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# An Economic Perspective of Value in the Folk Performing Art

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## Abstract:

Folk culture has an important role in handing down social norms moral laws, religious knowledge and wisdom and in keeping the social structure stable. The value of folk culture in this paper has been analysed in two different angles – estimate the value of various aspects of culture and explore the positive effects on the local economy. After a detailed investigation on folk performing art of Paschim Medinipur District of West Bengal, it can be said that the originality of this traditional culture is reserved by the native rural illiterate people who are agrarian in economy, backward socially and rustic culturally. They have been performing this form of arts ancestrally parallel with marginal works in agricultural field and other activities which enforce them not being thoroughly professional artists. As a matter of fact, new generation artists are not coming up and even not showing willingness to join in near future which poses a serious question mark on the future survival of these art forms. In recent the sudden and radical effect of COVID-19 on the lives of freelance performing artists is compounding dangerous levels of precocity in these occupations and, as a result, there are swifter, deeper and more serious consequences to policy inaction in the coming years. There will be significant consequences of putting an already vulnerable group into further stress and poverty while at the same time signalling that their work is of little or less value than that of other workers, not only for the future of our arts and cultural lives but for these individual lives. Henceforth, it is our soul duty of Researchers, Policy Makers, Government and the participants to preserving and propagating the forms of Folk culture.

Index Terms - Cultural economics, Performing Arts, Covid, value