

The Commercialization of Local Knowledge



5-6 November
French Institute
11, Saint Louis Street
Pondicherry

Co-organised by the French Institute of Pondicherry,
The Centre for Global History and Culture, The Centre of History of
medicine and the Eighteenth-Century Studies Centre at the University of
Warwick, and the Centre d'études de l'Inde et de l'Asie du Sud, Paris.
With the support of the Warwick Asian Fund and the British Academy

Wednesday 5th November 2008

9.00 Welcome tea and registration

9.30 Welcome speech by Velayoudoum Marimoutou, Director, IFP, and Laurent Pordié, Head, Social Sciences Department, IFP

9.45 Introduction to the workshop:

Caterina Guenzi, Sarah Hodges and Stéphane Van Damme

Session 1

10.00-13.00 : *Manufacturing local knowledge: economy of technoscience*

Chair: Kristine Bruland, University of Geneva and University of Oslo

10.00 David Arnold, University of Warwick

Making knowledges: technology and transformation in India, 1860-1930.

10.30 Srinivasa Rao, Bharatidasan University, Tiruchirapalli

Modernization of Rice Milling in Colonial Andhra.

11.00 Jean-Paul Gaudillière, INSERM - CERMES, Paris

Industrializing the local: plant extracts, pharmaceutical entrepreneurs and popular medicine in 20th century France and Germany.

11.30 Tea break

11.45 Discussion

13.00 Lunch in the garden of the Institute

Session 2

14.00-17.30 : *Localization/circulation: knowledge crossing borders*

Chair: Margot Finn, University of Warwick

14.00 Claude Markovits, CNRS, Paris

The localization of commercial knowledge: a case study of the circulation of knowledge within an international trading network from South Asia.

14.30 Joydeep Sen, University of Warwick

Commodity, Gift, or Both? The Role of Astronomy in the Education of Nineteenth-Century India.

15.00 Caterina Guenzi, Ecole des Hautes Etudes en Sciences Sociales, Paris

Celestial business. Selling astrological expertise and commodities in contemporary India.

15.30 Tea break

16.00 Discussion

Thursday 6th November 2008

Session 3

9.30-13.00: Identity and traditional knowledge: marketing the local, consuming the other

Chair: Maxine Berg, University of Warwick

- 9.30 Guy Attewell, Wellcome Trust Centre for the History of Medicine at UCL
What's local? Tiryaaq, trade and therapeutic transformation in the 19C
- 10.00 Stéphane Van Damme, University of Warwick
Marketing local knowledge? Publicizing customary law, pharmacy and urban antiquities in Eighteenth-century Paris.
- 10.30 Tea break
- 10.45 Burton Cleetus, French Institute of Pondicherry
Branding Ayurveda, Marketing Tradition: The commercialization of indigenous therapeutic practices in Kerala, 1870-1947.
- 11.15 Rajeswari Raina, Centre for Policy Research, New Delhi
Towards a new economics of knowledge: the case of agricultural sciences and local agro-ecological systems.
- 11.45 Discussion
- 13.00 Lunch in the garden of the Institute

Session 4

14.00-17.30: Session 4: Authentic sales: the price of the local

Chair: M. Kannan, French Institute of Pondicherry

- 14.00 Sarah Hodges, University of Warwick
Of Biotrash and Technobling: Umbilical Cord Blood Banking in Chennai.
- 14.30 Laurent Pordié, French Institute of Pondicherry/University of Heidelberg
Tibetan medical knowledge on the market. Encounters between amchi and health tourists in Ladakh.
- 15.00 Denis Vidal, IRD, Paris
Post primitivism: The emergence of a new conception of popular art in India.
- 15.30 Tea break
- 16.00 Discussion and final comments