Ref: KJA: Order-06: ArtsAdmin: 2015
April 15, 2015

Sub: Establishment of KJA Task Team on Arts Management Strategy

1. In the 2nd meeting of KJA-Technical Committee held on January 6, 2015 and 3rd meeting of KJA held on January 31, 2015, the Aayoga has discussed on the issue of introducing Arts Management as a discipline for the overall management and maintaining of arts objects and archiving. Such skills are required to create a cadre of qualified personnel that are needed for managing/administering state-level arts, museums, monuments, libraries, art galleries and cultural centres for performing arts etc.

2. Karnataka has one of the largest numbers of art objects, historical sites, heritage assets, museums and galleries etc and also has a large number of arts and cultural academies and bodies. These are not only key indicators to the social, economic and technological progress made in the state but also show-case the historical and cultural development of the state. Many of these art objects, materials, records and heritage sites, museums and galleries etc need to be well-managed and some of the latest technologies used to preserve and showcase their ware effectively. Art museums and collections housed in the state are far from being professionally maintained and managed by arts professional experts. Cultural bodies and institutions need expert and good leadership for long-term sustenance and growth of cultural activities. Arts Management has also gone digital internationally, with the focus now on art digital records and art databases, 3D multi-media displays and galleries, imaging and 3d visualisation, graphic analytics and a host of technological advancement in arts management and museums administration.

3. KJA has recognised that it is important for the state to develop a cadre of experts to manage and maintain arts institutions and bodies, to impart technical skills too to maintain and curate the objects and materials housed therein and develop expert and professional leadership for cultural institutions and activities – especially with skilled persons who are equipped to handle art objects and materials and maintain and manage them safely, securely and sustained over time. Professional arts management is now multi-disciplinary based on knowledge of history, culture, development of society and polity, science knowledge of chemistry, geology, biology etc and also knowledge of modern technology of curation and digital information science. Arts Management and administration must also include research and professional training in the history and preservation of cultural artifacts and heritage sites - encompassing curatorial practice, collections and exhibitions management, museum education, art objects handling and application of arts-specific communication techniques and technology platforms. Curatorial projects can bring the advantage of pursuing interdisciplinary collection-based expertise and exposure to public history and library and information science. It is important to be cognizant of the relationships between arts and culture, ethnicity, politics, economics, class, education, age, and occupation. Today, arts commercialisation and business is highly prevalent and it is important to be knowledgeable in this area too. Exposure to fundamental principles of management, finance, accounting, legal and copyright issues, arts-writing, liaison with media and publicity, writing arts-reviews etc. In addition to basic introductory arts appreciation, sensitizing to all major art forms and their significance is also essential. Such a comprehensive Arts Management education course can facilitate create a cadre of experts that have curatorial and arts management skill and can help Karnataka preserve and nurture its arts and heritage. Karnataka needs such expertise to create the cadre of arts management experts.
Presently, Karnataka has very little focus on arts management skilling – in spite of it having a large collection of arts and heritage value in the state and many cultural bodies/institutions. Qualified personnel are needed for art curation, museum administration, monument restoration/preservation, building art libraries, art galleries management, arts commerce, managing cultural centres for arts etc.

KJA proposes to develop an Arts Management Strategy for Karnataka – a roadmap for education and training in arts management and for creation of a cadre of arts management specialists. As part of this strategy, existing education system of universities/institutions in the state can seed Arts Management as a specialised discipline with an advanced professional curriculum, faculty of experts (even invited from outside) and a plan of action for such course administration through university system in the state.

For developing such an Arts Management Strategy, KJA constitutes an expert Task Team with the following membership:

- Dr Balan Nambiar, Eminent Arts Researcher - Co-Chair
- Smt Dipali Khanna, Ex-Member Secretary IGNCA - Co-Chair
- Mr. K. G Kumar, Director of NGMA/Vishweswariah Museum - Member
- Prof Ambalike Hiriyanna, Janapada University - Member
- Director, IIM-Bangalore - Member
- Rep of Director, NCSM - Member
- Dr Geetha Narayan, Srishti Institute of Arts, Design and Technology - Member
- Representative of Janpada Loka - Member
- Smt Leela Samson, Former Head, Sangeet Natak Akademi - Member
- Dr Mukund Rao, Member-Secretary, KJA - Member
- Mr. Ashok Vajpeyi, Former Chairperson, Lalit Kala Akademi - Member
- Dr. Ramachandra Guha, Eminent Historian - Member
- 2 Representatives from foreign cultural bodies/institutions - Member
- Principal Secretary, Kannada and Culture Dept (or Nominee) - Member
- Principal Secretary, Higher Education (or Nominee) - Member
- Dr. Vikram Sampath, Member, KJA - Member-Secretary
- Ms M Jayashri, RA in KJA - Convenor

The main task of the KJA Task Team on Arts Management is to prepare/develop a holistic and all-encompassing Arts Management Strategy for Karnataka – a road-map for rolling out arts administration and management as a discipline and creating a cadre of arts management experts and addressing, amongst other things, specifically:

- Broadly record and document the needs of arts management for the state by considering its arts and heritage and looking at future sustained management.
- Study and analyse state-of-art in Arts Management and administration – especially best practices in other countries.
- Identify the key technologies for professional Arts Management that will be of relevance for the state.
- Create a course structure and curriculum for Arts Management studies in key universities - a first of its kind professional education course in the country which looks at arts management and administration in an integrated and scientific manner, on par with international standards, but keeping in mind Indian realities.
- Discuss with and plan for Arts Management courses in key selected universities of the state in arts administration - encompassing training in the management of visual, performing, literary, media, cultural and arts and arts service organizations. The
enablement of universities for Arts Management – in terms of Faculty, facilities etc need also to be addressed. If required, experts from outside India could also need to be involved to obtain state-of-art knowledge.

- Stimulate research in arts management, improve its standards of quality and to increase its legitimacy both at a practical/managerial and an academic level
- Chalk out a road-map for institutionalization of the Arts Management discipline with an integrated approach with relevant institutions in the state and also that will help GOK to implement the courses.
- Any other related issue that Task team may consider important

7. Towards preparing the detailed report, the Task Team may undertake wide consultations across the state and holistically study all aspects of Art Management. The outcomes can then be internalized by the Task Team into a report. Once the report is developed by the Task Team it may be presented to KJA for formal endorsement/approval. The Plan can then be formally submitted by KJA to Government of Karnataka (GOK) for implementation actions.

8. Other experts, as identified/approved by Co-Chairs and Member-Secretary, KJA, may be co-opted to the Task Team and/or invited for specific meetings, as required.

9. Specific budget has been approved/earmarked by KJA for the Task Team activity. The expenses of the Task Team would be met from this approved budget of KJA. For administrative purposes, the expenses for meetings, any travel/fees/honorarium and any other meeting expenses etc could be met from KJA funds, as per KJA procedures, allocated for the Task team activities. Funds related to this activity will be expended upon approval of Co-Chairs of Task Team and as per procedures of KJA.

10. The term of the Task Team will be for a period of 6 months from the date of issue of this order.

11. This order issues with the approval and under authority of Chairman, KJA.

(Mukund Rao)  
Member-Secretary, KJA

To,

- All Members and Convenor of KJA Task Team on Arts Management Strategy

Copies for information to:

- All Members of KJA
- Chief Secretary of Karnataka
- Principal Secretary, Dept of Higher Education, GOK – formal information/intimation of the establishment of this KJA Task team as decided/approved by KJA.