



National Seminar on

INDIAN CINEMA AND SOFT POWER

*Under the auspices of
the Hon'ble Governor of Maharashtra*

————— **3 MAY 2022** —————

Raj Bhavan, Malabar Hill, Mumbai

————— **4 MAY 2022** —————

Films Division, Pedder Road, Mumbai



WHY THIS SEMINAR?

The Indian Council for Cultural Relations (ICCR) and FLAME University are organizing a two-day seminar on Indian Cinema and Soft Power. The seminar aims to bring together practitioners and scholars of Indian cinema and international relations to deliberate, discuss and dwell upon this extremely important yet largely ignored aspect of discourse about India's Soft Power.

There is little doubt that cinema is a pivotal instrument of Soft Power. Hollywood, for instance, has long been a vehicle to convey and spread American value systems and their influence. Indeed, scholars have noted that the US has employed movies, radio, and operas during the Cold War, to influence audiences through its ideology for their geopolitical ends. Such use of their cinema by nation-states to enhance their international appeal has only increased over time. Recently, scholarly work has also focused on the rising soft power of cinema coming from other countries like China, Korea, Middle East, among others.

This discourse is relatively unexplored in the Indian context. There is no doubt that the extensive reach of Indian Cinema and its potential to cultivate a cultural sensitivity towards India and its shared narratives is high. Yet, there is very little scholarship or even understanding of the larger issues involved here, both in movie-making and in policy design. While one may imagine a significant influence that Indian cinema has on foreign viewers, one needs to go deeper into examining its Soft Power potential, and the strategic nature of such engagements. The rise of information technology coupled with the ever-expanding size of the Indian diaspora indicates that there is merit in mapping and understanding the influence of Indian Cinema abroad particularly in the context of India's Soft Power which is spreading influence to create a proper understanding of India.

Soft Power flows from cultural capital. Since cinema is a vehicle for disseminating the cultural capital of a country, Soft Power and cinematic influence are intricately related. Even as societies and nation-states continue to redesign various diplomatic maneuvers, cinema is becoming a crucial vehicle to expand influence and build non-material capital in the minds of people and governments in multiple countries. Studying Indian cinema in this context is therefore very important.

It is against this backdrop that the Indian Council for Cultural Relations and FLAME University have joined hands to organize this — first of its kind — Seminar. We hope to create a discourse on this important area of inquiry and develop a richer understanding of the issues involved. The Seminar aims at evolving a Plan of Action at the end of two-day deliberations.



DAY 1 **(RAJ BHAVAN)**

10.00 -11.30

INAUGURATION

Tea Break

12.00-13.30

SESSION 1: CINEMATIC COLONIALISM: GLOBAL AND INDIAN CINEMA THROUGH WESTERN LENS

Lunch

14.30-16.00

SESSION 2: INDIAN CINEMA AS A VEHICLE FOR SPREADING THE IDEA OF INDIA ABROAD

Tea Break

16.30-18.00

SESSION 3: GLOBAL INFLUENCE OF INDIAN CINEMATIC MUSIC

Dinner

DAY 2 **(FILMS DIVISION)**

11.00-12.30

SESSION 4: REGIONAL CINEMA AND ITS GLOBAL INFLUENCE

Lunch

13.30-15.00

SESSION 5: INDIAN CINEMA'S ENGAGEMENT WITH FOREIGN AUDIENCE [INCLUDING NRIS] AND ADVANCED TECHNOLOGY

Tea Break

15.30-16.30

CONCLUDING CEREMONY

Museum Tour

