

Orange Economy

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Orange Economy: India's New Engine of Innovation and Development

Context : Recently, at the **World Audio Visual and Entertainment Summit (WAVES) 2025** held in Mumbai, the **Prime Minister highlighted India's growing prominence in the global creative economy, also known as the orange economy.** This signals a strategic shift to leverage **culture, creativity, and intellectual property (IP)** as engines of economic and sustainable development.

About Orange Economy

The **orange economy**, also called the **creative economy**, refers to economic activities driven by **creativity, culture, knowledge, and intellectual property.** It integrates **economic, cultural, and social factors** while interacting with **technology, innovation, and tourism** to promote development.

Key features:

- Represents **knowledge-based economic activities** grounded in **individual creativity, skill, and talent.**
- Generates **unique, innovative, intellectual property-rich outputs** rather than mass production.
- Connects diverse sectors across **economic, cultural, technological, and social spheres.**
- According to **UNESCO**, the orange economy contributes **3% to global GDP** and provides employment to **30 million people worldwide.**

Industries under the orange economy include:

- **Advertising, architecture, arts and crafts, design, fashion, film, video, photography, music, performing arts, publishing, software, video games, animation, TV, radio, digital content creation.**

The term was popularised by **Felipe Buitrago and Iván Duque** of Colombia, with “orange” symbolising **creativity and cultural identity**.

India's Creative Economy: Trends and Potential

India's creative economy is witnessing significant growth, driven by **digital platforms, cultural diversity, and youth-led innovation**.

Important data and trends:

- As per **Ernst & Young**, India's **creator economy is projected to grow at 18% compound annual growth rate (CAGR)**, from **₹19 billion in 2023 to ₹34 billion by 2026**.
- Sectors showing rapid growth include **films, animation, gaming, digital media, music, performing arts, and AI-driven content**.
- India's large **youth population, linguistic diversity, and expanding digital infrastructure** enhance its global competitiveness.

The orange economy aligns with India's goals of promoting **intellectual property rights (IPR), cultural entrepreneurship, creative industries, and sustainable livelihoods**.

WAVES 2025 Summit: India's Global Push

The **World Audio Visual and Entertainment Summit (WAVES) 2025**, hosted by the **Government of India** at **Jio World Convention Centre, Mumbai**, aimed to position India as a global hub for the **media and entertainment (M&E) industry**.

Key highlights:

- Focused on showcasing India's capabilities in **content creation, technology, and IP-led innovation**.
- Covered sectors including **broadcasting, films, animation, gaming, digital media, artificial intelligence, emerging technologies in entertainment**.
- Launched the **WAVES Bazaar**, a global digital marketplace to connect Indian creators with international buyers and investors.
- Aimed to boost **international collaborations, foreign investments, cultural exports, and India's soft power projection**.

WAVES 2025 reinforced India's ambition to be a leading contributor to the **global creative economy** through **policy support, capacity building, and global partnerships**.

Significance for India

The rise of the orange economy holds multiple implications:

- **Economic diversification** by expanding non-traditional sectors.
 - **Job creation** in knowledge-based and skill-intensive industries.
 - **Strengthening cultural diplomacy** and enhancing India's **soft power**.
 - Promoting **innovation-driven entrepreneurship** and **IP-based wealth creation**.
 - Supporting **Sustainable Development Goals (SDGs)** through inclusive and sustainable cultural industries.
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Conclusion

India's focus on the **orange economy** reflects a **strategic integration of culture, creativity, and technology into national development**. Strengthening **IPR frameworks, creative education, skill development, and digital ecosystems** will be essential to harness the full potential of this sector. By doing so, India can emerge as a **global leader in creative industries** while **preserving its cultural heritage and boosting economic growth**.

