

# WCF INSIGHTS

A summary report on impact of the World Culture Festival on India with focus on capital, New Delhi.

# Executive Summary

2016 has been a year of happenings for India. India witnessed the Pathankot Terror attacks, tension on India-Pak border and a slowdown in economy. Amongst all this anxiety, The Art of Living organised "one of its kind" event- World Culture Festival in Delhi.

World Culture Festival, organised by The Art Of Living Foundation has not only made a huge cultural impact by bringing in performers from 155 countries on one platform but has been able to bring a lot of intangible impact as well. In this report primary and secondary research was done. Various government department's (Department of Tourism, Department of Economic Affairs) data was studied to understand the impact of this event. The impact on WCF has been quantified using data on the economic and diplomatic fronts.

## KEY HIGHLIGHTS

**\$42 million**

Forex earning during the WCF

**12%**

increase in international tourism in March was the highest recorded y-o-y change.

**3.5 million**

WCF was world's **biggest** gathering in 2016.

**9.8%**

Y.o.y. increase for March in Foreign Exchange Earnings. **Highest** for the year.

**3 of 5**

countries from where international tourist came in March have **International Art of Living centres**.

**#26**

WCF rank was 26 among all time gatherings in terms of **number of people**.

**5th**

Best Month of last 27 month in terms of **forex earnings**

**1 of 6**

Tourists visiting Delhi in March had come to attend the World Culture Festival

**32**

WCF witnessed **Diplomats** from 32 countries together at one place

World Culture Festival has been a historic event. Such a kind of event has not only brought glory to India but has set a new benchmark in terms of the impact and magnitude. Events like World Culture Festival can truly help realizing the dream of

*"Vasudev Kutumbakam"*

# The World Culture Festival

With an aim to bring people from all cultures together and celebrate the Unity in Diversity, the event witnessed **35 lakh people from 155 countries** come together for this mega cultural extravaganza on the banks of River Yamuna.

## HIGHLIGHTS



World's largest Peace meditation: This was the first time in the world **3.5 million** people meditated for world peace at one location.



More than **20,000** international guests attended the event.



World's largest stage: WCF witnessed the world's largest oval shaped stage set up over an area of 7 acres



Over **37,000** artists from all over the world performed in the World Culture Festival.



8500 musicians with 45 different musical instruments performed on stage at once



For the Grand Art of Living Symphony, the tracks were sent out to more than 8000 participants who rehearsed online all over the world



Revival of tribal art forms: WCF saw the revival of some of the most indigenous tribal art forms of India from states like Chhattisgarh, Maharashtra, and Sikkim.



375 drummers arrived from South Africa. The drums were shipped in October 2015 to the Mumbai Port and then transported to Delhi.

# The Study

World Culture Festival not only made a huge cultural impact by bringing in representatives from 155 countries on one platform but also made a significant impact on the economy, society, environment, reviving culture and introducing people to spirituality. This report analyses the impact of WCF after completion of the event. Primary and secondary research were done and impact of The World Culture Festival has been analysed on the economic and diplomatic fronts after the event was hosted successfully



## Assumptions

- Delhi and Karnataka's share in International tourist Arrivals for 2016 was approximately at similar level as of 2015 i.e. 10.2% for Delhi and 2.7% for Karnataka.
- The spending trend for International tourists considered here is based on historic data trends over the past 5 years which implies that on an average that each international tourist exchanges 1,40,800 INR worth of his country's currency to Indian Rupees.

"Today is such a wonderful occasion – people from so many countries have all gathered here to send out a message to the world that we all are one! We are all a One World Family. The Art of Living is more of a principle, a philosophy of living life to its fullest"

*His Holiness Sri Sri  
Ravishankar*

**Founder - Art Of Living**

*Rangresia  
PICTURES*

"When you break away from the small "I" to the vast "We", then you need the Art of Living! We in India are the people who begin our journey by saying Aham Brahmasmi and culminate at the milestone of Vasudhaiva Kutumbakam. This is the Art of Living"

*Narendra Modi*  
**Prime Minister- India**

# Economic Impact

When an event of the magnitude of the World Culture Festival is organised, it boosts the economy of the state to a large extent. The economic Impact of WCF is measured by studying the following Parameters for the month of March.

- Foreign Tourist Arrivals
- Foreign Exchange Earnings

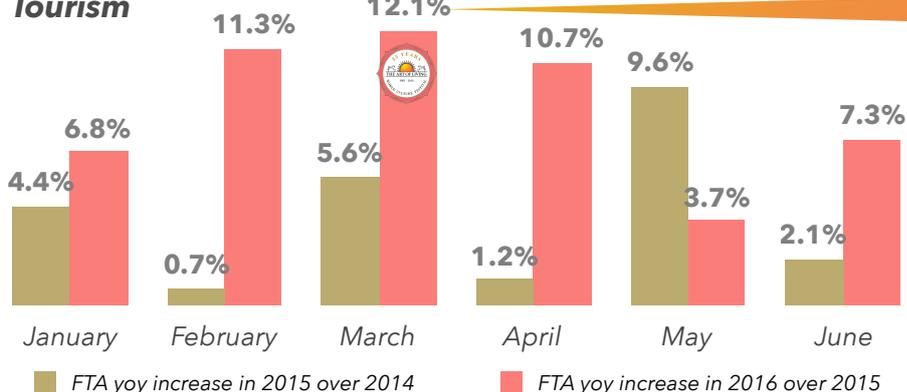
## 4.1 Tourism

Approximately 20000 Internationals had come for this massive event in Delhi from different parts of the globe. The below chart represents the distribution of people from different countries.



The impact of WCF on International Tourism Industry was analysed by studying the trend for Foreign Tourist Arrivals (FTA) and Foreign Exchange Earning (FEE) from January to June 2016.

### Year on Year growth in International Tourism



The month of March, the month of WCF witnessed the highest year on year (yoy) growth in International Tourism.



**1 out of every 6**

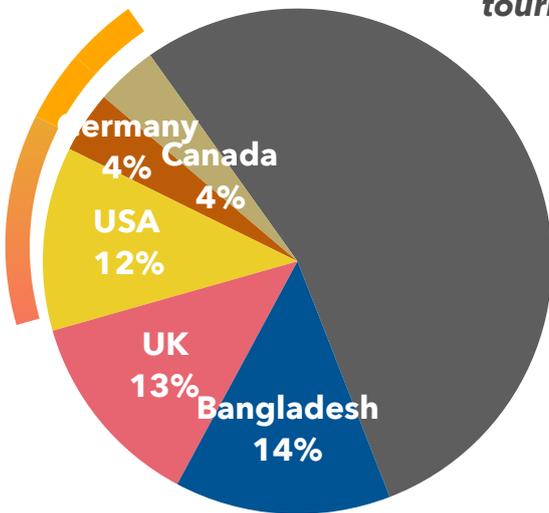
tourists in **Delhi** had come to attend the World Culture Festival



**1 out of every 8**

tourists in **Karnataka** had come to attend WCF in Delhi.

**Distribution of International tourists**



Out of the top 5 countries for International Tourism for March, Art of Living has International Centres in Canada, Germany and USA.

**7300 people came from these regions**

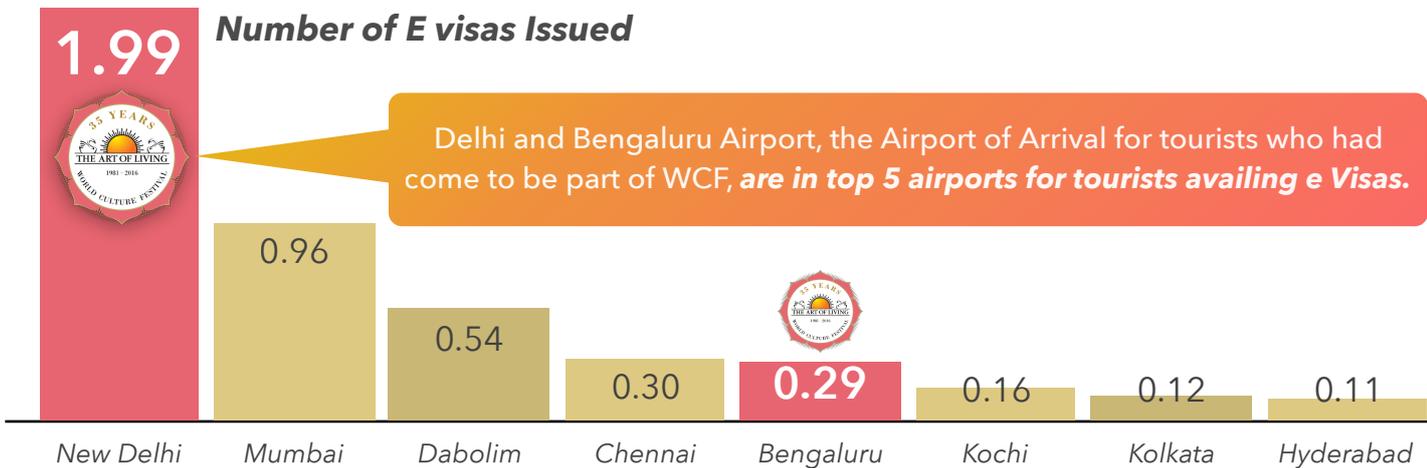
Based on a press release for March by Ministry of Tourism.

Approximately 3000 International Tourists had visited the international centre of the Art Of Living , Bangalore prior to coming for WCF in Delhi.

e Tourist Visas ( lakhs)

**1.99**

**Number of E visas Issued**



Delhi and Bengaluru Airport, the Airport of Arrival for tourists who had come to be part of WCF, **are in top 5 airports for tourists availing e Visas.**

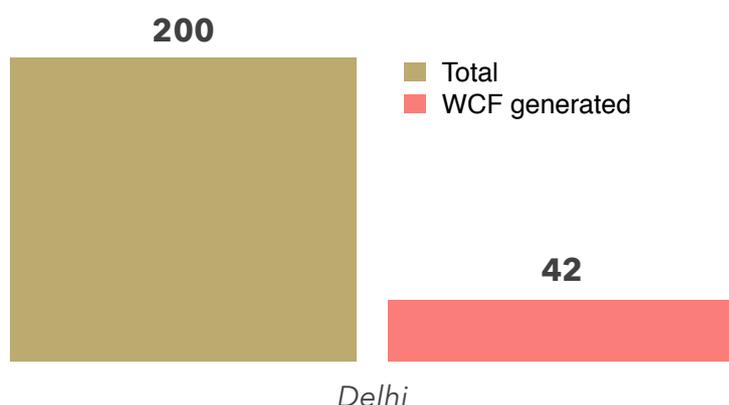
Based on a press release for March by Ministry of Tourism.

# 4.2 Forex

The impact of the International Tourism industry on Indian Economy can be quantified in terms of foreign exchange earnings (FEE). The Government data indicates that approximately 8.17 lakh foreign tourist arrived in different cities in India in the month of March. Data from the Department of Tourism for FEE has been analysed and the summary is presented below.

## Foreign Exchange Earnings= No. of International Tourists X Average Expenditure per tourist

### Foreign Exchange Earning (\$ Millions)- International Tourism for March

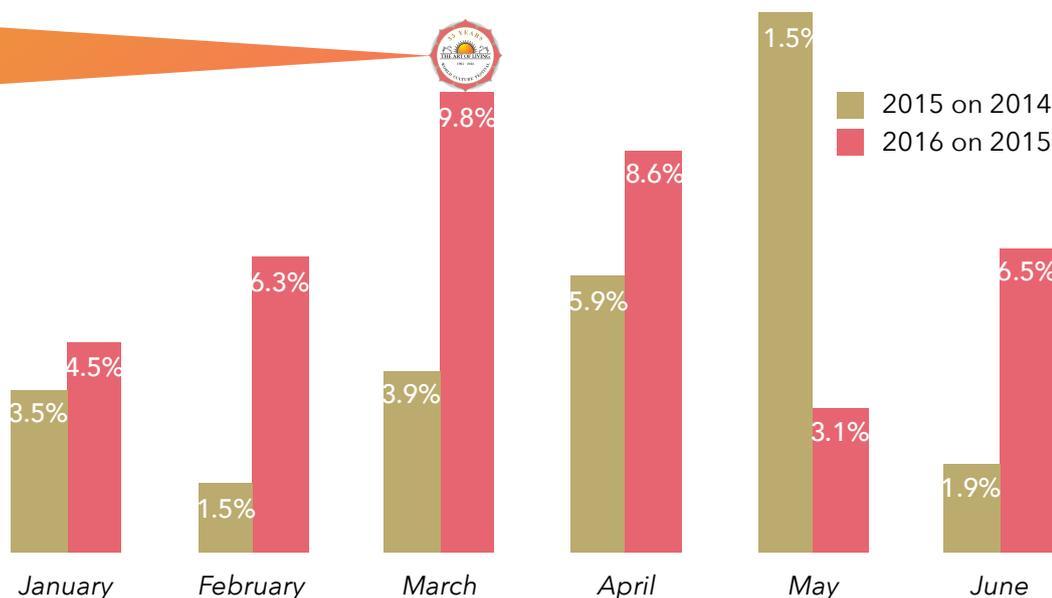


For details, please refer to Annexure 1 table 2

**\$42 million** was earned during the WCF by the international tourism sector. **21% foreign exchange** of delhi was earned was during WCF.

# 9.8%

increase in foreign Earnings from \$1783 Million to \$1956 Million in March was the **highest** year on year increase for India for **2016**.

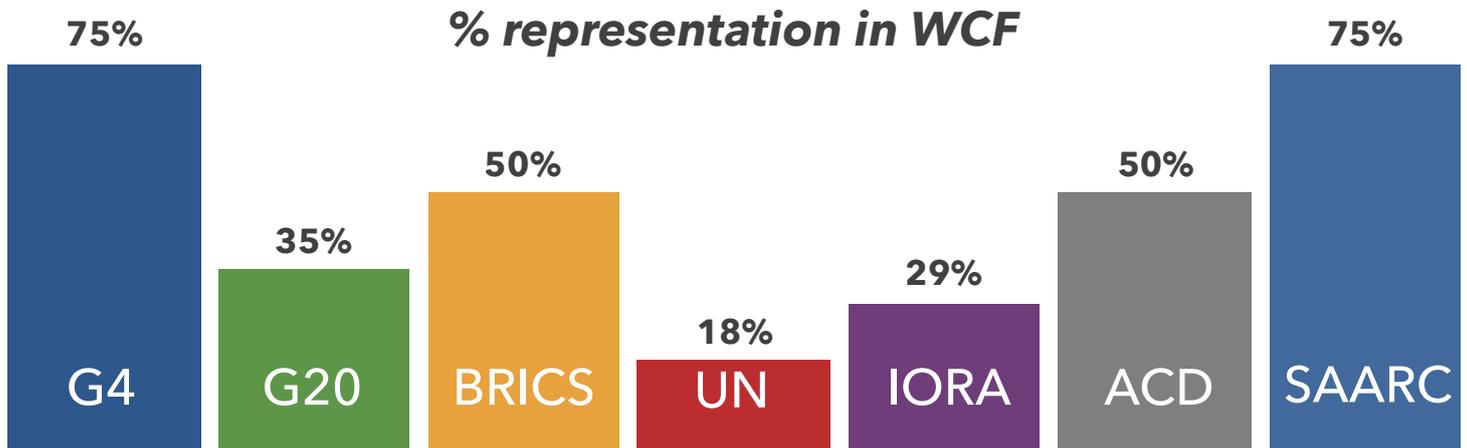


### Year on year increase in FEE(US \$) via International Tourism

Based on a press release in March by the Ministry of Tourism

# Diplomatic Impact

Diplomats from 32 countries had come to WCF and all of them addressed the people through the dias in World Culture festival or the Global Leadership forum. Apart from providing a boost to economy and culture, WCF has made a huge diplomatic impact as well.



India is a member country of:

- SAARC
- BRICS
- Commonwealth Nations
- UN
- G20
- G4
- BIMSTEC
- Meking Ganga Corporation
- Asia Corporation Dialogue
- Indian Ocean Rim Association
- United Nations.

World Culture Festival has been able to bring many diplomats and politicians together in India to market to them the emerging and new India.

## Diplomats in WCF

Afghanistan	Ghana	Mexico	Suriname
Andean	Indonesia	Nepal	Switzerland
Australia	Latvia	Netherlands	UK
Belgium	Iraq	North Rhine-	USA
Bhutan	Israel	Westphalia	Russia
Colombia	Japan	Norway	UAE
EU	Jordan	Pakistan	
France	Kenya	Slovenia	
Germany	Lithuania	Sri Lanka	

World Culture Festival complimented the Prime Minister's foreign relations strategy and was able to play a pivotal role in strengthening India's soft power and increase diplomatic relations.



"Sri Sri met in Havana and Cuba with the negotiators of the FARC (terrorist outfit) leaders to encourage them to follow the Gandhian principle of non-violence, and to cultivate the art of meditation and breathing. His efforts were successful and FARC has laid down their arms and are making efforts to join the mainstream."

**JUAN MANUEL SANTOS**  
President of Colombia

"In ahimsa and inter-religious harmony, India sets an example for the rest of the world, and I believe the World Culture Festival is taking place in that spirit."

**HIS HOLINESS THE DALAI LAMA**  
Spiritual Master



"People say that no one can change the world but Sri Sri had made a good start. We are seeing a ray of hope, I Invite you to address the house of commons at the UK"

**DAVID CAMERON**  
Former Prime Minister UK

"So, may the pigeon of peace fly from India all over the world, because in India is present the messages of God. We will make peace because God himself is peace. In our country, we have dreamed and spoken about the beauty of India and Indian civilization for centuries"

**HIS EMINENCE DR AHMAD**  
Grand Mufti and the chairman of the Superme IFTAA Council



World Culture Festival saw participation from politicians, diplomats, celebrities, saints and millions of people. The event can be compared to cultural Olympics. Apart from celebrating the diversity this world has, World Culture Festival created a huge economic, social and diplomatic impact. It brought in foreign funds for the state of Delhi and was instrumental in showcasing "brand India" to diplomats and leaders of the world. Such a gathering for such a noble purpose has never happened before. World Culture Festival has indeed set a new benchmark and has put up its name in the history books.

*In India we have always dreamt of a One World Family, Today that dream seems to be taking the shape of reality.*

*Gurudev Sri Sri Ravishankar*

# Annexure 1

Head	Nos	Remarks
No of foreign tourists Arrivals in India in March	817205	
No of foreign tourists Arrivals in Delhi in March	98621	Delhi has a share of 10.2% in overall Tourism Industry
No of foreign tourists Arrivals in Karnataka in March	24984	Karnataka has a share of 2.7% in overall Tourism Industry
Foreign tourists Arrivals In March in Delhi bec of WCF	17000	Primary research revealed that approximately 3000 people had attended Mahashivratri function first
Foreign tourists Arrivals In March in Karnataka bec of WCF	3000	
% contribution of WCF to tourism sector of Delhi	17.2%	For the month of March, 1 out of every 6 tourists in Delhi was for WCF
% contribution of WCF to tourism sector of Karnataka	12.0%	For the month of March, 1 out of every 8 tourists in Karnataka was for WCF

Heads	Nos	Remarks
Total Foreign tourists	20000	Total Foreign Tourists in Delhi for WCF
Average expenditure/ tourist in India (lakhs)	1.40	As per historical data of last 5 years of Ministry of Tourism (Refer Table 3 below)
Total foreign exchange earning due to WCF	\$42,000,000	(Total Foreign tourists X Avg expenditure per tourist.)/Exchange Rate

Year	Number (millions)	Year	Amount (US\$ million)	Amount (in Crores)
2010	5.78	2010	14193	64889
2011	6.31	2011	16564	77591
2012	6.58	2012	17737	94487
2013	6.97	2013	18445	107671
2014	7.68	2014	20236	123320
Average expenditure per tourist (in INR)				<b>140443</b>
Source: Ministry of tourism, Government of India				

For reference to Department of Tourism data for FTA's and FEE's, kindly refer the below link.  
<http://tourism.gov.in/market-research-and-statistics>



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*Anmol Narang has a total corporate experience of 5 years with different multinational corporations. He currently works as a business consultant at Ernst & Young. He is an economics enthusiast and loves crunching numbers.*



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*Graduate from the University of Manchester, Deepankar co founded Stellar Grid, a solar energy startup that's aimed at organising this emerging market in India. Having a knack for visual marketing and data visualisation, he's also worked on several reports and branding projects.*