



Asia
Society

India Centre

Asia Society India Centre Summer Edition 2011

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Message from the Executive Director

Dear Reader,

Over the past quarter, the world has seen innumerable challenges and opportunities, from the devastating earthquake in Japan and the “Jasmine protests” against authoritarian rule, to issues of water security and economic integration among countries. Across our global centres, Asia Society has been at the forefront of dialogue on such developments, bringing together diverse and multidisciplinary perspectives on the latest in politics, business, education, arts, and culture in the Asia-Pacific. We encourage you to explore our website (www.asiasociety.org) for videos, interviews, opinion pieces, and programme summaries of our activities.

In this newsletter, we highlight a broad theme that has emerged from some of programmes at the India Centre- the potential of profit-making businesses to help societies. We also include the major policy address made by United States Secretary of State, Hillary Clinton, at Asia Society in New York. These features offer a taste of our programmes at Asia Society, which, in the last four months, have ranged from an address by the Prime Minister of Timor Leste on their democratization process, to an exhibit of one of the finest surviving Persian manuscripts—an exquisite and richly illuminated 15th-century volume commissioned by the

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Upcoming Events

www.asiasociety.org/events

5 May

Future of Asia Series, Edition One: Migrations

With *James Farrer*, Associate Professor, Sophia University, Tokyo
Rangswar Hall, YB Chavan Centre, 6.30 pm, Mumbai

17 May

The Jasmine Protests

With *Amin Tarzi*, Director, Middle East Studies, Marine Corps University, Virginia
New Delhi

18 May

Does the Elephant Dance: Contemporary Foreign Policy in India

With *David Malone*, Former Canadian High Commissioner to India
Mumbai

19 May – 1 June

Freedom to Create Exhibition

Galerie Mirchandani & Steinruecke
Mumbai

Timurid prince Muhammad Juki (1402-1444).

To stay abreast with our activities, do visit our Events Calendar (www.asiasociety.org/events-calendar), our Facebook page, (www.facebook.com/AsiaSocietyIndiaCentre), and our Past Events page (www.asiasociety.org/centers/india). Also follow us on Twitter (twitter.com/#!/AsiaSocietyIC), where we tweet key points made by our speakers, live from our programmes.

As a membership-based organization, Asia Society looks to the contributions of its supporters to sustain quality programming. Please see our membership form for information on how to become a member, and feel free to contact us with any questions: www.asiasociety.org/support/membership/india.

Our next newsletter will reach you in July 2011. Until then, we look forward to seeing you at one of our upcoming programmes.

Bunty Chand
Executive Director
Asia Society India Centre

Social Change through Profitable Enterprise



Anand Mahindra, Vice Chairman and Managing Director of Mahindra & Mahindra, Ajay Piramal, Chairman of Piramal Enterprises, Pierre Omidyar, Madhabi Puri Buch, CEO and Managing Director of ICICI Securities, and Jamshed Irani, Director of Tata Sons

While the efficacy of not-for-profit organizations to impact social change remains significant, a series of Asia Society India Centre programmes revealed that for-profit enterprises could be just as effective, if not more, in doing so.

On January 4, 2011, Founder-Chairman of eBay Inc., **Pierre Omidyar**, shared his strategies for philanthropic investment as the inaugural lecture of the OP Jindal Memorial Lecture Series. He said that he learned a lot from the success of his website, which functions on the premise that complete strangers can trust each other. eBay also enabled many individuals to start small businesses from home, providing opportunities for entrepreneurship and economic growth in developing countries. The Omidyar Foundation, which Pierre founded along with his wife, has

committed over \$270 million to for-profit and non-profit organizations that foster economic advancement and encourage individual participation.

Read more at <http://asiasociety.org/business-economics/development/pierre-omidyar-next-generation-philanthropy-practice>.

On January 27, 2011, **Navi Radjou**, Executive Director of the Centre for India and Global Business at the University of Cambridge's Judge Business School, explained the term *INDOvations*, which he coined to describe the unique nature of innovations in India. He summed up the INDOvation formula as doing more with less for more, i.e. delivering more of

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the product with fewer resources for more quality. INDOvations start by drawing inspiration from customer needs in emerging market contexts, and then commercialize products. As innovations spring from customer needs in India and large multinationals integrate these processes to succeed in Indian and other markets, large profits are made by appropriately adapted business models. In the process, a range of goods and services, from solar lamps to healthcare, are provided to large swathes of the poorer sections of society.



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Learn more about the programme in Mumbai at <http://asiasociety.org/business-economics/economic-trends/what-world-can-learn-indian-innovations>.



On February 1, 2011, the ability of for-profit ventures to improve society was once again demonstrated through the activities of Roshan Telecom, Afghanistan's leading telecom operator. **Altaf Ladak**, the company's COO, explained how the private sector can play a crucial role in catalyzing the development and reconstruction of Afghanistan.

When Roshan entered the country in 2003, only 100,000 people had access to phones, rates were exorbitant, coverage was poor, and infrastructure was minimal. Today, Roshan contributes 6% of the government's domestic revenue. Its development projects have helped Afghanistan in many ways, from getting land de-mined for the construction of telephone towers to building infrastructure for coverage in otherwise inaccessible areas. It directly employs over 1,200 people and provides indirect employment to more than 30,000 more. Some of its initiatives include training and hiring young refugees and former jihadists who agree to put down their arms.

Read more at <http://asiasociety.org/business-economics/development/roshan-telecom-shows-how-business-can-bring-light-afghanistan>.

The overarching theme that these programmes shared suggests that we can look not only to not-for-profit organizations, but also to profitable businesses, as we attempt to address the inequities in our society.

Hillary Clinton Delivers Major Policy Speech in Honour of Former Asia Society Chairman, Richard Holbrooke

On February 18, 2011, United States Secretary of State, **Hillary Rodham Clinton**, outlined a "clear choice" for the Taliban: reject al-Qaida and terrorism or "face the consequences." Her speech honoured former Asia Society Chairman, **Richard C. Holbrooke**, who passed away in December while serving as the Obama Administration's Special Envoy to Afghanistan and Pakistan.



She said: "Our friend Richard Holbrooke believed a better future is possible for Afghanistan, for Pakistan, and the wider region. He once observed, and I quote, 'In every war of this sort, there is always a window for people who want to come in from the cold ... If they are willing to accept the red lines and come in ... there has to be a place for them.' Those were his words. And, that is the policy of the United States."

Clinton was blunt in her assessment of the Taliban's future and the challenge it faces from the United States and its allies. "In 2001, after 9/11, the Taliban chose to defy the international community and protect al-Qaida," Clinton said. "That was the wrong choice, and they have paid a heavy price. Today, the escalating pressure of our military campaign is sharpening a similar decision for the Taliban: break ties with al-Qaida, give up your arms, and abide by the Afghan constitution and you can rejoin Afghan society. Refuse and you will continue to face the consequences of being tied to al-Qaida as an enemy of the international community. "

She also stressed the need for political reconciliation, arguing that many individuals would leave Taliban ranks if offered ways to improve their lives. She noted that corruption remained a major issue in Afghanistan and that there have been tensions with the government of President Hamid Karzai.

During the speech, Clinton announced the appointment of Holbrooke's successor, Marc Grossman, a former career diplomat who has served in Pakistan and Turkey and as one-time Undersecretary of State for Political Affairs.

To watch the complete programme and for a transcript of Secretary Clinton's remarks, visit <http://asiasociety.org/policy-politics/strategic-challenges/us-asia/clinton-taliban-dump-al-qaida-or-face-consequences>

Growing Together Beats Falling Apart: Making Asian Economic Integration Work for Asia, the United States and the World



Asia Society's latest task force report is on economic integration, outlining a series of steps that countries can take individually and collectively to stem the rising tide of protectionism, currency and capital control, and economic nationalism that threaten to undermine the global economy.

The report asserts that, at a time when many Asian economies are growing far faster than the developed world and Asian populations and states are connecting to one another more than ever before, policies must be developed, decisions made and actions taken by all involved to ensure that Asia's increasing economic integration leads to more balanced global growth rather than a more divided world.

The task force was chaired by former Citi Senior Vice Chairman, **Bill Rhodes**, and co-chaired by McGraw Hill Companies CEO, **Harold "Terry" McGraw III**, and former Japanese Vice-Minister of Finance for International Affairs, **Toyoo Gyohten**. Other prominent task force members include former Korean Prime Minister, **Han Seung Soo**; MasterCard CEO, **Ajay Banga**; and former Governor of the State Bank of Pakistan, **Ishrat Husain**.

The report makes a number of specific recommendations for how G-20 states can do more to foster economic growth and counter the rising tide of economic nationalism.

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The task force's recommendations include:

- Regional economic integration within Asia is positive but must not be at the expense of Asia's overall integration with the global economy; all nations must work to ensure that bilateral agreements do not proliferate at the expense of comprehensive global agreements.
- More active measures should be taken to maintain and promote open markets based on principles of reciprocity and long-term sustainability.
- The G-20 should:
 - do more to coordinate economic and trade policies across borders and across continents in order to use the regional strength of Asia to catalyze global growth;
 - play a stronger role in enhancing the skills of regulators in a globally interconnected environment, and should develop a regulatory framework for evolving financial markets;
 - begin to develop common approaches to reducing greenhouse gas emissions.
- China and the United States must themselves fight against tendencies in their own countries to raise hidden barriers such as subsidies, inappropriately block foreign investment, or take retaliatory action designed to placate domestic public opinion.
- China's currency policy must evolve over time towards a more flexible, open system.
- The global intellectual property regime must be respected.
- Asian nations and their leaders must recognize that curbing nuclear proliferation, and fostering human rights and gender equality can directly benefit their own growth and security, as well as that of the wider world.
- Significant efforts must be made to strengthen the social safety net in places such as China to enhance quality of life and spur domestic consumption.
- Extremes of excessive deregulation and excessive state control of economic activity will prove equally dangerous in the long term and must be avoided.

Find more information and a copy of the report at <http://asiasociety.org/business-economics/economic-trends/growing-together-beats-falling-apart>.

Asia 21 – Ayush Chauhan Crosses Disciplines

The Asia Society India Centre supports over 80 Asia 21 Fellows with varied backgrounds in areas such as environment, film, business, health, and education. This space will feature a different Asia 21 India Fellow in each edition and highlight their organisations, initiatives, and projects. To learn more about Asia 21 visit www.asiasociety.org/asia21. This quarter, we look at the work of Ayush Chauhan and his interdisciplinary approach to create impact.

In 2005, Ayush co-founded Quicksand, a design, research, and innovation consultancy driven by the belief that design and inter-disciplinary collaborations are powerful tools to boost innovation and create social and business impact. He has since led the studio on subjects as varied as water and sanitation, technology convergence, public health, education, open source innovation, and new-media.

Quicksand also anchors an innovation eco-system called the BOX collective which consists of B.L.O.T (a



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music and video art collective - www.blottin.blogspot.com), Blindboys (a photo commune-www.blindboys.org), and Codesign (a brand strategy and communication design studio - www.codesign.in).

One of the recent projects from the Box collective was the UnBox Festival in Delhi (www.unboxfestival.com), which celebrated design thinking and interdisciplinary collaborations as the means of facilitating social and cultural change. The festival brought together artists, designers, entrepreneurs, editors, and development practitioners for a conversation on sustainable, social, and cultural change in India.

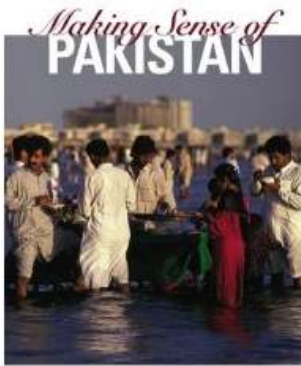


Another ongoing project anchored by the BOX collective is Greenhouse in Hauz Khas Village Delhi, a community owned and managed hybrid space at the intersection of new cultural activity, alternative education, and market dynamics.

Book Corner

The Book Corner features two books in every edition of our newsletter that we believe would be of interest to our members. We feature both new releases as well as older books of relevance today, which engage themes relating to Asian countries.

Making Sense of Pakistan



farzana shaikh

Making Sense of Pakistan- written by Farzana Shaikh, Associate Fellow of the Asia Program and Director of the Pakistan Study Group at the Royal Institute of International Affairs (Chatham House) in London, sheds light on the identity crisis that has existed within Pakistan since its inception, and the many ramifications of this ambiguity.

From foreign policy to economic activities and social stability, Shaikh argues that the uncertain foundations of what it means to be Pakistani have hampered every sector in the country. The security and stability of Pakistan then depend, she says, on shifting away from militant Islam and redefining its relationship with India, among other things.

On February 22 2011, Asia Society Indian Centre and the Observer Research Foundation hosted Farzana Shaikh for a programme titled *Pakistan's Floundering Government: What's at Stake for Pakistan and the World*. She discussed recent developments in Pakistan, including the Raymond Davis case and the assassination of Salman Taseer, in relation to such ideological confusion within Pakistan, and explored prospects to overcome it. Read more about the programme at <http://asiasociety.org/policy-politics/governance/national/salman-taseer-and-raymond-davis-highlight-confusion-pakistan>.

Migritude

Migritude is the US debut of internationally acclaimed poet and performance artist Shailja Patel. Part poetic memoir, part political history, part performance tour-de-force, the book weaves together family history, reportage, and monologues of violence, colonization, and love, to create a portrait of women's lives and migrant journeys undertaken under the boot

About Asia Society

Asia Society is the leading global and pan-Asian organization working to strengthen relationships and promote understanding among the people, leaders, and institutions of the United States and Asia. We seek to increase knowledge and enhance dialogue, encourage creative expression, and generate new ideas across the fields of arts and culture, policy and business, and education.

Founded in 1956, Asia Society is a nonpartisan, nonprofit educational institution with offices in Hong Kong, Houston, Los Angeles, Manila, Melbourne, Mumbai, New York, San Francisco, Seoul, Shanghai, and Washington, DC.

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print of Empire.

Patel, who was born in Kenya and educated in England and the U.S., has been described by the Gulf Times as "the poetic equivalent of Arundhati Roy" and by CNN as "the face of globalization as a people-centered phenomenon of migration and exchange." *Migritude* includes interviews with the author, as well as performance notes and essays.

In January and February 2011, Asia Society India Centre hosted Shailja Patel in programmes at the Jaipur Literature Festival, the Kolkata Literary Festival, and the Kala Ghoda Arts Festival.



Mailing List, Membership, and More

For more information on the following, please email admin@asiasociety.org.in.

- Upcoming events
- Join the mailing list
- Individual membership
- Corporate Membership

If you would like to react, offer suggestions, or comment on any of the content you've read in this newsletter, we would be happy to hear from you. Please write to asiasociety@asiasociety.org.in. We look forward to your active participation in the Asia Society India Centre community.

Thank you!

Fullbright-Nehru Environmental Leadership Programme

These fellowships are designed for mid-level Indian environment professionals in public/private sector or non-governmental organizations for up to four months. The programme will combine short-term practical training/internship with opportunities for networking with American counterpart organizations. Selected fellows will be placed at U.S. environmental public/private or non-governmental organizations, academic institutions or research centres and environment related government agencies. Fellows will be expected to explore future linkages between Indian and American organizations with common agendas.

Key areas of the FNELP initiative would include:

- Environmental Information/Systems Reporting
- Environmental Education:
- Environmental Policy, Regulations and Law
- Environmental Sciences and Toxicology
- Environmental Management

For more information and application details, visit

www.usief.org.in/Scripts/ForIndianNationalsForLecturersandTeachersFulbright-NehruEnvironmentalLeadershipProgram.aspx

Application Due Date: July 15, 2011