

Programme :

Intangible Cultural Heritage (ICH) is all about people. Investment on ICH directly benefits communities, helps in strengthening identity as well as cultural diversity, skill development and empowerment, developing creative enterprise, and generating new resources. Thus investment on ICH is critical for achieving Sustainable Development Goals (SDGs).

ICH → Skill → Enterprise → Resource generation → Poverty Alleviation

ICH → Identity → Owning development charters → Inclusive Development

ICH → Recognition → Pride → Aspiration → Safeguarding

Investment on ICH → Development of eco-system → Sustainable Development

Amitava Bhattacharya, based in Kolkata, India, an engineering graduate from IIT Kharagpur and Chevening-Gurukul Scholar in Leadership & Excellence from London School of Economics, is a social entrepreneur with 30 years of global experience, has formed banglanatak dot com in 2000, specializing in Culture and Development. His flagship initiative Art for Life (AFL), a unique model on Culture and Development, addressing SDGs using Intangible Cultural Heritage is a success story and has got global recognition and accreditation from UNESCO, UNWTO and UN ECOSOC. Amitava has also started World Peace Music Festival in Kolkata, called Sur Jahan, in 9 years time it has evolved as Headliner festival in Kolkata & Goa.