



O.P. Jindal Global University
A Private University Promoting Public Service

JINDAL CENTER FOR ISRAEL STUDIES SEMINAR



Jindal School of International Affairs
India's First Global Policy School

Thursday, 9 April 2015, 11:00 am – 12:30 pm
T2, Conference Room, IIIrd Floor
O.P. Jindal Global University
Sonipat Narela Road, Sonipat- 131001, Haryana

Public Diplomacy – Perspective of an Israeli Diplomat in India



SPEAKER

Ditza Froim

*Minister Counsellor, Public Diplomacy
Embassy of Israel in India, New Delhi*

Ditza Froim was born and raised in Israel. After completing her schooling in her hometown of Petach-Tikva (“Gate of Hope”) she joined military service at paratroop and infantry headquarters. She later received her B.A. in Political science and Middle East studies, followed by M.A. in Strategy and Security studies from the Tel-Aviv University. Ms. Froim joined the Ministry of Foreign Affairs. Her diplomatic career has led her to postings in Hong Kong, Athens/Greece and New York. Currently she is the Minister Counselor, Head of Public Diplomacy at the Embassy of Israel in India, New Delhi. She is living in New Delhi with her spouse and 10 years old daughter.

Abstract

A brief presentation of Israeli approach to “Public Diplomacy”, what does it mean and how, it relates to Diplomacy in the 21st century. Against a background of an ever-growing challenge to governments, in an era of 'vacuum of power' (“G-Zero”) both internationally and internally, governments are reaching out to (or are forced to take in) new partners and new influences into their decision making process. The historical monopoly of governments on foreign policy is broken as international relations are shifting from G2G channels to GPS2GPS (Government, People, Societies).

Faculty Coordinator: **Dr. Rohee Dasgupta**, Associate Professor, JSIA, rdgupta@jgu.edu.in



Jindal Global Law School
India's First Global Law School



JINDAL GLOBAL
BUSINESS SCHOOL
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL



Jindal School of Government
and Public Policy
India's First Public Policy School



Jindal School of
Liberal Arts & Humanities
India's First Transnational Humanities School