

INDIA'S "SOFT POWER" DURING N.MODI'S ADMINISTRATION (2014 – PRESENT)

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Abstracts. "Soft power" is now genuinely turning into a vital instrument for improving nations' standing and clout. In that regard, India is likewise increasing its involvement in global affairs in an effort to increase its influence. India frequently opts for peaceful cultural dissemination because of its distinctive historical features. This strategy is essential for India to successfully market its cultural traits. This quality is seen as a potent weapon for India in expanding its "soft power" around the globe today. Prime Minister Narendra Modi makes full use of India's unique cultural advantages. Until date, the N. Modi government's development and use of "soft power" has been a considerable success, drawing the attention of international leaders. It is clear that the Modi government has opened up the dialogue between India's "soft power" potential and its foreign policy. For the first time, the Indian government is beginning to methodically use rich human and cultural resources that have hitherto evolved independently of official policy. With an interdisciplinary approach, the article below discusses India's "soft power" building policies during Prime Minister Narendra Modi's tenure (from 2014 to present), viewing them as one of the secrets to India's remarkable transformation, assisting the country in establishing its position in the new global order.

Keywords: Great transition, "soft power", India, Narendra Modi.

1. Introduction

"Soft power" is a scientific concept proposed by Professor Joseph Samuel Nye, Harvard University, USA, since the 1990s. In the most general sense, national power includes "hard power" and "soft power". "Hard power" includes the material parts of the country, which can be recognized relatively clearly through specific numbers on military potential (quantity and quality of the army; military equipment, especially nuclear weapons); economic strength (economic scale, GDP, and economic structure)... In contrast, "soft power" pertains to the intangible elements of a nation and its influence in international relations. As defined by Professor Joseph S. Nye, "soft power" is "the *ability to get what you want through attraction rather than coercion or payment; it arises from the appeal of culture, political ideals, and policies of a country.*" (Joseph, N., 2004: 12). As a result, a country is deemed effective in developing soft power when it affects and obtains support from other countries based on the attractiveness of its culture, political ideas, and foreign policy (Joseph, N., 2004: 153–171). Christopher A. Ford elaborated: "Soft power is often used to refer to the collective influence of a country's weight in the economic, cultural, and political fields, which is essentially all aspects of national power except hard power coupled with military coercion." (Christopher, A. F., 2012: 89 – 111).

Some argue that “soft power” is the kind of power that “*can easily influence the behavior of other countries without having to use measurable types of power.*” (Goldstein, 2003: 16–17). Thus, “soft power” is viewed as the invisible force that regulates international interactions. The notion of “soft power” is sometimes ambiguous and not as easily recognized as “hard power”.

There are several definitions of “soft power” in general. However, the primary issue for countries to address now is increasing “soft power,” which is the most significant weapon for fostering economic and diplomatic progress. This is a step toward strengthening the nation's position in the increasingly competitive and complicated fight for influence in international affairs.

How much “attractive power” does India have? India's soft power has its own civilizational component: With more than 5,000 years of history, Indian civilization is one of the world's great cultural forms, influencing religion, philosophy, art, language, literature, trade, and tourism. It is the birthplace of four of the world's religions: Hinduism, Buddhism, Jainism, and Sikhism. Having coexisted for millennia, India provides a distinct and syncretic religious discourse. Over thousands of years of growth, Indian culture has solidified into “Indian identity” and “Indian spirit”. Like many other great civilizations throughout the world, Indian culture has historically absorbed numerous foreign cultural components while also leaving a significant mark in various parts of the world. Traces of Hindu and Buddhist civilizations may still be seen in the cultures of South and Southeast Asian nations. The difference is that, unlike Chinese culture, the expansion of Indian cultural values has a calm tone, readily merging and penetrating into the flow of indigenous traditional culture in other nations with which it comes into contact. As a result of this merger, the people's and countries' distinct cultures emerge. Thus, it is clear that, from a very young age, via the transmission of cultural values, India has built a benign image in the minds of people in various nations and areas throughout the globe. As we enter the twenty-first century, the world is watching India's astonishing economic rise, which is gradually transforming the country into a global force. In that environment, India places a high value on developing soft power resources, which it regards as a critical foundation for connecting with the rest of the world.

Historical, cultural, and political relations have been heavily stressed in India's foreign affairs efforts since Prime Minister J. Nehru's tenure (1947). The Indian government has long relied on traditional cultural “characteristics” like Bollywood, yoga, and food as “soft power” tools for foreign policy formulation and implementation. But, most obviously, in the first decade of the twenty-first century, with its strong economic development, India concentrated on further expanding soft power resources in boosting ties with neighboring nations and, more widely, with Asian countries. India has concentrated on enacting policies to establish and strengthen “soft power” by supporting long-term internal values such as tradition, culture, history, and many other elements. Many systematic programs to enhance the importance of “soft power” in the process of creating and growing the country have been observed, developed, adopted, and carried out, particularly from 2014 to the present, under President Narendra Modi's tenure. That is regarded as one of the secrets of India's amazing change, which has helped the nation establish its position in the new world order.

2. Content

2.1. Policies to build “soft power” during Prime Minister N. Modi period

Recognizing the primary purpose of boosting “soft power” for national development, India under Prime Minister Narendra Modi established several strategies and action plans to convert the country's existing resources into “soft power”. Practical experiences show that efforts to establish “soft power” during Prime Minister Narendra Modi's tenure focus largely on enhancing traditional culture through media, contemporary science, and technology, supporting both people-to-people and state diplomacy to boost cultural promotion. Based on that foundation, India first

succeeded in establishing a “national brand,” resulting in prestige, pervasiveness, and the impact of “soft power” in its ties with regional and global partners.

Prime Minister Narendra Modi's government prioritizes measures that promote traditional cultural values in a methodical and effective manner. Unlike past governments, the government of Prime Minister Narendra Modi has prioritized India's traditional cultural traditions via strategic investment. Prime Minister Narendra Modi recognizes the importance of traditional culture in strengthening the country's “soft power.” It is a critical and important resource, a driving factor for long-term growth in the increasingly severe “soft power” rivalry among nations. As a result, Prime Minister Narendra Modi stated: “In the contemporary period, which may be regarded as an era of information, our duties and responsibilities have grown. We must emerge as Vishwa gurus, not only to give fresh direction for the world but also to defend our legacy” (Martin, P., 2015).

The Narendra Modi government's policies prioritize the development and popularization of culture through food, dance, classical music, yoga, Ayurveda, festivals, and other forms of art and culture that reflect India's distinct features. Since 2014, Prime Minister Narendra Modi has consistently enacted a number of measures aimed at building and developing traditional cultural values based on contemporary principles. Some common schemes are: “*The PRASAD scheme (Pilgrimage Rejuvenation and Spiritual Augmentation Drive)*” , “*The Kashi Vishwanath Corridor project*” , “*Mahakal Lok project in Ujjain, Madhya Pradesh, and the Maa Kamakhya Corridor in Guwahati, Assam*” , “*Chardham Mahamarg Vikas Pariyojna project*” ,... Prime Minister Narendra Modi has employed the policies outlined above to foster cultural diplomacy, which serves as the foundation for promoting and improving the efficacy of India's “soft power” regionally and worldwide.

The primary purpose of foreign policy under Prime Minister Narendra Modi has been to improve the country's standing and reputation in the international arena. Aim to transform India into a “soft power” powerhouse rather than a middle-class country or worldwide observer. The focus of Narendra Modi's foreign policy has switched from “Panchsheel” to “Panchamrit,” the fundamental topic that has driven India's cultural diplomacy campaign over the last decade. Therefore, the aims of “Panchamrit” include:

1. *Dignity and honor (Samman);*
2. *Increased involvement and discourse (Samvad);*
3. *Sharing prosperity (Samridhhi);*
4. *Regional and global security (Suraksha);*
5. *Linking culture and civilization (Sanskritievam Sabhyata).* (Ganguly A., 2015)

To carry out the aforesaid strategy, Prime Minister Narendra Modi's government has consistently pushed cultural promotion initiatives through state and people-to-people diplomacy. These policies are applied in a methodical manner and have had a significant positive influence on India. Prime Minister Narendra Modi pursues diplomatic policies with both regional and international partners. With a long history of peace and neutrality, India has used its traditional and historical assets to create contacts with nations all over the world, generating possibilities to strengthen its place in the global community.

The term “self-reliant India” (in Hindi: “Atmanirbhar Bharat”) refers to Prime Minister Narendra Modi's strategy for making India self-reliant. It underlines the idea of a self-sufficient and resilient India that integrates into the global community. The Government of Narendra Modi's “self-reliant India” strategy is built on five pillars: 1. Creating a new economy (to the tune of 5,000 billion USD); 2. Developing contemporary infrastructure; 3. Establishing a technology-based distribution system; 4. Capitalizing on the youthful population; and 5. Effectively leveraging domestic demand.

The term “self-reliant India” is frequently connected with the economic sector and considerable local production of products and services in response to the worldwide “supply shock” triggered by the COVID-19 epidemic. However, “self-reliant India” has foreign policy ramifications. If the domestic policy aim is to minimize reliance on imports of critical products, the foreign policy goal is strategic autonomy.

“Self-reliant India” is a plan and long-term ambition to transform India into a “self-reliant” country in economy, politics, and foreign policy. In terms of economics, India must rely on its own national strength and play a greater role in the global economy. Indian Prime Minister Narendra Modi affirmed this in his address on the 74th anniversary of India's Independence Day and the 75th anniversary of the United Nations. (2020) (Hindustan Times: 2020). In international affairs, India's “self-reliance” strategy is expressed in the flexible use of the idea of “strategic autonomy” to safeguard its independence, freedom, sovereignty, and territorial integrity. The “self-reliance” approach in international affairs revolves around diversifying ties. The Indian government recognizes that, in order to contain China, aligning with a number of strategic allies, including the United States, is a realistic diplomatic road to moving toward the emerging multipolar international order that is currently in place. In the midst of rising US-China competition, India must maintain its independence as a center of power by establishing ties with neutral states around Asia and the world. For India, a country that cherishes “strategic autonomy,” the current foreign policy dilemma is no longer a decision between two “giants” or remaining neutral. It is also an adjustment and adaptation in an age of heavily interconnected networks. To achieve its core aims, India must convert “strategic autonomy” into a sort of “soft power”. As in the economic sphere, “self-reliance” in foreign policy does not imply “isolation” or “alliance” with a superpower but rather collaboration with a number of “like-minded” counterparts. India is familiar with the term “multi-vector” foreign policy, and it is time to leverage its capabilities.

Clearly, the “self-reliant India” policy represents India's spirit, determination, and strong drive to attain self-reliance in politics and diplomacy. When India reorganized and opened up in 1991, the notion of “self-reliant India” remained an essential component of India's development plan into the twenty-first century. As a result, in the complicated regional and international environment, India's “soft power” is still encouraged and strengthened. Prime Minister Narendra Modi has adopted a number of programs aimed at growing influence and strengthening ties with nations and areas throughout the world. Typically, the program upgrades “Look East Policy” to “Act East Policy” for the Asia-Pacific area and strengthens international ties with Western nations, particularly significant countries such as the United States, Germany, and France. With Prime Minister Modi's “neighborhood first” approach in the South Asian area, ties with neighboring nations such as Bangladesh, Sri Lanka, Nepal, and Bhutan have improved. Along with that, Prime Minister Narendra Modi underlined the importance of the Indian diaspora abroad in developing and promoting India's “soft power.” Prime Minister Narendra Modi stated, “Tomorrow will be India's century, with the country's strength and spirit of reform attracting the Indian diaspora around the world.” Anirban, G.; Vijay, C.; Uttam, K. S. (2018). While highlighting the three-dimensional aspects that encourage India's development, Modi adds a fourth factor, “Diaspora” (Indian Diaspora), which fosters the rise of India's soft power. (Chaulia, S., 2016).

The focus of India's “soft power” policy under Prime Minister Narendra Modi is on establishing “yoga diplomacy,” “traditional medicine diplomacy,” “Buddhist diplomacy,” and film exports (Bollywood).

Yoga is regarded as a traditional cultural value in the heart of Prime Minister Narendra Modi's campaign to establish “soft power”: “*a priceless gift from India to the world.*” (Kugiel, P., 2016). Yoga has a 5,000-year history and is one of India's six most recognized philosophical traditions. Yoga has great vitality and is growing rapidly because of the mix of spiritual, cultural,

and health aspects. Although N. Modi's predecessors attempted to expand the impact of yoga over the world, the results were disappointing owing to the presence of cultural institutions such as the British Council, Germany's Goethe Institute, and China's network of Confucius Institutes around the world.

Faced with this circumstance, one of N. Modi's first and most significant responsibilities as Prime Minister of India was to rally the Indian population throughout the world to fund and promote Indian culture, particularly yoga. N. Modi is renowned as a leader who effectively utilizes his talents on social networking sites such as Facebook, YouTube, Tumblr, LinkedIn, and Pinterest. PM Narendra Modi's personal Facebook page currently has over 50 million followers. In addition to delivering political ideas, he frequently publishes images, videos, and snippets of individuals doing yoga, including many Indians. In this approach, he hopes to widely publicize this amazing health training subject around the world. The Modi government has skillfully merged "yoga diplomacy" into global affairs. As a result, Narendra Modi stated at a United Nations General Assembly meeting that yoga is more than just exercise; it is also "a way to change lifestyle and create consciousness; it can also help us cope with dealing with climate change" (Asoke, M., 2022). As a result, Modi endorsed the plan, which called for countries to hold "International Yoga Day". The United Nations designated June 21st as "International Yoga Day" in 2015, thanks to initiatives by the Indian government. Thus, "*The decision to establish an international Yoga Day by the United Nations has shown the world's appreciation for India as well as marked the increase in soft power in this country.*" (NDTV, 2015).

Prime Minister Modi's "yoga diplomacy" takes numerous forms, including three key ones: 1: The Indian Prime Minister personally teaches yoga at high-level diplomatic forums, handing out books and discussing it with leaders such as Australian Prime Minister Malcolm Turnbull, US President Barack Obama, Russian President Vladimir Putin, and others. 2: organizing yoga performances during visits and welcoming international heads of state, such as during Prime Minister Modi's 2015 visit to China, when 400 people performed in front of Prime Minister Modi and Chinese Prime Minister Li Keqiang; 3: deploying yoga activities globally through the Indian Embassy abroad on the occasion of "International Yoga Day". Yoga has become a popular activity that is rapidly expanding throughout the world, with millions of individuals practicing. Yoga is becoming more popular not just in India but also in Pakistan, Bangladesh, Sri Lanka, Thailand, Japan, and Vietnam, as well as in Western nations such as England and France, America, and Switzerland. Yoga has been done in approximately 200 countries thus far. It might be argued that yoga has helped to popularize the brand name "India" in nations throughout the world, therefore laying the groundwork for India's worldwide standing.

Aside from yoga, India is focused on establishing "traditional medicine diplomacy"—"Ayurveda."Ayurveda". Since 2014, the Government of India has aggressively promoted the rich qualities of traditional medicine and healthcare by strengthening ties with nations in the region and throughout the globe. Efforts to internationalize traditional medicine are tied to Prime Minister Narendra Modi's "Healthy India" plan. During the period 2014-2023, the Indian Ministry of Traditional Medicine, "AYUSH", consistently contributed favorably to the WHO's "Traditional Medicine Strategy." India became a member of the "WHO South-East Regional Office". Accordingly, it can be seen: "*Traditional medicine is widely popular over the world. India should lead in this arena, since it not only helps our country make money but also demonstrates our responsibilities to the globe.*" (WHO Regional Office for South-East Asia, 2014).

Spiritual diplomacy is also a priority in India's "soft power" development strategy under Prime Minister Narendra Modi. The primary focus of spiritual diplomacy is Buddhism: "*It is believed that the twenty-first century will be the century of Asia, and there is no argument about this... Without Buddha, the century will not be considered Asian.*" (Bhavna, V. A., 2015). Based

on the impact of Buddhism, the Prime Minister has cultivated connections with countries all over the world and in the area, particularly in East Asia. From 2014 until the present, Narendra Modi has worked tirelessly in the spiritual and intellectual spheres to establish India as a Buddhist pilgrimage destination. Several Buddhist cultural centers were created in Japan, Korea, Nepal, Sri Lanka, Bhutan,... A “Buddhist tourism road” is being promoted to be built, including relics such as Lumbini in Nepal, where Buddha was born; Bodh Gaya, where Buddha attained enlightenment at the foot of the Bodhi tree; Sarnath in Uttar Pradesh state, where Buddha gave his first sermon; Rajgir in Bihar, where Buddha lived and taught; Nalanda, the center of Buddhist learning and teaching; and Kushinagar in Uttar Pradesh, on the border of India and Nepal, where Buddha spent his N. Modi aimed to stress India's spiritual and philosophical linkages with the rest of Asia, particularly with China, by leveraging Indian Buddhist ideals to enhance relations with Japan, Myanmar, and Nepal. A “Buddhist tourism road” is being promoted to be built, including relics such as Lumbini in Nepal, where Buddha was born; Bodh Gaya, where Buddha attained enlightenment at the foot of the Bodhi tree; Sarnath in Uttar Pradesh state, where Buddha gave his first sermon; Rajgir in Bihar, where Buddha lived and taught; Nalanda, the center of Buddhist learning and teaching; and Kushinagar in Uttar Pradesh, on the border of India and Nepal, where Buddha spent his N. Modi aimed to stress India's spiritual and philosophical linkages with the rest of Asia, particularly with China, by leveraging Indian Buddhist ideals to enhance relations with Japan, Myanmar, and Nepal.

Nalanda University was formally established in 2014, serving as a global model for Buddhist research and education. At the time of its establishment, Nalanada University had 10,000 students; the majority of them were monks from China, Tibet, and other countries. The Indian government believes Nalanda University has the potential to be an effective “soft power” instrument. PM Narendra Modi's emphasis on Buddhism is also reflected in a number of official projects of this government. On May 4, 2015, “Buddha Purnima Diwas” was established to commemorate Buddha's birth. To boost religious tourism, the Indian government also issued visas to Buddhist tourists visiting the nation.

In addition to state diplomatic initiatives, the Modi government aggressively supports people-to-people diplomacy, with a particular emphasis on the substantial Buddhist minority in East and Southeast Asian countries. Although the Buddha was born in Lumbini, Nepal, his enlightenment, preaching, and most of the actions associated with the development of Buddhism occurred in India. Today, India has various Buddhist landscapes and relics that serve as tourism attractions for Buddhists from all over the world. The Indian government has been proactive in utilizing Buddhist tourist resources as part of the country's branding strategy. In 2004, the Government of India sponsored the International Conference on Buddhism and Spiritual Tourism (New Delhi), which was attended by the President of India and the Dalai Lama. The meeting discussed strategies to improve Buddhist landscapes. The Indian government has upped its efforts to improve tourism infrastructure. India is now executing efforts to make the country a pilgrimage destination for Buddhists worldwide. From 2014 until the present, spiritual diplomacy in general and Buddhist diplomacy in particular have consistently been useful tools in India's “soft power” strategy. The Indian government sees Buddhism as a viable weapon for rebalancing power in East Asia, where China and India are increasingly competing for geopolitical dominance. It is worth noting that, as economic competition between India and China intensifies, Buddhism might assist India in gaining influence by helping other East Asian countries. Prime Minister Narendra Modi is also working to enhance and improve India's “soft power” through diplomacy in the arts, with a concentration on films and television. In 2017, “Republic TV” was founded as an Indian worldwide television station.

Next, the “Bollywood” film industry is seen as an effective “soft power” development instrument for Prime Minister Modi. As a result, the growth of the Bollywood business is critical

for showcasing Hindu culture, traditional values, India's distinctiveness, and integration to worldwide audiences. Prime Minister Narendra Modi affirmed the importance of the Bollywood film industry, saying: "Our film and entertainment industry is vibrant." It has a significant worldwide impact as well. Our films, music, and dance are effective ways to engage with individuals and social communities. In 2015, India's "Cinema Support Office" was founded. On that premise, the office provides opportunity for numerous international filmmakers from 27 nations across the world to come and shoot films in India.

Thus, via the traditional cultural aspects described above, Prime Minister Modi believes that his efforts would propel India to the forefront of world politics, assuring security, friendship, leadership, foreign investment, and technological advancement. In general, Prime Minister Narendra Modi's policies have helped to bridge the gap between traditional and contemporary values through broad, comprehensive, and in-depth cultural diplomacy programs based on a blend of traditional and modern ideals. multilateral and various ties with nations across the globe; building the image of a "democratic," "self-reliant," and "moderate" country, aiming for common principles for global development. In addition to developing and supporting traditional cultural values and cultural diplomacy, Prime Minister Narendra Modi's administration prioritizes digital diplomacy, economic aid, popularizing Hindi, promoting democracy, and a variety of other initiatives. That mix of measures executed during Modi's government has had a favorable impact, helping to improve India's economic situation in recent years.

2.2. Some comments on Prime Minister N. Modi's policies

First, the "soft power" building initiatives enacted by Prime Minister Narendra Modi throughout his term have yielded several beneficial results and benefits, helping to strengthen India's global standing. Before N. Modi became Prime Minister, "India had long seemed unable or unwilling to become a major player on the world stage" (Tien, T.N., 2020: 28). However, after assuming office, Prime Minister Modi has implemented several changes based on his unwavering conviction. During a series of bilateral meetings, Modi attempted to soften his stance toward China, Japan, and the US. India is actively strengthening its participation in international forums such as the BRICs, G-20, and the United Nations General Assembly. The "Act East Policy" superseded the "Look East Policy" in an effort to help India build connections and promote commercial contacts with Southeast Asian countries. That's why, *"from a country struggling to find a way to develop, India is becoming a leading country; a country that used to follow the rules has become a country that makes rules and sets the agenda in the international arena."* (Le, V.T., 2018).

Indeed, throughout Prime Minister Modi's two years in power, India's ranking in the "Global Soft Power Index" report has risen dramatically. In the two years 2022-2023, India remained among the top 30 nations in this list. According to the 2023 Southeast Asia Survey, India has increased its trustworthy score among ASEAN countries, rising from 16% in 2022 to 25% in 2023. (Toan, L.V., 2018). Approximately 177 nations, including the United States and China, have responded to Prime Minister Modi's proposal for an "International Yoga Day" as of today. Foreign investment in India surged by 40% just at the beginning of Prime Minister Modi's administration. India rated ninth in the "investment attractiveness ranking" of the "United Nations Conference on Trade and Development". (Toan, L.V., 2018).

The Indian film industry has emerged as one of the most prolific producers of high-quality films. The year 2022 saw a stunning turnaround in Bollywood film exports, with "Naatu Naatu" becoming "the first Indian film song to win an Oscar". This encourages Indian culture to be spread around the world. Based on its effective development, India ranked as the world's tenth largest economy in 2014. By 2023, India will have risen to the ranks of the world's top five economies.

Second, Prime Minister Narendra Modi's strategies to develop “soft power” share parallels and distinctions with the previous administration and other countries across the world. In comparison to past governments, Prime Minister Narendra Modi's policies emphasize the government's role in encouraging growth and boosting the impact of national “soft power”. Narendra Modi also proposes strengthening India's “soft power” position to become a great power proportionate to its economic position, rather than being an observer or a middle-range country. Prime Minister Modi also pays more attention to the Indian population overseas than Prime Minister Nehru did with his “active separation” strategy. Compared to other nations, India's approach to developing “soft power” emphasizes “neutrality,” “democracy,” and “self-reliance.” India does not employ “soft power” to intimidate or influence foreign relations. India's “soft power” is a prudent strategy to avoid the consequences of polar conflicts in international relations, such as the US-China conflict. This has offered a unique opportunity for India to promote culture and strengthen its “soft power” with regional and international partners. Furthermore, Prime Minister Narendra Modi's administration focuses on establishing “soft power” in accordance with the global agenda for sustainable development.

Third, Prime Minister Narendra Modi's “soft power” development strategies still have certain limits. Many analysts argue that India is concentrating on “national image management rather than building long-term relationships” (Mukherjee, 2014). Furthermore, India's tough challenges, such as poverty, diseases, religious disputes, and so on, make enacting programs to enhance national “soft power” problematic. That means Narendra Modi's government must find answers to address and improve India's status and standing in the eyes of its citizens and foreign allies.

Fourth, these policies have provided many significant lessons for emerging nations, including Vietnam. Some lessons that might be discussed are the preservation and promotion of traditional cultural values. Simultaneously, contemporary science and technology are being used to enrich and extensively promote such heritages. Another is to strengthen the role of the state and government in promoting and enhancing the national image. To boost policy efficacy, it is also necessary to collaborate with non-governmental organizations, individuals, and ethnic communities in other countries.

In general, the “soft power” building initiatives undertaken by Prime Minister Narendra Modi have resulted in a significant transition for India during the last two decades.

3. Conclusions

Thus, throughout the past two decades, under Prime Minister Narendra Modi's leadership, India has achieved significant progress through policies aimed at building, developing, and promoting national “soft power”. In the increasingly competitive fight for “soft power,” changes in Prime Minister Modi's policies are critical, affecting both the success and collapse of the Indian economy. Given his understanding of the competition, Narendra Modi has used the fundamental and long-standing traditional values of Indian culture to undertake building and marketing plans.

On that premise, Prime Minister Modi's initiatives from 2014 to the present have resulted in several significant successes. Although there are still numerous constraints that must be overcome, such policies continue to give valuable lessons and serve as examples for the growth of nations across the world. It is clear that India's enormous transition under Prime Minister Narendra Modi is a journey that connects the present and the past, tradition and modernity, and the government with the people at home and abroad. All of these variables have helped to confirm the “soft power” of a civilization that is more than 5,000 years old.

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