

Conference on Soft Power

17 - 19 December, 2018

New Delhi, India

Eminent Speakers :



Sri M. Venkaiah Naidu*
Vice President,
Government of India



Sadhguru Jaggi Vasudev
Founder,
Isha Foundation



Smt. Sushma Swaraj
Minister of External Affairs,
Government of India



Sri Mahesh Sharma*
Minister of State for Culture,
Independent Charge,
Government of India



General (Dr) Vijay Kumar Singh (Retd)
Minister of State for
External Affairs,
Government of India

Collaborator :

INDICA

Academic Partners :

USC Center on
Public Diplomacy



India Foundation,
J-1, Ground Floor,
Upasana Building,
1 Hailey Road,
New Delhi-110 001.
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Center
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About the Conference :

Given the greater role that soft power is starting to play in India's foreign policy, the Center for Soft Power is hosting its inaugural 'Conference on Soft Power', in collaboration with the Indian Council for Cultural Relations (ICCR). The Center on Public Diplomacy of the University of Southern California, and Nalanda University, Rajgir, are the primary academic partners of the conference. The aim of the conference is to bring together academicians, practitioners, experts, policy makers and diplomats to deliberate and discuss Indian soft power. Branding of nations, Digital storytelling, Theoretical perspectives and Indian soft power across multiple verticals - Art Craft and Design, Ayurveda, Cinema, Cuisine, Education, Language & Literature, Museums, Performing Arts, Spirituality, Tourism, and Yoga - will be discussed at the conference.

SCHEDULE

17 December, 2018

- Workshop on Soft Power Through Digital Storytelling
- Inaugural

18 December, 2018

Sessions on:

- Cinema • Public Diplomacy • Cuisine
- Spirituality • Art Craft and Design • Museums
- Education • Performing Arts

19 December, 2018

Sessions on:

- Language and Literature • Yoga
- Ayurveda • Tourism
- Communicating Soft Power



LIST OF SPEAKERS



Dr. Abhishek Joshi
*Ayurveda Doctor,
Universitas Hindu Indonesia,
Indonesia*



Amara Aguilar
*Associate Professor,
USC Annenberg School for
Communication and Journalism,
USA*



Chirapat Prapandvidya
*Head, Department of
Sanskrit Studies,
Silpakorn University,
Thailand*



Christopher Quilkey
*Member of Editorial Board,
Mountain Path,
Australia*



Daya Thussu
*Disney Chair in Global Media,
Schwarzman College,
Tsinghua University,
China*



Deepika Ahlawat
*Museum Curator &
Art Consultant,
UK*



Dena Merriam
*Founder,
Global Peace Initiative of Women
(GPIW),
USA*



Eddie Stern
*Founder,
Brooklyn Ashtanga
Yoga School,
USA*



Gaia Ceriana Franchetti
*Founder,
Indoroman,
Italy*



Gopi Kallayil
*Chief Evangelist,
Brand Marketing, Google,
USA*



Dr. H. R. Nagendra
*President,
Vivekananda Yoga
Anusandhana Samsthana
(S-VYASA),
India*



Jonathan Hollander
*Director, Battery Dance,
USA*



Jonathan McClory
*General Manager
Asia, Portland Communication & Author,
Soft Power 30 Report, Singapore*



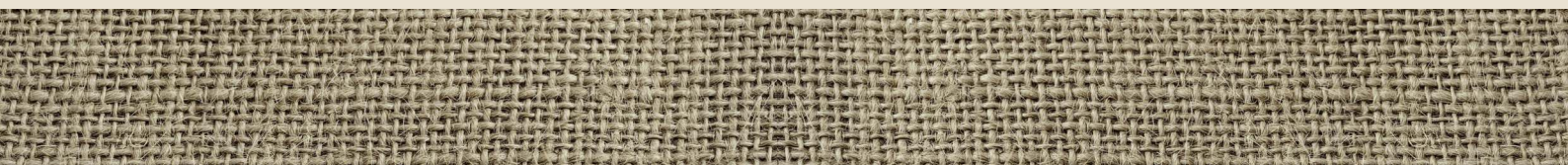
Kabir Bedi
*Actor,
USA*



Kieran Drake
*Minister Counsellor:
Head of Politics & Press,
British High Commission in India, UK*



Manish Sinha
*Founder,
Unhotel,
India*





Manjit Singh Gill
Head Chef,
ITC Hotels,
India



Maria Wirth
Author,
Germany



Mira Kaushik
Director,
Akademi,
UK



Nalina Gopal
Curator,
Indian Heritage Centre,
Singapore



Ngaire Blankenberg
Director & Principal Consultant,
Lord Cultural Resources,
Spain



Nick Booker
Co-founder,
IndoGenius,
UK



Nouf Marwaai
Padma Shri Awardee &
Yoga Practitioner,
Saudi Arabia



Oscar Pujol Rimbau
Director,
Instituto Cervantes Spanish
Cultural Center,
Spain



**Paramacharya
Sadasivanatha Swami**
Editor-in-Chief,
Hinduism Today,
USA



Paul Palmarozza
Director,
Sanskrit@St James,
UK



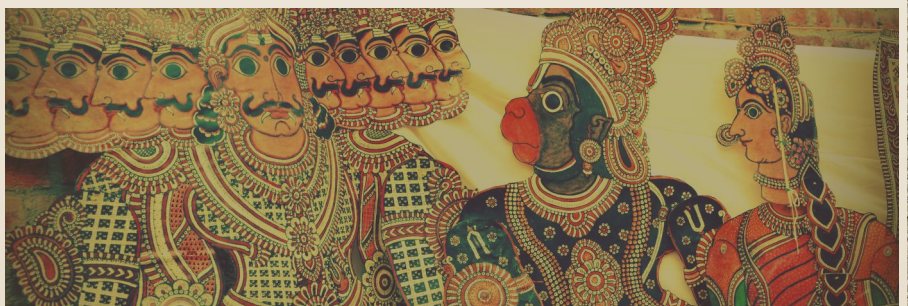
Philippa Kaye
Founder & Managing Director,
Indian Experiences,
UK



Rahul Goswami
UNESCO Expert on
Intangible Cultural Heritage
in the Asia-Pacific Region,
India



मराठी मराठी
गुजराती తెలుగు
भाषा மலयाളം
ଓଡ଼ିଆ ବାଂଲା
ಕನ್ನಡ ಸಂಸ್ಕೃತम्
விக்சரிப் பிடியா অসমীয়া





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Rajiv Vasudevan
Founder & CEO,
AyurVAID Hospitals and
Chairman, CII Core Group on
Ayurveda, India



Ramdas Lamb
Professor,
Department of Religion,
University of Hawaii, USA



Dr. Ramkumar Kutty
Founder,
Aryavaidya Pharma,
India



Robert Arnett
Author,
USA



Robert Borden
Vice President of Enrollment,
California Institute of the Arts,
USA



Rohit Khattar
Chairman,
Old World Hospitality,
India



Rukmini Vijayakumar
Bharatanatyam Dancer
and Actress,
India



Sharon Wezer
Consultant,
Korzo Theatre,
Netherlands



Shaunaka Rishi Das
Director,
Oxford Centre for Hindu Studies,
UK



Shelly Jyoti
Visual Artist &
Independent Curator,
India



Stacy Ingber
Assistant Director for
Programming & Events, USC Center
on Public Diplomacy, USA



Suhag Shukla
Director,
Hindu American
Foundation, USA



Amb. Syed Akbaruddin
India's Permanent Representative
to the United Nations,
India



Vaidya Rajesh Kotecha
Secretary,
Ministry of AYUSH,
Government of India, India



Valerie Britton Wilson
Founder,
Moti Clothing Company,
Australia



Dr. Vasant Lad
Director
Ayurvedic Institute,
USA



Vikas Khanna
Restaurateur & Judge,
MasterChef India,
USA



** Not yet confirmed
Speakers in alphabetical order*

ORGANISING COMMITTEE



Chairman
Vinay Sahasrabuddhe
President, Indian Council for Cultural Relations (ICCR),
Member of Parliament, Rajya Sabha

Members



Advaita Kala
Author and
Screenwriter



Makarand Paranjape
Director, Indian Institute of
Advanced Study, Shimla,
Himachal Pradesh

Amish Tripathi
Author



Pallavi Joshi
Indian film and television
actress, filmmaker and producer



S. N. Balagangadhara
Professor, Ghent University

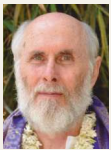


Ram Madhav
Member, Board of Governors,
India Foundation &
National General Secretary,
Bhartiya Janta Party (BJP)

Banagala Thero
President,
Sri Lanka Mahabodhi Society



Sonal Mansingh
Member of Parliament,
Rajya Sabha &
Indian classical dancer



Dr. David Frawley
Founder, American Institute
of Vedic Studies



Dr. Subhash Kak
Regents Professor,
Oklahoma State University

Dr Jay Wang
Director, USC Center on
Public Diplomacy



Sunaina Singh
Vice Chancellor, Nalanda
University & Vice President,
Indian Council for Cultural
Relations (ICCR), New Delhi



Jaya Jaitly
Founder, Dastkari Haat Samiti



Tatiana Shaumyan
Head, Center of Indian Studies,
Institute of Oriental Studies,
Russian Academy of Sciences

Lalitha Kumaramangalam
Director, India Foundation



Vani Tripathi Tikoo
Board member,
Central Board of Film
Certification



EXECUTIVE COMMITTEE

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Founder, Indic Academy

Sudarshan Ramabadran
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and Admin in-charge

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Research Fellow

Vijayalakshmi Vijayakumar,
Director

Rami Desai
Research Advisor

Aman Nair
Junior Research Fellow

Pavithra Srinivasan
Research Fellow