



Center
for
Soft
Power

CONFERENCE ON SOFT POWER

December 17 – 19, 2018

Taj Mahal Hotel, 1 Mansingh Road, New Delhi – 110011

Schedule

Monday, 17 December 2018

14:30 – 17:00

WORKSHOP: SOFT POWER THROUGH DIGITAL STORYTELLING

USC School of Communication and Journalism

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

Amara Aguillar, Associate professor, USC Annenberg School for
Communication and Journalism

MAX 30 PARTICIPANTS

17:00 – 18:00

HIGH TEA

18:00 – 19:30

INAUGURAL

Chief Guest

Venkaiah Naidu, Hon'ble Vice President of India

Guests of Honour

Mahesh Sharma, Minister of State for Culture (Independent Charge),
Government of India

V.K. Singh, Minister of State for External Affairs, Government of India

Sadhguru, Founder, Isha Foundation

Shekar Sinha, Member, Board of Trustees, India Foundation

19:30 – 20:00

CONVERSATION

Sadhguru, Founder Isha Foundation

In Conversation With

Subash Kak, Regents Professor, Oklahoma State University, USA

20:00 onward

DINNER

Tuesday, 18 December 2018

9:30 – 10:30

PANEL: CUISINE

*Chaired by **Advaita Kala**, Author and Screenwriter*

Vikas Khanna, Restaurateur & Judge, MasterChef India

Manjit Singh Gill, President Indian Federation of Culinary Associations, India

Rohit Khattar, Chairman Old World Hospitality, India

10:30 – 10:45

BREAK

10:45 – 12:15

PANEL: PUBLIC DIPLOMACY, SUCCESSES AND CHALLENGES IN NATIONAL BUILDING

*Chaired by **Vinay Sahasrabuddhe**, President, ICCR, India*

Keynote (10:45 – 11:05):

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

Panel:

Dr Jay Wang, Director USC Center on Public Diplomacy, USA

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

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

12:15 – 12:30

BREAK

12:30 – 13:30

PRESENTATION: MUSEUMS AS SOFT POWER

Ngaire Blankenberg, Cultural consultant and Co-editor 'Cities, Museums and Soft Power', Spain

Deepika Ahlawat, Museum Curator & Art Consultant, UK

Nalina Gopal, Curator at India Heritage Center, Singapore

13:30 – 14:30

LUNCH

14:30 – 15:45

PANEL: PERFORMING ARTS

*Chaired by **Rukmini Vijayakumar**, Bharatnatyam Dancer and Actress, India*

Jonathan Hollander, Director Battery Dance, New York, USA

Mira Kaushik, Director Akademi London, UK

Sharon Wezer, Consultant Korzo Theatre, Netherlands

15:45 – 16:00

BREAK

16:00 – 17:30

PANEL: ART CRAFT AND DESIGN

*Chaired by **Jaya Jaitly**, Founder Dastkari Haat Samiti, India*

Rahul Goswami, UNESCO expert on intangible cultural heritage in the Asia-Pacific region, India

Shelly Jyoti, Visual Artist & Independent Curator, India

Valerie Wilson, Founder Moti Clothing Company, Australia

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

Gaia Franchetti, Owner, IndoRoman, Italy

17:30 – 18:00

HIGH TEA

18:00 – 19:15

PANEL: YOGA

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

Eddie Stern, Co-founder Brooklyn Ashtanga Yoga, USA*

Nouf Marwaai, Padma Shri awardee & Yoga Practitioner, Saudi Arabia

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

19:30 – 20:00

PRESENTATION: CINEMA

Bharat Bala, Indian film director, producer and screenwriter

20:00

PERFORMANCE

20:30 onward

DINNER

Wednesday, 19 December 2018

9:30 – 10:45

PANEL: AYURVEDA

*Chaired by **Vaidya Rajesh Kotecha**, Secretary, Ministry of Ayush, Government of India*

Dr Vasant Lad, Director Ayurvedic Institute, USA

Dr Abhishek Joshi, Ayurveda doctor at Universitas Hindu Indonesia, Indonesia

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

Dr Ramkumar Kutty, Co-Founder, Punarnava Ayurveda Coimbatore

10:45 – 11:00

BREAK

11:00 – 12:30

PRESENTATION: EDUCATION

*Chaired by **Prof Sunaina Singh**, Vice-chancellor, Nalanda University*

Prof Tatiana Shaumyan, Head, Centre for Indian Studies, Institute of Oriental Studies, Moscow, Russia

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

Subhash Kak, Regents Professor, Oklahoma State University, USA

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

Come Carpentier De Gourdon, Convener, Editorial Board, World Affairs Journal, France*

12:30 – 13:30

PRESENTATION: TOURISM

Anuradha Goyal, Blogger

Nick Booker, Co-founder IndoGenius, UK

Manish Sinha, Founder Unhotel, India

Philippa Kaye, Founder India Experiences, UK

13:30 – 14:30

LUNCH

14:30 – 15:45

PRESENTATION: SPIRITUALITY

*Chaired by **David Frawley**, Founder American Institute of Vedic Studies, USA*

Dena Merriam, Author & Founder Global Peace Initiative of Women, USA

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

Maria Wirth, Author, Germany

Banagala Thero, President, Sri Lanka Mahabodhi Society

Suhag Shukla, Executive Director, Hindu American Foundation

15:45 – 16:00

BREAK

16:00 – 17:30

PRESENTATION: LANGUAGE AND LITERATURE

*Chaired by **Makarand Paranjape**, Director, Indian Institute of
Advanced Studies, Shimla, India*

Paul Palmarozza, Director Sanskrit@ St James, UK

Robert Arnett, Author, USA

Prof Chirapat Prapandvidya, Professor & Head of Department of
Sanskrit Studies, Silpakorn University, Thailand

Paramacharya Sadasivanathaswami, Editor in Chief, Hinduism Today,
USA

Oscar Pujol, Spanish Indologist, Spain

17:30 – 18:00

HIGH TEA

*To be confirmed