

From Developing to Developed: The Convergence of Science, Creative Arts and Management for Culturally Rooted India 2047

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Abstract

India's ambitious vision of becoming a developed nation by 2047 (Viksit Bharat) demands a transformative and holistic approach that goes beyond conventional economic models. This paper explores the strategic convergence of **Science, creative Arts and Management** as a powerful multidisciplinary framework for building a **culturally rooted developed India**.

The study argues that the integration of these three domains is essential for achieving balanced progress that is economically prosperous, technologically advanced, socially inclusive, and culturally vibrant. Drawing upon conceptual analysis and examples from successful global and Indian case studies, this paper examines how scientific innovation guided by sound management principles and enriched by artistic creativity can address critical challenges such as sustainable development, education, healthcare, urbanization, and cultural preservation.

The findings suggest that a synergistic Science-Management-Arts nexus can accelerate India's journey from a developing to a developed nation while ensuring that progress remains deeply rooted in Indian values, ethos, and cultural heritage. The paper concludes by proposing a multidisciplinary framework and policy

recommendations for integrating Science, Management, and Creative Arts in national development strategies for *Viksit Bharat 2047*.

Keywords: Viksit Bharat 2047, Culturally Rooted Development, Interdisciplinary Approach, Sustainable Development, Indian Knowledge System **SAM (Science Arts and Management)**

Introduction

As India marches towards its centenary of independence in 2047 with the bold vision of *Viksit Bharat*, the nation faces a defining question: What kind of developed country does it aspire to become? Mere economic growth and technological advancement are no longer sufficient. True development must be holistic — economically prosperous, socially equitable, environmentally sustainable, and deeply rooted in Indian culture and values. In this context, the **integrated role of Science, creative Arts and Management** emerges as a powerful and essential multidisciplinary force for nation-building.

Science and Technology act as the primary engine of progress. From space exploration and artificial intelligence to biotechnology, renewable energy, and digital infrastructure, scientific innovation provides the tools to solve pressing problems of poverty, health, education, and climate change. However, science alone can become cold and impersonal if not guided properly. Science and technology provide the foundation for innovation, sustainability, and economic growth, while effective management ensures efficient implementation, governance, and scalability of development initiatives. Creative Arts, encompassing design, literature, performing arts, visual arts, and cultural heritage, play a vital role in preserving Indian identity, fostering creativity, and ensuring inclusive and human-centric development. **Management** serves as the crucial bridge between vision and reality. Effective governance, strategic planning, efficient resource allocation, policy implementation, and institutional leadership ensure that scientific breakthroughs translate into tangible benefits for millions. Without sound management, even the best innovations fail to reach the last mile. **Creative Arts**, often undervalued in development discourse, play a vital humanising role. Literature, music, dance, theatre, visual arts, design, and cultural heritage foster creativity, emotional intelligence, social harmony, and cultural pride. The arts help communicate complex ideas, drive behavioural change, preserve Indian identity, and ensure that development remains inclusive and people-centric.

This paper argues that the **synergistic convergence** of Science, Management, and Creative Arts — the **Science, creative Arts and Management** — is indispensable for India's successful transition from a developing to a developed nation. It is not enough to build smart cities, advanced industries, or digital economies; India must also nurture a creative, culturally confident, and emotionally fulfilled society.

The study explores how this trinity can collectively address key national priorities such as sustainable development, quality education, universal healthcare, rural empowerment, inclusive urbanization, and cultural preservation. By blending scientific rigour with managerial efficiency and artistic imagination, India can create a unique development model that is modern in its capabilities yet Indian in its soul.

This research adopts a conceptual and exploratory approach, supported by theoretical insights, global experiences, and Indian case studies. It aims to contribute a practical framework and policy recommendations that can guide policymakers, educators, and practitioners in embedding this multidisciplinary nexus into India's development strategy for *Viksit Bharat 2047*.

Review of Literature

Florida (2002) in his influential book **The Rise of the Creative Class** argued that creativity, technology, and talent are the key drivers of economic growth in the 21st century. He emphasised that regions investing in arts and culture alongside technology tend to achieve higher innovation and economic prosperity. **Amartya Sen (1999)**, in *Development as Freedom*, presented a capabilities approach that goes

beyond economic indicators. Sen stressed that development must enhance human freedoms, cultural expression, and social participation. His work provides strong philosophical support for integrating creative arts with scientific and managerial efforts.

In the Indian policy domain, the “National Education Policy 2020 (Ministry of Education, Government of India)” strongly advocates for multidisciplinary education. It recommends breaking the rigid separation between arts, science, and vocational streams to foster creativity, critical thinking, and holistic development. NITI Aayog’s Strategy for *Viksit Bharat @2047* (2024) highlights the need for a balanced approach combining technological advancement, efficient governance, and cultural preservation. The document repeatedly mentions the importance of innovation ecosystems that blend science with effective management and societal values. UNESCO (2022) in its **Creative Economy Outlook** reports that the creative industries contribute significantly to GDP, employment, and social inclusion across the world. In India, the creative sector (including handicrafts, design, media, and performing arts) is recognised as a major employment generator, yet its integration with science and management streams remains limited. The **World Economic Forum’s Future of Jobs Report** (2023) notes that future-ready economies will require a combination of technological skills, managerial competencies, and creative problem-solving abilities. It highlights the growing demand for workers who can integrate analytical thinking with creativity.

Research Gap

While there is substantial literature on the individual roles of science & technology, management, and creative industries, very few studies have examined their integrated application as a unified framework for national development, especially in the specific context of India’s *Viksit Bharat 2047* vision. This study attempts to address this gap by proposing a holistic Science-Management-Creative Arts Nexus.

Research Objectives

To explore the role and potential of the Science-Management-Creative Arts Nexus as a multidisciplinary framework for India’s transformation from a developing to a developed nation by 2047 (Viksit Bharat).

The integration of **Science, Management, and Creative Arts** creates a powerful ecosystem that fosters innovation, strengthens administration, and promotes entrepreneurship — three critical pillars for transforming India into a developed nation by 2047.

Role and Requirement of “SAM” for Viksit Bharat 2047

Innovation Science provides the knowledge base and technological breakthroughs, while Creative Arts contribute imagination, design thinking, and novel problem-solving approaches. Management ensures these ideas are systematically developed and scaled. For example, scientific research in biotechnology combined with creative design and effective project management has led to affordable healthcare innovations like low-cost medical devices and telemedicine solutions tailored for rural India.

Administrative Efficiency Management offers tools for governance, policy implementation, and resource optimisation. When supported by scientific data analytics and creative communication strategies, administration becomes more transparent, responsive, and citizen-centric. Creative Arts play a vital role in public awareness campaigns (e.g., Swachh Bharat and Beti Bachao Beti Padhao), making complex policies more relatable and increasing public participation.

Entrepreneurship The convergence of these three streams nurtures a new generation of entrepreneurs. Science offers new technologies, Management provides business acumen and scalability, and Creative Arts enable unique branding, storytelling, and user experience design. This combination is particularly powerful in areas such as edtech, healthtech, agritech, and cultural startups. India’s growing startup ecosystem (with over 1.2 lakh recognised startups) demonstrates that multidisciplinary talent produces more sustainable and innovative ventures.

Role of Higher Educational Institutions and Policy Support

Higher Educational Institutions (HEIs) are the most important platforms for nurturing the **Science, creative Arts and Management** Under the **National Education Policy (NEP) 2020**, universities are encouraged to become multidisciplinary institutions (MERUs — Multidisciplinary Education and Research Universities).

Their role includes:

- Designing flexible curricula that allow students to combine Science, Management, and Arts subjects.
- Establishing incubation centres that support multidisciplinary startups.
- Promoting research that integrates scientific rigour with creative expression and managerial application.
- Facilitating industry-academia collaboration for real-world problem-solving.

Policy Support is equally crucial. The Government of India, through NEP 2020, NITI Aayog's *Viksit Bharat @2047* vision, and various schemes (such as Atal Innovation Mission and Startup India), is creating an enabling environment. Key policy recommendations include increased funding for multidisciplinary research, recognition of creative industries, and incentives for HEIs that successfully implement the nexus approach.

By strengthening the role of higher education institutions and aligning policies with this multidisciplinary framework, India can build a future-ready workforce capable of driving innovation, efficient governance, and inclusive entrepreneurship — ultimately realising the dream of a developed *Viksit Bharat* by 2047.

Conclusion

India's vision of becoming a developed nation by 2047 (*Viksit Bharat*) presents both an unprecedented opportunity and a significant challenge. This study has demonstrated that the **Science, creative Arts and Management** offers a powerful, holistic, and culturally grounded framework to achieve this ambitious goal. By integrating scientific innovation, efficient management, and creative expression, India can move beyond conventional development models and create a unique path that is modern in capability yet deeply rooted in Indian values and ethos.

The convergence of these three streams has the potential to transform key sectors such as education, healthcare, sustainable development, rural empowerment, and cultural preservation. Science provides the knowledge and technology, Management ensures effective implementation and scalability, while Creative Arts bring human-centric design, emotional resonance, and cultural relevance. Together, they foster innovation, strengthen administrative efficiency, and nurture inclusive entrepreneurship — essential elements for building a prosperous and harmonious nation.

Higher educational institutions and supportive government policies, particularly the National Education Policy 2020 and NITI Aayog's *Viksit Bharat @2047* vision, will play a decisive role in realising this nexus. By promoting multidisciplinary education, encouraging cross-domain research, and establishing innovation ecosystems, India can prepare a future-ready generation capable of leading the country towards developed nation status.

In conclusion, the Science-Management-Creative Arts Nexus is not merely an academic concept but a practical strategy for balanced and sustainable development. If effectively implemented, it can accelerate India's journey from a developing to a developed nation while ensuring that progress remains inclusive, culturally vibrant, and true to India's civilizational heritage. The time has come for India to embrace this multidisciplinary approach and lead the world with a development model that is uniquely Indian in spirit and globally competitive in outcome.

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