

Sanjay Gupta Highlights Role of Design in India's Creative Economy

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In a detailed conversation with *Apparel Resources*, **Prof. (Dr.) Sanjay Gupta**, Vice-Chancellor of **World University of Design (WUD)**, highlighted the transformative power of India's creative industries and the growing importance of design education in driving the nation's economic and cultural growth.

According to Gupta, creative industries—spanning crafts, performing arts, cinema, publishing, architecture, advertising, animation, heritage tourism, and fashion—are not merely cultural expressions but **significant contributors to economic growth**. Globally, these sectors generate over **US \$2.25 trillion in GDP** and employ millions, signalling a vast commercial opportunity that India is uniquely positioned to harness.

Unifying Creative Sectors into a Strategic Value Chain

Gupta stressed that India's creative economy currently functions in fragmented silos, hindering its full potential. He proposed that **integrating disparate creative sectors into a cohesive value chain** could unlock exceptional opportunities, particularly for artisans and designers. Gupta pointed out that India's **7 million artisans** provide a rich foundation of traditional skills and design heritage that, if systematically linked with contemporary industries, could elevate the nation's creative exports and global influence.

Design Education: A Catalyst for Innovation and Growth

Highlighting the critical role of design education, Gupta explained how institutions like the World University of Design prepare students to bridge craft and commerce through innovation, technology, and entrepreneurship. By melding traditional knowledge with modern design thinking, graduates are equipped to pioneer new creative solutions, expand cultural industries, and contribute to high-value economic activities.

Experts estimate that design-led industries in India are growing at a rapid pace, with annual expansion rates of **around 23–25%**, a trend driven by innovation in sectors such as fashion, technology, and digital design.

Realizing India's Creative Economy Potential

Gupta also called for structured support from policy makers and industry stakeholders to foster **creative entrepreneurship**—from fiscal incentives and global branding campaigns to design education embedded within craft and tourism. Doing so could help India elevate indigenous skills into internationally recognised value propositions.

World University of Design, established in **Sonipat, Haryana**, claims to be India's first university dedicated exclusively to education in the creative domain, offering multidisciplinary programs that integrate design with business and technology.

Looking Ahead

With India’s creative economy gaining momentum, Gupta believes that strategic collaboration between education, industry, and heritage sectors can create a powerful new engine of economic growth—one that celebrates cultural roots while fostering innovation and sustainable commercial success.

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