

18 - 19  
Feb. 2017



Università di Roma



**SHRI RAMSWAROOP MEMORIAL UNIVERSITY**

In Association with

**The UNIVERSITY OF ROME TOR VERGATA, Italy**

*Invites You To The*

**First International Literary Conference**

*(Sponsored by South Asian Diaspora International  
Researchers' Network, Monash University, Australia)*



# The Cultures of New India

18th-19th February 2017 ([www.conference.srmu.ac.in](http://www.conference.srmu.ac.in))

In his book, *India Shashtra*, Shashi Tharoor makes a claim that in the increasingly cut-throat competition amongst nations to become a super power “India is much better placed to take advantage of this world than most”. It goes without saying that the 21st century has been a century of Indian success. It has undoubtedly established itself as, what many economists say, an “attractive investment destination” for global investors. In the postmillennial age, the mainstream media has kickstarted several campaigns, like Incredible India, India Shining and Brand India, etc. to galvanize the image of India in the world. These campaigns have undoubtedly achieved euphoric success in the makeover of India as a powerful nation. One could witness a radical change in New India, eg., emergence of new cities, easy availability of multinational brands, upsurge of a new class of young wealthy people, accompanied with an unprecedented living standard in almost every walk of life. But then, New India is also known as a land of paradoxes, a land underpinned by poverty, hunger, illiteracy, and immense unemployment. It is, therefore, very vital to examine the cultures of New India in order to understand its nature, complexities and functioning. It needs to be examined how culture has responded to the existing inequalities of this new India. What role have language, literature, films and popular cultures played in projecting and disseminating the image of New India across the globe?

**The present International Conference aims at exploring the new landscape of India and its working cultures.**

Proposals are invited on any one of the following issues:

- Languages of Indian Culture
- Gender and New India
- Post-Liberalization and Indian Novel in English
- Representations of Youth Culture
- Communalism and New India
- Bollywood and Indian Cultures
- Cultures of Social Media
- Culture and Human Behaviour



**The City of Lucknow :** Lucknow, fondly known as the 'City of Nawabs' or the 'City of Tehzeeb', is situated on the banks of the river Gomti. It is a city marked by varied cultures, and famous architectural designs. The city is popularly known by other names such as 'The Constantinople of India', and the 'Golden City of the East'. It was administered by the Delhi Sultanate during the Mughal period, and in the later stages, it was governed by the Nawabs of Awadh. In the year 1857, it passed into the hands of the British Empire. Lucknow is extremely popular for *Chikan and Lucknavi Zardozi*. Both of these are two kinds of stylish and delicate Indian embroideries. It is easily accessible from all parts of India.



**Venue :** Shri Ramswaroop Memorial University, Lucknow-Deva Road (U.P.), India. The University is situated on the outskirts of Lucknow city. It is 25 kms. from the Charbagh railway station, and 37 kms. from the Chaudhary Charan Singh International airport.



**Climate:** February is characterized by a pleasant weather, with temperatures ranging between 21°C to 27°C over the course of the month.



**What to Send:**

An abstract of 250-300 words (Times New Roman, font size: 12) should be sent to **conferencehumanities@srmu.ac.in** in the following order:

**a)** Title of the abstract, **b)** author's name and Institutional affiliation, **c)** email address **d)** body of the abstract.



**Acceptance:** Acceptance will be sent by the Convener/Co-Convener of the Organizing Committee.



**Important Dates:** Abstract Submission: 1<sup>st</sup> December, 2016.

**Acceptance of Abstracts:** 10<sup>th</sup> December, 2016.

**Last Date for Registration Fee:** 16<sup>th</sup> December, 2016.

**Final Paper Submission:** 05<sup>th</sup> January, 2017.



### **Registration Fee: \***

₹ 1500/- for Indian Nationals

USD 100/- for Foreign Scholars

₹ 1200/- for Research Scholars (India-based)

### **On the spot registration fee (February 18-19, 2017):**

₹ 2000/- for Indian Nationals

USD 150/- for Foreign Scholars

₹ 1800/- for Research Scholars (India-based)

*\* Includes: Conference participation, certificate, kit, lunch and refreshments.*

*Note: In case of joint authorship, the second author must also register for participation in the Conference.*



**Publication:** *Cambridge Scholars Publishing (UK)* will publish the proceedings of the Conference in the form of an edited book.

### **Mode of Payment:**

*Registration fee is to be paid online:*

**Bank Name:** Bank of India

**Account No. :** 7529201100000006

**IFS Code:** BKID0007529

**Type of Account:** Current Account

**Branch Name & Address:** Handori Branch, Shri Ramswaroop Memorial University Campus, Barabanki (UP)

**Note :** *Alternatively* Demand Draft drawn on any Nationalized Bank in favour of “Shri Ramswaroop Memorial University” payable at Barabanki, (U.P.), is also acceptable.

*Kindly ensure that the Demand Drafts are made as per requirement and sent to the following address:*

**Dr. Vijaya Sethi (The Dean),**

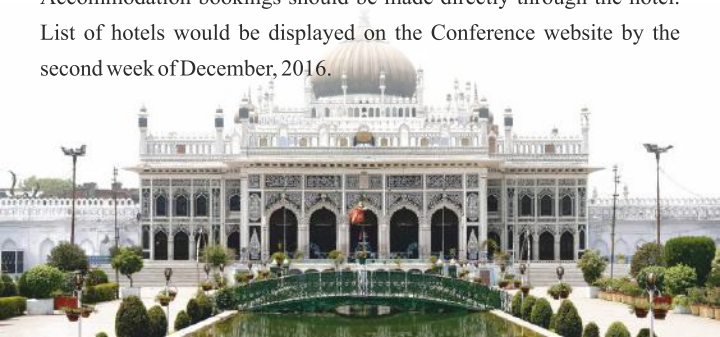
**Faculty of Humanities and Social Sciences,**

**Shri Ramswaroop Memorial University,**

**Village Handori, Post Tindola, Lucknow-Deva Road,**

**Barabanki- 225003 (Uttar Pradesh) India.**

**Travel Arrangements:** **Participants will have to take care of their own accommodations.** Accommodations are not available. A number of hotels have rooms reserved for the Conference at a discounted rate. Accommodation bookings should be made directly through the hotel. List of hotels would be displayed on the Conference website by the second week of December, 2016.





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# SHRI RAMSWAROOP MEMORIAL UNIVERSITY

Established by UP State Govt. ACT 1 of 2012

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## CAMPUS

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## CITY OFFICE

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## Contact & Queries

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