CENTRE FOR INTERNATIONAL RELATIONS
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

National Seminar
on

INDIA’S SOFT POWER AND CULTURAL DIPLOMACY

April 11-12, 2016

Organised by

CENTRE FOR INTERNATIONAL RELATIONS
CENTRAL UNIVERSITY OF JHARKHAND

Co-sponsored by
MAULANA ABUL KALAM AZAD INSTITUTE OF ASIAN STUDIES, KOLKATA

CENTRAL UNIVERSITY OF JHARKHAND
CTI CAMPUS, BRAMBE, RANCHI, JHARKHAND, INDIA
About the University and Centre

The Central University of Jharkhand was established under the Central Universities Act, 2009 of the Parliament. It is one of the 15 Central Universities established by MHRD, Government of India under the 11th Five Year Plan. The University is fully funded by the UGC. The temporary Campus of the University is located at CTI Campus, Ranchi-Lohardaga Road, Brambe, Ranchi (Jharkhand). Presently, the University has 9 Schools and 22 Centres of study with a multidisciplinary approach of teaching, learning and research. The Centre for International Relations, Central University of Jharkhand was established in the year 2012. The Centre offers a unique and comprehensive course of Five Years Integrated M.A. Programme. The Centre also offers Ph. D programme in International Relations.

About the Seminar

A National Seminar on India’s Soft Power and Cultural Diplomacy (11-12 April, 2016) shall be organized by the Centre for International Relations, Central University of Jharkhand, Ranchi, in collaboration with the MAKAIAS (Maulana Abul Kalam Azad Institute of Asian Studies), Kolkata. MAKAIAS, Kolkata is premier institute for foreign policy studies and research in India. The focus of the Institute is to develop specialized learning on social, cultural, economic, political and administrative developments in Asia, with special emphasis on their links with India.

Concept Note

Cultural diplomacy is a salient dimension of a country’s soft power. The international impact of India’s soft power was felt long before the term found place in popular parlance in the 21st century. Indian arts, culture and spiritualism have attracted people from all around the world for centuries. Currently, Prime Minister Narendra Modi has been creating new waves in the area of Indian diplomacy by combining new elements of soft power, Five cornerstones of foreign policy namely—Samman (dignity), Samvaad (dialogue), Samriddhi (shared prosperity), Suraksha (regional and global security), and Sanskriti evam Sabhyata (Cultural and civilizational links), have been espoused and enmeshed with the broader economic goals of the country. Modi has sought to embed India’s political values in its larger geopolitical calculus and has put special emphasis on the idea that India can be the ‘viswaguru’ or world teacher. During his visit to Kathmandu in August, 2014 his speech on ‘Buddha’ and ‘Yuddha’ captured the essence of the contemporary political dynamics in Nepal, where the Maoists returned to the mainstream after a violent civil war. A month later, he articulated in Tokyo his concept of ‘vistaarvad aur vikasvaad’. Modi, like some of his predecessors, often invokes the centuries old Indian idea of ‘vasudhaiva kutumbkam’, the entire world is a family, to underline India’s enduring commitment to universalism.

The Modi Government’s foreign policy clearly aims at, among many other things, building an Asian Century on the basis of ‘vikasvaad’ that would bring peace and stability to the continent. The largest continent in the world, Asia, has not only been experiencing
unprecedented economic growth and innovation but is also vulnerable to the occurrence of major conflicts. Cultural bonding can be one of the ways to prevent conflict and promote peace. Indian cultural diplomacy seeks to spread the message of peace, brotherhood, co-existence and prosperity.

Indian spirituality has had a global presence since a long time. One of its manifestations is the large number of Yoga centers running across the world. Indian classical dances enjoy a high degree of world-wide acclaim and appreciation. The global popularity of Bollywood films is another instance of the strength of India’s soft power. Prime Minister Modi has long argued that tourism is an important means to promote mutual understanding, achieve economic growth and create jobs. Religious tourism, he has suggested, could be the basis for rapid economic growth on both sides of the Himalayas. The religious heritage of this region is of great interest not only to the people of the subcontinent but also of the world. In his outreach to the leaders in the subcontinent and Asia, from Nepal to Japan and China to Myanmar, Modi has projected Buddhism as one of India’s bridges to these nations. Buddha has long figured prominently in India’s international engagement. As the land where Buddhism was born and from where it has spread around Eurasia, India did not have to work hard to make it part of India’s cultural interaction with the rest of the world. One out of six tourists to India visits Bodh Gaya. Buddhism has long been an integral part of India’s relations with many countries in Asia.

Sub Themes

- India’s Soft Power
- Role of Indian Diaspora in Foreign Policy
- Various Dimensions of Indian Cultural Diplomacy
- Indian Cultural Influences in Asia
- India’s Cultural Diplomacy with the United States
- India’s Cultural Diplomacy with Europe
- Yoga and Diplomacy
- Potential Role of Education in Indian Diplomacy
- Indian Films Abroad
- India’s Track Two Policy
- Food Security as tool of Indian Foreign Policy
- Panchsheel and Panchamrit Policy
- Buddhism in Asia
- India’s Soft Power and the Media
- Role of Science and Technology in Diplomacy
- Globalization
Submission of Abstracts /Papers

The abstract of the papers shall be submitted by 15 March, 2016, after which the notification of the acceptance of the abstract shall be done on 18 March, 2016. The submission of papers shall be accepted by 05 April, 2016.

The abstract shall be reviewed by the peer expert committee. The recommended papers will be accepted for presentation at the Seminar. The title page of the paper should contain: 1) Title of the Paper, 2) Name of the author 3) Professional affiliation 4) Address for correspondence with email and telephone numbers. The participants can send their papers through email: nscircuj@gmail.com

The abstract should not be more than 350 words and it should be submitted in English in New Times Roman font, 12 point type, spacing of 1.5 in A4 size set up by March 15, 2016. We also wish to bring out an edited volume of the selected papers with an ISBN number. The paper should not exceed 4000 words in length. We seek your cooperation and participation in making the conference a successful event. For further queries/details, please write to us on the following email address: nscircuj@gmail.com.

Important Dates

Submission of Abstract: March 15, 2016
Notification of Accepted Abstract: March 18, 2016
Submission of Full Paper: April 05, 2016

Registration fee for Participants:
   Faculty: Rs. 1000/-
   Research Scholars: Rs. 500/-
   Students Rs: 200/-
   Foreign delegates US$ 100/-

The registration fee can be paid on the spot at the desk meant for registration on 11th April, 2016 from 9:00 am onwards. The registration fee covers seminar kit and food for two days only. Accommodation will be provided on payment basis. However, we can recommend for such arrangements at reasonable rate.

Seminar Committee

Chief Patron

Prof. Nand Kumar Yadav ‘Indu’, Vice-Chancellor,
Central University of Jharkhand (CUJ), Ranchi

Patron

Prof. Sreeradha Dutta, Director
Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS)
Seminar Director

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Head, Centre for International Relations, CUJ Ranchi

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