



**International Seminar**  
**on**

**India's Rising Soft  
Power: Strategic  
Dimensions and Global  
Outreach**

at India International Centre, New Delhi

**19-20 March, 2025**

Organized by  
Department of Gandhian and Peace Studies  
Mahatma Gandhi Central University, Bihar  
In Collaboration with  
Centre for Studies in International Relations, New Delhi

### **Introduction:**

In the contemporary world, the exercise of power transcends traditional military and economic might. Soft power, as conceptualized by Joseph Nye, refers to the ability to shape the preferences of others through appeal and attraction rather than coercion or force. India's rich cultural heritage, democratic values, and growing global presence provide a fertile ground for the exercise of soft power. Over the years, India has utilized cultural diplomacy, educational exchanges, and the global influence of its diaspora to project itself as a benign and attractive power on the world stage.

India's soft power diplomacy gained momentum under Prime Minister Narendra Modi, who keenly emphasized India's rich cultural heritage. Initiatives such as the International Day of Yoga, cultural and spiritual linkages, and the influence of the Indian diaspora globally highlight this focus. Bollywood, festivals, cuisine, educational exchanges, humanitarian assistance, and public diplomacy have further bolstered India's soft power. This multidimensional approach enables India to project its values and ideals on the global stage, fostering relationships grounded in mutual respect and shared interests. India's soft power diplomacy represents a significant facet of its foreign policy, reflecting its aspirations as a global power. By anchoring its cultural heritage, educational resources, and humanitarian efforts, India can enhance its influence and strengthen international partnerships.

The international seminar on "India's Emerging Soft Power: Strategic Dimensions and Global Outreach" aims to explore and critically examine the elements of India's soft power strategy, its implementation, and its effectiveness in the global arena. It will explore various sub-themes, including the philosophical and strategic foundations of India's soft power, opportunities and challenges in a changing world, leveraging multilateral institutions, and the roles of key agencies and institutional frameworks. It will also assess tools of cultural diplomacy, the role of strategic communication, and the significance of India's diaspora. Additionally, the seminar will examine emerging trends, and offer recommendations for enhancing India's influence through intellectual discourse by scholars, academicians, and experts.

**Sub-themes:**

- 1) Philosophical and Strategic Foundations of India's Soft Power
- 2) India's Soft Power in a Changing World: Opportunities and Challenges
- 3) Leveraging Multilateral Institutions for India's Soft Power Influence
- 4) Key Agencies and Institutional Framework in India's Soft Power Strategy
- 5) Cultural and Spiritual Linkages of India's Soft Power
- 6) Soft Power in Action: Tools and Effects of India's Cultural Diplomacy
- 7) Public Diplomacy and Strategic Communication in India's Soft Power Arsenal
- 8) Indian Diáspora as a Soft Power Asset
- 9) Regional Diplomacy: Strengthening Ties with Regions such as AU, ASEAN, EU, SAARC, BIMSTEC etc.
- 10) New Horizons in India's Soft Power: Emerging Tools and Trends
- 11) Any other topic related to the theme

**Important Deadlines :**

Abstract Submission	15 January 2025
Announcement of Paper Acceptance	20 January 2025
Paper Submission	10 March 2025
Conference Dates	19 and 20 March 2025

### **Important Guidelines:**

An abstract (not exceeding 250 words including five keywords), outlining the theme and research questions of the proposed paper, should be submitted in Word file format within the indicated deadline. Authors of shortlisted abstracts will be invited to submit a full paper of about 5000-6000 words. The submission must be original, with a similarity index below 10%. The APA6 style may be used for referencing.

Abstracts and full papers should be submitted at: [mgcubinternationalconference@gmail.com](mailto:mgcubinternationalconference@gmail.com)

### **Registration Fee:**

Faculties: Rs. 2000

Research Scholars: Rs. 1000

Faculties Abroad: \$100

Research Scholars Abroad: \$50

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### **Note:**

- Abstracts and full papers will be reviewed by an academic committee.
- Selected chapters will be considered for publication in a book at Palgrave and papers in a reputed international journal.
- Few travel and accommodation grants may be provided subject to submission of full paper and availability of funds.

**Dr. Aslam Khan**  
Convenor