



Arunachal-Spotify Collaboration — Cultural Export Strategy

Arunachal Pradesh is exploring collaboration with Spotify India to promote indigenous music and provide global visibility to local artists. Leveraging digital streaming platforms can help document tribal musical traditions, create revenue avenues and integrate regional talent into the global creative economy.

For Assam, this offers a strategic lesson. Structured partnerships with digital platforms can amplify Borgeet, folk, fusion and contemporary Assamese music beyond regional boundaries. Institutional support, digital archiving and artist training in intellectual property and monetisation could strengthen cultural diplomacy and creative industries.

APSC Relevance: Important for cultural economy, digital platforms and promotion of Northeast India's soft power.