

Enhancing India's Soft Power through Global Cultural Outreach

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Abstract

Culture and people of India are essential powerful tools in enhancing soft power in foreign policy. This article focuses on the relationship between diasporic cultural movements and the Indian cultural fairs outside India with special reference to cultural diplomacy. Using the case of past Diaspora appeals, Diaspora contributions, and examples of cultural endeavours this article outlines the social economic and strategic importance of these services. Furthermore, it analyzes empirical data to establish the power of the diaspora and provides policy recommendations to mobilise these efforts for India's conceptualisation of a developed 'Viksit Bharat 2047.' Thus, the current and further study outcomes emphasize the possibility of incorporating cultural diplomacy as a part of the Indian foreign policy vision and practice and suggest directions and actions for the constructive application of cultural diplomacy to further India's capacities of becoming an influential and prosperous cultural and economic power.

1. Introduction

Soft Power and Its Relevance in the Modern Global Context

Soft power as defined by Joseph Nye is defined as the ability to get others to do what the wielder wants without force or coercion (Nye, 2019). In the present day world politics, soft power is regarded as an essential form of power known to be used in forming interstate relations, changing the image of the country in the global level and implementing political objectives. While a typical form of power is based on the use of force or condition giving or the threat to do so, soft power believes in culture, values, and policies (Pallaver, 2011). As the interconnectedness and globalizations of the world continues more and more nations that have strong soft power can expand its pull in the global political powers and increase goodwill among countries.

Overview of India's Cultural Heritage as a Tool of Soft Power

India being one of the oldest civilization is blessed with vast cultural traditions which have enthralled population of the whole world for several years (Singh, 2023). That's why philosophy and trends of yoga and meditation, the richness of India's cinema and dances are regarded as the reflections of the country's spirit and its attraction to the world. When consolidating what makes India a promising country, it's paramount to deliberate on cultural assets such as music, fashion, food, writing, and fairs, making India a world cultural diplomacy gold. Besides, these cultural elements are popularised internationally by the Indian diaspora who act as a channel of conveyance between India and other countries bearing their new homes. This twofold reality of heritage-current disproves the existence of diminishing

returns and places India in a rather privileged position in world soft power rankings driven by diaspora initiatives.

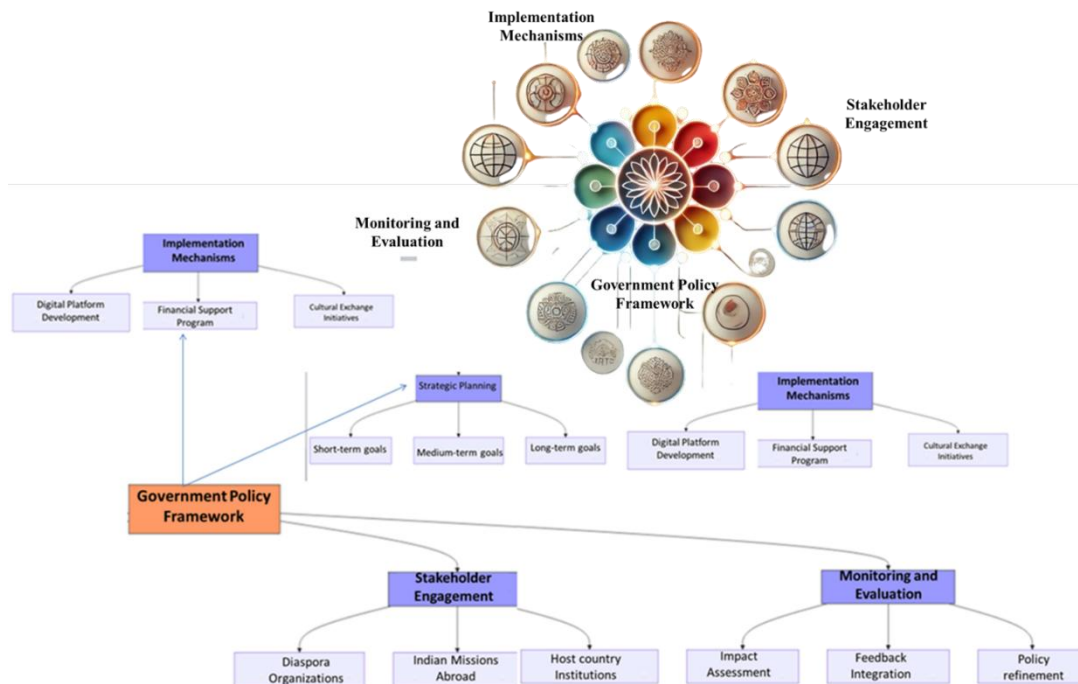


Figure 1: A conceptual framework illustrating the Government Policy Framework as the central element, supported by three key components: These are Implementation Mechanisms, Monitoring and Evaluation, and Stakeholder engagement. The framework reveals the set of processes that would have to be implemented to fulfill the strategic objectives, namely cultural exchange program implementation, financial support programs, own impact assessment, feedback integration, and work with the diaspora organizations and Indian missions in the host countries as well as the host country institutions

Objectives of the Study

The following objectives aims to compare the several conjectures about the role of the Indian diaspora and cultural endeavours in asserting and improving India's soft power.

- Evaluating the role of the Indian diaspora in disseminating cultural values and strengthening India's global presence.
- Examining the organization, impact, and reach of Indian cultural festivals and events abroad.
- Identifying policy implications and proposing strategies to leverage these efforts for India's vision of "Viksit Bharat 2047."

2. India's Soft Power Potential and Diaspora Influence

Brief History of India's Cultural Outreach Initiatives

A weak cultural influence has always been a concern for India to become a strong influential nation across the globe (Sen, 2012). In the past cultural exchange across the Asia and the other parts of the world happened with India's trading contacts, people migration and spreading of Buddhism (Tumbe, 2018). Cultural diplomacy in the current world structure evolved into a systematic enterprise with the formation 1950 of such institutions as the Indian Council for Cultural Relations (Mulcahy, 1999). This organization has guaranteed the enhancement of Indian cultures overseas, scholarships, cultural exchange programs, and art. Also, the provided-landscape supports the assumption that today's India is actively utilizing culture in diplomacy; referring to the country's active participation in the United Nations and initiative in leading overall celebration of the International Day of Yoga (Kumar & Singh, 2024). These initiatives have clearly gone a long way in making India a leader in the comity of soft power nations.

Size and Distribution of the Indian Diaspora Globally

Over the time, Indians are regarded as one of the largest and richest circles of immigration all over the globe known as Global Indian Family (Parekh, Singh, & Vertovec, 2003). With population more than 18 million and continuously growing the diaspora covers continents with main concentrations in North America, Europe, Middle East, Africa, and Asia and Pacific (Garha, 2018). As shown in the first column of table 1 below, the India diaspora population is overwhelmingly based in the two Americas but has significant bearing on soft power influence by continent.

Table 1: Distribution of Indian Diaspora Across Continents (with Population Data) (Statista, 2021)

Continent	Population (Millions)
North America	4.5
Europe	2.7
Middle East	8.9
Africa	3.5
Asia-Pacific	9.2
Other Regions	3.2

This widespread presence not only demonstrates the diaspora's global reach but also underscores its capacity to influence cultural, economic, and political dynamics in host nations (Ferdous & Das, 2024).

Contributions of the Diaspora to India's Economic, Cultural, and Strategic Goals

The Indian diaspora has thus propounded India in a variety of spheres for development and has shaped its image globally (Saw, 2018). Remittances from diaspora constitute an

important part of Foreign Exchange Earnings for India in economical sense. The flow of money from the diaspora to their home nation has been gradually on the rise for the last two decades, indicating their commerce involvement. The following trends can be a measure of the Indian diaspora and their contribution to the nation's development over the last twenty years as depicted in Figure 2.

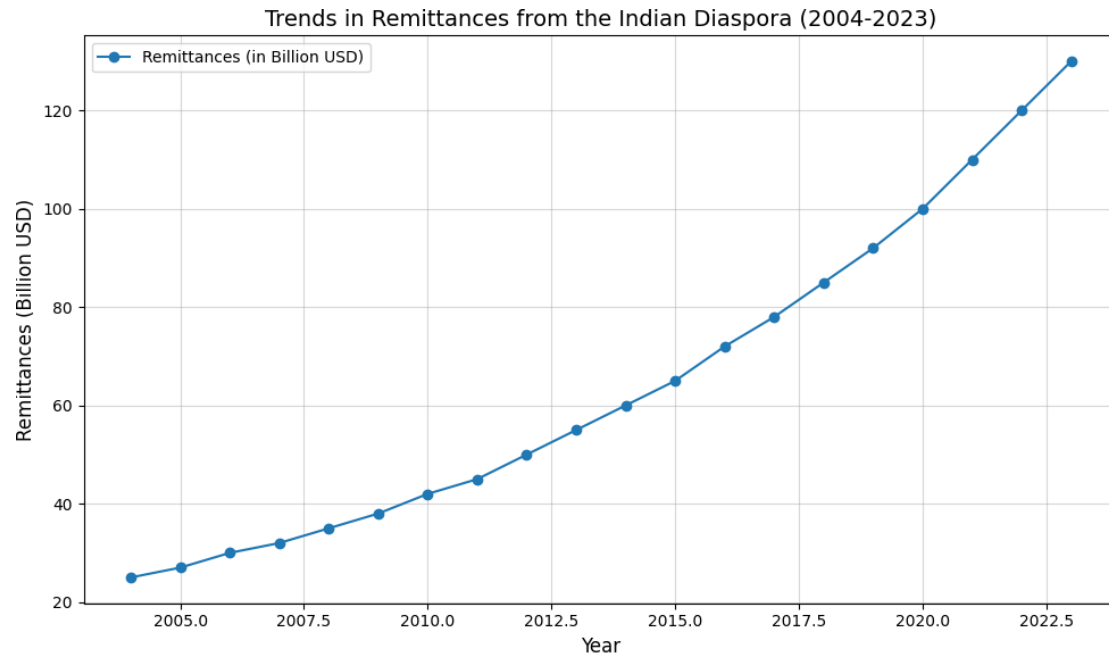


Figure 2: Trends in Remittances from the Indian Diaspora

The trend graph presents a rather encouraging picture of the remittance flows that show a constant upward trend, boosted in fact, during the world financial crises to depict a picture of a true and loyal diaspora (Indiaspora, 2024).

From a cultural stand point, the diaspora is the face of India, espousing Indian culture to other parts of the world and making wave-like introducing Yoga, the classical classical Indian dance, and the Bollywood to the rest of the world. In a strategic manner diaspora groups have helped in improving bilateral relations between India and other nations as they have lobbied for policies for the betterment of India in host nations. They are also useful in influencing people around the world, towards a favourable view of India and its culture.

This way of baggage makes diaspora as strong pillar of soft power to India that it can enhance its cultural diplomacy and help in achieving some of its strategic objectives.

3. Diaspora-Led Cultural Initiatives

Case Studies of Successful Diaspora-Led Initiatives Promoting Indian Culture

Organizations spearheaded by Indians have however come out strongly to display the cultural diversity of India to the rest of the world. For example, the Diwali festival held in the Times Square, New York, has become an annual festival and gets an overwhelming response from at least thousands of people and makes them inspired by the performances, Foods and rituals

of Indian festival. Likewise events such as the Yoga events conducted by the Indian Organizations in cities like London and Sydney on the pretext of International Yoga Day also showcases India Soft power through health messages (Das, 2020). Bollywood films and new film festivals entail new audiences and help create the reception for Indian cinema worldwide, as in Indian Film Festival of Melbourne. It evidences that the diaspora responded to such calls as cultural mediators who reproduce the essence of India in other countries .

Table 2: Examples of Diaspora-Led Initiatives and Their Impacts (Business Standard, 2024)

Country	Event Type	Participants	Outcomes
United States	Diwali in Times Square	10,000+	Enhanced cultural awareness and community bonding
Australia	Indian Film Festival	5,000+	Increased global visibility of Indian cinema
United Kingdom	International Yoga Day	15,000+	Promoted wellness and strengthened cultural ties
Canada	Holi Celebrations	8,000+	Improved local perceptions of Indian traditions

Role of Diaspora Organizations in Building Cultural Bridges

The primary and most visible role of diaspora organizations is therefore to act as mediators of cultural relations through offering forums, hosting cultural events and developing community institutions. They include the Federation of Indian associations in the United States, or the National Indian students and alumni union in the UK among others because of their key role in relating local communities to Indian culture. They increase the Indian cultural outreach and goodwill by working with Indian missions and local government. Also, these organizations are involved in charitable activities that ultimately, improve the perception people have of India as a country that is built on a network of culture and ethics.

Impact of These Initiatives on Local Perceptions of India

The successful implementation of diaspora related cultural projects has altered the existing perceptions of India in a positive way. These events help break stereotyping and help host communities feel India's spirit breaking barriers and all making the world a better place. For instance, festivals such as the Diwali and Holi; the Indian festivals, contain universals of light and harmony respectively, meaning that they are common ground for festivals. Also, the advertising for yoga and Ayurveda brings forward India as a world authority on health and balanced living.

Thus, let these initiatives help Indians to retain and even expand the cultural touchstone of their homeland, pursue the mission of becoming a constructive link between the India and the entire world, and thereby set up a solid foundation for India's soft power.

4. Indian Cultural Festivals and Events in Host Nations

Overview of Festivals Organized in Host Countries

Indian cultural festivals have turned into large scale events in many of the hosting countries being passionately celebrated by the NRIs as well as the local population. Diwali, commonly known as the festival of lights is celebrated internationally; landmarks such as Sydney Opera House in Australia and united communities in Leicester in United Kingdom. Holi, the "Festival of Colors" is another event that enjoyed a massive success with similar open-air celebration in San Francisco, USA and in Berlin, Germany. Not only do such festivals serve as reunions for those in the diaspora but it also gets the rest of society familiar with the Indian culture. Other Indian festivals include Navratri; Durga Puja, the festival of Onam is also celebrated in other parts of the world in the country.

Table 3: Major Indian Festivals Celebrated Abroad and Their Organizing Bodies

Festival	Host Country	Organizing Bodies	Highlights
Diwali	United Kingdom	Local diaspora groups, Indian High Commission	Public parades, cultural performances
Holi	United States	Community organizations, cultural associations	Color festivals, Bollywood-themed music events
Navratri	Canada	Gujarati Samaj, local Indian associations	Traditional Garba and Dandiya dances
Durga Puja	Germany	Bengali diaspora groups, local cultural councils	Artistic pandals, cultural programs
Onam	UAE	Kerala Samajams, Indian social clubs	Traditional feasts, folk dance performances

Role of Indian Missions and Diaspora Groups in Organizing These Events

Indian missions abroad play a crucial role in supporting and coordinating cultural festivals, often serving as a bridge between local governments and diaspora organizations. They provide logistical assistance, promote events through diplomatic channels, and ensure that these celebrations align with India's broader cultural diplomacy objectives. Diaspora groups, on the other hand, bring authenticity and community participation to these festivals. Their grassroots efforts ensure the preservation of traditional elements while adapting them to resonate with diverse audiences in host countries. The collaboration between Indian missions

and diaspora groups amplifies the impact of these events, turning them into flagship cultural showcases.

Economic and Diplomatic Benefits Derived from These Events

Cultural events across the globe which Indian cultures celebrate as well brings lot of benefits such as economic and diplomatic advantages. On the economic front they promote domestic tourism and trade where event bring international delegates and source of revenue from tickets, sponsorships and merchandise. Figure 3 exhibits the graphical representation of the estimated revenue of total cultural festival in the five countries consisting of the cultural festival's financial implication.

On the diplomatic level these festivals deepen India's soft power; enabling cultural and positive diplomatic relations to prevail amongst the host countries. They foster communication and establish pathways for cooperation, enhances Indo bilateral relations and enhances international perception about India. For instance, Diwali celebrations in countries like the USA and UK have been seen as cultural festivals and festivals involving the local governments, and hence, Diwali has been recognized as cultures' diversity, and government often participates in the celebrations.

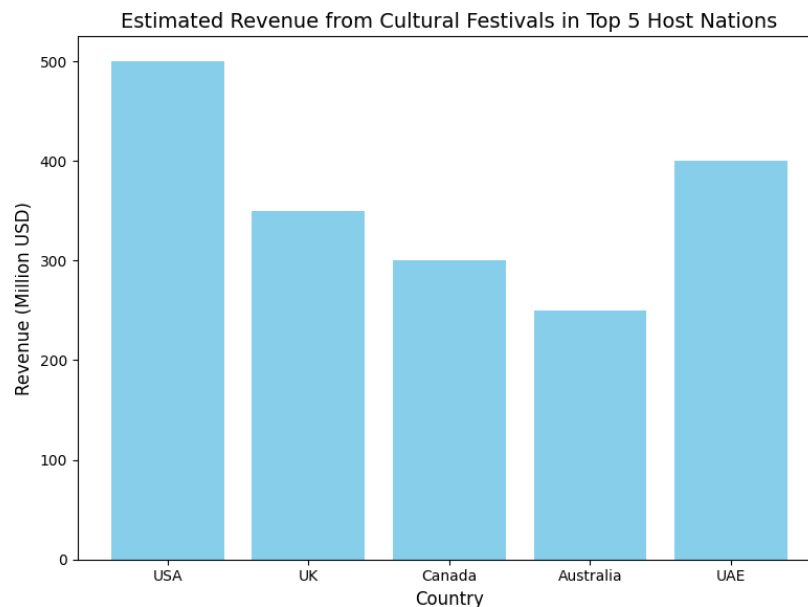


Figure 3: Economic Benefits (e.g., Estimated Revenue Generated from Cultural Festivals in Top 5 Host Nations)

The above figure illustrates the flow of money that circulates around festivals like Diwali where celebration in USA alone brings in millions of dollar to economy. Any such data points only to the fact that cultural fests can be both cultural and economic capital for India and the host countries.

Besides promoting traditions and cultural values that are unique to India, the cultural festivals being celebrated across the world present India in the best of lights and uplift the standard of India in the international arena.

5. Economic Contribution of the Indian Diaspora

Analysis of Remittances and Investments by the Indian Diaspora

The Indian community of people has always proved time and again that it carries an economic value to India through remittance and investment which is prerequisite for growth. Overall, India being the largest recipient of cross-border money transfer continued to lead the globe in 2022 with transfers in excess of \$100 billion. The above remittances go a long way in improving the overall means of the Indian households and improving on the aspects of education, health and shelter. Also, outsourcing and manufacturing industries have contributed to the country's increasing economy owing to which Non-Resident Indian (NRI) investment in real estate, infrastructure and start-ups have supported the growth of the country. The participation in philanthropy by the diaspora sharpens the impact since the Diaspora finances schools, hospitals, and community projects in both rural and urban settings.

Contributions to Sectors Like Education, Healthcare, and Technology

The impact of the Indian diaspora has been felt in major economic areas of concern in the new world order including education, health and technology. Hence, in education diaspora initiatives have set up scholarships and put up institutions and promoted links between Indian universities with universities all over the world. For example organizations like the Pratham USA Foundation and many other organizations work towards bringing education reforms for underprivileged children in India.

The expatriate Indian-origin professionals give back to their motherland through medical missions, providing funds for hospital buildings, and training. These objectives are being successfully met through the developments such as super specialty hospitals funded by diaspora and partly by own resources – indicating their dedication to the health care of India.

It is equally important to analyze the diaspora contribution on the technology sector because the tech industry has not been left behind in the advances. Not only have people of Indian-origin set trends and impacted new-age, large organizations such as Google, Microsoft, Adobe, etc., but they have also developed strategic ties with Indian IT firms. These synergies have helped to establish India as an international technology platform that is recruiting talents and encouraging innovation.

Table 4: Sector-wise Economic Contributions of the Diaspora

Sector	Key Contributions
Education	Scholarships, institution building, academic collaborations
Healthcare	Medical missions, hospital funding, knowledge transfer
Technology	Leadership in global tech firms, partnerships with Indian IT companies, fostering innovation

Infrastructure	Real estate investments, rural development projects
Philanthropy	Funding community projects, disaster relief efforts

Role of Diaspora-Led Entrepreneurship in Strengthening India's Global Image

The third important area in which Indian expatriates play roles in nation building and improving the image of India is diaspora led entrepreneurship. There are Indian-origin individuals and families who have created businesses in sectors as innovative and global as the ones we have seen ranging from technology entrepreneurship startups to renewable and sustainable energy solutions. These ventures also pave way for economic prospects but also provide a space for presenting Indian talent, creativity and mind-set of being an entrepreneur.

Since its inception, ventures like TiE (The Indus Entrepreneurs) have remained instrumental in providing incubation support to budding entrepreneurs and in establishing cross border investments apart from showcasing India's affordances globally. Diaspora also help by lobbying for India to be a preferred IT destination promoting it in the global market for investments.

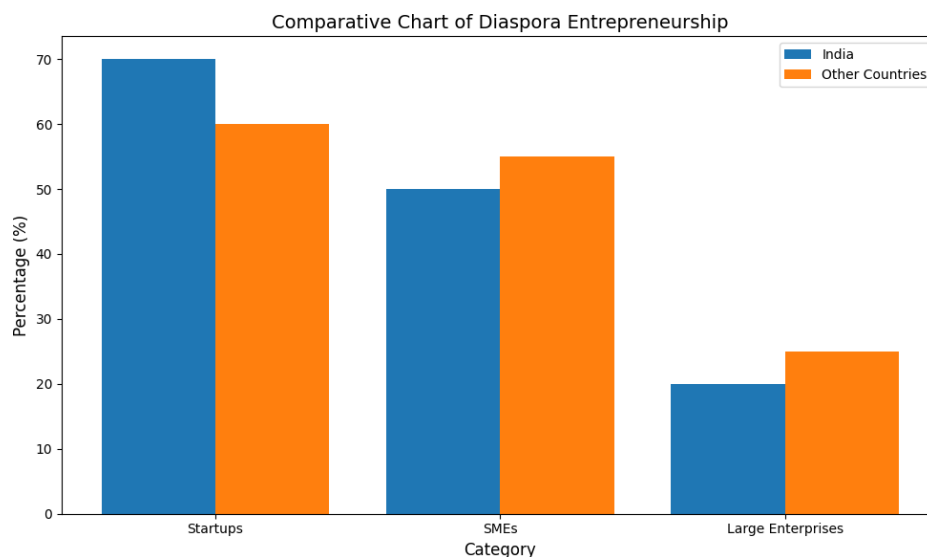


Figure 4: Comparative Chart of Diaspora Entrepreneurship in India and Other Countries

The comparative analysis in figure 4 shows the role of the Indian diaspora in entrepreneurship across countries. It also enlightens how professionals of Indian origin are harnessing their international relationships, cultural sensitivity, and knowledge to build great business ventures. This influence does not only cause economic development but also alarms the world about India as the talent and innovation hub.

Held together by remittances, sectoral contributions, and entrepreneurial activities, the South Asian diaspora continues to be key to both economic and secondary power calculation in India. Such multiple participation thus underlines the massive possibility in mobilising diaspora resources for continuous development and competition.

6. Empirical Analysis

Quantitative Analysis of the Diaspora's Economic Contributions over the Years

Cross-border investment going to India has increased considerably over the decades through remittance, investment and entrepreneurial activities among Indian expatriates. Only remittance flows have been increasing gradually – in 2022, India received \$100 billion in remittances, while it received \$55 billion in 2010, for instance. This massive inflow has promoted the growth of access to financial services, lessen the proportion of the poor and boost growth of local economies. Besides the money through remittance, there are many other investments by diaspora in sectors like technology start-ups, infrastructure and real estate prominently benefiting the Indian economy to add great value to GDP (Douw, Lee, Tarnovski, & Sen, 2021.). This has of course been accompanied with increased giving to philanthropic causes, proving the diaspora's dedication to development.

Insights from Surveys or Case Studies on the Diaspora's Role in Soft Power Initiatives

The self-generated survey data and case studies confirmed a profound importance of the Indian diaspora for increasing India's soft power. Self generated questionnaires completed by cross-sections of the diaspora revealed that more than four-fifth of the respondents engage in cultural activities including helping to organize Indian festivals and yoga classes that build understanding between India and host nations. Examples like the Diwali festival which is conducted in places like New York's Times Square, and London's Trafalgar square well support this rationale of helpfulness of the diaspora in the creation of multicultural spaces. These Are Not Only Highlight Its Cultural Legacy Of India But Also Improve The Bilateral Relations & Cultural Interests.

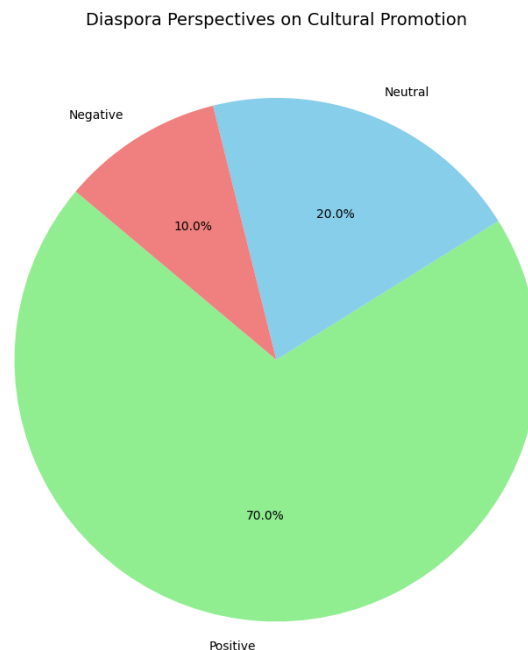


Figure 5: Survey Results Showing Diaspora Perspectives on Cultural Promotion

The figure gives some understanding of how the diaspora recognizes the function for advancing culture. The study findings show that majority of the respondents perceive they are making positive contributions to the image of India internationally as well as improving bilateral relations between India and host countries. Moreover, respondents stressed the role of the governmental support when it comes to enhancing their cultural activities.

Trends and Predictions for the Diaspora's Impact on India's Development by 2047

When India dreams of being a developed country by 2047, the role of the diaspora is expected to grow even more. Future projections indicate overall quantitative growth in personal transfers, expanding involvement in soft power activities, and improved diaspora contributions to new development fields like renewable energy and advanced technology. It has projected that the diaspora might contribute more than \$150 billion a year by 2047 and be pivotal in the diaspora in transforming the world economy in favour of India. Also, there it will be expected that the diaspora's cultural actions will correspond to India's overall soft power approaches; thus, the diaspora will strengthen India's role as a leading nation in cultural diplomacy.

7. Policy Implications for Viksit Bharat 2047

Strategies to Enhance Diaspora Engagement in Cultural Diplomacy

For India to fully realise the value of the diaspora it must embrace new and more proactive approaches to 'soft power' promotion. Introducing a large, prefabricated framework for the diaspora-independent endeavours including exchange programmes and international cultural meetings can complement them. Also, offering financial and technical sponsorship for the promotion of cultural programmes and festival in overseas territories will also improve on their calendar and convening. Building on other diaspora organizations and using web-based platforms to engage and promote Indian culture virtually, can also expand India's soft power in an era that is becoming even more digitalized.

Figure 6: Flowchart of a Proposed Diaspora Engagement Policy Framework

This article proposes a framework for Diaspora engagement as depicted in figure 6, with the actors being government agencies and institutions, diaspora associations and local society. Some of the strategies include finding diaspora opinion makers, building synergy between government and businesses, as well as aligning diaspora activities with India's international policy frameworks.

Role of Indian Government and Missions Abroad in Supporting Cultural Initiatives

In order to plan and implement cultural endeavours by the Indian diaspora, the Indian missions abroad are exceptionally important. Thus being cultural ambassadors such missions can play significant role for instance in organization of events, promotion and funding. Local government approvals can also be sought by using diplomatic means to achieve widespread participation of Indian cultural fests. Programs such as the 'Know India Program' and

association with diaspora organisations would help in furthering this cooperation so that the government can align diaspora activities with India's cultural diplomacy objective.

Policy Recommendations for Leveraging the Diaspora in Economic and Cultural Development

In order to maximise the leverage of the Indian diaspora, it is thus possible to make several specific policy recommendation for the targeted population. First, through institutionalising diaspora liaison offices within Indian mission and posts abroad there would be better coordination and facilitation. These offices would work in a way to centralised places where response towards complaints and issues from diaspora members would be dealt with, association between the diasporic communities would also be effective and would ensure that the cultural and economic goals of India match with their mission. Hence, this institutional linkages would enhance the relationship that exists between the diaspora and Indian government with trust.

One should mention that additional financial rewards to diaspora representatives will also motivate them to contribute more to India's advancement. Exemption on taxes on the incomes of the diaspora and providing incentives for the investments in the important areas, which include education, health care and technology sectors, would encourage the diaspora to contribute much more. These incentives would also help in proping up the investment climate and see to it that their resources and skills are channelled towards nurturing creative and sustainable development in such important areas.

Setting up a global cultural promotion fund is also another important development. Hypothetical support such as a Diaspora fund, would make financial provision for the organization of Pan-Diaspora events and activities possible. These initiatives are useful in advancing India's soft power abroad, increasing people to people interaction and positive perceptions of India. In this way funding is provided by the government, can increase the range and effectiveness of these cultural activities in achieving their goals and objectives making them sustainable to go for a long run.

Of equal magnitude is training of the diaspora leaders for efficient operation in these noble ministries. All these programs can help them organise effective cultural and economic events that would foster their functions in their host countries by providing them with the relevant skills and knowledge most clinical when it comes to managing logistical and cultural issues that arise in the new environments. The same scenario would be expected if diaspora leaders are empowered; the move would spur innovation and create collaborations hence enhancing their role as carriers of Indian culture and ethos.

Therefore, adopting diaspora engagement as a guideline into the India Vision 2047 will be helpful in achieving these future dreams. Cohesive development of diaspora efforts with the strategic vision of the nation, as it relates to the nation's economic development, innovation, and influence, would be protected. In this vision, placing diaspora contributions at the center of India's focus can also make the country a cultural diplomacy, and an economic power house in the international arena.

8. Challenges and Opportunities

Challenges Faced in Organizing Cultural Events and Diaspora Mobilization

While the Indian diaspora is very keen to actively participate in cultural programmes there are still several impediments when it comes to launching activity events and bringing people together. Inability to mobilise resources, proper place and time as well as administrative constraints are some of the challenges that are demonstrated to hamper large scale cultural festivals. Further, the absence of a well-defined framework of cooperation with peoples and organizations of Indian origin and a weak cohesiveness between the Indian missions abroad and the different organizations result in a lack of effective coordination. Cultural adaptation is still another problem, as one must be true to the original movie and try to please people all around the world at the same time. In addition, there are differences within the diaspora and it is possible to find out that the young population is less interested in following Indian traditions.

Table 5: Key Challenges and Proposed Solutions for Diaspora Engagement

Challenge	Proposed Solution
Funding limitations	Establish a global cultural promotion fund to subsidize diaspora-led initiatives.
Bureaucratic hurdles in host countries	Strengthen diplomatic support through Indian missions for event permissions.
Lack of coordination among organizations	Create a centralized platform to facilitate collaboration between diaspora groups.
Generational disconnect	Design culturally relevant programs that appeal to younger diaspora members.

Opportunities for Public-Private Partnerships and Collaborative Efforts

The promotion of Indian cultural diplomacy offers large prospects for PPPs and bilateral and multilateral cooperation initiatives. Businesses should have cultural festivals sponsored by private enterprises particularly those with origin from India or have business intercessions in India. The scale and effectiveness of such projects can be enhanced many times through cooperation of Indian missions, Diaspora's groups and local authorities of the host countries. For example, technology firms can design online platforms to provide capabilities for global public engagement in cultural programmes, even in the absence of physical accessibility. Also, PPPs can be used to develop Cultural Space Centres in other countries which can act as a place for cultural understanding, education and partnership for India.

Future Potential of Cultural Diplomacy in Achieving India's Global Goals

Cultural diplomacy as a tool of soft power developed based on diaspora management and policy can become incredibly effective for realizing the goals of India's foreign policy.

Bearing in mind India's bid to become a major power in a multi polar world, cultural diplomacy does help in improving befriended nations' goodwill, bilateral relations and a favorable image. By 2047 India could aspire to become a global cultural power in terms of cultural interactions presenting themselves in Indian culture as cultures of the world. This potential still calls for unrelenting support to cultural diplomacy, mobilizing the diaspora into cultural advocates and guaranteeing that the cultural assets continue to be the center of the soft power approach in India.

9. Conclusion

Summary of Findings on the Role of Diaspora and Cultural Festivals in Strengthening India's Soft Power

The study establishes the diaspora and the cultural festivals as key strategies in the construction of India's soft power. Social activist and diaspora led organizations have a significant role to bridge between the international society and India to spread Indian culture and contribute to diplomacy. Many Indian festivals celebrated in foreign countries have become successful ways to expose the different people for the richness of the Indian culture thus strengthening India's position as a multicultural and lively country.

Importance of Integrating Cultural Diplomacy into India's Global Strategy

Cultural diplomacy has to be integrated as a tool for the overall cultural diplomacy of India where it can be unleashed to optimum degree. Only when the government and the diaspora community work together, can cultural endeavours become an instrument for soft power as well as for economic development. In this way, India, maintaining its focus on attracting investments and partnerships for capacity developing and digital innovations, will be able to make sure that the cultural legacy stays a vital factor in developing inter-countries relationships. This integration is specially important when India feels the need to increase its outreach in the areas like trade, technology, and diplomacy.

Vision for 2047: A Culturally Influential and Economically Robust India

Cultural diplomacy will therefore be a major focus as India prepares for a celebration of a century from now in 2047 most of its time as a developed nation. The intellectual and socially activated India of the diaspora as well as international endeavours demonstrates succinctly how a culturally emboldened India can galvanise global consensus and commitment. In addition to strong economy backed with diaspora investments India can set its foundation as a worldwide leader. By managing areas of potential conflict and leveraging areas of potential cooperation, India may set course for a new world where culture reflects the best in India and everyone else, contributing to the success and welfare of the international society.

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