Azim Premji University

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India's fragile soft power

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India's fragile soft power

The Medigovt would do well to recognize the character of our soft power and stop the Parivar from undermining its very foundation.

By Vinay Kumar

The Narendra Modi government’s strategy to enhance India’s soft power appears at odds with India’s foreign policy. However, it has unfortunately been advancing along a predictable path. This is not surprising because the primary beneficiaries of soft power are major powers, and the major powers are mainly governed by utilitarian calculations.

There seems to be some change afoot. A Modi government is in power, and the philosophy of power the government espouses is not new. The towering presence of India in the united Arab world, Asia and the rest of the world is more the result of our soft power than hard power. The lifts of Bhopal, in a sense, were an example of this. An example of soft power in the field of education has been the Swachh Bharat Abhiyan. Assessments of India’s soft power - geographic, cultural, economic, political, technological, military and intellectual - are mainly based on this.

The composite image of India presented by the Modi government is unimpressive. The image - socially backward and economically poor with a devastating impact on its diplomacy - is unlikely to improve our soft power. The present government has also drained India’s foreign policy of its linguistic and cultural content.

Modi has also drained India’s foreign policy of an linguistic and cultural content. However, it has also drained India’s foreign policy of its linguistic and cultural content. The diaspora is the best way to engage the diaspora. The diaspora is the best way to engage the diaspora. It is indeed surprising that the Prime Minister’s own government is not addressing the diaspora in this manner.

The peaceful resolution of land and water disputes under the United Nations’ auspices is a good example of this. It is the prime minister’s responsibility to ensure that the peace process is successful. This is not the GST which the UPA government推行了. This is not the GST which the UPA government推行了. But this is the story of how the worst can function in the greatest universities. They also failed in the field of economic policy. The open market and agricultural policies failed. These policies failed because they were not based on the principles of soft power. The diaspora is the best way to engage the diaspora.

The move to take absolute power in any form is a new trend in India. It is the Prime Minister who has been praised for this. This is the story of how the worst can function in the greatest universities. They also failed in the field of economic policy. The open market and agricultural policies failed. These policies failed because they were not based on the principles of soft power. The diaspora is the best way to engage the diaspora.

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