

## Cultural Management in the Digital Age

### Session V - Building Value in Creative and Cultural Businesses - Part 3

In session five, Mr. Jain looked at the 'culture' aspect of cultural businesses.

One's culture influences the way we see the world. As every culture sees the same things differently, it can lead to culture distortions. The cultural lenses with which one views the world determines the kind of cultural distortions. These could be reason, emotion, traditional or evasive. Culture influences the value proposition and consumer behaviour.

The cultural diaspora within India, and globally, has the power to take one's voice to larger audiences. The assimilation of current culture, and the rootedness to their home culture can decide whether the consumer rejects an Indian brand or adopts and refers. The route to the spread of cultural goods is to adopt and refer.

What is 'Indianness'? Its uniqueness is the diversity, and the celebration of every individual. How does one harness the uniqueness? Instead of looking at what the market wants, one must look for what value can be created. Harnessing that uniqueness in the brand is what changes people's lives.

One must ask:

1. Is it unique? *Make it personal.*
2. Has it been harnessed well? *Gain skill sets that help in this.*
3. Does it fit in? *Be passionate.*
4. Does it stand out? *Do the research.*

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