

ANALYSIS OF GOVT INITIATIVES TO BOOST MUSIC AND PERFORMANCE ARTS INDUSTRY IN INDIA

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ABSTRACT

This research paper investigates the satisfaction levels and challenges faced by artists regarding government initiatives aimed at enhancing the music and performance arts industry in India. Through a quantitative analysis of survey data collected from 205 artists, the study examines artists' perceptions of the impact of government schemes on industry growth, opportunities for artists, bureaucratic processes, financial constraints, and support mechanisms. The findings reveal a high level of satisfaction among artists with the positive impact of government initiatives on industry growth, opportunities, and visibility within the arts community. However, artists also encounter challenges in accessing information, meeting eligibility criteria, navigating bureaucratic processes, and overcoming financial constraints. These findings underscore the importance of addressing these challenges to ensure equitable access to government support and maximize its effectiveness in driving industry development.

Keywords: government initiatives, music industry, performance arts, artist satisfaction, challenges, India, survey, quantitative analysis.

Introduction

As a thriving manifestation of India's diverse and storied past, the country's music and performing arts sector is economically and culturally significant. The government of India has long seen the enormous potential in this industry and has been actively working to expand it. In order to foster creative creativity, guarantee the industry's long-term viability, and create a favourable climate for artists, the federal and state governments have implemented a number of programmes and regulations. Supporting classical Indian music and dance has been a top priority for the Indian government. India has an unmatched cultural fabric because to its many distinct groups and regions, each with its own rich classical and folk traditions. The government has launched a number of initiatives to help traditional musicians and performers make ends meet, encourage education and training, and archive and share their art forms in the hopes of perpetuating them. The support of modern music and the performing arts is another important part of the government's programmes. Thanks to new technologies and shifting tastes, India's music and entertainment business has been booming as of late. The government has instituted laws to subsidise the creation, dissemination, and promotion of musical and theatrical works in order to cash in

on this fad and provide artists with modern-day chances. To make doing business in the industry easier, this involves improvements to regulations, financing schemes, and tax advantages. In addition, the government has taken the initiative to promote the performing arts and music through digital media. Now more than ever before, artists can expose their skills to audiences all over the world and tap into new markets thanks to the proliferation of social media and the internet. The government has launched a number of programmes to help artists benefit from digital platforms, such as offering training and infrastructure support, promoting and distributing music and performing arts content online, and encouraging artists to adopt these platforms. Along with these initiatives, the government has been working to improve the systems and frameworks that support the performing arts and music industries. To ensure that artists have access to first-rate facilities and resources, this entails funding cultural organisations like music academies, theatres, and performance venues. Artists' access to fair recompense for their work and the promotion of industry-wide innovation and creativity are two areas where the government has sought to bolster protections for artists' intellectual property. In general, the government's efforts to support India's music and performing arts sector demonstrate its dedication to uplifting diverse

cultures, nurturing creative abilities, and igniting economic progress. The government's goal is to foster an environment where the music and performing arts industry can grow and prosper in the future by supporting both established and up-and-coming artists, making use of digital technologies, and investing in physical infrastructure and institutional development. Through its many programmes and organisations, India's Ministry of Culture is committed to promoting and supporting the country's fine arts and performing arts on an ongoing basis. All of these things are being done with the hopes of fostering talent, protecting cultural traditions, and giving artists a place to show off their work. Let's take a closer look at the Ministry and its associated organisations' main components and initiatives:

1. Sangeet Natak Akademi: In the realms of performing arts scholarship, conference sponsorship, and festival organisation, the Sangeet Natak Akademi is indispensable. It also records and preserves performances for the benefit of audiences in the future, which is an important responsibility.
2. CCRT: The CCRT runs a number of training programmes to make current educators more aware of the need of promoting and preserving Indian arts, culture, and heritage. Classical dances, as well as Carnatic and Hindustani music, are included on these shows. In addition, CCRT offers workshops on performing arts education for students from both public and private schools. Scholarships and fellowships are also available via the group to support artistic achievement.
3. Kalakshetra Foundation (KF): KF is a nationally significant institution that promotes Indian classical arts via hosting art festivals, conferences, and workshops. These endeavours are vital in ensuring that traditional art forms are not only preserved but also made available to the general population.
4. Indira Gandhi National Centre for the Arts (IGNCA): IGNCA promotes its programmes through a variety of channels, including social media and electronic newsletters, and it regularly holds events focused on the performing and fine arts. Through the utilisation of digital channels,

IGNCA expands its audience reach and fosters more participation in cultural events.

5. Bharat Rang Mahotsav, Jashnebachpan, Bal Sangam, Poorvottar Natya Samaroh, and National Tribal festivals are just a few of the many annual events put on by the National School of Drama (NSD), an independent organisation that falls under the Ministry of Culture. Theatrical performances, in particular, are shown at these festivals, which allow them to reach an audience across the nation.

With programmes like the Repertory Grant, Financial Assistance to Cultural Organisations with National Presence, and Cultural Function and Production Grant, the Ministry of Culture not only supports these important organisations, but also offers financial aid to non-governmental organisations (NGOs). These programmes' stated goals include bolstering grassroots cultural activities and guaranteeing the national dissemination of arts and culture.

All things considered, the Ministry's all-encompassing strategy for advancing the performing and fine arts is indicative of its dedication to protecting India's illustrious cultural history and nurturing the development of creative abilities. An active cultural ecology that values variety and innovation is the goal of the Ministry and its associated organisations, which they aim to achieve through a mix of events, training programmes, financial backing, and online outreach.

All artists and cultural researchers, regardless of age or stage of work, are welcome to apply for one of several opportunities offered by the Scheme of Scholarship and Fellowship for Promotion of Art and Culture. The scheme's components are designed to meet the requirements of young artists, professionals, and veterans who have made significant contributions to the arts. Its purpose is to encourage artistic growth and preserve cultural heritage. Now, let's explore each part in more detail:

1. Grants for Emerging Artists (SYA)

The goal of this section is to help young artists (those between the ages of 18 and 25) financially. For two years, the

scholarship provides a monthly stipend of Rs. 5,000 to the chosen recipients. The goal of the scholarship is to help young artists who are just starting out financially so that they can study with renowned teachers or institutions. Scholarship awardees are chosen based on their performance in an in-person interview or interaction with an Expert Committee for Scholarship, who look for individuals who show promise in their chosen fields and who are committed to making a positive impact.

2. Fellowships for Seniors and Juniors

Both seasoned artists (those 40 and over) and budding artists (those 25–40) are welcome in this section. Each fellow receives a stipend of Rs. 20,000 per month for two years, with the junior fellows receiving Rs. 10,000 per month split evenly. The goal of these scholarships is to encourage artistic exploration and scholarly investigation of cultural topics. Significant possibilities for creative discovery and growth are presented by this component, which awards up to 400 fellowships yearly. To make sure that only the most worthy applicants are selected, an Expert Committee for Senior/Junior Fellowships watches over the whole process.

3. The Tagore National Fellowship for Cultural Research (TNFCR) has been awarded.

Fellowship recipients receive considerable financial assistance and the chance to affiliate with partner universities as part of this illustrious programme for cultural researchers. A monthly salary of Rs. 80,000 is provided for Fellows and Rs. 50,000 for Scholars as part of the fellowship, in addition to contingency allowances. In order to further their research interests and make significant contributions to cultural discourse, selected applicants get the chance to work with prominent academics and organisations. To ensure that this prestigious fellowship is awarded to the most deserving individuals, the selection process is overseen by the National Selection Committee (NSC).

4. A Plan to Help Veteran Artists Afford Their Work

Veteran artists who have made substantial contributions to their disciplines but are now experiencing financial difficulties are the focus of this component, which aims to alleviate their financial requirements. People who are 60 years old and older can apply for financial aid to help them better their social and economic situations. The monthly payment of Rs. 6,000 is intended to help these respected artists and cultural workers overcome their financial difficulties so that they may live a dignified life and keep adding to the cultural tapestry.

In conclusion, the Scheme of Scholarship and Fellowship for Promotion of Art and Culture covers all bases when it comes to helping artists and cultural scholars throughout their careers. This initiative is vital in fostering artistic potential, protecting cultural legacy, and guaranteeing the well-being of experienced artists since it offers financial aid, chances for additional training and research, and acknowledgment of artistic excellence.

The purpose of this article is to look into how happy artists are with the government programmes that India has put in place to support the arts. Furthermore, it aims to discover and examine the obstacles that artists have when trying to access and profit from these programmes. The study combines qualitative and quantitative research methods in a mixed-method approach to accomplish these goals. To collect information from a wide range of Indian artists working in various mediums and locations, surveys and interviews are carried out. This study examines the survey results and interview transcripts to determine how satisfied artists are with government programmes and what difficulties they encounter on a regular basis. By doing a thorough research, this report sheds light on how well government programmes are helping the music and performing arts business. It also suggests ways policies might be improved to tackle the problems that have been found.

Review of Literature

The creative industries in India are mapped out in detail by Hitchen et al. (2021), who highlight several sub-sectors that make substantial economic contributions. The

notable industries that bring in a lot of money are information technology, publishing, advertising, and the film industry. According to the research, the crafts industry is just as important as agriculture when it comes to creating jobs and bringing in money for the nation. Also covered is how India's film industries, particularly Bollywood and Telegu, have become worldwide powerhouses, highlighting the country's allure and impact in the entertainment business. The report also acknowledges that festivals play a crucial role in promoting regional identities and cultural heritage in India, which is a strong suit of the country.

In his analysis of Chennai's music scene, Mani (2020) places the city in the larger conversation about music cities. The chapter delves into the organisational mechanisms that shape Chennai's identity as a music city, drawing on personal experience, literature, and interviews with stakeholders and artists. It compares these frameworks to Western views of music cities, finds room for improvement, and gives credit where credit is due: to the distinctive cultural processes at work in Chennai's music scene. This research sheds light on the possibilities and threats that Chennai faces as it strives to become a thriving centre for the performing arts.

In their investigation of digitization, cultural industries, and public policy in India, Bouquillion and Ithurbide (2021) go deeply. With India's digital revolution as a backdrop, the essay looks at how regulations regarding the cultural and creative sectors have changed over time. Issues related to the state's role in overseeing cultural sectors are examined, and the effects of digitization on cultural policy are brought to light. The research looks at the Digital India initiative's plans of action and finds new problems for the arts and culture, especially with regard to digital platforms and content control. Policymakers confront the difficult task of reconciling the preservation of cultural heritage with the growth of technology, and this research elucidates the changing nature of cultural industries in the digital era.

Indian cultural creation in Aotearoa/New Zealand is the subject of Booth's (2014) investigation. The project delves into the

development of cultural events, namely those that resonate with Aotearoa's Indian populations, by conducting an anthropological examination of the underlying processes and interactions. Complex socioeconomic linkages enable cultural performances, which the study highlights by underlining the relevance of relationship networks in event creation and cultural representation. This research adds to our knowledge of cultural production practices and community dynamics by shedding light on the ways in which cultural events reflect Indian communities both locally and worldwide. It does this by analysing the interaction between local and global networks.

According to Bhattacharya (2021), intangible cultural heritage (ICH) can help India's budding entrepreneurs. This article looks into Banglanatak dot com's Art for Life (AFL) programme, which employs indigenous cultural abilities to create sustainable livelihoods for rural people. The paper investigates the AFL program's influence on rural folk artists and economic, social, and environmental development via a case study method. It also looks at how the programme evolved. Insightful new ways to harness cultural capital for social and economic empowerment are highlighted in this research, which highlights the potential of ICH as a driver of sustainable development and entrepreneurship.

In their 2008 paper, Barrowclough and Kozul-Wright argue that poor nations should rethink their approach to development and instead focus on tapping into their creative energy and assets to spur economic progress. As a developing nation, you may improve your economic standing by merging culture and commerce. The book questions the separation of culture and business by drawing attention to the monetary value of traditional practices, which is sometimes overshadowed by their inherent cultural significance. The authors show how developing nations may take advantage of new possibilities in the global creative industries to accelerate economic and human development, increase cultural variety, and join the global economy. They do this via analysing policies, conducting national case studies, and providing theoretical insights. This literature highlights the importance of creative

sectors as development engines and provides policy ideas for successfully using cultural resources.

The New Education Policy has the ability to bring creative education and the performing arts into the mainstream, as discussed by Apte (2012), who focuses on its effects on the media sector. Opportunities for the integration of creative disciplines into mainstream education are created by the policy's focus on autonomy for colleges and independent institutions based on performance. Adopting a multi-disciplinary system encourages a well-rounded education by giving students the opportunity to mix technical and artistic pursuits. An examination of the relevant literature reveals that India's media and creative sectors stand to benefit greatly from the New Education Policy's emphasis on creativity, innovation, and skill development.

In their 2005 study, Oad et al. examine culture and creative industries (CCI) in Pakistan and offer valuable insights into their present state and future economic impact on the country. Pakistan could tap into its creative potential, as the research emphasises the substantial economic effect of CCIs in nations like the US, UK, China, and India. Despite a significant increase in creative exports, Pakistan is still unable to reap the full economic benefits of its cultural industries due to factors such as a lack of institutional support and appropriate legislative frameworks. The literature study highlights the significance of governmental initiatives and international collaborations in promoting economic development and unleashing the growth potential of Pakistan's CCI industry.

The effect of the ever-changing notion of Creative Industries on the field of performing arts is investigated by Stock (2010). This article focuses on post-industrial areas and how the Creative Industries have emerged as a means of economic growth and cultural regeneration. The literature study draws attention to the growing commercialization of cultural items and the rise of new business models by examining worldwide trends in communication technology and the arts. There should be an emphasis on multidisciplinary approaches to arts education and research, and on creativity and innovation as the key drivers

of success in the creative industries. Understanding the revolutionary impact of Creative Industries on the evolution of the performing arts scene and the promotion of economic development is greatly enhanced by this assessment.

Manuel (2014) examines the impact of digital technology on the vernacular music scene in North India and how it has changed the popular music business there. Internet, smartphones, and digital storage devices are some of the digital technology that the article evaluates as the industry adjusts to them. This article takes a look at how digitization has affected regional music scenes and commercial music production using languriya songs from the Braj area as an example. Changes in production, distribution, and consumption habits are just a few examples of the ways in which digital technology have altered the music business. The literature study delves into these topics and more. It highlights how crucial it is to adjust to new technology in order to stay relevant in the ever-changing music industry. The changing dynamics of regional music businesses in the digital era are better understood thanks to this review.

Finally, the literature review covers all the bases in terms of the ever-changing creative industries and what they mean for education, culture, and the economy. Research presented here shows that creative energy and assets may be economic growth drivers, and that combining cultural practices with market forces is key to capitalising on new opportunities in the world's creative sectors. The literature provides helpful information about how policies, educational reforms, and digital technologies have changed the creative industries, but there is a lack of study that looks at how cultural industries are influenced by larger socio-economic and political situations, especially in developing nations like India. Taking into account the multi-dimensional elements impacting sectoral growth—including policy frameworks, educational reforms, technological advancements, and socio-cultural dynamics—the present study fills this void by undertaking a comprehensive analysis of government initiatives to enhance India's music and performing arts industry. This study sheds light

on the opportunities and threats facing India's music and performing arts sector by delving into the complex interplay between government interventions and industry dynamics. It adds to the growing body of literature on creative industries and economic development.

Objectives of the study

1. To understand the level of satisfaction of the artists regarding the government initiatives to boost music and Performance arts industry in India.
2. To understand the challenges faced by artists in taking benefit of the schemes.

Hypotheses

H1: Artists are satisfied with the government initiatives to boost music and Performance arts industry in India.

H2: There are several challenges faced by artists in taking benefit of the schemes.

Research Methodology

The research employed a quantitative methodology to investigate the satisfaction

levels of artists concerning government initiatives aimed at enhancing the music and performance arts industry in India, as well as the challenges encountered by artists in leveraging these schemes. A structured questionnaire was developed based on the research objectives and hypotheses. The questionnaire included closed-ended questions to gather data on artists' satisfaction levels and the challenges they faced. The target population comprised artists involved in various forms of music and performance arts across different regions of India. A sample size of 205 artists was selected using random sampling techniques. Data collection was conducted through online surveys distributed via email and social media platforms. The collected data were analyzed using statistical tools such as descriptive statistics, including frequencies and percentages, to summarize the findings. The research methodology ensured the systematic gathering and analysis of data to achieve the research objectives and validate the hypotheses.

Data Analysis

Table 1. Satisfaction regarding the schemes

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
The government initiatives have positively impacted the growth of the music and performance arts industry in India.	34	16.6%	10	4.9%	9	4.4%	28	13.7%	124	60.5%
I believe that the government's efforts have contributed to creating more opportunities for artists in the music and performance arts sector.	34	16.6%	15	7.3%	6	2.9%	21	10.2%	129	62.9%
Overall, I am satisfied with the support provided by the government to promote the music and performance arts industry in India.	39	19.0%	16	7.8%	6	2.9%	26	12.7%	118	57.6%
The government initiatives have helped in improving the visibility and recognition of artists within the music and performance arts community.	38	18.5%	9	4.4%	5	2.4%	29	14.1%	124	60.5%
Based on my experience, I feel confident that the government's initiatives will continue to enhance the development of the music and performance arts industry in India.	36	17.6%	15	7.3%	6	2.9%	19	9.3%	129	62.9%

"The government initiatives have positively impacted the growth of the music and performance arts industry in India." This statement indicates the perception of artists regarding the effectiveness of government actions in fostering growth within the music and performance arts sector. The data reveals that a substantial majority (60.5%) strongly agree with this assertion, suggesting a prevailing belief among respondents that government initiatives have indeed had a positive impact on industry growth. However, it's noteworthy that a significant portion (16.6%) express disagreement or strong disagreement, indicating some divergence of opinion among artists on this matter.

"I believe that the government's efforts have contributed to creating more opportunities for artists in the music and performance arts sector." This statement explores artists' perceptions regarding the role of government efforts in creating opportunities within the sector. The data shows that a clear majority (62.9%) strongly agree with this statement, indicating a widespread belief among respondents that government actions have indeed facilitated the creation of opportunities for artists. However, a smaller but still notable proportion (16.6%) express disagreement or strong disagreement, suggesting some skepticism or differing perspectives on this issue.

"Overall, I am satisfied with the support provided by the government to promote the music and performance arts industry in India." This statement evaluates artists' overall satisfaction levels regarding the support provided by the government for the industry.

The data reveals that a majority (57.6%) strongly agree with this statement, indicating a generally positive sentiment towards the government's efforts to promote and support the industry. However, it's important to note that a significant minority (19.0%) express dissatisfaction, suggesting room for improvement in the eyes of some artists.

"The government initiatives have helped in improving the visibility and recognition of artists within the music and performance arts community." This statement assesses the perceived impact of government initiatives on artist visibility and recognition within the community. The data shows that a substantial majority (60.5%) strongly agree with this statement, indicating widespread belief in the positive effects of government actions in this regard. However, a notable proportion (18.5%) express disagreement, suggesting that not all artists perceive improvements in visibility and recognition or may have differing views on the matter.

"Based on my experience, I feel confident that the government's initiatives will continue to enhance the development of the music and performance arts industry in India." This statement explores artists' confidence levels regarding the future efficacy of government initiatives in driving industry development. The data reveals that a majority (62.9%) strongly agree with this statement, indicating high levels of confidence in the ongoing impact of government actions. However, it's notable that a minority (17.6%) express disagreement, suggesting some degree of uncertainty or skepticism regarding the future trajectory of government support for the industry.

Table 2. Challenges faced while taking the due benefit from the schemes.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Accessing information about government schemes and initiatives relevant to the music and performance arts industry is challenging.	39	19.0%	13	6.3%	10	4.9%	24	11.7%	119	58.0%
I have encountered difficulties in meeting the eligibility criteria outlined in the government schemes for artists.	41	20.0%	11	5.4%	6	2.9%	24	11.7%	123	60.0%
The bureaucratic processes involved in availing benefits from government schemes have been cumbersome for me as an artist.	33	16.1%	21	10.2%	13	6.3%	44	21.5%	94	45.9%
Limited financial resources hinder my ability to take full advantage of the opportunities provided by government schemes.	41	20.0%	12	5.9%	10	4.9%	29	14.1%	113	55.1%
Despite the availability of government schemes, I perceive a lack of support and guidance in navigating the application process and utilizing the benefits effectively.	30	14.6%	15	7.3%	9	4.4%	18	8.8%	133	64.9%

Table 2 presents the challenges faced by artists while attempting to benefit from government schemes in the music and performance arts industry:

"Accessing information about government schemes and initiatives relevant to the music and performance arts industry is challenging." This statement highlights the difficulty artists encounter in obtaining relevant information about government schemes and initiatives. The data shows that a significant majority (58.0%) strongly agree with this statement, indicating widespread challenges in accessing pertinent information. However, it's notable that a minority (19.0%) express disagreement or strong disagreement, suggesting that some artists may not perceive this as a significant challenge.

"I have encountered difficulties in meeting the eligibility criteria outlined in the government schemes for artists." This statement addresses the challenges artists face in meeting eligibility criteria for government schemes. The data reveals that a substantial majority (60.0%) strongly agree with this statement, indicating widespread difficulties in meeting eligibility criteria. However, it's noteworthy that a

minority (20.0%) express disagreement or strong disagreement, suggesting that some artists may not perceive eligibility criteria as a major obstacle.

"The bureaucratic processes involved in availing benefits from government schemes have been cumbersome for me as an artist." This statement explores the bureaucratic hurdles artists face when accessing benefits from government schemes. The data shows that a considerable majority (45.9%) strongly agree with this statement, indicating widespread perception of bureaucratic processes as cumbersome. However, it's important to note that a significant minority (16.1%) express disagreement or strong disagreement, suggesting that not all artists perceive bureaucratic processes as overly burdensome.

"Limited financial resources hinder my ability to take full advantage of the opportunities provided by government schemes." This statement addresses the impact of limited financial resources on artists' ability to benefit from government schemes. The data reveals that a majority (55.1%) strongly agree with this statement, indicating widespread belief in the inhibiting effect of financial constraints.

However, it's notable that a minority (20.0%) express disagreement or strong disagreement, suggesting that some artists may not perceive financial limitations as a major hindrance.

"Despite the availability of government schemes, I perceive a lack of support and guidance in navigating the application process and utilizing the benefits effectively." This statement evaluates artists' perceptions of support and guidance available during the

application process for government schemes. The data shows that a significant majority (64.9%) strongly agree with this statement, indicating widespread perception of inadequate support and guidance. However, it's important to note that a minority (14.6%) express disagreement or strong disagreement, suggesting that some artists may perceive sufficient support and guidance available.

H1: Artists are satisfied with the government initiatives to boost music and Performance arts industry in India.

Table 3. One-Sample Test

	TV=3					
	t	df	Sig.	Difference	95% CI	
					Lower	Upper
The government initiatives have positively impacted the growth of the music and performance arts industry in India.	9.027	204	.000	.96585	.7549	1.1768
I believe that the government's efforts have contributed to creating more opportunities for artists in the music and performance arts sector.	8.739	204	.000	.95610	.7404	1.1718
Overall, I am satisfied with the support provided by the government to promote the music and performance arts industry in India.	7.264	204	.000	.81951	.5971	1.0420
The government initiatives have helped in improving the visibility and recognition of artists within the music and performance arts community.	8.513	204	.000	.93659	.7197	1.1535
Based on my experience, I feel confident that the government's initiatives will continue to enhance the development of the music and performance arts industry in India.	8.329	204	.000	.92683	.7074	1.1462

The results of the one-sample test indicate a significant level of satisfaction among artists regarding the government initiatives aimed at boosting the music and performance arts industry in India, supporting hypothesis H1. The first statement, "The government initiatives have positively impacted the growth of the music and performance arts industry in India," received a highly significant t-value of 9.027 (df=204, p<.001). This indicates a strong consensus among artists that government initiatives have indeed had a positive impact on the industry's growth, with a mean difference of .96585 (95% CI: .7549 to 1.1768). Similarly, the statement "I believe that the government's efforts have contributed to creating more opportunities for artists in the music and performance arts sector" yielded a significant t-value of 8.739 (df=204, p<.001). Artists expressed a high level of belief in the positive contribution of government efforts to creating opportunities, with a mean difference of .95610 (95% CI: .7404 to 1.1718). Furthermore, the statement "Overall, I am satisfied with the

support provided by the government to promote the music and performance arts industry in India" garnered a significant t-value of 7.264 (df=204, p<.001). This indicates a general satisfaction among artists with the support provided by the government, with a mean difference of .81951 (95% CI: .5971 to 1.0420). Additionally, the statement "The government initiatives have helped in improving the visibility and recognition of artists within the music and performance arts community" received a significant t-value of 8.513 (df=204, p<.001). Artists agreed that government initiatives have contributed positively to enhancing visibility and recognition within the community, with a mean difference of .93659 (95% CI: .7197 to 1.1535). Lastly, the statement "Based on my experience, I feel confident that the government's initiatives will continue to enhance the development of the music and performance arts industry in India" yielded a significant t-value of 8.329 (df=204, p<.001). This suggests that artists are confident in the

future effectiveness of government initiatives, with a mean difference of .92683 (95% CI: .7074 to 1.1462). Overall, these results provide robust evidence supporting hypothesis H1, indicating a high level of satisfaction among

artists regarding the impact and effectiveness of government initiatives aimed at promoting the music and performance arts industry in India.

H2: There are several challenges faced by artists in taking benefit of the schemes.

Table 4. One-Sample Test

	TV=3					
	t	df	Sig.	Diff.	95% CI	
					Lower	Upper
Accessing information about government schemes and initiatives relevant to the music and performance arts industry is challenging.	7.435	204	.000	.83415	.6129	1.0553
I have encountered difficulties in meeting the eligibility criteria outlined in the government schemes for artists.	7.611	204	.000	.86341	.6397	1.0871
The bureaucratic processes involved in availing benefits from government schemes have been cumbersome for me as an artist.	6.669	204	.000	.70732	.4982	.9164
Limited financial resources hinder my ability to take full advantage of the opportunities provided by government schemes.	6.973	204	.000	.78537	.5633	1.0074
Despite the availability of government schemes, I perceive a lack of support and guidance in navigating the application process and utilizing the benefits effectively.	9.597	204	.000	1.01951	.8101	1.2290

The results of the one-sample test provide compelling evidence supporting hypothesis H2, which posits that artists face several challenges in taking advantage of government schemes. Firstly, the statement "Accessing information about government schemes and initiatives relevant to the music and performance arts industry is challenging" obtained a highly significant t-value of 7.435 (df=204, p<.001). This indicates a consensus among artists that accessing information about relevant government schemes is indeed challenging, with a mean difference of .83415 (95% CI: .6129 to 1.0553). Similarly, the statement "I have encountered difficulties in meeting the eligibility criteria outlined in the government schemes for artists" yielded a significant t-value of 7.611 (df=204, p<.001). Artists expressed facing difficulties in meeting eligibility criteria, with a mean difference of .86341 (95% CI: .6397 to 1.0871). Furthermore, the statement "The bureaucratic processes involved in availing benefits from government schemes have been cumbersome for me as an artist" garnered a significant t-value of 6.669 (df=204, p<.001). This suggests that artists find bureaucratic processes cumbersome, with a mean difference of .70732 (95% CI: .4982 to .9164). Moreover, the statement "Limited financial resources hinder my ability to take full advantage of the

opportunities provided by government schemes" received a significant t-value of 6.973 (df=204, p<.001). This indicates that limited financial resources indeed hinder artists' ability to benefit fully from government schemes, with a mean difference of .78537 (95% CI: .5633 to 1.0074). Lastly, the statement "Despite the availability of government schemes, I perceive a lack of support and guidance in navigating the application process and utilizing the benefits effectively" obtained a highly significant t-value of 9.597 (df=204, p<.001). Artists overwhelmingly perceive a lack of support and guidance despite scheme availability, with a mean difference of 1.01951 (95% CI: .8101 to 1.2290). In summary, these results offer strong support for hypothesis H2, indicating that artists face numerous challenges in navigating and benefiting from government schemes aimed at supporting the music and performance arts industry in India.

Findings

The findings of the study reveal significant insights into both the satisfaction levels and challenges faced by artists regarding government initiatives aimed at boosting the music and performance arts industry in India. Firstly, the analysis indicates a high level of satisfaction among artists with the impact of

government initiatives on the industry's growth. The majority of respondents expressed strong agreement that these initiatives have positively influenced the industry's development, created more opportunities for artists, and enhanced their visibility and recognition within the arts community. Moreover, artists exhibited confidence in the continuation of these positive trends, indicating optimism about the future trajectory of the music and performance arts sector in India. However, alongside this satisfaction, the study uncovered a range of challenges hindering artists from fully benefiting from government schemes. Accessing information about relevant schemes emerged as a significant obstacle, with many artists finding it challenging to navigate the bureaucratic processes involved and meet eligibility criteria. Limited financial resources were also identified as a barrier to taking full advantage of the opportunities provided by these schemes. Additionally, despite the availability of government support, artists perceived a lack of support and guidance in effectively utilizing the benefits. These findings underscore the complexity of the ecosystem surrounding government initiatives in the arts sector and highlight the need for targeted interventions to address the identified challenges and further enhance the industry's growth and sustainability.

Conclusion

In conclusion, the findings of this study shed light on both the positive aspects and challenges surrounding government initiatives aimed at bolstering the music and performance arts industry in India. On one hand, artists expressed a high level of satisfaction with the impact of these initiatives, indicating their effectiveness in fostering industry growth, creating opportunities, and improving visibility within the arts community. This underscores the significance of government support in driving the development of the arts sector, which plays a crucial role in India's cultural landscape and economic growth. However, the study also unveils several hurdles faced by artists in accessing and leveraging these

initiatives, including difficulties in obtaining relevant information, navigating bureaucratic processes, meeting eligibility criteria, and overcoming financial constraints.

These findings carry important implications for policymakers, arts organizations, and other stakeholders involved in shaping the future of the music and performance arts industry in India. Firstly, policymakers need to address the identified challenges to ensure that government initiatives are accessible and beneficial to all artists, regardless of their background or resources. This may involve streamlining application processes, improving communication channels, providing targeted support to marginalized groups, and enhancing financial assistance mechanisms. Moreover, efforts should be made to bridge the gap between policy formulation and implementation, ensuring that the intended benefits of government schemes reach artists effectively and efficiently. Collaboration between government agencies, arts organizations, and industry stakeholders will be crucial in achieving these objectives and maximizing the impact of government support on the arts sector.

Looking ahead, future research in this area could explore additional factors influencing artists' perceptions and experiences of government initiatives, such as regional disparities, socio-economic backgrounds, and cultural contexts. Longitudinal studies could track changes in satisfaction levels and challenges over time, providing valuable insights into the effectiveness of policy interventions and their long-term impact on the industry. Furthermore, comparative analyses with other countries or regions could offer valuable lessons and best practices for enhancing government support for the arts. By addressing these research gaps and building on the findings of this study, scholars can contribute to the ongoing dialogue on the role of government in fostering a vibrant and sustainable music and performance arts ecosystem in India and beyond.

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