

# **"Diaspora Journalists as a force for Soft power projection"**

*By Jean-Régis Ramsamy, Reunion Island*

Friends, we know approximately meaning of soft power, no time here to go to Joseph Nye theory. One can easily find information online.

When I read topic, first I talk to myself: it's a question for international experts about Wall Street, or dedicated think thank.

Dear colleagues, are we best ones to bring something serious in this field? (**"Diaspora Journalists as a force for Soft power projection"**)

As question is asked, we suppose Journalist have a major role to introduce Soft power. Why should we?

So I read also in the proposal paper different items to grant as:

**Goodwill** is a basic notion, sharing by a lot of people over the world. Should we targeting with this concept? By the way, same opinion to **Mutual** awareness.

**With Cooperation** we can target much more goals

In the sense also, something look like cooperation is relevant basically to the politics.

But I guarantee you, it's not my intention to avoid the debate.

In another way, I think it's not a joke. According to National radio's colleague, France was on top in term of Soft power in 2019, but it was before Pandemic.

To come directly to the main question, I repeat: **Diaspora Journalists as a force for Soft power projection:**

**I think as preliminary**, to be a force, we need to be strong, to promote unity, amongst them. But friend to be honest: how can we be force for Soft power projection, if we don't know each other?

I remember a senior journalist in Mauritius, he had an idea last century to create a journalist association from Indian ocean. He never make it. It was this fruitful period where Aapca group was in Mauritius with a newspaper "Le Matinal". Nowadays, everything is possible, but we never connect between Journalists of different country where diaspora exist.

I don't minimize a serious relation with colleagues from India. I don't need to develop, everyone understand how we can enter soft power if we maintain permanent contact with media in India. By now, ee need to recognise, Indian national media ignore the diaspora.

Some of you know me, I'm not found of long, so long, speech,

I would like to focus on some or two ideas specific to Reunion Island but we can compare.

Is it possible to create something look like a newsletter to connect with all journalists of Indian origin, inside we can have fresh news from cabinet or minister and share. As that we should be in capacity to spread in our newspaper, channel or television.

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In the same way, I dream about a strong link with the government of India. Except bilateral relation in **my case France/India**, why (we): journalist or association cannot be a small referent in this relation. About what purpose? When a subject come, we can give our opinion, as this time, and government can follow or not. Somehow a win/win exchange, because in our side we can get information to deliver to our audience. I understand we need to take care with secret defence and so on.

Regardless of momentous changes to the debate, I suggest some tracks especially for Reunion Island:

***Just before, one word about***

- ***Indo pacific Axe:*** *Indo Pacific Axe revealed by President Emmanuel Macron when he visited our island 3 years ago. We know he is not a fan of road of soil by China.*

It's my duty to mention another time ***OCI Card issue***. In the case of Reunion island, It seems to me, work in progress but not at as far as we waiting for.

- ***Radio channel:*** *As good point, a local Indian association launch a Tamil radio 2 months ago. I guess (wonder) if radio is not over cross par social media.*

- ***kip:*** I can mention KIP. Since a long time no youth have opportunity to do it. I know several young people made application.

Next point but not least you know in the past, I talk about that, if we have a India Channel specially about information look like Doordashan or other it's a way also to strengthen soft power in Diaspora.

*Mr. Jean Regis Ramsamy holds a very prominent position as an active and globally recognized community leader and advocate, journalist, travels to other countries, publisher, historian and researcher on Indian migration to Reunion Island and other Francophone countries. His espouses his continuing interest in the global Indian Diaspora to connect back with their ancestral roots in India as well as research and writings on their second journeys. Mr. Ramsamy's efforts contributed tremendously to the wellbeing of the PIO community in Reunion Island and its inherent bonds with India in many beneficial ways. Mr. Ramsamy is Indian Diaspora Council (IDC) Director of Reunion Island and GOPIO Country Coordinator of Reunion Island. For his continuing efforts, Mr. Ramsamy was accorded the India's prestigious Pravasi Bharatiya Samman Award (PBSA) in 2021*





अन्तर्राष्ट्रीय सहयोग परिषद्  
Indian Council for  
International Co-operation



Shri Baleshwar Agrawal  
Centenary Celebration

**Antar Rashtriya Sahayog Parishad**  
**Diaspora Research and Resource Centre**  
New Delhi

**23 Jan, 2021**  
**Saturday**

**1200-1330 IST**

invites you to a  
**VIRTUAL CONFERENCE**

**Diaspora Journalists**  
**as a force for soft power projection**

**PROGRAMME**

(Eastern Segment)

**OPENING SESSION**

**1200 Introduction & Moderation** – Mr Munish Gupta,  
Chairman, PIO TV Pvt. Ltd

**1205 Welcome Address** - Amb. Virendra Gupta,  
President, ARSP

**1210 Chief Guest /Keynote Speaker** **Shri Ashok Kumar Tandon**  
Member Prasar Bharati Board  
Veteran Journalist and Columnist

**1220 Summing up** - Mr Shyam Parande,  
Secretary General, ARSP

**TECHNICAL SESSION**

**Chair: Amb Anup Mudgal, Chairman, DRRC**

- Dr. Jean Regis Ramsamy** - Pravasi Samman Awardee, historian &  
Journalist, Reunion
- Ms Aditee Gunowa Awotar** - Mauritius Broadcasting Corporation, Mauritius
- Mr Venkat Raman** - Editor, Indian Newslink, New Zealand
- Mr Rakesh Kumar** - Senior Journalist and Sub -Editor Shanti Dut,  
Fiji Times, Fiji
- Mr Mohamed Javed Kana** - Executive Editor, The Asian Weekly, Kenya
- Ms Hermina Patel** - Station Manager, Radio 44, Kenya

**DISCUSSION & QUESTIONS**

**Summing up & Vote of Thanks** – Mr Narayan Kumar, Hon. Director, ARSP