

प्रो. एस. महेंद्र देव

अध्यक्ष, ईएसी-पीएम

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सत्यमेव जयते

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नीति आयोग, नीति भवन
नई दिल्ली-110 001
Government of India
Economic Advisory Council to the Prime Minister
NITI Aayog, Parliament Street
New Delhi-110 001

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MESSAGE

I am happy to know that India Think Council (ITC) is organizing the 5th Cultural Economy Conclave (CEC) on 15-16 November, 2025 in Gujarat.

The ITC organizes CEC every year to cover wide range of subjects of the Indigenous economy related to their heritage & history and traditional trade practices prevalent in Indian economy which is also enshrined in their scriptures.

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

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

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

Various efforts of the present Central and State governments regarding development of the spiritual tourism (Teerthatan), religious corridors and overall temple economy are extended efforts to formalise the traditional economy to boost GDP and to build a sustainable economic structure.

All the best for the success of the Conclave.

(S. Mahendra Dev)



एक कदम स्वच्छता की ओर