



Entrepreneurship as a Social Movement

Engaging Citizens with Institutions for
Entrepreneurial Outcomes

5-7 April, 2023

Indian Institute of Technology (IIT), Jodhpur

1. Background

Indian Institute of Technology (IIT), Jodhpur and Jodhpur City Knowledge and Innovation Foundation (JCKIF) have entered into a partnership with a social enterprise, Contact Base (trading style: banglanatak dot com), having special consultative status with UN ECOSOC and UNESCO and a global partner of UNWTO for promoting responsible tourism, to facilitate safeguarding heritage and grass-root entrepreneurship development using technology and other innovative means. The objective is to harness citizens' innovative capabilities for entrepreneurial outcomes, generating social and economic change.

The partnership builds on the work of Contact Base, centred around the concept of `Entrepreneurship as a Social Movement` developed as part of a global R&D project on citizen engagement, Citizen Entrepreneurship` led by Professor Jay Mitra, Essex Business School, University of Essex, UK. The latest chapter of this project is based on the idea of developing a `Social Lab` focusing on cultural heritage and the creative economy with citizen artisans working with key public and private stakeholders to design, develop, demonstrate and deliver, entrepreneurial projects aimed at establishing a unique cultural heritage ecosystem in specific regions.

The plan now is to bring together the key stakeholders in one platform with the aim of giving a practical shape to this endeavor through a conference titled `Entrepreneurship as a Social Movement - Engaging Citizens with Institutions for Entrepreneurial Outcomes` which has been scheduled on April 5-7, 2023 to be hosted at IIT Jodhpur.

2. The Conference

The conference has been designed to focus on the changing landscape of entrepreneurship, economic and social development in India with special emphasis on cultural heritage, in the changing socio-economic and cultural scenario. The conference will develop the concept of entrepreneurship as a social movement, exploring optimal ways to integrate technology, social and cultural change and sustainability issues to usher innovation for social good. Through discussions and dialogue engaging experts, students and citizens of Jodhpur, a number of interactive `knowledge sessions` have been designed to chart out a prospective roadmap for the emergence of a robust entrepreneurial ecosystem for the creative and cultural economy, and how it can be structured to facilitate purposeful collaboration conducive to a thriving entrepreneurial environment in the Indian economy involving grass-roots participation in its research, design, methods and implementation.

Structured as a three-day knowledge exchange and brainstorming session, the first two days of the conference will host panel discussions and workshops on diverse issues critical for grass-root entrepreneurship development. The final day will be dedicated for field visits and to facilitate engagement of larger group from nearby art and craft villages. The conference will shed light on furthering and strengthening the cause of entrepreneurship development and how an inclusive entrepreneurial ecosystem can be created by members of marginalized groups working collaboratively with key public and private stakeholders.

3. Conference Schedule

Day 1

Inaugural Session | 10 am - 11 am

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Speakers:

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HH Gaj Singh II of Marwar-Jodhpur

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Prof. Santanu Chaudhury – Director, IIT Jodhpur

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Prof. Jay Mitra – Professor of Business Enterprise and Innovation, Essex Business School, University of Essex

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Mr. Amitava Bhattacharya – Founder Director, Contact Base

Tea Break | 11 am - 11.30 am

Session 1 | 11.30 am - 1.00 pm

Towards Entrepreneurship as a Social Movement: Ideas for Social and Cultural Change and Sustainability Issues – This session will focus on the changing landscape of entrepreneurship, economic and social development in India. The session will throw light on factors, which are critical to initiate and nurture sustainable, culturally rich entrepreneurial ventures that engage citizens in the entrepreneurial ecosystem and how that could initiate a social movement.

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Speakers:

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HH Gaj Singh II of Marwar-Jodhpur

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Prof. Ashok Banerjee – Director, IIM Udaipur

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Dr. Harish Hande – Social Entrepreneur and Co-Founder of SELCO India, Magsaysay Award Winner

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Ms. Premlata Poonia - Founder, Hamari Laado

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Chair cum Facilitator: Prof. Jay Mitra – Professor of Business Enterprise and Innovation, Essex Business School, University of Essex

Lunch | 1.00 pm - 2.30 pm

Session 2 | 2.30 pm - 4.00 pm

Networks, Ecosystems and Cultural Dynamics: This session will focus on existing business and engagement models for sustaining entrepreneurial ventures involving investors who are active in the space of cultural and creative entrepreneurship. The session will identify the creative entrepreneurial ecosystem of India, focusing on the creative and cultural industries and the underpinning financial networks and cultural dynamics that influence and shape the ecosystem. The idea would be to highlight current good practices and how that can be harnessed to facilitate purposeful collaboration involving grass-roots participation in its research, design, methods and implementation.

Speakers:

Mr. Jonathan Kennedy - Director Arts, British Council, India

Dr. Mariann Erdő – Director, Hungarian Cultural Centre, Delhi and Cultural Counselor, Embassy of Hungary, Delhi

Dr. Prakash Bagri - Associate Dean - Corporate Engagements & Clinical Associate Professor at Indian School of Business (ISB)

Mr. Lloyd Mathias - Angel Investor and Business Strategist

Mr. Shubho Sengupta – Director, Media and Creative, MyGov India

Chair cum Facilitator: Mr. Shantanu Bhanja – Operating Partner, The Convergence Foundation and Special Advisor to the Chairperson at Ashoka University.

Tea Break | 4.00 pm - 4.30 pm

Session 3 | 4.30 pm - 6.00 pm

Tourism and Social Innovation: This session will flesh out the different ideas and practices through which tourism-centred entrepreneurship can be developed as a key instrument to support social innovation involving citizen participation. The session will also focus on innovative usage of digital medium to promote alternative tourism offerings. This session will be dedicated to discussions on how community-led initiatives can change the tourism landscape and enable responsible and inclusive tourism.

Speakers:

Ms. Rupinder Pannu Brar, IRS - Principal Commissioner of Income Tax, Mumbai

Dr. Lalit K. Panwar, IAS (Retd.) - Chairperson, Vivekananda Global University and ex-Secretary Tourism, GOI

Mr. Vikram Nachna – Royalty of Jaisalmer and Heritage Tourism Stakeholder

Mr. Gopinath Parayil - Social Entrepreneur specializing in Sustainable Tourism and Disaster Management

Chair cum Facilitator: Mr. Amitava Bhattacharya - Founder Director, Contact Base

Day 2

Recap Discussion and Tea | 10.00 am - 11.00 am

Session 1 | 11.00 am - 12.30 pm

Technology and Social Mission in Entrepreneurship and Innovation: This session will explore the myriad ways in which technology can be leveraged to enable and strengthen optimal levels of local stakeholder engagement and facilitation of their interests for the cause of entrepreneurship, innovation, economic and social development in India.

Speakers:

Mr. Abhishek Singh, IAS - *Managing Director and CEO, Digital India Corporation and CEO of Karmayogi Bharat*

Dr. Rajeev Saraf – *CEO, Lepton Software*

Mr. Joe Fernandes – *Co-Founder and President, IIT-IIT*

Dr. Sankalp Pratap – *Faculty, Innovation and Entrepreneurship, IIT Jodhpur*

Chair cum Facilitator: Prof. Santanu Chaudhury - *Director, IIT Jodhpur*

- *Presentations of IDEATHON by 3 student teams on “Technology for Social Good” will be part of the session*

Lunch | 12.30 pm - 2.00 pm

Session 2 | 2.00 pm - 3.30 pm

Public Policy making on Citizen-Focused Entrepreneurship, Economic and Social Development: This session will be dedicated to discuss the ways in which policy formulation on entrepreneurship development can engage citizens and in-turn be inclusive and field-informed. The session will demystify the importance of gender representation in entrepreneurship development in India and how enhanced participation from marginalized gender groups can promote entrepreneurial ventures and bring about social transformation along a holistic axis.

Speakers:

Prof. Ambuj Sagar – *Founding Head, School of Public Policy, IIT Delhi*

Mr. Mukhmeet Singh Bhatia, IAS - *Secretary, Ministry of Minority Affairs, Government of India*

Dr. Jyotsna Jha - *Director, Centre for Budget and Policy Studies, Bangalore*

Dr. Toolika Gupta – *Director, Indian Institute of Crafts and Design (IICD), Jaipur*

Chair cum Facilitator: Ms. Ananya Bhattacharya, *Director and Co-Founder, Contact Base*

- *Session will present the skits sharing snippets of conversation in Citizen Research.*

Tea Break | 3.30 pm - 4.00 pm

Session 3 | 4.00 pm - 5.30 pm

Citizen's Entrepreneurship: Research/Data Analytics to Support Entrepreneurship Research, Policy and Practice: This session will be dedicated to unveil the concept of citizen's entrepreneurship drawing from a recent global research project of the Regional Studies Association, UK and led by the University of Essex, involving partners from Germany, India and Poland. This session will showcase ways of conceptualizing citizen engagement in inclusive entrepreneurship and how citizens can be involved in designing and conducting research with a view to generate a base for addressing SDG goals at the local level through entrepreneurial activism in partnership with the government and the private sector.

Speakers:

Regional studies CE network in UK, Poland, Germany, India

- **Mr. Giles Tofield** - Director, The Cultural Engine CIC, UK
- **Dr. Madhura Dutta** - Director, Contact Base

Chair cum Facilitator - **Prof. Jay Mitra** – Professor of Business Enterprise and Innovation, Essex Business School, University of Essex

- Session will present canvas on citizen research.

Plenary Session | 5.30 pm - 6.30 pm

- Report by Rapporteur(s)
- Reflection by Chairs cum Facilitators
- Q & A

Field trip covering Barnawa Jageer and Salawas

Barnawa Jageer - Soulful seat of Langa folk music

Barnawa Jageer, a village in the Barmer district of western Rajasthan, is the hamlet of the folk music of the Langas. The Langas are folk musicians, with a rich repertoire of folklore, Sufi songs and Qawali, integral to their life and way of living. Barnawa Jageer is the abode of over 250 Langa musicians. Situated amidst the rolling desert dunes, the heritage of Langa folk music serves to be the primary source of existence of the village.

Salawas - The abode to handcrafted wonders

Salawas, a village in Jodhpur district in western Rajasthan, is the hamlet to the Durrie weavers, who have been involved in the art form for generations. Durries are handwoven rugs for everyday use and this handicraft practice dates back to the mid-nineteenth century. Salawas, a living museum with over hundreds of Durrie weavers, is a classic destination, where the serenity of nature meets the riches of culture.

Innovation on Citizen Engagement

To involve citizens of Jodhpur and get actual feel of how such things might happen and also experiment with cultural consumption and student participation, additional activities have been planned:

- a) On Day 1, in the afternoon, citizens will be invited from different pockets of Jodhpur and nearby areas (curated list). In small groups, they will work to come up with coherent thoughts on their problem and solutions with an entrepreneurial / innovation bent (all this will happen backstage). The organizational committee will facilitate their discussion. Two sets of students will be employed with this activity.
 - i. First set will create one canvas each for each group (5 – 6 groups). This canvas will be presented on Day 2 and will work as prop on Day 2.
 - ii. One set of students will listen to conversations among citizens and will script and execute a short 10 - 15 min play
 - iii. All of above will happen in the background on Day 1. The actual performance of the above will happen on Day 2.
- b) A presentation of top 3 teams of an Ideathon will also be held, where students of IIT Jodhpur and other invited colleges in Jodhpur will participate. They will work through Day 1 and present on Day 2. Their ideas will have the broader theme of 'technology for social good'.

Speakers



HH Gaj Singh II of Marwar-Jodhpur

HH Gaj Singh II, also referred as Bapji, is an Indian politician who served as a member of the Indian Parliament and as Indian High Commissioner to Trinidad and Tobago. He became the titular Maharaja of Jodhpur in 1952. Bapji is a pioneering figure in women education in Rajasthan. He is also the founder of a day-cum-residential girls' school named Rajmata Krishna Kumari Girls' Public School, named after his mother.



Prof. Santanu Chaudhury – Director, IIT Jodhpur

Professor Santanu Chaudhury holds B.Tech. (Electronics and Electrical Communication Engineering) and Ph.D. (Computer Science & Engineering) Degrees from IIT Kharagpur. He was Dean, Under-Graduate Studies at IIT Delhi and has also served as Director of CSIR-CEERI, Pilani. Professor Chaudhury is a recipient of the Distinguished Alumnus award from IIT Kharagpur, a Fellow of Indian National Academy of Engineers (INAE), National Academy of Sciences (NAS), and a Fellow of International Association Pattern Recognition (IAPR). A keen researcher and a thorough academic, Professor Chaudhury has about 300 publications in peer reviewed journals and conference proceedings, 15 patents and 4 authored/edited books to his credit.



Prof. Jay Mitra – Professor of Business Enterprise and Innovation, Essex Business School

Jay Mitra is Professor of Business Enterprise and Innovation and Director of the Venture Academy at Essex Business School, University of Essex. He has acted as a Scientific Adviser to the OECD (Organisation for Economic Co-operation and Development). He has held Visiting Professorships at various Universities in the world including University Externado in Colombia, the School of Management, Fudan University & School of Public Policy at Jilin University in China, at Bologna University in Italy and EDHEC Business School in France. He is a Fellow of the Royal Society of Arts in the UK. Prof. Mitra also leads the International Entrepreneurship Forum (IEF), a unique network and forum for researchers, policy makers and business practitioners working on entrepreneurship, innovation and regional development issues. He has written and published widely on the subject of entrepreneurship, innovation and economic development with significant contributions to international refereed journals, through books, chapters in leading research monographs, at refereed international conferences, seminars, symposia and workshops.



Prof. Ashok Banerjee – Director, IIM Udaipur

Prof Ashok Banerjee is a Chartered Accountant and holds an M.Com. degree from Calcutta University and a Ph.D. from Rajasthan University. Prof Banerjee is a senior professor in the Finance area. Before assuming directorship at IIM Udaipur, he was a faculty at IIM Lucknow and former Dean of IIM Calcutta.

During his stint as Dean, Prof Banerjee is credited with setting up an incubator at IIM Calcutta, called IIM Calcutta Innovation Park, which is recognized by the Department of Science & Technology as a Technology Business Incubator. Prof. Banerjee was the founder-coordinator of the Financial Research and Trading Laboratory of IIM Calcutta. A keen researcher and a thorough academic, Prof Banerjee has several publications of repute in the field of financial research to his credit.



Dr. Harish Hande – Social Entrepreneur and Co-Founder of SELCO India, Magsaysay Award Winner

Dr. Harish Hande is an Indian social entrepreneur, who co-founded SELCO India in 1995. He is an engineering graduate from IIT Kharagpur and completed his master's degree and PhD in energy engineering from the University of Massachusetts

Lowell. Through his social enterprise, Dr. Hande strives to eradicate poverty by promoting sustainable technologies in rural India. SELCO India is a social enterprise that provides sustainable energy services to the poor in India. He was awarded with the Ramon Magsaysay Award in 2011 for "his pragmatic efforts to put solar power technology in the hands of the poor."



Ms. Premlata Poonia - Founder, Hamari Laado

Ms Poonia is a grass-root entrepreneur and Founder of Hamari Laado, an organization working to empower girls by cultivating skills and confidence to engage with the world. Born and raised in rural Rajasthan, she lived in United States for a decade and served in different prestigious corporations. Ms Poonia's

commitment to the girls' of rural areas urged her to come back to India and initiate her own venture. An MBA from University of Michigan, she is also pursuing her PhD from IIT Jodhpur.



Mr. Jonathan Kennedy - Director Arts, British Council, India

Mr. Jonathan Kennedy is Director Arts in British Council, India. A pioneering arts leader, creative innovator and expert in international cultural relations, Mr. Kennedy is a highly qualified senior arts director. As theatre producer, Mr. Kennedy was the Executive Director at Tara Arts, a renowned UK-based theatre

group. As the Director Arts for the British Council in India, Mr. Kennedy is responsible for developing national strategy, managing stakeholder relationships across government and the creative industries and conceptualizing programs

to promote and strengthen India-UK cultural relations through collaboration, connections and creative partnerships. In the UK, he was a regular guest lecturer in all aspects of theatre producing, leadership and arts management at Birkbeck College, South Bank University, Goldsmiths, King's College London and St Mary's University of Minnesota.



Dr. Mariann Erdő – Director, Hungarian Cultural Centre, Delhi and Cultural Counselor, Embassy of Hungary, Delhi

Dr. Mariann Erdő is the Director of Liszt Institute – Hungarian Cultural Centre Delhi, Cultural Councillor of the Embassy of Hungary New Delhi. With an artistic family background, she graduated from ELTE University Budapest and was a fellow researcher at University Paris, Panthéon-Sorbonne in the field of international law, climate change and migration connection. Before her arrival to India in 2019, she taught in Paris, Budapest and in Zagreb, Croatia. Her cultural diplomatic mission is to strengthen the existing cultural bonds between Hungary and India and to create new ones, discovering new fields and forms of collaboration.



Dr. Prakash Bagri - Associate Dean - Corporate Engagements & Clinical Associate Professor at Indian School of Business (ISB)

Dr. Bagri brings three decades of experience across industry and academia, which includes senior leadership positions in Unilever and Intel. His last corporate role was as Chief Marketing Officer (CMO) for Intel, South Asia. Earlier, Dr. Bagri has also been Adjunct Faculty at the Indian Institutes of Management in Ahmedabad, Bangalore & Calcutta. His research interests cover innovation, technology, business models, social enterprises and partnerships & alliances.



Mr. Lloyd Mathias - Angel Investor and Business Strategist

Mr. Lloyd Mathias is an Indian business executive and an entrepreneur. He is an Independent Director on numerous boards and marketer with intimate knowledge of the Asia region and a track record of driving business performance across the Consumer, Telecom & Technology domains. He has led and motivated teams on a platform of trust, performance & respect. Lloyd has held senior leadership roles in Fortune 500 companies. He was the Asia Pacific marketing head of HP Inc. In previous roles he was President & CMO of Tata Docomo; Country Director of Motorola India; Executive VP Marketing and Category Director of PepsiCo India & South Asia.



Mr. Shubho Sengupta - Director, Media and Creative, MyGov India

Mr. Sengupta has had decades of experience in both traditional and digital advertising. He is presently the Director, Creative & Media at MyGov India, the world largest citizen engagement programme.



Mr. Shantanu Bhanja - Operating Partner, The Convergence Foundation and Special Advisor to the Chairperson at Ashoka University.

Mr. Bhanja is the Special Advisor to the Chairperson at Ashoka University. He is a senior professional with significant experience in global and local business and brand strategy and management, product innovation and marketing in leading multinational consumer products and media companies. He has a strong experience of delivering market-leading results and devising and successfully implementing original strategies to rejuvenate brands and organisations by inspiring and motivating teams. Mr. Bhanja is a passionate team-player who has created and directed successful cross functional and multi-country business teams through collaboration, relationship building, and leveraging partnerships.



Ms. Rupinder Pannu Brar, IRS, Principal Commissioner of Income Tax, Mumbai

Ms. Brar is a civil servant and served as an Additional Director General, Ministry of Tourism, Government of India. She is a public policy thinker and a representative of Atmanirbhar India. At present, she serves as the Principal Commissioner of Income Tax, Mumbai.



Dr. Lalit K. Panwar, IAS (Retd.), Chairperson, Vivekananda Global University and ex-Secretary Tourism, GOI

Dr. Panwar is an Indian Administrative Service (IAS) officer. He is a former Chairman of Rajasthan Public Service Commission and former Secretary of Ministry of Tourism and Minority Affairs in Government of India. At present, he serves as the Chairperson of Vivekananda Global University.



Mr. Vikram Nachna – Royalty of Jaisalmer and Heritage Tourism Stakeholder

Mr. Vikram Nachna is an eminent personality in heritage tourism and an enthusiast in wildlife and eco-tourism. He is the director of Nachna Haveli in Jaisalmer, a royal property transformed into a heritage hotel in present day. He is also the Director of Bordi resorts, a heritage desert camp near Khuri desert dunes. Mr. Nachna is the convener of INTACH Jaisalmer chapter. He is the president of Jaisalmer's Rotary Club since 2019 and also serves as the president of Spic Mackay. He is an eminent member of Jaisalmer's Trade Union and for the past two decades has been actively working in promoting the cultural heritage of Rajasthan.



Mr. Gopinath Parayil - Social Entrepreneur specializing in Sustainable Tourism and Disaster Management

Mr. Gopinath Parayil is an eminent personality in the field of sustainable tourism and disaster management. He is the Founder of the pioneering and multiple award winning responsible travel company, The Blue Yonder and also the Founder of #Petrichor that curates impactful travel experiences for B2B trade market.

Mr. Parayil also Co-founded #Chekutty as a beacon of resilience during 2018 Kerala floods to revive the handloom sector. He is presently building 'Climate Resilient & Climate Responsible Destinations' with a focus on Climate Crisis creating synergy between Tourism, Development & Humanitarian Sector. He is the Co-Founder and Director of Resilient Destinations Foundation and also serves as a visiting faculty in University of Brighton and Cranfield University.



Mr. Abhishek Singh, IAS, Managing Director and CEO, Digital India Corporation and CEO of Karmayogi Bharat

Mr. Singh is a civil servant with diverse experience of administration, managing law and order, implementing development programs, and of policy formulation at Central Government with regard to use of Technology for improving

Governance. At present, he is the CEO of Karmayogi Bharat and CEO of MyGov. He also serves as the Managing Director and CEO of Digital India Corporation and President and CEO of National e-Governance Division. Formerly, he has also served as a Secretary of Agricultural Scientist Recruitment Board.



Dr. Rajeev Saraf – CEO, Lepton Software

Dr. Rajeev Saraf is a visionary business leader and a renowned entrepreneur, currently serving as the Founder and CEO of Lepton Software, a leading geospatial intelligence solutions provider. With more than 25 years of experience in the industry, he is also on board of governors of NIT delhi. An IIT Kharagpur and Vanderbilt University alumni, he is also an advisor and angel

investor for many upcoming startups.



Mr. Joe Fernandes – Co-Founder and President, IIT-IIT

Joe is an experienced business leader with a successful career spanning the e-commerce, outsourcing and internet startup industries. Tech enabled business remained a common theme across his experiences as consultant, entrepreneur and start-up investor. In 2018, Joe co-founded IITians for Influencing India's

Transformation, or IIT for IIT, an IITian alumni led Foundation with a mission to "Enable national scaling of social impact programs". He currently leads the Foundation's tech enabled collaborative solution to Restore Promise of Water for rural India. Joe completed his MBA in Strategic Planning and Marketing from IIM, Calcutta and his Bachelors in Mechanical Engineering from IIT, Kharagpur.



Dr. Sankalp Pratap – Faculty, Innovation and Entrepreneurship, IIT Jodhpur

Dr. Pratap is the chair of the area of Innovation & Entrepreneurship at the School of Management and Entrepreneurship, IIT Jodhpur where he serves as an Associate Professor. He received his doctorate and management degree from IIM Calcutta and an engineering degree from MERI Kolkata, punctuating his academics with over a decade of varied functional experience that exposed him to various issues in management and provided him the opportunity to work with colleagues from different parts of the globe. Subsequent to his doctorate in Strategy, he has served as a faculty in IIM Trichy. Dr. Pratap's primary research stream focuses on the practices that aid entrepreneurs, startups / large corporate / family business, to navigate and negotiate their contexts. He has published in the Strategic Management Journal (FT - 50) among others, has presented his papers in multiple editions of EGOS and is an active writer of case studies for classroom teaching.



Prof. Ambuj Sagar – Founding Head, School of Public Policy, IIT Delhi

Prof. Ambuj Sagar is the founding Head of the School of Public Policy at the Indian Institute of Technology Delhi. Prof Sagar's interests broadly lie at the intersection of science, technology and development. His recent work has focused on innovation policy for meeting sustainability and inclusivity challenges, energy innovation policy and strategies (in areas such as biofuels, clean cookstoves, coal power, automobiles, and institutional mechanisms such as climate innovation centers), climate change policy and politics, capacity development, and higher education policy. He is a Board member of the Indo-US S&T Forum and a member of the Indo-German Expert Group on a Green and Inclusive Economy. He also was a Board member of the US-India Educational Foundation (2011-15), member of the US-India Track II Dialog on Climate and Energy (2010-15) and member of the Indian Planning Commission's Expert Committee on a Low-Carbon Strategy for Inclusive Growth (2009-11). He also has been consultant/advisor to various Indian Govt. ministries as well as many multilateral and bilateral agencies. He was a Senior Research Associate at the Harvard Kennedy School and the Assistant Dean for Strategic Planning at the Harvard Paulson School of Engineering and Applied Sciences before joining IIT Delhi's Department of Humanities and Social Sciences.



Mr. Mukhmeet Singh Bhatia, IAS, Secretary, Ministry of Minority Affairs, Government of India

Mr. Mukhmeet Singh Bhatia is a senior bureaucrat serving as the Secretary of Ministry of Minority Affairs, GOI. Prior to serving as the Secretary in MoMA, Mr. Bhatia was the Director General, employee's State Insurance Corporation, Ministry of Labour and Employment. He has over twenty years of experience in public service.



Dr. Jyotsna Jha - Director, Centre for Budget and Policy Studies, Bangalore

Trained as an economist, Dr. Jyotsna Jha currently heads Centre for Budget and Policy Studies, located in Bangalore, India. She has led a number of research initiatives and has written a few co-authored books and contributed chapters on issues related with equity in education, gender, women's empowerment and public finance. In recent years, she has worked on wide range of public policies and finance issues, including gender budgeting, health finance and public spending on children. She also writes on development related issues in newspapers and news portals. Prior to joining CBPS, she worked as an adviser at Commonwealth Secretariat in London, where she undertook research and policy advocacy in a large number of countries in Africa, the Caribbean and South Asia. Before that, she has worked with the union and state governments as well as with civil society organisations in different parts of India on issues of equity in education.



Dr. Toolika Gupta – Director, Indian Institute of Craft and Design (IICD)

Dr. Gupta is the Director of IICD. She is Ph.D. in History of Arts (Dress and Textiles) from the University of Glasgow, UK. She was a Ph.D. fellow with the Centre for Textile Research, Copenhagen, Denmark, and has done her M.Sc. in Textiles and Clothing from Lady Irwin College, New Delhi, India. She started her career as a designer in 1996, moving into education as a faculty member at NIFT, New Delhi from 2005. She is a founding member and Secretary of the Textiles and Clothing Research Centre, New Delhi. Her areas of research are Indian dress and textile history and she has written and co-edited several books and papers. Since 2018, she is the Dean of Product Design and Crafts Design at the Rajasthan ILD Skills University and also a member of CII Design Committee of 2019, 20, and 21. She is also a member of FICCI entrepreneurship committee and is on the board of studies of many design institutes.



Mr. Giles Tofield - Director, The Cultural Engine CIC, UK

Mr. Tofield has 18 years of experience in developing, running and managing regeneration and economic and cultural development programmes and projects. He specializes in development of cultural, green infrastructure and transport policy and initiatives, particularly where there is a crossover with regeneration and economic development. At present, he serves as the Director of the Cultural Engine CIC, a social enterprise working with a wide range of public, third sector and private partners to get interesting cultural/social projects off the ground.



Mr. Amitava Bhattacharya – Founder Director, Contact Base

Amitava Bhattacharya, based in Kolkata, India, an engineering graduate from IIT Kharagpur and Chevening–Gurukul Scholar in Leadership & Excellence from London School of Economics, is a social entrepreneur with 34 years of global experience. He formed banglanatak dot com in 2000, specializing in Culture and Development. His flagship initiative Art for Life (AFL), a unique model on Culture and Development addressing SDGs and social inclusion using ICH, is a success story and a case study in Sustainable Tourism, and has got global recognition & accreditation from UNESCO, UNWTO and UN-ECOSOC. Mr. Bhattacharya also started World Peace Music Festival, Sur Jahan (www.surjahan.com) in 2011.



Ms. Ananya Bhattacharya, Director and Co-Founder, Contact Base

Ms. Ananya Bhattacharya is an Electrical Engineer from Jadavpur University and a Commonwealth Scholar with Masters in Sustainable Development from Staffordshire University, UK. With over 34 years of global experience, Ms. Bhattacharya Specialises in gender, culture and sustainable development. Ananya has been involved in developing global civil society networks working on safeguarding cultural heritage and strengthening creative economy. She has authored book chapters and papers on culture and sustainable development in several international journals.







Dr. Madhura Dutta, Director, Contact Base

Dr. Dutta has over 19 years of global work experience including UNESCO, AIACA and CSRs. She has a PhD from the Tata Institute of Social Sciences (Mumbai), and MA degrees in Sustainable Development under Commonwealth Scholarship (Staffordshire University, UK) and Sociology (Calcutta University). She is in leadership position at research wing of Contact Base.

For more information

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