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AN ANALYSIS OF THE ORANGE ECONOMY AND ITS CONTRIBUTION TO CREATIVE INDUSTRIES

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ABSTRACT:

The orange economy refers to economic activities that are based on creativity, culture, knowledge, and intellectual property. It includes industries where people use their ideas, imagination, and talent to create products and services. In this type of economy, the main value does not come from natural resources or heavy machinery, but from creative thinking and cultural expression. The orange economy focuses on turning art, culture, traditions, and creativity into economic opportunities. It helps artists, designers, writers, musicians, filmmakers, and other creative professionals earn income while promoting cultural heritage and innovation. The products of the orange economy can be both traditional, such as handicrafts and folk art, and modern, such as digital media, animation, and video games.

The orange economy also plays an important role in job creation, cultural preservation, and economic growth. It encourages young people to develop creative skills and start new businesses in areas like music, film, design, and digital content. At the same time, it helps preserve the culture and traditions of a country and share them with the world. Orange economy is an economy that grows through creativity, culture, and innovation, where people's ideas and talents become valuable resources for development.

Keywords: Innovation, intellectual property, IDB, Digital media.

INTRODUCTION:

The concept of the Orange Economy was popularized by the Inter-American Development Bank (IDB). It highlights the importance of creative industries such as art, music, film, design, fashion, publishing, advertising, architecture, cultural tourism, and digital media. The Orange Economy refers to economic activities related to creativity, culture, and intellectual property. It includes industries that produce goods and services based on ideas, knowledge, creativity, and cultural heritage. These industries generate income, create jobs, and promote cultural identity.

In simple words, the Orange Economy is the economy of creative ideas where people use their talent and imagination to create products and services with cultural and economic value. It combines culture, creativity, technology, and business to contribute to national development.

The Orange Economy plays an important role in modern economies because it:

- Encourages innovation and creativity
- Creates employment opportunities
- Preserves cultural traditions and heritage
- Promotes economic growth and development intellectual property

In many countries, governments are encouraging the development of creative industries because they help strengthen both the cultural and economic sectors of the country. In conclusion, the Orange Economy represents a new way of thinking about economic growth by valuing creative talent, cultural expressions, and as important resources for development.

The Orange Economy helps the economy by using creativity, culture, and talent to produce goods and services that generate income and employment. It supports economic development in many ways.

First, the Orange Economy creates employment opportunities. Many people such as artists, designers, musicians, writers, filmmakers, and digital creators can earn a living by using their creative skills.

Second, it contributes to economic growth. Creative industries produce products like films, music, fashion, handicrafts, and digital content, which add value to the economy and increase national income.

Third, it encourages entrepreneurship. Many individuals start small businesses in areas such as art, design, photography, and cultural products. This helps in the growth of startups and small enterprises.

Fourth, the Orange Economy promotes tourism. Cultural festivals, traditional arts, museums, and performances attract tourists from different places, which increases tourism revenue.

Fifth, it preserves culture and heritage. By promoting traditional art, crafts, music, and cultural activities, it protects a country's cultural identity while also creating economic value.

Finally, it encourages innovation and new ideas. Creative industries constantly develop new products and services, which helps businesses grow and compete in the global market.

The Orange Economy helps the economy by creating jobs, supporting businesses, promoting culture, and contributing to overall economic development.

NEED OF THE STUDY

The need of the study is important because it highlights the economic value of creativity, culture, and innovation. It helps people to understand how creative industries contribute to economic development, employment, and cultural preservation.

SCOPE OF THE STUDY

The scope of the Orange Economy is very wide because it includes all activities related to creativity, culture, and intellectual property. It covers industries where ideas, imagination, and cultural expressions are transformed into economic value. In all 50 respondents were taken in to consideration.

OBJECTIVES OF THE STUDY

The objectives of the research study are as follows:

1. The objective of this research paper is to motivate people to use their creative ideas, skills, and talents in fields like art, music, design, film, and literature.
2. The orange economy helps to generate jobs for artists, designers, writers, musicians, and other creative professionals.
3. The main objective is contributes to the development of the economy by turning creative ideas and cultural products into sources of income.
4. The object is to encourage individuals, especially young people, to start new businesses based on creative ideas, cultural products, and digital media.
5. The object is to share a country's culture, art, and creativity with people around the world.
6. The object is to protect and promote the culture, traditions, and artistic values of a country.
7. The object is to protect the rights of creators so that their creative works such as books, music, films, and designs are respected and rewarded.
8. The object is to encourage the use of new technologies and modern methods to develop creative industries.

HYPOTHESIS

The proposed hypothesis is:

A hypothesis is a tentative statement or assumption made for research that can be tested through data and analysis. In studies related to the Orange Economy, a hypothesis usually explains how creative industries influence economic and social development.

Here are some sample hypotheses of Orange Economy that can be used in research:

1. **H1:** The development of the Orange Economy significantly contributes to economic growth by creating employment opportunities in creative industries.
2. **H2:** Investment in cultural and creative sectors improves innovation and entrepreneurship in a country.

RESEARCH METHODOLOGY

Research methodology refers to the systematic methods used to collect, analyze, and interpret information about the Orange Economy. It helps researchers understand the role of creative and cultural industries in economic development. The research design explains how the study

is conducted. In the study of the Orange Economy, a descriptive and analytical research design is often used to examine the contribution of creative industries such as art, media, music, design, and cultural tourism.

DATA COLLECTION METHOD:

The research study is based on both primary and secondary data.

Primary data is collected directly from people involved in creative industries. It may include interviews, questionnaires, surveys, and observations of artists, designers, entrepreneurs, and cultural workers.

Secondary data is collected from already published sources such as books, research articles, government reports, journals, websites, and reports of organizations like the Inter-American.

Sampling Method:

Sampling refers to selecting a small group from a large population for research. In Orange Economy studies, researchers may use random sampling or purposive sampling to select participants such as artists, cultural entrepreneurs, or creative businesses.

Data Analysis

After collecting data, the information is analyzed using qualitative and quantitative methods. Charts, tables, percentages, and descriptive explanations are used to understand the economic contribution of creative industries.

Interpretation & Conclusion:

Finally, the analyzed data is interpreted to understand the importance, growth, and challenges of the Orange Economy. The findings help in drawing conclusions and suggesting policies for the development of creative industries.

LIMITATIONS OF THE STUDY

- ❖ The study covered the creative industries only.
- ❖ The study attempted to cover traditional heritage industries.
- ❖ The study covered creative and innovative industries.
- ❖ The conclusion is based on the views and opinions of the respondents.

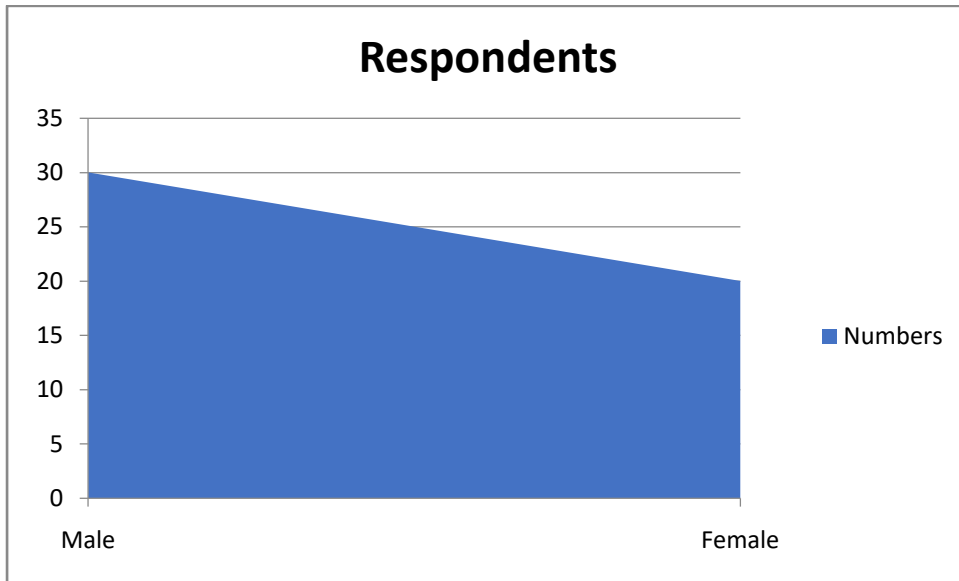
DATA ANALYSIS & INTERPRETATION

The analysis and interpretation of various responses is presented below:

(1) Gender wise composition of respondent

Particulars	Numbers	Percentage
Male	30	60%
Female	20	40%

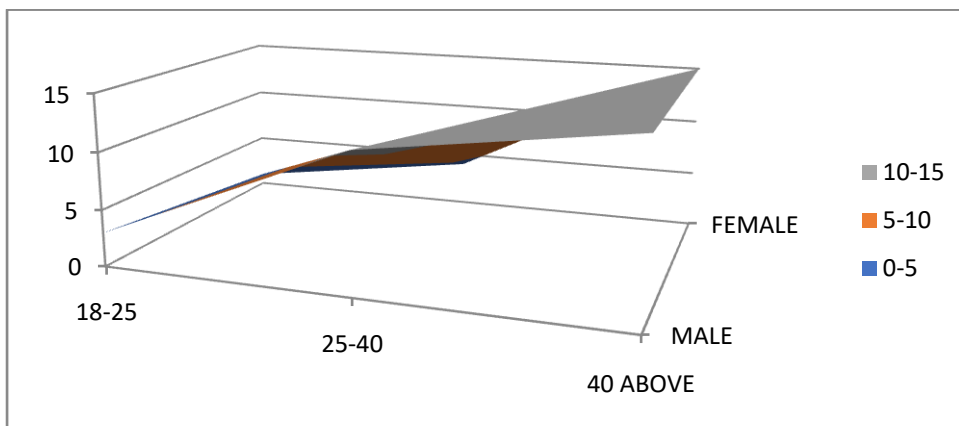
Total	50	100%
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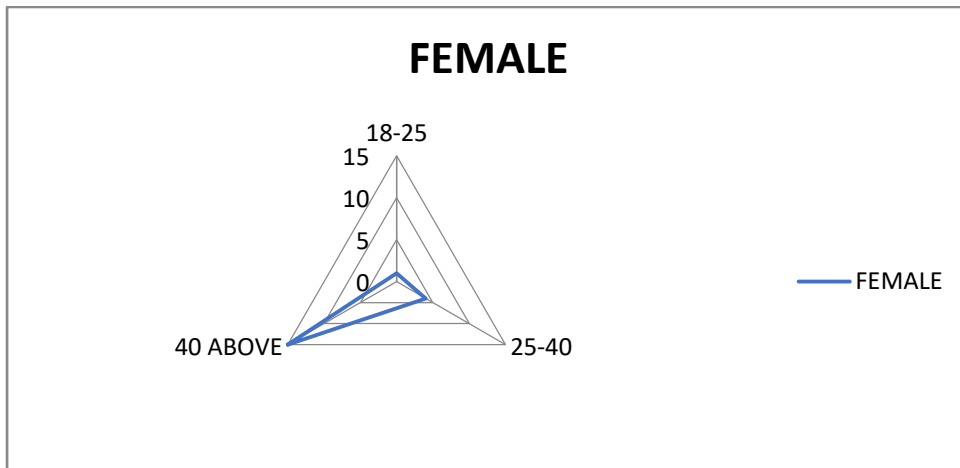


The study has taken 30 male and 20 female for the purpose of the study. All the respondents were either presently having or previously engaged in orange economy field.

2.Age Group of respondents

Particulars	MALE	FEMALE	TOTAL
18-25	03	01	04
25-40	12	04	16
40 ABOVE	15	15	30
TOTAL	30	20	50

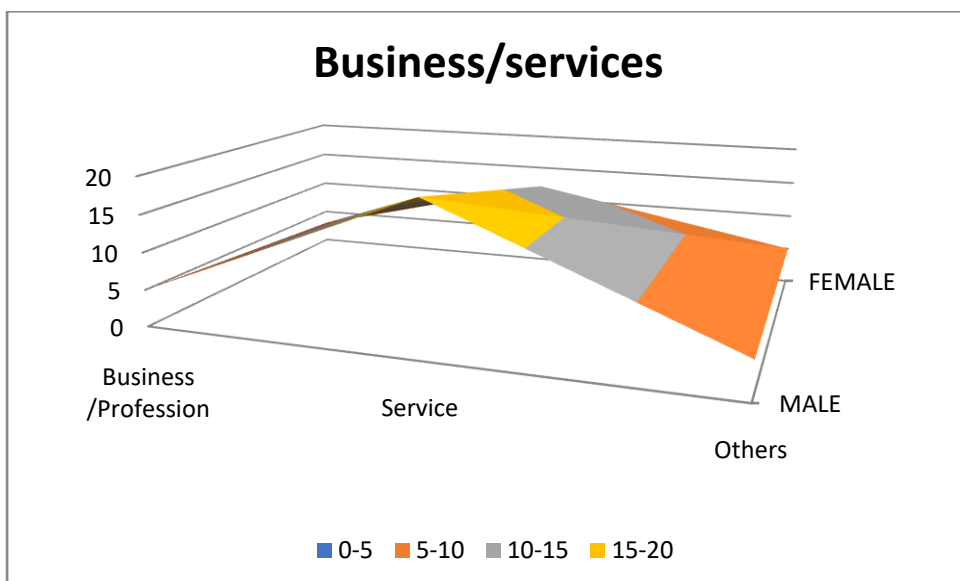




Three age groups were taken on the basis of responses. Total 04 were from 18-25 age group, 16 were from 25-40 group and 30 were from 40 above group.

3.From which sector respondents were?

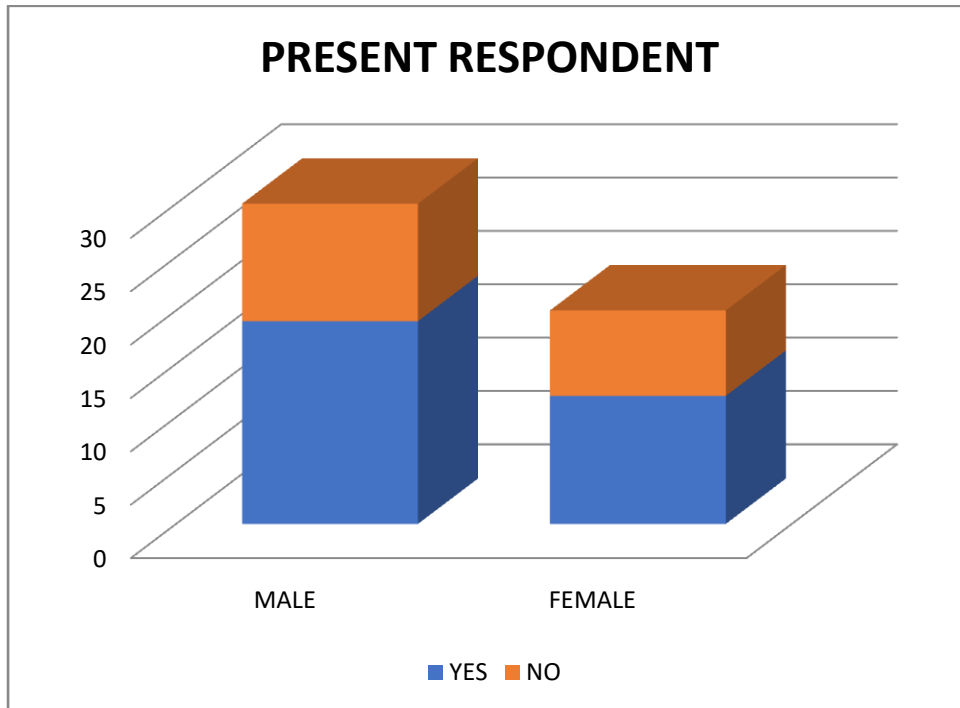
Particulars	MALE	FEMALE	TOTAL
Business /Profession	05	03	08
Service	20	12	32
Others	05	05	10
TOTAL	30	20	50



The basic intention was to study that about the sector most interested in service. It is basically the service sector dominates. Out of 50, 08 were doing business 32 were doing services while 10 in other.

4. Are you presently having connected with digital media?

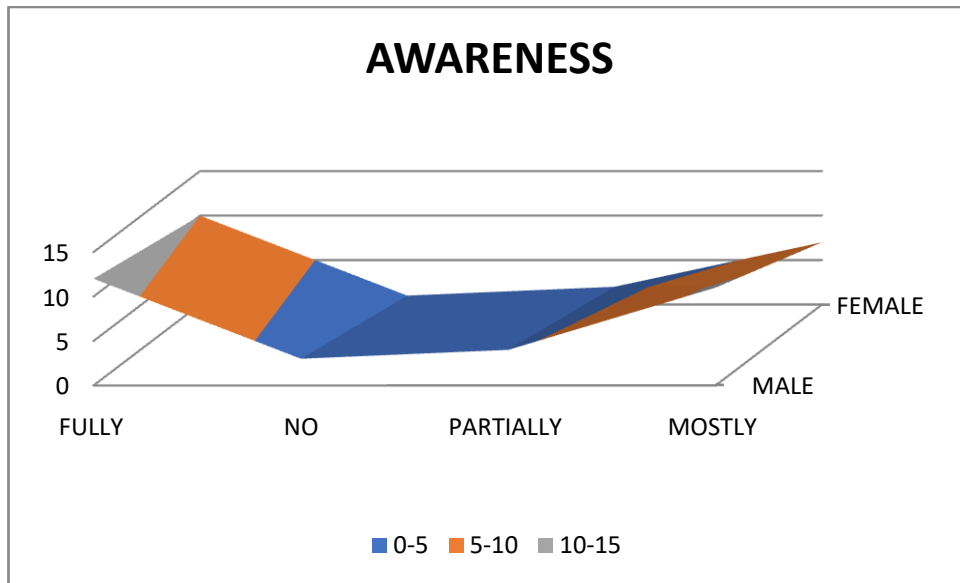
Particulars	MALE	FEMALE	TOTAL
YES	19	12	31
NO	11	08	19
TOTAL	30	20	50



Not very surprising to observe that out of 30 males, 19 were presently having digital and new media while in case of female it is 12 were presently having digital and new media.

3. Are you well aware of Cultural heritage?

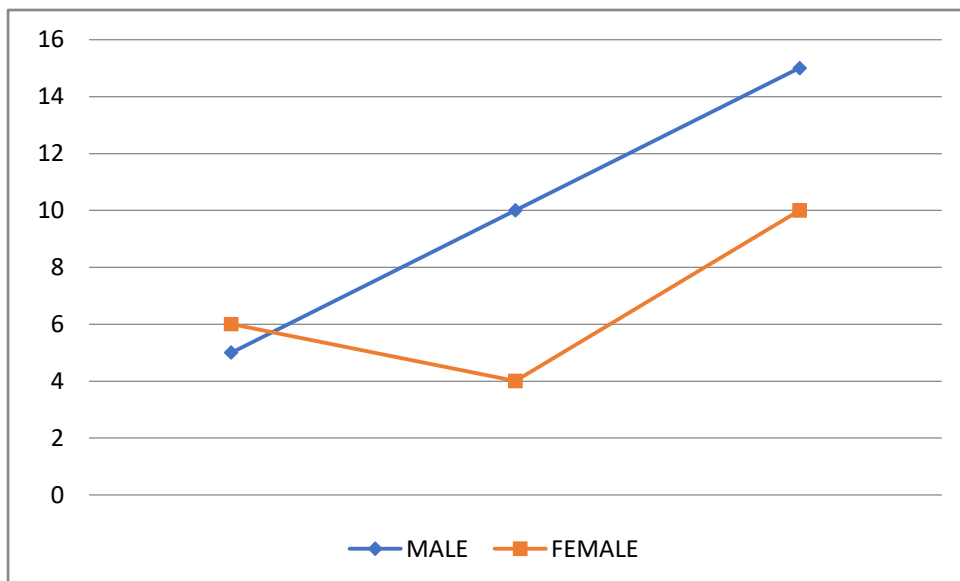
PARTICULARS	MALE	FEMALE	TOTAL
FULLY	12	10	22
NO	03	01	04
PARTIALLY	04	02	06
MOSTLY	11	07	18
TOTAL	30	20	50



The respondents get aware of cultural heritage it is therefore those who are full aware or mostly were are 22 out of 50. 04 are not aware and 06 are partially aware and 18 were mostly aware of cultural heritage

4. Have you dealt in which type of orange economy?

PARTICULARS	MALE	FEMALE	TOTAL
Arts	05	06	11
Cultural	10	04	14
Digital	15	10	25
Total	30	20	50



The study found that 11 engaged in Arts only. On the other 14 were fully engaged in cultural while 25 engaged in Digital.

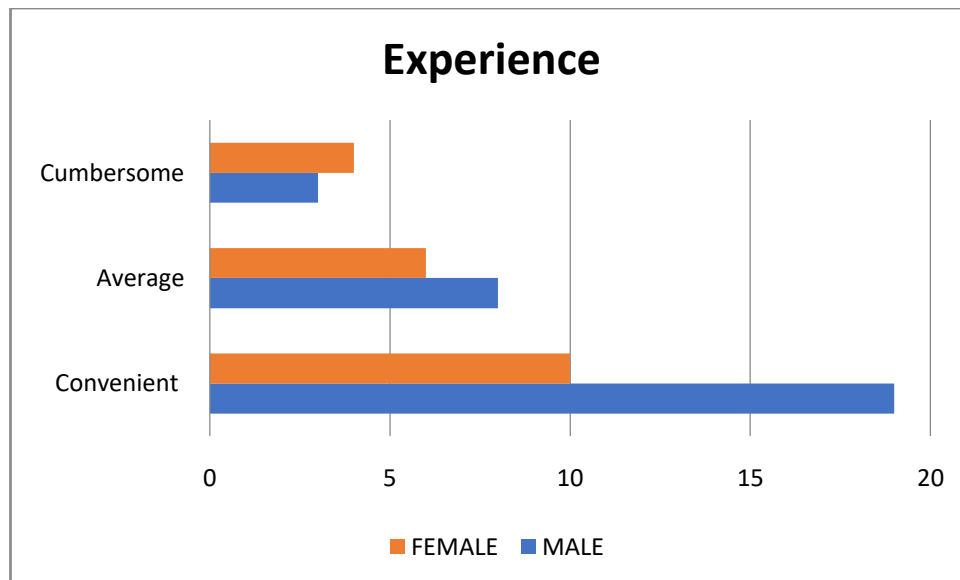
5. Orange Economy helps to strengthen economy of country

PARTICULARS	MALE	FEMALE	TOTAL
YES	23	14	37
NO	07	06	13
TOTAL	30	20	50

37 out of 50 in total were agree Orange Economy helps to strengthen economy of country however the 13 were not agree Orange Economy helps to strengthen economy of country. It implies that most of the respondents were agree Orange Economy helps to strengthen economy of country.

6. What is your experience about orange economy?

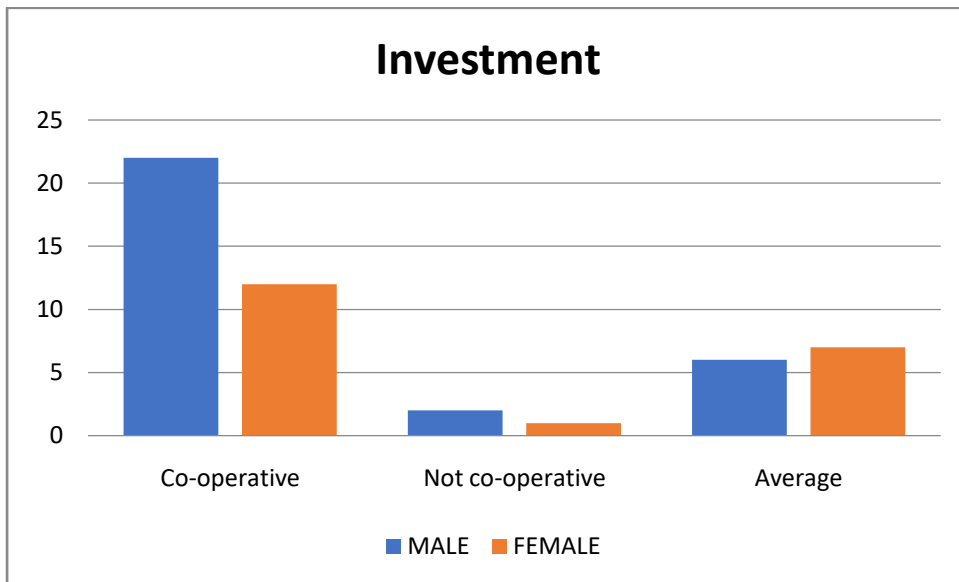
PARTICULARS	MALE	FEMALE	TOTAL
Convenient	19	10	29
Average	08	06	14
Cumbersome	03	04	07
TOTAL	30	20	50



29 out of 50 in total were convenient to Orange Economy.
 14 out of 50 in total were average to Orange Economy,
 07 out of 50 in total were cumbersome to Orange Economy,

7. Investment in cultural and creative sectors Co-operates innovation and entrepreneurship in a country?

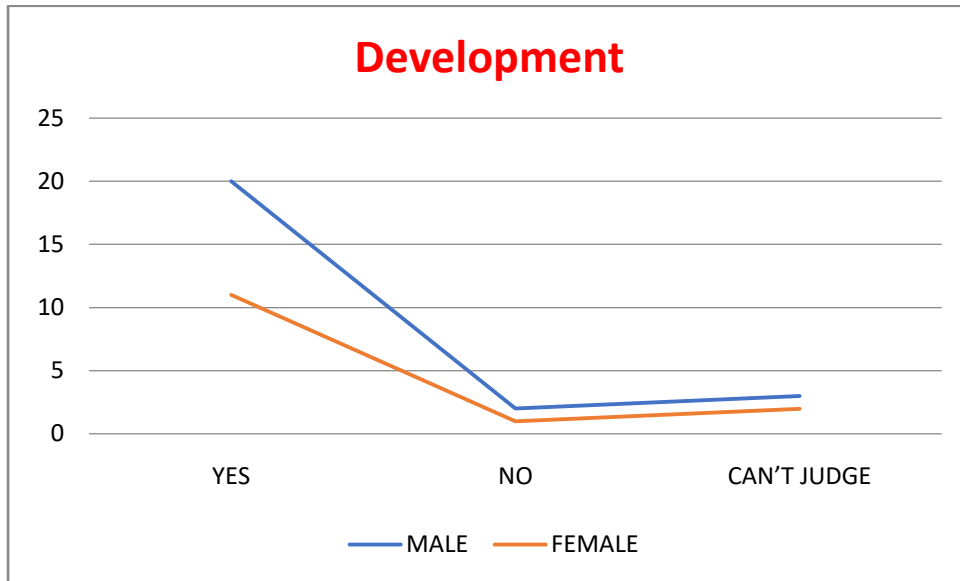
PARTICULARS	MALE	FEMALE	TOTAL
Co-operative	22	12	34
Not co-operative	02	01	03
Average	06	07	13
TOTAL	30	20	50



34 out of 50 in total were agree that investment in cultural and creative sectors Co-operates innovation and entrepreneurship in a country.
 03 out of 50 in total were agree that investment in cultural and creative sectors Not Co-operates innovation and entrepreneurship in a country.
 13 out of 50 in total were agree that investment in cultural and creative sectors average innovation and entrepreneurship in a country.

8. The development of the Orange Economy significantly contributes to economic growth by creating employment opportunities in creative industries?

PARTICULARS	MALE	FEMALE	TOTAL
YES	20	11	31
NO	02	01	03
CAN'T JUDGE	03	02	05
TOTAL	25	14	39



31 out of 50 in total were agree that development of the Orange Economy significantly contributes to economic growth by creating employment opportunities in creative industries. 03 out of 50 in total were not agree that development of the Orange Economy significantly contributes to economic growth by creating employment opportunities in creative industries. 05 out of 50 in total were not judge that development of the Orange Economy significantly contributes to economic growth by creating employment opportunities in creative industries.

09 Are you satisfied with orange economy so far?

PARTICULARS	MALE	FEMALE	TOTAL
YES	22	16	38
NO	05	02	07
CAN'T JUDGE	03	02	05
TOTAL	30	20	50

31 out of 50 in total were agree that they were satisfied with orange economy. 07 out of 50 in total were not agree that they were satisfied with orange economy. 05 out of 50 in total were can't judge that they were satisfied with orange economy.

CONCLUSION AND SUGGESTIONS

The study moved further by taking a group of 50 respondents and recorded their responses in order to study the performance of the orange economy. The study was a study so the questionnaire was framed in such a way to appraise the orange economy that the development of the Orange Economy significantly contributes to economic growth by creating employment opportunities in creative industries.

The study moved further by taking a group of 50 respondents and recorded their responses in order to study the investment in cultural and creative sectors and it proves that Investment in cultural and creative sectors improves innovation and entrepreneurship in a country.

The findings were as follows:

- The study has taken 30 respondents and 20 female respondents for the purpose of the study. All the respondents were either presently having or previously had engaged in the orange economy.
- Three age groups were taken on the basis of responses. Total 04 were from 18-25 age group, 16 were from 25-40 group and 30 were from 40 above group.
- The respondents get aware of cultural heritage it is therefore those who are full aware or mostly were are 22 out of 50.
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- The study found that 11 engaged in Arts only. On the other 14 were fully engaged in cultural while 25 engaged in Digital.
- 37 out of 50 in total were agree Orange Economy helps to strengthen economy of country however the 13 were not agree Orange Economy helps to strengthen economy of country. It implies that most of the respondents were agree Orange Economy helps to strengthen economy of country.
- 29 out of 50 in total were convenient to Orange Economy., 14 out of 50 in total were average to Orange Economy, 07 out of 50 in total were cumbersome to Orange Economy,
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