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## Restarting India: COVID-19 and the creative economy

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**THE EVENTS INDUSTRY SURVEY**  
32% May Lose Over 50% Of Annual Income

**#RestartingIndia**  
India's Creative Economy In Dire Straits, Seeks Relief

SHEREEN BHAN (CNBC-TV18), SABBAS JOSEPH (WIZCRAFT), KARAN SINGH (SUNBURN), ROSHAN ABBAS (GEOMETRY ENCOMPASS), SONA MOHAPATRA (SINGER & MUSIC COMPOSER)

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**SHEREEN BHAN**  
@ShereenBhan

The coronavirus outbreak in India and the subsequent lockdowns announced by the government have delivered a brutal blow to India's arts and entertainment industry, which is referred to as the creative economy. A recent report by FICCI, in collaboration with British Council and Art X Company, highlights the pain of the industry.

Share

Around 53 percent of companies registered with the Event and Entertainment Management Association have seen 90 percent of business



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India's cultural sector stopped functioning until the lockdown was lifted.

In India, a large number of artists, musicians and artisans belong to the informal sector, which makes them financially more vulnerable. Moreover, with social distancing norms still in place, cultural or social events face an uncertain future. So what does the pandemic mean for the creative economy? What kind of alternative revenue streams can be explored? What assistance is the sector looking for?

Sabbas Joseph, co-founder and Director at Wizcraft, CEO of Sunburn Karan Singh, Managing Director of Geometry Encompass Roshan Abbas, and singer/music composer and lyricist Sona Mohapatra discuss what the future of entertainment and more.

Tags [Coronavirus outbreak](#) [creative economy](#) [FICCI](#) [lockdown](#)  
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