

**PGDM-IB, 2020-22**  
**Geopolitics & Risk Analysis**  
**IB-403**

**Trimester – IV, End-Term Examination: September 2021**

Time allowed: 2 Hrs 30 Min  
Max Marks: 50

Roll No: _____
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**Instruction:** Students are required to write Roll No on every page of the Answer Sheet. All other instructions on the question paper / notifications should be followed meticulously.

**Section A (3x10=30)**

A1.1. Discuss about geopolitical risk factors (minimum five factors to be discussed). (CILO 1, 10 marks)

OR

A1.2 Discuss about geopolitical actors (classify the actors and then discuss). (CILO 1, 10 marks)

A2.1 Explain how the commodity market is linked to geopolitical developments. Explain with examples. (CILO 2, 10 Marks)

OR

A2.2 How is/has geopolitics manifested in digital space. Explain with examples. (CILO 2, 10 Marks)

A3.1 Why are brands affected by geopolitical risk? Can brands shield against such risk? (CILO3, 10 marks)

OR

A3.3 What are tax heavens? What role does it play in the flow of finance and capital across countries? (CILO 3, 10 marks)

**Section B (2x10=20) [Read the case and answer the following questions]**

B1 Discuss about the sources of India's soft power and their effectiveness. (CILO 1&CILO 3, 10 marks)

B2 Do you agree that soft power can enhance regional integration and overcome mistrust. What has been India's experience in using soft power for regional integration. (CILO 1 & CILO 3,10 marks)

## Case: India's Cultural Diplomacy and Soft Power

[Excerpt of a Distinguished Lecture Delivered by Amb (Retd) Bhaswati Mukherjee at Presidency University, October 18, 2019]

Available at: <https://www.mea.gov.in/distinguished-lectures-detail.htm?855>

What is soft power? How is it linked with cultural diplomacy? My visit comes soon after the historic 2nd Informal Summit between Prime Minister Modi and Chinese President Xi Jinping at Mamallapuram (also known as Mahabalipuram). It was a spectacular demonstration of India's magnificent Tamil heritage and soft power. It also demonstrated the shared cultural and civilizational connect between India and China. The magnificent rock sculptures at Mamallapuram had been visited by Hiuen Tsang in 630 AD at the height of the Pallava reign. Thus the 'Chennai Connect' is the new buzz word for India's soft power.

It is internationally recognised that one of India's significant global contribution's has been the exercise of its soft power, drawing on its ancient cultural and civilisational roots. 'Vasudhaiva Kutumbakam' was among the first precursors of Global Citizenship as it is understood today – the concept that all individuals are collectively responsible towards each other and their shared future. It forms the basis of UNESCO's ongoing dialogue between cultures, religions and civilisations. Today, India's soft power as represented through her vibrant cultural and civilisational heritage and through her Diaspora spread worldwide, serves as a powerful reminder that India's values of secularism, tolerance, inclusiveness and cross fertilisation of cultures which are an intrinsic part of our civilisation, are more relevant than ever before in the uncertain international scenario of today.

Cultural diplomacy is therefore an important dimension of a country's soft power. The international impact of India's soft power was felt long before the term found place in popular parlance in the 21st century. Indian arts, culture and spiritualism have attracted people from all around the world for centuries. Our Prime Minister in Modi 1.0 reoriented Indian diplomacy by combining new elements of soft power. The five pillars of this soft power, used in a strategic sense are Samman (dignity), Samvaad (dialogue), Samriddhi (shared prosperity), Suruksha (regional and global security), and Sanskriti evam Sabhayata (Cultural and civilizational links). These are interlinked with India's broader political and economic goals of the country.

Now in his second term, PM Modi has sought to embed India's political values in a larger geopolitical context and has put special emphasis on the idea that India can be the 'viswaguru' or world teacher. The aim is to build an Asian Century on the basis of 'vikasvaad' that would bring peace and stability. As the 'Chennai Connect' between India and China demonstrates, Asia, the largest continent in the world, is bringing the message of peace, brotherhood, coexistence and prosperity to the rest of the world.

Cultural bonding can be one of the ways to prevent conflict and promote peace. The pursuit of cultural diplomacy and soft power in India is underpinned by MEA's iconic institutional structure, the Indian Council for Cultural Relations (ICCR) which was established in 1950 with the objective of reviving and strengthening India's cultural relations with rest of the world. This reorientation of our foreign policy was indeed timely and intrinsic to a successful foreign policy initiative, not just in our neighbourhood but also with our strategic partners and new dialogue partners in Africa and Latin America.

Indian spirituality has had a global presence for centuries. One of its important manifestations in today's world is the large number of Yoga centres spread across the world. At the personal initiative of PM Modi soon after his election in 2014, the UN General Assembly recognised 21st June as International Day of Yoga. It has been commemorated on that day across the world since 21st June 2015.

PM in a powerful presentation related to yoga on 27 September 2014 at the United Nations General Assembly made this proposal which was approved by 193 members of the UNGA on 11 December 2014. He said "Yoga is an invaluable gift of India's ancient tradition. It embodies unity of mind and body; thought and action; restraint and fulfilment; harmony between man and nature; a holistic approach to health and well-being. It is not about exercise but to discover the sense of oneness with yourself, the world and the nature. By changing our lifestyle and creating consciousness, it can help us deal with climate change. Let us work towards adopting an International Yoga Day".

Other elements of India's soft power include Indian classical dance in various forms which enjoy a high degree of world-wide acclaim and appreciation. The global popularity of Bollywood films is another instance of the strength of India's soft power not to mention Indian cuisine. Today, UK defines its national food as 'Chicken Tikka Masala'! Our Prime Minister has also underlined that tourism is an important means to promote mutual understanding, achieve economic growth and create jobs.

Religious tourism is another way to spread this soft power across India's borders, including through the 'Buddhist Circuit'. This constitutes a journey purely for internal peace. It is a journey through austere Stupas and ancient monasteries reverberating with the mystical chants of sacred Buddhist mantras. Every point on the Buddhist circuit has a history steeped in myth and meaning; every monument stands testimony to faith fused into reality. In Sanskrit, the word "Bodh" means knowledge; Buddha would thus mean "One who has attained all knowledge" or "one in whom there is no conflict, no suffering", in short, one, who has mastered himself. The Chinese call him the Zen Master.

Another example is the 'Ramayana Circuit'. In May 2018, PM Narendra Modi and his Nepalese counterpart KP Sharma Oli jointly inaugurated direct bus service between Janakpur (Nepal) and Ayodhya (India). 15 destinations have been identified for development under 'Ramayana Circuit' theme under Swadesh Darshan Scheme. They are Ayodhya, Nandigram, Shringverpur and Chitrakoot (Uttar Pradesh), Sitamarhi, Buxar and Darbhanga (Bihar), Chitrakoot (Madhya Pradesh), Jagdalpur (Chhattisgarh), Mahendragiri (Odisha), Nashik and Nagpur (Maharashtra), Bhadrachalam (Telangana), Hampi (Karnataka) and Rameswaram (Tamil Nadu).

Cultural diplomacy and soft power are important instruments in regional and international cooperation and are of particular relevance in our region i.e. South Asia. Culture and cultural diplomacy have emerged as the force to connect, to build bilateral relations and to heal the raptures created by history and politics. It may take time for such a process to mature since some of our neighbours continue to be apprehensive of cultural connectivity across states and frontiers. The process, however, as far as India is concerned, continues and will continue. The internet, the social networking sites, our television channels, Indian movies, especially Bollywood, and visits by acclaimed musical and cultural troupes and theatre groups have contributed to the cultural connectivity across borders.

Some examples are the joint commemoration by India and Bangladesh of Gurudev Rabindranath Tagore's 150th birth anniversary and Nazrul's 100th birth anniversary. It is unique that both the Indian and Bangladeshi national anthem has been composed by Rabindranath Tagore. India has revived the old Buddhism tourism circuit to link up with Nepal, Sri Lanka, Bhutan and other States in our wider neighbourhood which had Buddha's footprints. Thus, India's culture and soft power are an example of how both help States to overcome years of mutual mistrust and push forward the process of regional integration.