

WRAP Exams · wrapexams.com

Prelims PYQ, Mains model answers, and copy evaluation. Write to the desk for this paper, a doubt, or the AI waitlist.

ask@wrapexams.com · +91 85951 84903 · wrapexams.com

Q5(e)

Discuss the role of public diplomacy in the enhancement of India's global standing.

UPSC Civil Services Mains 2022 · PSIR GS 2 · 10 marks · India's Contribution to the Non-Alignment Movement

India's Contribution to the Non-Alignment Movement: Different phases; current role.

Core demand of the question

- Discuss the role of public diplomacy in the enhancement of India's global standing
- Keep the answer within a 10-mark length

Revision summary

Public diplomacy targets foreign societies, not only cabinets.

Nye's soft power is the theoretical name for that attraction.

India's tools are culture, diaspora, ITEC, and development goods.

Standing rises when the story is believed at the UN and in the G20.

Domestic contradiction and thin budgets are the brakes.

Introduction

Public diplomacy speaks to foreign publics, not only to foreign offices. Joseph Nye called the asset soft power. India uses culture, diaspora, development partnership, and digital media to raise standing.

Body

Tools India uses

- The Ministry of External Affairs' public diplomacy work, Indian missions, and ICCR cultural centres carry yoga, classical arts, and contemporary India.
- Diaspora outreach, Pravasi occasions, and student mobility make a people-to-people lobby in the United States, the Gulf, and Africa.
- ITEC training, lines of credit, vaccines, and disaster relief are public diplomacy with material proof.
- Digital India, cinema, and English-language media compete in a crowded information order.

How standing rises

- Attraction reduces the cost of coalitions at the UN, in the G20, and among Global South voters.
- A democratic, post-colonial story still differs from great-power coercion, which NAM memory amplifies.

Limits

- Neighbourhood images, communal polarisation, and press-freedom indices can cancel a festival of India.
- China's capital and the West's universities still outspend Indian cultural budgets.
- Public diplomacy cannot replace capability. It can make capability more legitimate.

Flow diagram

Public diplomacy -> Culture ICCR yoga
Public diplomacy -> Diaspora ITEC vaccines
Culture ICCR yoga -> Global standing
Diaspora ITEC vaccines -> Global standing

Conclusion

Public diplomacy enhances India's standing when culture, diaspora, and development delivery match the claim of a responsible democracy. It is Nye's attraction at work. It fails when domestic practice contradicts the message.

Facts & figures

Joseph Nye

Soft power as attraction through culture, values, and perceived legitimacy of policy.

ITEC

Indian Technical and Economic Cooperation training for officials of partner developing countries.

ICCR

Indian Council for Cultural Relations, a main carrier of cultural centres and exchanges.

Vaccine Maitri

Pandemic-era supplies that India used as a public-diplomacy marker of Global South partnership.

WRAP Exams · Write. Read. Analyse. Practice. · <https://wrapexams.com/upsc/mains-answers/psir-gs-2/2022/discuss-the-role-of-public-diplomacy-in-the-enhancement-of-indias-global-standing/> · ask@wrapexams.com · wrapexams.com