



FINE ARTS AND ECONOMICS

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Fine arts are one of the leading sectors of the today's world. Fine arts has the prolonged history if we throw light on the history of the world. Every continent of the world has its sweet memories In the shape of their arts performed thousands of years ago and till became the source of entertainment, attraction, beautifulness, peace and prosperity of that particular place. In the ancient times the Fine arts has not so much scope in the monetary terms but it resides in the heads and hearts of the peoples at that time and today also. Almost nothing has written about the art culture before the mid-1960s¹. Its origin can be dated from 1966, the year in which William J. Baumol and William G. Bowen published performing Arts: The Economic Dilemma². But this is not true about the art culture of India. India has its art culture from thousands years ago which will be discussed in the present study later on. In this paper the existence and the importance of art in various economies has been taken over with special focus on the history of Indian Art and culture and its impact on Indian economy all over.

After the publication of the book of J. Baumol and G. Bowen the standardized economy like U.S.A. started to give a sharp attention towards the field of Art culture and Fine Arts which would definitely pay remarkably the implementative economies of the world. The developed countries of the sophisticatedly manages to nourish the art sector and reaps more and more benefits from it and also conveniently improves their income generation and also the living of their masses. They did it by broadcasting, telecasting, advertising, painting, mapping etc. But if we take only the sector of Fine Arts it has the prominent place right from the origination of the civilization up to date. We can justify it with a very simple practice that if someone is passing by us and we did not know who he is? But when later on when we come to know about the person that he was a renowned painter or an artist then we took a long breathe and feel very bad about over selves that why don't recognize him or her when he was passed by me. Clearly indicates that we have a great respect regarding such persons because of their work. It means that even we can say that Fine Art is a gift of God among the persons who have these kinds of qualities. We should also have to think positively and caringly

about the Fine Arts and to nourish completely will definitely proved to be a blessings for all of us and also for our economy.

Every country has its definite interesting and magnificent art history such as Art of ancient Egypt, Art of ancient Greece, early medieval Art of Europe etc. Art and Culture proved to be a master model for almost all the aspects of societies of even the developed countries like U.S.A., China, Japan, Russia etc. Fine Arts also help these countries to sell their products in the foreign markets as a result enhances their peace and prosperity.

In this paper we would just have to focus on Indian Fine Arts and, its history and its impact on the Indian economy. Undoubtedly, if we took the concern of Indian history the India and the Hinduism considered the world's oldest religion have both the infinite type of history. Therefore one of the greatest scholars proposed that history of Art is a very simple term and seems to be very biased quotation and instead of it Art has created the history of civilization makes the statement interesting and logical. If we have a brief look on the Indian history it originates from the Vedas and with the passage of time Mahabharata, Ramayana, Vishnukaal etc. all are the basics of the Indian history but unfortunately, we don't have any contemporary of that time no videography, no satellite, no internet but still we can enjoy all the happenings of Mahabharata, Ramayana etc. Question rises here how this can happen but now we can proudly write down the answer. It is only possible with the help of Art and Culture. Art and Culture not only helps us to increase our revenue or to advertise the different commodities in a sophisticated manner, it also gave us an opportunity that we can see the historical miracles live and to also provide us a chance to know about the history of our culture, traditions, customs etc.

This all is not only improving our society in one aspect but Also the Fine Arts proved to be a multidimensional formula which developed our country by all aspects such as politically, economically, ethically, socially and technologically. All the time from ancient to modern, from Mahabharata, Ramayana, Mauryan, Mughals, British period and after independence the Fine Arts has achieved remarkably whose role cannot be forgotten forever which it played to reconstruct the fabulous nation like India. Some of the epics and paintings of different times with photos are given below:

Research Through Innovation



Scenes from the Ramayana (c.1995), colour print with photographic portrait of actors at the bottom. The 1987 television serialization of this great Hindu epic had a significant impact on the political culture of India.

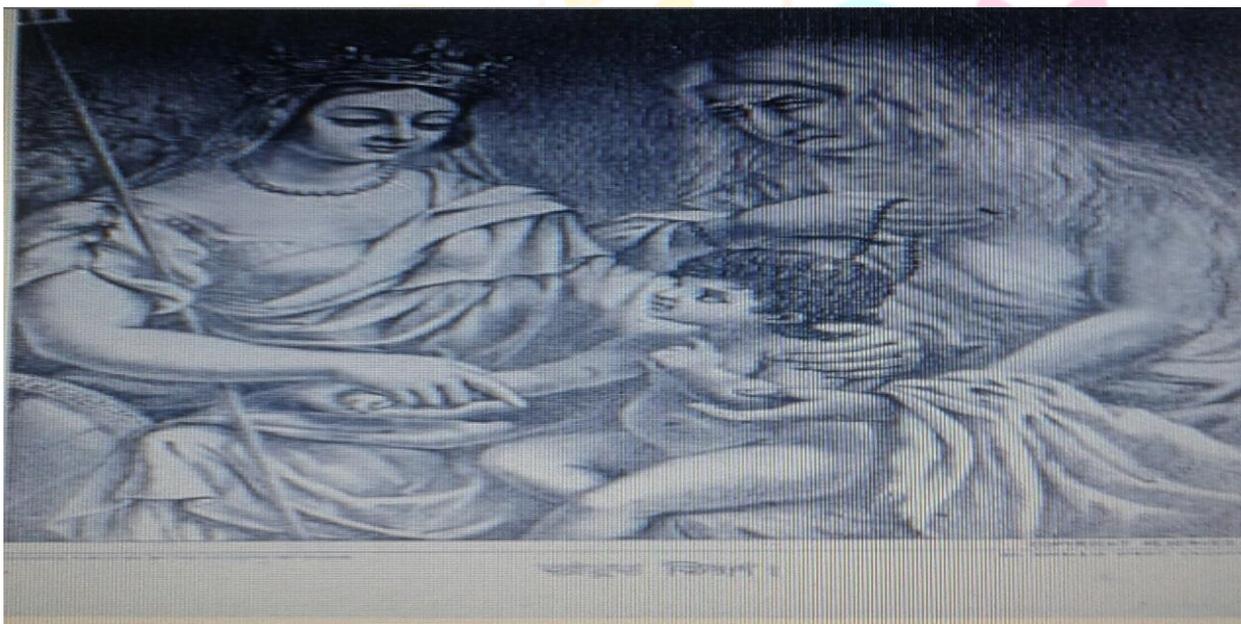


Plate from a late 19th century German publication demonstrating the effects of successive colours in the nine block chromolithograph image.

Mrs. S.C.Belnos interior of native hut a lithograph published in Hindoo and European manners in Bengal (London 1823). A mass produced, hand painted image can be seen on the wall at the back.



Advertising placard for Bradford dyers: Association depicting Ganesh(c,1990), chromolithograph on card, such pictorial trademarks are widely used by foreign retailers in 19th century India.



Bharat Bhiksha(c,1878) a lithograph published by Calcutta Art Studio.

Conclusions

By the above brief study of Fine Arts and its role in the all over development of almost every country of the world is quite unforgettable and is also not ignorable. The above given pictures also represents the place of Art and Culture in the different economies in different times. Thus, we all came to single conclusion that the extraordinary efforts should be made to improve the Fine Art sector of our country by which we can hope for an extraordinary changes in our economy.

References:-

- 1) For an account of the origins of the field, see Ruth Towse, Introduction in RathTowse, ed., Culutral Economics: The Arts, the heritage and the media industries, vol.1(Cheltenham, U.K: Edward Elgar,1997).
- 2) William J. Baumol and G. Bowen, Reforming Arts:- The (Economic Dilemma (New York: Twentieth Century Fund 1966).
- 3) Thapar Binda (2004). Introduction to Indian Architecture, Singapore: Periplus editions pp.36-37 51, ISBN 0-7946-00115.
- 4) Acharya P.K ., 1927 A Dictionary of Hindu Architecture, London.
- 5) Bhattacharya , Benoytosh, 1924 , The Indian Bhuddhist Iconography, Calcutta.
- 6) [http:// www.universitas21.com/](http://www.universitas21.com/)

