

### **Social Entrepreneurship and the Arts**

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The panel on Arts and Social Entrepreneurship was an open discussion on arts and entrepreneurship motivated by the prevalent context of commercialization of arts and its effect on aesthetic. "What we see on TV doesn't only evoke aesthetic horror but also actual horror". Hitesh Hati, who is a producer at NBR, commented on the decline in revenues for news channels and newspapers, and linked it with the increase in paid news. Despite the rise of affordable, non-conventional forms of contemporary arts in South Asia, noted Laura Weinstein - art curator at the MFA - the consumption of arts in India remains in a niche market. "[but] the problem is that to consume art in South Asia you need to look exactly where it is. Most galleries are inaccessible, or in upscale areas, with limited access to public", said Laura. The panel concluded that social entrepreneurship in the arts is ongoing social experiment. Individual support, commercialization, and democratization of supply of art has increased the supply, the demand for arts has a de facto regulation from art curators and other commercial houses, thus limiting the penetration of art across the ranks of socio-economic class. Arts in South Asia will be transformed if entrepreneurs are able to implement innovative channels to convince the public sector to invest more on arts, and through increasing the visibility of arts produced and consumed by base-of-pyramid market to the english speaking elite of South Asia.