



**Indian Sociological society**  
43<sup>rd</sup> All India Sociological Conference  
On  
*Neo-Liberalism, Consumption and Culture*  
9-12 November, 2017



**Organized by  
Department of Sociology  
University of Lucknow  
U.P. India**

## **Invitation**

It is indeed a great pleasure in inviting you to participate in the 43<sup>rd</sup> All-India Sociological Conference (AISC) of the Indian Sociological Society being hosted by the Department of Sociology, Lucknow University on the theme “Neo-Liberalism, Consumption and Culture” during 9-12 November, 2017. The conference invites research papers in English and Hindi to be presented through Research Committees (RCs) and Ad-hoc Groups of Indian Sociological Society. Papers to be presented in RCs/AGs have to be prepared keeping in view the central theme of the conference.

## **Theme of the Conference**

### Neo-liberalism, Consumption and Culture

Since the early 1990s, the government in India has promoted the idea that ‘the market’ delivers benefits more than that is achieved through state planning. Termed neoliberalism, this idea has endorsed a developmental model and an academic paradigm that promotes in addition to economic policies, the use of digital technologies to speed up the expansion and circulation of commodities and of the money market to ensure efficiency and rationality of the system. In order to support the processes associated with neoliberalism, the state has introduced new institutions while dismantling old ones, changed legal instruments, initiated privatisation of the tertiary sector, such as in electricity, roads, transport and communication, as also in construction and housing, in hospitality and tourist businesses, in professional/service sector education and in health. A new economy of real estate and land market as also of natural resources, such as water and its subsequent privatisation has been supported.

As a consequence there has been an expansion of urbanisation and the endorsement of urbanism as a way of being modern and global. In this context, today, sociologists are assessing how maps, plans, models and architectural designs are representing and producing space. They are asking questions regarding the discourses, policies and processes organising the making of new towns and cities (Gurugam, Naya Raipur, Rajahat, Amravati) and how the digitilisation of governance of existing cities (through smart city projects) have disrupted lives, affected received democratic processes, displaced settled populations, created conflicts with peasants and farmers, promoted local, regional and transnational migration, expanded informalisation of work, encouraged and furthered inequalities in the distribution of housing and urban services, disturbed the ecological balance, and constituted new forms of exclusions in urban areas. Scholars have inquired into the recent forms of mobilisation by the poor and assessed the nature of this politics and have evaluated the nature of contemporary conflicts in urban India. They have also investigated how these conflicts in turn affect the nature of individual and collective violence in towns and cities while creating demands to enhance social, cultural and ecological securities.

Implicit in the discourse of neoliberal economies is the assumption that supply is stimulated as a consequence of demand from individual stakeholders for accruing goods and services for personal consumption. Neoliberalism thus encourages new life styles for the aspiring classes and considers the ‘middle classes’ as the key to the expansion of the market. Sociological research on the middle classes have raised a series of questions: first, what is the class orientation of the middle class, how

can this class be defined and identified, what is its size, strata, number and regional spread. Second, are the middle class groups socially and culturally divided? What role do caste, gender, ethnicity and religious affiliation and its particular cultural capitals, of 'traditional' and modern varieties, play in creating exclusions/distinctions/hierarchy/conflicts within the middle classes? Is there a constitution of the middle class elite? What is its cultural and social capital? Third, what are the sites of reproduction of the middle classes? Is the middle class being reproduced through an acquisition of social taste through the consumption of food (restaurants/hotels), housing (gated communities), art (galleries), shopping (malls), entertainment (films and TV serials), social media (Facebook, twitter and internet communities), grooming (beauty salons, spas, fashion events) and religiosities (Akshardham, Tirupati, Hazrat Khwaja Moinuddin Chishty *Dargah*, Ajmer). Fourth, is there a middle class politics? What role do middle class social organizations and their lobbying play in influencing existing political processes and party systems, the production of space and the political. Lastly, what kinds of conflicts does the investment in lifestyles generate within the larger society?

The 43<sup>rd</sup> AISC will discuss these questions in four plenaries. These are:

1. The Urban Transformation of India
2. The Middle Classes and its Aspirations
3. Cultures of Power, Domination and Hegemony
4. Regional plenary: Neoliberalism, Consumption and Culture in Uttar Pradesh

### **Instructions for Abstract Submissions**

- Participants will not be able to upload their abstracts without becoming members of ISS and of RCs/Ad-hoc groups where s/he wishes to present. (Please become members through the ISS membership form on the website or go through the link provided in the conference form.
- Only English and Hindi language abstracts will be accepted.
- All abstracts (whether English or Hindi) will have to be uploaded in the PDF **format** and should not exceed 300 words or these will not be considered.
- Last date for uploading abstracts will be **15th Sept. 2017**.
- Inquiries regarding abstract submission and acceptance can be made to the Office Secretary, ISS at [societyinsoso@gmail.com](mailto:societyinsoso@gmail.com)
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### **Abstracts will be selected on the following criteria:**

- Connection of the title to the theme of the conference
- Conceptual clarity of the abstract
- Methodological application in the abstract
- Sociological relevance of the title of the abstract

List of accepted abstracts and presentation schedule of all RCs/Ad-hoc groups will be uploaded on the ISS website on **1<sup>st</sup> October 2017**. Authors of accepted abstracts will be given **15 minutes** to present their paper. Some abstracts may be accepted as poster presentations and in this case presentation time will be **5 minutes**.

**Conference Registration** The registration will be done on line Please visit [www.insoso.org](http://www.insoso.org)  
All the participants have to pay the registration fee as per the following specifications:

Up to	Delegates	Students		Accompanying Person Rs.	Foreign Delegates* USD
		With accommodation in Rs	Without accommodation in Rs		
	Without accommodation in Rs	With accommodation in Rs	Without accommodation in Rs		
15 Sept	2200	2200	1700	3500	150
30 Sept	2700	2700	2200	4000	160
31 October	3200	3200	2700	4500	170
Spot registration	3700	3700	3200	5000	200

\* Including SAARC delegates

#### **INSTRUCTIONS FOR CONFERENCE REGISTRATION:**

- Delegates' registration will cover kit and food from 9th November dinner to 12th November lunch and three meals (breakfast, lunch and dinner) during 10th and 11th November, 2017.
- Only student delegates, who made their payment **with accommodation fees** will be provided accommodation. It covers kit, lodging and food from 9th November dinner to 12th November lunch and three meals (breakfast, lunch and dinner) during 10th and 11th November.
- Registration for student delegates, who made their payment **without accommodation fees**, covers kit and food from 9th November dinner to 12th November lunch and three meals (breakfast, lunch and dinner) during 10th and 11th November.
- Last date of registration is **31st October, 2017**. After this date, registration with cash payment will be done on the spot, i.e. 9-12 November, 2017 and there will be no commitment to accommodation for anyone.
- Delegates shall have to send conference registration to the following Bank account either through internet banking or through Bank Deposit Fee

### **Details of Bank Account:**

Name of the Account: Forty Third AISC

Current Account Number: 36892939184

Name of Bank: State Bank of India

Branch: Lucknow University

IFSC No: SBIN0014906

- If you are depositing cash in the bank, please note that bank will charge a transaction fee from the organizer. Please inquire from the bank what is its transaction fee and add these to the amounts to be transferred before depositing the cash. **For example, SBI charges Rs.58.** Thus, if you are registering by July 31<sup>st</sup> 2017, you will have to deposit **Rs. 2258/- (2200+58)**, and if you register by October 31<sup>st</sup>, 2017, you will have to deposit **Rs. 3758/-** and so on.
- Entry of the name of the delegate is mandatory in the ‘narration line’ while making payment either online or in the bank.
- Please note that **No cash, cheque or demand draft will be accepted for Registration and No PAYTM, Debit / credit card / mobile banking transaction will be entertained.**

### **Accommodation Details**

Delegates are requested to book their accommodation through the 43rd AISC accommodation partners **www.oyo.com**. This website gives a special discounted rate for AISC conference delegates. Discounted rates for accommodation will be given after delegates provide conference registration number, which will be sent to their email account by the organizers within 72 hours of the registration for conference.

### **Transport**

Delegates need to make their own transport arrangements from the airport/railway station/bus station and place of stay to conference venue i.e. Lucknow University and return. They can use Uber /Ola/ shared auto/ cycle-rickshaw/Tanga /autorickshaw/e-rickshaw/city buses. Special discounted rates for Uber and Ola will be given by them through a special code provided by the organizers.



## **Lucknow: A Brief Overview**

Lucknow or Lakhnau is the capital of Uttar Pradesh (India) and resides on the bank of River Gomti, located in what was originally known as the Awadh (Oudh) region. Lucknow has always been a multicultural city and flourished as a cultural and artistic capital of North India in the 18<sup>th</sup> and 19<sup>th</sup> Centuries. Courtly, manners, Nawabi culture, beautiful gardens, poetry, music and fine cuisine patronized by the Persian loving Shia Nawabs of the city are well-known amongst Indians and students of South Asian Culture and history. Lucknow is popularly known as the City of Nawabs. The Hindu holy place Ayodhya is about 135 Km away from Lucknow. The temperature will range in between 30-13<sup>0</sup>C during the Congress period. Details about Lucknow are also available at [www.up-tourism.com](http://www.up-tourism.com).

## **Department of Sociology**

The Department of Sociology is one of the oldest in the country as its history dates back to 1922. The Department has been enriched by the leadership of stalwarts like Prof. Radha Kamal Mukerji, Prof. D.P. Mukerjee, Prof. D.N. Majumdar and Prof. A.K. Saran. It has also produced sociologists like Prof. Yogendra Singh, Prof. T.N. Madan, Prof. K.N. Sharma, Prof. B.R. Chauhan and many others. From 1992 to 2002, the Department was granted the status of Department of Special Assistance (DSA) by the University Grants Commission. The department is also actively engaged in research projects and consultancies. The Department's faculty has been representing the governing bodies of Indian Sociological Society and other national and international academic bodies. The Department has been actively engaged in the following thrust areas of research in Sociology - Tradition, Modernity, Environment, Globalization, Gender, Migration and Social Movements.

## **How to reach Lucknow**

Lucknow is located in the state of Uttar Pradesh and is one of its major cities. It is well-connected to all major cities in India by road, rail and air. Lucknow airport is 14 km away from the city. Delhi, Kolkata, Chennai, Bengaluru, Hyderabad, Pune, Jaipur and Mumbai are connected to Lucknow by daily flights. Most major cities in India are connected to Lucknow by rail. Wide network of roads connect Lucknow to most major cities in the country. Major highways like NH 24, NH 28 and NH 56 pass through Lucknow. Private buses ply regularly from major cities like Agra, Kanpur, Allahabad, Delhi and Dehradun.

## **Organising Committee**

### **Patron:**

**Prof. S.P. Singh**, Vice Chancellor, Lucknow University

### **Members:**

**Prof. Sujata Patel**, President, Indian Sociological Society

**Prof. Abha Chauhan**, Secretary, Indian Sociological Society

**Prof. Biswajit Ghosh**, Treasurer, Indian Sociological Society

**All correspondence should be addressed to:**

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Website: [www.insoso.org](http://www.insoso.org) / [www.lkouniv.ac.in](http://www.lkouniv.ac.in)

Conference secretariat Number: 8574786578 / 7007782961