

The values of craft : The Indian case

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Propositions

- 1) Our understanding of the economics of intangible cultural heritage is tainted by a reductionist view of instrumental values while intrinsic values get left out in the conversation.
- 2) Traditional skill sectors like crafts are affected by an inadequate understanding of the economics of intangible cultural heritage.
- 3) Economists assume that individuals act in a rational manner although they themselves might take irrational decisions in their daily lives.
- 4) Our world view is decided by our understanding of what is important to us.
- 5) The market and the government (and the logics thereof) have a limited role in our lives. The most important things in life are experienced in the oikos, social and cultural spheres.
- 6) We need goods other than public and private goods to enrich our lives.
- 7) Crafts are too important to be left for the markets to sort out and settle what gets produced for what price.
- 8) Crafts needs to be understood in a historical context to appreciate its social and cultural embeddedness in order to appreciate its process of production and consumption
- 9) A serious consideration of the Utopia of Gandhi , the message of Schumacher of small being beautiful and the value – based approach has the potential to generate a different development paradigm.
- 10) An Indian learns more about the importance of Indian culture while living in Rotterdam for a few years then living in India all his life.