

Soft Power...

“when one country gets other countries to want what it wants-might be called co-optive or soft power in contrast with the hard or command power of ordering others to do what it wants. **..Soft power, he said, lies in a country’s attractiveness and comes from three resources: its culture (in places where it is attractive to others), its political values (when it lives up to them at home and abroad), and its foreign policies (when they are seen as legitimate and having moral authority)**

“Yes, the largest part of a country’s soft power is produced by its civil society rather than its government.
...India’s soft power comes in part from its ancient culture, but also from modern culture such as Bollywood and its democratic political culture”



Culture



Government



Engagement



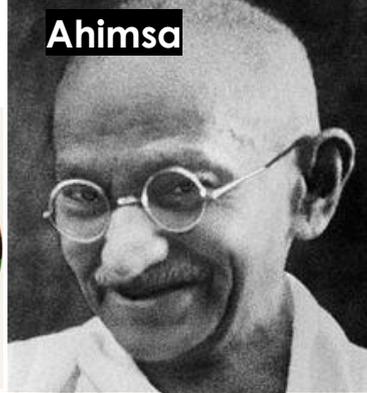
Joseph Nye, Harvard Political Scientist
in “Bound to Lead: The Changing Nature of American Power “ (1990)

Softpowermag.com August 15th 2021

**Yoga, Ayurveda,
Wellness**



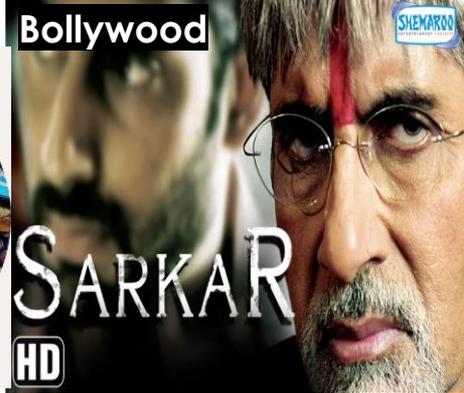
Ahimsa



Arts & Crafts



Bollywood



India's Traditional Soft Power



Cuisine



Democracy



Ancient Heritage

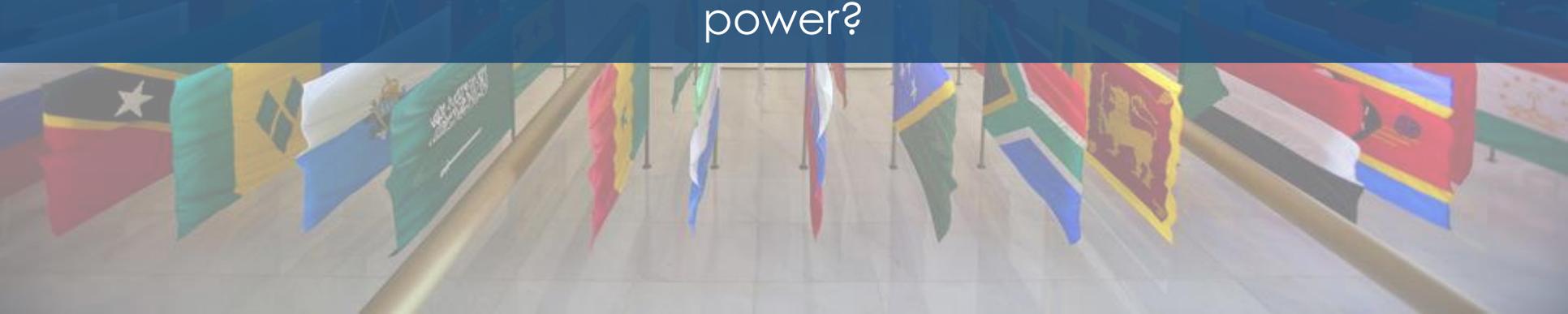
India is the 7th largest exporter of Creative and Cultural goods and services (2018 UNCTAD Report): Essentially commodities & labour

Countries are known for companies, brands and products

Eg Yoga is a \$80b global industry, World Yoga Day, No Indian yoga brand

India is not in Top 30 Soft Power Rankings (2019)

What is the economic & geo-political leverage offered by traditional soft power?



Time to Shift the Focus!

- ❑ Commodities & Labour to Products & Brands
- ❑ Supply side to a *jugalbandi* with Demand side

*Design, Technology, Customer Insights, Market understanding,
Customer service, Distribution, branding, IP,*

Trends and Templates are Supportive

- ❑ Strong tail winds supporting this shift in Focus:
 - Changing demographics (eg Google 2020 Report *Proud to be Desi*)
 - New breed of entrepreneurs
 - Market readiness: rising incomes, media, global influences,...
 - Increasing availability of capital, expertise, digital channels
 - Reducing friction of starting businesses
- ❑ Learnings from Indian IT/Tech entrepreneurship

CULTURAL

ENTREPRENEURSHIP

Enormous opportunity

for profitably building

Brand India

**Enormous opportunity also exists beyond the Cultural!
Indian Software as Soft Power**

**INDIA'S DIGITAL PLATFORMS OFFER A TRANSFORMATIVE BLUEPRINT TO
EMPOWER ECONOMIES WITH INDIAN KNOW-HOW AND KNOW WHAT**

INDIA'S DIGITAL PLATFORMS



CITIZEN LAYER

Provides a modern privacy data sharing framework



TXN LAYER

All B2B business of India entities to flow through this fabric every month



PAYMENTS LAYER

Game changing electronic payment systems and transition to cashless



PAPERLESS LAYER

Rapidly growing base of paperless systems with billions of artifacts



IDENTITY LAYER

A unique digital biometric identity with open access of nearly a Billion users



Digital Platforms of India

Globally recognised, Value endorsed by leading voices



Bill Gates
Founder, Microsoft 2016
India is on the cusp of leapfrogging and leading the world in digital financial inclusion and in becoming the most digitalised economy



Raul Paul, GLG Hedge Fund 2017
India has, without question, made the largest technological breakthrough of any nation in living memory.



Prof Kenneth Rogoff, Harvard Economist 2017
The world has much to learn from Aadhaar



Vasant Dhar, Prof NYU Stern
“If we want control over data, the Indian model offers a path toward individual data empowerment for the Internet age.” **Sept 2018**



Media & Institutions
Wharton FinTech, The Economist, WaPo...
WorldBank, BMGF, ON, Rockefeller...

Google to US Federal Reserve Nov 2019
“FedNow should be an Open System (akin to UPI)..”



Bank for International Settlements [Paper 106](#)
Digital Fin Infra Lessons from India
Dec 2019

DIGITAL GOVERNANCE: INDIA OFFERS A NEW MODEL

- Digitalisation of Economies and Societies: *IR4.0, Society 5.0*
- Impact on security, privacy, trust, ownership, sovereignty, digital trade/ecommerce, legal, policy
- **G20 2019 Leaders declaration accepted:** *“achieving an inclusive, sustainable, safe, trustworthy and innovative society through digitalization and promoting the application of emerging technologies.. critical role played by effective use of data, as an enabler of economic growth, development and social well-being”*
- [UNHLPDC](#), [ID4D](#), [ID4Africa](#), [SmartAfrica](#)
- UN SDG Goal 16.9: By 2030, provide legal identity for all, including birth registration indicator

INDIAN DIGITAL PLATFORMS AS PUBLIC GOODS

How India Could Transform Africa

“An Aadhaar-like digital ID system would boost growth as much as Chinese-built roads“ **Oct 2018**

Moussa Faki Mahamat
@AUC_MoussaFaki

Chairperson of African Union
Commission

“I suggest a continent-wide digital identity model to track African member state progress, **learn from India's experience**, to create an African-conceived and owned system that ensures inclusive, harmonized growth for our Continent”

#DigitalID4Africa, Nov `7th 2018

INDIA'S DIGITAL
PLATFORMS

INDIA IS SUPERBLY PLACED



RECOGNITION

Indian Software is globally recognised, respected and regarded: From Silicon Valley to Singapore



GLOBAL SCALE

\$190b+, 4million employed, 50+ unicorns, 3rd largest ecosystem in the world



HUGE TALENT BASE, DOMESTIC CAPACITY

highly capable, aware, educated, aspirational, confident, entrepreneurial talent



VALUE ADDED

High Value-Added



ENVIRONMENT FRIENDLY



BENEFITS TO INDIA



TECHNOLOGY-KNOWLEDGE PARTNER

For the 1st time, leading edge Indian Technology and expertise can be provided to create digital infrastructure, policies and management for the benefit of citizens of other countries



ECONOMIC BENEFITS

Indian companies get market access, benefit



COGNITIVE CAPITAL

Benign Provider of 21st century Digital Governance Know-How and Know-What



DIGITAL POWER

BENEFITS TO OTHER COUNTRIES



ACCESS TO PROVEN TECH

Access to proven, innovative, scalable technology for delivering efficient governance



ECONOMIC BENEFITS

Low cost of ownership



PUBLIC GOOD

Ownership by Govt

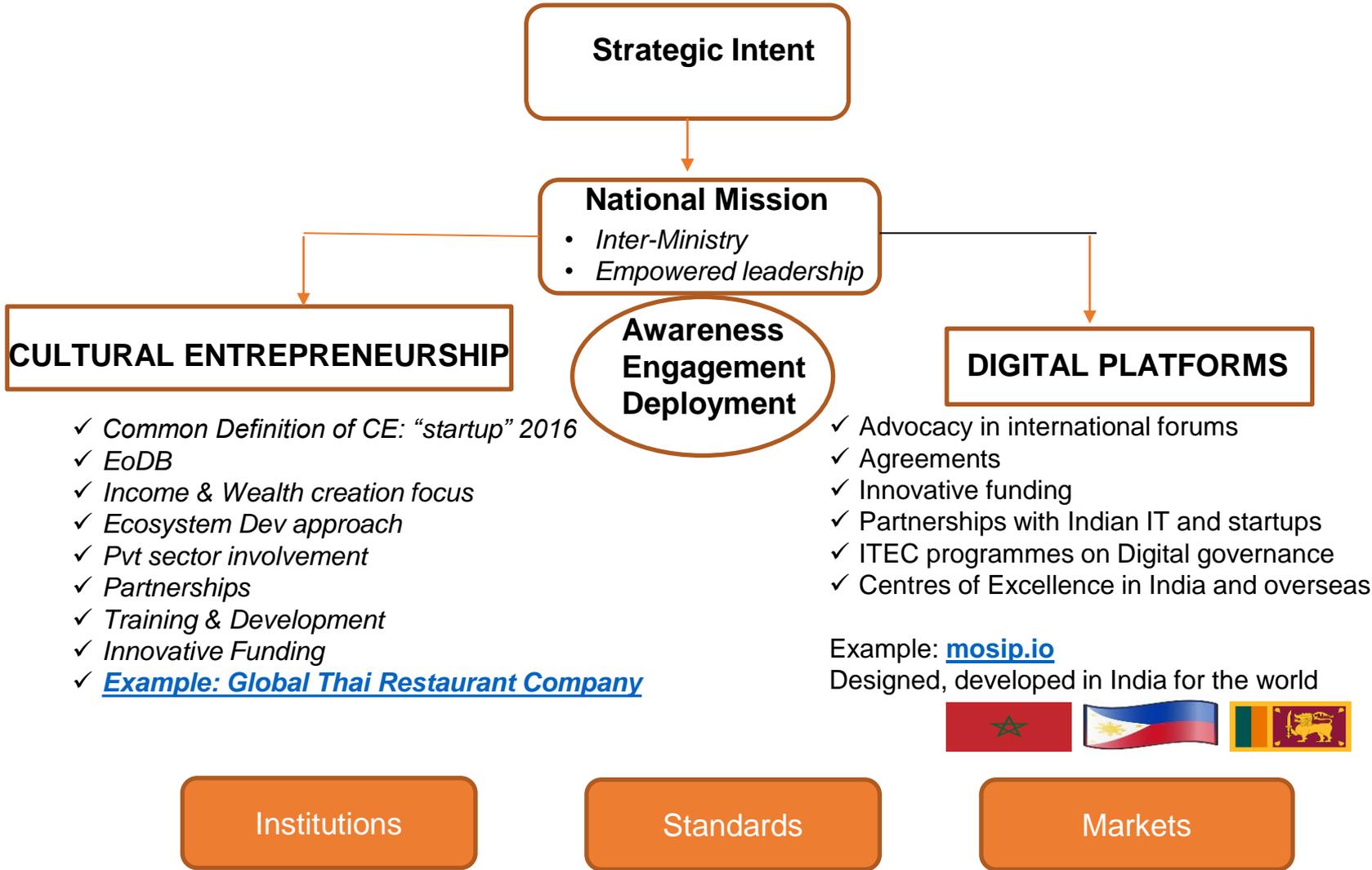


ENORMOUS BENEFIT TO CITIZENS

Financial Inclusion, Social Benefits, Credit, Access to records,



BUT HOW?



STRATEGIC INTENT

*You are what your deep driving desire is,
As is your desire, so is your will
As is your will, so is your action
As is your action, so is your destiny*

