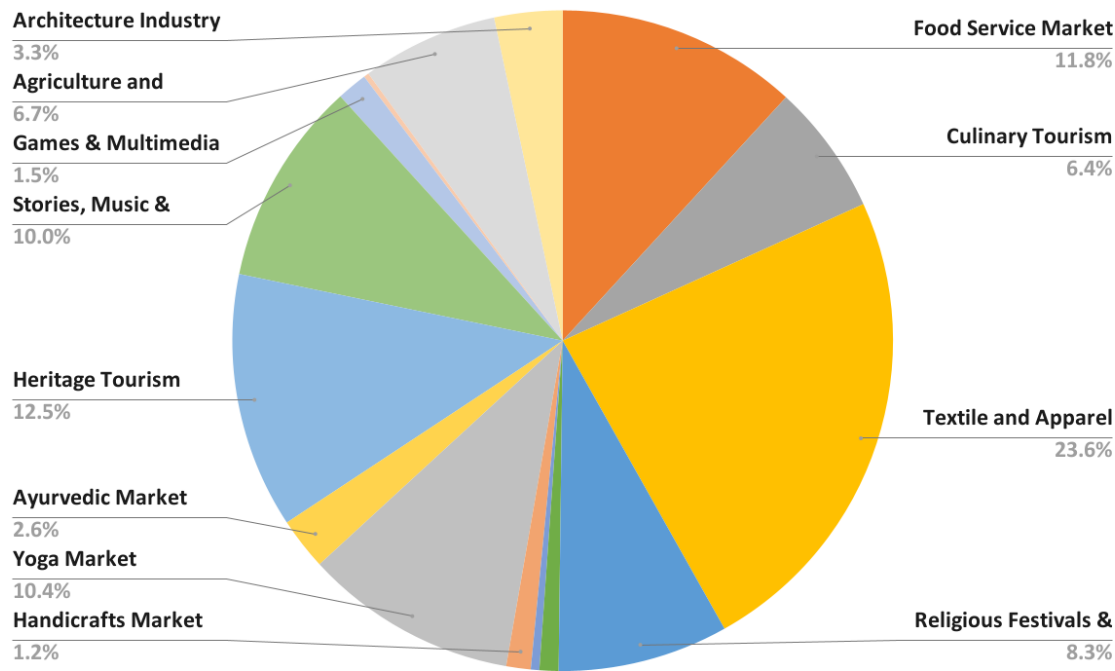


Figure 1.2: Current contribution of various segments to IKS&H market size.

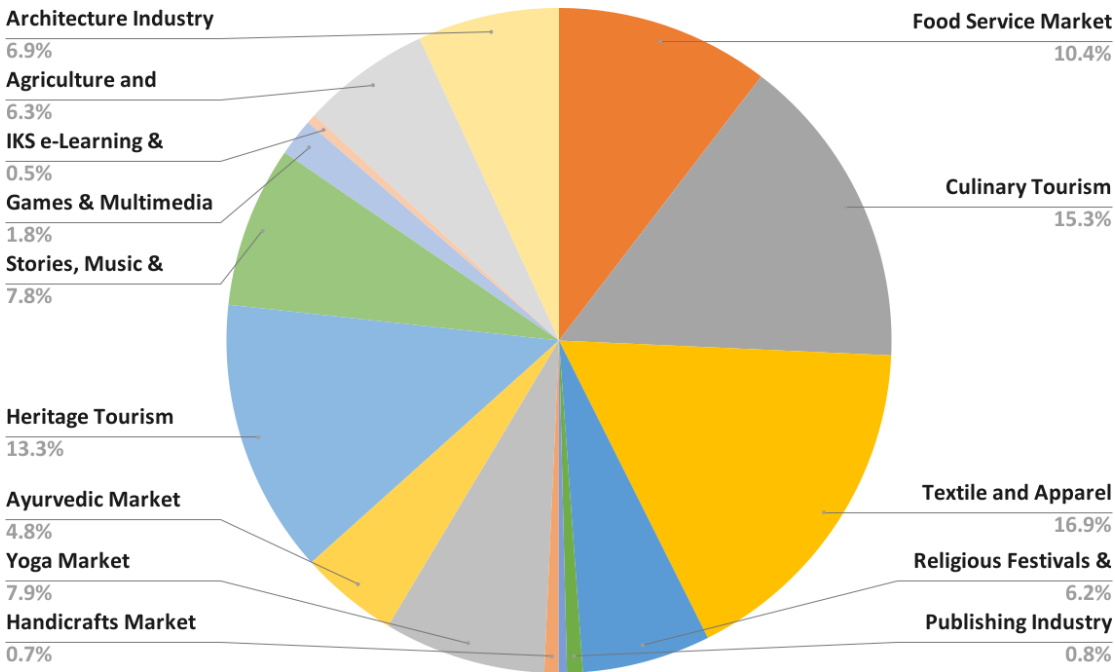


Figure 1.3: Projected contribution of various segments to IKS&H market size by 2034.

Part II

BACKGROUND



Indian Knowledge Systems & Heritage as industry

2.1 Heritage

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. There are three types of heritage sites: cultural, natural, and mixed. Cultural heritage sites include hundreds of historic buildings and town sites, important archaeological sites, and works of monumental sculpture or painting. Natural heritage sites are restricted to those natural areas that (1) furnish outstanding examples of Earth's record of life or its geologic processes, (2) provide excellent examples of ongoing ecological and biological evolutionary processes, (3) contain natural phenomena that are rare, unique, superlative, or of outstanding beauty, or (4) furnish habitats for rare or endangered animals or plants or are sites of exceptional biodiversity. Mixed heritage sites contain elements of both natural and cultural significance.

Our cultural and natural heritage are both irreplaceable sources of life and inspiration. UNESCO seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called as the Convention Concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972.

Cultural Heritage can be tangible or intangible. The term 'cultural heritage' has changed content considerably in recent decades, partially owing to the instruments developed by UNESCO. Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts. Today, within India these intangible heritages are often studied under the term Indic Knowledge Systems (IKS).

Sources:

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- <https://www.britannica.com/topic/World-Heritage-site>
- <https://ich.unesco.org/en/what-is-intangible-heritage-00003>

2.2 Indian Knowledge Systems(IKS)

India's intangible heritage most notably comprises its traditions of knowledge - oral and textual, formal and informal. The intangible heritage that is knowledge, and the associated systems for institutionalized production, transmission and utilisation of the knowledge are together referred to as Indian Knowledge Systems(IKS). While formally IKS includes the Vidyas and Kalas, it is broad enough to embrace the large gamut of best practices and traditional wisdom in practice in various communities. It includes fields as diverse as philosophy, architecture, grammar, mathematics, astronomy, metrics, sociology, economy and polity, ethics, geography, logic, military science, weaponry, agriculture, mining, trade and commerce, metallurgy, mining, shipbuilding, medicine, poetics, biology and veterinary science.

2.3 IKS & Heritage (IKS & H) - Breadth, Depth and Economic Potential

India is home to about 14 intangible world heritages and 38 in the tangible World Heritage list of UNESCO. While only these many are listed, several more Heritage assets draw the attention of people across the world.

India is blessed with an extremely rich Heritage that spans, natural and cultural heritage and Indian Knowledge Systems. As one of the very few continuously surviving ancient cultures to this day, every nook and corner of the country is strewn with heritage sites like forts, temples, palaces and a variety of buildings. India is blessed with unique intangible IKS assets such as practices, knowledge, skills and oral traditions that straddle the knowledge systems from philosophy to the sciences, Mathematics to performing arts. Our knowledge systems also include those pervasive aspects of life and society such as dress, language, and cuisine. They are so diverse that they vary every few hundred kilometres across the country. India is also blessed with a diverse natural heritage from ultra-frigid cold regions to hot sandy deserts, from lofty mountains to sunny beaches, caves, caverns, rivers, seas, lakes and fertile plains. Thus India is one of the richest countries regarding the breadth of IKS & Heritage assets, and the depth of understanding of living traditions.

2.4 IKS & Heritage should be treated as an industry

While these Heritage sites and Indian knowledge systems are a source of pride, it is not sufficiently appreciated that they have huge economic potential. While we do know of the presence of a huge industry for Yoga, Ayurveda, Tourism, handlooms and handicrafts the potential of the Indic food industry, Indic fashion and beauty, Indic Language technologies, Indic toys, stories, and multimedia entertainment industries are insufficiently explored. Even among those markets that are well known, fragmentation and low-value addition is a problem that results in low earnings and smaller revenue. There is little synergy in policy, execution, marketing and Research and Development of these various sectors and they operate in silos under various ministries like Tourism, Industry, AYUSH, Culture, Education, Rural Development, Textiles and MEITY. We thus propose there should be institutional mechanisms for close cooperation and synergy between various industries that revolve around Heritage assets – tangible and intangible.

The emergence of IKS & Heritage as an industry also infuses pride in Bharateeya Heritage and acts as a source of soft power. But probably the most important reason to create IKS & Heritage as an industry is as follows.

IKS & Heritage is not just an emotional calling but also a mammoth economic engine providing livelihoods to crores of people. When people see this side of IKS & Heritage as well, it brings a newfound admiration, deep respect and a sense of ownership of our precious Knowledge systems and Heritage.

2.5 Formalising the IKS & Heritage Industry

Firstly there should be a clear recognition that diverse existing industries - Yoga, Ayurveda, Tourism, Culture, Arts, Architecture, Archaeology, Museums, Handicrafts, Handlooms, fashion, Indic Food, Entertainment, Indic Games, Digital tech for Culture and Languages, Indic toys, games, multimedia and festivals are partly or entirely a part of the larger Heritage Industry.

Secondly, this recognition should lead to the development of an enabling administrative structure.

Academic institutions should gear up to power and support this industry through Research, Development, Innovation, Education, Skill Development and Human Resource Development.

Finally, startups and entrepreneurs need to ensure a smooth translation of ideas, science and technology to serve the customer.

We dwell on each of these in the following subsections.

2.5.1 Enabling Governance Structure

This recognition should lead to synergised strategies for generating jobs and livelihoods from these IKS & Heritage assets. Currently, the various assets are being managed by various ministries like Ministries of Tourism, Culture, AYUSH, Agriculture, Rural Development, Education, MEITY, DST and several others. Synergising these efforts allows deep research, technological development, cross-selling, joint marketing, and integrated development to power this sector. The synergy can be brought about by small integrated IKS&H job promotion units in all ministries on the lines of IFD or by the creation of a separate entity for this purpose. It may also be possible to use a combination of the above approaches creatively. These new units must study the IKS&H industry in a new light and draw up targets, plans, incentives, and policies to achieve the full potential of the Heritage industry.

2.5.2 Role of HEI in advancing the IKS&H ecosystem

An important precondition for the industrialisation of an area is the presence of academic rigour and depth in R&D. Today Electronics industry is backed by departments of Computer Science, IT and Electronics at premier institutions; The Chemical industry by Chemical

Engineering departments; the Construction industry by departments of Civil Engineering; Heavy Machinery, Automobiles and Aerospace industries by the Mechanical and Aerospace Engineering departments; the Healthcare industry is supported by the Biotechnology and Biomedical Engineering departments; But who is backing up the IKS&H Industry? Currently, a very small start has been made in the form of a [https://www.hst.iith.ac.in/Department of Heritage Science and Technology](https://www.hst.iith.ac.in/Department%20of%20Heritage%20Science%20and%20Technology) at IIT Hyderabad. But a lot more needs to be done if IKS&H has to achieve its full economic potential.

Higher Education Institutes in the country have a role to play in advancing IKS&H industries by instituting afresh or bringing together existing capabilities in IKS, Heritage Science and Engineering to establish departments of IKS&H. Specialised courses must be started to train manpower in these areas. Most importantly these departments must set up satellite labs in IKS&H hotspots and employ design thinking and problem-solving to ensure that the IKS&H assets are well-developed. Most importantly the lives and livelihoods of IKS&H professionals must be enhanced by suitable technological interventions. The IKS&H assets must be thoroughly studied and the science of IKS&H must be well developed. These will be the basis on which a new Atmanirbhar Bharat can emerge with rooted, skilled individuals working for themselves and for the nation. It is only then that our past will be the source of a vibrant future.

Examples of new tech domains that need to emerge to support the IKS&H industry

- **“Yoga Technology”** combining neuroscience, biomechanics, medical instrumentation, AI/ML – Computer Vision, *Saankhya karika, pātañjala yoga sūtra, haṭhayoga pradīpikā, yoga upaniṣat* and *vedānta*
- **“Indic Language technologies”** combining Natural Language Processing (NLP), Compilers, Speech processing, Theory of computation, data science, databases, *vyākaraṇam, śikṣā, chaṇḍas, nirukta, alaṃkāra śāstra & nyāya śāstra*.
- **“Indic Architecture and Archaeology”** combining Architectural design, town planning, history, Archaeology, Chemical analysis, *śilpaśāstra & vāstuvidyā (mānasāra, mayamata, samārāṃgaṇa sūtradhāra, śilparatna)*
- **“Indic Music Technology”** combining Acoustics, Mechanics of Musical instruments, Music signal processing, Computational music, data science, AI/ML- Computer vision, embedded systems, *saṅgīta śāstra (saṃgīta ratnākara, bṛhaddeśī, caturdaṇḍīprakāśikā), nāṭya śāstra (bharatanāṭya śāstra, abhinayadarpaṇa)*, practical training in vocal and musical instruments.
- **“Tourism technology”** combining Architecture, town planning, urban design, History, Data Science, Network theory, graph theory, Operations Research, Application development for Android and Mac OS, *purāṇa, itihāsa, śilpaśāstra & vāstuvidyā (mānasāra, mayamata, samārāṃgaṇa sūtradhāra, śilparatna)*
- **“Indic digital entertainment”** combining Visual design, Animation, Cinematography, editing and post-processing, history, *alaṃkāra śāstra, purāṇa, itihāsa*

2.5.3 Role of Innovation Ecosystem and Entrepreneurship

The research in HEIs must be translated into products and services that fit the market demand and expectations. Startups and the associated ecosystem are vital pieces in the development of the IKS&H industry. We need IKS&H technology parks and innovation centres that develop products and services to address the demand for IKS&H products and services in a systematic and integrated manner. The startups incubated in the innovation centres can provide a springboard to absorb the research outputs of universities to create the first offshoots of a vibrant IKS&H Industry.

2.6 The way ahead

In the remaining part of this document, we describe a variety of different industry segments that constitute the IKS&H industry, namely

1. Culinary Industry
2. Handlooms, Costume and Fashion
3. Religious Festivals, Events and Culture
4. Language & Literature
5. Toys and Handicrafts
6. Yoga
7. Ayurveda
8. Heritage Tourism
9. Stories, Music & Movies
10. Games and Multimedia
11. IKS e-learning and consulting
12. Architecture



Study Methodology & Sources

3.1 Objective & Scope

The primary objective of this study is to act as an aid to the policy and planning functions in various allied departments in the Government of India, that are coordinating to spur the IKS&H industry for greater socio-economic development and cultural renaissance.

Creating this industry analysis document for the IKS&H Industry involved a systematic approach. The following process and methodology section outlines the tools, techniques, steps, and processes followed to produce this comprehensive report.

For the IKS&H Industry, our goal was to explore sectors such as culinary arts, handlooms, tourism, yoga, Ayurveda, architecture, and more. We outlined the sectors to be covered and the key parameters to be analyzed, such as market size, growth trends, economic impact, and cultural significance.

3.2 Data Curation & Analysis

3.2.1 Data Collection Plan

We developed a plan for gathering qualitative and quantitative data. This included identifying sources, and methods for data collection, and ensuring data reliability and validity. *We focused primarily on the Indian market and avoided global markets for this exercise. This gives a realistic view of how the IKS space can contribute to the growth of the Indian economy in particular. It also avoids making assumptions about the exterior market which may be beyond our scope and control.*

3.2.2 Primary Sources

Surveys and Questionnaires: We ran surveys with select industry experts, stakeholders, and consumers to gather first-hand information.

3.2.3 Secondary Sources

- **Literature Review:** We examined existing market research reports, industry publications, academic papers, and historical data related to the IKS&H sectors.

- **Government and Industry Publications:** We referred to government reports, policy documents, and industry association publications for official data and strategic insights.

3.3 Data Analysis

3.3.1 Qualitative Analysis

- **Thematic Analysis:** We identified and analyzed key themes and patterns from qualitative data, such as interviews and open-ended survey responses.
- **SWOT Analysis:** We assessed the strengths, weaknesses, opportunities, and threats for each sector within the IKS&H industry. We also then listed the implications for the sector in terms of job creation and other societal imperatives.

3.3.2 Quantitative Analysis

- **Methods:** We used spreadsheet tools to analyze the numerical data, calculate growth rates (CAGR), and project future market sizes.
- **Economic Impact Assessment:** We evaluated the economic contributions of each sector, including employment generation, revenue generation, and contribution to GDP.

3.4 Synthesis and Reporting

- **Integrating Findings:** We combined insights from qualitative and quantitative analyses to provide a holistic view of each sector. We also highlighted key trends, growth drivers, challenges, and opportunities that are spurring the economy.
- **Case Studies and Examples:** We included relevant case studies and real-world examples to illustrate key points and provide practical context.
- **Visual Aids:** We used charts, tables and infographics to present data in a simple format.
- **Review and Validation:** The draft report was reviewed with peers to ensure accuracy and comprehensiveness. We also shared the findings with key stakeholders for feedback and validation, ensuring the report reflects real-world conditions and insights. We then incorporated feedback and made necessary revisions to improve the quality and reliability of the report.

Part III

SECTORAL ANALYSIS



Culinary Industry

4.1 Introduction

The Food Services & Culinary Tourism Market in India encompasses a diverse range of experiences, activities, and services that celebrate the country's rich culinary heritage and traditions. This market includes guided food tours that explore local markets, street food stalls, and traditional eateries, allowing tourists to sample authentic Indian dishes and flavours. Additionally, cooking classes conducted by expert chefs offer visitors the opportunity to learn about Indian cooking techniques, spice combinations, and regional cuisines firsthand. Gastronomy festivals, such as food tasting events, showcase the diversity of Indian cuisine, featuring speciality dishes from different states and communities. Also, accommodations and hospitality establishments often offer culinary-themed packages and experiences, such as farm-to-table dining experiences and spice plantation stays, providing guests with immersive culinary experiences. The market size for culinary tourism is determined based on revenue generated from these activities, including ticket sales, tour packages, accommodation bookings, and food purchases. Market research firms, industry associations, and government reports contribute to assessing the market size and growth trends.

4.2 Size of the Industry and Growth

4.2.1 Food Service Market

- Current Market Size: \$42.5 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 11.29%
- Projected Market Size by 2034: \$123.87 Billion USD

4.2.2 Culinary Tourism Market

- Current Market Size: \$23.0 Billion USD
- Compound Annual Growth Rate (CAGR) for Next Decade: 23.00%
- Projected Market Size by 2034: \$182.30 Billion USD

These projections underscore the significant growth potential within India's IKS&H industry, particularly in the culinary sector. The substantial CAGRs forecasted for both the

Food Service and Culinary Tourism Markets reflect increasing global and domestic interest in India's rich culinary heritage. This interest is bolstered by evolving consumer preferences towards authentic and experiential dining and travel experiences, the expansion of digital marketing and online booking platforms, and initiatives aimed at promoting culinary tourism and food services as key components of India's cultural and economic landscape.

Sources :

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- <https://www.futuremarketinsights.com/reports/india-culinary-tourism-market>
- <https://bnnbreaking.com/lifestyle/food/world-food-india-2023-a-global-platform-celebrating-indias-culinary-heritage/>

4.3 Employment Opportunities

The culinary knowledge of our country is cherished and passed on among the communities across the country. Significant employment opportunities exist in making these available to the large customer base. Thus there are employment opportunities in

- **Discovery:** Discovery of new recipes, variations, and matching them with consumer preference and availability of ingredients is a non-trivial problem. It is addressed today by a combination of push and pull mechanisms. Hyper-local discovery by street-side vendors with intimate knowledge of local clientele is a common phenomenon. Customers pull the available information by means of popular cookery shows. They are also solved by e-commerce portals by providing a catalogues of locally available cuisine. However the food discovery problem is not yet solved and holds immense value to culinary industry and is eminently monetizable.
- **Healthy cuisine:** Health is an important consideration in culinary choices. Matching gastronomic desires with health goals are an important area of entrepreneurial activity. Our rich traditions of Ayurveda and paka shastra can be brought to bear on this problem with very good results
- **Preparation and Logistics:** Amidst busy lifestyles, skilled manpower is essential for recreating authentic cuisines. This provides ample employment opportunities for Indic cuisine experts and for innovative logistics providers. The case of the dabbawallas is a useful illustration. Systematic training programs are important to raise a large and skilled workforce with the flexibility and expertise required to take the industry to the next level.

4.4 Positive Fallout and Economic Spur

The culinary heritage industry in India is a growing sector with significant potential for economic growth, employment generation, cultural preservation, and innovation. The integration of technology and a focus on health and wellness trends are likely to further propel

this industry forward. Increased tourism, a burgeoning middle class, and a growing interest in traditional and regional cuisines will also propel this forward.

4.4.1 Dine-in Practices in a Native House

Tourists in India often dine in native households to witness family connections during meal preparation. This immersive experience allows them to gain firsthand knowledge of India's culinary customs, enhancing the authenticity of their visit.

4.4.2 An Increasing Shift towards Localism

There is a growing trend towards localism, as people seek authentic tourism experiences. This shift is driving demand for local food and beverages, reflecting local cultures rather than global trends. It helps in preserving traditional cuisines and promoting local culinary arts.

4.4.3 Rising Popularity of Cooking Lessons

Cooking lessons have become increasingly popular in the realm of culinary tourism. These sessions provide a deeper understanding of a country's gastronomy and are popular among young people, families, and single travellers. They offer a fun opportunity to engage with both locals and international tourists.

4.4.4 Availability of Traditional Ingredients

The abundance of traditional grocery stores in India, offering a variety of cooking ingredients, plays a vital role in the growth of the culinary heritage industry. Tourists often regard Indian spices and dishes as an art form, and there is a growing desire to learn more about India's vibrant traditions and culture.



Figure 4.1: Culinary delights

https://commons.wikimedia.org/wiki/File:Common_Indian_spices.jpg

4.4.5 Government Initiatives to Boost Culinary Tourism

The Indian government is actively working to enhance tourism, including developing new, affordable accommodations for international travellers. Initiatives like Project Clean Street Food by the Food Safety and Standards Authority of India (FSSAI) focus on educating street vendors about health and cleanliness, ensuring the safety and quality of street food.

4.4.6 Employment Opportunities and Economic Growth

The sector's expansion is creating jobs across various skill levels, from chefs to digital platform developers. This not only boosts employment but also supports local economies by bringing in tourists who spend on food, accommodation, and local attractions.

4.4.7 Technological Integration and Innovation

The integration of technology in food service and culinary tourism, including online booking platforms and food delivery apps, is driving the industry's growth.

4.4.8 Cultural Preservation and Promotion

The focus on heritage and traditional cuisines aids in preserving and promoting India's rich cultural heritage, both for domestic and international audiences.

4.4.9 Health and Wellness Trends

With a growing focus on health and wellness, there's a significant opportunity for the industry to innovate with healthier menu options and sustainable practices.

4.4.10 Tourism and International Collaboration

Culinary tourism is becoming a significant attraction for international travellers, further enhancing India's reputation as a global food destination and promoting international cooperation in the food industry.



Textiles and Apparel

5.1 Introduction

The Textile and Apparel Market in India represents a significant segment of the country's heritage industry, reflecting its rich cultural diversity and traditional craftsmanship. This market encompasses a wide range of products, including traditional handloom sarees, intricately embroidered fabrics, vibrant textiles, and contemporary fashion apparel. Indian textiles are renowned for their exquisite designs, intricate patterns, and use of natural fibres, reflecting centuries-old weaving traditions and regional craftsmanship. The market also includes the production and sale of ethnic wear, fusion fashion, and designer clothing, catering to diverse consumer preferences and evolving fashion trends. Additionally, the textile industry plays a vital role in India's economy, providing employment opportunities to millions of artisans, weavers, and craftsmen across the country. Market size estimates for the Textile and Apparel Market are derived from industry reports, government data, and market research studies.

5.2 Size of the Industry and Growth

- Current Market Size: \$85 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 9.00%
- Projected Market Size by 2034: \$201.23 Billion USD

The textile industry, including handlooms and traditional garments, is a significant employer in India. The growth of this industry is driven by the increasing popularity of sustainable and ethically sourced materials, the rise of e-commerce, and the global demand for Indian traditional textiles known for their elaborate patterns, vivid colours, and high-quality materials.

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9. Fashion Revolution: <https://www.fashionrevolution.org/>

5.3 Employment Opportunities

IKS documents a long sartorial tradition. Our large varieties of weaves, drapes, styles and clothing patterns are mesmerising and hold immense promise. Employment opportunities abound in all phases of the value chain

- **Production:** India's rich tradition of weaves needs to be documented, preserved and put to use on an industrial scale. This provides opportunities for cultivation of local expertise in weaving, dyeing, knitting and production of niche products
- **Design:** India's tradition of draping leads to a vibrant design ecosystem. Employment opportunities exist in design of apparel and textiles.
- **Marketing:** Marketing clothes and apparel requires an intimate understanding of the materials, fits, designs, local conditions. Combined with a good understanding of IKS and use of apparel through the ages, marketing can be a specialised and highly rewarding job. An understanding of Indic traditions on the part of salesmen can enrich the buying experience for the customer and lead to customised products and services
- **Technology:** Understanding of the production and design process can be coupled with technology to design high throughput manufacturing. This leads to scale up while maintaining authenticity of offerings

5.4 Positive Fallout and Economic Spur

The heritage industry in handloom, textiles, and fashion in India is not only a significant economic contributor but also a vital part of the country's cultural fabric. Its growth, driven by sustainable practices and global appeal, holds the potential for further economic development and cultural preservation.

5.4.1 Cultural Preservation

The industry plays a crucial role in preserving and promoting India's rich cultural heritage. Traditional garments like sarees and kurtas are not just clothing items but also cultural symbols.

5.4.2 Employment Generation

The industry provides livelihoods to millions of artisans, weavers, and workers involved in the production and distribution of textiles and garments.

5.4.3 Economic Growth

As a significant contributor to India's GDP, the textile industry also boosts foreign exchange earnings through exports.

5.4.4 Innovation and Entrepreneurship

There is a growing trend of innovation in the industry, with many entrepreneurs and designers blending traditional methods with modern technology.

5.4.5 Sustainability and Ethical Fashion

The shift towards sustainable and Eco-friendly products is attracting global consumers, driving the demand for handloom products.

5.4.6 Tourism and Global Appeal

The unique appeal of Indian textiles and garments attracts global interest, contributing to the tourism industry and enhancing India's international image.

5.4.7 Government Initiatives

Various government initiatives aim to promote and preserve the handloom and textile industry, ensuring its sustainability and growth.



Figure 5.1: Weaves of India

https://commons.wikimedia.org/wiki/File:Mysore_Silk_Saree.jpg

5.4.8 Export Potential

India's diverse and rich textiles have significant export potential, contributing to the global fashion industry.



Festivals and Events

6.1 Introduction

The festival and cultural events sector in India, encompassing a wide range of celebrations from dance and music festivals to traditional religious and regional festivities, plays a significant role in the country's economic and cultural landscape. As reported by The Economics Times, the market size of India's Cultural Event Industry stood at a robust \$30.0 Billion in 2023, showcasing an array of events from music and dance festivals to art exhibitions and heritage walks. This segment not only celebrates India's diverse traditions but also serves as a dynamic platform for cultural exchange, tourism promotion, and community engagement.



Figure 6.1: The Kumbha Mela

https://upload.wikimedia.org/wikipedia/commons/7/78/Kumbh_Mela_2019%2C_India_%2840317164863%29.jpg

The industry's expansive scope creates a multitude of employment opportunities, spanning from event management and artistic performances to craftsmanship and hospitality, thereby fueling economic growth and community development. Festivals like Diwali, Dussehra, and Holi further amplify consumer spending across various sectors, underpinning the significant economic impact of these cultural celebrations. Moreover, the festival and cultural events sector fosters cultural preservation, boosts consumer spending, and supports small businesses and artisans, highlighting its integral role in promoting tourism, charitable contributions, and achieving a rural-urban economic balance.

6.2 Size of the Industry and Growth

Festivals like Diwali, Dussehra, and Holi, among others, also significantly boost consumer spending. For example, during the festival season in 2023, consumer spending was expected to be higher compared to the previous year, contributing to economic growth. This increase in spending occurs in various sectors, including retail, automotive, and real estate.

- Current Market Size: \$30 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 9.50%
- Projected Market Size by 2034: \$74.35 Billion USD

Investments in event infrastructure, the integration of IKS&H events with tourism promotion, and the support for artistic and cultural enterprises underscore the potential for spurring economic growth. Engaging local communities, enhancing marketing efforts, and fostering public-private partnerships are pivotal strategies for expanding the sector's reach and impact. As India continues to host internationally acclaimed cultural events, it not only showcases its cultural richness but also sets the stage for substantial economic and social advancements, making a compelling case for the IKS&H industry's expansion and global recognition.

Sources:

1. The Economics Times: "India's Cultural Event Industry Market Size" (2023)
2. Reuters: "India festival spending booms despite inflation worries, global slowdown" (2022)
3. <https://www.reuters.com/markets/asia/india-festival-spending-booms-despite-inflation-worries-global-slowdown-2022-10-14/>

6.3 Employment Opportunities

The Event and Festival Industry in India, with its deep roots in the country's rich cultural heritage, presents a vast array of employment opportunities that span across multiple sectors. This industry, which encompasses everything from grand cultural events and music festivals to art exhibitions and heritage walks, not only celebrates India's diverse cultural heritage but also acts as a catalyst for job creation and economic development.

6.3.1 Event Management and Organization

The meticulous planning, organization, and execution of IKS&H events necessitate a skilled workforce of event managers, coordinators, planners, and logistics specialists. These professionals are responsible for overseeing every aspect of the event, ensuring seamless operations from start to finish.



Figure 6.2: Ganesha Immersion

https://upload.wikimedia.org/wikipedia/commons/d/d5/Mumbai%27s_Ganesh_Festival_%283884449401%29.jpg

6.3.2 Artists and Performers

Central to these events are the artists, musicians, dancers, and performers who bring India's traditional art forms to life. Employment opportunities abound for performers, choreographers, musicians, and costume designers, who all play a crucial role in the success of these cultural showcases.

6.3.3 Craftsmanship and Artisans

Many events feature craft fairs and workshops where artisans can display traditional crafts such as pottery, weaving, wood carving, and metalwork. This not only provides a platform for skilled artisans and craftsmen to sell their handmade artefacts but also helps preserve and promote traditional crafts.

6.3.4 Hospitality and Tourism

The influx of visitors these events attract, both from within India and internationally, creates substantial demand for hospitality services. Employment opportunities emerge in hotels, restaurants, travel agencies, and tour companies, all geared towards accommodating the needs of attendees and enhancing their overall experience.

6.3.5 Media and Marketing

The effective promotion and coverage of heritage events rely on media professionals, photographers, videographers, and content creators. These roles are crucial for creating engaging marketing materials, documenting the events, and ensuring widespread dissemination of information through various media channels.

6.3.6 Security and Crowd Management

The safety and security of attendees are paramount. Roles for security personnel, crowd managers, and emergency responders are critical for maintaining order, managing crowds, and responding to any emergencies that may arise.

6.3.7 Volunteer and Support Staff

Many heritage events depend on the support of volunteers and additional staff for a variety of tasks, including ticketing, ushering, and guest services. These positions, while often temporary, provide invaluable experience and contribute significantly to the smooth operation of the events.

The integration of these diverse roles underscores the Event and Festival Industry's substantial impact on India's employment landscape. By fostering the growth of the creative economy, nurturing artistic innovation, and supporting traditional arts and crafts, this sector not only preserves India's cultural heritage but also propels economic growth and community development.

6.4 Positive Fallout and Economic Spur

The Event and Festival Industry in India, anchored in the nation's rich fabric of cultural heritage, yields significant positive fallouts and acts as a catalyst for economic growth. Through the celebration of India's diverse cultural heritage via a myriad of events, this sector not only fosters cultural preservation but also drives economic development.

6.4.1 Cultural Preservation and Promotion

At the heart of these events is the goal to preserve and promote India's diverse cultural heritage. Showcasing traditional art forms, rituals, customs, and practices, these events play a crucial role in safeguarding intangible cultural heritage for future generations. They serve as vibrant platforms for artistic expression and cultural exchange, enhancing public appreciation and understanding of India's rich cultural diversity.

6.4.2 Economic Growth and Employment Creation

The industry significantly contributes to economic growth through various channels, including ticket sales, sponsorships, merchandise sales, and tourism-related activities. It generates a broad spectrum of employment opportunities across sectors such as event management, hospitality, media and marketing, security, and more, supporting the livelihoods of artists, performers, artisans, and many others involved in the event ecosystem.

6.4.3 Tourism Promotion and Community Engagement

Heritage and cultural events are major attractions for both domestic and international tourists, bolstering the tourism industry and contributing to local economies. These events encourage immersive experiences that provide insights into India's heritage and traditions, fostering community participation and engagement by bringing people together to celebrate shared cultural identities.

6.4.4 Education, Awareness, and Creative Expression

Serving as educational platforms, these events offer opportunities for learning and awareness-building about India's history, arts, and cultural diversity. They encourage creative expression among artists, performers, and artisans, supporting the growth of the creative economy by nurturing artistic innovation and entrepreneurship.

6.4.5 Global Recognition and Spurring the Economy

Hosting internationally acclaimed cultural events enhances India's global reputation as a vibrant cultural destination. The sector's growth is further spurred by investing in event infrastructure, promoting tourism integration, supporting artistic and cultural enterprises, enhancing marketing and promotion efforts, and encouraging sponsorship and corporate partnerships.

6.4.6 Investing in the Future

Allocating resources for the development and maintenance of event infrastructure, integrating heritage events with tourism promotion strategies, and fostering community engagement are pivotal in expanding the sector's reach and impact. By facilitating partnerships and leveraging digital marketing channels, the industry can amplify its promotional efforts, attracting greater attendance and engagement.

In summary, the Event and Festival Industry in India not only plays a pivotal role in cultural preservation and promotion but also significantly contributes to the nation's economic vitality. Through the celebration of cultural heritage, the industry not only enhances community cohesion and global recognition but also stimulates economic activity, generating employment, and promoting sustainable development.

Publishing

7.1 Introduction

The Publishing Industry in India encompasses a wide range of printed and digital materials, including books, magazines, newspapers, and digital content. This industry plays a crucial role in preserving and disseminating India's cultural and literary heritage, spanning diverse genres such as literature, history, philosophy, and spirituality. Traditional publishing houses, as well as independent authors and digital platforms, contribute to the production and distribution of content in multiple languages, reflecting the country's linguistic diversity. The market size of the Publishing Industry is determined by factors such as book sales, subscription revenues, advertising income, and digital downloads. Industry associations, market research firms, and government reports provide insights into the market size and trends. The language and literature sector in India, encompassing a broad spectrum of elements such as books, manuscripts, epics, music lyrics, scriptwriting for movies, newspapers, and magazines, also represents a significant component of the country's IKS&H industry.



Figure 7.1: A Manuscript

[https://commons.wikimedia.org/wiki/File:](https://commons.wikimedia.org/wiki/File:Western_India,_Gujarat,_13th_century_-_Leaf_from_a_Jain_Manuscript-_Kalpa-sutra_(verso)_-_1971.118.1.b_-_Cleveland_Museum_of_Art.jpg)

Western_India,_Gujarat,_13th_century_-_Leaf_from_a_Jain_Manuscript-_Kalpa-sutra_(verso)_-_1971.118.1.b_-_Cleveland_Museum_of_Art.jpg

7.2 Size of the Industry and Growth

- Current Market Size: \$3.4 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 10.50%
- Projected Market Size by 2034: \$9.09 Billion USD

Sources:

1. <https://www.britishcouncil.in/programmes/arts/india-literature-and-publishing-sector-study>
2. https://www.britishcouncil.in/sites/default/files/arts_literature_report_english_complete_report.pdf
3. <https://publishingperspectives.com/2021/07/a-new-report-evaluates-the-indian-publishing-industrys-prospects/>
4. <https://www.thehindu.com/books/a-window-for-the-weird-languages-for-indian-language-publishers-the-times-are-changing/article30700759.ece>

7.3 Employment Opportunities

While specific statistics on employment within the language and literature sector in India are not readily available, here are some approximations that include opportunities in publishing houses, literary agencies, printing, distribution, retail, and digital platforms. The sector also supports ancillary services like translation, editing, and design, contributing significantly to employment in related fields:

- **Direct Jobs:** Authors, translators, editors, publishers, printers, bookstore owners, librarians, etc. Large publishing houses employ hundreds to thousands. Smaller regional publishers and independent authors contribute significantly.
- **Indirect Jobs:** Printing press workers, distributors, marketing professionals, etc., add to the ecosystem.

7.4 Positive Fallout and Economic Spur

The language and literature sector in India is not only an integral part of the country's heritage but also a significant contributor to its economy, education system, and cultural richness. The sector's growth, driven by the demand for diverse and digital content, presents opportunities for further development and international collaboration.

7.4.1 Cultural Preservation and Promotion

Language and literature are vital in preserving and promoting India's rich cultural heritage, which includes a plethora of languages and literary traditions.

7.4.2 Educational Development

As a key enabler for education, the sector plays a crucial role in the academic and intellectual development of the population.

7.4.3 Economic Contribution

Beyond its cultural significance, the sector contributes to the economy through sales, exports, and the generation of employment.

7.4.4 Support for Diverse Content

The sector's growth signifies demand for content in various Indian languages, supporting regional literature and promoting linguistic diversity.

7.4.5 Digital Transformation

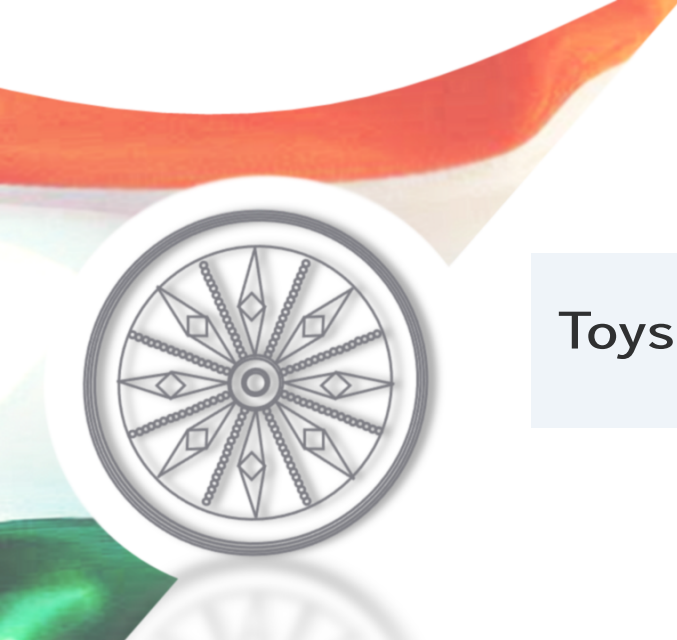
With the increasing adoption of digital formats like e-books and audiobooks, the industry is undergoing a digital transformation, opening up new avenues for growth and accessibility.

7.4.6 Global Collaboration

There are opportunities for global collaboration, especially in promoting Indian literature in translation, which can enhance India's presence in the global literary scene.

7.4.7 Policy and Regulatory Framework

The development of a strong regulatory ecosystem for copyrights and government intervention in overcoming regulatory challenges can further transform the landscape of this sector.



Toys and Handicrafts

8.1 Introduction

8.1.1 Toys

The toys and handicrafts sector in India, encompassing traditional toy-making and diverse handicrafts, is a significant part of the country's heritage industry. The Toy Market in India encompasses a diverse range of toys and playthings designed for children of all ages, reflecting the country's cultural heritage and modern influences. This market includes traditional Indian toys such as wooden dolls, clay figurines, and handcrafted puzzles, which have been cherished for generations. Additionally, the market features a growing segment of modern toys, including electronic gadgets, educational toys, and licensed merchandise from popular franchises. Indian toy manufacturers, as well as international brands, contribute to the production and distribution of toys across various channels, including retail stores, online platforms, and speciality toy shops. The market size for the Toy Market is determined based on toy sales, imports, exports, and consumer spending on toys and games. Market research reports and industry analysis provide insights into the market size and growth prospects.

8.1.2 Handicrafts

The Handicrafts Market in India is a significant contributor to the country's cultural and economic landscape, encompassing a wide array of traditional crafts and artisanal products. This market includes handmade artefacts, textiles, pottery, jewellery, and decorative items crafted by skilled artisans using age-old techniques and indigenous materials. Indian handicrafts showcase the country's rich cultural heritage and artistic traditions, with each region known for its distinctive craftsmanship and designs. The market also features a growing segment of contemporary handicrafts that blend traditional techniques with modern aesthetics, catering to domestic and international consumer preferences. Market size estimates for the Handicrafts Market are derived from export data, domestic sales, artisan earnings, and government reports on the handicraft sector. Additionally, industry associations such as the Export Promotion Council for Handicrafts (EPCH) provide insights into market trends and growth prospects.



Figure 8.1: Colourful clay toys

<https://freerangestock.com/sample/129875/colorful-clay-toys-in-india-.jpg>



Figure 8.2: Toys- A Royal Procession

https://live.staticflickr.com/3634/3404488827_c924da94aa_b.jpg



Figure 8.3: Handicrafts

https://commons.wikimedia.org/wiki/File:Folk_Handicrafts_at_India_International_Trade_Fair_2023_87.jpg

8.2 Size of the Industry and Growth

8.2.1 Toys Industry

- Current Market Size: \$1.5 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 12.25%
- Projected Market Size by 2034: \$4.76 Billion USD

Sources:

1. <https://www.indianretailer.com/article/retail-business/trends/indian-toys-industry-opportunities-and-road-ahead>
2. <https://www.nationalskillsnetwork.in/handicraft-sector-growth-skill-development-and-employment-for-indias-artisans/>
3. <https://www.investindia.gov.in/team-india-blogs/toy-story-india-look-indias-thriving-toy-retail-market>
4. <https://www.indianretailer.com/article/whats-hot/retail-trends/5-reasons-why-the-indian-handicrafts-sector-will-get-its-due-in-2023-24-globally.a7312>
5. <https://www.researchandmarkets.com/report/india-toys-market#:~:text=The%20Indian%20toys%20market%20size,12.25%25%20during%202022%2D2028.>

8.2.2 Handicrafts Industry

- Current Market Size: \$4.3 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 6.70%
- Projected Market Size by 2034: \$8.22 Billion USD

Sources:

1. <https://www.imarcgroup.com/india-handicrafts-market>
2. Export Promotion Council for Handicrafts (EPCH). (2023). "Annual Report". [http://www.epch.in/index.php?option=com_content&view=category&layout=blog&id=88&Itemid=202`](http://www.epch.in/index.php?option=com_content&view=category&layout=blog&id=88&Itemid=202)

8.3 Employment Opportunities

The handicrafts sector in India employs nearly 212,000 artisans across 744 handicraft clusters. These artisans contribute to a diverse array of over 35,000 products that showcase India's rich cultural heritage. The sector is notable for its significant female artisan workforce and contributes to livelihoods through skill development in the handicrafts and carpet sector.

8.4 Positive Fallout and Economic Spur

The toys and handicrafts sector in India not only reflects the rich cultural kaleidoscope of the country but also contributes significantly to its economy through market growth, employment generation, and skill development. The sector's growth is marked by a blend of traditional craftsmanship and modern market dynamics, offering substantial potential for future development and global reach.

8.4.1 Cultural Preservation and Promotion

The toys and handicrafts sector plays a crucial role in preserving and promoting India's cultural heritage through traditional crafts and toys.

8.4.2 Employment and Livelihoods

The sector employs a large number of artisans, especially in rural and semi-urban areas, thus supporting livelihoods and contributing to socio-economic development.

8.4.3 Tourism Boost

Handicrafts and traditional toys are popular with tourists, providing a boost to the travel and tourism industry.

8.4.4 Skill Development and Artisan Empowerment

Various skill development initiatives are being undertaken to empower artisans and weavers, making them self-reliant and linking them with the industry.

8.4.5 Market Expansion and E-commerce

The growing presence of handicrafts and toys on online platforms is expanding the market and providing new opportunities for artisans to sell their products.

8.4.6 Government Initiatives

Government policies and initiatives like the Atmanirbhar Bharat Abhiyaan and the National Action Plan for toys are focused on boosting local sourcing and manufacturing, thereby supporting the sector's growth.

8.4.7 Global Reach and Exports

With the government's focus on promoting Indian handicrafts and toys, there is potential for increased global reach and exports, contributing to the country's economy.



Yoga

9.1 Introduction

The Yoga Market Globally represents a significant aspect of India's heritage and cultural identity, encompassing the practice, teaching, and promotion of yoga principles and techniques. This market includes yoga classes, retreats, teacher training programs, merchandise, and wellness products catering to individuals seeking physical, mental, and spiritual well-being. India, as the birthplace of yoga, holds a prominent position in the global yoga community, attracting enthusiasts and practitioners from around the world.

Region	# Practitioners	Annual growth rate
India	350 million	10%
United States	37 million	15%
North America	44 million	12%
Europe	25 million	8%
Rest of the world	100 million	13%

Figure 9.1: Yoga practitioners across the world

The global embrace of yoga is being propelled by a growing awareness of its health benefits, with people acknowledging yoga's role in providing 'release from tension'. This growing

awareness, combined with rising disposable incomes, has made yoga increasingly accessible and a regular practice for many individuals. Yoga's popularity is not just limited to the younger demographic; it is gaining traction among older adults who are turning to it for its anti-ageing and longevity benefits. Additionally, the incorporation of yoga into corporate wellness programs indicates its rising adoption in corporate settings, reflecting a shift towards holistic employee health and well-being. The allure of yoga has also extended to the tourism sector, where the popularity of yoga tourism is on the rise, with travellers seeking destinations that offer immersive yoga experiences. This confluence of factors is contributing to yoga's burgeoning popularity and its recognition as a practice beneficial for all ages, promoting physical health, mental clarity, and emotional well-being.

9.2 Size of the Industry and Growth

The market size for the Yoga Market is determined based on revenue generated from yoga classes, workshops, merchandise sales, and related services. Industry associations such as ASSOCHAM India and research studies like the Yoga Journal & Yoga Alliance provide insights into market trends and growth projections.

- Current Market Size: \$37.5 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 9.60%
- Projected Market Size by 2034: \$93.79 Billion USD

Sources:

1. <https://www.alliedmarketresearch.com/yoga-market-A06967>
2. <https://www.grandviewresearch.com/industry-analysis/yoga-market-report>
3. Yoga Journal & Yoga Alliance. "The 2023 Yoga in America Study"
4. <https://www.databridgemarketresearch.com/reports/global-yoga-mat-market>

9.3 Employment Opportunities

The yoga industry in India is experiencing a significant boom, driven by both domestic and international trends. This growth presents exciting employment opportunities for individuals seeking fulfilling careers in various yoga-related fields.

9.3.1 Yoga instructors and trainers

With various yoga styles and specializations, qualified instructors can find employment in studios, gyms, wellness centres, and even corporate settings. Therapists and healers: Yoga therapy is gaining traction, employing certified professionals to address specific health concerns.

9.3.2 Entrepreneurs

Yoga studio owners, retreat organizers, and yoga apparel/equipment manufacturers contribute to the ecosystem.

9.3.3 Content creators

Bloggers, YouTubers, and social media influencers share yoga knowledge and attract audiences.

9.3.4 Technology professionals

App developers, online platform programmers, and digital marketing specialists support digital transformation.

The increasing demand for qualified yoga professionals opens doors for career growth and competitive salaries. A report by Swasti Yoga Center indicates yoga instructors can earn between Rs 20,000 to 50,000 per month, with experienced professionals fetching even higher amounts. However, challenges exist. Teacher training quality requires standardization, and navigating the diverse yoga landscape can be complex. Despite these challenges, the overall outlook is positive. With dedication, passion, and proper training, individuals can carve their niche in the vibrant and evolving yoga industry, contributing to its growth and reaping its rewards.

Sources:

1. ASSOCHAM: <https://www.assocham.org/>
2. Ministry of AYUSH: <https://ayush.gov.in/>
3. Swasti Yoga Center: <https://www.swastiyogacenter.com/>

9.4 Positive Fallout and Economic Spur

The Yoga Market is not just a platform for physical and mental well-being; it's a burgeoning economic powerhouse that stretches across various sectors of the global economy.

9.4.1 Healthcare Savings

The adoption of yoga contributes to better health and wellness, potentially reducing healthcare costs through preventative care and the alleviation of chronic health issues.

9.4.2 Employment Growth

The yoga industry creates a multitude of jobs, from yoga instructors and wellness coaches to support roles in yoga studios and retreat centres.

9.4.3 Business Opportunities

There's a surge in yoga-related businesses, including apparel, equipment, wellness apps, and online platforms, contributing to economic diversification.

9.4.4 Tourism Boost

Yoga tourism has become a global trend, with destinations offering yoga retreats and wellness experiences, thereby boosting local economies and the travel industry.

9.4.5 Educational Expansion

The increasing popularity of yoga has led to the growth of yoga education with more certifications, courses, and workshops available, driving the education market.

9.4.6 Wellness Product Sales

The demand for yoga mats, clothing, props, and wellness products has surged, supporting manufacturing and retail sectors.

9.4.7 Corporate Wellness Programs

Companies integrating yoga into their wellness programs can see improved employee productivity and reduced absenteeism, contributing to economic productivity.

9.4.8 Cultural Exchange

International yoga festivals and events promote cultural exchange and global connectivity, enhancing cross-border economic activity.

9.4.9 Innovation in Fitness and Health

The yoga market drives innovation in health and fitness, with new forms of yoga and wellness practices emerging, keeping the industry dynamic and evolving.

9.4.10 Real Estate Development

Yoga studios contribute to real estate development, with spaces being designed or repurposed to accommodate the growing demand for yoga classes.

9.4.11 Media and Digital Content

There's an increasing production of yoga-related content, including books, DVDs, online videos, and articles, contributing to the media and digital content industries.

9.4.12 Tourism and Cultural Exchange

The promotion of Yoga as part of India's heritage can attract tourists interested in wellness tourism, contributing to the economy.

9.4.13 Job Creation

The industry provides employment opportunities for a diverse range of professionals, from yoga instructors to researchers and product designers.

9.4.14 Export of Yoga-related Products

With the global popularity of Yoga, there is potential for the export of Yoga-related products, contributing to foreign exchange earnings.

9.4.15 Wellness and Healthcare Impact

The practice of Yoga is associated with health and wellness, potentially leading to reduced healthcare costs and a healthier population.

9.4.16 Cultural Preservation

The industry contributes to the preservation and promotion of India's cultural and philosophical heritage, fostering a sense of national identity.

9.4.17 Cultural Exchange

Yoga, being a part of India's rich cultural heritage, helps in international cultural exchange.

9.4.18 Promotion of Wellness

The promotion and practice of yoga contribute to overall wellness and reduction in health-care costs.



Figure 9.2: Group Yoga performance

https://commons.wikimedia.org/wiki/File:Delhi_police_cops_doing_Yoga.jpg



Ayurveda

10.1 Introduction

The Ayurvedic Market in India embodies the ancient healing traditions and holistic wellness practices of Ayurveda, offering a wide range of herbal remedies, wellness products, treatments, and therapies. This market encompasses Ayurvedic medicines, herbal supplements, skincare products, and wellness services that promote physical, mental, and spiritual well-being based on the principles of Ayurveda. Ayurveda, considered one of the world's oldest holistic healing systems, emphasizes the balance between mind, body, and spirit to achieve optimal health. The market size for the Ayurvedic Market is determined based on revenue generated from the sale of Ayurvedic products, consultations, treatments, and wellness packages. Industry associations, market research firms, and government reports provide insights into market dynamics and growth trends.

10.1.1 Books and Manuscripts

Ayurvedic literature contributes to the industry's revenue through sales of books and manuscripts. These may include traditional texts and modern publications.

10.1.2 Products

Ayurvedic products such as herbal medicines, supplements, and personal care items contribute significantly to the industry.

10.1.3 Research

Research activities in Ayurveda, including studies on herbal remedies and medicinal plants, contribute to the industry's growth.

10.1.4 Medicine

The manufacturing and sale of Ayurvedic medicines by pharmaceutical companies are a substantial part of the industry.

10.1.5 Pharmacies and Shops

Ayurvedic pharmacies and shops, both online and offline, play a crucial role in making Ayurvedic products accessible to the public.

10.1.6 Clinics and Treatment Centers

Ayurvedic clinics and treatment centres offering consultations, therapies, and treatments contribute to the industry.

10.1.7 Practitioners

Employment of Ayurvedic practitioners, including doctors, therapists, and consultants, is a significant aspect of the industry.

10.2 Size of the Industry and Growth

- Current Market Size: \$9.2 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 20.00%
- Projected Market Size by 2034: \$56.96 Billion USD

Sources:

1. <https://www.linkedin.com/pulse/ayurvedic-market-size-2023-growth-opportunities-future>
2. <https://www.marketresearchfuture.com/reports/ayurveda-market-6166>
3. <https://www.globenewswire.com/en/news-release/2022/10/19/2537779/0/en/Ayurveda-Market-Size-Worth-USD-23-810-04-Million-by-2030-at-15-06-CAGR-Report-by-Market-Research-Future-MRFR.html>
4. <https://www.linkedin.com/pulse/ayurvedic-market-key-insights-business-approaches>
5. <https://www.maximizemarketresearch.com/market-report/global-ayurvedic-market/23882/>
6. <http://www.assochem.org/newsdetail.php?id=6875>

10.3 Employment Opportunities

The IKS&H Industry in Ayurveda provides employment opportunities across various sectors:

- Ayurvedic doctors and practitioners
- Researchers and scientists specializing in Ayurveda
- Manufacturing and sales staff in Ayurvedic pharmaceutical companies
- Employees in Ayurvedic clinics and treatment centres
- Retail staff in Ayurvedic pharmacies and shops

The growth of the Ayurvedic IKS&H Industry can be influenced by factors such as increasing global interest in natural and traditional healthcare, government initiatives, and research advancements in Ayurveda.

10.4 Positive Fallout and Economic Spur

10.4.1 Global Wellness Tourism

Ayurveda's popularity can attract wellness tourists, leading to increased revenue from tourism and the hospitality sector.

10.4.2 Natural and Sustainable Products

Ayurvedic products are often perceived as natural and sustainable, contributing to consumer preferences for eco-friendly choices.

10.4.3 Cultural Preservation

The industry plays a role in preserving and promoting India's cultural and medicinal heritage.

10.4.4 Research and Development

Investments in Ayurvedic research can lead to scientific advancements, potentially creating new avenues for medical treatments and products.

10.4.5 Entrepreneurship and Manufacturing

Ayurvedic product manufacturing can stimulate entrepreneurship and create jobs in the manufacturing sector.

10.4.6 Employment Opportunities

The industry creates jobs across various skill levels, from manufacturing to healthcare services, supporting economic growth.

10.4.7 International Collaboration

Ayurvedic products and services have export potential, contributing to foreign exchange earnings. Collaborations with international healthcare institutions and research centres can enhance India's standing in the global healthcare landscape.

10.4.8 Healthcare Industry Contribution

Ayurveda can contribute to the healthcare industry, by providing alternative and complementary approaches to wellness.

10.4.9 Healthcare Cost Reduction

Ayurveda's preventive and holistic approach may contribute to reduced healthcare costs by promoting overall well-being.



Figure 10.1: Herbal medicines

<https://upload.wikimedia.org/wikipedia/commons/thumb/9/9b/IMG-20200214-WA0003.jpg/1200px-IMG-20200214-WA0003.jpg?20200214155330>



Heritage Tourism

11.1 Introduction

Heritage tourism, especially Indic heritage tourism, holds a significant place in India's vibrant and diverse tourism industry. It involves various elements, including cultural tourism, natural tourism, historical sites, anthropological sites, religious tourism, healthcare tourism for yoga and Ayurveda, educational tourism for yoga, Ayurveda, and other heritage sciences.

11.2 Size of the Industry and Growth

Heritage Tourism in India encompasses a diverse range of cultural, historical, and natural attractions that showcase the country's rich heritage and traditions. This segment includes visits to iconic landmarks, historical sites, archaeological monuments, cultural festivals, and natural wonders that reflect India's ancient civilization and cultural diversity. Tourists engage in activities such as guided tours, heritage walks, cultural performances, and visits to museums, temples, forts, and palaces. India's heritage tourism sector is a significant contributor to the country's tourism industry, attracting millions of domestic and international visitors each year. The market size for Heritage Tourism is determined based on tourist arrivals, visitor spending, accommodation bookings, and revenue generated from tourism-related services. Government reports, tourism boards, and industry associations provide insights into market trends and growth prospects.

- Current Market Size: \$45.0 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 13.45%
- Projected Market Size by 2034: \$158.95 Billion USD

Sources:

1. <https://www.grandviewresearch.com/industry-analysis/heritage-tourism-market-report>
2. <https://www.futuremarketinsights.com/reports/heritage-tourism-industry-outlook>
3. <https://www.hospitalitynet.org/opinion/4110117.html>

4. <https://www.ibef.org/industry/tourism-hospitality-india.aspx>
5. Ministry of Tourism: "Cultural Tourism in India: Growth and Prospects" (2023).<https://www.tourism.gov.in/cultural-tourism-growth-prospects>
6. <https://www.investindia.gov.in/sector/tourism-hospitality>
7. CAGR reference: <https://www.techsciresearch.com/report/india-travel-and-tourism-market/17443.html>
8. Global heritage tourism is in itself huge: <https://www.futuremarketinsights.com/reports/heritage-tourism-industry-outlook>

11.3 Employment Opportunities

Employment opportunities within the Heritage Tourism Industry span various sectors:

- Tour guides and interpreters
- Hospitality and accommodation services
- Preservation and maintenance staff for historical sites and temples
- Instructors and practitioners in educational and healthcare tourism sectors
- Retail and service industry employees catering to tourists

11.4 Positive Fallout and Economic Spur

11.4.1 Cultural Exchange and Understanding

Heritage tourism fosters cultural exchange, promoting understanding and appreciation of India's diverse cultural heritage.

11.4.2 Job Creation

The industry creates jobs across various sectors, from tourism services to preservation and maintenance of historical sites.

11.4.3 Economic Diversification

Heritage tourism contributes to economic diversification by attracting visitors interested in a wide range of cultural, historical, and traditional experiences.

11.4.4 Entrepreneurship Opportunities

Local entrepreneurs can benefit from heritage tourism by offering unique services, products, and experiences.

11.4.5 Infrastructure Development

The demand for heritage tourism can drive infrastructure development, benefiting transportation, accommodation, and other related sectors.

11.4.6 Preservation of Cultural Heritage

Increased tourism can lead to better preservation efforts for historical and cultural sites, ensuring their long-term sustainability.

11.4.7 Boost to Local Economies

Heritage tourism often benefits local economies, with tourists spending on local goods, services, and accommodations.

11.4.8 Investment in Tourism Infrastructure

Government and private investments in tourism infrastructure can spur economic growth in the construction and hospitality sectors.

11.4.9 Promotion of Handicrafts and Local Products

Heritage tourism can promote the sale of local handicrafts, traditional products, and artworks, supporting local economies.

11.4.10 Culinary Tourism

The promotion of traditional cuisine as part of heritage tourism can boost the restaurant and food industry.

11.4.11 Collaboration with the Private Sector

Public-private partnerships can encourage private investment in tourism-related services, contributing to economic growth.

11.4.12 Brand India

Heritage tourism enhances India's global image, potentially attracting more investments and fostering international collaborations.



Stories, Music and Movies

12.1 Introduction

The IKS&H industry in India, particularly focusing on Indic heritage stories and movies, plays a pivotal role in the nation's cultural and economic landscape. This sector encompasses various elements like books, manuscripts, comic books, graphic novels, storybooks, story apps, Indic movies, and stories based on Indic history, folk tales, and legends.

12.2 Size of the Industry and Growth

The Stories, Music & Movies segment in India encompasses a diverse array of entertainment content rooted in the country's cultural heritage and traditions. This segment includes books, manuscripts, comic books, graphic novels, story apps, music albums, movies, and television shows that draw inspiration from Indian history, mythology, folklore, and contemporary life. Indian storytelling traditions, spanning ancient epics, folk tales, and modern narratives, provide a rich repository of themes and characters for creative expression. The market size for Stories, Music & Movies is determined based on revenue generated from the sale of content, box office collections, streaming services, and merchandise. Industry reports, box office data, streaming platforms, and sales figures contribute to assessing market trends and growth projections.

- Current Market Size: \$36.0 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 10.00%
- Projected Market Size by 2034: \$93.37 Billion USD

The growth of this sector can be influenced by factors such as increased cultural awareness, government support, technological advancements, and international collaborations.

Sources:

1. <https://www.investindia.gov.in/team-india-blogs/exploring-potential-film-tourism-india-catalyst-economic-growth-and-cultural>
2. <https://zipdo.co/statistics/india-movie-industry/>

3. <https://www.thehindubusinessline.com/opinion/indias-creative-economy-may-drive-the-next-wave-of-growth/article65487350.ece>
4. https://assets.ey.com/content/dam/ey-sites/ey-com/en_in/topics/media-and-entertainment/2023/05/ey-me-report.pdf

12.3 Employment Opportunities

Employment opportunities within the IKS&H Stories and Movies Industry include:

- Writers, authors, and storytellers
- Illustrators, graphic designers, and animators
- Filmmakers, directors, and production staff
- Actors and performers
- Employees in publishing and media houses

The IKS&H industry, including the film sector, is a significant employment generator in India. While exact numbers for employment generated by the industry focused on Indic heritage stories and movies are not readily available, it's safe to assume that it contributes significantly to job creation. IKS&H movies and stories play a crucial role in promoting India's rich cultural and historical heritage, which can spur tourism. Increased tourism leads to job creation in the tourism industry and boosts local economies.

12.4 Positive Fallout and Economic Spur

12.4.1 Cultural Promotion

Indic heritage stories and movies contribute to the promotion and preservation of India's rich cultural heritage.

12.4.2 Educational Value

Such content can serve an educational purpose, providing audiences with insights into historical events, folk tales, and cultural practices.

12.4.3 Tourism Boost

Well-received movies and stories can attract tourists interested in experiencing the depicted cultural heritage firsthand.

12.4.4 Global Appeal

Indic heritage stories and movies have the potential to gain international recognition, attracting a global audience and promoting tourism.

12.4.5 Employment Opportunities

The industry creates jobs in various creative and technical fields, contributing to employment and skill development.

12.4.6 Preservation of Folk Traditions

Stories and movies based on folk tales and legends contribute to the preservation of traditional oral narratives and cultural practices.

12.4.7 Film Tourism

Popular movies and stories can drive film tourism, with tourists visiting locations featured in films or stories.

12.4.8 Cultural and Creative Industries

The industry supports and enhances the cultural and creative sectors, fostering economic growth and innovation.

Exports and Merchandising

Successful Indic heritage movies and stories can lead to exports of content and related merchandise, contributing to foreign exchange earnings.

12.4.9 Collaborations and Partnerships

Collaborations with international filmmakers and production houses can open up new markets and opportunities for economic collaboration.

12.4.10 Technology and Innovation

The industry can spur technological innovations in animation, storytelling, and digital media, contributing to the broader tech industry.



Games and Multimedia

13.1 Introduction

The IKS&H industry in India, particularly focusing on IKS&H games and multimedia, forms an integral part of the nation's cultural landscape. This sector includes books, manuscripts, traditional Indian games, tech games based on Indian stories and traditions, casual and hyper-casual games based in India, multimedia based on Indian stories, history, or culture, Indian video games, and more.

13.2 Size of the Industry and Growth

The Games & Multimedia segment in India encompasses a diverse range of interactive entertainment and digital content inspired by the country's cultural heritage and traditions. This segment includes traditional Indian games, new-tech games based on Indian stories and traditions, casual and hyper-casual games set in India, multimedia based on Indian history, culture, or folklore, and Indian video games. These digital experiences provide users with immersive and engaging entertainment while promoting Indian culture and heritage. The market size for Games & Multimedia is determined based on revenue generated from game sales, in-app purchases, advertising revenue, and subscriptions. Market research reports, gaming industry analysis and sales data contribute to assessing market trends and growth projections.

- Current Market Size: \$5.4 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 15.00%
- Projected Market Size by 2034: \$21.68 Billion USD

13.2.1 Opportunities in the gaming industry

Older Indian Games

Traditional Indian games, whether digital or physical, form a part of the IKS&H gaming industry.

New Tech Games based on Indian Stories and Traditions

The production and sale of modern digital games based on Indian stories and traditions contribute to the IKS&H gaming sector.

Casual and Hyper-casual Games based in India

Games developed for the casual and hyper-casual market segment, rooted in Indian culture, add to the industry.

Multimedia based on Indian Stories, History, or Culture

Various multimedia projects, including animations, virtual reality experiences, and interactive exhibits, focused on Indian stories, history, or culture contribute to the sector.

Indian Video Games

The development and sale of video games specifically designed and marketed in India contribute to the overall size of the industry

The growth of this sector can be influenced by factors such as increased digitalization, rising interest in gaming, government support for the creative industry, and technological advancements.

Sources:

1. <https://www.grandviewresearch.com/industry-analysis/heritage-tourism-market-report>
2. <https://www.statista.com/outlook/211/119/video-games/india>
3. <https://www.ibef.org/industry/media-entertainment-india.aspx>
4. <https://www.researchandmarkets.com/reports/5749443/heritage-tourism-market-size-share-and-trends>
5. Indian Gaming Market Report. (2023). "The Renaissance of Traditional Indian Board Games". <https://www.indiangamingmarketreport.com/traditional-games-renaissance>
6. Cultural Gaming Trends in India. (2023). "Digital Adaptation: The Second Life of Heritage Games". <https://www.culturalgamingtrendsindia.com/digital-adaptation>
7. Niche Gaming Industry Analysis. (2023). "Sustaining Growth in Heritage Gaming Segments". <https://www.nichegamingindustryanalysis.com/heritage-growth>

13.3 Employment Opportunities

Employment opportunities within the IKS&H Games and Multimedia Industry include:

- Game developers, designers, and programmers

- Multimedia artists and animators
- Writers, scriptwriters, and storytellers
- Marketing and sales professionals
- Employees in gaming and multimedia production houses

13.4 Positive Fallout and Economic Spur

13.4.1 Cultural Preservation

IKS&H games and multimedia contribute to the preservation and promotion of India's cultural heritage.

13.4.2 Global Recognition

Successful games and multimedia projects have the potential to gain international recognition, attract a global audience and promote Indian culture.

13.4.3 Education and Awareness

Interactive games and multimedia can serve educational purposes, providing audiences with insights into historical events, cultural practices, and ancient principles. The demand for skilled professionals in game development and multimedia can lead to the growth of educational institutions and training centres, supporting skill development.

13.4.4 Technology and Innovation

The industry can spur technological innovations in gaming, multimedia, and virtual reality, contributing to the broader tech industry.

13.4.5 Tourism Promotion

Well-received games and multimedia experiences can attract tourists interested in exploring the depicted cultural heritage firsthand. The development of virtual experiences based on Indian heritage can attract digital tourists, contributing to the digital economy.

13.4.6 Game Development Hubs

The growth of the gaming industry can lead to the establishment of game development hubs, fostering economic activity and job creation.

13.4.7 Exports and Global Market Access

Successful games and multimedia projects can be exported, contributing to foreign exchange earnings and providing access to global markets.

13.4.8 Educational Institutions and Training Centers

The demand for skilled professionals in game development and multimedia can lead to the growth of educational institutions and training centres, supporting skill development.

13.4.9 Collaborations and Partnerships

Collaborations with international gaming and multimedia companies can open up new markets and opportunities for economic collaboration.

13.4.10 Merchandising and Licensing

Successful games and multimedia projects can lead to merchandising opportunities and licensing agreements, creating additional revenue streams.



e-Learning and Consulting

14.1 Introduction

The IKS e-learning & Consulting segment in India focuses on the dissemination and promotion of traditional Indian knowledge systems through digital platforms and educational services. This segment includes e-learning courses, consulting services, and educational materials that cover various aspects of Indian heritage, culture, philosophy, and sciences. These platforms offer courses on subjects such as yoga, ayurveda, Vedic studies, Indian philosophy, languages, arts, and sciences, catering to learners interested in exploring India's ancient wisdom and knowledge traditions. The market size for IKS e-Learning & Consulting is determined based on revenue generated from course enrollments, consulting fees, and sales of educational materials. Market research studies, educational technology reports, and industry analysis contribute to assessing market trends and growth projections.

14.2 Size of the Industry and Growth

- Current Market Size: \$0.9 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 20.00%
- Projected Market Size by 2034: \$5.57 Billion USD

The positive impacts of this sector on the economy include the promotion of digital literacy, supporting educational and professional development, and fostering innovation in knowledge dissemination. The growth in e-learning and other IKS fields contributes to the overall development of human capital in India, which is essential for the nation's economic growth and global competitiveness.

Sources:

1. <https://www.imarcgroup.com/india-e-learning-market>
2. Indic Knowledge and E-learning Growth Study. (2023). "Expanding Markets: E-learning for Heritage and Cultural Education". <https://www.indicknowledgeelearninggrowthstudy.com/market-expansion>
3. Educational Technology Reports - India. (2023). "The Future of E-learning in Heritage Sectors". <https://www.edtechreportsindia.com/future-heritage-elearning>

4. India's Cultural Education Forecast. (2023). "Cultural E-learning: A Growth Projection". <https://www.indiasculturaleducationforecast.com/growth-projection>

14.3 Employment Opportunities

14.3.1 Direct Jobs

These include e-learning content creators, instructional designers, educators specializing in Indic knowledge systems, and technical support staff for digital platforms. Additionally, consultants offering expertise in traditional knowledge systems such as yoga, Ayurveda, Vedic studies, and Indian philosophy contribute to this employment sector. As the demand for e-learning grows, so does the need for professionals skilled in creating and delivering online educational content.

14.3.2 Indirect Jobs

This includes roles in educational technology companies, digital marketing firms, and online platform developers who support the e-learning infrastructure. Moreover, research institutions and think tanks focusing on Indic knowledge systems provide employment for researchers and analysts. The growth of e-learning also boosts ancillary services such as content localization, translation, and multimedia production, further adding to job creation.

14.4 Positive Fallout and Economic Spur

14.4.1 Preservation of Cultural Heritage

IKS promotes the transmission and safeguarding of traditional knowledge and practices.

14.4.2 Sustainable Development

IKS principles often align with ecological practices, contributing to environmental sustainability.

14.4.3 Empowerment of Local Communities

IKS valorizes and empowers communities that have preserved this knowledge for generations.

14.4.4 Innovation and Research

IKS provides a rich source of inspiration for scientific research and product development.

14.4.5 Commercialization of IKS-based products and services

Sustainable agriculture, herbal medicines, natural dyes, and eco-tourism ventures linked to IKS practices can create economic opportunities.

14.4.6 Knowledge sharing and capacity building

Training programs, research collaborations, and documentation of IKS can empower future generations and contribute to the knowledge economy.

14.4.7 Branding and marketing of IKS-based products

Effective branding and marketing of IKS innovations can enhance their value and generate economic benefits for communities.

14.4.8 Policy frameworks and legal protection

Government initiatives to protect IKS intellectual property and create supportive policies can foster entrepreneurial ventures and attract investments.



Architecture

15.1 Introduction

The architecture and buildings sector in India, especially focusing on heritage structures like temples, ancient cities, and traditional construction practices, forms an essential part of the country's heritage industry. This sector includes the design and construction of structures that apply cultural and ancient principles specific to India.



Figure 15.1: BAPS Swaminarayan Mandir at Pune

https://commons.wikimedia.org/wiki/File:BAPS_Swaminarayan_Mandir,_Pune.jpg

15.2 Size of the Industry and Growth

The Architecture Industry in India plays a pivotal role in preserving and showcasing the country's rich architectural heritage while embracing modern design principles and sustainable practices. This segment encompasses architectural firms, construction companies, urban planners, and designers who are involved in the planning, design, and construction

of residential, commercial, institutional, and public spaces. Indian architecture reflects a blend of indigenous building styles, regional influences, and contemporary trends, with iconic structures ranging from ancient temples and palaces to modern skyscrapers and urban developments. The market size for the Architecture Industry is determined based on revenue generated from architectural services, construction projects, infrastructure development, and government contracts. Industry reports, construction data, and government initiatives contribute to assessing market trends and growth projections.

- Current Market Size: \$12.0 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 21.20%
- Projected Market Size by 2034: \$82.07 Billion USD

Sources:

1. <https://www.linkedin.com/pulse/we-gearred-up-india-journey-becoming-3rd-largest-market-kashyap-9gq5f/>

15.3 Employment Opportunities

The construction and architecture sector in India is a major employer, providing jobs to millions of people. This includes architects, engineers, construction workers, artisans specializing in traditional crafts, and others involved in the design, renovation, and preservation of heritage buildings.

15.3.1 Direct Jobs

Skilled artisans, masons, sculptors, restoration specialists, architects, conservationists, construction workers, guides, etc. Large restoration projects like Konark Sun Temple, and Ayodhya Shri Ram Mandir employ hundreds and thousands of workers across various cities. Traditional craft communities specializing in building techniques contribute significantly.

15.3.2 Indirect Jobs

The tourism industry, transportation, hospitality, local businesses around heritage sites, etc., benefit from this sector.

15.4 Positive Fallout and Economic Spur

The heritage architecture and buildings sector in India significantly contributes to the economy through its impact on tourism, employment, cultural preservation, and urban development. The sector's blend of traditional and modern practices offers opportunities for innovation and international collaboration, further enhancing its economic and cultural value.

15.4.1 Preservation of Cultural Heritage

Heritage Architecture in India plays a pivotal role in preserving and promoting the country's rich cultural history and architectural traditions. It involves preserving and restoring historical landmarks and safeguarding valuable cultural knowledge and identity.

15.4.2 Tourism Growth and Economic Development

Heritage sites and structures, being major attractions for both domestic and international tourists, generate significant revenue and create local employment opportunities. This contribution to the tourism industry and associated businesses spurs economic development.

15.4.3 Skill Development and Employment

The sector supports a wide range of skills, from traditional construction techniques to modern architectural design. It also revives traditional building techniques and empowers communities practising them, thus providing diverse employment opportunities.

15.4.4 Sustainable Development and Innovation in Construction

Heritage architecture encourages the restoration and adaptive reuse of existing buildings, promoting environmental sustainability. Incorporating ancient principles with modern techniques can lead to innovation in sustainable and environmentally friendly construction practices.

15.4.5 Urban and Rural Development

Heritage architecture projects often lead to the development of surrounding areas, benefiting both urban and rural communities.

15.4.6 Education and Research

The sector provides ample opportunities for education and research in architecture, history, and cultural studies.

15.4.7 Public-Private Partnerships

Encouraging collaboration between government agencies, private companies, and communities is essential to manage and leverage heritage sites effectively, ensuring their preservation and economic viability.

15.4.8 International Collaboration

Restoration and preservation projects often involve international collaboration, bringing in global expertise and enhancing cross-cultural exchanges.



Agriculture

16.1 Introduction

The Heritage Agriculture and AgriTech Industry in India blends traditional farming practices with modern technological advancements to enhance productivity, sustainability, and resilience. This industry encompasses various aspects of agriculture, including organic farming, crop rotation, traditional irrigation techniques, and the integration of modern technologies like precision agriculture, digital platforms, and IoT-based systems. These practices not only preserve India's rich agricultural heritage but also drive economic growth and innovation in the sector.

16.2 Size of the Industry and Growth

The heritage agriculture and agri-tech industry in India has significant growth potential, driven by the integration of traditional practices with modern technology.

- Current Market Size: \$24 Billion USD.
- Compound Annual Growth Rate (CAGR) for Next Decade: 12.1%
- Projected Market Size by 2034: \$74.54 Billion USD

These projections underscore the substantial growth potential within India's heritage agriculture and agri-tech sector, reflecting increasing global and domestic interest in sustainable and productive farming practices.

Sources:

1. <https://www.ibef.org/blogs/agritech-landscape-in-india>
2. <http://eagri.org/eagri50/AGRO102/lec01.pdf>
3. <https://www.kiran.nic.in/Agri-Heritage.html>
4. <https://www.slideshare.net/slideshow/smart-irrigation-market-243301821/243301821>
5. <https://onlinelibrary.wiley.com/doi/10.1002/ird.308>
6. <https://elibrary.asabe.org/abstract.asp?JID=5&AID=26983&CID=reno2009&T=1>

16.3 Employment Opportunities

16.3.1 Organic Farming and Natural Fertilizers

Traditional Indian agriculture emphasises the use of natural fertilizers like compost, green manures, and bio-fertilizers. These practices align with modern organic farming techniques, promoting soil health and reducing chemical usage.

Market Size

The global organic food and beverage market is projected to reach \$320.5 billion by 2025, with India playing a significant role due to its rich organic farming heritage.

16.3.2 Crop Rotation and Mixed Cropping

Traditional practices of crop rotation and mixed cropping help maintain soil fertility and manage pests naturally. These methods are being enhanced through modern precision agriculture technologies, optimizing crop yields and sustainability.

Market

The global smart irrigation market is projected to reach \$2.1 billion by 2025, with significant contributions from heritage-based practices in India.

16.3.3 Traditional Irrigation Techniques

Ancient irrigation methods, such as step wells and check dams, are being combined with modern irrigation technologies like drip and sprinkler systems. This integration optimizes water use and enhances crop yields, particularly in water-scarce regions.

16.3.4 Rainwater Harvesting

Traditional rainwater harvesting techniques are revitalized with modern infrastructure and IoT-based monitoring systems to ensure efficient water management and conservation. Efficient water management practices can lead to a 20-30% increase in agricultural productivity.

16.3.5 Precision Agriculture

The use of precision agriculture techniques, such as GPS, sensors, and drones, complements traditional practices by optimizing crop rotation schedules and monitoring crop health in real time.

16.3.6 Digital Platforms and Knowledge Dissemination

Digital platforms disseminate traditional agricultural knowledge, allowing farmers to access historical data, best practices, and expert advice. This blend of ancient wisdom and modern technology empowers farmers to make informed decisions.

16.4 Positive Fallout and Economic Spur

16.4.1 Sustainability and Environmental Health

Integrating traditional practices with modern technology promotes sustainable agriculture, reducing environmental impact and preserving natural resources.

16.4.2 Increased Resilience

Combining heritage knowledge with modern tech enhances the resilience of agricultural systems against climate change and socio-economic uncertainties, ensuring food security and stable livelihoods.

16.4.3 Economic Viability

The use of natural inputs and sustainable practices can reduce costs for farmers, improving their economic viability and profitability in the long term.

16.4.4 Employment Opportunities and Economic Growth

The expansion of the heritage agriculture and agri-tech sector creates jobs across various skill levels, from farmers and agronomists to tech developers and data analysts. This not only boosts employment but also supports local economies by bringing in investments and promoting sustainable practices.

16.4.5 Technological Integration and Innovation

The integration of technology in agriculture, including precision farming, IoT, and digital platforms, drives the industry's growth and enhances productivity.

16.4.6 Cultural Preservation and Promotion

Focusing on heritage and traditional agricultural practices aids in preserving and promoting India's rich cultural heritage, both for domestic and international audiences.

16.4.7 Health and Wellness Trends

With a growing focus on health and wellness, there's a significant opportunity for the industry to innovate with sustainable practices and organic farming.

16.4.8 Tourism and International Collaboration

Heritage agriculture and agri-tech practices attract international interest, promoting tourism and global collaboration in sustainable farming practices.

Overall, the Heritage Agriculture and AgriTech industry in India is poised for significant growth, leveraging traditional wisdom and modern technology to build a sustainable and productive future.



Appendix

Heritage industry size by segment

SL No.	IKS&H Industry Vertical	Current \$B USD	CAGR over next decade	Projected \$B USD by 2034
1a	Food Service Market	42.5	11.29%	123.87
1b	Culinary Tourism Market	23.0	23.00%	182.30
2	Textile and Apparel Market	85.0	9.00%	201.23
3	Religious Festivals & Events Utsavas and Culture (MoCulture)	30.0	9.50%	74.3
4	Publishing Industry	3.4	10.50%	9.09
5a	Toy Market	1.5	12.25%	4.76
5b	Handicrafts Market	4.3	6.70%	8.22
6	Yoga Market	37.5	9.60%	93.79
7	Ayurvedic Market	9.2	20.0%	56.96
8	Heritage Tourism	45.0	13.45%	158.95
9	Stories, Music & Movies	36.0	10.0%	93.37
10	Games & Multimedia	5.40	15.0%	21.68
11	IKS e-Learning & Consulting	0.9	20.0%	5.57
12	Architecture Industry	12.0	21.2%	82.07
13	Agriculture and Agritech	24.0	12.0%	74.54
	Total in \$Billion USD	359.6		1190.82
	Total in Crores	2785564		9883316



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