

apollo

presents

INDIA  AT
70

curated by



SOUTH ASIA
CENTRE

LSE INDIA SUMMIT 2017

REPORT

29-31 MARCH
INDIA HABITAT CENTRE
NEW DELHI



Wednesday
29 MARCH 2017

Stein Auditorium, India Habitat Centre,
Lodi Road, New Delhi 110003

9.30am
Registration

10am
Inauguration of Partition Exhibition

Neeraj Kanwar
(Vice Chairman & Managing Director,
Apollo Tyres Ltd)

Lady Kishwar Desai
(Chairperson, The Partition Museum,
Amritsar)

Lord Meghnad Desai
(Advisory Board, The Partition Museum)
Letter from 1947 read by

Suhel Seth
(Managing Partner, Counselage india)

10.30am
Inauguration of 'India at 70'

HE Mr Dominic Asquith
(UK High Commissioner to India)

Neeraj Kanwar
(Vice Chairman & Managing Director,
Apollo Tyres Ltd)

George Gaskell
(LSE)

Mukulika Banerjee
(Director, SAC-LSE)

Presentation by Salaam Baalak Trust

11am
**PANEL 1: Does Forced Philanthropy
Work? CSR in India**

Moderator

Harm Geert (Harry) Barkema

Panelists

**Arnavaz (Anu) Aga, Rahul Bajaj,
Neeraj Kanwar, Mukund Rajan**

1pm
LUNCH

2pm
**PANEL 2: Does India need 'Virtual
Water'?**

Moderator

Amita Baviskar

Panelists

**J A (Tony) Allan, Biksham Gujja,
Manoj Misra, Marcus Moench**

4pm
TEA

4.30pm
'LSE and India'
Professor Michael Cox
Chair: Professor Ramachandra Guha

8pm
Dinner at the Taj Terrace Garden
Taj Mahal Hotel, Mansingh Road, New
Delhi

Thursday
30 MARCH 2017

Stein Auditorium, India Habitat Centre,
Lodi Road, New Delhi 110003

10am
**PANEL 3: India Abroad: From Third
World to Regional Power**

Moderator

Jyoti Malhotra

Panelists

**Jayant Prasad, Meera Shankar,
Kanwal Sibal, Rakesh Sood, Ashley
Tellis**

12noon
LUNCH

1pm
**PANEL 4: Do we need a new
Constitution for India?**

Moderator

Mukulika Banerjee

Panelists

**Pinky Anand, Chintan Chandrachud,
Kalpana Kannabiran, Madhav
Khosla**

3pm
Tea

6.30pm
Performance by **Sonam Kalra**, followed
by **Dinner at Ojas 1AQ**, Sri Aurobindo
Marg, New Delhi

Friday
31 MARCH 2017

Stein Auditorium, India Habitat Centre,
Lodi Road, New Delhi 110003

10am
**Workshop on 'Using Quantitative
Evidence for Social Science
Research'**

Moderator: **Mukulika Banerjee**

Speakers: **Ashwini Deshpande, Gilles
Verniers**

1pm
LUNCH



29 MARCH INAUGURATION OF THE PARTITION MUSEUM EXHIBITION

The Summit commenced with the inauguration of an exhibition of photographs, documents and memorabilia from The Partition Museum, Amritsar, which showcases memories of one of the largest and most tragic human displacements in history – the Partition of India in 1947. The audience were urged to share stories and memories with the Museum. The inauguration of the exhibition was followed by an evocative and poignant reading of a letter by Suhel Seth from August 1947 written by a father to his son when they were separated during the Partition.



Inaugurated by Neeraj Kanwar, Lord Meghnad Desai, Lady Kishwar Desai and Mukulika Banerjee.

Panel 1: Does Forced Philanthropy Work? CSR in India

The first session of India @ 70: LSE India Summit 2017 saw contrasting views over Clause 135 of the Companies Act 2013, which mandated companies that generate annual revenues above Rs 10 billion (approximately £120 million) to institute a minimum spend of 2% on Corporate Social Responsibility (CSR) activities. The panel was composed of academics and business leaders who examined these issues in detail. It concluded with a lively Q&A session as the audience at the India Habitat Centre's Stein Auditorium engaged with the panel regarding specific aspects of CSR practices and Indian labour law.

Moderator: **Harm Geert Barkema**
Panelists: **Anu Aga, Rahul Bajaj, Neeraj Kanwar, Mukund Rajan**



Neeraj Kanwar and Rahul Bajaj during the Q&A



PANEL 2: Does India need 'Virtual Water'?

The second session of India @ 70: LSE India Summit saw an eminent panel of academics and environmentalists discuss India's water security, its ecological footprint, and the domestic and international controversies around the issue of water-sharing. The session drew to its close with the audience engaging with the panel on various technical, political, and humanitarian aspects of water security and India's future in its context. Also discussed was the concept of 'virtual water', based on an idea that when goods and services are exchanged, so is water 'virtually'. Professor John A Allan, who had pioneered the idea, discussed this fascinating concept in detail.

Moderator: **Amita Baviskar**

Panelists: **J A Allan, Biksham Gujja, Manoj Misra, Marcus Moench**



(From L to R): Amita Baviskar, Biksham Gujja, J A Allan, Manoj Misra, Marcus Moench



LSE and India

The LSE has a historic relationship with India, going back to the very founding of the institution. India continues to send hundreds of students to study at LSE every year. Professor Michael Cox spoke on this long and rich historical relationship in a special lecture chaired by Professor Ramachandra Guha.



Michael Cox addressing the audience



7 (From L to R): Michael Cox, Ramachandra Guha

29th March

EVENING - TERRACE GARDEN, TAJ MANSINGH

A dinner was hosted by Apollo and LSE South Asia Centre for Speakers and invited guests at the Taj Mansingh Hotel.



(From L to R): Mukulika Banerjee, Onkar S Kanwar, Sanjoy Roy

30th MARCH

Panel 3: India Abroad: From Third World to Regional Power

Day 2 of the India @ 70: LSE India Summit began with a distinguished panel of former diplomats and experts discussing India's foreign policy over the last 70 years in the session 'India Abroad: From Third World to Regional Power.'

This panel examined the changing contours of India's foreign policy both in the region and beyond - and the old and new challenges to examine if the country is on the right track.

With active participation of the audience, the lively session addressed a plethora of issues regarding India's future, as it drew to its close.

Moderator: **Jyoti Malhotra**
Panellists: **Jayant Prasad, Meera Shankar, Kanwal Sibal, Rakesh Sood, Ashley Tellis**



Meera Shankar addressing the audience



Jyoti Malhotra and Kanwal Sibal during Q&A



(From L to R): Ashley Tellis, Meera Shankar, Jayant Prasad, Jyoti Malhotra, Kanwal Sibal, Rakesh Sood

Panel 4: Do we need a new Constitution for India?

In light of recent statements that the Indian constitution ought to represent the idea of 'Bharatiyata', the second day of India@ 70: LSE India Summit 2017 saw a panel of experts exploring the history and future of the largest written constitution in the world. In an extended Q&A session, the panel and the audience discussed the nature of political dissent and enforced patriotism in the context of recent events at Ramjas College and the ruling on playing the national anthem before screening films at cinemas.

Moderator: **Mukulika Banerjee**
Panelists: **Pinky Anand, Chintan Chandrachud, Kalpana Kannabiran, Madhav Khosla**



Pinky Anand (above) and Chintan Chandrachud (below) addressing the audience

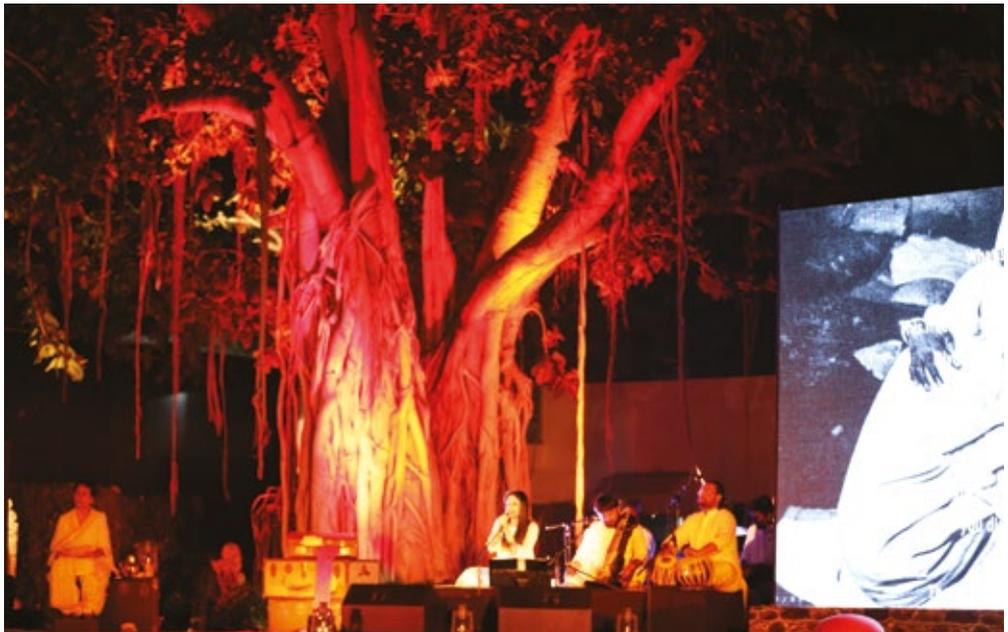


(From L to R): Mukulika Banerjee, Madhav Khosla, Kalpana Kannabiran, Chintan Chandrachud, Pinky Anand

30th March

EVENING - OJAS ART GALLERY

An exclusive event was hosted by Apollo and LSE South Asia Centre for Speakers and invited guests at the Ojas Art Gallery in Mehrauli. An intense performance titled 'Partition - Stories of Separation' by award-winning singer and composer Sonam Kalra was followed by dinner. The performance was memorable, evoking many emotions in the audience, and made the evening very special.



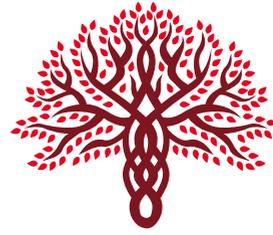
31st MARCH

WORKSHOP on 'Using Quantitative Evidence for Social Science Research'

Professor Ashwini Deshpande, Dr Mukulika Banerjee, Dr Gilles Verniers and Mr Karthik Madhavapeddi conducted a masterclass for students from different universities on 'Using Quantitative Evidence for Social Science Research', providing insights on using empirical evidence for research.



Ashwini Deshpande addressing the students



The workshop featured discussions on formulating a research question; understanding what evidence is required for addressing the question; deciding the research method; combing quantitative and qualitative evidence; collecting the required data — secondary sources and primary data collection; and analytical tools. Professor Deshpande shared her research on social mobility in India and Dr Verniers demonstrated how he has used these techniques in his work on electoral politics in Uttar Pradesh.



(From L to R): Mukulika Banerjee, Ashwini Deshpande, Gilles Verniers, Karthik Madhavapeddi

VOLUNTEERS AT THE LSE INDIA SUMMIT

Volunteers are the face of all our events, the first point of contact when welcoming guests, audience, speakers and delegates.

For the LSE India Summit 2017, we got on board students from Ramjas College, Dyal Singh College, Lady Shri Ram College and Hindu College. The volunteers were divided into 7 units: Venue Management, Artist Liaison, Press, Transport and Accommodation, amongst others.

Those who were selected to be in the crew were required to take part in training and orientation sessions that we conducted a day prior to the Summit so that they were familiar with details related to the Summit.

With confidence, dedication and honesty, the volunteers formed the backbone of the Summit, and worked with utmost enthusiasm to make it a success. On our part, we attempted to provide an enriching experience by enabling them to see and understand how such an event is managed, help develop their professional profile while at the same time giving them an opportunity to make new friends and interact with some of the world's greatest thinkers.

At the end of the Summit, the volunteers were felicitated with an honorarium and certificate. All the team leaders and volunteers shared their experience, feedback, and stories.



Volunteers assisting guests, Speakers and attendees



DIGITAL MEDIA and LIVE STREAMING

The campaign started with an event page on Facebook which reached 4.6k users and received 248 RSVPs. Blogs written on the Summit and the panels were shared through official social media channels of LSE South Asia Centre. An awareness campaign was run on Facebook, Google Display Network, *Business Standard* and Scroll.in. The objective of the campaign was to create awareness about the Summit among the target audience and thus spread word to either attend or watch the webcast. Overall impressions on the content posted on the Facebook page were more than 1.5 million.

LinkedIn advertisements were targeted to people who are interested in Law, Economics, Policy, Governance, Sustainable Development, Sociology, etc. as fields of study and are employed as top executives in leading organisations; its overall reach was 28,856 which translated into 256 clicks.

Advertisements were displayed across the *Business Standard* website and garnered a total impression of 486,895 and 2,029 clicks to the landing page for livestream sign-ups.

The Scroll.in sponsored article got more than 170,000 unique page views with an average time spent on the article at an impressive 1m29s; the same article got 10,000 impressions on Facebook and received 2,036 interactions (likes, comments and shares).

Good Display Network was used to serve advertisements regarding the Summit at relevant forums and websites, overall impressions received were 1.96 million which converted into 6,100 clicks on the advertisements. The livestream was viewed 6k+ times.



Facebook livestream of the session 'LSE and India'



AROUND THE SUMMIT



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