

- Indian cinema's early contacts with other regions made inroads into the Soviet Union, the Middle East, Southeast Asia, and China
- **Others:** Dance forms such as Bharatnatyam, Kathak, and Odissi attracts dancers from all over the world

Enhancing our cultural diplomacy

The following steps could be taken to further enhance our cultural diplomacy.

- **Indian Cultural Services:** A cultural cadre which has high-profile career strategists recruited, trained and developed to nurture creativity with a global perspective could boost our cultural relations with other countries
- Documentation and promotion of historical ties in the lines of:
 - **Project Mausam**, which is to document the diversity of cultural, commercial and religious interactions in the Indian Ocean
- Boost **tourism** sector through circuits like the Buddhist circuit, Spiritual Circuit, Pilgrimage circuit, etc.
- **Transnational Cooperation:** The transnational nature of the Buddhist Circuit necessitates a greater level of coordination between India and Nepal.
 - Embracing the opportunities presented by the North-South Economic Corridor of the countries of the Mekong region is crucial.
 - This will encourage travel to the north of Myanmar and to Southern China, which may, in turn, lead to more interest in neighbouring areas including India's northeast.
- Promote cultural movies emerging out of Bollywood

Way forward:

- India's older civilisational contacts with the countries of Southeast Asia form a shared cultural heritage that can aid in promising relations and sustain a common regional identity. At a global level, India's ancient culture of tolerance, diversity, and peace can be a model for creating harmony between competing nations and the different clashing cultures, ancient and modern, of the entire world.
- It is imperative that India expands its soft power and civilisational strength, both for national unity and to gain the proper place in the world for its magnificent heritage that can benefit all humanity. India has the cultural and civilizational depth to lead the world to a new era of peace and higher consciousness but needs further impetus in order to do so.
- Lastly, it must be realized that soft power comes up with its limitations. When it comes to major decisions at a global platform, hard power is the real deal-breaker. Countries like China and the US which wield significant hard power don't face the ire of global institutions even when they are violating global norms. Therefore, India should continue pushing its path to development and emerge as a greater military and economic power. At the same time, it should maintain its preference to wield soft power.

4. *The UK is among India's main trading partners from the EU bloc. What are the opportunities and challenges for the India-EU relationship in the context of Brexit?*

Approach

1. *Briefly introduce with EU-India relation (30 words)*
2. *Explain Opportunities and challenges for EU-India relationship (90 words)*
3. *Conclusion (30 words)*