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About the Presenter:

Anita Ratnam holds a Master of Arts degree in Development Studies, from the University of East Anglia, UK and has specialised in Rural Management from the Institute of Rural Management Anand, India. She is a specialist in Institution Leadership, Development and Governance, Training Design, Curriculum Development and Facilitation. She has evaluated a wide variety of NGOs for the impact of their programmes and organisational processes

Anita has guided various research projects including a study of the linkages between Call Centres and Experiences of Youth-hood, documentation of dying sports and indigenous games in Rural Bangalore, Situation of Textile Artisans in different parts of India and presented this as a photo-exhibition and guided students research into land sales in the wake of liberalisation, and the situation of workers in the floriculture units around Bangalore. Samvada, the organization she founded works with college students and youth to sensitize them to issues relating to caste, communalism, gender, environment and poverty.

Title of Paper: **Can Traditional Occupations be Considered Careers in the Modern World?**

Abstract:

Drawing on current debates on sustainable development and inclusive growth the paper will examine the challenges in re-inventing traditional occupations into viable production systems with the potential to promote equitable work spaces, economic & social inclusion, aesthetics and ecological sustainability.

I also draw attention to some of the embedded issues that go beyond mere "occupations", and probe historical paradigms of production, sociology of work & frameworks of consumption which impinge on the survival of these occupations. Does safe organic food belong only in niche markets/eclectic restaurants? Do hand- crafted products belong only in boutiques and museums, or will they find spaces in the common man's wardrobes, work places



and homes? Can traditional knowledge systems of agriculture and craft be acknowledged in the realm of education, organic certification and patenting as geographical indications? These are some of the questions that will be contextualised.

As the fulfillment of personal aspiration and individual mobility, as well as social & ecological justice, are integral objectives of career counseling, ways in which traditional occupations can co- exist alongside modern capitalist systems, are issues not just for economists or policy makers, but for career counselors as well. The paper will therefore raise critical questions for a discussion and form a conceptual backdrop to the case studies and presentations that follow.