



## Delivering Soft Power

This article is based on “[How to deliver abroad](#)” which was published in The Indian Express on 21/10/2021. It talks about the need to create an independent development partnership agency.

**Soft power** is the **ability of a country to persuade others to do what it wants without resorting to force or coercion**. Soft power lies in a country’s attractiveness and comes from three resources: its **culture**, its **political values**, and its [foreign policies](#).

According to **Brand Finance’s Global Soft Power Index**, India **ranks 27<sup>th</sup>** in terms of soft power. India’s main challenge, though, has been to timely deliver on International projects especially on infrastructure projects. For eg. [Iran’s Chabahar Port](#).

### Need to Deliver on Soft Power

- **For creating Goodwill:** Indian ethos and practices has helped it build a benevolent image and tremendous goodwill globally, but it has to be backed with quality project delivery.
- **As a Strategic Investment:** To become a leading strategic investor in commercially viable and financially attractive [public-private partnership](#) infrastructure projects, India needs to deliver on its promises.
- **Post Pandemic Changes:** With increased scope of cooperation and the realization that global problems require global efforts, India’s role has gained prominence as the [pharmacy of the World](#).
- **Trade and Investment flow:** To build an **image of a trusted and reliable partner**, India needs to make other countries believe in its commitment to deliver. This will **lead to rising [trade and investment flows](#)** to growing Indian markets.

### India’s Delivery Framework

India’s development cooperation has converged to an all-encompassing integrated framework, a development compact that has five modalities.

- **Capacity Building:** India focuses on **three main components: providing training** in India, **sending teams of experts** to partner countries and providing **equipment for project sites**. India has also taken up **larger issues at various multilateral forums** including the [World Trade Organization \(WTO\)](#) and the [World Intellectual Property Organization \(WIPO\)](#).
- **Concessional Finance:**
  - Concessional financing constitutes close to **70%** of India’s development cooperation portfolio.
  - Development assistance in the form of concessional [Lines of Credit \(LOCs\)](#) is extended by the Government of India under **the [Indian Development and Economic Assistance Scheme \(IDEAS\)](#)** through the **Exim Bank of India**. **In total 306 LOCs worth US\$ 30.59 billion** have been extended to 65 countries.
- **Technology Sharing:**
  - **Innovation and entrepreneurship** should be the soft power of choice both within the

country and outside.

- For instance, in [Ethiopia](#), Indian engineers provided support and training in areas such as irrigation, electrical power and railway management.

▪ **Grants:**

- India provides **development assistance of \$6.48 billion** and receives assistance of **\$6.09 billion annually** from key partners as [Official Development Assistance \(ODA\)](#).

▪ **Trade:**

- By providing **duty-free and quota-free access** to the Indian market. India was one of the first few countries that announced **duty free, quota free access to [low income countries](#)**.
- Indian [private investment](#) in the world has also surged over a period of time with major investments in [telecommunications](#), **IT, energy, and [automobile sectors](#)**.

## Concerns/Challenges

▪ **Lack of Institutional Framework:**

- India needs an **independent development partnership agency** that develops **long-term and short-term strategies, identifies priorities, builds knowledge and facilitates learning**.
- It needs to **remove [internal institutional hurdles](#)**, such as policy and bureaucratic delays, to meet its infrastructure targets.

▪ **Lack of Funds:**

- With **limited capacity to fund** infrastructure projects, India needs to **rationaly allot its funds**, keeping in mind its strategic objectives.
- Moreover, **improving the Indian economy and opening up the market** can help India to accumulate funds for international projects.

▪ **Delivery-Deficit Nation:**

- India's neighbors have often complained of India **making big promises but suffering from a delivery deficit**.
- This is the **case with most countries** in which India has taken up projects, for instance, road and railway lines, establishing [integrated border checkpoints](#), and hydropower projects.

▪ **Protectionism:**

- Protectionism is leading to a **significant impact on economic diplomacy**. India stood at **rank 24 out of 25 countries in the Asia-Pacific region** in terms of **trade openness** as per an [Asian Development Bank \(ADB\)](#) report.
- **Integrated Check Posts** set up at borders have suffered under cumbersome procedures, like **additional checks of trucks and delays in paperwork**, that consume both time and profits.

## Way Forward

▪ **Creation of Institutional structure:**

- A specialised agency for proficient delivery of outcomes is the need of the hour. For example, In 2018, **China founded its international development cooperation agency**.
- An **independent development partnership agency** that facilitates **information sharing** and **creates platforms for policy coordination** across government departments, ensures coordinated efforts needed for development gains and mobilises resources quickly.
- The agency must **work towards [Sustainable Development Goals \(SDGs\)](#) coordinating the government, private sector, academia and civil society**.

▪ **Private sector and civil society engagement:**

- Exploring innovative [public-private partnership \(PPP\)](#) models with Indian businesses to leverage their expertise in helping realise India's development cooperation goals.

▪ **Multilateralism:**

- **Covid-19** showed that **cooperation among countries** can accelerate the response within individual nations and across regions **during a [global health crisis](#)**. It involves creating, adapting, transferring, and sharing knowledge and experiences to improve health, while

making the most of existing resources and capacities.

▪ **Non Sovereign funds:**

- A **non-sovereign window** like the private sector window of **Asian Development Bank**, would provide greater flexibility and bandwidth.
- **In addition to greenfield projects**, the fund may take up incomplete projects and prepare future timelines for their execution.

▪ **Trade openness:**

- India needs to **work on smoothening clearance procedures, import policy barriers, testing and certification requirements, [anti-dumping and countervailing measures](#)**.
- India must **increase its [investments and trade](#)** with neighboring countries to reap the benefits of greater regional and economic integration, making India open rather than being closed to its neighbors' economies.

## Conclusion

It is high time **India restructures its development finance apparatus** for deeper and effective engagement and to address the rapidly evolving newer competitive development financing landscape.

India's own development experience is also evolving with programmes like the **JAM Trinity, Ayushman Bharat and other initiatives like [Gati Shakti](#)** - the learnings from which should be absorbed in the portfolio to be shared with fellow developing countries.

### ***Drishti Mains Question***

"It is high time that India sheds its image of a delivery-deficit Nation." Comment on India's poor record in timely completion of projects in foreign countries.