The Commercialization of Local Knowledge

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

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 knowledge: 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? Tiryat, trade and therapeutic transformation in the 19C

10.00  Stéphane Van Damme, University of Warwick

10.30  Tea break

10.45  Burton Cleetus, French Institute of Pondicherry

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

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