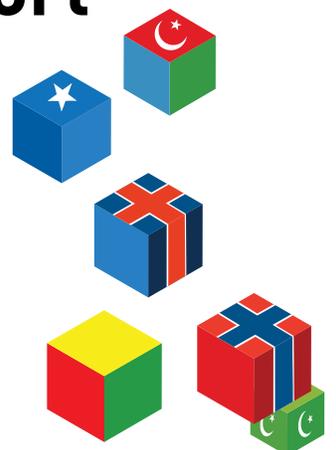


Public Diplomacy in the Information Age

Conference & Workshops

A Report



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ACRONYMS

BBC: British Broadcasting Corporation

BPO: Business Process Outsourcing

CII: Confederation of Indian Industry

CSR: Corporate Social Responsibility

ICCR: Indian Council for Cultural Relations

NASSCOM: The National Association of Software and Services Companies

MEA: Ministry of External Affairs

PD: Public Diplomacy

USC :University of Southern California

UNO : United Nations Organisation





BACKGROUND

In the contemporary global world, people to people diplomacy is playing an important role in international relations. The engagement of a wide range of non-governmental entities in conducting diplomatic discourses has added a new dimension to international relations and redefined the way a country engages with its citizens to garner their support for its foreign policy and national interests. This is how public diplomacy has gone beyond traditional diplomacy.

Public diplomacy deals with the influence of public attitudes on the formation and execution of foreign policies. A key facet of public diplomacy is that it goes beyond unidirectional communication coming from the government. It is also about listening to a range of actors. As a result, public diplomacy activities often present many differing views as represented by private individuals and organisations in addition to official government views and positions. Successful public diplomacy involves an active engagement with the public in a manner that builds, over a period of time, a relationship of trust and credibility. It requires systems that acknowledge the importance of an increasingly interconnected world where citizens expect responsiveness to their concerns on foreign policy and other issues of national interests. In the new media and

communication regime, this form of diplomacy challenges the general understanding and practice of foreign policy issues. In this scenario, the concept of public diplomacy can create new opportunities and avenues.

Many countries, including India have set up a Public Diplomacy Division aimed to educate and influence global and domestic opinion on key policy issues and project a better image of the country. However, the concept and usage of public diplomacy is relatively new in our country and efforts are needed to put in place a system that enables more effective engagement of citizens in foreign policy issues. Towards this end, new communication tools and technologies are now being used to create a better dialogue in public diplomacy aimed towards sensitising and influencing think tanks, universities, media and experts to create a more nuanced understanding of the government's stance on key foreign policy issues.

“Public diplomacy in the Information Age”- Conference and Workshops was organised to further understand the experience and trends in this sector and to comprehend the full potential and usage of public diplomacy within the overall international relations strategy of the government.



PROGRAMME

Day 1 CONFERENCE

Friday, 10 December 2010, 09:30 am - 06:30 pm

Session I: Public Diplomacy in a Globalised World

The inaugural session was aimed at providing insights into the meaning of public diplomacy and providing an overview of the nature of public diplomacy in India.

Session Chair: **Dr Shashi Tharoor**, *Member of Parliament (Lok Sabha)*

- Welcome Remarks: Mr Navdeep Suri, *Joint Secretary (PD), Ministry of External Affairs*
- Key Note Address: Smt Nirupama Rao, *Foreign Secretary, Ministry of External Affairs*
- Special Address: Prof Nicholas J Cull, *Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, USC*
- Closing Remarks: Ms P N Vasanti, *Director, CMS*

Session II: 21st Century Statecraft and Soft Power

21st Century Statecraft has moved rapidly from reliance on hard power alone towards a pro-active use of soft power and their combination into smart power. The session dealt with the issue of soft power and how states use soft power assets for attaining foreign policy objectives.

Session Chair: Prof Nicholas J Cull, *Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, USC*

Speakers

- Dr Shashi Tharoor, *Member of Parliament (Lok Sabha)*
- Mr Suresh K Goel, *Director General, Indian Council for Cultural Relations (ICCR)*
- H E Mr Jérôme Bonnafont, *Ambassador of France to India*
- Mr Sanjoy Roy, *Managing Director, Teamwork Films*
- Mr Bobby Bedi, *Founder and Managing Director, Kaleidoscope Entertainment*
- Dr Nick Hill, *General Manager, Australia-India Institute*

Session III: 24x7 News and Public Diplomacy

The changing character and role of broadcast and print media has a significant bearing on public diplomacy initiatives and discourse. The session focused on the impact of the changing media scenario on international relations and foreign policy issues.

Session Chair: Mr M J Akbar, *Author-Editor-Columnist*

Speakers

- Dr Philip Seib, *Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California*
- Dr N Bhaskara Rao, *Chairman, CMS*
- Mr Nik Gowing, *Chief Presenter, BBC*
- Ms Suhasini Haidar, *Deputy Foreign Editor and Prime-Time Anchor, CNN-IBN*

Session IV: Web 2.0 and the New Public Diplomacy

Social media and Web 2.0 tools are being seen as a blessing for public diplomacy. They allow direct access to target audiences and enable establishment of two-way channels of communication. The session discussed the viability of the digital diplomacy.

Chair: Dr Philip Seib, *Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California*

Speakers

- Prof Eytan Gilboa, *Director, Center for International Communication, Bar-Ilan University, Israel*
- Mr Navdeep Suri, *Joint Secretary (PD), Ministry of External Affairs*
- Mr Nitin Pai, *Founder and Fellow for Geopolitics, The Takshashila Institution*
- Mr Michael Pelletier, *Minister-Counselor for Public Affairs and Public Diplomacy, US Embassy, New Delhi*
- Mr Sudhir John Horo, *Principal Designer and Co-founder, TheIdeaWorks*
- Mr Ashwani Singla, *Managing Director and Chief Executive of Penn Schoen Berland*

Session V: Corporate Diplomacy

Developing public-private partnerships, managing geopolitical risk, and deriving best practices for engaging and leveraging the media from the private-sector perspective is critical for long-term public diplomacy success and impact. This session looked at how companies are engaged in corporate diplomacy and what could be the best way to engage and partner with them for public diplomacy objectives.

Chair: Ambassador Kishan S Rana, *Former Diplomat, Author and Teacher*

Speakers

- Mr Som Mittal, *President, NASSCOM*
- Mr Roger Hayes, *Senior Counselor, APCO Worldwide and Research Associate, Henley Business School*
- Mr Shivnath Thukral, *Group President, Corporate Branding and Strategic Initiatives, Essar Group*
- Mr Ravi Bhoothalingam, *Confederation of Indian Industry and Founder & Chairman, Manas Advisory*



DAY 2: WORKSHOPS

Saturday, 11 December 2010, 10:30 am - 04:00 pm

Workshop I: Planning and Evaluating Public Diplomacy Strategies and Programs

10:30 am to 12:30 pm, Le Meridien

The workshop discussed about designing, planning and implementing public diplomacy strategies and programs, which require effective evaluation and assessment of a state's world reputation. Through several case studies and examples the workshop highlighted how good public diplomacy initiatives and programs need to exploit strengths and address weaknesses. Participants also learnt how to identify global indexes and other sources of information, and how to evaluate overall global standing as well as reputation in selected states and regions. Exercises and experiments during the workshop focussed on India.

The workshop was conducted by Prof Eytan Gilboa, Director, Center for International Communication, Bar-Ilan University, Israel.

Workshop II: The Al Jazeera Effect- How the New Global Media are Reshaping World Politics

10:30 am – 12:30 pm, Le Meridien

The power of many traditional political mechanisms has been superseded by the influence of new media - satellite television, the Internet, mobile phones, and other high-tech tools. We are seeing a reconnecting of the global village and a reshaping of how the world works. The development and implementation of foreign policy, particularly public diplomacy, have been transformed by the growing pervasiveness of these media. This workshop examined examples of how this "Al Jazeera effect" works and how those conducting public diplomacy can use it and respond to it. The workshop included discussion of the issues involved, analysis of examples of the "Al Jazeera effect" in action, and an exercise in which workshop participants developed a plan for using new media to accomplish a public diplomacy task.

The workshop was conducted by Dr Philip Seib, Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California.

Workshop III: The Concept of Nation Branding

02:00 pm – 04:00 pm, Le Meridien

The workshop examined the utility of the concept of the brand in public diplomacy, focusing specifically on the notion of the 'nation brand.' It also looked at the place/city/region brand as areas of emphasis and introduced the concepts of 'country of origin effect' and 'stealth branding.' It discussed major cases of nation and place branding and looked at brands in particular cases including Australia, Switzerland and South Korea. The session also included discussion on the evolution of the brand of India.

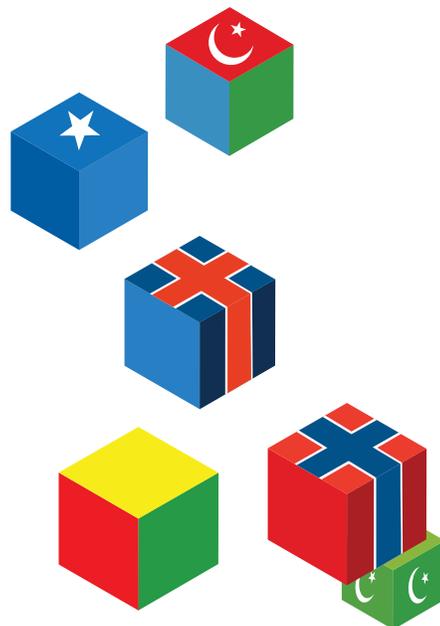
The workshop was conducted by Prof Nicholas J Cull, Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, USC. 



Session

I

Public Diplomacy in a Globalised World





Inaugural Session

The inaugural session presented an overview of public diplomacy concepts, trends and practices. It also discussed public diplomacy opportunities and avenues in the new media and communication systems and their outcomes. The session was aimed at providing insights into the meaning of public diplomacy and provided an analysis of the nature of public diplomacy in India, challenges ahead and its future course.

Mr Navdeep Suri

Joint Secretary (PD), Ministry of External Affairs



Mr Navdeep Suri

An Indian Foreign Service officer since 1983, Navdeep Suri has served in a host of different capacities in India's diplomatic missions in Egypt, Syria, the United States, Tanzania, the UK and South Africa. He has worked in the economic division of the Ministry of External Affairs, headed its West Africa division and was Consul General in Johannesburg till October 2009 before returning to take over his present assignment.

Initiating the inaugural session of the conference Mr Suri stated that the conference was being organised with one explicit objective that is to create greater awareness within the country, within the academia, officials and media about the growing relevance of public diplomacy in foreign policy and the use of public diplomacy as an important instrument of foreign policy. Explaining what exactly public diplomacy is, Suri said, "Trying to explain public diplomacy is bit like describing an elephant. The view you get depends on the angle you approach it from. And so in putting together this conference, we are trying to look at this elephant from different angles." The inaugural session, gave a 360 degree perspective on public diplomacy.

Elaborating about the different sessions of the conference he informed that apart from the inaugural session the conference has four fairly specialised sessions. The first on soft power as an element of 21st century state craft, the second on 24x7 media and the impact it is having on public diplomacy, the third on Web.2 and social media and what it is doing to public diplomacy, what potential role can it play and finally the growing role that the corporate sectors like the chambers of commerce, private entities, etc, play in public diplomacy.

Dr Shashi Tharoor

Member of Parliament (Lok Sabha)



Dr Shashi Tharoor

Dr Tharoor was elected to 15th Lok Sabha in 2009 and served as Union Minister of State, External Affairs from 23 May 2009 - 18 Apr 2010. A columnist and writer for Indian and International publications, he has served for two years as a contributing editor and occasional columnist for



Newsweek International and Public Speaker on Indian and Global Issues. Dr Tharoor was Under-Secretary-General for Communications and Public Information, U.N., 2001-2007.

Dr Shashi Tharoor struck the right chord by highlighting that governments sustain the will of the people, hence it was vital that a communication and awareness channel be established between the people and their governments that make diplomatic activities of the governments clearly discernible. He elaborated on defining 'public diplomacy'. He opined that the government of India does not use the term "public affairs" at all, rarely admits to "public relations" in its own dealings, and has only recently started speaking of "public diplomacy". However, the fact

Successful public diplomacy involves an active engagement with the public in a manner that builds, over a period of time, a relationship of trust and credibility. Effective public diplomacy is sometimes overtly conducted by governments but sometimes seemingly without direct government involvement, presenting, for instance, many differing views of private individuals and organisations in addition to official government positions. Public diplomacy should also recognise that in our information-saturated world of today, the public also has access to information and insights from a wide and rapidly growing array of sources. This means that government information must be packaged and presented attractively and issued in a timely fashion if it is to stand up against competing streams of information, including from critics and rivals of the government. "Your public diplomacy is no longer conducted in a vacuum; you are also up against the public diplomacy of other countries, sometimes on the very same issues," he emphasised.

An immensely important issue in public diplomacy is the substance of the message. "A bad decision or a weak policy can rarely be salvaged by good public diplomacy alone. "Incredible India" is a great campaign for the Department of Tourism, but in public diplomacy what you need is 'Credible' India," he said. Dr Tharoor argued that there is a need for a positive and forward-looking strategy that projects a vision of India in the world, that helps define and shape what is increasingly being called 'Brand India'.

Smt Nirupama Rao

Foreign Secretary, Ministry of External Affairs



Smt Nirupama Rao

Smt Rao joined the Indian Foreign Service in 1973. She has served in various world capitals, including Washington and Moscow. From 2001 to 2002, she served as the first woman



Participants in the workshop

is that the government engages in public diplomacy, public affairs and public relations all at the same time, every day. In essence, public diplomacy refers to the activities undertaken by governments to encourage acceptance of, and promote sympathy towards, its international policies and practices. Accepting that public diplomacy was a new concept among nations, Dr Tharoor said that it was hitherto not new to Indian diplomacy. Public diplomacy essentially was about promotion of a country's national interest, and in doing this, governments have to interact with the local citizens as well as citizens abroad. Thus any toolkit of public diplomacy has to be underscored within the framework of impact of global events.

Dr Tharoor also pointed out that public diplomacy is not just about communicating your point of view or putting out propaganda. It is also about listening. It rests on the recognition that the public is entitled to be informed about what a government is doing in international affairs, and is also entitled to responsiveness from those in authority to their concerns on foreign policy.

spokesperson of the Ministry of External Affairs. She was High Commissioner for India in Sri Lanka (2004-2006) and thereafter Ambassador of India to China (October 2006 - July 2009). Smt Nirupama Rao assumed office of Foreign Secretary on 1 August 2009.

Smt Rao began her keynote address by acknowledging that this is the first conference on public diplomacy, being conducted in India and the fact that this event is taking place is itself a testimony that public diplomacy is relevant in both the external and internal contexts in which we work as foreign office professionals or diplomats in the current day and age. "Our Public Diplomacy division in the Ministry of External Affairs is all of four years of age, but the tradition of public outreach, and interpretation of foreign policy positions to the people of India and the world beyond, is ingrained in our conditioning as diplomats who are citizens of a staunchly democratic nation," she said.

Elaborating on the need of public diplomacy, Rao said, "Public diplomacy is the vehicle for dissemination of the ideas, the interests, the concepts, and the approaches that define our foreign policy and the defence of our national interest as we further our bilateral relationships and our policies in multilateral forums. Its aim is to enable comprehension and understanding of the positions we adopt, the rationale that propels this, and to fulfil the need to inform, and enable growing transparency in the articulation of foreign policy given the fact that the constituencies we address are diverse, ranging from foreign and domestic audiences, to non-governmental agencies, educational institutions, experts and analysts in foreign affairs to generalist groups, and the media, print, electronic and net-based. In essence public diplomacy is a public good for the public good."

Smt Rao elaborated that the contours of public diplomacy are being constantly expanded. As India's foreign policy interests and strategic perspectives become more sharply honed, its global presence becomes much more visible, as India's re-emergence grasps the world's attention, and as its economy becomes one of the international frontrunners in terms of its accelerated growth rate, India's voice must be heard in multiple situations, before diverse audiences, and the task to fulfil this will be that of its diplomats who must be ever active in the tasks of advocating and explaining the Indian "brand" as it were,

because this is a compelling narrative surrounding the world's largest democracy, that must be heard.

She suggested that an important aspect on which public diplomacy needs to focus is crisis management in extraordinary situations - getting the government's message out and addressing public opinion directly with the purpose of informing, reassuring, and enabling sober and well-reasoned responses that are bereft of rumour and speculation. "I cannot but emphasise this factor - as one that should constantly be in the viewfinder of every diplomat and practitioner of foreign policy. Careful planning, the capacity to anticipate situational requirements, the needs of the public to be informed in real time, to avoid critical delays in dissemination of information, the identification of both resources and resource persons, the choice of spokespersons, are all issues that require focus," she said.

Challenges to public diplomacy are the plethora of voices outside the government. This reinforces the need for the government to present its case and bridge any gaps in information. Public diplomacy provides the Ministry of External Affairs the 'power to tweak the imagination', the country's image with regard to its culture, its ideology, and to enable greater focus on integrative growth. There is a need for the government to provide credible and engaging narratives of positive efforts done by it, to provide appreciation of its actions and agendas. The need for a framework for public diplomacy is paramount, to integrate its various components and to generate an 'informed debate'.

Prof Nicholas J Cull

Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, USC

Professor Cull is a British-born historian of public diplomacy, whose books on British and US public diplomacy have become standard works in the field. He directs the world's first Masters Degree in Public Diplomacy at USC. He is regularly consulted by governments for both advice and training and has recently worked with the UK Foreign and Commonwealth Office, the Swiss Foreign Ministry, and Embassy of the Netherlands in Washington DC.



Prof Nicholas J Cull

Professor Nicholas J Cull, brought an academic perspective on public diplomacy in his special address. He accentuated the difference between traditional diplomacy with its focus on one government speaking to another and public diplomacy by which a government (or other actor) engaged a foreign public with a specific set of tools. These tools are not new but are the five ancient and fundamental practices of state craft. Elaborating on these elements of public diplomacy, Prof Cull shared, “The basic tool of public diplomacy and the essential duty of a public diplomat is to listen. Today, listening is done through public opinion, through attention, through processes like nation brand index and sustained analysis. Second element of public diplomacy is advocacy and it is also very ancient. Today we conduct advocacy through press conferences and other tools. There is a need to conduct public diplomacy by explaining our policies in

clear words. Third area of public diplomacy is cultural diplomacy. Conduct of public diplomacy by facilitating the exports of culture, an area where India has been a leader since time immemorial. Fourth element is exchange diplomacy. It is a two way process unlike cultural diplomacy. Fifth element is state funded news. Since the coming of electronic media, it has evolved to become a process of major significance. Though it is an area where India is underperforming, there is a need to make Indian point of view more accessible in the international broadcasting scenario.” He also emphasised that every element of public diplomacy should be insulated from the potentially negative influence of the other elements. These five elements flourish when they are given their own space.

Cull pointed to a new era in public diplomacy. Specifically he noted that whereas traditional public diplomacy flowed vertically, from the top down and outwards to the audience, today, information is passed from person to person in an incredible number of ways. The new public diplomacy is marked by the challenge of us living in one global world. There has been a complete erosion of the comfortable line between international and domestic news sphere. New components of public diplomacy involve new advocacy tools, acceptance of new technological innovations and new players (state and non-state). This also throws up new challenges due to an integrating world and new limitations due to geopolitics. And this all can be overcome by building partnerships with credible messengers.



Speakers responding during the Open Forum



Open Forum

Q: What are your views on the Smith Act prevalent in the US and how India uses this approach?

Prof Cull: Smith Act seeks to divide public diplomacy from domestic public affairs. This is something questioned in the US as to whether it is that useful? The act clearly needs reform in this information age. I don't think anybody in this age while forming laws would like to have such rigid framework over public diplomacy.

Smt Rao: Distinction between internal and external aspects of foreign policy is really blurred today. Domestication of foreign policy is an issue we need to confront. We are not here to compete with the media's formidable faculties and capacities. We are trying to reach out to local level people. I frequently say that the South-East Asia begins from our north-east and people there want information. Public diplomacy performs a very crucial function in this regard by talking to them and sharing with them the information they need.

Q: We are living in a multi polar world, please throw some light on the trends and thinking in other leading countries of the world so that we have a broader global picture?

Prof Cull: Many countries are undergoing conversations on expanding their public diplomacy thinking and are looking at how to reach out to foreign publics. All developing countries through their public diplomacy units in their external affairs ministries are making attempts to investment in the cultural diplomacy and the branding of the nation. It is now accepted that the way to world's heart is by organising mega events like India recently hosted the Commonwealth Games. This is all a part of the ethos to conduct international diplomacy.

Q: You spoke about the fact that we have started well on the way of public diplomacy but transparency is still very limited. Please elaborate.

Dr Tharoor: Let me quote the recent visit of President Obama or when Hillary Clinton was here. They both were constantly tweeting or updating each and every minute of their presence in India for the local US public to know what they are doing. But when our PM goes to another country, all we get to see is diplomatic news. That's where transparency is lacking. Though the change has begun, and we need to applaud the beginning, there is still a lot more to do. Indeed, it is interesting to see how much there is being done.



HE Mrs Khadija Radman Mohammed Ghanem, Yemen Ambassador asking questions during the Open Forum

Q. What resistances are there in the system to be real time?

Smt Rao: There is a growing realisation and acceptance in the government to accept the change when we deal with communications. A distinct change in the way we communicate is visible. We have begun modestly. There is no ingrained resistance to change, we like intelligent arguments and we can be persuaded. We understand that we need to adapt, we need to evolve and we need to grow.

Q. How do you emerge from the paradox of diplomacy when you talk about engaging with public?

Smt Rao: Many of us, despite the fact that we are from a different generation are ready to embrace the change. It is not difficult. Basically you have an image of the bureaucracy that we belong to the ivory towers. But as Pt Nehru clearly defined, particularly for us diplomats, we have to communicate with the outside world. We have to speak in the language which people understand and go beyond formal communications. In this regard, we have started with the formula of background briefing. Here we talk more in a candid and open manner than in a press conference. In democracy we put more emphasis on public opinion and we value it.

The session concluded with an engaging debate with the audience on issues like public diplomacy in other countries and how they were capitalising on the outcomes of information revolution; on the need to enhance the scope of public diplomacy; and on devising ways in which governments could react in 'real time'. Need for enlarging communication stakeholders, resistance to previously discussed challenges and to develop new channels of communication were identified as useful measures to overcome the ingrained information dissemination resistance within governments.

Ms P N Vasanti

Director, CMS



Ms P N Vasanti

Ms Vasanti is involved in overall organisational management, planning and execution of communication and media research undertaken by CMS. She has been closely involved in most of the development communication initiatives in India especially the ones relating to experimentation with 'entertainment education' strategy. She is also a member of International Advisory Board, PSO, Netherlands and Indian Women's Press Corp. She is a columnist for MINT.

Concluding the inaugural session, Ms Vasanti explained how CMS and MEA put together this conference and workshop. She explained how public diplomacy has become a major focus of study in the schools of communication and journalism. She elaborated on that, as communication and media scholars, CMS is particularly interested in use of strategic communication principles in addressing emerging global diplomacy issues especially in this new information order. On behalf of CMS, she thanked Dr Tharoor for his engaging words, Smt Rao for her fantastic outlook and Prof Cull for his enlightening experience. 🟦

**Public Diplomacy Division
Ministry of External Affairs**

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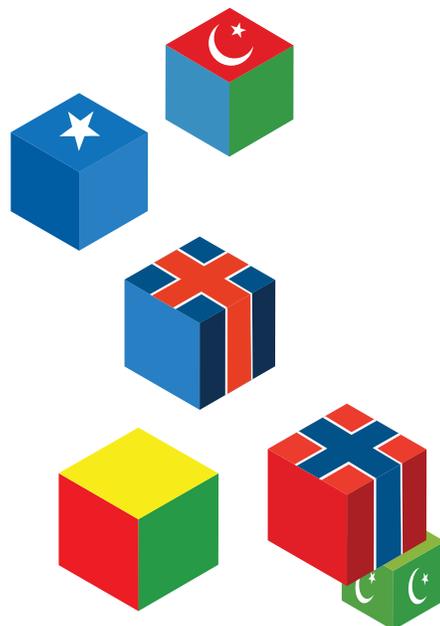
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Session

III

21st Century Statecraft and Soft Power



Introductory Remarks by Chair

Prof Nicholas J Cull

Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, USC



Prof Nicholas J Cull

Prof Cull started the session by exploring the issue of soft power. He explained that the phrase soft power was coined by Joseph Nye of Harvard University as a way of thinking about quality of attractiveness in a nation's culture and values. Nye deployed this term 'soft power' to refute the argument, prevailing at that time that America was in a time of 'relative decline'. Nye further developed this concept in his 2004 book, *Soft Power: The Means to Success in World Politics*. The term is now widely used in international affairs by analysts and statesmen.

He described soft power as the ability to obtain what one wants through co-option and attraction. "The quality of attractiveness in a nation's cultural values and explaining how they can be a resource for the nation as real and as significant as economic strength or military strength," he said. Real world examples of this concept of moral force, actors like UNO, Dalai Lama, Mahatma Gandhi bring to the fore the nations and the causes associated with them. Moral force means international strength.

Soft power is also becoming significant because hard power is increasingly becoming difficult to use. He elaborated, "When we deploy hard power, it is seen in real time throughout the world. When we use hard power, we turn our enemies into victims. That is something Israel has learnt in its war with Hezbollah. Soft power

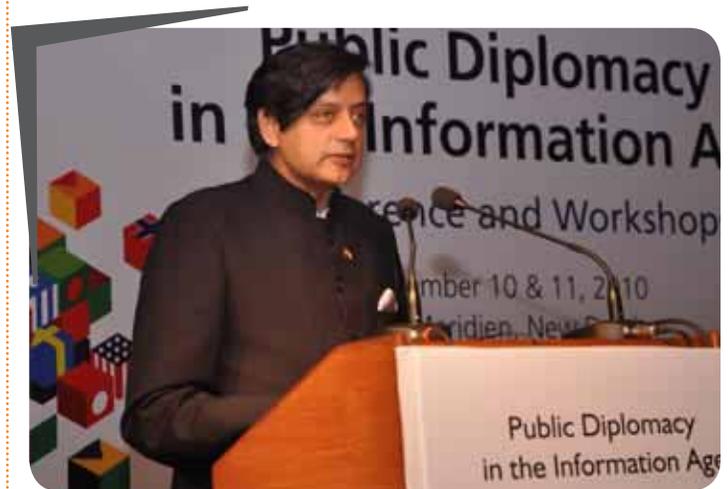
also explains how some nations have suddenly developed new resource and ties and gives an edge over its regional competitors e.g Thailand with its appealing food culture. But as we talk about soft power, the power of our ideas, our words, we should also talk about its negatives. The power of our deeds and words to repel. What happened in Abu Ghraib prison was repulsive and it pushed people away from United States".

We have to guard against undermining our own soft power. What is needed is not foreign policy exclusively to please foreign nations but rather a combination of hard and soft power: Smart Power. Public diplomacy and soft power are not the same thing. Some nations conduct much public diplomacy but have no soft power appeal. He concluded by saying that soft power is a resource which is leveraged through public diplomacy.

India's Soft Power

Dr Shashi Tharoor

Member of Parliament (Lok Sabha)



Dr Shashi Tharoor

At the beginning of his session Dr Tharoor described soft power as 'the world's perception of a country evoked in consciousness'. Spotlighting on India's deep cultural and social roots, he referred to India's traditionally tolerant society, values of freedom to all and religious equality. He said that roots of Indian soft power run deep into its civilisational matrix. The tradition of tolerance and cultural diversity is the biggest asset of India. "You can be one and at the same time many, that's what India is. You can be a good Muslim, a good Keralite and a good Indian, all in one," said Tharoor. He pointed out that the

use of hard power today carries public disapproval, while there is blossoming of soft power.

New Diplomacy, he said, cannot be directed by governments, but exist despite governments. The elements of attraction in soft power are created despite the government. The examples are numerous ranging from Indian cuisine to yoga to Bollywood. “Indian cuisine is the most proliferating cuisine in the world. Indian restaurants in UK today employ more people than iron and steel, ship building and coal mining industry combined. Similarly, yoga and ayurveda are popular everywhere and Bollywood has become a source of attraction for India. From Bollywood to bhangra dances, India has been successful in exporting its culture. At the same time the presence of large number of Indians in the Silicon Valley has transformed the stereotypes about India in the western world. That’s how India has placed itself uniquely as a soft power,” Tharoor said.

He argued that soft power is not propaganda. “It just shows who we are, it can be in the form of criticism like the media coverage of recently concluded Commonwealth Games. It’s India being itself,” he said. Attack on soft power was being orchestrated through attack on multiculturalism. Dr Tharoor concluded by saying that India has risen as an example of the management of diversity, and this is the attractiveness of Indian society.

Role of ICCR in Cultural Diplomacy

Mr Suresh K Goel

Director General, Indian Council for Cultural Relations (ICCR)



Mr Suresh K Goel

Mr Goel is a 1978 batch IFS officer. He started his career as Second Secretary at High Commission of India in Singapore. He was Deputy Chief of Mission, Embassy of India, Cairo from 1998-2002. He served as Consul General, Johannesburg from 2002-2006. Before joining Indian Council for Cultural Relations (ICCR) he was the Indian Ambassador to Laos from 2006-2010.



Dr Shashi Tharoor addressing the audience during the workshop

Mr Goel offered a different take on defining ‘soft power’. He was of the view that soft power is not the projection of ‘force’, it is the projection of a country’s ‘influence’, which is easily accepted by other countries and other societies. According to him, soft power was in fact ‘cultural diplomacy’ which was one of the components of diplomatic toolkit available to nations. Describing the term ‘cultural diplomacy’, he opined that cultural diplomacy is more a process of talking to each other on the basis of certain civilisational values that we share with each other. Cultural diplomacy is not propaganda, infact it should not be propaganda if it has to be a cultural talk or a civilisational talk.

In the last 60 years, several changes have taken place in the practice of cultural diplomacy. Describing the changing scenario Mr Goel said, “Earlier it was mostly government driven, but now it has become much wider, with a very enhanced role for the private sector to play. Today, intellectuals, academicians, universities, etc, are playing a more enhanced role in what we call as cultural diplomacy. Governments do not have a torch-bearing role, and should be involved only when the resources are limited in carrying this forward.”

Being Indian is the biggest asset but the challenge facing Indian diplomacy, according to Mr Goel, was at the very core of defining ‘being an Indian’. The strengths of Indian society, about being “open, adaptable and being creative” were what defined Indianess. Youth plays an important role in this process with technology becoming a part of culture and interaction between societies. Using this culture to find common ground with other cultures was the essence of public diplomacy. Finding commonness was the precursor to enable dialogue with other cultures, which is the purpose of all forms of diplomatic mechanisms. “Dialogue creates an understanding and an opportunity to create something new”. This cultural diplomacy was to enable dialogue without impositions.

The Bonjour India Experience

H E Mr Jérôme Bonnafont

Ambassador of France to India

Born in 1961, Jérôme Bonnafont graduated from the Institut d’Etudes Politiques and the French National School of Administration (ENA). He started his diplomatic career at the French Embassy in India as Second Secretary, then First Secretary (1986-1989). Prior to his appointment as Ambassador to India, he was Technical Adviser - Diplomatic



H E Mr Jérôme Bonnafont

[Affairs \(1997-2004\) and Spokesman at the Presidency of the French Republic \(2004-2007\).](#)

The Hon’ble French Ambassador began his talk by stressing that the concept of soft power is not new as it was successfully used during the 18th century when French was the dominant culture. Elaborating more on the importance of public diplomacy, he said, “if you want to have an efficient public diplomacy you should have effective tools and you should know what is your message. The two have to be combined together otherwise we will miss the target.” In terms of tools it is quite complex today. Earlier the target audience was limited to the elite class, who would come to your cultural centre and will be satisfied by the information available in the leaflet or brochure. But now it is not like that. The emerging middle class is very well cultured. The age of information is giving everyone a capacity and exposure to any culture of the world.

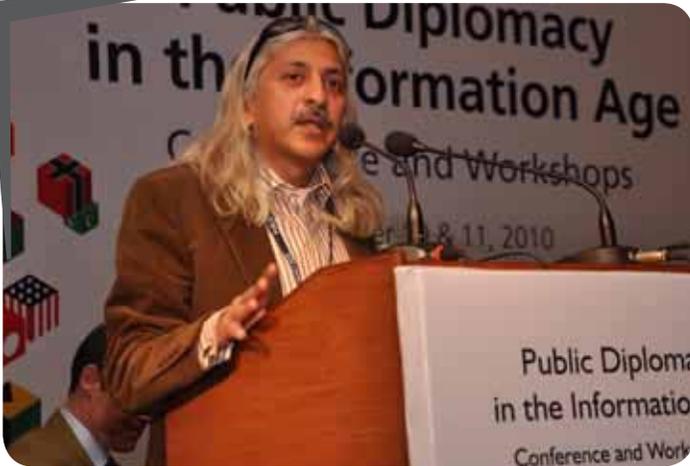
He stressed that hard power had been grossly misused in the past and could thus not be sustainable for relations between nations. ‘Intellectual dominance’ has emerged as an effective tool to build international relations that can be sustained. Another phenomenon is that the legitimacy of state speech has decreased, probably because of the decline of the ideologies. Thus innovative ways to connect with people is required. Here he gave the example of successful Bonjour India campaign.

Mr Jerome Bonnafont concluded stating hard diplomacy is required but public diplomacy is very important when you have a civilisational message. Public diplomacy is not just to know your identity but also to put forward a vision of the world.

Promoting Soft Power: Role of Festivals

Mr Sanjoy Roy

Managing Director, Teamwork Films



Mr Sanjoy Roy

Mr Roy established Teamwork Films in 1989. He has directed and produced a wide range of films and television programmes, including drama series, news magazines, and lifestyle programmes. He has been the Festival Director for Indian Performing Arts in the UK, Singapore, Indonesia, and Australia and New Zealand and is an active faculty member of the Indo UK Arts Management programme.

Mr Roy expressed his belief that India has come of age, primarily because of its economic ascendancy. "India has captured the imagination of the world in more than one way, and the challenge is to continue to remain in that mind-space," he said.

Highlighting the necessity of arts for Indian diaspora, Roy stressed that art is the best form of communication as it needs no language for connecting and can in turn build bridges across cultures, centuries and customs. He cited the success of art festivals in South African countries and how well it was connected with not just Indian diaspora but with other communities also. "Art should be promoted as an integrationist tool and the need to project India underscores the need to present the plurality of our culture and the celebration of diversity. In the long term, this combined and complete picture of the various facets of India would go a long way in increasing India's 'soft power,'" he said.

Bollywood as a Brand Ambassador

Mr Bobby Bedi

Founder and Managing Director, Kaleidoscope Entertainment



Mr Bobby Bedi

Mr Bedi is among the few entrepreneurs in the Indian Entertainment Industry who have been working towards taking Indian cinema to international standards. His films have received critical acclaim world wide, and have screened at many prestigious international film festivals including Cannes (Bandit Queen in '94), Toronto International Film Festival (Fire in '96) and Berlin International Film Festival (Maqbool in '04).

Renowned filmmaker Mr Bobby Bedi voiced his concern over the usage of 'power', because hard power is something created by the government, while soft power is not 'power' it is an 'energy' created by people. "The issue is do we have the need and ability to harness that energy and use it to our advantage," he argued.

Whether it's Indian cuisine, music, art, fashion, all these are energies floating all over the world and making an impact. He cited the example of Bollywood in soft power. "Tourism in Switzerland got a good fillip when Yash Chopra started shooting of his films there. Today Bollywood cinema is being used as soft power by different countries." Effective channelling of these energies was what would determine the success or failure of India's soft power. "India has tremendous reserve soft power and we should find innovative ways of routing these energies," he said. Indian culture provides an opportunity to attach identity to ideas and this need to be propagated further.

He concluded by saying that we should look towards all these aspects of soft power and should think of innovative ways to use them to our advantage.

A View from Australia

Dr Nick Hill

General Manager, Australia-India Institute



Dr Nick Hill

Dr Hill is the General Manager of the Australia-India Institute with a responsibility for operations and support to the Director in strategy, planning and policy. Previously Hill worked in communications consulting in the UK, with a particular interest in the burgeoning world of arts sponsorship. He continues to research into hybridisation and assimilation of contemporary arts practices as they are presented globally.

Dr Hill from Australia-India Institute drew attention to the fact that state and non-state agencies have traditionally patronised arts to promote their agendas. However, this no longer seems to be useful or effective. Arts need to be explored beyond their sole purpose of being ‘persuaders’. They can play a vital role in increasing mutual understanding that can lead to increased dialogue.

Citing the example of Australia, Hill brought to light the diversity of Australian culture and dynamics. Celebrating this diversity could lead to not only a common, enhanced understanding of each others’ values but also increase interaction, business and emulation of collaborative attributes within nations. Increased use of soft power has provided the shift in focus, and its implementation is outside the ambit of organised diplomacy. “Soft power does not lead to homogenous output, but to increased integration of diversity which is key to maintaining relations among states”, he said.

Open Forum

Q: We have largely missed out on an essential issue i.e. in international systems it’s all about political behaviour. How others judge you political behaviour and not just your culture and thinking?

Dr Tharoor: I agree with you and I would like to make it clear that soft power is not a substitute to hard power, a combination of the two is necessary. Secondly, soft power is not a security tool. Soft power is a complementarity, a



Open Forum in progress

force multiplier. It's great but soft power is not enough.

Q: Do you think Gandhian philosophy of non-violence is an important factor in soft power?

H E Mr Jérôme Bonnafont: Indeed, I don't know any country which does not recognise Mahatma Gandhi and the concept of non-violence. During his recent visit President Obama of US also talked about Gandhian philosophy.

Post-session debate with the audience focused on political behaviour being a motivating force that challenged the influence of soft-power. It was felt that although a change in perception of a nation could be effected through soft power tools, it was not being consciously leveraged by countries. Solutions to these challenges revolve around increasing the resources and being risk-taking when allocating these. Government intervention is often needed but has to be around effective housekeeping measures for e.g. streamlining visa processes, etc. 'Platform for plurality' needs to be promoted by governments of the day and 'value of a good exchange' needs reinforcement. Only when nations are honest in their 'idea of themselves' can soft power be truly 'powerful'.

Concluding comments

The Chair of the session Prof Nicholas Cull asked the panelists to suggest measures that India can take to enhance its soft power. The following suggestions were made:

- **H E Mr Jérôme Bonnafont:** The best suggestion for India is to remain 'India', which is a country of diversity and tolerance.
- **Nick Hill:** The value of good exchange programmes is immense in strengthening relations.
- **Shashi Tharoor:** I think India should make more efforts in promoting Indian culture. In this regard institutions on the lines of Nehru Centres should be established in large numbers, which can showcase Indian culture.
- **Sanjoy Roy:** It is vital that India projects itself as a platform which has plurality of voices.
- **Bobby Bedi:** We have an ancient tradition in India, 'atithi devo bhava'. In the last few years we have lost this tradition. We should become far more welcoming. 



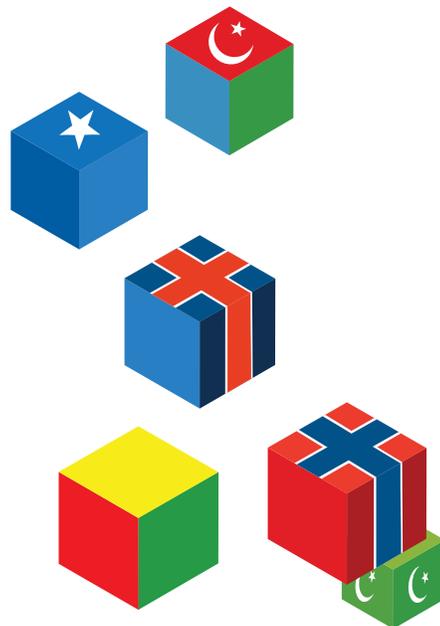


PUBLIC DIPLOMACY DIVISION
MINISTRY OF EXTERNAL AFFAIRS
GOVERNMENT OF INDIA

Session

III

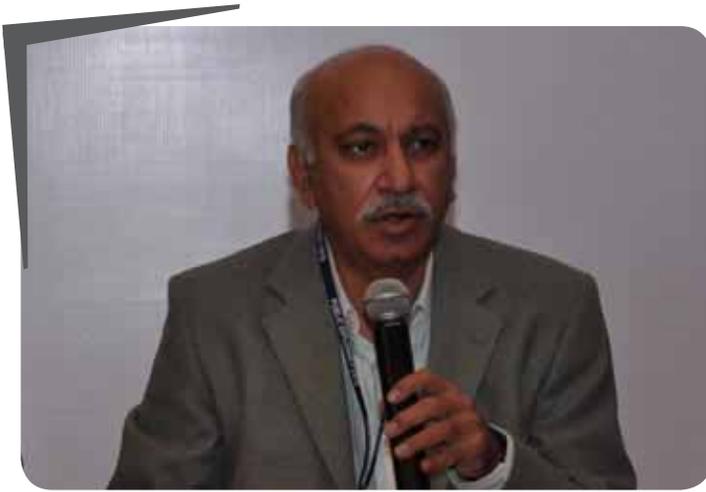
24x7 News and Public Diplomacy



Introductory Remarks by Chair

Mr M J Akbar

Author-Editor-Columnist



Mr M J Akbar

Mr Akbar is a leading journalist and author. He started his career with the Times of India in 1971 and has worked with the Illustrated Weekly of India, Ananda Bazar Patrika, The Telegraph, Deccan Chronicle and Asian Age. Simultaneous with a fulltime career in journalism, there was a parallel career as an author of major political works that examine the conflicts and challenges of the last, disturbing century.

Mr Akbar indicated towards the changing character and role of broadcast and print media and emphasised that it has a significant bearing on public diplomacy initiatives and discourse. Setting the context of the discussions in the session he said that the issue is how you conduct diplomacy in the age of wikileaks. “The second aspect of discussions is how you control, manage and perhaps begin to influence news through the 24x7 news cycle which has become the dominating fact of media,” he said. Akbar gave an example of the Sharm el sheikh episode and how media had an almost immediate impact on shaping public opinion on that and how it then persuaded government to try and emerge out of that impasse.

Overview of Media and Public Diplomacy

Dr Philip Seib

Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California



Dr Philip Seib

Dr Seib is the author and editor of numerous books, including *Headline Diplomacy: How News Coverage Affects Foreign Policy*; *The Global Journalist: News and Conscience in a World of Conflict*; *The Al Jazeera Effect*; and *Global Terrorism and New Media*. He is the editor of *Palgrave Macmillan Series in International Political Communication*, co-editor of the *Palgrave Macmillan Series in Global Public Diplomacy*, and co-editor of the journal *Media, War, and Conflict*.

Dr Seib, opened the session by emphasising on the need to make policy decisions quickly and to ensure that the public is speedily aware of the policy changes. “Late response is lost response when reaching the global public,” he rightly said. According to him this is really a radical change in the ways of doing diplomacy and in the functioning of foreign policy.

Another important aspect in the present world is the pervasiveness of the news. People can get news whenever they want and from many sources. The tools of public diplomacy in this 24x7 news cycle allow governments to reach public both quickly and pervasively. “And if you are not going to do it, somebody else will do it and that somebody else might be an adversary,” he said.

The need of the hour is to have a policy framework in place, such that people can receive the news they require and the information that government wishes to transmit, in a coherent, comprehensive, accurate and speedy manner. It is up to the governments to manage the information in their possession and broadcast it in the form that is appealing to the people. There is tremendous need for creativity in public diplomacy which governments are only now beginning to realise.

Public Diplomacy: Changing role of 24x7 news media

Dr N Bhaskara Rao

Chairman, CMS



Dr N Bhaskara Rao

A pioneer of social research in India and an eminent mass communication expert with 40 years of distinguished background, Dr N Bhaskara Rao is founder Chairman prestigious research based think tank - CMS. Dr Rao held senior advisory positions with the Government and international agencies. His latest book "A Handbook of Poll Surveys in Media" (2010) is the only reference book on the subject.

Dr Rao provided an in-depth analysis of various studies done by CMS on the changing role of media and its varied impact. "As part of my PhD some forty years ago, I did a study as how countries look at each other and perceive, particularly India and Pakistan, and what is the process they go through. That led me to develop a methodology which later on concretised in the theme of 'conflict resolution'. International relations today is truly more an exercise in public communication and a process. In early 70s, I called it 'controlled mass communication', later

on we changed it to 'strategic communication'. So public diplomacy is nothing but strategic communication", he said.

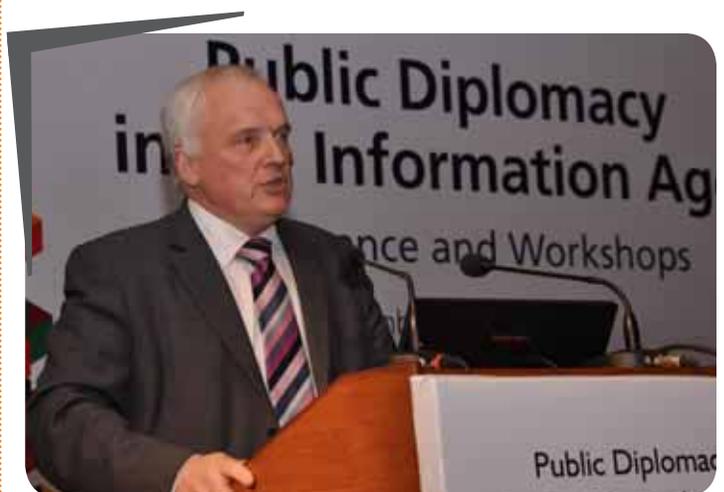
He emphasised that public diplomacy requires a lot of support in the form of research backup, which means constant monitoring is required. Rao said that media scenario in India is very unique, given the way proliferation of media took place in the last one decade and the way competition has set in media. He alluded to the fact that media studies reveal increased conflict due to the rise in media. This calls for a constant monitoring of both the 'message and the messenger'. "If positive outcomes are needed, then supervision is necessary, which is not the same as interference or scrutiny". He added that media studies indicate that the proliferation of 24x7 channels does not mean that content has expanded in quantity. Thus the need for 'deliberate positive interventions' has risen.

Media convergence is growing and is becoming increasingly responsive to international politics. Thus, the effectiveness of public diplomacy depends on effectiveness of communication, and hence 'prompt intervention' is required.

The Tyranny of Real Time

Mr Nik Gowing

Chief Presenter, BBC



Mr Nik Gowing

Mr Gowing is a main presenter on BBC news programmes and a regular presenter for the BBC's Dateline London. He has over two decades of extensive reporting experience

in diplomacy, defence and international security. Gowing regularly anchors BBC World live coverage from major international events, including the UN World Sustainability summit in Johannesburg, the German, Dutch and Russian elections, and the India-Pak summit in Agra.

Nik Gowing was of the view that international relations and domestic politics could not be distinct. He believed that increasingly governments were denying the public media its requisite space and hence conflict was emergent and evident.

Bringing out the changing dynamics of media and governance, he highlighted that due to the flattening of structures within the government, media and society, there was a 'new accountability' that governments were subjected to, and as there was more scrutiny now of government's policies and plans, there often resulted a 'deficit of legitimacy' of the government. Media space is changing due to new information. This means governments need to be more adaptable, more responsive and more creative.

"There is new form of proliferation of information and often in real time. Think about the implications of youtube and flickr, which is about broadcasting yourself and that is the fundamental change that has now made life so difficult for so many institutions of state," he said. But it has provided a new transparency. "There is new transparency in public policy now. For example leaders

are quoted on web, they are surprised and they have to give explanations. There is no room for benefit of doubt in this merciless digital 24x7 environment," Nik said.

Often, due to the need for speed in response to 'breaking news', governments are caught unaware. This as Nik said, was the "tyranny of real time". Broadly, on information it has become a 'race for space' among the various media and more information is now being processed by the minute. Media and means of communication like internet and mobile are way beyond the capacity of state to control without threatening all other functions of the State. "Mountains are beginning to move and what I call behavioural change is discernible. There is shifting and redefining of the nature of power. With new technology, space for manoeuvrability is declining resulting in tough time for those in the position of power and responsibility. It's not just about media but what public wants through media," he concluded.

A nuts and bolts perspective on the 24x7 news cycle

Ms Suhasini Haidar

Deputy Foreign Editor and Prime-Time Anchor, CNN-IBN

Ms Haidar is a prime time anchor with India's leading 24-hr English news channel CNN-IBN, and the Deputy Foreign Editor for the channel. In 2010, She won the News Television NT "Best TV News Presenter" award. Haidar



Engaged audience during the conference



Ms Suhasini Haider

has often been on assignment covering conflict. She traveled aboard Indian warships engaged in evacuating Indians from Lebanon during the Israeli attack in 2006, and reported from Hezbollah-controlled areas too.

Ms Haider emphasised on the need that media and government should learn to respect each others role and mission in a better way that may lessen the gap in understanding. She said that impact of media on policy decisions in India is not yet discernible. However, coverage of key events and the fallout of provision of this information has had some impact on the process of policy planning lately.

While discussing whether 24x7 media does change foreign policy, she gave several examples including how public perception in US changed after Somalia incident. She also put forward factors which according to her determine foreign policy coverage in Indian news media. Haider explained that the biggest handicap in showing international stories on Indian news channels is the non-availability of videos. Videos are very important for a news channel. "The story on Aung San Suu Kyi could not last much in the news as we could not get the videos," she said. 'Threat perception' leads to immediate stories, issues related to Pakistan and China are immediate stories, people to people ties also lead to immediate coverage on channels. "Reports of Chinese troops in POK, in print media led to so much hue and cry in media that it actually led the Indian ambassador to question the Chinese counterpart. This despite the fact that there has been an official denial of the report by the Chinese government. This shows the growing importance and role of media," she said. Haider concluded by saying that 24x7 media is a reality and we all have to live with it.

Open Session

Q: Perhaps the media is aware that the governments are sheltering behind them and often using them. The government is unsure of its response and often makes a positive response just because of media pressure ?

Suhasini Haider: I couldn't agree more with you. This may be because of a lack of formally formulated government response or a delaying tactic. I sincerely feel that if government is not been able to put its point across clearly then there is some problem with its current communication process.

Nik Gowing: It's not just about media. It's about how a government communicates with people who have voted them to power. It is time to understand what people's requirements are.

Q: Why is media in India western oriented?

Dr Rao: Based on our analysis of last ten years, we have seen that now stories are more freely available and there are a variety of sources to choose from and not necessarily western sources.

M J Akbar: I am sorry, I don't agree with it totally. We use PTI far more often than we use Reuters. And, I think levels of India agencies' reporting has certainly risen.

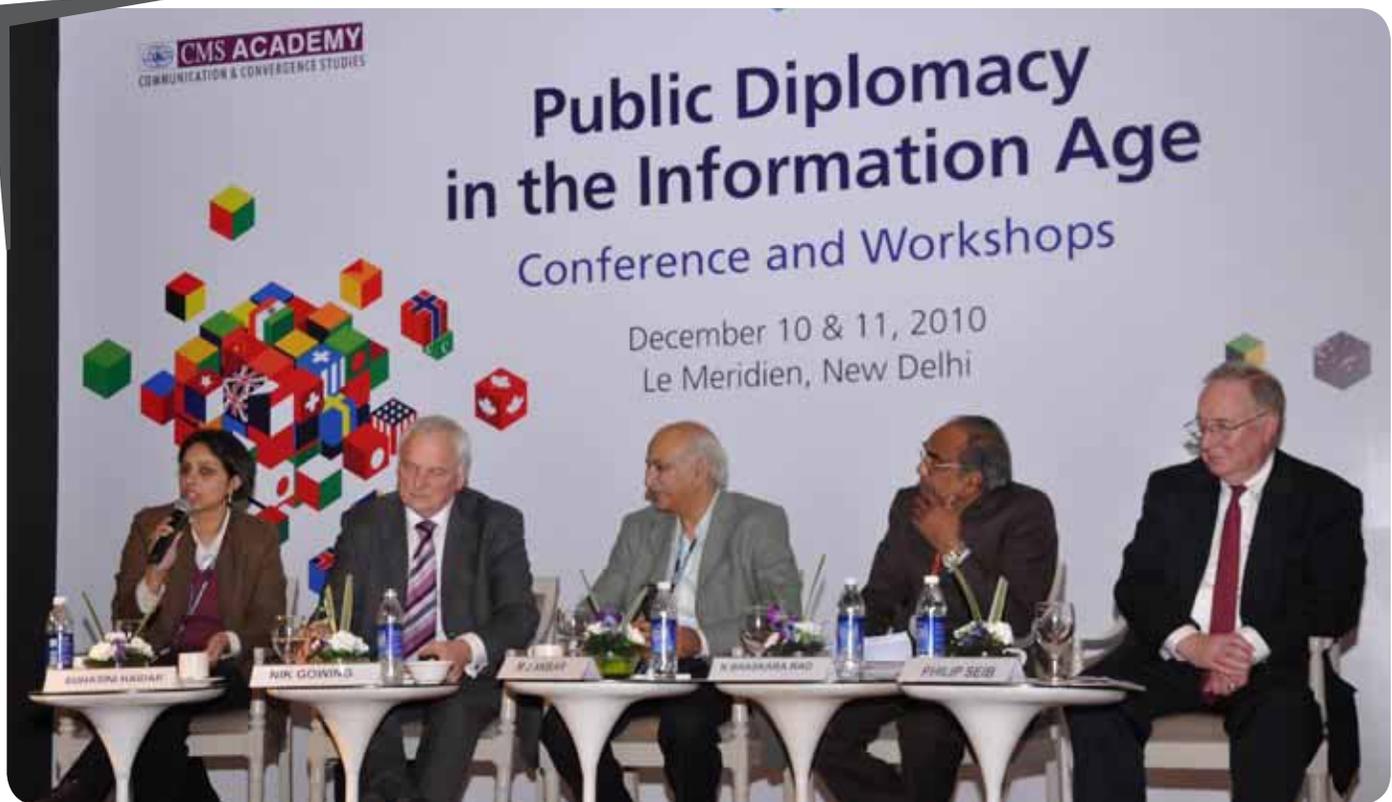
Q: 24X7 media has made vigorous debates and discussions on important public policy issues more accessible. But often one finds that in foreign policy debates Indian diplomats are conspicuous by their absence. Why?

Navdeep Suri: I agree with that. We are making headway in that direction and I think we really need a battery of empowered spokespersons.

Philp Seib: It's not just about going on air. It is also important where to go, given the proliferation of channels and segmentation of audience. So, selection of channel is also important.

Q: There are allegations that media is becoming a part of government propaganda, as it was used by US in Iraq. How do you take it?





Speakers responding to the questions asked by the audience

Nik Gowing: It's much more difficult for governments to get away with anything. But in this new 24x7 real time instant crisis environment, what we do know is that public is very understanding, as the minutes and hour tick past, they will know we don't have authentic information. And, they want to make their own judgment.

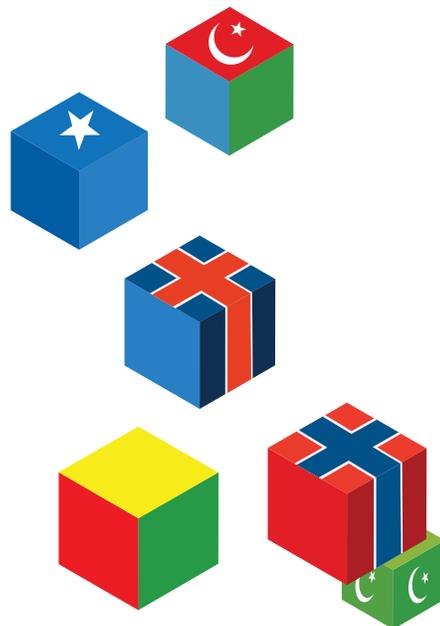
The challenges presented by the debate in this session revolved around the damage of 'unconfirmed reporting' to public perception of government. As technology is changing and more media are finding ways of 'catching eyeballs', both government and media need to conform to ever evolving standards of functioning and information dissemination. As people are scouting for alternate sources of information, news channels' concerns have also changed due to the plethora of information availability. There is

immediate need for media-literacy among people and governments have a huge role to play here. Institutions within the government also need to re-examine the way in which they deliver messages. Technology has overcome the limitations of access and this means decision-making has to be transparent, speedy and effective. Although the challenge of media pressure is escalating, lack of a formulated government response makes it more obvious. And while governments are changing the way in which they react and respond, media has to shoulder part of the responsibility and move towards making itself more accurate, more responsible and more realistic. Diplomacy in the glare of media requires evolution of 'empowered spokespersons of the government'. Better targeting by the government can reap rich dividends in terms of influencing the right audience.



Session IV

Web 2.0 and the New Public Diplomacy



Introductory Remarks by Chair

Dr Philip Seib

Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California



Dr Philip Seib

Chair of the session, Dr Philip Seib, Professor of Journalism and Public Diplomacy and Director, Centre on Public Diplomacy, USC, introduced the session by stating how new news cycles have changed the way public deals with information and looks at issues like public diplomacy. Web has changed it even more. He was of the view that new technology has a kind of 'liberating effect', in a sense that we as individuals are no longer dependent on the schedule of organisations. "We can go and find information ourselves. We can visit one site to another, read papers from one country to another and watch news videos of different countries any time," he said.



Dr Philip Seib addressing the audience

From public diplomacy point of view he said that public is hungry for information and the diplomats need to satisfy the basic needs of information. The reality of new media is that diplomats have to use social media like facebook, twitter, flickr and others simply because they together have a very large following. If we are not doing that then there is a serious flaw in the public diplomacy policies. He agreed with what Nik Gowing had said in the previous session that governments can't really stop communication. For example, if one wants to deliver a message from India to Pakistan, it can be done through new media.

However, while explicitly stating that nations need to increase access to internet and promote web literacy, he added a word of caution. "It's easy to be carried away by new media, but new media do not replace face to face communication. We can't throw out traditional diplomacy. It can be a complement, not a substitute," he concluded.

Overview

Prof Eytan Gilboa

Director, Center for International Communication, Barllan University, Israel



Prof Eytan Gilboa

A PhD from Harvard University, Prof Gilboa is known as an expert on American-Israeli relations, US policy in the Middle East, American and Israeli politics and public opinion. He is a well known author and has several publications to his credit. His recent publications include *US-Israel relations in a new era: Issues and Challenges after 9/11* and *The Public Dimension of American-Israeli Relations: A Comparative Analysis*.

Prof Gilboa summarised the major points and comments related to new media in his lecture. Emphasising on the increasing utility of social networks he said they enable a greater degree of user-collaboration, but social networks constitute only one tool of many instruments of new media. “I have a list of 15 instruments and new media is only one of them,” he said.

Prof Gilboa argued that public diplomacy can be effective if we have the right policy and the right content. If these are lacking then the campaign cannot be effective. He emphasised on the concepts of ‘self-presentation’ and ‘e-image’ which are most important in public diplomacy. “Internet in general and social networks in particular provide opportunity to do that. New media provides an opportunity to ‘self-present’- it enables one to select, specify and emphasise the information one wishes to propagate.” Being one of the most vital tools for enhancing audience-reach, wide scale social media campaigns have been launched that boost awareness and at the same time also facilitate defined information broadcast. Prof Gilboa gave example of United States, where it had launched several contest on social networks to engage a large cross section of people through youtube and twitter.

He informed that the original problem- that of monitoring social media- is being slowly overcome due to improvements in economic and physical infrastructures in nations. Although the obvious advantages of this tool are the increased accessibility, non-rival usage of information and easy amplification of the message to suit the audience, expectations are often exaggerated. “There can be no single solution to a complicated problem,” he said. Even today internet penetration is highly uneven and hence access to vital information is limited, which is a serious limitation in Asian and African countries.

MEA Experience

Mr Navdeep Suri

Joint Secretary (PD), Ministry of External Affairs

Mr Suri drove home the point that web is an essential tool for making an impact in a particular area. He outlined a three-fold argument for its use in promoting web diplomacy. Firstly, there is an urgent need to broaden the base in order to effectively target the younger audience with accurate information. Secondly, it provides a mechanism towards digital convergence of



Mr Navdeep Suri

all our communication in the Ministry of External Affairs. Thirdly, the key advantage is that it provides a two-way interactivity.

Mr Suri emphasised on the concept of ‘image building’ and ‘self-presentation’ that would create space for a more positive narrative. “We are doing so much good work through our development partnerships in South East Asia, Africa and in other regions, our diplomats and missions do lot of good work like business promotion and cultural promotion, facilitating Indian diaspora etc, but we hardly speak about it. It results in the negativism that pervades due to the seeming lack of availability of information related to the developmental activities concerning our external affairs,” he said.

“Through our website, which is web.2 platform, we are trying to create space for a more positive narrative of the work government does,” he added. Suri informed that it’s just six-seven months that the PD division has started the social media initiatives but has got phenomenal response.

The US Perspective

Mr Michael Pelletier

Minister-Counselor for Public Affairs and Public Diplomacy, US Embassy, New Delhi

Mr Pelletier is currently the Minister-Counselor for Public Affairs and Public Diplomacy at the US Embassy in New Delhi. He oversees the US government’s public diplomacy mission in India, including operations at the Embassy, the American Center in New Delhi, and the US Consulates General in Kolkata, Mumbai, Hyderabad, and Chennai.



Mr Michael Pelletier

Previously, Michael also served as the US government's Arabic language spokesman.

Mr Pelletier discussed what the government of United States of America is trying to do with social media as part of the public diplomacy efforts. To give an overview of the increasing reach of social networks he informed that over 500 billion minutes a month are spent on Facebook and Twitter gets 300,000 new users everyday and 60 percent of them are from overseas and not from US. "So, social media is an important and powerful way to reach our audience," Pelletier said.

In his lecture Mr Pelletier cited three specific social networks i.e. Facebook, Twitter and Flickr. Giving the example of US embassy page on Facebook in Indonesia he said that it has more than 300,000 fans. He felt that in contrast to Facebook and Blog, Twitter is aimed towards a very much elite audience. "In Twitter message can be directed more precisely. If you keep your tweets short, people respond quickly," Pelletier said. Flickr is yet another important way of engaging people. It allows you to 'cross pollinate'. He informed how every Friday is celebrated as 'photo-friday' on Flickr and the information is sent through Facebook and Twitter. The biggest advantage of social media is that it provides great feedback and helps you to review your efforts.

He was of the view that internet penetration is no hindrance to the engagement of people through social media, as it is changing constantly. "We did a survey for our magazine SPAN, in which 99 percent people said that if required they can have access to internet, whenever they wanted. This gives an idea of the increasing access to internet," said Pelletier.

The rise of Net-ions - how the web2.0 has created new imagined communities

Mr Nitin Pai

Founder and Fellow for Geopolitics, The Takshashila Institution



Mr Nitin Pai

Mr Pai is founder and fellow for Geopolitics at the Takshashila Institution, an independent, networked think tank and Editor of Pragati - The Indian National Interest Review, a monthly magazine on strategic affairs, public policy and governance. He is a columnist for Business Standard and Yahoo! and has written for a number of Indian and foreign newspapers. He is a graduate of Singapore's Lee Kuan Yew School of Public Policy.

Mr Pai pointed out that proliferation of web 2.0, especially on mobile and internet has profoundly changed international politics. They have created new imagined communities on the Internet. These new communities can have their own new type of politics and political structures. "The greatest challenge we are going to see in the near future will be how these new imagined communities interact with the existing communities like Nation states and how this changes international politics," said Pai.

Giving the example of Facebook, Pai said that within Facebook there are thousands of communities. These communities are formed around common values, common agenda and very often around common grievances. Talking about their likely impact, he said that these communities in a way are supranational, they transcend national boundaries, they are extra-territorial and they

have degrees of sovereignty. Diplomatic work in this regard needs to engage with these new communities and this can be done by increasing diplomatic linkages on the internet.

The India Future of Change Campaign

Mr Sudhir John Horo

Principal Designer and Co-founder, TheIdeaWorks



Mr Sudhir John Horo

Mr Horo is the principal designer and co-founder of theIdeaWorks, a communication design and strategy firm primarily focused on nation brands and public diplomacy, based in New Delhi. Horo has been working closely on Brand India communication projects - both for the business as well as the tourism brand of India. He has also worked on UK Creating Tomorrow Campaign (2005-06) and the Bonjour India Campaign (2009-10).

In his speech Mr Horo demonstrated how a project connecting youth all over the world about India has used social media to do what it has done. He discussed in detail the planning, initial stages, and success of the project called 'India Future of Change'. "The entire project is based on the idea to compete, collaborate, co-create the future along with the youth all over the world with India," he said.

The objective behind the project was to break stereotypes and create awareness about India among the youth. The project started through public-private partnership along with credible institutions in India like IIM Ahmedabad, IIT, Financial Times and Public Diplomacy Division of MEA. The project proved to be quite successful by utilising

social networks like facebook and twitter and helped in creating a network of 90 young leaders who registered to represent 'India Future of Change' programme in their respective colleges, institutions and countries. "Since the launch of our website on August 23 we have managed to penetrate 129 countries and territories including Pakistan, China and Burkina Faso," Horo informed. The 'India Future for Change' project presented a way as how social media can be harnessed and used in a manner that can maximise the reach. "At the end of three months of registration we had 329 students from 64 countries to participate in various contests run by us as part of the campaign on net," he concluded.

Web 2.0 in Public Affairs

Mr Ashwani Singla

Managing Director and Chief Executive of Penn Schoen Berland



Mr Ashwani Singla

Mr Singla is the Managing Director and Chief Executive of Penn Schoen Berland, a global research based communication advisory that specialises in messaging and communication strategy. Till recently he was the Chief Executive at Genesis Burson-Marsteller and a member of the Asia Pacific Board of Burson-Marsteller Worldwide. Ashwani is also an investor in Impact Research & Measurement, India's leading media research and measurement firm.

Mr Singla focused on the achievements made in the digital world in the recent past and how it has opened new avenues for public diplomacy initiatives. "I welcome you all to the Republic of Internet, a nation without boundaries and inhabited by 500 million people," he said.



Telecom revolution is redefining communication in the country like never before and with 3G coming, it will add another 700 million subscribers instantly. He informed that a large number of subscribers would be between 18-35 years of age. Even in twitter, 35-37% of all tweets are through mobile phone.

“Young audience are getting connected and engaged like never before. But the question is, are we listening enough?, and are we talking to them enough? The ‘Age of Conversation’ is upon us and if we are not in a conversation, creating or participating in one, I think we are out of sync,” Singla said. Digital medium not only allows us to talk and share but also enter into multilateral conversations with communities and groups across the world. He concluded by giving five rules of communicating. These included, importance of third party advocacy, role of government as facilitator in conversation, public-private partnership, real time actions and use of public diplomacy as a strategic tool.

Open Forum

Q: India is facing so many internal problems like naxalism and the situation in Kashmir and North-East. Do you think by public diplomacy we will be able to solve these problems and improve the image of the country? What actually does MEA want to achieve through public diplomacy?

Mr Suri: I am struggling to see a foreign policy dimension to your question because the issue that you have referred to are all within the domestic domain and MEA represents a very small part of the Government of India. I think if I try to interpret your question, what we are trying to do when it comes to foreign policy issues particularly is to see if we can foster a much more informed discourse to have our people better understanding of foreign issues.



A young participant asking question during the Open Forum

Q: Through social media we are targeting the youth. Do you think youth is the only way? And is there any analysis of use of social media in international arena?

Mr Suri: We don't see social media as either/or. We just see it as one of the many channels available for communication; it is an additionality to the existing means of communication.

Mr Pai: Social media is more than a messenger, it is an enabler to an entirely new world, new age. So we need to develop a sophisticated appreciation of what we need to do in this new age.

Q: It is generally said that nitty-gritty of diplomatic discussions should not come out in public. Then how public diplomacy can be strengthened?

Mr Suri: I totally agree with you in this regard. I think this confidentiality should be respected otherwise we will undermine an important medium of communication between nations.

Mr Pelletier: Conversation is one thing and it is with repeated conversations that we reach to policies. In public diplomacy we talk about policies, which is of more importance.

Mr Gilboa: If you cannot keep the secrets about negotiations, then there will be no negotiations and if there are no negotiations there will be no outcome. So we are likely to make bad decisions.

Q: Whether the conference will result in a meaningful engagement, which may be woven into decisions? Is this a kind of beginning?

Mr Gilboa: Different countries are using different methods to promote public participation in the development of public diplomacy. I am happy that in this conference an attempt has been made to bring together different stakeholders in public diplomacy.

Mr Suri: This is an early stage. We need to optimise our resources in MEA. Our aim is to build a system to efficiently transmit the message of people to our department and remove the disconnect between the government and people.

The post session debate brought to the fore the need of accepting that all channels are complementary and expediency should determine their usage. In providing a medium of 'self-presentation' to the government, new technology can bypass any biases in the media. It is only when information sourced is channelled back to the process of policy planning, that true integration of public opinion would be possible. While recognising the need for creating an informed debate regarding foreign relations, the need for confidentiality where needed has to be recognised by the media and the messenger. Especially true for diplomatic dialogue, some negotiations need to be kept classified in order to yield positive outcomes. This fine line separating the two needs to be respected.

Closing Remarks by the Chair

Dr Seib concluded the session by emphasising on the need to integrate the new media tools in the foreign policy process and use them to strengthen policymaking and to strengthen policy implementation. "We have to pull the public and policy makers together in a constructive manner," he said. 

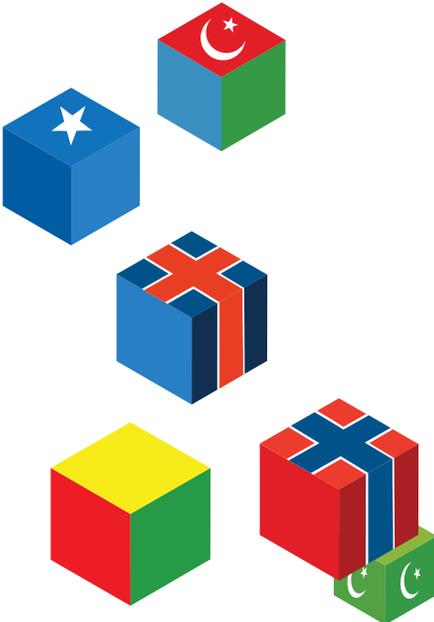




Session

V

Corporate Diplomacy



Introductory Remarks by Chair

Ambassador Kishan S Rana

Former Diplomat, Author and Teacher



Ambassador Kishan S Rana

An Indian Foreign Service (1960-95) officer Mr Rana has served as ambassador/High Commissioner to Algeria, Czechoslovakia, Kenya, Mauritius, and Germany. He is a Professor emeritus, DiploFoundation, Malta and Geneva. He has authored several books including Inside Diplomacy (2000); Managing Corporate Culture (co-author, 2000); The 21st Century Ambassador (2004); Asian Diplomacy (2007); Diplomacy of the 21st Century (under publication).

Introducing the session, ambassador Rana pointed out towards one aspect which was missing in the previous sessions i.e. of education - diplomacy in the form of student exchange programs. He also made a general remark that while we are over familiar with the West,

we know precious little about Africa, Latin America and much of Asia. Coming to the theme of the session 'corporate diplomacy' he asked the speakers to focus on three important aspects. Firstly, how to link private sectors' media and image management activities with public diplomacy, secondly, what does corporate world offer in the public diplomacy domain and thirdly, how can we take the experience that corporate world has for promoting public diplomacy.

Role of IT in promoting Brand India

Mr Som Mittal

President, NASSCOM

Mr Mittal is President of NASSCOM, the premier trade body for the IT-BPO Industry in India and is playing a key role to enable NASSCOM and the industry realises its strategic vision of 'Transforming Business and Transform India'. He assumed office of the President, NASSCOM in January 2008. He has a rich and wide ranging work experience of over 30 years in corporate India, he has been a part of the Indian IT industry for the past 20 years.

Mr Mittal said that the role of public diplomacy has changed tremendously from just being about working with the government to now cover much wider issues related to stakeholders in society and economy at large. Earlier, relations between the private sector and the government had an element of mistrust, but now it is one of mutual inter dependence. The role of corporate sector is also going beyond Corporate Social Responsibility (CSR) and philanthropy. Corporate diplomacy is about building



Speakers responding to the questions asked by the audience



Mr Som Mittal

trust, providing perspectives and help governments in their transformational agenda of inclusive growth. With Indian corporates going global, the engagement is not only with communities and society in India but also in the countries they operate.

He expressed his view that today Ministry of External Affairs (MEA), embassies and diplomatic missions of India are truly acting as ambassadors of the corporate world. "Their role is not limited to representing government, issuing visas but they are playing a more pro-active role to support business. For that matter, not only MEA but other ministries like Commerce, Finance, Industry, and PMO are also coming forward to help corporate sector," he said.

Mr. Mittal concluded by saying that today the role corporate diplomacy plays is not just at the company level but also to represent the industry, the country and further the India Brand.

A Public Affairs Perspective

Mr Roger Hayes

Senior Counselor, APCO Worldwide and Research Associate, Henley Business School

Mr Hayes specialises in international strategic communications and public affairs. He has worked for both governments and the private sector and trained, consulted and managed projects in South Africa, Zimbabwe, Kenya, Uganda, Ghana, Turkey, India, China, South East Asia and the Middle-East. He is currently a part-time doctoral research associate at Henley Business School.



Mr Roger Hayes

Mr Hayes emphasised that corporate world need to play a more decisive role in the world affairs. "I sometimes called myself a corporate diplomat, though the term is not commonly used. This is because I believe that business needs to play in this interdependent world an important leadership role," he said. Hayes argued that global companies are leveraging economic development, and some of them are larger than some nations in the world. What is required is a diplomatic cadre of talent.

In this globalised world the roles of government, corporate sector and civil society converge increasingly. So just as diplomats are becoming public diplomacy entrepreneurs promoting their country's products, policies and values, so CEOs and their corporate staff are acquiring the role of corporate diplomats able to build relationships with other organisations and individuals in other parts of the world. One of the roles of corporate diplomats is to increasingly understand the culture as well as the economic and political context, analyse it and then share it. Hayes pointed out that governments are increasingly using the tools of the private sector, such as marketing, advertising and public relation techniques and these are all strategic tools as well as tactical tools.

Today 'soft' issues have become 'hard' issues like climate change, food security, ethical capitalism, AIDS control, inclusive development, free trade, etc. Strong leadership is required as much by the business world as by the governments, as well as civil society institutions. This has been called as collaborative advocacy. He concluded by emphasising that corporate world, government and civil society need to engage more i.e. to give collaboration more teeth.

Private group's view on Corporate Diplomacy

Mr Shivnath Thukral

Group President, Corporate Branding and Strategic Initiatives, Essar Group



Mr Shivnath Thukral

Mr Thukral is the Group President, Corporate Branding and Strategic Initiatives at the Essar Group and works directly with the PDs and CEOs on marketing strategies and image-building initiatives. He is the key link for the group to put together a strategy that reaches out to key investors, stakeholders and the public with ideal positioning for the group and its brand. He is a veteran journalist who spent 14 years in India's premier media house NDTV.

Mr Thukral provided an altogether different perspective on corporate diplomacy. "I don't think corporate India does diplomacy as the primary objective. What is eventually seen as diplomacy is purely by default," he said. According to him corporate India's job is not to do diplomacy by design, instead it is corporate India's entrepreneurial zeal which takes it to countries where sometimes even the MEA doesn't go. Corporate India's primary objective is its desire to do business and hunger for business opportunities.

However, he argued that going forward needs efforts to be made to ensure there is better connection and engagement between corporate India and the Government of India. Here mutual trust is an important factor. "One will also have to assess how both sides can use the knowledge acquired by corporates in a better fashion. Government has to feel confident that even if corporates are driven

only by a business motive that can help build India's image in a region. Corporate India also has to do its own bit. We need to create a stronger environment of mutual trust and confidence since there is lots more to do," Thukral said. He also added that corporates have not been able to adopt a collective approach and in some ways they have not succeeded entirely in being representatives of their country."

Role of Business Chambers in Corporate Diplomacy

Mr Ravi Bhoothalingam

Confederation of Indian Industry and Founder & Chairman, Manas Advisory



Mr Ravi Bhoothalingam

Mr Bhoothalingam heads Manas Advisory, a Consultancy practice focusing on Leadership Training, Top Management Coaching and India-China partnership in business and culture. He is convenor of the Tourism Task Force for the Bangladesh-China-India-Myanmar (BCIM) Forum ("the Kunming Initiative") and has chaired the Tourism and Heritage Committee of CII. He is a Fellow of the Royal Geographical Society, London.

Mr Bhoothalingam focused on the role played by various business associations in the field of public diplomacy. "As far as corporate associations like CII are concerned, its role is somewhat like that of a marriage broker. On one side, there is whole heap of corporates and on the other is the government. But it is not just a polygynist marriage, because the government itself has so many ministries and departments of its own. So it's a polyandrous kind of animal we are dealing with and we have to create harmony in this sort of situation," he said.

He outlined the most important role of business associations is to create networks. Networks among corporates, governments, NGOs, NRIs, etc and this knowledge network should be put together in a sensible form. He argued that corporate diplomacy cannot be learned as an art. It has to be actually set out in behaviour and there is nothing as good as a conduct which sets an example. In this regard there are several success stories of corporate Indians and these stories need to be propagated and popularized as part of corporate diplomacy.

Open Forum

Q: Criticism of outsourcing in US has done more good to India than harming it. What's your take?

Mr Mittal: Well, I think you are right and that's the reason we now don't need to advertise about our booming BPO sector. But at the same time we have to work on some issues, like the tax issues. US government can come out with draconian legislations, etc, which can heavily increase the tax burden on Indian BPO industry. We have to be cautious about that.

Q: Why do Indian corporates not speak up on public policy issues?

Mr Hayes: I think this is because there is some disconnect between the government and the private sector. But over the time I think there will be a lot more convergence.

Q: Any comments on the CSR initiatives taken by Indian companies?

Mr Thukral: CSR is inseparable and today companies are judged on that. But it depends on company's interest on how to do it.

Q: You talk about sharing of knowledge. Can you suggest a practical way of doing it?

Mr Bhootalingam: One way is to do it on CII line of setting a group of people and connecting them by internet or other means and creating a virtual network i.e communities of practice.



A participant asking question during the Open Forum

Q: Should government have some say in corporate diplomacy or it should be left to individual companies or groups like CII? How can public diplomacy help in solving ethical issues related to conflict of interests?

Mr Mittal: There is a business connection between public diplomacy and corporate India. I will site one example here. NASSCOM has done a good job towards corporate diplomacy. It is developing BPO industry in Bhutan for Bhutanese, by training them and also assisting them in getting jobs.

Mr Hayes: I don't believe that business of business is business anymore. I believe that you can do well by doing good. In my view not all public diplomacy endeavours should be formalised under the government, a lot of it needs to be informal.

Mr Thukral: Why do people think that business of business being business is not good business. We should not have a kind of subjective meaning to it. As far as social role played by corporates is concerned I think Indian corporates need some more time to have good CSR initiatives.

Q: There is a fundamental paradox. On one hand it is said that Indian corporates are shy and doesn't criticise

the government, but on the other hand they have not acknowledged the good work done by Indian missions in promoting the economic interest of corporates.

Mr Thukral: I don't think it's a paradox. I think it's a great opportunity.

Mr Bhootalingam: Corporates have done pioneering work in the past particularly in Africa and Latin America. So it is a question of collective collaboration. We need to put corporate and diplomatic initiatives together.

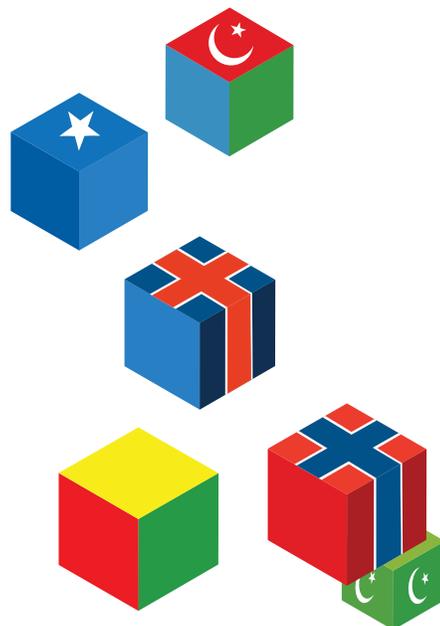
Mr Som: India's aspirations have changed in the last five years and it will further change in the coming future. Two things which still need to be done are, firstly, foreign services should be promoted more with higher intake and secondly, we should focus on long term planning.

Closing Remarks by the Chair

Ambassador Rana concluded the session by emphasising that we need to have not just 'whole of government attitude' but a 'whole of India attitude'. We should present ourselves together, but not necessarily in one voice, there should be plurality of thoughts and voices because that's what the essence of India as a nation is.



Workshops



Workshop 1: Planning and Evaluating Public Diplomacy Strategies and Programs

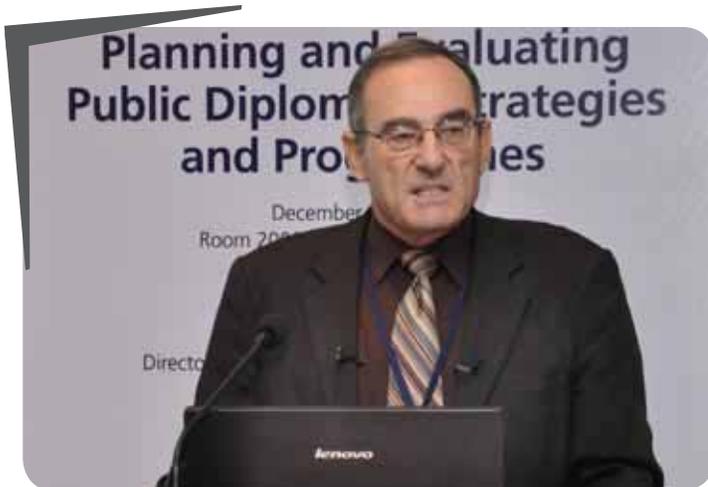
10:30 am-12:30 pm, Le Meridien

Background

The workshop discussed about designing, planning and implementing public diplomacy strategies and programmes, which require effective evaluation and assessment of a state's world reputation. The workshop also reviewed and assessed various difficulties in the evaluation process and demonstrated various approaches and methods used for it.

Expert

The workshop was conducted by Prof Eytan Gilboa, Director, Center for International Communication, Bar-Ilan University, Israel.



Prof Eytan Gilboa

Highlights

The workshop on public diplomacy strategies and programs provided an analytical view of a range of concepts and methods used for the purpose of formulating strategies and improving the image and branding of a nation. Prof Gilboa began the workshop by highlighting that the ideal process in formulating public diplomacy strategies is to start with evaluation followed by planning, implementation, feedback and again evaluation and planning. "This is a cycle that continues. But usually public diplomacy officials do not work like that. It is an ideal situation," he said.

He discussed in great details with examples the techniques of evaluation, its importance and also shortcomings of

various methods of evaluation. "Evaluation is very difficult especially of public diplomacy programs and initiatives. This is because of a number of reasons. Firstly, evaluating the outcome of government policies and programs is a long term process, secondly, due to lack of intelligible measuring concepts, and thirdly, it is very difficult to prove the cause-effect relationship of a programme and so on. You also have to invest resources in evaluation. But the general perception is why do we need evaluation? There is also lack of baselines to start an evaluation. In government, generally, evaluation is seen as a kind of encroachment on another department's autonomy," said Gilboa. One of the participants, Ambassador Rana also added that India's public diplomacy exercise has largely taken place without any evaluation.

Prof Gilboa interpreted and defined public diplomacy as a mechanism to create mutual understanding of our position, and a major instrument of clarification, proliferation and arguments. He also emphasised that today the distinction between foreign affairs and domestic affairs no more exist. "You need support for public diplomacy from public and you need to use NGOs and civil society for public diplomacy in your own country. We can use public diplomacy for achieving our foreign policy as well as internal security goals in a very sophisticated manner. Public diplomacy helps in negotiations; it creates a better environment for negotiations," he said.

Coming back to the concept of evaluation in public diplomacy he said that evaluation helps in identifying strengths and weaknesses of a program and initiative. It also helps in allocating resources for public diplomacy initiatives and better motivates to increase public diplomacy efforts. "The basic rule of public diplomacy is to exploit your strength and address your weaknesses. But what public diplomacy officials do they only evaluate their weaknesses, and by doing this they lose the opportunity to utilise their strength," he explained.

Evaluation is not a one time event, it's a process, especially when it deals with a major event or a major activity. He gave some steps of evaluation like collection of data, rigorous assessment of data, brutal honesty in reporting (should include failure also). There are several evaluation methods and tools which are used. Broadly there are two major approaches by the governments. One is closed one and second is open. The closed one usually comes as departmental evaluation while in the

open approach you have public participation. External evaluation is always preferable to internal evaluation. Prof Gilboa gave the example of Canada and Australia where it became a consultation process with the public.

During the workshop participants learnt identifying global indexes and other sources of information, and evaluating overall global standing as well as reputation in selected states and regions. They were also shown the use of data for planning and implementation of the public diplomacy strategy. Giving examples of evaluation he talked about the soft power index and other survey tools. “In the soft power index India is not mentioned. Another survey which came out recently is Soft Power Index 2010 of 25 countries and India is at 3rd position in this survey. But these indexes are too general. Another tool could be public opinion polls. However, only public opinion polls do not give the real picture. Media content analysis is one of the most popular evaluation methodologies though even media content analysis alone is also not enough. Global indexes and reports like Global Competitive report, Transparency/ Corruption Index, etc tell something about the strengths and weaknesses. There is a lot of information available about image and reputation of a country, but the question is how we collect it, how we process it and what we do with it,” he said.

In a nutshell, Prof Eytan Gilboa discussed in detail how to design plan and effectively implement public diplomacy strategies. He also gave several examples of good public diplomacy initiatives world over. He emphasised that a successful strategy must include a clear and operational evaluation component that explains how specific goals would be achieved and how success would be measured. “You should first know what are your challenges and goals, what are the approaches of media and public to these challenges? What are the instruments you are using,” he suggested. He emphasised on identifying the strengths and weaknesses, which help in better allocation of resources, for evolving a successful public diplomacy campaign. In the later part of his workshop he also talked about World Standard Index (WSI), public opinion trends, media coverage, web criticism and support and related concepts that have an important bearing on public diplomacy strategies.

Open Forum

Q: Can public diplomacy be used by the government or institutions supported by the government to target those who carry hostile attitude towards the country?

A: In cases where you have systematic hostile campaigns conducted against you, the best way to contain it will be



Participants in the workshop

public diplomacy. But the methods, language, programme has to be somewhat different. It can't be same.

Q: Branding indexes and surveys cannot be relied upon totally. They are mostly done by PR firms of different kind. What's your comment on it?

A: I agree with you. Indexes and some of the evaluations made by some professional bodies may be suspicious if the procedure used is not made public. There are many organisation who do surveys but never explain the procedure followed by them.

Q: Planning and evaluation require validation. But if the tools of validation are weak the entire exercise of strategy falls by aside.

A: That's an important point. If changes are made in any index every year then it's not a good index. The next step is to know who suggested the changes, based on what, how changes were approached, so the whole question of changing, the basic criteria, is important. It has come to notice that there are serious problems with some indexes.

Q: You have given several guidelines for strategy making, what do you think is more effective and what you will suggest to India?

A: These guidelines are for demonstration and it depends on a particular country which tools are to be used and in which manner. They will differ from country to country.

Q: Diplomacy includes both covert and overt form of diplomacy. Is there any contradiction here?

A: Sometimes, as part of negotiations you have to maintain secret diplomacy. It does not contradict the emphasis on transparency. I think certain peace negotiations cannot be pursued by just open diplomacy. So there is no contradiction here.

Workshop 2: The Al Jazeera Effect- How the New Global Media are Reshaping World Politics

10:30 am - 12:30 pm, Le Meridien

Background

The power of many traditional political mechanisms has been superseded by the influence of new media - satellite television, the Internet, mobile phones, and other high-tech tools. In this backdrop, the workshop examined how the "Al Jazeera effect" works and how those conducting public diplomacy can use it and respond to it.

Expert

The workshop was conducted by Dr Philip Seib, Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California.



Dr Philip Seib

Highlights

Undoubtedly the development and implementation of foreign policy, particularly public diplomacy, have been transformed by the growing pervasiveness of new media. As a result there has been a reconnecting of the global village and a reshaping of how the world works. It also has serious repercussions on the advancement of national policy; connecting with the sprawling Diaspora; creating ways to employ social media in public diplomacy; and developing public diplomacy campaigns that use these diverse tools.

Dr Philip Seib started the workshop by discussing some of the concepts like 'media diplomacy'. Media diplomacy means using media to advance the diplomatic agenda. "There is competition out there. But it's really an

intellectual field of contest. So much information is available today, and the idea of media diplomacy is that you have to compete to get people's attention and earn their loyalty," he said. The important task here is which news media should you use, the traditional news media or the new media. There are different audiences so there are different rules of using that. Another important task is to see how new media effects the formulation of a public diplomacy strategy. One of the things that new media allows is to avoid some of the filters that stood in the way of the traditional media from taking information to the public.

Dr Philip Seib discussed the immensely popular concept of 'Al Jazeera effect' and also its precursor the 'CNN effect'. He described the 'Al Jazeera effect' as the political impact of proliferation of satellite channels and news media. The 'Al Jazeera effect' is a term first used to describe its liberating influences on the media in the Arab world. It is changing the direction of major global news-flow from the global South to the global North, and giving voice to the voiceless. Its independence from commercial and political pressure is challenging the paradigm of other news networks where there is increasing corporate concentrations of media ownership. Within this context

the new media can be seen as a powerful tool to develop public diplomacy strategies.

Tracing backward in history, Dr Seib gave the example of the public diplomacy campaign started by the British government in 1940-41 to get assistance from the US in the war against Germany. This campaign was successful in influencing the Americans. Churchill and his colleagues used American journalists to do the coverage which worked in their favour. The increased numbers of broadcasts were also responsible for the same. The 'CNN effect', introduced in the 1991 Gulf War, served to mobilise international support behind US forces invading Iraq through its live coverage of the conflict from the perspective of Western power centres.

Dr Seib spoke about how news coverage affects policy makers. The participants also shared several instances and examples related to the effect of news coverage on policies. These included the hijack of IC-184. Dr Seib pointed out that 'dramatic news stories can reach the heart, bypassing the brain.' Sometimes, news coverage has such emotionalism that people don't really think of the strategic consequences but that's exactly the role of policy makers, so there is pressure from both the sides.



Participants in the workshop



Engaged audience during the workshop

He spoke about ‘agenda setting’ which talks about the fact that news media tells us what to think about. The ‘framing of stories’ is also crucial as often these are very big and complex issues, but media presents only slices of it to the public. For example, the war of Afghanistan was reported from two different vantage points by the US media and the media groups in Pakistan. The difference in news coverage leads to changes in public opinions which has implications in the larger political scheme of things. Dr Seib also criticized the idea of news coverage being spontaneous. He said breadth of the news effect is more important also stating that the ‘Al Jazeera’ effect is broader than the ‘CNN effect’.

Giving several examples of the impact of new media, Dr Seib talked about how satellite television and the Internet created virtual communities, significantly influence political policy. For the future, satellite television and the Internet can be viewed as public diplomacy tools to foster public discourses. Al Jazeera English channel aims at achieving that. But there are security aspects also to the proliferation of new media. For example it can be argued that non-state actors like Al Qaeda maintain its connections world over through various kinds of

communications tools, basically online communications. He informed that in his book ‘Global terrorism and new media’ he has described the pervasiveness of internet connectivity and usage among various types of terrorist organisations.

He also discussed with examples role of think tanks and NGOs in public diplomacy and hoped that new media would promote democratised discussions.

Closing remarks

- Media should be viewed as a political mechanism as well as a tool for public diplomacy.
- New media in the form of facebook, youtube and twitter further provide an additional avenue for this notion of ‘Al-Jazeera effect’, as they shape public discourses.
- New technology also means that the new media are integrated into people’s lives in unprecedented ways and that creates unprecedented opportunities for public diplomacy.
- With the digital divide bridging and cell phone usage spreading, increasing connectivity and reach is much more feasible.

Workshop 3: The Concept of Nation Branding

02:00 pm - 04:00 pm, Le Meridien

Background

The workshop examined the utility of the concept of the brand in public diplomacy, focusing specifically on the notion of the 'nation brand.' The session also included discussion on the evolution of Brand India.

Expert

The workshop was conducted by Prof Nicholas J Cull, Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, USC.



Prof Nicholas J Cull

Highlights

Organised in the post-lunch session the workshop saw large scale participation of diplomats, researchers and members of civil society groups. Prof Cull used various case studies to describe in great detail the concept of nation branding in public diplomacy in the contemporary world. He greatly enriched the audience with his discussion on the place/city/region brand as well as his concepts of concepts of 'country of origin effect', 'stealth branding' and 'Anholt's Hexagon'. In his case studies related to nation branding he focussed on countries like Australia, Switzerland and South Korea.

While discussing the foundation of branding he gave several examples and instances, from history, many of which today look like nation branding activities. But the nation brand as we understand it today is the 'way in which human

beings ascribe particular qualities to a product'. A brand works with the ideas in your head and the qualities you give to a product. Particular countries have qualities and people experience that country through an understanding of those qualities and that quality is also associated with the products of that country. Prof Cull then started a discussion on 'brand USA' and asked the participants to give their views. The archetypal product to be associated with USA would be coca cola. And the qualities that we get associated with it are entrepreneurship, individualism and self expression. He gave several examples of brands and products from Germany, Italy, Britain, Sweden, China, Pakistan and Thailand. He discussed about India as a brand and the quality of products that India would be associated with. Prof Cull suggested that India is one of those countries where the products and the idea of nation brand do not yet connect. The discussion then moved on to the way products are used for branding. But there are products which though represent a country but they have not necessarily originated in that country. Here Prof Cull explained the concept of 'stealth brand' with several examples.

Prof Cull explained that the idea that a government should be interested in articulating, refining and developing the place and nation brand developed from the marketing practices in UK in 1990s. Nations have an interest in a strong brand. The idea of nation brand is to understand the meaning of a place for a particular audience and to think about the political and economic gain that comes with having a good image. "Branding is about reaching in to the mind of audience and re-arranging their thoughts a little bit to your advantage. In today's world, culture has become both a source of the nation brand as well as a focal point for attempts to reposition brands," he said.

Prof Cull also discussed the technical tools like Anholt's Hexagon used to analyse the nation brand. It points out six aspects of a nation's character which were tourism, people, culture, investment and immigration, foreign and domestic policy and export brands. Each country measures up differently on Anholt's Hexagon. Talking about India, he said that India has a very strong tourist brand, people brand, a massive culture and heritage brand, but foreign and domestic policy are slightly weak, and export brands are emerging. He further talked about the Anholt/Roper Nation Brand Index, which was launched in 2005. It rates 50 different countries. In the latest index, USA is



on number one, Germany second place, France at third place while India ranks 23rd, moving steadily upwards.

Prof Cull also gave several examples of re-branding and brand transformations from Austria, Spain, Glasgow, New York, Quebec, etc. He emphasised that branding and re-branding works when the reality has changed. “If the reality has not changed then you are wasting your money on re-branding activities,” he said. Prof Cull discussed in detail about the powerful German brand, how the brand has established itself over the last one century, and transition of brand Britain, Switzerland, Rwanda, etc. It was emphasised during the workshop that branding can accentuate the positive aspects but it cannot do miracles. It can make a difference. Furthermore, in nation branding there might be some unintended consequences too.

The concept of nation branding and India’s position in this context attracted diverse views from the participants. India has some great assets like young human resource, yoga, geography, cuisine etc. The weaknesses include corruption, civic sense, population, hesitant to talk about success stories, internal security, socio-economic inequality etc. India has done an amazing job of making the tourist brand, but it still needs to do a lot for the industry brand. India as an investment destination is something that will come over time. Prof Cull also talked about the role of Indian Diaspora in brand India and how

they are an asset to the brand India. “In branding, Indian cities also have an important role to play in city-to-city conversation. There is a whole potential of branding of regions,” he also said. Transnational zones like Himalayas, Punjab, Eastern India, etc could be branded cooperatively. “Nothing resolves a conflict like a joint project. If people in India and Pakistan can talk on something that both can agree on, that would not only improve the region but also the international image of India and Pakistan,” he said.

Talking about the private corporations he said that, “Corporations have a voice in international affairs and they have a foreign policy. But it is a great mistake to believe that the foreign policy of a corporation to the foreign policy of a nation to which the corporation is historically connected. So when you are dealing with the corporations it’s not necessary that corporations will align with the nation.”

Open Forum

Q: How much importance should be given to nation branding as tool to nation building?

A: If you are talking about nation branding as a development tool it can be an important tool but my underlying message is you cannot do it alone through branding. It can be a boost to development efforts but not a substitute for it. It can be a part of the overall development package.



Diplomats and Communication experts in the workshop



Large number of participants in the workshop

Q: How do slogans and messages help. Are they of any importance?

A: For me the great value of branding is not what you tell people overseas but to the people at home. With slogan like Incredible India you can say that improve the services for foreigners coming to India, improve your behaviour with the visitors, etc. So these slogans help. In China before the Beijing Olympics they also made efforts like these to improve the behaviour of people.

Q: What is the connection between branding and public diplomacy and how do you use this technique to advance the goal of your public diplomacy?

A: Making the brands we have work for us, is important. Public diplomacy is one way to connect with the foreign audience and the brand is one concept we can use. But a nation is not like a product that can be marketed through advertisements. Image lives in the minds of the audience and one of the ways to do that is through cultural diplomacy.

Q: What does Medical tourism do to brand India?

A: In this kind of medical related tourism you have to be careful that it's properly regulated. I think overall the medical brand is positive in India. But one needs to be cautious and be more regulated here.

Q: As we move forward, will nations be judged on their environmental concerns and will that have an impact on nation branding?

A: Many countries are making environment a part of their international images because environmentalism is becoming the new morality. It's going to become a part of the nation brand in the coming future. 



ORGANISERS



Public Diplomacy Division, Ministry of External Affairs, GOI

Established in 2006, the Public Diplomacy Division of India's Ministry of External Affairs strives to foster a greater understanding of India and its foreign policy concerns. It intend to put in place a system that enables the MEA to engage more effectively with citizens in India and with global audiences that have an interest in foreign policy issues. Its mandate enables it to organise and support a broad range of outreach activities, both in India and overseas. These include popular Lecture Series on India's Foreign Policy under which lectures on contemporary foreign policy themes are organised at major universities and academic institutions. PD Division also partner with a range of think tanks, universities and other institutions to organise or support seminars and conferences on themes related to foreign policy. These include dialogue programmes with institutions in the UK, South Korea and Indonesia. Its outreach activities also include hosting incoming visitors from various countries. The Public Diplomacy Division of Ministry of External Affairs is headed by Mr Navdeep Suri, IFS. (www.indiandiplomacy.in)



CMS Academy

CMS Academy of Communication & Convergence Studies is a communication school aimed at developing communication and media leaders through excellence in education and research. The Academy is a uniquely designed, research driven, practically relevant and futuristically oriented educational institute. CMS Academy is an initiative of Centre for Media Studies (CMS), a multi-disciplinary research organization in the country. CMS Academy is associated with over 160 reputed national and international organizations through its 20 years experience of research, strategic planning and managing of over 500 projects. With campuses in Noida and Saket, Delhi, it provides a world class infrastructure that includes media lab, prototype lab, research library, audio visual resource centre, etc. The Academy also brings with it the collaboration and expertise of premier International communications Schools (Ohio University; Annenberg School of Communication in USA, InHolland University and Sterling University in Europe) and several national institutes. (www.cmsacademy.org)



SPEAKERS AND PARTICIPANTS

Speakers

There were 25 speakers who conducted five sessions of the Conference.

- Mr Ashwani Singla, *Managing Director and Chief Executive of Penn Schoen Berland*
- Mr Bobby Bedi, *Founder and Managing Director, Kaleidoscope Entertainment*
- Prof Eytan Gilboa, *Director, Center for International Communication, Bar-Ilan University, Israel*
- H E Mr Jérôme Bonnafont, *Ambassador of France to India*
- Ambassador Kishan S Rana, *Former Diplomat, Author and Teacher*
- Mr M J Akbar, *Author-Editor-Columnist*
- Mr Michael Pelletier, *Minister-Counselor for Public Affairs and Public Diplomacy, US Embassy, New Delhi*
- Mr Navdeep Suri, *Joint Secretary (PD), Ministry of External Affairs*
- Dr N Bhaskara Rao, *Chairman, CMS*
- Dr Nick Hill, *General Manager, Australia-India Institute*
- Prof Nicholas J Cull, *Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, USC*
- Mr Nik Gowing, *Chief Presenter, BBC*
- Mr Nitin Pai, *Founder and Fellow for Geopolitics, The Takshashila Institution*
- Smt Nirupama Rao, *Foreign Secretary, Ministry of External Affairs*
- Dr Philip Seib, *Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California*
- Ms P N Vasanti, *Director, CMS*
- Mr Ravi Bhoothalingam, *Founder and Chairman, Manas Advisory*
- Mr Roger Hayes, *Senior Counselor, APCO Worldwide and Research Associate, Henley Business School*
- Mr Sanjoy Roy, *Managing Director, Teamwork Films*
- Dr Shashi Tharoor, *Member of Parliament (Lok Sabha)*
- Mr Shivnath Thukral, *Group President, Corporate Branding and Strategic Initiatives, Essar Group*
- Mr Som Mittal, *President, NASSCOM*
- Mr Sudhir John Horo, *Principal Designer and Co-founder, TheIdeaWorks*
- Ms Suhasini Haidar, *Deputy Foreign Editor and Prime-Time Anchor, CNN-IBN*
- Mr Suresh K Goel, *Director General, Indian Council for Cultural Relations (ICCR).*

Participants

The conference and workshops was attended by ambassadors, diplomats, researchers, students, media professionals and civil society experts. (List of registered participants is given in Annexure 1).



Conference: Public Diplomacy in the Information Age	200
The Al Jazeera Effect - How the New Global Media are Reshaping World Politics	33
Planning and Evaluating Public Diplomacy Strategies and Programmes	25
The Concept of Nation Branding	50

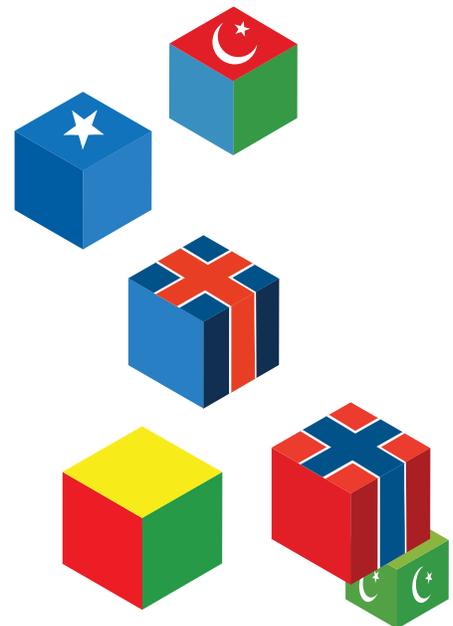
Media Presence

Times Now	Governance Now	Newslinetoday.com
Mail Today	ANI	Business Sphere
Deccan Herald	Eenadu TV	Sakal
Mint	Aakashvani	Indiavision News
The Hindu	PTI	Financial News
CNN-IBN	Public News	Qaumi Patrika
The New Indian Express	Elets Technomedia	Delhi Abtak
IANS	Public News	Webvarta
Navbharat Times	IBN7	
NewsX	P7 News	
UNI	Asia Pacific Communications Associations Pvt Ltd	

Annexure

I

Programmewise list of Registered Participants



Public Diplomacy in the Information Age

December 10, 2010

Conference

09:30 am – 06:30 pm, Le Meridien, New Delhi

S No.	Name	Designation	Company / Organisation
1.	Babeeta Dhillon	Candidate, Master of Public Diplomacy	University of Southern California
2.	Shiv Anant Tayal	–	IIT Bombay, Pluton Solutions
3.	Astik Sinha	Student	The Nelson Mandela Center for Peace & Conflict Resolution
4.	Aishwarya Mohan Gahrana	Director, Foreign Trade, FEMA, Industrial Policy, Indirect Taxation	Sun Legal and Management Services Pvt. Ltd.
5.	Ambarish Mohanty	Private Citizen	–
6.	Anne Seshadri	Director	American Center
7.	Ravi Kant Tripathi	Associate Fellow	RML National Law University
8.	Dr Sharad Kumar Saxena	–	LSS
9.	Dr Shirshendu Mukherjee	–	Wellcome Trust
10.	Rahul Mane	–	Jawaharlal Nehru University
11.	Nitesh Rohit	Director	Ns Media Films Pvt Ltd
12.	Inder Kumar Goel	–	Dayspring Shipping Co. Pvt Ltd
13.	Dr Rajiv Kumar Jain		Ministry of Railways
14.	Ityendra K Sharma	Student	Ignou
15.	Prachur Goel	Student	IIT Bombay
16.	Manikant Thakur	–	News Services Division, All India Radio
17.	Pradeep S Mehta	Secretary General	CUTS International
18.	Supriya Suri	Media Professional	Cinedarbaar
19.	Monika Kanchan	Media Professional	Defence And Security Alert Magazine
20.	Michael Macy	Cultural Attaché	Embassy of the United States of America
21.	Dr P N Vatsyayana	–	Vatsyayana Clinic
22.	Dr Sudha Mohan	Associate Professor, Dept of Civics and Politics	Department of Civics and Politics, University of Mumbai
23.	Vijay Bhawani Jhinga	Consultant	Globe Company -ILA
24.	Kailash Chander Jhinga	Advocate, Arbitrator, Mediator	Globe Company -ILA
25.	Ravindra Prakash Dubey	Director Marketing	Param Progressive Marketing
26.	Rubuka Aloys	Ambassador	Embassy of the Republic of Burundi
27.	Manoj Kumar Verma	–	L M Group International
28.		Director	ICSSR-NERC
29.	Ravinder Singh	Inventor & Consultant	Innovative Technologies & Projects
30.	H E Mr Levent Bilman	Ambassador	Embassy of The Republic Of Turkey
31.	Vijay Kumar	Press & Information Dept	Embassy of Israel
32.	Nandini Sahai	Director & Chief Executive	The International Centre Goa
33.	Shipra Tripathi	Director	CII
34.	Prof Ashok Ranchhod	Director	Mudra Institute of Communications Ahmedabad
35.	Berg Rafaeli Tania	–	Embassy of Israel

S No.	Name	Designation	Company / Organisation
36.	H E Mrs Khadija Radman Mohammed Ghanem	Ambassador	The Embassy of the Republic of Yemen
37.	Prakash Nanda	Editor	Geopolitics
38.	Rajiv Mehrotra	Trustee & Secretary	Foundation For Universal Responsibility
39.	Uzzwal Madhab	–	Lakshya Foundation
40.	E R Sharma	Director (Retd)	Ministry of Micro, Small & (MSME) Medium Industry (Govt of India)
41.	Salek Chand	Library & Information Officer and Head	Election Commission of India
42.	Puspamitra Mishra	–	
43.	Rishfa Rasheed	–	High Commission of Maldives in India
44.	Roma Balwani	Sr. Vice President & Group Head, Corporate Communications	Mahindra & Mahindra Ltd.
45.	Aishath Azeema	–	High Commission of Maldives in India
46.	Shiv Kumar	Student	
47.	Manish Shekhar Jha	Regional Web Manager (South & Central Asia, Middle East, Africa and Russia)	British High Commission
48.	Madhusri Shrivastava	Assistant Professor - Communication	NMIMS University Mumbai
49.	Dr Girija Shanker Sharma	HOD Mass Communication & Journalism	Dr B R Ambedkar University
50.	Manish Kumar Yadav	–	Sile Line Dental Centre
51.	Himanshu Dubey	–	MBICEM
52.	Monika D Chowdhry	–	British High Commission
53.	Madhu A Singhal	–	OneWorld
54.	Srimoy Patra	–	MBICEM
55.	Neha Pande	–	MBICEM
56.	Alka Rawat	–	MBICEM
57.	Atul Arora	–	MBICEM
58.	Shikha Kukreja	–	MBICEM
59.	Rajeev Varma	–	MAKE ART/STOP AIDS
60.	Ratan Kaul	VP, ICHR & Consulting Editor, Business Sphere	Indian Council for Human Relations
61.	Brij Mohan Pahwa	–	S. D. Public School
62.	Amb (Retd) Paramjit S Sahai	Principal Advisor (Hony)	Centre for Research in Rural and Industrial Development
63.	Amb (Retd) Bal Anand	Ambassador	
64.	Amb (Retd) Rajiv Bhatia	IFS, Former Ambassador	
65.	Amb (Retd) Rajanikanta Verma	Former Ambassador of India	Ministry of External Affairs
66.	Ila Singh	Senior Program Officer, Press and Cultural Affairs	Embassy of The Netherlands
67.	Sara M Cohen	Head of Press and Cultural Affairs Department	Embassy of The Netherlands
68.	Anushka Wijesinha	Economist	Institute of Policy Studies of Sri Lanka
69.	L K Sharma	Freelance Journalist & Consulting Editor	Newscientist
70.	Dr Chandrakala Padia	Professor in Political Science	Banaras Hindu University

S No.	Name	Designation	Company / Organisation
		Department	
71.	H E Ms Ebyan Mahamed Salah	Ambassador	Embassy of the Republic of Somalia
72.	B Rajagopalan	Director(WA)	Ministry of External Affairs
73.	Dr Sumit Seth	Second Secretary, Commercial Representative	Ministry of External Affairs, Embassy of India, Bogota, Colombia
74.	Mahiema Anand	director/producer	Zonsta Creation
75.	Wg Cdr Tarun Kumar Singha VSM	Public Relations Officer (Indian Air Force)	Directorate of Public Relations, Ministry of Defence
76.	Robert O. Ferrer, JR	First Secretary and Consul	Philippine Embassy, Vienna
77.	Suchit Ranjan Singh	Programme Director	Bimala Shyam Foundation
78.	Dr Srikanta K Panigrahi	Director General	Carbon Minus India
79.	Prof Sumit Ganguly	Professor of Political Science & Visiting Fellow	Indiana University Institute of Defence Studies and Analyses (Fall 2010), New Delhi
80.	Sunit Tandon	Director	IIMC
81.	Pankaj Sudan	Vice President	GE India
82.	Col Anamitra Samanta	Col	Army
83.	Amit Kumar Gupta	Doctoral Research Scholar	Department of Political Science, Jamia Millia Islamia
84.	Deepak Maheshwari	Director, Corporate Affairs	Microsoft Corporation (India) Pvt. Ltd.
85.	Eenam Gambhir	Indian Diplomat	Embassy of India
86.	Amb (Retd) B Jaishankar, IFS	Indian Foreign Service (Retd), Former Ambassador	
87.	H E Dr Janice Darbari	H.E. The Consul General of Montenegro- India	Montenegro
88.	Ashok Kumar Sharma	–	National Defence College
89.	Charlotte Lapsansky	PhD Candidate & Visiting Scholar	Annenberg School for Communication
90.	Ekram Husain	–	Aligarh Muslim University
91.	Jayanth Jacob	Assistant Editor	Hindustan Times
92.	Madhurjya Kotoky	Accounts Assistant	Twenty Twenty Media Ltd
93.	Mohd Gulrez	–	Aligarh Muslim University
94.	P K Abdul Azis		Aligarh Muslim University
95.	Sanjay Singh	Vice President – Public Affairs	Tata Services Limited
96.	Rohit Uniyal	–	Army
97.	Karni Singh Bhada	–	Essar Group
98.	S K Behera	–	
99.	Arunava Dasgupta	–	
100.	Manpreet Vohra	Joint Secretary	Ministry of External Affairs
101.	Tim Huggings	–	Australian High Commission (Political & Public Affairs)
102.	Kathryn Deyell	–	Australian High Commission
103.	Dr Lachlan Strahan	–	Australian High Commission
104.	Anurag Krishna Sinha	Public Diplomacy Strategist	Global Affairs Advisory Services
105.	Dr Suman Khanna Aggarwal	Associate Professor of Philosophy and Founder President	Shanti Sahyog Gandhian NGO
106.	Pratyush	Consultant	APCO Worldwide

S No.	Name	Designation	Company / Organisation
107.	Amarnath Mishra	Retd SBI	
108.	Rimmi Harindran	Manager - Public Affairs	Monsanto
109.	S K Misra	-	CII
110.	Maj Gen Vinod Saighl	-	EMS
111.	Neelu Rohra	"Publicity Officer (India Perspectives)	Ministry of External Affairs Room No.140 A - Wing Shastri Bhawan, New Delhi
112.	Amar Yumnam	Dean: School of Social Sciences, Manipur University	Manipur University Imphal
113.	Lt. Gen Prakash Menon AVSM,VSM, Phd	Commandant	National Defence College
114.	Ramesh Sharma	CMD	Moving Picture Co India Ltd
115.	Devirupa Mitra	Chief Editor & Director	IANS Beekay House I-8 Green Park Extn. New Delhi
116.	Jawed Ashraf	JS(AMS)	NA
117.	Cdr PVS Sathish	Cdr	Ministry of Defence
118.	Cdr DK Sharma	Cdr	Ministry of Defence
119.	Rakesh Chitkara	Vice President - Corporate Affairs	Dow Chemical International Pvt. Ltd G Block, 2nd Floor,Vibgyor Towers, Bandra Kurla Complex
120.	Sitanshu Kar	Additional Director General (Media & Communications) and Principal Spokesperson	Ministry of Defence, Room No. 94 'A' South Block New Delhi
121.	Rameesh Kailasam	Government Programmes India & South Asia	IBM India Pvt. Limited
122.	Ajai Choudhry	Dean	Foreign Service Institute
123.	Usha Harikrishnan	Associate Director	APCO Worldwide India Pvt Limited
124.	Shubhendu Parth	Managing Editor	Elets Technomedia Pvt Ltd, G-4, Sector 39,
125.	Ashok Tomar	Additional Secretary(Admin)	NA
126.	Aditi Garg		JNU, 98D, Block C, Sector 105, Noida
127.	Rohit Bansal	CEO and Co-Founder	India Strategy Group, Hammurabi & Solomon Consulting
128.	Sanjeev K gupta	Government Program Executive	IBM India Pvt Ltd 6st Floor, DLF Silokhera Sector-
129.	Dhirendra Pratap Singh	Principle Correspondent, eGov	Elets Technomedia
130.	Asitava Sen	Director, Corporate Advisory and Public Affairs	APCO Worldwide, 2nd Floor, 255, Okhla Industrial Estate "Phase III New Delhi
131.	Pavel Svitil	Charge' d'affaires a.i.	European Union
132.	Rajesh Malhotra	-	PIB
133.	Rajeev jain	-	PIB
134.	Sheyphil B. Sharan	-	PIB
135.	Ritu Shukla	-	PIB
136.	Alok Deshwal	-	PIB
137.	Reena Marwah	-	Association of Asia Scholars
138.	Indu Prakash	-	Indian Institute of Finance
139.	Shruti Hazari	-	Indian Institute of Finance
140.	Durgesh Ranjan	-	Indian Institute of Finance
141.	Anil Kumar	-	Indian Institute of Finance

S No.	Name	Designation	Company / Organisation
142.	Lt. Col. D. C.S. Mayal	-	
143.	Simon Cridland	-	High Commission of Canada
144.	Caitlin Wiesen	-	UNDP
145.	K M Shrivastava	-	IIMC
146.	K. Warikoo	-	JNU
147.	AMBASSADOR V. B. SONI	-	
148.	Shivanjil Singh	-	Aditya Birla
149.	Gopal Krishan Solanki	-	
150.	Malti Bhandari	-	High Commission of Canada
151.	Kristin M. Roberts	-	Embassy of United States of America

Planning and Evaluating Public Diplomacy Strategies and Programs

December 11, 2010

Workshop 1

10:30 am - 12:30 pm, Le Meridien, New Delhi

S No.	Name	Designation	Company / Organisation
1.	Aishwarya Mohan Gahrana	Director, Foreign Trade, FEMA, Industrial Policy, Indirect Taxation	Sun Legal and Management Services Pvt. Ltd.
2.	Ravi Kant Tripathi	Associate Fellow	RML National Law University
3.	Dr Rajiv Kumar Jain	--	Ministry of Railways
4.	Ityendra K Sharma	Student	IGNOU
5.	Prachur Goel	Student	IIT Bombay
6.	Vijay Bhawani Jhinga	Consultant	Globe Company - International law Advisor
7.	Kailash Chander Jhinga	Advocate, Arbitrator, Mediator	Globe Company- ILA
8.	Rubuka Aloys	Ambassador	Embassy of the Republic of Burundi
9.	Manoj Kumar Verma	--	L M Group International
10.	Ravinder Singh	Inventor & Consultant	Innovative Technologies & Projects
11.	Prof Ashok Ranchhod	Director	Mudra Institute of Communications Ahmedabad
12.	Berg-Rafaeli Tania	--	Embassy of Israel
13.	Uzzwal Madhab	--	Lakshya Foundation
14.	Amb (Retd) Paramjit S Sahai	Principal Advisor (Hony)	Centre for Research in Rural and Industrial Development
15.	Amb (Retd) Rajiv Bhatia	IFS, Former Ambassador	
16.	Ila Singh	Senior Program Officer, Press and Cultural Affairs	Embassy of The Netherlands
17.	Anushka Wijesinha	Economist	Institute of Policy Studies of Sri Lanka
18.	Mahiema Anand	director/producer	zonsta creation
19.	Suchit Ranjan Singh	Programme Director	Bimala Shyam Foundation
20.	Amit Kumar Gupta	Doctoral Research Scholar	Department of Political Science, Jamia Millia Islamia
21.	Amb (Retd) B Jaishankar, IFS	Indian Foreign Service (Retd), Former Ambassador	
22.	Anurag Krishna Sinha	Public Diplomacy Strategist	Global Affairs Advisory Services
23.	Dr Suman Khanna Aggarwal	Associate Professor of Philosophy and Founder President	Shanti Sahyog Gandhian NGO
24.	Rimmi Harindran	Manager - Public Affairs	Monsanto
25.	Reena Marwah	--	Association of Asia Scholars

The Al Jazeera Effect- How the New Global Media are Reshaping World Politics

December 11, 2010

Workshop 2

10:30 am – 12:30 pm, Le Meridien, New Delhi

S No.	Name	Designation	Company / Organisation
1.	Astik Sinha	--	The Nelson Mandela Center for Peace & Conflict Resolution
2.	Babeeta Dhillon	Candidate, Master of Public Diplomacy	University of Southern California
3.	Brij Mohan Pahwa	--	S. D. Public School
4.	Col Anamitra Samanta	Col	Army
5.	Deepak Maheshwari	Director, Corporate Affairs	Microsoft Corporation (India) Pvt. Ltd.
6.	Dr Chandrakala Padia	Professor in Political Science Department	Banaras Hindu University
7.	Dr Girija Shanker Sharma	HOD Mass Communication & Journalism	Dr B R Ambedkar University
8.	Dr Mohanlal Panda	--	Peoples' Vigilance Committee on Human Rights(PVCHR)
9.	Dr P N Vatsyayana	--	Vatsyayana Clinic
10.	Dr Sharad Kumar Saxena	--	LSS
11.	Dr Sudha Mohan	Associate Professor, Dept of Civics and Politics	Department of Civics and Politics, University of Mumbai
12.	H E Mr Levent Bilman	Ambassador	Embassy of the Republic of Turkey
13.	H E Mrs Khadija Radman Mohammed Ghanem	Ambassador	The Embassy of the Republic of Yemen
14.	Inder Kumar Goel	--	Dayspring Shipping Co. Pvt Ltd
15.	Jayanth Jacob	Assistant Editor	Hindustan Times
16.	L K Sharma	Freelance Journalist & Consulting Editor	NewsScientist
17.	Madhu A Singhal	--	OneWorld
18.	Madhusri Shrivastava	Assistant Professor - Communication	NMIMS University Mumbai
19.	Manikant Thakur	--	News Services Division, All India Radio
20.	Manish Kumar Yadav	--	Sile Line Dental Centre
21.	Manish Shekhar Jha	Regional Web Manager (South & Central Asia, Middle East, Africa and Russia)	British High Commission
22.	Michael Macy	Cultural Attaché	Embassy of the United States of America
23.	Monika Kanchan	Media Professional	Defence And Security Alert Magazine
24.	Nitesh Rohit	Director	NS Media Films Pvt Ltd
25.	Rahul Mane	--	Jawaharlal Nehru University
26.	Rajeev Varma	--	Make Art/Stop AIDS

S No.	Name	Designation	Company / Organisation
27.	Ravindra Prakash Dubey	Director Marketing	Param Progressive Maketing
28.	Robert O. Ferrer, JR	First Secretary and Consul	Philippine Embassy, Vienna
29.	Shiv Anant Tayal	--	IIT Bombay, Pluton Solutions
30.	Shiv Kumar	--	
31.	Supriya Suri	Media Professional	Cinedarbaar
32.	Vijay Kumar	Press & Information Dept	Embassy of Israel
33.	Wg Cdr Tarun Kumar Singha VSM	Public Relations Officer (Indian Air Force)	Directorate of Public Relations, Ministry of Defence

The Concept of Nation Branding

December 11, 2010

Workshop 3

02:00 pm – 04:00 pm, Le Meridien, New Delhi

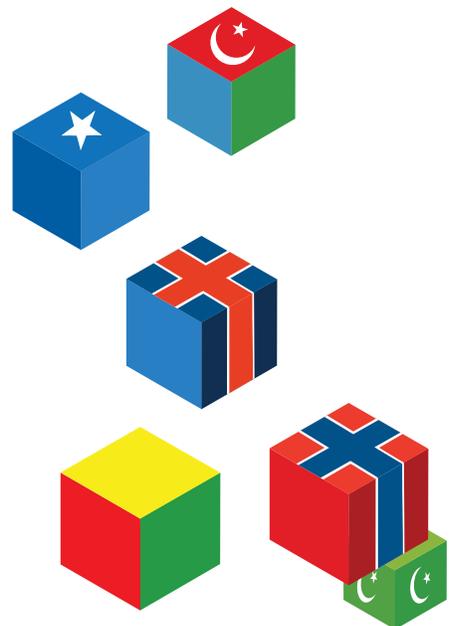
S No.	Name	Designation	Company / Organisation
1.	Babeeta Dhillon	Candidate, Master of Public Diplomacy	University of Southern California
2.	Shiv Anant Tayal	--	IIT Bombay, Pluton Solutions
3.	Astik Sinha	--	The Nelson Mandela Center for Peace & Conflict Resolution
4.	Aishwarya Mohan Gahrana	Director, Foreign Trade, FEMA, Industrial Policy, Indirect Taxation	Sun Legal and Management Services Pvt. Ltd.
5.	Ravi Kant Tripathi	Associate Fellow	RML National Law University
6.	Dr Sharad Kumar Saxena	--	LSS
7.	Nitesh Rohit	Director	NS Media Films Pvt Ltd
8.	Inder Kumar Goel	--	Dayspring Shipping CO. Pvt Ltd
9.	Dr Rajiv Kumar Jain		Ministry of Railways
10.	Ityendra K Sharma	Student, IGNOU	IGNOU
11.	Prachur Goel	--	IIT Bombay
12.	Dr Mohanlal Panda	--	Peoples' Vigilance Committee on Human Rights(PVCHR)
13.	Manikant Thakur	--	News Services Division, All India Radio
14.	Supriya Suri	Media Professional	Cinedarbaar
15.	Michael Macy	Cultural Attaché	Embassy of the United States of America
16.	Dr P N Vatsyayana	--	Vatsyayana Clinic
17.	Dr Sudha Mohan	Associate Professor, Dept of Civics and Politics	Department of Civics and Politics, University of Mumbai
18.	Vijay Bhawani Jhinga	Consultant	Globe Company- ILA
19.	Kailash Chander Jhinga	Advocate, Arbitrator, Mediator	Globe Company- ILA
20.	Ravindra Prakash Dubey	Director Marketing	Param Progressive Marketing
21.	Rubuka Aloys	Ambassador	Embassy of the Republic of Burundi
22.	Manoj Kumar Verma	--	L M Group International
23.	Ravinder Singh	Inventor & Consultant	Innovative Technologies & Projects
24.	H E Mr Levent Bilman	Ambassador	Embassy of the Republic of Turkey
25.	Prof Ashok Ranchhod	Director	Mudra Institute of Communications Ahmedabad
26.	Berg-Rafaeli Tania	--	Embassy of Israel

S No.	Name	Designation	Company / Organisation
27.	H E Mrs Khadija Radman Mohammed Ghanem	Ambassador	The Embassy of the Republic of Yemen
28.	Uzzwal Madhab	--	Lakshya Foundation
29.	Shiv Kumar		
30.	Madhusri Shrivastava	Assistant Professor - Communication	NMIMS University Mumbai
31.	Dr Girija Shanker Sharma	HOD Mass Communication & Journalism	Dr B R Ambedkar University
32.	Manish Kumar Yadav	--	Sile Line Dental Centre
33.	Madhu A Singhal	--	OneWorld
34.	Rajeev Varma	--	Make Art/Stop AIDS
35.	Amb (Retd) Paramjit S Sahai	Principal Advisor (Hony)	Centre for Research in Rural and Industrial Development
36.	Amb (Retd) Rajiv Bhatia	IFS, Former Ambassador	
37.	Ila Singh	Senior Program Officer, Press and Cultural Affairs	Embassy of The Netherlands
38.	Anushka Wijesinha	Economist	Institute of Policy Studies of Sri Lanka
39.	L K Sharma	Freelance Journalist & Consulting Editor	Newscientist
40.	Dr Chandrakala Padia	Professor in Political Science Department	Banaras Hindu University
41.	Wg Cdr Tarun Kumar Singha VSM	Public Relations Officer (Indian Air Force)	Directorate of Public Relations, Ministry of Defence
42.	Robert O. Ferrer, JR	First Secretary and Consul	Philippine Embassy, Vienna
43.	Suchit Ranjan Singh	Programme Director	Bimala Shyam Foundation
44.	Amit Kumar Gupta	Doctoral Research Scholar	Department of Political Science, Jamia Millia Islamia
45.	Amb (Retd) B Jaishankar, IFS	Indian Foreign Service (Retd), Former Ambassador	
46.	Madhurjya Kotoky	Accounts Assistant	Twenty Twenty Media Ltd
47.	Anurag Krishna Sinha	Public Diplomacy Strategist	Global Affairs Advisory Services
48.	Dr Suman Khanna Aggarwal	Associate Professor of Philosophy and Founder President	Shanti Sahyog Gandhian NGO
49.	Rimmi Harindran	Manager - Public Affairs	Monsanto
50.	Reena Marwah	--	Association of Asia Scholars

Annexure

III

Media Coverage



Public Diplomacy in the Information Age

December 10 & 11, 2010, Le Meridien, New Delhi

Media Coverage

S.No.	TITLE	NEWSPAPER	DATE
1.	Public diplomacy — the tasks ahead	The Hindu	10 January 2011
2.	Time for a new diplomacy	Mint	23 December 2010
3.	Shashi Tharoor to speak at public diplomacy conference	IANS	08 December 2010
4.	Indian diplomacy wants to reinvent itself virtually	IANS	13 December 2010
5.	Tharoor advocates wider use of Twitter	Deccan Herald	10 December 2010
6.	Conference on Information Age in public diplomacy to highlight impact of 24x7 media	One India News	09 December 2010
7.	India's foreign ministry organises a conference on public diplomacy	http://videos.sify.com/Indias-foreign-ministry-organises-a-conference-on-public-diplomacy-ANI-watch-kmksOchbicd.html	10 December 2010
8.	Not good public diplomacy: Rao on frisking	IBNS	10 December 2010
9.	Tharoor alleges 'textual harassment' by media	Express Buzz	10 December 2010
10.	Nirupama stresses increasing importance of Public diplomacy in international relations	ANI	10 December 2010
11.	Pat-down search of Ambassador not good public diplomacy: Rao	Deccan Herald	10 December 2010
12.	Interact with media real time: Nirupama Rao	Mathrubhumi	16 December 2010
13.	India's Approach to Public Diplomacy in the Information Age	EST	10 December 2010
14.	Indian Public Diplomacy keen to access "social media"	ANI	11 December 2010
15.	"Late response has become lost response' in the Information Age"	Nksagar-Sagar Media	10 December 2010
16.	India needs to make its presence in social media: External Affairs official	ANI	11 December 2010
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THE HINDU

Opinion » Lead

Published: January 10, 2011 22:45 IST | Updated: January 10, 2011 22:47 IST

Public diplomacy – the tasks ahead

Rajiv Bhatia



'The MEA would do well to use all its weaponry of public diplomacy to increase our awareness of the world and India's place in it.' In this picture, External Affairs Minister S. M. Krishna along with Foreign Secretary, Nirupama Rao address the media in New Delhi. Photo: V. Sudershan

Though it has begun well, India has miles to go for securing optimal projection of its foreign policy concerns.

Confidentiality and conventional diplomacy go together. As diplomacy is about communication and negotiation involving governments, they have inevitably to undertake their sensitive work outside the media's reach.

However, the 21st century is characterised by globalisation, assertive public opinion, an ever present 24x7 media and Web 2.0 technology. This combination lends increased significance to public diplomacy. Recognising the magnitude of the changing scene, India has begun well, but it has miles to go for securing optimal projection of its foreign policy concerns.

What is public diplomacy? Barack Obama told the Indian Parliament that he was "mindful" he might not be standing before it as the U.S. President "had it not been for Gandhi[ji] and the message he shared and inspired with America and the world." Michelle Obama won hearts by dancing with Indian children. Carla Bruni, the French President's wife, communicated by doing a perfect namaste, besides informing the public that she prayed for "another son" at a shrine near Agra. Chinese Premier Wen Jiabao proclaimed that China and India "would always be friends and would never be rivals." Our distinguished guests were thus using tools of public diplomacy to connect with their hosts in India.

Public diplomacy is a web of mechanisms through which a country's foreign policy positions are transmitted to its target audiences. The term was first used by U.S. diplomat and scholar Edmund Guillion in 1965. He saw it as "dimensions of international relations beyond traditional diplomacy, the cultivation by governments of public opinion in other countries ..." Indian diplomats, however, rightly maintain that public diplomacy has to do with both foreign and domestic audiences. When you put out a story on television, blog or YouTube today, it is consumed by a university student in Bhopal as much as by a financial analyst in Toronto.

Delhi conference: Recently the Ministry of External Affairs (MEA) hosted, in collaboration with the CMS Academy, a two-day conference and workshop in Delhi to explore the challenges of "Public Diplomacy in the Information Age." Attended by a cross-section of scholars, communication experts, media personalities, business leaders and diplomats, it aimed at crafting a new understanding of how India could exploit the full potential of public diplomacy.

Participants, including this writer, gained much from the presence of four top experts in public diplomacy and

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communication in the world today, namely Nicholas J. Cull and Philip Seib, both professors from the University of Southern California, Prof Eytan Gilboa from the Bar-Ilan University in Israel, and Nik Gowing, chief presenter, BBC. Select panels of Indian and foreign speakers, interacting with an informed audience, examined diverse themes such as "Public Diplomacy in a Globalized World," "21st Century Statecraft and Soft Power," "24x7 News and Public Diplomacy," "Web 2.0 and the New Public Diplomacy," and "Corporate Diplomacy." Three workshops were also held focussing on fascinating aspects of the subject. It may be useful to recall the key takeaways for a broader audience interested in foreign policy projection.

Key conclusions: First, public diplomacy and "new public diplomacy" (which uses social media tools for reaching younger audiences) need to be situated in the post-Cold War context. With a clear trend towards multipolarity, globalisation and democracy, non-state actors, NGOs, business enterprises and others have been playing an increasingly important role. The emergence of global television and Internet-based communication have now empowered governments to reach out to constituencies as spin doctors of yesterday could hardly dream of. Hence the importance of the medium has grown enormously.

Second, the message nevertheless retains its significance: if it is not clear and credible, it will not get through. The former Minister of State for External Affairs, Shashi Tharoor, suggested that while "Incredible India" has been a great campaign, what we needed was to project a "credible India."

Third, the link between public diplomacy and foreign policy formulation is inextricable. If policy is flawed, projection alone cannot help. Therefore, senior public diplomacy officials should have a seat on the policy-making table.

Fourth, thinking about how to put across one's message has undergone a fundamental change. The advice now is to transcend government-to-public communication and, instead, focus on two-way communication, on "advancing conversations." Public diplomacy is about listening *and* articulating. Beyond the traditional media, the cyber space sustains a "Republic of Internet" and a "Nation of Facebook" which cannot be ignored. If the government does not cater to their needs, someone else, possibly with an adversarial orientation, will. Perhaps this perspective led the MEA to embark on a new journey last year, establishing an interactive website, a Twitter channel, a Facebook page, a YouTube channel, a BlogSpot page and a presence in online publishing sites like Scribd and Issuu. These may still be "baby steps," but they are laudable.

Fifth, the importance of speed in communication was repeatedly stressed. "Tyranny of deadline," impact of the ticker, "Breaking news" and "citizen-journalist" were referred to. Image managers no longer have the luxury of time nor leisurely weekends. Addressing them, a television professional put it bluntly: "If we don't sleep, you don't sleep!"

Sixth, management tools such as planning and evaluation are essential for devising and assessing the impact of public diplomacy strategies. They clearly form part of a continuing process, to be handled with transparency, integrity and professionalism.

Finally, the concept of nation branding is highly relevant to the task of projecting India.

After the conference, Prof. Seib, a keynote speaker, reportedly observed that India lacked "a consistent profile that it can present to the world," that it did not have "a comprehensive public diplomacy strategy." I find it difficult to accept this assessment. India's foray into public diplomacy in the digital era may be new, but it can certainly lay claim to a decent record of projection abroad. Turning Western public opinion in Delhi's favour prior to the emergence of Bangladesh in 1971 is a shining example. India has a broader conception of public diplomacy encompassing all facets: media, cultural, educational, and economic and Diaspora diplomacy. Speaking at the conference, Foreign Secretary Nirupama Rao aptly observed that "the tradition of public outreach and interpretation of foreign policy positions" had been "ingrained in our conditioning as diplomats."

Tasks ahead: In the MEA, projection is driven by the External Publicity division as well as the Public Diplomacy division. Beyond them, the bulk of work is handled by our missions abroad, often the unnoticed members of our collective choir.

They all perform very well, but room for improvement exists. Our ambassadors should be trained to become savvier at handling TV interviews. Our diplomats should rapidly acquire skills relating to Web 2.0 technology. The rising importance of non-state actors should be factored in fully.

Finally, the striking disconnect between India's self-perception and the world's view should be addressed. Amidst unprecedented visits by leaders of all P-5 states within five months, our nation's attention was primarily focussed on internal concerns — scams, onion prices and excessive politics. Assuming we want India to become a truly Great Power, we, as a polity, must deepen interest in world affairs. The MEA would do well to use all its weaponry of public diplomacy to increase our awareness of the world and India's place in it. It must sustain its initiatives to project India's soft power. The task begins at home!

(The author is a former ambassador with considerable media experience.)

Keywords: [public diplomacy](#), [globalisation](#), [media](#), [communication](#)

11/01/2011 14:06

Time for a new diplomacy

New information and communication technologies have brought changes and challenges to an age-old profession

Fine Print | PN Vasanti

In the history of international relations, WikiLeaks probably signifies the most direct attack on diplomacy as a political tool for managing affairs between countries. Hopefully, it will also trigger open and honest discussion about diplomacy's future role and practice in this new information era.

Earlier this month, the public diplomacy division of the ministry of external affairs, in collaboration with CMS Academy, organized a conference on "Public Diplomacy in the Information Age". In many ways, this was a first-of-its-kind meet in India, and reflected the new wave of changes and challenges that diplomacy faces today.

Primarily, the various speakers and participants acknowledged that the practice of diplomacy needed to change to meet a set of new criteria: the revolution in information technology; the proliferation of new media and 24x7 news media; globalization of business and finance; widening participation of the public in international relations; and complex issues (such as climate change) that transcend national boundaries.

The conference also brought to the fore the importance of public diplomacy in India—at a time when diplomats need to recognize the increasing power of the individual and non-governmental entity in international relations, as well as the new tools available to influence them.

In his keynote address at the conference, former minister of state for external affairs Shashi Tharoor explained how public diplomacy differs from traditional diplomacy, in that the former goes beyond governments and engages primarily with the general public. He elaborated how successful public diplomacy involves an "active engagement with the public in a manner that builds, over a period of time, a relationship of trust and credibility. Public diplomacy is not just about communicating your point of view or putting out propaganda, it is also about listening".

Traditionally, diplomats have served several key functions, including collecting and processing information, relaying and receiving messages, and representing a country in negotiations as well as in the public arena. However, the times and the world are substantially changing. Today, the two key components of diplomacy—information and communication—have been revolutionised.

The types of diplomatic exchanges range from communication between foreign ministries, communication within a ministerial bureaucracy, and communication with foreign populations and entities such as the media and non-governmental organizations (NGOs). Information and communication technologies have changed the way that each of these audiences is reached. These technologies have not only revolutionized diplomacy, but they have also drastically changed the settings surrounding diplomacy.

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The WikiLeaks exposes have also demonstrated that the media now has greater access to previously confidential information. Also, in a world where democratization is more closely linked with transparency, foreign ministries are increasingly expected to divulge larger amounts of information to the media. This, in turn, has bolstered the role of the media as the purveyors of information.

Information technology has begun to blur boundaries and territoriality as multinational firms cross borders, transnational networks crisscross the globe, and the Internet allows users to communicate with others in different locales. With this globalization, new types of diplomats—straddling topographies as diverse as businesses, diasporas, activism, NGOs, cities as well hinterlands, different ministries, media, the intelligence community, academia and research institutions—have been created.

As communication technologies have lowered the barriers for non-state actors to operate, real-time media, corporations and civil society organisations have obtained the capacity to influence foreign governments and peoples. Furthermore, because of the density of networks created by globalization, diplomats now need to deal with more of these new polities.

In this scenario, new media tools such as social media and Web 2.0 are becoming increasingly important for public diplomacy. They provide direct access to target audiences and enable two-way channels of communication to be established. Even the much cautious external affairs ministry has taken the initiative to engage these tools—it started a Twitter account not too long ago.

Participating in the conference, Phillip Seib, professor of journalism and public diplomacy at the University of Southern California, was explicit in stating that nations needed to increase access to the Internet and promote Web literacy. However, he also cautioned: “Web diplomacy, although new and far-reaching, cannot replace traditional, face-to-face diplomacy. It can (at) best be a complement, not a substitute.”

Diplomacy is obviously more porous, less centralized, and more fast-paced now than ever before. Within foreign ministries, diplomats will need to shift from their traditional roles as information collectors, to analytical roles that involve sifting through abundant and instant media in a compressed timeframe. Diplomats need to be trained to respond quickly to crises and use new information and communication technologies to reach their targets faster and more accurately.

Foreign secretary Nrupama Rao encapsulated the diplomat’s new role: “Public diplomacy is also a process of reinvention for many of us as bureaucrats—because of the value it places on communication skills, and the need to feel the popular pulse, the requirements of innovation, using the latest information and communication technologies, of moving beyond precedent-driven approaches, requires us to think out of the box, be alert to countering negative information and stereotypes, and also to be ever-vigilant of information vacuums that will be filled by our adversaries.”

As their traditional responsibilities recede, diplomats have great potential to harness the information technologies that have decentralized the globe. And while their role continues to change in the technology-driven modern era, diplomats will continue to have a major part in navigating an ever more complicated global information space.

PN Vasanti is director of New Delhi-based multidisciplinary research organization Centre for Media Studies (CMS). She also heads the CMS Academy of Communication and Convergence Studies.

Shashi Tharoor to speak at public diplomacy conference

08 December 2010 18:05:36 by IANS

New Delhi, Dec 8 (IANS) Once criticised for his habit of tweeting on serious policy issues, Shashi Tharoor has now been invited to speak Friday at a conference on public diplomacy organised by the external affairs ministry in which he was a junior minister till a few months ago.



With 24x7 news channels setting public agenda and new age media influencing discourse on key global issues, the ministry is organising a day-long conference Friday and a workshop the next day where experts would focus on soft power and public diplomacy.

Tharoor, who will speak on 21st century statecraft and soft power, is expected to focus on the use of new age media like social networking site Twitter in connecting to the people over foreign policy and public issues.

The invite to Tharoor, Lok Sabha member and a member of the parliamentary standing committee on external affairs, shows that the ministry has embraced new age media as an integral part of its communications strategy.

Tharoor earned a massive following on Twitter with his pithy and pointed comments on policy issues, but the use of tweeting was decried by many in the government when he was the minister of state for external affairs.

Foreign Secretary Nirupama Rao will deliver the keynote address at the seminar. Nicholas J. Cull, professor of public diplomacy at Annenberg School of Communication, University of Southern California (USC), will speak on the concept of nation branding.

Philip Seib, professor of journalism and public diplomacy at the USC, Eytan Gilboa of Israel and Nick Gowing of BBC will also be speaking at the event.

The conference is the brainchild of Navdeep Suri, joint secretary (public diplomacy) in the ministry.

"We hope the conference will create a greater awareness of the importance of public diplomacy as an integral part of the foreign policy," Suri told IANS.

Suri, who was the driving force behind putting the external affairs ministry on Twitter and (social networking site) Facebook, said the new media helped connect to a new generation of internet-savvy youth.

"We hope to advance a more informed discourse on foreign policy. If you are not present in that space, you don't exist for them," he said.

Those not attending the conference can access the speakers on the live webcast at <http://www.publicdiplomacy2010.in> or www.indiadiplomacy.in.

Indian diplomacy wants to reinvent itself, virtually

Monday - Dec 13, 2010, 11:27am (GMT+5.5)

New Delhi - India's foreign ministry - the Ministry of External Affairs (MEA) - is now in a major exercise to "reinvent" itself, moving away from its perceived ivory tower existence to occupying a more interactive space on public platforms across the multimedia communication space.

In the last six months, the Twitter account, 'Indiadiplomacy' has sent out 186 tweets and gathered over 4,400 followers. The YouTube channel has been uploaded with 31 video clips of commissioned documentaries.

After a soft launch, the Facebook page, run by MEA's public diplomacy (PD) division, now posts two to three updates each day - with photographs and events of exhibitions, talks and festivals from Indian missions across the world.

"We have traditionally tended to adopt a fairly conservative approach towards publicising our own work and this, almost by default, leaves the field open for negative stories of which there is never a dearth," Foreign Secretary Nirupama Rao admitted in her speech on a seminar on public diplomacy on Friday.

But, no more, the ministry hopes.

From a Kathak performance at the closing festival of India in Bangladesh to a solemn ceremony at the Arc d' Triumph or a children's drawing competition for communal harmony in Baku - there is now a single 'wall' to display activities of Indian missions and consulates around the world.

First it was only the MEA's PD division, which came into the world of Twitter, Facebook and related ilk - but now even embassies and cultural centres have started to follow in their footsteps, registering their presence on social networking platforms.

The Embassy of India in Paris has its own Facebook page, as does the Indira Gandhi cultural Centre in Dhaka.

About two weeks ago, an India-Latin Friendship and Business group was created on Facebook by the livewire Indian ambassador to Argentina, R. Viswanathan, with 93 members posting in both Spanish and English on subjects related from visits by business delegations to notice of an Argentine musician's concert in Varanasi.

According to senior MEA officials, things have started to fall in place on the social media front, with missions now understanding the need to keep the site updated with regular posts.

"Though, of course, while some embassies are very proactive, but others have not been so," an official admitted to IANS, not wishing to be named.

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In fact, the ministry is considering ways to inculcate social media skill sets in the mid-level training of officials, especially those on foreign posting. "Slowly, we want different missions to have their own presence on sites like Facebook and Twitter. We also want them to be part of the process so that posting on Twitter or sending material for Facebook becomes routine," said an official.

They are also planning to introduce similar modules in the training of IFS probationers.

Not all social media tools are of course equal. The ministry has so far been very successful on Twitter, but Facebook, with its multiple uploads and link interfaces, requires more sustained hardwork.

"We launched the Facebook page softly, but now it is gathering traction," he said.

Most of them have been statements, speeches or agreements, which are then forwarded or re-tweeted through the twitterverse. But, officials understand that there is also a need to engage with Twitter users, with all its possible pitfalls, rather than just being a delivery mechanism for government information.

"We have found that often if you listen to another person, and respond, the level of hostility often goes down drastically," said Navdeep Suri, MEA's joint secretary (public diplomacy), who is the moving force behind the move to reach out to newer and younger audiences through new media and social networking.

For example, he referred to India's assistance to Pakistan after its devastating floods, which led to a very aggressive reception from several Twitter users. "But, once we engaged with them, there was a perceptible cooling down in their hostility," he said.

Rao outlined the emerging contours of public diplomacy to meet emerging foreign policy changes and said Indian diplomats, including its spokespersons, needed to change with the times.

"As our foreign policy interests and strategic perspectives become more sharply honed, as our global presence becomes much more visible, as India's re-emergence grasps the world's attention, and as our economy becomes one of the international frontrunners in terms of its accelerated growth rate, India's voice must be heard in multiple situations, before diverse audiences, and the task to fulfil this will be that of its diplomats who must be ever active in the tasks of advocating and explaining the Indian 'brand' as it were, because this is a compelling narrative surrounding the world's largest democracy, that must be heard," Rao said.

By Devirupa Mitra

'New Media could help convey policy matters better'

Tharoor advocates wider use of Twitter

New Delhi, Dec 10, DH News Service:

His tweets had landed him in trouble during his 11-month stint in the Ministry of External Affairs.

But Shashi Tharoor's obsession with Twitter has not diminished a bit in the last eight months he spent out of the South Block—after stepping down as the Minister of State for External Affairs in the wake of the Kochi Indian Premier League row.

The Congress MP from Thiruvananthapuram on Friday advocated wider use of Twitter and other social networking websites by the MEA to communicate on foreign policy—something he himself was doing in the MEA, notwithstanding his senior and External Affairs Minister S M Krishna's disapproval.

Speaking at a conference on "Public Diplomacy in the Information Age here, Tharoor advised the MEA to use the New Media to connect with youth and communicate New Delhi's positions on world affairs to key segments of public opinion around the world.

The event was organised by the Public Diplomacy Division of the MEA in association with the CMS Academy. It was the first conference on public diplomacy in the country.

Back to diplomacy

The conference was also the first MEA event with Tharoor as a speaker after he resigned as Minister of State in the wake of the Kochi IPL controversy. He was accused of unduly mentoring the Kochi IPL, while its promoter Rendezvous Sports World had offered his friend Sunanda Pushkar a sweat equity of Rs 70 crore.

With Pushkar, who he married last August, in the audience, Tharoor chaired the inaugural session of the conference and also spoke on 21st Century Statecraft and Soft Power. "Being an IT power hub, India should be in the forefront of public diplomacy using latest technology," said Tharoor, who is also a member of the Parliamentary Standing Committee on External Affairs. Tharoor had courted controversy in September 2009, when he called "economy class" of commercial airliners as "cattle class" in a post on Twitter.

He had again tweeted his way into controversy in December 2008, when he had questioned the government's decision to tighten the visa regime on the social networking site. Disapproving Tharoor's remarks on Twitter, Krishna had told journalists that the government's business was far too serious to be tweeted about.

Interestingly, three months after his exit from South Block, the MEA itself entered Twitter.

Post PM trips

Tharoor, however, pointed out on Friday that the MEA was still not utilising the full potential of New Media and should regularly post, for instance what the President or Prime Minister were doing during tours to foreign countries.

"Projection of India's soft power is a part of public diplomacy. So too is the use of social media including Facebook and Twitter, YouTube and Web 2.0 platform," said Foreign Secretary Nirupama Rao, who also spoke.

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Conference on Information Age in public diplomacy to highlight impact of 24x7 media

Thursday, December 9, 2010, 15:10 [IST]

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New Delhi, Dec.9 (ANI): People-to-people diplomacy is playing an important role in international relations in the contemporary global world, adding a new dimension to international relations and redefining the way a country engages with its citizens to garner support for its foreign policy and national interests.

To better understand how public diplomacy in the new millennium has gone beyond traditional diplomacy and to understand its role and relevance in the changing communication and media scenario, the Public Diplomacy Division of the Ministry of External Affairs has organized a two-day conference the Le-Meridien Hotel here titled "Public Diplomacy in the Information Age".

Giving details about the conference, Mr. Navdeep Suri, Joint Secretary (Public Diplomacy) in the Ministry of External Affairs, told ANI over phone, "The emergence of 24/7 media has dramatically reduced the response time available to official spokespersons and public diplomacy professionals."

He further said: "Governments around the world are trying to deal with the challenge posed by what one media expert calls 'the tyranny of real time'. We hope that the presence of leading international media scholars and practitioners at our conference will provide some useful outcomes for all of us."

Commenting on the key changes in the way diplomacy was practiced in the past and how it is practiced now, Mr. Suri said: " The emergence of powerful non-state actors like corporates and NGOs, the proliferation of traditional media like radio and TV and the growing strength of new media make it imperative for diplomacy to move beyond the traditional framework of government to government relations and look at public diplomacy as a means of engaging with a much broader cross-section of actors."

On how he saw the role of new media impacting the two significant and specific streams of corporate diplomacy and the use of diplomacy in promoting nation branding, Mr. Suri told ANI: "We have seen in the Indian context that business chambers like CII and FICCI and industry associations like Nasscom have played an important role in promoting India's image and interests. This makes them important partners of our public diplomacy efforts."

He added: "Nation branding is a concept that is getting a fair bit of attention in some quarters. As India's importance grows on the international stage, it is useful to look at the kind of image of India that we want to project. It becomes especially important for a country like India to leverage its soft power assets in promoting its image."

Describing new media as relevant to all facets of public diplomacy, Mr. Suri said that he found its use attractive for three main reasons viz: (1) Twitter, Facebook and YouTube are powerful and low cost

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channels of communication and should be used effectively to put forth our perspective; (2) New media tends to be interactive. This provides you feedback, gives you a chance to listen to your audience and develop an engagement with them. This is crucial for successful public diplomacy. It also improves the interface between government and citizens and (3) It's a great way to reach out to the internet savvy youth which is going to be an increasingly important part of our demographics.

Spread over two days - December 10 and 11, the conference will have five sessions on Day One and three on Day Two, during which it will highlight both the challenges and opportunities provided by the proliferation of media along with new media tools, and how it has changed the way diplomacy is practiced by both practitioners and scholars.

The seminar will be graced by a number of eminent speakers, including Foreign Secretary Nirupama Rao, Member of Parliament representing Thiruvananthapuram, Dr. Shashi Tharoor, Professor Nicholas J Cull, Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, University of South Carolina, Dr. Philip Seib, Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California, Nik Gowing, Chief Presenter, BBC and Professor Eytan Gilboa, Director, Center for International Communication, Bar-Ilan University, Israel.

Public Diplomacy in a Globalised World; 21st Century Statecraft and Soft Power; 24x7 News and Public Diplomacy; Web 2.0 and the new Public Diplomacy and the impact of Corporate Diplomacy will be the topics dealt with on the first day of the conference.

On the second day, Professor Gilboa will speak about planning and evaluating public diplomacy, with an emphasis on strategies and programmes.

Dr. Seib will dwell on the topic of how new global media is reshaping world politics in the 21st century.

The conference shall conclude with Professor Cull speaking about the concept of nation branding. (ANI)
This page was printed from: <http://news.oneindia.in/2010/12/09/conferenceon-information-age-in-public-diplomacy-tohighlig.html>

Not good public diplomacy: Rao on frisking

By WPN IBNS New Delhi on 10 December 2010

New Delhi, Dec 10 (IBNS) Foreign Secretary Nirupama Rao on Friday said India will take up the issue of frisking of Indian Ambassador to the United States Meera Shankar with the American Embassy here.

"It wasn't good public diplomacy and we will certainly be speaking with the American embassy here," Rao told reporters, after attending the inaugural session of a conference on 'Public Diplomacy in the Information Age'.

"We have also asked our embassy in Washington to give us a detailed report on the incident. We haven't as yet received that, but we will be certainly looking at that before we take further action," she said.

Meanwhile, the US has regretted the patting on the Indian diplomat by a security staff at Mississippi airport, saying it would review its policies and get back to India's concern over the incident.

On Thursday, the US expressed concern over the patting down of Meera Shankar at the airport last week and reached out to her regretting the incident.

"We obviously are concerned about it," said US secretary of state Hillary Clinton.

Around the same time the state department reached out to Shankar.

"But certainly, we will be looking into it and not only responding to the Indian foreign minister but also reviewing the policies," Clinton said, reacting to the incident and India's concern.

India's External Affairs minister SM Krishna had called the incident as "unacceptable".

"This is unacceptable to India and we are going to take it up with the government of the United States and I hope that things could be resolved so that unpleasant incidents do not recur," Krishna said.

"The US department of state has reached out to the ambassador and has regretted what all happened," said Indian embassy spokesperson Virendar Paul.

On Dec 4, Shankar was pulled out of a security line and patted down by a security official at Jackson airport in Mississippi for a screening despite she had passed through the metal frame without setting off an alarm.

The diplomat, who was travelling from Mississippi to Baltimore in Maryland, was then frisked, though she revealed her status.

Indian embassy officials said Shankar was singled out for her sari, a common dress for Indian women.

The Transportation Security Administration, which runs security at all US airports, defended the pat down saying no one is exempted.

express
buzz*By Ashwani Talwar**11 Dec 2010 03:51:58 AM IST*

Tharoor alleges 'textual harassment' by media

NEW DELHI: Apparently, it still hurts. At a conference organised by the ministry he was forced to quit months back, Shashi Tharoor on Friday alleged - only half in jest — "textual harassment" by the media just because they didn't understand what the word "interlocutor" meant.

Tharoor, the MP from Thiruvananthapuram, was asked to resign as the Minister of State for External Affairs following disclosures over his and his soon-to-be wife Sunanda Pushkar's involvement with the group promoting the Kochi IPL cricket team.

But there had been earlier controversies in which the minister had been involved, at times over what he broadcast over twitter. At a conference on 'Public Diplomacy', jointly organised by the External Affairs Ministry and CMS Media Academy, Tharoor advocated more use of the new media.

At one point, he praised bureaucrats for adapting to the times and asked the media too to "educate themselves". He referred to a situation when the use of "a particular unfamiliar word can lead to a certain amount of textual harassment by the media."

The MP was clearly referring to the episode earlier this year when he suggested that Saudi Arabia, because of its close relationship with Pakistan, could be a valuable "interlocutor" for India. The media and politicians, even in his Congress party, took that to mean that Tharoor was suggesting mediation between India and Pakistan by Saudi Arabia. Tharoor said he had been misunderstood.

The I-word figured again later at the conference when Tharoor spoke at a session on India's soft power. He recalled a conversation he had after the 2004 Lok Sabha election when a Roman Catholic woman politician of Italian descent won an election, but made way for a Sikh to become the Prime Minister, who was sworn in by a Muslim President. His Arab "interlocutor" — "if I may use the word," Tharoor pointedly said — was full of admiration.

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Nirupama stresses increasing importance of Public diplomacy in international relations

10 December 2010 16:38:48 by ANI

New Delhi, Dec 10 (ANI): Indian Foreign Secretary Nirupama Rao said here on Friday that public diplomacy is the vehicle for dissemination of the ideas, interests, concepts, and the approaches that define our foreign policy.

Addressing the inaugural session of 'Public Diplomacy in the Information Age', here, Rao said: "Public diplomacy is the vehicle for dissemination of the ideas, the interests, the concepts, and the approaches that define our foreign policy and the defence of our national interest as we further our bilateral relationships and our policies in multilateral forums.

"Our public diplomacy division in the External Affairs Ministry is four years of age, but the tradition of public outreach, and interpretation of foreign policy positions to the people of India and the world beyond, is ingrained in our conditioning as diplomats who are citizens of a staunchly democratic nation," he added.

Nirupama Rao pointed out that public diplomacy relies as much on the spoken word as the written word, and said: "By the very definition of this strand of diplomacy, it depends on clarity of presentation, the ability to persuade, to influence, and to mould opinions in a manner that is not propaganda but rather presents the case for any given aspect of foreign policy in a clear manner.

"Public diplomacy is also a process of reinvention for many of us as bureaucrats - because of the value it places on communication skills and the need to feel the popular pulse," she added.

She further said that the face of Indian diplomacy is acquiring a new expression today with our growing capability to partner a number of countries in our neighbourhood, in Africa, in South-east Asia, and the Caribbean in socio-economic development.

"We see the need for audiences abroad particularly to be made more aware of our technical and economic cooperation programmes and our grant assistance and concessional Lines of Credit to a number of countries," she said.

"We have traditionally tended to adopt a fairly conservative approach towards publicising our own work and this, almost by default, leaves the field open for negative stories of which there is never a dearth," she added.

Nirupama Rao said that it was vital that India started building credible and engaging narratives about the positive work done by the country.

"These would not only provide global audiences with a perspective of the geographical spread and impact of our development partnerships but also afford our own public and Parliament with an appreciation of our activities," he added.

Pointing out that public diplomacy was no abstract term, Nirupama Rao said: "It is a real world phenomenon, and, it overlaps with our cultural diplomacy, the promotional work that our chambers of business and industry engage in to promote Brand India, and the work of the Information and Broadcasting Ministry, the Ministries of Culture and of Tourism." (ANI)

Pat-down search of Ambassador not good public diplomacy: Rao

New Delhi, Dec 10, PTI:

India today said the 'pat-down' search of Ambassador Meera Shankar at a US airport was not good public diplomacy and that it was awaiting a report from its embassy in Washington over the incident before it can take up the matter with American authorities.

"We have also asked our embassy in Washington to give us a detailed report on the incident. We haven't as yet received that, but we will be certainly looking at that before we take further action," Foreign Secretary Nirupama Rao told reporters here.

Disapproving of the treatment meted out to Shankar, she said, "It wasn't good public diplomacy and we will certainly be speaking with the American embassy here". Rao said the Ministry of External Affairs has already been in touch with the American Embassy on some previous instances though not exactly of the same nature. "We have an ongoing discussion with them on this and we will take it up," the Foreign Secretary said.

Shankar was pulled from an airport security line on December 4 and patted down by an American security agent in Mississippi despite being told of her diplomatic status. The incident took place at the Jackson-Evers International Airport where sari-clad Shankar was about to board a flight to Baltimore after attending the Mississippi State University's programme.

Shankar presented her diplomatic papers to officers and was escorted by a Mississippi Development Authority representative and an airport security officer, but witnesses said she was subjected to the hands-on search.

In the past, many prominent Indians, including ministers, have faced some uncomfortable moments at US airports.

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Interact with media real time: Nirupama Rao

New Delhi: Calling for bureaucrats to 'reinvent' themselves to counter negative information and stereotypes, Foreign Secretary Nirupama Rao said the government would have to take public diplomacy seriously to meet the needs of today's media and fill 'information vacuums' that usually play into the hands of adversaries.

'We live in a communications environment and if our policies are to be well understood, we will have to interact on a real time and virtually constant basis with the media and audiences both at home and abroad,' said Rao at a conference on Public Diplomacy in the Information Age.

She said public diplomacy not only requires bureaucrats to reinvent themselves but to also think 'out-of-the-box, be alert to countering negative information and stereotypes and also to be ever-vigilant of information vacuums that will be filled by our adversaries.'

The Ministry of External Affairs has created a separate public diplomacy (PD) division which has now entered the social networking internet tools like twitter, facebook and u-tube that is drawing the ministry an unprecedented response from the digital generation that it previously never thought of engaging.

Rao said that the ministry had traditionally been conservative in 'publicising our own work' and this 'leaves the field open for negative stories of which there is never a dearth.'

'From a public diplomacy standpoint, I think it is vital that we start building credible and engaging narratives about the positive work that we do,' she stated, adding that it would only provide global audiences, but also target public and parliament with an appreciation of our activities.

She admitted that with a 'babel' of voices outside government speaking on foreign policy, the government's message may simply not get through.

'The way to address this is to provide higher definition to the debate by presenting the government's case as clearly and factually as possible, being quick to correct misrepresentation, bridging gaps in information, and to understand that by hesitating to speak we only compound the lack of understanding of a particular policy in the public domain,' said Rao.

The seminar was also addressed by former minister of state for external affairs Shashi Tharoor, a staunch proponent of public diplomacy and who could be said to be one of the pioneers of using social media in public office. His twitter account has 899,655 followers, perhaps the largest by any Indian twitterer.

'Being an Information Technology power hub India should be in the forefront of public diplomacy using latest technology,' Tharoor asserted.

He said the best way for India to project its soft power was for 'India to be India'. That's why, he said, any challenges to India's plurality and diversity, will also affects its international standing.

The two-day conference, organised by MEA's PD division and Centre for Media Studies (CMS), was webcast live on the internet from its venue at the Le Meridien Hotel, as well as covered with regular posts on twitter.

It is being attended by not just diplomats, but also members of the academic community and prominent journalists as well international experts.

India's Approach to Public Diplomacy in the Information Age

By [madhavibhasin](#)

Friday, December 10 8:21 pm EST



PUBLIC DIPLOMACY DIVISION
MINISTRY OF EXTERNAL AFFAIRS
GOVERNMENT OF INDIA

During his recent visit to India, [President Obama](#) remarked that "in Asia and around the world, India is not simply emerging; India has emerged." Though President Obama's appreciation may be contested by analysts and policy makers across the globe, one dimension of India's foreign policy has definitely 'emerged' during the past year – public diplomacy. The Government of India is actively investing resources in promoting its public diplomacy campaign and the first [Public Diplomacy Conference](#) is taking place in New Delhi on December 10-11, 2010. The Conference is a recent step in a series of efforts by the [Ministry of External Affairs](#) (MEA) to energize the country's public diplomacy. Panel discussions on day one (with live streaming) are to be followed by workshops on the second day.

Public Diplomacy refers to the means by which a sovereign country communicates with publics in other countries aimed at informing and influencing audiences overseas for the purpose of promoting the national interest and advancing its foreign policy goals. In 2006 the [Public Diplomacy \(PD\) Division](#) was created in India's MEA and the Division has gradually gathered steam. The Division did have a slow start and adopted the traditional diplomacy style during the initial years. However, much seems to have changed now especially after the use of Web 2.0 tools by the MEA.

The Conference was used as an opportunity by the PD Division to demonstrate its new public diplomacy approach and to learn from a wider discussion on the issue. The Division took to digital diplomacy in a big way when it launched a [Facebook page](#), [blog site](#), created a [twitter account](#) and [Youtube channel](#) earlier this year. The website of the PD Division, integrating the various social media tools, was also refurbished. Unlike previous instances when MEA conferences were confined to conference rooms, proceedings of the PD conference were streamed live to ensure wider participation.

Dr. Shashi Tharoor, member of Indian Parliament and former of Minister of State for External Affairs, was lucid and insightful in his discussion on the importance of public diplomacy and soft power. Dr. Tharoor emphasized on the need for attending to the substance as well as the tools of public diplomacy. According to him it was time to turn 'Incredible India' into 'Credible India'. Though he appreciated the recent efforts of the PD Division, Dr. Tharoor expressed the need for further changes in the style of public diplomacy. Diplomats of most countries are encouraged to

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blog actively and use social media tools. President Obama's recent visit to India was being updated by his team members on various social media forums. Dr. Tharoor felt that it was time for India to adopt this technique. As a proponent for furthering India's soft power, Dr. Tharoor emphasized on the need to project "who we are" since India's public diplomacy could be strengthened through its commitment to pluralism. According to Dr. Tharoor the weak linkage between soft power and national security does not undermine its importance as a strategy to further national interests.

Foreign Secretary [Nirupama Rao's address](#) elucidated the Government of India's approach to public diplomacy. While stressing on its domestic and international dimensions, Ms. Rao referred to public diplomacy as a vehicle for dissemination of ideas and as a 'public good' for 'public good'. She elaborated on a variety of national and international efforts of the PD Division for projecting a lucid and composite image of brand India.

Nicholas Cull, Professor of Public Diplomacy and Director, Annenberg School of Communication, USC, provided a theoretical enunciation of the concept of public diplomacy while H.E. Mr Jérôme Bonnafont, Ambassador of France to India, shared insights from country's impressive public diplomacy campaign. Suresh Goel, Director General, Indian Council for Cultural Relations and Bobby Bedi, Founder and Managing Director, Kaleidoscope Entertainment, expressed their discomfort at the use of the term soft 'power'. Mr. Goel preferred to call it cultural diplomacy while Mr. Bedi talked about the need to harness the energy created by people-to-people interaction. Discussions were held on the need for adapting public diplomacy to the contemporary environment characterized by 24x7 news, web 2.0 and corporate interactions. Nik Gowing, Chief Presenter at BBC, talked about the new accountability of states to citizens in the 24x7 news age. Professor Philip Seib, Professor of Journalism and Public Diplomacy and

Director, Center on Public Diplomacy, University of Southern California, suggested that in foreign affairs late communication is lost communication. Suhasini Haider, Deputy Foreign Editor and Prime-Time Anchor, CNN-IBN, drew attention to the Indian case by observing that prime time on Indian news channels was still unutilized by the top decision makers to communicate and interact with the domestic public.

Nitin Pai, Founder and Fellow for Geopolitics, The Takshashila Institution, highlighted the viability of investing in digital diplomacy. Mr. Pai made an interesting suggestion when he observed that India should have an Ambassador for Facebook, which has a population larger than some states. Describing new media as relevant to all facets of public diplomacy, Mr. Navdeep Suri, Joint Secretary (PD), MEA, found its use attractive for three main reasons (i) Twitter, Facebook and YouTube are powerful and low cost channels of communication and should be used effectively to put forth our perspective; (ii) new media tends to be interactive. This provides you feedback, gives you a chance to listen to your audience and develop an engagement with them. This is crucial for successful public diplomacy. It also improves the interface between government and citizens and (iii) it's a great way to reach out to the internet savvy youth which is going to be an increasingly important part of our demographics.

The session on corporate diplomacy discussed how companies are engaged in diplomacy and sought to distil how to best engage and partner with them for public diplomacy objectives. Second day of the Conference on December 11, will feature a series of workshops on public diplomacy strategies, role of global media and the concept of national branding. Leading academicians from across the globe would be conducting these workshops for bureaucrats and students of foreign policy to better understand the challenges and potential of public diplomacy.

It is comforting to see that PD Division has moved beyond mere acknowledgement of public diplomacy to actively devising public diplomacy strategies. Next steps in public diplomacy for India should inculcate features of public diplomacy enunciated by Prof. Nicholas Cull at the Conference: India needs to learn to tell its story, listening is as important as telling and success in public diplomacy has a long gestation period.

Indian Public Diplomacy keen to access “social media”

11 December 2010 18:51:26 by ANI

New Delhi, Dec.11 (ANI): Joint Secretary (Public Diplomacy) of Ministry of External Affairs (MHA) Navdeep Suri said today that India realises the need to have its presence in social media.

Addressing people at a two-day conference on ‘Public Diplomacy in the Information Age’ here, Suri said: “We took an initial decision that very quickly we had to ramp up our presence in the social media. We started initially with the Twitter account which, I believe, at that time was the first for any Government of India department, maybe still is, and a Facebook page, and then a YouTube channel, and so on.”

“Where we are going with this and trying to make sure that there is a digital convergence of all content that we produce. It doesn’t mean we stop publishing Indian perspectives in 17 languages but it means making sure that each edition is available on online websites, on online publishing websites,” he added.

During the conference, experts said India is on its way to becoming a global power if it uses its soft power assets.

Speakers at the conference said India’s presence in social media combined with cultural diplomacy and effective use of soft power assets could lead to it becoming a “superpower”.

Professor of Public Diplomacy at the Annenberg School of Communication in the University of South Carolina Nicholas J. Cull said India has a strong chance of making a name for itself in world politics.

“I think in a world where diplomacy is based on culture, India is in a very, very strong position. If you are comparing Indian power and Chinese power, India has an advantage because when people think of India around the world, people smile”, said Cull.

“India is all about the celebration of diversity, and that’s why I feel that as India pays more attention to soft power, more attention to public diplomacy, India moves into an ever stronger place in world affairs,” he added.

The conference addressed both challenges and opportunities provided by the proliferation of new media along with new tools. (ANI)

“Late response has become lost response’ in the Information Age”



2010-12-11 05:12:05 - New Delhi, December 10, 2010

Nksagar-Sagar Media Inc New Delhi:
The Public Diplomacy Conference (Public Diplomacy in the Information Age), organized by the Public Diplomacy Division, Ministry of External Affairs and CMS Academy provided new insights on diverse aspects of this new emerging field of public communication. The conference was attended by several diplomats, academicians, government officials, corporate heads, researchers and media professionals

Public Diplomacy not only challenges the traditional understanding and practice of foreign policy issues, but in a way has also created new opportunities and avenues for public communication in the foreign policy domain. During the various sessions of the Public Diplomacy conference, diverse

aspects related to the concept and practice of public diplomacy were discussed in great detail. The sessions

were conducted by well known personalities and experts from different walks of life. Prominent among these were Dr Shashi Tharoor, MP, Smt Nirupama Rao, Foreign Secretary, Mr Navdeep Suri, Joint Secretary (PD), Mr MJ Akbar, Editor and author, Prof Philip Seib, Prof Nicholas Cull, Prof. Eyton Gilboa, Mr Nik Gowing, BBC Presenter, Dr N Bhaskara Rao, Chairman: CMS and others. The Conference was organised at Le Meridien, New Delhi.

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The following sessions were organised during the Conference:

- Session 1: Public Diplomacy in a Globalised World

The session began with a Welcome Address by Mr Navdeep Suri, Joint Secretary (PD) and was chaired by Dr Shashi Tharoor, MP. Mr Suri highlighted the various steps taken by the PD

division to popularize the concept of Public Diplomacy. During the inaugural session Dr Shashi Tharoor pointed out that public diplomacy is not just about communicating but also listening to a diverse audience and stakeholders. He was of the view that, "Being an IT power hub India should be in the forefront of public diplomacy using latest technology Foreign Secretary, Smt Nirupama Rao in her Keynote Address said that, "Public Diplomacy is an important vehicle of disseminating new ideas, interests as well as approaches that define our foreign policies Prof Nicholas J Cull, from Annenberg School of Communication, USC talked about how Public Diplomacy differs from Traditional Diplomacy. He said that Public Diplomacy is a move from "euphemism of propaganda" to building partnerships. He said that elements of public diplomacy include exchange of ideas, advocacy and a two way flow of opinion. "Public opinion is important and need to be open, responsive and integrationist said Cull. The concluding remarks in the session were given by Ms P N Vasanti, Director, CMS Academy.

Session 2: 21st Century Statecraft and Soft Power, Chaired by Prof Nicholas J Cull
Soft Power has become a widely used tool for statecraft. The purpose of this tool is to enhance the consciousness of a nation and its concerns which lead to increased dialogue. "Roots of India's soft power run deep due to traditional diversity of Indian society. New diplomacy cannot be directed by governments but functions "despite the government" said Dr Shashi Tharoor during the session. Participating in the session Mr Jeromes Bonnafont, Ambassador of France brought out the significance of the 'channel' as well 'message' of the transmission of soft power. It came to the fore during the session that India's potential as a soft power has

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increased due to Indian arts, music, cinema and although the source of soft power are many, the effective use of this mechanism still needs to be fully gripped. Other speakers in the session were Mr Suresh K Goel, Director General, Indian Council for Cultural Relations (ICCR), Mr Sanjoy Roy, Managing Director, Teamwork Films, Mr Bobby Bedi, Founder and Managing Director, Kaleidoscope Entertainment and Dr Nick Hill, General Manager, Australia-India Institute

• Session 3: 24x7 News and Public Diplomacy, Chaired by Mr M J Akbar

It came out in the session quite clearly how news and public diplomacy have become quite influential. With 24x7 media "Late response has become lost response Mr MJ Akbar, Chair of the session highlighted the challenge to the government in meeting its traditional demands within the ambit of opportunities presented by 24x7 media. Pervasiveness of sources means that the government needs to be proactive in disseminating information as well as being creative in usage of various media. International relation has become an exercise in public communication. BBC Chief Presenter, Mr Nik Gowing said government can no longer deny public opinion as created various channels of media. "In the contemporary Information Age, no government can get away by saying anything that is detrimental to their population Other speakers in the session were Dr Philip Seib, Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California, Dr N Bhaskara Rao, Chairman, CMS and Ms Suhasini Haidar, Deputy Foreign Editor and Prime-Time Anchor, CNN-IBN.

• Session 4: Web 2.0 and the new Public Diplomacy, Chaired by Dr Philip Seib

Social media and Web 2.0 tools are being increasingly used for Public Diplomacy. They allow direct access to target audiences and enable establishment of two-way channels of communication. Starting the session, Dr Philip Seib stated that for diplomats to survive in this age, they should become familiar with new social media tools. Prof Eytan Gilboa, Director, Center for International Communication, Bar-Ilan University, Israel was of the view. "Social networking provide several opportunities but also risks. The content of the message and the channel has to be clear and powerful to make public diplomacy more effective he said. Other prominent speakers of the session were Mr Navdeep Suri, Joint Secretary (PD), Ministry of External Affairs, Mr Nitin Pai, Founder and Fellow for Geopolitics, The Takshashila Institution. Mr Michael Pelletier, Minister-Counselor for Public Affairs and Public Diplomacy, US Embassy, New Delhi, Mr Sudhir John Horo, Principal Designer and Co-founder, TheIdeaWorks and Mr Ashwani Singla, Managing Director and Chief Executive of Penn Schoen Berland.

• Session 5: Corporate Diplomacy, Chaired by Ambassador Kishan S Rana

Developing public-private partnerships, managing geopolitical risk, and deriving best practices for engaging and leveraging the media from the private-sector perspective is critical for long-term public diplomacy success and impact. The session on Corporate Diplomacy looked at how the corporate world and Business chambers are engaged in corporate diplomacy. The panelists also discussed how to best engage and partner the private sector for public diplomacy objectives. The session was chaired by Ambassador Kishan S Rana, Former Diplomat, Author and Teacher. Other prominent speakers were Mr Som Mittal, President, NASSCOM, Mr Roger Hayes, Senior Counselor, APCO Worldwide and Research Associate, Henley Business School, Mr Shivnath Thukral, Group President, Corporate Branding and Strategic Initiatives, Essar Group and Mr Ravi Bhoothalingam, Confederation of Indian Industry and Founder & Chairman, Manas Advisory

Tomorrow's Programme:

Saturday, 11 December 2010, 10:30 am – 04:00 pm

Workshop 1: Planning and Evaluating Public Diplomacy Strategies and Programs (10:30 am to 12:30 pm).

Venue is Room 2000, Le Meridien, Janpath, New Delhi. The workshop will be conducted by Prof Eytan Gilboa, Director, Center for International Communication, Bar-Ilan University, Israel.

Workshop 2: The Al Jazeera Effect- How the New Global Media are Reshaping World Politics (10:30 am – 12:30 pm.). Venue is Rooms 2010-2020, Le Meridien Hotel, Janpath, New Delhi. The workshop will be conducted by Dr Philip Seib, Professor of Journalism and Public Diplomacy and Director, Center on Public Diplomacy, University of Southern California.

Workshop 3: The Concept of Nation Branding (02:00 pm – 04:00 pm). The venue of the workshop is Room 2010-2020, Le Meridien, Janpath. It will be conducted by Prof Nicholas J Cull, Professor of Public Diplomacy and Director, Masters Program in Public Diplomacy, Annenberg School of Communication, CMS (www.cmsindia.org), a multi-disciplinary research organisation in the country. CMS Academy is associated with over 160 reputed national and international organisations through its 20 years experience of research, strategic planning and managing of over 500 projects. With campuses in Noida and Saket, Delhi, it provides a world class infrastructure that includes media lab, prototype lab, research library, audio visual resource centre, etc.



MAIL TODAY E-PAPER

Nirupama asks babus to tweet and reach out to masses

Dipanjnan Roy Chaudhury/ New Delhi



[Enlarge image](#)

THE INDIAN government has hardly been known for transparency and openness where bureaucrats in particular are allowed to share real-time information.

But the ministry of external affairs (MEA) sought to change the trend by hosting a maiden international conference on public diplomacy that argued the need to reach out to generate debate and public opinion on key policy issues.

Foreign secretary Nirupama Rao, who inaugurated the two-day meet at a city hotel on Friday, pointed out that the government would have to take public diplomacy seriously to meet the needs of the media and fill "information vacuums" that usually play into the hands of adversaries.

Rao said public diplomacy not only requires bureaucrats to reinvent themselves but to also think "out-of-the-box, be alert to countering negative information and stereotypes and also to be ever-vigilant of information vacuums that will be filled by our adversaries". "We live in a communication environment and if our policies are to be well understood, we will have to interact on a real time virtually and on a constant basis with the media and audiences both at home and abroad," said Rao calling for a change in approach.

The meet was co-hosted by MEA's public diplomacy (PD) division created four years back. Led by joint secretary Navdeep Suri, the PD is using the social networking internet tools such as Twitter, Facebook and YouTube and is receiving overwhelming response unheard for any ministry. In his welcome address, Suri highlighted the various steps taken by the PD division to popularise the concept of public diplomacy.



www.publicdiplomacy2010.in