

## **ART AND CULTURE AND SOCIETY: DRIVERS OF GROWTH FOR SKILLED HUMAN CAPITAL**

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### **The Enigma of Growth**

From times of civilization development, human race has focused on accumulation of skilled human capital for growth and development of a city or a country. This process of migration of skilled human capital to better amenities in the cities provide them with opportunities and leverage to a path of creativity and recognition of their skills with monetary benefits. This article will focus on how skilled labour moves to job or job escalates towards skilled labour. Proficient human capital will accentuate the growth of the place due to their creativity, entrepreneurial skills and innovative energies. Human Capital expertise can be synergized with symbiotic interaction of culture and society interaction of the city.

The spatial pattern of human capital and the knowledge transformation occurs in an indefinite pattern of cognition. The nature of information and skill is randomly available due to the nature of disposability on internet and social media. The digital divide is steadily diluting, and geographical boundaries have no meaning for the expanse in human population. Information is contagious and it is for those who exploit it for the benefit of individuals and society. Knowledgeable human capital is not distributed evenly; therefore, the cities have to be well equipped with coadjuvant culture and societal conscience.

### **Technology – Culture and Human Capital**

The growth of endogenous technology has penetrated in the layered relationship between trade, human capital and growth without considering the geographical boundaries. The level of education determines and indicates the health index economically. The global historians have witnessed that technological diffusion from a bunch of innovators to a major chunk of imitators for economic growth and transition of same skill set at exponential rate among human capital. This imitation also takes a strategic turn of improvising the same locally. Therefore, acting locally and present globally brings in the quality of tolerance with diversity. The

accumulation of human capital at one center synthesizes creativity due to interaction and this incites innovation which is gyration of economic growth and increase in per capita income. There is no denial that human capital will move for change and opportunity inside the country or out, technology can aid in tracking those human resource and do survey and identify the reasons of migration and this will aid the city's government to identify and develop those infrastructures to retain the skilled human capital in their own region to develop their own infrastructure to create sustainability in long run for generations for whom they are investing in initial stages.

### **Urban Growth: Dynamics of Art and Culture**

A very social reference of "bohemian index" which indicates or measures the presence of social producers in region. The producers in the region also look into the region's diversity, tolerance and rich in amenities which are the factors to attract artists and highly entrepreneurial human capital which are looking an array of cultural diversity and options to settle (Molotch 1999, 2002, 2003). Today cities have state of art consumption spaces which are outnumbering the production layouts. These consumption spaces are hubs where ambidextrous skilled population can find connectivity to their roots of various cultural backgrounds. Art and culture are subset of society and this brings a realm of cultural economy. The interaction centers like shopping centers, malls, religious places and heritage centers aid in interaction of amateur entrepreneurs to realize their creativity skills and opportunity for venture capitalist to invest and boost the economy of city and the country.

### **Implications of Art and Culture: Dynamics of Economy and Entrepreneurship**

The observations of various successful economies survive with deep grass roots of art and culture of the region. The creativity in the veins of the region belongs to three categories a) Technological creativity, b) Economic or entrepreneurial creativity and c) Cultural or art creativity. Creativity is always blended with diversity. Today growth is enriched by incubating creativity and entrepreneurship rather than focus on monetary benefits of short term as regions are rethinking on sustainability. The proponent of human capital theory states that "growth is not about reducing the cost of doing business on the contrary increasing the regional endowments of the highly skilled and entrepreneurial population. According to Spencer Glendon human capital is attracted where there is thick labor market, diversity in culture and quality of place. According to research there are many indices which measure the art and culture diversity in the growth of the regional development.

## Conclusive Remarks

Ultimately, we have to grow, develop and sustain in the world of competition regionally and globally. Entrepreneurship can only grow where there is technology and tolerance and talent. This method will create in generation of multi-dimensional creative community. State and local government should encourage “grow your own” strategies to initiate local entrepreneurship and high-tech companies have proliferated. The notion of “people climate” is another concept which society at all levels has to be created to beckon talented and creative people from all walks of life. According to Justin O’Connor as “cultural production strategies,” where government creates that kind of environment and infrastructure to support small and emerging cultural business in areas of design, music digital media and broadcast. Such policies will aid in identification of sectors which are in want of venture capital funds and promotion of products and services. Other strategies or approach can be creating low cost production facilities, supporting art and technology labs for amateur entrepreneurs and arranging for exhibitions or expos to showcase new utility products by new league of skilled labour. The business support system and training for unexposed environment is the requirement of the time and it is ever-changing.

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