

Cultural Diversity & Policy Making: India's G-20 Presidency

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Abstract:

India's policy, diplomacy, and international outreach endeavours are shaped by its cultural diversity and richness, which presents the nation's distinct identity to the globe. The main issues covered in a number of topics are summarized in this abstract, including cultural diplomacy, policies influenced by diversity, India's soft power potential, and methods for promoting Indian culture internationally.

India has the potential to be a soft power due to its rich cultural legacy, dynamic democracy, and long history. India has demonstrated its power to affect global agendas and perceptions through cultural, diplomatic, and economic methods through projects such as its presidency of the G-20. India promotes its ideals of inclusion, tolerance, and respect for all people by utilizing its rich cultural legacy to build international collaboration and ties.

India's foreign policy is based on cultural diplomacy, which allows the nation to present its rich history and customs to the world. India facilitates intercultural discourse, strengthens interpersonal relationships, and advances a more comprehensive comprehension of its multifaceted cultural mosaic through the organization of cultural exchanges, festivals, and exhibitions. India connects with global audiences through cultural centers, educational exchange programs, and internet outreach to promote awareness and recognition of its cultural richness.

India's diverse culture has an impact on policy in a number of areas, including social welfare, language, education, and healthcare. India undertakes programs to protect minority rights, encourage linguistic variety, and incorporate indigenous knowledge systems into governance and development strategies because it understands the value of protecting and developing cultural heritage. India keeps its promise to social justice and inclusivity by tackling socioeconomic inequalities and empowering neglected populations.

There are many different ways to promote Indian culture internationally, ranging from digital outreach and cultural diplomacy to supporting the cultural industries and encouraging tourism. India uses its cultural resources to draw visitors, present its artistic creations, and promote cross-cultural exchange via international cultural institutions, festivals, and exhibitions. India's attempts to promote its unique cultural history are strengthened when it collaborates with international organizations, educational institutions, and diaspora populations. This increases global appreciation and recognition of India's cultural outreach.

In summary, India's cultural diversity and richness are important advantages that help to shape its foreign ties and global identity. India bolsters its soft power and promotes more understanding, collaboration, and harmony in an increasingly interconnected globe by embracing its cultural history, fostering cultural exchange, and interacting with global audiences.

Keywords: Soft power potential, Cultural diplomacy, India's diverse culture, Policies influenced by culture, India's G-20 presidency, Cultural heritage preservation

Introduction:

During India's presidency of the G-20, cultural diversity and policymaking were discussed.

In the beginning:

This paper explores India's G-20 Presidency to analyze India's cultural diversity, foreign policy posture and soft power potential. India, with its rich cultural heritage and diverse population, embodies the ancient Sanskrit phrase "Vasudhaiva Kutumbakam," which translates to "the world is one family." This profound concept encapsulates India's inclusive ethos, emphasizing unity, compassion, and interconnectedness on a global scale. Vasudhaiva Kutumbakam is a guiding philosophy that serves as a foundation for India's approach to domestic administration, foreign affairs, and societal harmony. Its origins may be traced back to centuries-old philosophical and spiritual traditions. In ancient Indian writings, such as the Vedas and the Upanishads, which date back thousands of years, the notion of Vasudhaiva Kutumbakam may be traced back to its roots. This is a reflection of India's historical involvement with the globe through activities like as commerce, philosophical discourse, and spiritual interaction. India's worldview has been shaped by its interactions with various cultures, beginning with the Maurya Empire under Ashoka and continuing through the spread of Buddhism and intellectual exchanges during the Islamic Age. India's cultural tapestry is woven with a wide variety of languages, religions, customs, and traditions, which reflects the country's commitment to being inclusive. India is a country that embraces variety as a source of strength rather than division, despite the fact that it is home to more than a billion people who belong to different ethnicities, castes, and creeds. This cultural mosaic resonates with the philosophy of Vasudhaiva Kutumbakam, creating mutual tolerance and understanding across groups. The spiritual legacy of India, which includes religious traditions such as Sikhism, Jainism, Buddhism, and Hinduism, amongst others, emphasizes the interconnection of all living things. Central concepts like as ahimsa (non-violence), karuna (compassion), and seva (selfless service) encapsulate the essence of Vasudhaiva Kutumbakam, encouraging harmony with oneself, others, and the environment. These values were championed by spiritual leaders like as Mahatma Gandhi and Swami Vivekananda, who advocated for world peace and harmony. In modern-day India, the concept of Vasudhaiva Kutumbakam is resonating in a variety of fields, including politics, diplomacy, social activism, and humanitarian activities. India's diplomatic outreach stresses collaboration, communication, and mutual respect, reflecting its aim to create a more equal and interconnected world. Initiatives like the International Day of Yoga and the International Solar Alliance demonstrate India's willingness to collaborate on global challenges such as climate change and public health. India's foreign policy framework is guided by the principles of Vasudhaiva Kutumbakam, prioritizing peaceful coexistence, mutual benefit, and non-interference in the internal affairs of other nations. Through efforts like the "Neighborhood First" policy and collaborations with nations across Asia, Africa, and Latin America, India aspires to foster regional stability, economic growth, and cultural interaction. Multilateral forums like the United Nations provide platforms for India to advocate for global solidarity and cooperation. India's commitment to humanitarianism reflects the essence of Vasudhaiva Kutumbakam, extending support to countries in need through disaster relief, development assistance, and capacity-building initiatives. From supplying peacekeepers to UN missions to offering medical supplies during global emergencies, India exhibits solidarity with the world community. The spirit of Vasudhaiva

Kutumbakam also encourages Indian diaspora populations worldwide to participate in charity, cultural interaction, and community service. While Vasudhaiva Kutumbakam reflects India's aspirational aspirations, problems exist in reaching its full potential. Internal challenges such as poverty, inequality, and community conflicts offer hurdles to inclusive growth and social cohesion. Externally, geopolitical complications and rivalry for resources might limit India's aim of world peace. However, these problems also create chances for India to reaffirm its commitment to Vasudhaiva Kutumbakam via discourse, diplomacy, and collaboration.

Unveiling India's Soft Power Potential: A Global Perspective In the area of international affairs, the notion of soft power has gained significance, highlighting the potential of states to alter global views and influence through cultural, intellectual, and diplomatic methods. India, with its rich legacy, vibrant democracy, and unique cultural fabric, holds great soft power potential. This article goes into the numerous facets of India's soft power, studying its cultural history, diplomatic activities, economic prowess, and technical achievements, and their influence on molding world perceptions.

Cultural Heritage:

India's cultural legacy spans millennia, spanning a rich tapestry of languages, literature, music, dance, art, and spirituality. From ancient books like the Vedas and Upanishads to traditional dance forms like Bharatanatyam and Kathak, India's cultural past resonates with audiences worldwide. Bollywood, India's prodigious film industry, has evolved as a global phenomenon, attracting audiences with its colorful stories and beautiful soundtrack. Indian food, with its unique flavors and scents, has also won lovers around the globe, thus strengthening India's cultural appeal.

Diplomatic Initiatives:

India's diplomatic activities play a significant role in projecting its soft power on the world scene. Through efforts like the "Act East" strategy and the "Neighborhood First" concept, India tries to develop connections with its neighbors and regional partners. Additionally, India's involvement in international institutions such as the United Nations and the G20 enables it to influence global agendas on topics ranging from climate change to peacekeeping. Cultural diplomacy, via events like the International Day of Yoga and festivals highlighting Indian culture, develops people-to-people contacts and strengthens India's image as a cultural superpower.

Economic Prowess:

India's expanding economic prominence adds greatly to its soft power projection. As one of the world's fastest-growing major economies, India provides investment possibilities in numerous industries such as technology, healthcare, and renewable energy. The Indian diaspora, distributed around the globe, serves as a bridge between India and the international community, facilitating commerce, investment, and cultural interchange. India's successful space endeavors, like the Mars Orbiter Mission, display its technological acumen and innovative skills, further improving its worldwide stature.

Technological Advancements:

India's technology breakthroughs, notably in the IT and software industries, have enhanced its soft power credentials. Indian IT enterprises are famous internationally for their proficiency in software development, IT services, and digital innovation. The emergence of Indian companies in fields such as e-

commerce, finance, and artificial intelligence has received international attention, placing India as a hotspot for entrepreneurship and innovation. India's digital diplomacy measures, including social media engagement and online outreach, enable it to enhance its soft power message and connect with global audiences. (Sabharwal, 2023)

Challenges and Opportunities:

While India boasts tremendous soft power assets, limitations arise in utilizing them to their full potential. Internal challenges like as poverty, illiteracy, and social injustice might subtract from India's soft power projection. Moreover, geopolitical tensions and regional wars may inhibit India's efforts to create constructive connections with its neighbors and the world community. However, these issues also create possibilities for India to harness its soft power in tackling global concerns, supporting peace and stability, and building mutual understanding and collaboration. (Warwantkar, 2023)

India's Cultural Diplomacy: Bridging Nations via Shared Heritage In the beginning:

Cultural diplomacy serves as a potent weapon for states to improve understanding, establish relationships, and encourage collaboration on the global arena. India, with its rich and diverse cultural past, has long recognized the potential of cultural diplomacy in affecting international relations. This article discusses India's cultural diplomacy initiatives, exploring how they harness its cultural endowments to develop connections, promote goodwill, and strengthen its worldwide stature.

Cultural Heritage as Diplomatic Currency:

India's cultural legacy, spanning thousands of years, contains a tapestry of languages, religions, traditions, and artistic forms. From the ancient wisdom of the Vedas and the architectural marvels of the Taj Mahal to the brilliant hues of festivals like Diwali and Holi, India's cultural diversity captivates audiences worldwide. Recognizing the worldwide attraction of its cultural history, India leverages it as a diplomatic currency to establish connections, encourage discourse, and portray a good image overseas.

Promotion of Indian Arts and Culture:

India's cultural diplomacy efforts are represented via different projects aiming at promoting its arts, culture, and traditions on the world arena. Cultural institutes like the Indian Council for Cultural Relations (ICCR) and the Ministry of Culture play a crucial role in arranging cultural events, exhibitions, and festivals that display India's unique past. These events, ranging from classical dance performances to art exhibitions, give worldwide audiences with a look into India's cultural fabric, developing respect and understanding.

Cultural Exchanges and Festivals:

Cultural exchanges and festivals serve as forums for nations to engage in discourse, exchange ideas, and celebrate common heritage. India regularly participates in cultural exchange programs with nations throughout the world, hosting artists, intellectuals, and performers while sending its own cultural missionaries overseas. Festivals like the Jaipur Literature Festival and the Kala Ghoda Arts Festival draw participants and viewers from throughout the globe, encouraging cultural interaction and exchange.

Cultural Diplomacy in Education:

India's cultural diplomacy extends to the field of education, with projects aimed at promoting Indian languages, literature, and philosophy overseas. The development of Indian cultural centers and chairs in foreign institutions fosters the study of Indian languages, literature, and philosophy, facilitating academic interaction and intellectual engagement. Additionally, programs like the Study in India initiative entice foreign students to pursue higher education in India, providing them with an intensive cultural experience.

Cultural Diplomacy in the Digital Age:

In the digital age, India employs technology to augment its cultural diplomacy efforts and reach a worldwide audience. Social media platforms, websites, and mobile applications serve as virtual venues for displaying Indian culture, heritage, and customs to audiences throughout the world. The Ministry of External Affairs' Indian Diplomacy homepage and social media accounts convey information about India's cultural diplomacy activities, facilitating engagement and conversation with worldwide audiences.

Soft Power Projection:

India's cultural diplomacy initiatives contribute to the projection of its soft power, strengthening its impact and appeal on the world arena. By promoting its cultural legacy and values, India cultivates goodwill, builds people-to-people contacts, and improves bilateral and international partnerships. India's soft power projection through cultural diplomacy resonates with audiences globally, changing views, developing trust, and encouraging mutual understanding.

Challenges and Opportunities:

While India's cultural diplomacy initiatives have delivered tremendous returns, obstacles exist in exploiting its full potential. Limited resources, regulatory impediments, and geopolitical conflicts might limit the execution of cultural diplomacy programs. Moreover, cultural differences and misunderstandings may provide challenges to successful communication and involvement. However, these constraints also create possibilities for India to innovate, collaborate, and extend its cultural diplomacy footprint, building new collaborations and increasing its soft power effect. (Ram Shankar Pandey & Satyam Shukla, 2023)

India's G-20 Presidency :-

India's bid to lead the G20 offers a chance to reflect on, renew, and reaffirm the principles of Vasudhaiva Kutumbakam, or "One Earth, One Family, One Future." The world faced many obstacles when we undertook this work a year ago, including the Covid-19 pandemic's aftermath, growing climate concerns, unstable financial markets, and debt burdens in developing countries, all of which were compounded by a decline in multilateralism. Development cooperation deteriorated amid rivalry and conflicts, restricting progress. India sought to provide the world with an alternative to the status quo by assuming the G20 Chair and shifting growth from being GDP-centric to being human-centric. India wishes to emphasize to the world our shared humanity rather than our differences. Ultimately, the global discourse needed to change; the aspirations of the many needed to take precedence over the interests of a select few. This necessitates a complete reworking of multilateralism as we know it. Our approach as G20 president was characterized by four key attributes: inclusivity, ambition, action-orientation, and

decisiveness. The New Delhi Leaders' Declaration (NDLD), which was endorsed by all G20 members, bears testament to our commitment to implementing these principles. Our presidency has been centered around inclusivity. The meeting now includes 55 African governments, representing 80% of the global population, following the African Union's (AU) admittance as a permanent member of the G20. This proactive stance has encouraged a more in-depth discussion of global prospects and concerns. India hosted the inaugural 'Voice of the Global South Summit,' which was a first for multilateralism and held twice. India has ushered in an era where developing nations take on their proper role in shaping the global narrative by mainstreaming the challenges of the Global South in international debate. Moreover, inclusivity permeated India's domestic G20 strategy, granting it a People's Presidency worthy of the biggest democracy in the world. The G20 engaged 1.4 billion people through its "Jan Bhagidari" (people's involvement) initiatives, with all states and Union Territories (UTs) serving as partners. Furthermore, in line with the G20's mandate, India made sure that global attention was directed toward more ambitious developmental goals. India presented the G20 2023 Action Plan to Accelerate Progress on the Sustainable Development Goals (SDGs) at the pivotal midpoint of the 2030 Agenda. The plan takes an action-oriented, cross-cutting approach to interconnected issues, such as health, education, gender equality, and environmental sustainability. Robust Digital Public Infrastructure (DPI) is a critical component that makes this progress possible. India was unwavering in its recommendations in this regard, having personally witnessed the revolutionary effects of digital innovations such as Aadhaar, UPI, and Digilocker. We accomplished the Digital Public Infrastructure Repository through G20, which marked a significant advancement in international technological cooperation. With more than fifty DPIs from sixteen different nations in this library, the Global South will be able to create, execute, and evolve DPI in order to fully realize the potential of inclusive growth. We put out challenging yet inclusive goals for our One Earth that will result in immediate, long-lasting, and fair change. The "Green Development Pact" of the Declaration tackles the dilemma of choosing between ending hunger and protecting the environment by outlining a comprehensive plan that balances employment and ecosystems, consumes responsibly, and manufactures environmentally beneficial products. Concurrently, the G20 Declaration demands that the capacity of renewable energy worldwide be ambitiously doubled by 2030. The establishment of the Global Biofuels Alliance and a concerted effort to promote green hydrogen further underscore the G20's goals for a more environmentally friendly future. This has always been the philosophy of India, and via Lifestyles for Sustainable Development (LiFE), our ancient sustainable traditions may be shared with the rest of the world. In addition, the Declaration restates our commitment to climate justice and equity and asks the Global North for significant financial and technological support. For the first time, the massive leap in development financing required—from billions to trillions of dollars—was understood. The Group of 20 (G20) agreed that developing countries would need \$5.9 trillion to meet their 2030 Nationally Determined Contributions (NDCs). The G20 emphasized the importance of stronger, larger, and more efficient Multilateral Development Banks in light of the enormous resources required. Simultaneously, India is spearheading UN changes that would guarantee a more equitable international order, including the reorganization of major institutions like the UN Security Council. The Declaration placed a strong emphasis on gender equality and called for the formation of a special Working Group on the Empowerment of Women the next year. Our dedication to women-led development is embodied in the Women's Reservation Bill 2023 of India, which reserves seats for women in the state legislative assemblies and the Parliament. The New Delhi Declaration, which focuses on consistent policy, reliable commerce, and ambitious climate action, represents a

revitalized spirit of collaboration across these significant challenges. We are proud that during our presidency, the G20 achieved 87 outcomes and 118 accepted papers—a significant improvement over the previous one. India spearheaded discussions on geopolitical issues and their impact on development and economic growth during our G20 Presidency. Zero-tolerance policies are required to combat terrorism and the unnecessary deaths of people. We must emphasize that this is not a time of conflict and set an example of humanitarianism above hostility. I'm happy to report that India accomplished the remarkable during our Presidency: it revitalized multilateralism, strengthened the voice of the Global South, promoted development, and fought for the universal liberation of women. We know that the combined efforts we have made for people, the planet, peace, and prosperity will have a lasting impact as we hand over the G20 Presidency to Brazil. (- & -, 2023; Dubey, 2023; Garg et al., 2023; Jain, 2022; Mahida & Chauhan, 2023; Mayra et al., 2023)

India's G-20 Presidency: A Showcase of Soft Power Potential

The presidency of the G-20, the preeminent platform for international economic cooperation, gives a unique chance for member countries to exert influence, define global agendas, and display leadership on important global challenges. India's takeover of the G-20 chairmanship demonstrates not just its expanding economic strength but also its huge soft power potential. This article discusses how India's G-20 leadership serves as a platform to demonstrate its soft power assets, including its cultural legacy, diplomatic endeavors, economic resilience, and dedication to global collaboration.

Cultural Heritage as a Soft Power Asset:

India's cultural legacy, spanning millennia, acts as a cornerstone of its soft power. From its ancient intellectual classics like the Vedas and Upanishads to its lively customs, festivals, and creative manifestations, India's cultural diversity resonates internationally. As the G-20 president, India may harness its cultural history to develop cross-cultural understanding, promote conversation, and establish connections among member states. Cultural diplomacy measures, such as presenting Indian art, music, dance, and food during G-20 meetings, give a platform for India to interact with the world and project its soft power.

Diplomatic Initiatives and Multilateral Engagement:

India's diplomatic activities and multilateral participation play a significant role in defining its soft power narrative on the global arena. As the G-20 president, India has the chance to lead debates on critical economic and social concerns, develop consensus-building, and promote collaboration among member nations. India's dedication to multilateralism, evidenced via its active involvement in global institutions like the United Nations, improves its soft power credentials and enhances its worldwide stature. By promoting conversation and collaboration among G-20 members, India can exhibit its diplomatic expertise and contribute to the promotion of common aims and values.

Economic Resilience and Development Model:

India's economic resiliency and growth model position it as a significant player in the G-20 framework and emphasize its soft power potential. As one of the world's fastest-growing major economies, India provides unique insights on sustainable development, equitable growth, and poverty alleviation. By sharing its experiences, best practices, and creative methods with other G-20 members, India can show

the efficacy of its development model and inspire confidence in its soft power potential. India's economic reforms, digital transformation, and infrastructure development activities serve as testaments to its potential to drive global economic advancement and determine the agenda of the G-20.

Commitment to Global Cooperation and Sustainable Development:

India's commitment to global cooperation and sustainable development is a cornerstone of its soft power strategy and resonates with the concept of the G-20. As the G-20 presidency, India may support causes such as climate change, renewable energy, healthcare, and poverty reduction, representing its beliefs and goals on the world arena. By pushing for inclusive and fair growth, India may improve its soft power impact and cement its role as a responsible global stakeholder. India's efforts, such as the International Solar Alliance and the Coalition for Disaster Resilient Infrastructure, illustrate its proactive approach to tackling global concerns and encouraging collaboration among G-20 countries. (Sabharwal, 2023)

Challenges and Opportunities:

While India's G-20 leadership offers enormous chances to exhibit its soft power capabilities, obstacles abound in navigating complicated geopolitical dynamics and balancing conflicting interests among member countries. India must display leadership, consensus-building, and diplomatic elegance to effectively shape the G-20 agenda and accomplish its soft power objectives. Moreover, India's capacity to solve internal difficulties, such as economic inequality, social inequities, and environmental degradation, would impact its legitimacy and efficacy as a G-20 leader. However, these problems also create possibilities for India to demonstrate resilience, innovation, and strategic vision in forging a more inclusive, sustainable, and prosperous international order. (Warwantkar, 2023)

Policy making and Cultural Diversity :-

India's rich cultural environment greatly impacts its policies across numerous fields, affecting its approach to government, social welfare, education, and foreign affairs. The country's multicultural culture mandates inclusive policies that suit the needs and ambitions of its varied populous while maintaining national unity and peace. Here are few significant policies impacted by India's rich culture:

1. Cultural Preservation and Promotion:

India's vast cultural legacy, encompassing multiple languages, faiths, traditions, and creative forms, underlines the need of policies aimed at conserving and fostering its unique cultural identity. Initiatives like as the National Mission for Manuscripts and the National Cultural Policy promote the preservation of old writings, objects, and traditions, assuring their continuance for future generations. Additionally, cultural events, heritage sites, and museums get government assistance to display India's cultural variety and foster cultural interchange.

2. Language Policy:

India's linguistic variety, with over 1,600 languages spoken across the country, needs a sophisticated language policy that balances linguistic diversity with national cohesion. The Constitution of India acknowledges Hindi as the national language while simultaneously providing official status to 21 other languages. The Three-Language Formula emphasizes the acquisition of Hindi, English, and a regional language in schools to foster linguistic variety and improve communication across different areas.

3. Religious Freedom and Secularism:

India's secular fabric, established in its Constitution, provides religious freedom and equitable respect to all religious communities. Policies aimed at defending minority rights, avoiding religious discrimination, and encouraging interfaith peace demonstrate India's commitment to secularism. The government's attempts to alleviate communal conflicts, promote religious tolerance, and maintain religious sites contribute to social cohesion and national unity.

4. Education Policy:

India's education policy emphasizes the value of cultural variety in influencing curricula, pedagogy, and educational practices. The National Education Policy promotes the incorporation of varied viewpoints, languages, and cultural heritage in the curriculum to develop a sense of belonging and cultural pride among pupils. Efforts to promote multilingual education and indigenous knowledge systems demonstrate India's dedication to conserving and promoting its cultural diversity in the education sector.

5. Social Welfare Programs:

India's social welfare programs take into account the socio-economic variety of its people, addressing the particular demands and problems encountered by diverse populations. Policies such as the Mahatma Gandhi National Rural economic Guarantee Act (MGNREGA) and the National Food Security Act aim to offer social protection, economic opportunities, and food security to disadvantaged groups, including tribal communities, Dalits, and minorities. Targeted assistance plans for women, children, and individuals with disabilities promote inclusion and social justice.

6. Foreign Policy and Diplomacy:

India's cultural variety impacts its foreign policy and diplomacy, molding its approach to international relations and global participation. Cultural diplomacy programs, such as the Indian Council for Cultural Relations (ICCR) and the annual Pravasi Bharatiya Divas, promote India's soft power and cultivate people-to-people connections with foreign nations. India's engagement with its diaspora groups globally indicates its dedication to sustaining cultural linkages and exploiting diaspora networks for economic, diplomatic, and cultural interaction.

7. Tribal Welfare and Development:

India's tribal people, including indigenous groups with different cultural identities and lifestyles, need policies that meet their special needs and preserve their rights. The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, attempts to strengthen tribal people by recognizing their traditional rights to forest land and resources. Additionally, schemes like the Tribal Sub-Plan and the Special Central Assistance to Tribal Sub-Scheme give resources for tribal welfare, education, healthcare, and economic development, supporting their socio-economic empowerment while preserving their traditional sovereignty.

8. Gender Equality and Women's Empowerment:

India's rich cultural environment also impacts initiatives aimed at fostering gender equality and women's empowerment. Recognizing the need of tackling deep-rooted cultural norms and behaviors that promote gender-based discrimination and violence, the government has taken different steps to improve women's rights. Initiatives such as the Beti Bachao Beti Padhao (Save the Girl Child, Educate the Girl Child) campaign, the Sexual Harassment of Women at Workplace (Prevention, Prohibition, and Redressal) Act, and the Pradhan Mantri Matru Vandana Yojana aim to combat gender inequality, enhance women's participation in decision-making, and improve their socio-economic status

9. Healthcare and Traditional Medicine:

India's cultural variety extends to its healthcare methods, with ancient systems of medicine like Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy (AYUSH) coexisting alongside contemporary medical treatments. The National Ayush Mission encourages the integration of traditional and complementary medical systems into the mainstream healthcare framework, acknowledging the cultural relevance and efficacy of these ancient healing techniques. Initiatives like the International Day of Yoga and the marketing of Ayurvedic therapies overseas through medical tourism reflect India's dedication to utilizing its cultural history for holistic healthcare and well-being.

10. Environmental Conservation and Ecological Sustainability:

India's cultural ethos, built on reverence for nature and a peaceful relationship with the environment, drives policies aimed at environmental conservation and ecological sustainability. The National Action Plan on Climate Change promotes the integration of traditional knowledge and practices into climate adaptation and mitigation initiatives, acknowledging indigenous populations as guardians of biodiversity and natural resources. Measures such as the National Mission for Clean Ganga (Namami Gange) and the Green India Mission underline India's dedication to preserve its cultural landscapes, religious places, and natural legacy for future generations.

11. Disaster Management and Resilience:

India's cultural variety also informs its approach to disaster management and resilience-building activities. Recognizing the importance of community-based approaches and indigenous knowledge systems in disaster preparedness and response, the National Disaster Management Authority (NDMA) collaborates with local communities, religious institutions, and cultural organizations to enhance disaster awareness, risk reduction, and resilience-building measures. Cultural traditions including community festivals, rituals, and traditional architecture frequently contain components of disaster preparedness and resilience, demonstrating the symbiotic link between culture and disaster management.

12. Media and Entertainment Regulation:

India's cultural variety is mirrored in its media and entertainment business, which spans different languages, regional cinemas, music genres, and creative expressions. Policies controlling media and entertainment strive to reconcile cultural diversity with national unity and social cohesion. Regulatory authorities like the Central Board of Film Certification (CBFC) guarantee that films and other media material represent India's cultural pluralism while conforming to constitutional ideals and ethical norms. Efforts to promote regional languages, encourage indigenous filmmakers, and conserve cultural heritage in audiovisual media contribute to a dynamic and inclusive media ecosystem that embraces India's cultural diversity. (Ram Shankar Pandey & Satyam Shukla, 2023)

Different strategies to showcase India's unique culture globally:-

Promoting India's numerous cultures around the globe requires exploiting multiple channels and platforms to promote its rich heritage, customs, arts, and cuisines. Here, we discuss many practical strategies by which India might do this:

1. Cultural Diplomacy and Exchange Programs:

India should enhance its cultural diplomacy efforts by conducting cultural exchange programs, festivals, and exhibitions in partnership with other nations. The Indian Council for Cultural Relations (ICCR) plays a significant role in enabling such efforts, including cultural performances, art exhibitions, film festivals, and historical displays. These programs give a forum for Indian artists, singers, dancers, and

craftspeople to express their abilities and connect with worldwide audiences, developing mutual understanding and respect of India's unique cultural legacy.

2. Establishment of Cultural Centers and Institutes:

Organizing cultural festivals and events showcasing India's unique past may be an effective approach to display its culture on the world scale. Events like the Jaipur Literature Festival, Kala Ghoda Arts Festival, and Surajkund Crafts Mela draw worldwide participation and viewers, presenting a dynamic presentation of Indian literature, arts, crafts, music, and cuisine. India can also host cultural weeks or months in partnership with other governments or cultural groups, committing time to emphasize particular parts of Indian culture and customs.

3. Digital Platforms and Social Media:

In the digital era, India may utilize the power of digital platforms and social media to expand its cultural outreach initiatives abroad. Establishing specialized websites, mobile applications, and social media channels for promoting Indian culture enables for broader transmission of cultural information, including films, essays, podcasts, and virtual tours of heritage sites. Engaging with online communities, influencers, and cultural enthusiasts helps India to reach broad audiences globally and generate interest in its rich cultural legacy.

4. Cultural Tourism Promotion:

India can encourage cultural tourism by displaying its unique cultural landscapes, heritage sites, pilgrimage locations, and traditional art forms. Collaborating with travel agents, tour operators, and hospitality sector stakeholders, India may design cultural tourism packages that offer immersive experiences, including history walks, culinary tours, folk music performances, and craft workshops. By promoting the rich cultural experiences India has to offer, the country may attract cultural lovers and heritage visitors from around the world.

5. Support for Cultural Industries and Artisans:**

India may give assistance and incentives to its cultural industries and craftsmen to market their products and craftsmanship globally. Initiatives such as the "Make in India" campaign and export promotion initiatives for handicrafts, textiles, and traditional arts stimulate the manufacture and sale of Indian cultural items. Participation in international trade fairs, exhibits, and craft expos enables Indian artists and craftsmen to present their talents and goods to a worldwide audience, hence boosting the visibility and marketability of Indian cultural items.

6. Educational and Academic Exchange Programs:

India can promote its different cultures through educational and scholarly exchange programs with foreign universities and institutes. Offering scholarships, fellowships, and exchange programs for students, scholars, and researchers encourages cross-cultural learning, academic collaboration, and cultural exchange. Incorporating Indian cultural studies, languages, and history into academic curriculum overseas promotes a greater knowledge and respect of India's cultural legacy among students and educators globally.

7. Collaboration with Diaspora Communities:

India can engage with its diaspora populations globally to promote Indian culture and history in their host nations. Supporting cultural festivals, community activities, and historical initiatives hosted by Indian diaspora groups stimulates cultural interchange and develops relationships between the diaspora and the country. India may also interact with diaspora artists, singers, authors, and filmmakers to present

their work globally, therefore improving the global prominence of Indian culture.

Conclusion:

India can effectively promote its different cultures around the globe through a mix of cultural diplomacy, festivals, digital outreach, tourist marketing, support for cultural enterprises, educational exchange, and partnership with diaspora populations. By exploiting these tactics, India can expose its rich cultural legacy, customs, and creative manifestations to a worldwide audience, developing mutual understanding, admiration, and respect for India's cultural variety. , India's policies are significantly affected by its unique cultural legacy, impacting governance, social welfare, economic growth, and foreign relations. By embracing its cultural variety and adopting inclusive policies, India attempts to establish a more equal, resilient, and peaceful society that celebrates its unique cultural fabric while furthering the collective ambitions of its people. In conclusion, India's rich cultural mosaic infuses its policies across multiple sectors, shaping its approach to government, social inclusion, education, and foreign relations. By embracing its cultural variety and adopting inclusive policies, India aims to encourage unity, promote social justice, and celebrate its rich cultural legacy while navigating the intricacies of a heterogeneous society. India's G-20 leadership provides as a forum to display its immense soft power potential and contribute to influencing global agendas on economic, social, and environmental concerns. Through its cultural legacy, diplomatic endeavors, economic resilience, and dedication to global cooperation, India may expand its soft power impact and consolidate its role as a responsible global leader. By utilizing its G-20 presidency to stimulate conversation, promote consensus-building, and advance shared aims and values, India can inspire confidence, develop trust, and contribute to a more interconnected, resilient, and egalitarian world. India's cultural diplomacy serves as a cornerstone of its foreign policy, harnessing its rich cultural legacy to develop bridges, increase understanding, and boost its worldwide impact. Through efforts aimed at promoting Indian arts, culture, language, and philosophy, India encourages conversation, cultivates goodwill, and improves relations with nations throughout the world. As India continues to impose its position on the global arena, cultural diplomacy will remain a formidable instrument for promoting its strategic objectives, encouraging mutual respect, and forging a more integrated and peaceful world. Vasudhaiva Kutumbakam expresses India's eternal idea of interconnection and global brotherhood, transcending barriers of ethnicity, religion, and ideology. As India navigates the challenges of the modern world, the ideal of Vasudhaiva Kutumbakam acts as a guiding beacon, encouraging individuals and countries to construct a more inclusive, compassionate, and sustainable future for everyone. In embracing the world as one family, India confirms its position as a light of peace, tolerance, and unity in an ever-changing global scene.

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