

## TODAY'S IMPORTANT CURRENT AFFAIRS

### UPSC MAINS

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### ORANGE ECONOMY

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**In News:** IndiaModi champions ‘Orange Economy’ at WAVES

**Syllabus:** Mains – GS III (INDIAN ECONOMY - GROWTH AND DEVELOPMENT)

#### Orange economy



The Orange Economy-also known as the **creative economy**-refers to sectors where creativity, culture, and intellectual property are the primary sources of value and economic activity. It includes industries such as **art, music, film, design, fashion, advertising, digital content, gaming, animation, architecture, publishing, and cultural tourism**. The term "orange" is used because **orange is traditionally associated with creativity and culture**.

#### Significance

The Orange Economy is a major driver of economic growth, job creation, and innovation worldwide.

Globally, it accounts for about **6% of GDP** and **employs over 50 million people**, with its share and influence rapidly increasing due to advances in technology and digital platforms.

It fosters cultural identity, social inclusion, and sustainable development, making it a key pillar for future economic strategies.

## Government Measures to Promote the Orange Economy

Governments worldwide, including India, have taken various steps to support and expand the orange economy:

**Public-Private Partnerships:** Governments have established sectoral pacts and public-private agreements to accelerate the growth of creative industries, as seen in Colombia and now increasingly in India.

**Policy Reforms:** Regulatory adjustments, simplification of procedures, and the creation of incentives for creative businesses have been introduced to make it easier to operate in this sector.

**Access to Finance:** Efforts to improve access to financial markets and develop specific financing mechanisms for creative and cultural organizations.

**Capacity Building:** Training, qualification, and promotion programs to enhance the skills and relevance of creative professionals.

**Intellectual Property Support:** Updating intellectual property policies and raising awareness about IP rights and protections.

**Data and Measurement:** Developing mechanisms for measuring and disseminating statistical information on the creative economy to inform policy and investment decisions.

In India, the government has recently **launched initiatives like the World Audio Visual and Entertainment Summit (WAVES)**, positioning the country as a global hub for content creation and inviting international creators and investors to participate in India's creative ecosystem.

## Challenges

**Regulatory Hurdles:** Complex procedures, permits, and lack of clear long-term guidelines can hinder growth.

**Access to Finance:** Many creative organizations struggle to secure funding and investment

**Intellectual Property Issues:** Outdated IP policies and lack of awareness about IP tools remain obstacles.

**Skills Gap:** Weaknesses in the supply, demand, and quality of academic programs relevant to creative industries.

**Market Access:** Difficulty in connecting creative organizations with broader markets and other productive sectors.

**Statistical Data:** Lack of robust mechanisms for measuring and disseminating data on the sector.

## **Growth and Importance in the Global Economy**

The orange economy has shown exponential growth, doubling its contribution to global GDP over the past decade.

**Technology is a major driver, enabling new forms of content creation**, distribution, and monetization (e.g., AI-generated art, VR/AR experiences, blockchain for digital ownership).

Countries leading in the orange economy are poised to benefit from **sustainable, inclusive growth, global cultural influence, and increased soft power**.

India, with its rich cultural heritage and rapidly expanding digital infrastructure, is positioned to become a global leader in the creative economy.

## **WAVES**

WAVES stands for the **World Audio Visual and Entertainment Summit**, a major international event inaugurated in India in 2025. The summit aims to:

Connect creators, innovators, investors, and policymakers from over 100 countries.

Showcase India's capabilities and potential as a global hub for media, entertainment, and creative industries.

Provide a platform for collaboration, knowledge sharing, and investment in the orange economy.

In summary, the orange economy is a rapidly growing sector rooted in creativity, culture, and intellectual property. It is increasingly recognized as a powerful engine for economic growth, job creation, and global influence. Governments are implementing targeted measures to support its development, but challenges such as regulation, finance, and skills must be addressed to fully realize its potential. WAVES exemplifies India's commitment to becoming a global leader in this dynamic field.