



## Heritage diplomacy- diplomatic initiatives to prevent conflict antiquities & protecting heritage for Universal peace

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### Abstract

Premeditated or non-deliberate destruction of heritage artifacts is equal to any heinous crime. Several countries are undergoing destruction of heritage sites on a large scale by irrational & anti national. As a result terrorism or terror campaigns, ethnic or racist clashes, bigoted or volunteered conflicts, call for mass destruction of invaluable heritage sites & heritage artifacts. These intentional & recurring attacks on nation's heritage repositories, have to be stopped because historical legacy & inheritance of a nation has to be preserved for posterity. Countries across the globe have embarked on several sure spot initiatives to prevent mass devastation of heritage sites & heritage artifacts. Protection of cultural heritage in conflicting circumstances is a challenging condition There is a need for a diplomat to act as a custodian of heritage through understanding strategies behind effective enforcement of international laws on heritage protection & conservation. A diplomat act as a heritage diplomat to guide the nations to implement stringent laws on curbing international trafficking of precious heritage assets & antiquities. He has to advise on policy framing on unscrupulous dealers & collectors as has to identify practical ways to share information & documentation on looting & destruction of antiquities

**Key words:** National heritage, heritage diplomacy, prevention of heritage attacks, challenges for a diplomat,

**Introduction:** Protection of cultural heritage in conflict situation is a challenging condition. Several countries are submerged in ethnic clashes, racist confrontations, religious bigotry, cultural intolerance, fanaticism. As UNESCO's Director-General Irina Bokova, opined " Destruction of heritage is a war crime; impunity cannot be tolerated. We need to renew the way we protect and share heritage, to disseminate a counter narrative to the propaganda of hatred and insist on the power of culture to help

people recover", Protection of cultural heritage in conflict situation is a challenging condition.

The contributions of cultural heritage preservation towards peace building is also challenging. The social cohesion is also depending on preservation of cultural heritage preservation. As shown in this diagram(1) the heritage diplomacy involves

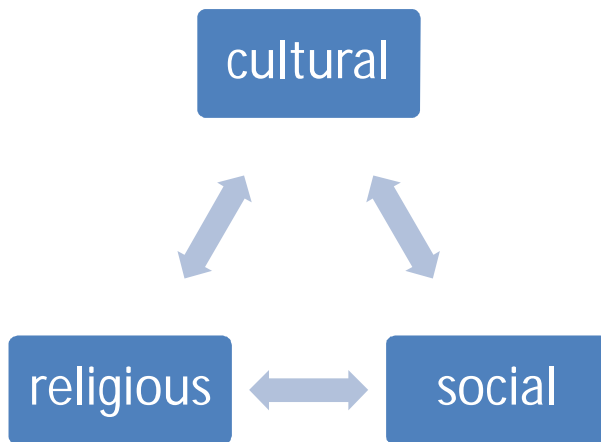
1. Heritage professionals



- 2. Heritage tourists
- 3. Heritage prevention non -profit agencies
- 4. Heritage organizations
- 5. Heritage museums
- 6. Heritage archives departments
- 7. Heritage networks
- 8. Heritage NGOs
- 9. Heritage web sites
- 10. Heritage authorities
- 11. Heritage corporations
- 12. Heritage offices
- 13. Heritage architects
- 14. Heritage craftsmen
- 15. Heritage volunteers
- 16. Heritage tourists
- 17. Heritage local communities
- 18. Heritage schools/ universities/ academies etc



**Causes of heritage attacks-** heritage attacks have been categorized as shown in this diagram(2)





Preserving culture is at risk as there are repetitive attacks on culture & historical legacy in several forms. There are frequent attacks on religious Institutions , universal prayer halls, worship places, holy shrines , protected monuments, divine destinations, sanctified libraries, sheltered places, conserved museums, historical memorials, etc. Indian history is replete with attacks on Hindu temples, churches, Buddhists temples, Masjids etc . UNESCO Releases world heritage sites information annually. As a supreme global organization, it tries to preserve natural cultural & Historic sites around the world. It makes citizen of all countries to be able to visit, enjoy & learn from them through preservation. The heritage of a country is to be maintained to deliver good relations in a foreign land. The causes for such frantic actions are

1. Crusades
2. Cultural superiority ,
3. Intolerance,
4. Bigotry,
5. Fanatic feelings
6. Ethnic dominance
7. Racially prejudiced books / websites / messages
8. Racist tendencies
9. Pre-eminent actions
10. Wrong interpretation of historical facts
11. Brain washing youth in a negative way

#### **Considerations for heritage conservation-**

There is a need for a diplomat to understand strategies behind effective enforcement of international laws on heritage protection & conservation. The privileged heritage diplomat can guide , initiate & draft policies regarding heritage protection & conservation.

1. A heritage diplomat is supposed to guide nations to pass laws on curbing international trafficking of antiquities
2. A heritage diplomat is supposed to has to advise on policy framing on unscrupulous dealers & collectors
3. A heritage diplomat is supposed to has to identify practical ways to share information & documentation on looting & destruction of antiquities
4. A heritage diplomat is supposed to help frame advocacy campaigns & best practices in museums, collectors, auction houses around the world.
5. A heritage diplomat is supposed to advise his government on framing stringent policies on looting heritage artifacts for profit.
6. A heritage diplomat is supposed to guide the country on framing laws on trades of antiquities
7. A heritage diplomat is supposed to work towards bilateral pronouncements towards preserving national identities.

#### **Corporate initiatives**

1. Hyundai India is in collaboration with Archaeological survey of India has launched a global CSR program to create awareness about Indian heritage monuments.
2. The convention on cultural property convention of US government empowers the Department of State to consider requests from governments party to the Convention to impose import restrictions on archaeological or ethnological material.



3. The U.S. Ambassadors Fund for Cultural Preservation (AFCP) supports the preservation of cultural sites, cultural objects, and forms of traditional cultural expression in more than 100 developing countries around the world
4. Nine millennia of civilization in Syria have produced some of the world's most spectacular cultural heritage, from the remains of immense Bronze and Iron Age cities, to extensive Greek and Roman metropolises, well-preserved rural Byzantine towns, breathtaking medieval castles, and masterpieces of Islamic art and architecture. Six of Syria's heritage areas are on UNESCO's World Heritage List and 12 more have been nominated for inclusion.
5. countries rich in heritage are facing conflicting antiquities. Terrorist organizations are being funded with the funds raised by sales of treasonous antiquities.

### The colonial interpretation

The restoration of monuments was often made in colonial states to make natives feel as if in their current state, they were no longer capable of greatness. Furthermore, sometimes colonial rulers argued that the ancestors of the colonized people did not make the artifacts. Some scholars also argue that European colonialists used monumental archaeology and tourism to appear as the guardian of the colonized, reinforcing unconscious and undetectable ownership. Colonial rulers used peoples, religions,

languages, artifacts, and monuments as source for reinforcing European nationalism, which was adopted and easily inherited from the colonial state. As a direct reaction and resistance to colonial oppression, archaeology was also used for the purpose of legitimating the existence of an independent nation-state. Some argue that in colonized states, nationalist archaeology was used to resist colonialism and racism under the guise of evolution. museums were established in the victory country to exhibit the plundered objects & artifacts. Museums were set up to show case the looted objects.

Recent developments in Documentation process have to be conceptualized.

heritage tools include

1. International collaboration in preparing research databases
2. International collaboration in web portals containing heritage information
3. International collaboration in archival resources,
4. International collaboration in bibliographic resources
5. International collaboration in museumology
6. International collaboration in preparation of research directories
7. International collaboration in preparation of manuals
8. International collaboration in research in monument preservation

Manual preparation helps museums archives independent researches in digitalizing their existing collections of



intangible heritage related materials. Step by step digital transferring instructions it also offers definitions for heritage related terminologies technological terminologies.

1. Oral traditions and expression, including language as a vehicle for ICH
2. Performing arts;
3. Social practices, rituals and festive events;
4. Knowledge and practices concerning nature and the universe;
5. Traditional craftsmanship

Publishing online museum artifacts detailing along with multi language explanations & user friendly techniques ,writing for heritage grants & fund raising for heritage restoration works. getting heritage grants

**Challenges to Heritage diplomacy** – Even though International community debates affirmatively towards continual collaboration & long term alliances in preventing assaults on historical objects still there are several challenges facing heritage diplomacy.

1. UK has rejected to handover India's Kohinoor diamond & sultan ganj Buddha The British museum Act of 1953 prevents it from giving back the items in its protection .
2. Pakistan has deliberately destroyed Hindu temples & places of worship
3. Buddhist stupas & relics in Afghanistan have been destroyed

4. The idols of Buddha have been mutilated beyond repairs in Taliban ruled afghan regions.
5. Even Japan refused to deliver 100 artifacts it looted during the occupation of Korea during 1914-1935.

But several countries have shown good will gestures towards heritage diplomacy. US handed over more than 200 stolen artifacts to India. This included religious idols, bronze pieces , terra cota pieces, Germany handed over the stolen Durga idol to India National gallery of Australia also handed over 1000 year old Buddha statues

**Conclusion-** Countries should enable museums & heritage Institutions to interlink each other with the application of digital technologies. bibliographic data base have to be prepared , Bi lingual & multi lingual catalogues have to be prepared . An user guide including meta data ,cataloguing rules, data exchange, museum procedures. It should include standard from various disciplines.

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## Citizen Diplomacy – Citizens’ Initiatives Towards Designing Foreign Policy – Emerging Trends

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### Abstract

International relations have grown to broader limits following globalization & liberalization of economies. These days, the shaping of a country's foreign policy has changed from traditional policy making to include citizens' opinions in policy formulation. Because citizens are the direct recipient of outcome of a good or bad foreign policy. Not only governments, government aided, private organizations but individuals can be a part of the diplomacy. Any individual can become an imperative part of international relations & help his country in managing crucial issues relations to international relations through his observations & analysis. Each citizen holds responsibilities to shape nations diplomatic relations in his own way. The concept of Citizen Diplomacy has been an approved part of managing inter a national affairs in western countries. In India too, with the escalation of social media, citizens are showing interest in their role as a citizen diplomat..

**Keywords:** citizen diplomacy, role of citizens, impact on foreign policy matters, emerging new trends

**Introduction-** These days **international** relations are considered as a crucial part of a nation's interstate policy. Following

- ✓ Globalization,
- ✓ Cold war & aftermath development of cold war,
- ✓ Economic superseding,
- ✓ Recession,
- ✓ Spread of terrorism,
- ✓ Threat of nuclear wars,
- ✓ Commercial expansionist policies of multi-national companies,
- ✓ Expanding business empires,
- ✓ Population explosion,
- ✓ Ethnic clashes,
- ✓ Still largely prevalent racist tendencies,
- ✓ Bio terrorism

International relations are thus cruising along a critical time as international policies of a nation are influencing commercial & economic interests & leading to expansionism. The heavily influencing social media is making youth respond to national situations in a sudden manner.

**The concept of citizen diplomacy** -The concept of citizen diplomacy is gaining importance in international relations circles. It means any individual is capable of helping to shape a country's Inter National Relations & diplomacy. It means individual have the right to shape a country's foreign policy relations through his keen observation of global facts.



Thus Citizen Diplomacy is a political concept of average citizens engaging as representatives of a country envisioning its global progress. Citizen diplomacy may also take place when official channels are not reliable or desirable; for instance, if two countries do not formally recognize each other's governments, citizen diplomacy may be an ideal tool of statecraft. Citizen diplomacy does not have to be direct negotiations between two parties, but can take the form of: scientific exchanges, cultural exchanges, and international athletic events. Citizen Diplomacy is interaction between citizens of different places— whether domestic or foreign—who are motivated by a desire to engage cross-culturally with others through meaningful, mutually-beneficial dialogue and activity. (Bruya, 2010)

Citizens diplomats can be anyone of the following or more

- ✓ Artists
- ✓ Athletes
- ✓ Adventurers
- ✓ Business men
- ✓ Entrepreneurs
- ✓ Humanitarians
- ✓ Sports personnel
- ✓ Students
- ✓ Teachers
- ✓ Thinkers
- ✓ Traders
- ✓ Practioners
- ✓ Psychologists
- ✓ Social activists
- ✓ Social media persons

All these people can help the nations to frame the best foreign policy through their understanding of the global

developments, conflict resolution , international relations management etc.

**Citizens involvement in influencing policy making-**Citizen diplomacy is promoted as there is a need for good international relations . an increasing number of global issues are leading to global clashes & conflicts. The issues such as

- ✓ The environmental issues
- ✓ The trans national health issues
- ✓ The trans border terrorism issues
- ✓ The student related issues
- ✓ The migration issues
- ✓ The child labor issues
- ✓ The women related issues
- ✓ The transgender rights
- ✓ The human rights issues
- ✓ The nuclear policy issues
- ✓ The nonresident national citizens
- ✓ The treat of bio diseases
- ✓ The treat of disappearing biodiversity
- ✓ The aboard education & student migration issues
- ✓ The proxy infiltration

All these issues can become a matter of conflict among the nations & negatively influence foreign policy.

1. Mis-understanding of the global developments,
2. poor conflict resolution management strategies ,
3. poor international relations management

etc lead to clashes & nations become engaged in parallel competition.

### **The significance of Citizen diplomacy-**

The Citizen Diplomacy as a concept , has gained global magnitude because the



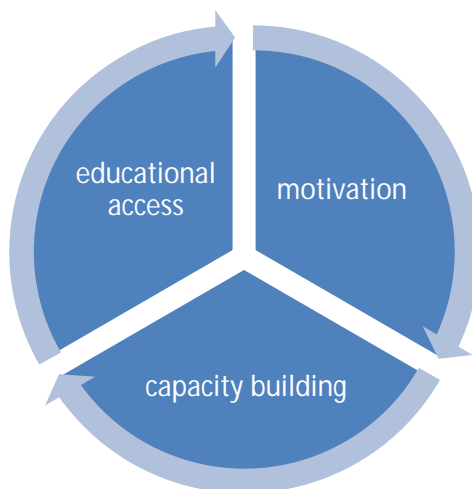


1. Individuals have been always neglected in framing foreign policies. Nations across the globe have ignored the individual as a key player in public international relations, but individuals suffer directly from the lapses of failures foreign policy
2. Whether natural calamities, war, migration, forced evacuation, or terrorist supported clashes individuals suffer straightforwardly. Hence individuals need to be given utmost importance in foreign policy framing. Their opinions have to be considered before framing policies.
3. Individual's right to claiming remedies or indemnities for damages sustained as a result of human rights violation is directly linked to the grand negligence of the individuals' role in foreign policy making.
4. These are the days of globalization and liberalization of economies where diplomatic protection at any cost is of key significance.
5. Hence diplomatic policy framing has to be redefined as to incorporate the protection of individual rights.
6. This complementary approach, recognizing the interdependence of individual and state rights, is already underway in the case law of the International Court of Justice and the work of the International Law Commission.
7. Countries also influence the International relations.
8. The communication revolution has been revolutionizing the messaging formats. Within a fraction of a second, messages are sent to millions. This has affirmative as well as negative impact on foreign policy making.
9. The news channels who hype the petty issues of lacuna in foreign talks, are a major threat.
10. The International journalists wait for such a lapse & hype it in the media.
11. The role of citizen diplomat also depends on Citizen's virtues. He should be attached by racist tendencies, ethnic singularities, religion issues, etc otherwise his opinions are generally ignored.
12. Any citizen diplomat should not force the government to include his opinions. The government has the final word before considering any such view.
13. Any citizen diplomat should not form a force group to convey his estimation or he should not influence the government in a negative way. He should not influence the foreign embassy officials regarding his view points or succumb to uncalled for actions.
14. Nations very well know that the structural changes in foreign policy cannot be influenced by one single person or single organizations. They have to cater to the needs of whole of the populations. Any lapse in meeting the demands of one community might lead to danger. Hence citizen diplomacy has its own challenges.

#### Challenges :

1. The social media which influences the individual opinion greatly has come to play a great role. For instance, recently concluded Brexit, was influenced by social media.
2. Role of poor communication management with other

**Instruments of citizen diplomacy** -Citizen Diplomacy can be promoted through as shown in this diagram(1)



1. **Motivating citizen involvement** - including selected citizens in international; relations management such as foreign talks & entourage along with bureaucracy
2. **Building higher education network-**leveraging higher education network across the globe offering capacity building course sin diplomacy management
3. **Citizen capacity building-** conducting need analysis trainings to citizens to frame a group opinion poll , or a group estimation point ,or a group assessment viewpoint. All nations know about structural changes in foreign policy is not influenced by one single person or any one single organization but it is influenced by all citizens. Nations shaping the foreign policy through catering to the demands of one community / one opinion one group / might lead to failures in Interstate policy making.

**Conclusion** – Thus the International relation strategies have changed to include citizens as ingredient elements of interstate policy formulations. Each nation has been developing new initiatives to include citizens & their opinion in International relation policies. The role of citizens has been streamlined following global transformation but the citizen diplomacy can have an affirmative impact in International relation policy making. A country can infuse nationalistic ideals among its nationals by promoting citizen diplomacy. Citizen diplomacy is becoming a popular instrument in designing foreign policy because the citizens role in international relations cannot be overruled. All nations understand the structural changes in foreign policy as it is not influenced by one single person or any one single organization , but it is influenced by all citizens irrespective on differences . Nations shaping the foreign policy through catering to the demands of one



community / one opinion one group / might lead to failures in Interstate policy making. These challenges have to be met scrupulously & make way for citizen involvement in diplomatic relations management.

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## Digital Diplomacy- Dealing with Digital Tools – The Challenges of Digital Technology in International Relations Management

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### Abstract

Digital diplomacy is also referred as e-diplomacy it means application of internet & digital communication technologies for achieving diplomatic objectives. It also means addressing foreign policy issues through internet in short it means use of digital tools for diplomacy. US refer to this as 21<sup>st</sup> century statecraft while Canada refers to this as open diplomacy. Sometimes it is also referred to as Twitter diplomacy. International political scientists label it as web diplomacy while bureaucrats term it as Silicon Valley diplomacy. It connects diplomats across the globe with instruments of technology. Foreign bureaucrats across the globe are adapting to digital technology & it has proven a easy access to express opinion in diplomatic tables. Diplomats who used to speak over phones with their counterparts have changed to exchanging views over twitter or other social media. Digital diplomacy is precisely designed to provide adequate information, refute incorrect information, and confirm information from official sources to vast public via online media tools..

**Key words:** Digital diplomacy, tools of technology, challenges, impact ton foreign policy

**Introduction:** The digital diplomacy tools engage diplomats to speak over International TV channels, radio , newspaper statements , press releases , international gatherings, etc. These are key aspects of diplomacy because there are varied issues relating to digital diplomacy usage in international circles.

### The concept of Digital diplomacy

The concept of Digital diplomacy became popular around the year 2000 with the global popularity for usage of digital tools in all types of communication. The heads of the countries , foreign ministers, Consul office bureaucrats are using the

social media to exchange thoughts & opinions.The digital diplomacy tools engage diplomats to speak over International TV channels, radio , newspaper statements , press releases , international gatherings, etc. They are making use of social media for projecting their nation's views/ opinions/ observations & analysis at International level.

The concepts of Digital diplomacy have come to replace public diplomacy which was almost considered as a monologue. Digital diplomacy offers two way communication instantly , creates more opportunities & openings for meeting of



foreign publics. The digital diplomacy facilitates creation of open good will relationship between countries. That is why all countries have considered digital diplomacy as the most effective tool of diplomatic relations & international management. This meticulous multi-step and multi-layered approach to the development of communication, spawned by the hierarchical form of organization was great for uni-directional communication mediums such as television, radio, and newspapers. Today, effective state communication needs to consider Digital Diplomacy at the very outset, right at the organizational level. Digital diplomacy is a highly reactive form of communication, it moves quickly, fluidly and in directions that are difficult to determine. Governments are learning the hard way that by the time a talking point makes its way down to the digital practitioner, either the conversation has moved on, or the targeted public has already made up its mind leaving the government at the fringe. In the digital world, governments need to be able to predict the direction of the conversation. They need to be ready to respond to skepticism and most importantly practitioners need to have timely and steady access to the political center so they can react thoughtfully, and demonstrate policy flexibility. The table below shows number of countries having / not having twitter account are

number of countries	%
166	86%
27	14 %

Source: Digital diplomacy how world leaders connect on twitter global annual survey 2014

This is the list of top widely followed global leaders who are followed on social media

Country	Social media Followers	Country
Barrack Obama	59,933, 515 Million	USA
Pope Francis	19,580, 910 Million	Vatican city
Narendra modi	10, 902, 515 Million	India

Source: Digital diplomacy how world leaders connect on twitter global annual survey 2014

With the rising popularity of Digital tools of communication a total of 54 languages are used in digital diplomacy process across the globe. Out of that the below table (2) shows that English language is used by 114 countries in digital diplomatic process. This ascribes English a global Language standard.

language description	number of countries using the language
English	114 countries
Spanish language	74 countries

Source: Digital diplomacy how world leaders connect on twitter global annual survey 2014

Digital diplomacy review 2016 conducted a survey in 2016 countries reports that people using social media is on the increase with UK topping the list



Countries	Social media users
UK	66.70 million
France	66.49 million
US	65.45 million
Russia	56.08 million
EU	55.12 million
Vatican City	53.45 million
India	52.58 million
Israel	51.42 million
Mexico	50.48 million
Switzerland	49.89 million

Source – The Report of the Digital diplomacy review 2016

Across the globe , A survey on countries & heads of the government who are active in social media with twitter accounts can be listed as below

sl no	details of twitter accounts
1	84 % countries
2	130 heads of state
3	93 foreign ministries
4	69 foreign ministers

Source – The Digital diplomacy review 2016

**Effective ways of Digital diplomacy** –The digital diplomacy establishes contacts with online audience globally in an instant. It attempts to form new communication tools such as forums, groups, clusters & factions.

- 1. Direct addressing the target audience**  
- The digital diplomacy allows direct addressing the target audience with specific messages which includes attracting influential opinion makers for collaboration.
- 2. Citizen to citizen dialogue formats-**  
The digital diplomacy promotes citizen to citizen dialogue formats. This dialogue can be initiated both by

the civil society members. In the field of information management including management of knowledge and experience accumulated analysis of an enormous amount of information that can be successfully used in political forecasts and strategic planning experience and information gained by various departments of the state's foreign policy structures, thanks to modern ICTs, can be successfully used in different parts of the world, regardless of the location of the original source and the user.

- 3. Helps in image building of a nation in international circles-** The digital diplomacy is predominantly useful in functioning with foreign audiences in matters of relaying the official position , building the image of the state boosting socio-economic progress. Thus it helps in image building of a nation in international circles with greater involvement of citizens.
- 4. Helps to instantly assess public opinion-** The Digital diplomacy is capable of addressing decisions & instantly assess the influence on the foreign policy framing. It allows public access to focus & analyze the results of traditional diplomacy.

These days are the days of open communication because communication revolution has set in innumerable opportunities to exchange views & opinions. Thus openness & forthrightness is a obligatory necessity for a nation operating in the information space on the same level with other sources of information. If a country fails to fill this space with objective information, it will be filled by others or might be



awkwardly utilized . Hence the digital diplomacy is precisely designed to promptly provide adequate information, refute incorrect information, and confirm information from official sources.

### Challenges of digital diplomacy

1. Internet , a major tool of digital diplomacy is perceived as a channel for the spread of extremism and terrorism.
2. There are countless instances of imposition of an unfamiliar ideology & prejudiced opinion sharing on internet using social media.
3. There are numerous occasions where online messaging with unconstructive philosophy dispersion has been made in foreign policy propaganda
4. Social media might become a major means of information warfare
5. Sometimes, even e-diplomacy advocates and practitioners cannot avoid errors in the use of e-diplomacy tools which might negatively impact foreign policy making
6. There are countless instances of rising disapproval from micro blog subscribers for the misuses of social media in international relations management.
7. Even though social media users are on the rise , digital diplomacy scientist soften report that the level of communication culture in the blogosphere, Twitter sphere and in the Internet in general is poor with only 50% of the countries using social media .
8. Hacking is forms risk, since the advent of the Internet hacking & mishandling the social media is rising. The measures to strengthen stricter legislations for hackers &

framing a clear cut strategy for supervising internetworking is still not forthcoming

**Conclusion** – Thus the most valuable aspects of digital diplomacy is not the opportunity to reach new audience on-line but the ability to increase mutual understanding in a cordial manner. The international relations between governments & citizens has to be redefined in the light of rising social media. The Internet has introduced a series of new foreign policy tools to the state giving rise to a host of new challenges and opportunities but these challenges have to be tackled with global digital co-ordination..

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## Academic diplomacy- Higher Education & International Relations Management – opening new avenues through innovative courses

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### Abstract

International relations are a popular subject among higher education students. There have been several new courses & new certificate courses which are drawing attention of the youth. The Inter-national relations studies have been becoming popular as the study of Inter-national relations is an imperative part of nation's foreign policy. The gaps between policy & practice have to be bridged. Present generation needs higher education on International relations management & economic diplomacy. Inter disciplinary courses have to be introduced. Addressing human rights abuses, addressing human behaviour change strategies, addressing sustainable development models & environmental sustainability etc are demanding focus of the governments as well as public. There is a need to promote organizational sustainability, global development strategies in resolving conflicts, understanding the social change factors & finding strategies of peace building. The INR studies have to be made mandatory to understand these concepts & materials capacity building for students at higher education levels. Courses such as these can help the policy framers to incorporate the opinions of the students groups. New courses can help students to understand Mediation relations theories, Conflict management theories Cultural dimensions, Crisis management relations, Negotiating relations, Interpersonal relations, Crisis management etc.. Introducing students to theories, issues & processes connected with diplomacy, foreign policy & Inter National Relations is necessary because students need to know the multidimensional factors challenging the globe.

**Keywords:** Inter National Relations, Higher education, course work related courses, diplomacy, interstate relation studies

### Introduction

There are various opportunities for Inter-national relations in higher education sector to introduce short term long term courses which may include

- ✓ Abroad studies & student issues in abroad universities,
- ✓ Addressing human rights abuses,

- ✓ Behaviour change strategies of public health,
- ✓ Business models for sustainable development,
- ✓ Coastal resource management,
- ✓ Coastal resource legislations,
- ✓ Environmental sustainability,
- ✓ Environmental conflict management,
- ✓ Environmental governance,



- ✓ Evacuation both forced & development related ,
- ✓ Financial regulations on key issues ,
- ✓ Geographic information system ,
- ✓ Global politics ,
- ✓ Human rights ,
- ✓ Human security during war & war like situations,
- ✓ Marine legislations,
- ✓ Marine resources sharing & management ,
- ✓ Migration related problems ,
- ✓ Ocean resource management,
- ✓ Ocean cross bordering
- ✓ Ocean resources sharing ,
- ✓ Organizational sustainability ,
- ✓ Organizational promotion ,
- ✓ Organizational funding ,
- ✓ Promotion of global development
- ✓ Resolving conflicts,
- ✓ River water sharing Interstate issues
- ✓ Social change factors ,
- ✓ Strategies of peace building,
- ✓ Water conflict management ,
- ✓ Water sharing & management ,
- ✓ Water waste management ,
- ✓ Water for drinking in rural area management ,
- ✓ Waste resources management,
- ✓ Women labor management,
- ✓ Women empowerment issues,
- ✓ Women labor issues,

6. Interpersonal relations ,
7. Crisis management ,

**New avenues – New courses in international relations help students to** introduce to theories, issues & processes connected with diplomacy which itself will help them to acquire international dimensions, They become motivated to learn more about foreign policy & Inter National Relations is necessary because students need to know the multidimensional factors challenging the globe.

1. promotion of organizational sustainability,
2. global development strategies in resolving conflicts,
3. understanding the social change factors
4. finding strategies of peace building.



**The benefits from these courses-**

Students need to learn to moderate & achieve non litigious or non violent resolutions to conflicts. Students need understand

1. Mediation relations theories ,
2. Conflict management theories ,
3. Cultural dimensions ,
4. Crisis management relations,
5. Negotiating relations ,

The Inter -national relations studies have to be made mandatory to understand these concepts & materials capacity building for students at higher education levels. Courses with greater



educational mobility these can help the policy framers to incorporate the opinions of the students groups.

**Benefits from new Inter -national relations courses** - New courses in Inter -national relations can help students to

1. understand Mediation relations theories,
2. Conflict management theories
3. Cultural dimensions ,
4. Crisis management relations ,
5. Negotiating relations ,
6. Interpersonal relations ,
7. Crisis management etc.,.

#### **Academic benefits**

Students need to develop a comprehensive foundation for building sustainable peace in societies emerging from violent conflicts. They have to understand the trends / threats / risks / shaping contemporary international landscape. They have to prepare themselves to understand national & transnational challenges of the future. Introducing students to theories, issues & processes connected with diplomacy , foreign policy & Inter National Relations is necessary because students need to know the multidimensional factors challenging the globe.

#### **The requirements of higher education-**

Higher education needs to understand the demand of the International relations as students need to know the various phases of Inter National Relations

1. Indian economy
2. Indian federalism
3. Indian trade legislations
4. Inter National Relations
5. Indian culture
6. Indian heritage

#### 7. Indian

**Government Initiatives-** The public diplomacy division of the Ministry of external affairs, in 2006 had opened opportunities through know India program , Incredible India campaign , Pravasi bharatheeya divas campaign, Integral India , as a part of outreach program to streamline sity identity in global map. Workshops on public diplomacy & cultural diplomacy can help the policy makers to know the public opinion better.

- ✓ Student exchange programs through Inter National Relations help students to study diplomatic relations very closely . They get to assimilate the cultural significance of others through student exchange programs.
- ✓ Capacity building programs – students can be given capacity building training in Inter National Relations management , crisis management , risk reduction management, etc . They become conceptualized on Cultural dimensions , Crisis management relations , Negotiating relations , Interpersonal relations , Crisis management etc.
- ✓ training & orientation sessions in diplomatic relations for students in women empowerment issues, eco friendly water management issues, environmental issues , international drugs mafia, cross border terrorism issues, human trafficking , child labor issues,
- ✓ Certificate courses / add on courses/ Short term courses in diplomatic relations can help



- students to understand the basic of Inter National Relations
- ✓ Abroad scholarships & Inter College or inter university scholarships for diplomatic relations & Inter National Relations
- ✓ organizing cultural forum competitions & establishing cultural forums for promotion of diplomatic relations & Inter National Relations in various countries will help promotion of good relations Students can be given funding through colleges to visit foreign countries as volunteers or representatives of cultural team.
- ✓ Skill development in diplomatic relations & Inter National Relations management helps students to identify the key areas of friendship management. ragging ,drug rackets , alcoholism , Contempt towards social issues , Disregard for national values etc.
- ✓ Promotion of diplomatic relations & Inter National Relations through individual or social media groups
- ✓ Socio cultural exchange promotions for diplomatic relations & INR

Hence there is a need to make several changes in Higher education sector

1. Augmented chances for India to become a premier global supplier of skilled manpower resources can be made to open up newer opportunities.
2. Growth of student power seeking Higher education needs to be monitored

3. Improved academic interest in all stake holders of Higher education sector needs to be motivated
4. Structural changes in governance in Higher education sector needs a review of policy intervention.
5. Voluminous increase in R& D activities at all level of Higher education sector have to be seen as a support to higher educational opportunities in International relations .

**Conclusion-** Concluding the argument , with India's ascendancy in global academic power map , International relations has become an essential part of Indian foreign policy. By fostering healthier trade relations , improved economic relations, approachable political relations & responsive cultural relations , a country can cruise safely towards becoming a icon in global politics. But there is a need to promote organizational sustainability, global development strategies in resolving conflicts, understanding the social change factors & finding strategies of peace building. The INR studies have to be made mandatory to understand these concepts & materials capacity building for students at higher education levels. Courses such as these can help the policy framers to incorporate the opinions of the students groups. New courses can help students to understand Mediation relations theories, Conflict management theories Cultural dimensions , Crisis management relations , Negotiating relations , Interpersonal relations , Crisis management etc.,



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## Culinary Diplomacy – Cooking Up Delicious Food Lessons Towards Universal Peace & Good Will

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**Abstract :** Indian culinary diplomacy is almost dates back to its historical origins. Food was a delicious partner of international management .Food recipes was used to avert adversary & antagonist tendencies among nations. Food diplomacy was used to negotiate talks in international level, settle disputes, divulge state secrets etc. After Second World War there were several international changes & countries that were too far, came closer through exchange of food chains. Second half of the 20<sup>th</sup> century brought the culinary secrets of south East Asia, Middle East, and Caribbean & Central America which were by far not linked with Europe & America. The European culinary culture & the American culinary culture became gateway to multi continental culinary Diaspora. But there are challenges of local food culture being disturbed, asymmetrical food liking vegetarian & non vegetarian segments etc.

**Key words:** Culinary diplomacy, expanding food chains, inter-national management challenges

**Introduction-** Culinary diplomacy is often a much used concept in diplomatic circles .It is also termed as gastro diplomacy, food diplomacy, and cuisine diplomacy. World has seen repeated references to bridging relations through food. Food has played a significant role in international relations. State dinner is an imperative part of food diplomacy. State dinner is used for discussing several key issues in international circles. State dinners are hosted in a prolific way, great planning goes in arranging state dinner & selection of menu. Very important Foreign office treaties & protocols are signed in state dinners which are very generous & munificent with mouthwatering delicacies. There is a saying that if politics divides people ,a good food table always links them together, The chefs from Paris , Berlin ,Stockholm, Monaco,

Rome, Venice, Brussels, Moscow etc are received with great honor . Food festivals are organized during international deliberations. Countries such as Thailand, Norway, Sweden, South Korea, Taiwan, Australia, New Zealand, and Malaysia have made culinary diplomacy a planned mechanism of their diplomatic mission. A vast number of culinary exchanges are made during visits of dignitaries & VIPs which include

1. Arranging food festivals at global meets
2. Food menu recipe exchanges through books & journals
3. Exchanges of chefs & cooks
4. Special invitation to selected chefs on special international gatherings,



The following dishes are common table agenda which are served at international meetings

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Apple oats</li> <li>2. Chicken Burrito</li> <li>3. Chimichanga</li> <li>4. Egg noodles</li> <li>5. Fennel pasta</li> <li>6. Kemah pasta</li> <li>7. Lasagna rollup spinach</li> <li>8. Lentil soup</li> <li>9. Pita bread</li> <li>10. Poached egg</li> </ol> | <ol style="list-style-type: none"> <li>11. Pocket sandwich</li> <li>12. Pot pie</li> <li>13. Potato pancake</li> <li>14. Quesadilla</li> <li>15. Waffle</li> <li>16. Wonton soup</li> <li>17. Yogurt sauce</li> </ol> |
|---|---|

Indian Food scene has also seen several transformations. Indian international hotel management services also have doubled in these 4 decades. This table (1) shows Market share of international & Indian

sl no	item wise description	global share %	Indian share %
		2010	2015
1	management contract & franchise	37	63
2	large bouquet of brands	49	51
3	distribution network	58	42

Source: The Economic Times publication of International hotel management 2016

**The international Hotel chains have their extension in India**

1	<b>Marriot Starwood</b>	<b>42.7</b>
2	<b>Marriott international</b>	<b>27.5</b>
3	<b>Hilton world</b>	<b>26.6</b>
4	<b>intercontinental</b>	<b>22.1</b>
5	<b>Starwood resorts</b>	<b>15.2</b>

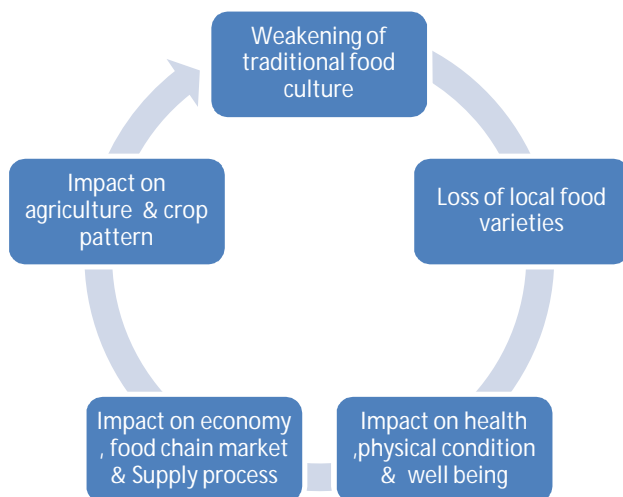
Source : Euro monitor International report 2014

**Benefits** -Western countries especially USA is offering courses in food diplomacy. Food diplomacy is growing along with the increase in mobility of international travelers, There is a growing influences of local cultures in

inter-national talks. This also gave rise to increasing establishment of ethnic restaurants in all major cities across the world. There are several benefits which include

1. Food can bring people together
2. Political conflicts can be resolved
3. Stained relationship can be re-established
4. It acts as a motivating ground to unite people there are Indian food stores all over the world.

**Challenges** – There are several challenges to the amalgamation of food to political circles as shown in this chart



1. Food sometimes has the power to divide people. There are several instances in world history where disagreements on food sharing food resource sharing has lead to wars.
5. The food can act as weapon of war. Multi-national companies might exert their power over local & traditional food system with flavor add on s which become junk food.
6. The Food has religious aspects several festivals in India are related to food fasting & food sharing
7. American food companies such as Mac Donald's , Kentucky , Domino' s etc have become a part of soft diplomacy for America to extend its sway in India
8. The traditional recipes which were healthy & fitness supportive are being replaced & dethroned by junk food , as globalization of food is extending to remote rural India.
9. The sales of hamburgers, pizzas, hotdogs and other fast food grub have surpassed those of traditional restaurant dishes across India

### Initiatives of food diplomacy

Country	year of campaign	name of the food campaign
Thailand	2002	Thai food festival
Norway	2004	Nordic food movement
Japan	2005	SOZAI food festival
Malaysia	2006	Malasia kitchen program
Peru	2006	Peru mucho Gusto Peru flavor
South Korea	2009	Kimchi flavor
Taiwan	2010	Dim dim Taiwanese food
Australia	2012	Australia food campaign

Source: The Economic Times publication of International hotel management 2016





1. International food festivals are organized during state visits ,international meets global conventions,
2. The participation or delivery of food and cooking demonstrations or workshops
3. Food events from gala dinners to night markets
4. Publications such as books and airing TV programs of food specials across the globe
5. International culinary tours organized for culinary tourists
6. Visits to local restaurants and eateries & gaining knowledge about local cultures & food systems
7. Meet & greet opportunities with restaurateurs
8. Alignment initiatives with celebrity chefs / fitness cooks/ vigor icons etc
5. In the state of Punjab a mega food park has been established with 100 core investment
6. Different states have been organizing international food mela for global tourist & political dignitaries.
7. The Ministry of Food Processing Industries announced a scheme for Human Resource Development (HRD) in the food processing sector. The HRD scheme is being implemented through State Governments under the National Mission on Food Processing.
8. The spices board is also helping the food chain supplements in a great way.

**Government of India initiatives** - The Government of India allocated Rs 1,500 crore (US\$ 225.7 million) and announced various measures under the Merchandise Exports from India Scheme (MEIS), including setting up of agencies for aquaculture and fisheries in coastal states and export incentives for marine products.

1. Union Budget has allotted 100\$ Foreign Direct Investment (FDI) in food processing sector
2. Foreign Direct Investment (FDI) in multi brand retailing is also very supportive move
3. Parag dairy company has collaborated with Russia to supply milk products. worth 42 crores.
4. Rethinking food cultures through abroad studies are being organized as short term courses.

**Conclusion-** Chef Ambassadors as they are usually called are gaining importance in international relations management as global politics is moving towards managing adverse situations through culinary diplomacy. Researches on culinary diplomacy has brought to notice that people started thinking positively about a country after they tasted its food. This also motivated them to know more about the culture & food etiquettes. Even people argued that any kind of disagreements could be lessened through dishes served over dining table. But the Inter-national culinary experts are arguing about food diplomacy being misused & misrepresented. The local food culture has been sidelined to include a distorted version of food & flavor delicacy. The food diplomacy has given way for globalization of food which is not a very good sign for traditional food consumers.



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## Being a real diplomat -the roles & responsibilities of a diplomat in a changing world –challenges ahead

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**Abstract:** The roles & responsibilities of a diplomat are always challenging. Since very ancient times, when war was the mainstay, diplomats were facing grave challenges. The path of war or the path of peace was the only choice. The world wars, the cold war phase the gulf war; the afghan war, the Syrian war etc have changed the diplomatic policies across the globe. Nowadays a Diplomat not only carries the diplomatic envoys to other countries, but he would be a cultural messenger, a heritage harbinger, a future forerunner of goodwill gestures. The fact that a Diplomat has certain prescribed set of roles & responsibilities has been replaced by multidimensional tasks. This paper explores the changing roles & responsibilities of diplomats in present day global challenges.

**Keywords:** Diplomats, changing roles , new challenges,

### Introduction

Even though he discharges these duties there are a variety of roles . A will play during his tenure as a diplomat abroad.

- ✓ He creates a factual report about his observations & through regarding any new developments in the host country
- ✓ he understand the threats for his home country &relates the same immediately.
- ✓ He recommends to his mother country about any political development which can harm the country's image & interests.
- ✓ He reports about everything that is considered as important to his country's interests.
- ✓ There are very innumerable activities happening across the world

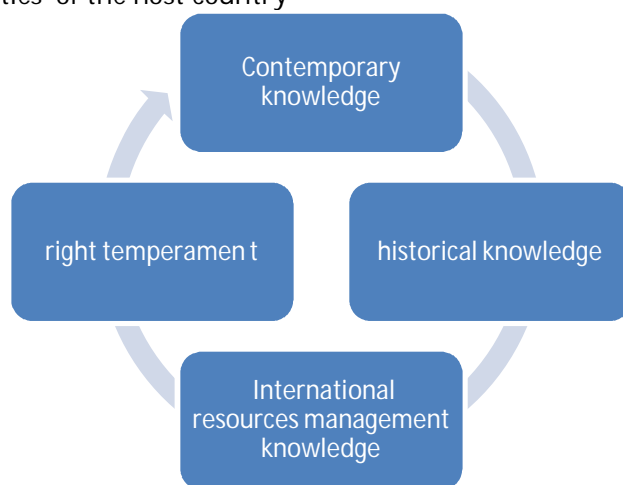
which might harm or help a country's economic , financial , scientific , military safety , health , education , environment , agriculture , social & cultural areas.

- ✓ He provides emergency support to his country in times of natural calamities , war , unrest , communal violence, turmoil, political chaos , organized terrorist activities ,
- ✓ He reports to his country about any divisive & discordant attitudes of the host country
- ✓ He supports his mother country in draft agreements, policy formulations, document drafting & general services with regards to foreign policy.
- ✓ He reports on the hazardous situation warning in his host country & the status of people of his country



- in such a perilous situation. He reports his mother country about the situation, action taken to assist the people in chaos, the safety measures implemented etc.
- ✓ His co-ordinates in citizen evacuation in times of natural disasters.
- ✓ He provides financial aid or re-issues travel documents to citizens who are in need or in distress
- ✓ He helps with missing /abducted /deceased/ citizen cases in foreign land
- ✓ He resolves request for asylum from foreign nations citizens in times of emergency
- ✓ He reports to his country about any discordant & harsh attitudes of the authorities of the host country
- ✓ He supports his mother country in drafting agreements on academic Collaboration , research funding , partnerships etc
- ✓ He reports on the environmental dangerous situations caused due nuclear tests, concealed attacks , hidden strategies of war fare , trade blockade, etc.
- ✓ He reports to his mother country about the war like situation, caused by economic blockade , aerial blockade, visa blockade etc .

**Who can become a diplomat-**A diplomat should show contemporary knowledge as shown in this diagram



1. **Historical knowledge** -A diplomat should be aware of the cultural & ethical values of his country & countrymen. should know the country's history & historicity .A diplomat needs to have keen observation of facts around him
2. **Focus on global developments** - diplomat has to display sharp focus on international happenings.
3. **Love for travel-** A diplomat should be determine din his analysis of the country where he represents hence he should have travelled widely. A diplomat night need too work in politically turbulent Iraq , Pakistan or Afghanistan or he may have to work in Nigeria , Swaziland , or Sudan . He needs to be prepared to travel in all these places to become a successful diplomat. He has to travel



& understand the aspects where his mother country can gain & or leave a affirmative impact in the target country. His tours & travels make a major impact on leaving a positive impact.

4. **Physical readiness** – His physical health also matters. He should be healthy away from drugs , bad habits , drinking & any such criminal background. His neat personality & clean habits matter most. A diplomat has to reflect his neat personality His personality should attract respect in foreign countries.
5. **Right temperament** –He needs right temperament He should conceptualize the policies of the government he represents. He should have honest interaction with the local culture.
6. **Ability to speak effectively** – He should speak effectively. A diplomat's services are divided into three major categories. He has to look into the political affairs, he has to supervise trade policy implementation & he will perform a consular services.
7. **Command over foreign languages**- Sometimes he has to write the speech for the visiting officer, He needs command over foreign languages.

### Diplomatic immunity-

The diplomats should know that the receiving state is not permitted to prosecute diplomats, and must protect them, along with their families and property. The main aim of the Convention is to allow diplomats to carry out their work without hindrance in the receiving state. They can do this only if they do not face any risk of reprisals the latter state's government. These

agreements are vital to international relations. Diplomats attempt to ensure that relations between countries run as smoothly as possible. This sometimes means that they have to raise difficult issues in a direct manner. In doing so they take into account local customs and sensibilities in order to ensure that their efforts achieve the maximum effect.

1. Diplomats are the personal representatives of their countries, and can therefore be the targets of irritation, aggression or even unbridled hatred, for instance when the receiving state disagrees with the sending state's policies.
2. All over the world, cases arise every day in which diplomats and representatives of international organisations require international legal protection.
3. In case of differences of opinion , diplomats to told to leave the country, even though they are just the representatives of the nation
4. In case of emergency like situation Diplomats are targeted embassies are burnt , consuls are held or hijacked
5. Embassies are the first & foremost target of terrorist attacks.
6. The digital hacking of embassies' e-mails & diplomats' e- mails is often reported.
7. In times of heated exchange of words diplomats & consul office bureaucrats are compelled to leave the office without prior notification..

Diplomats attempt to ensure that relations between countries run as smoothly as possible. This sometimes means that they have to raise difficult issues in a direct manner. In doing so they take into account local customs and



sensibilities in order to ensure that their efforts achieve the maximum effect. Diplomats are the personal representatives of their countries, and can therefore be the targets of irritation, aggression or even unbridled hatred, for instance when the receiving state disagrees with the sending state's policies. All over the world, cases arise every day in which diplomats and representatives of international organisations require international legal protection.

**Conclusion** – Thus diplomats have a chance to reshape the job of diplomacy. Diplomacy is a world of challenges & opportunities .Maintaining alliances; He has to act as a hero in the eyes of his mother country & as a role model in the eyes of his host country. He has multitude roles & responsibilities. Globalization has made diplomacy further more challenging as digital media has made everything more visible. Each act of negligence calls for immediate repercussion in the social media. He has to achieve diplomatic heroism through humanitarian attitude filled with vision. His attitudes have impact on individuals, groups of individuals, as well as nations across the globe.

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## Linguistic Diplomacy- -Linking Language towards Improving International Relations

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### Abstract

Diplomacy through language & linguistic strategies is being considered an integral part of diplomacy. The promotion of language awareness as a means of improving the skills of diplomacy is needed for good international relations management. As English is considered as a global language, bilateral or multilateral declarations, treaties, case studies, presidential speeches, public announcements, government advertizing & media statements need the potential use of English language. But the use of English language at all international proceedings might reflect negatively on national languages. The involvement of the citizens in national proceedings would be threatened. The local languages would be challenged for their identities. Each national language which would be sidelined might die a gradual death.

**Key words:** Language Diplomacy, promotional benefits, multi dimension challenges,

**Introduction:** The linguistic diplomacy is considered as a part of foreign relations. Along with globalization there has been a raising trend to use of English language as a global language in all international obligations. But across the globe there is a cry for using local National language in international relations management. The promotion of language awareness as a means of improving the skills of diplomacy is needed for good international relations management. Bilateral or multilateral declarations, treaties, case studies, presidential speeches, public announcements, government advertizing & media statements are very important in International relations. Hence language plays a very key role in International announcements & documents. Hence the effective communication has a positive impact on International relations. Bilateral diplomacy is a key building

block in International relations. It provides tools to analyze world affairs learn craftsmanship of diplomacy.

**The concept-**Peoples linguistic survey conducted over the past four years by 3,000 volunteers and staff of the Bhasha Research & Publication Center, reports that 220 Indian languages have disappeared in the last 50 years, and that another 150 could vanish in the next half century as speakers die and their children fail to learn their ancestral mother tongue languages. ( **The Peoples linguistic survey report 2013** ). Centuries of linguistic imposition associated with colonial expansion, followed by the monolingual policies of governments seeking to create national identities, and more recently the global expansion of corporate power and communications networks, have taken their toll on many languages, to the point where some have



become extinct and others are faced with the challenge of revitalizing themselves to avoid extinction.

English is considered ideal language for international relations especially in all diplomatic related activities. As shown in this chart (1)

Country	million people speaking
Chinese	1,197,000,000
Spanish	399,000,000
English	335, 000,000
Hindi	260, 000,000
Arabic	242 , 000,000
Portuguese	203, 000,000
Russia	190, 000,000

Source : Report of Bhasha Research & Publication Center 2014

Sl no	countries using language in diplomatic circles
1	English language
2	Chinese language
3	Indian language
4	Arabic language
5	French language
6	Spanish language
7	Russian language
8	Portuguese language

Source : Report of Bhasha Research & Publication Center 2014

Nelson Mandela said if you talk to a person in a language he understand that goes to his head but , if u talk to him in his own language that goes to his heart . According to Language scientists, human beings transmit culture through language, making learning a foreign tongue an essential guideline on how to live life abroad. Indeed, language and culture go hand and hand, the former usually described as being a verbal representation of a culture. Look at it

this way, if a language has no words for numbers above three; it means that in this particular culture, counting may not be the primary way of keeping track of a quantity of item. Oliver Holmes language is the blood of the soul into which thoughts run & out of which they grow

There are several ways where a language is used

1. discussing public policy
2. Social English in the diplomatic/political arena
3. Discussing economic & econometric issues
4. Trade & Tariff negotiations
5. Policing and information sharing
6. Issues relating to security and defense
7. Dealing with the press: answering questions, diverting questions, interview management
8. Working/dealing with foreign embassies, discussing diplomatic accreditation
9. Discussing, preparing and agreeing on joint statements
10. Cultural events
11. Multicultural communication

English language is needed during several diplomatic processes & International proceedings

1. Addressing the Inter-national gathering
2. Inter-national Announcements
3. Inter-national Meetings and discussions
4. Inter-national Negotiations
5. Making presentations at Inter-national meets





6. Dealing with numerical data at Inter-national natural calamities , accidents , evacuations etc
7. Inter-national Telephoning / teleconferencing
8. Inter-national Socializing and entertaining
9. Inter-national E-mail sending - receiving , fax sending –receiving
10. Writing / drafting letters to Inter-national heads
11. Report writing –sending to Inter-national media
12. Participation in Inter-national Cross-cultural awareness programs
13. Delivering Diplomatic speeches Inter-national meets & congress
14. Introductions and greetings of foreign dignitaries
15. Giving personal information to Inter-national media
16. Giving instructions, directions and commands to Inter-national media
17. Offering and requesting help , donations, charities, contributions offerings,
18. Appealing for help in times of international calamities
19. Expressing opinions in international conventions
20. Reflecting on agreeing and disagreeing Inter-national
21. Giving international advice, suggestions and recommendations
22. Dealing with complaints: explaining and apologizing
23. Expressing international need and obligations
24. Discussing schedules, timetables and deadlines
25. Making and changing appointments
26. Socializing and entertaining, ordering meals and drinks

27. Describing past actions and relation of past to present
28. Discussing future plans international forecasting and hypothesizing

**Benefits of English language usage in diplomatic circles** – Being a globally acclaimed language, English is used in international relations because of following benefits.

1. It helps to communicate fluently – International relations calls for good communication. Several
2. It helps to bring effectiveness in professionals situations
3. It they always help to get confidence in diplomatic circles
4. It helps to build relationships

**Disadvantages of linguistic lapses** – Improper language use can end up in grave lapses.

1. Poor knowledge about English language might lead to awkward situations in press release function , medial briefings,ceremonial visits of international heads , etc
2. Diplomatic personnel without proper language skills might fail to make a good consular speech , consular statements, envoy meetings
3. The lack of language might lead to closing embassies & consulate offices.
4. The diplomats often suffer from exchanging views in global meets, international assemblies, TV addresses, & On line -shows because their language problems.
5. Poor Language knowledge also hampers them from knowing the public opinion.



**Conclusion** - Thus the promotion of language awareness as a means of improving the skills of diplomacy is the need of the hour. The promotion of language awareness in international relations management can be a challenging task for countries who use local language in political relations.. Global politics needs bilateral or multilateral declarations, treaties, case studies, presidential speeches, public announcements, government advertizing & media statements etc to be in English language . This is very important in International relations because global media is tuned towards English language. Hence language plays a very key role in International management. Hence effective communication will have a positive impact on International relations. A sure shot focus in global media, effective addressing of International management & streamlining country's political opinions all encircle towards language diplomacy. But promotion of any one single language need not be prioritized as it might lead to sidelining of National language. Gradually it might lead to death of local lanaguges.

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## Secure Diplomacy -The Roles & Responsibilities of a Diplomat in Sheltering Inclusive Global Relations

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### Abstract

The roles & responsibilities of a diplomat are of varied nature as a diplomat acts as a bridge between two countries. A diplomat often serves as a friend & guide in promoting good will gestures. They have multiple responsibilities with regard to handling press, greeting visitors to embassy, translating local media releases, sending & receiving exchange notes, organizing press briefings etc/ He has the challenge of integrating multiple issues in coherent diplomacy. With an increased variety of issues to be negotiated between countries, a diplomat has a tough time mediating facts. The capacity & capabilities of the diplomats are challenged in times of disputations & ethnic clashes. This paper examines the challenges faced by diplomats & addresses the strategies towards superior management of international relations.

**Key words:** Diplomats, roles & responsibilities, challenges, strategies towards superior management of international relations.

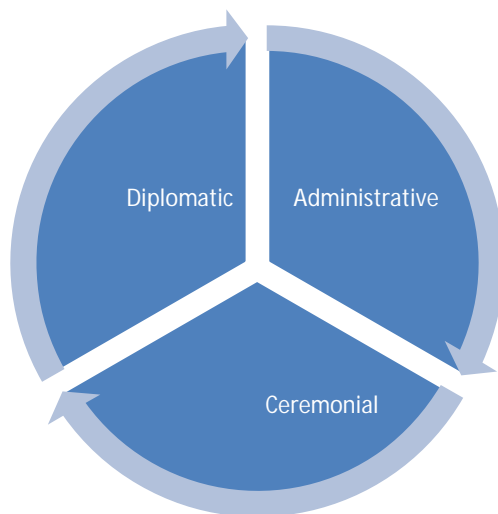
**Introduction:** The ministry of external affairs is the government agency which conducts foreign relations of India across the globe. It is also called as Foreign affairs ministry. India has diplomatic relations with almost all the countries of the globe & being the largest democracy in the world India has been considered a major player in world politics. Besides, Indian heritage always has been of openness & sincerity with all countries. But these days the diplomacy has multi-layered dimensions. The globe is witnessing challenges of environment, agriculture, sustainability, economy, health, women empowerment, child issues etc. The ethnic wars, the communal clashes, the war for gaining religious superiority have influenced the

roles & responsibilities of the Diplomats. Besides, this is a digital age, information is exchanged between individuals in a fraction of a second through social media. A diplomat plays the role of bridging the annihilation through formal cordiality & responsiveness.

Classification of the roles of the diplomats -

The roles & responsibilities of a diplomat can be broadly classified as shown in diagram (1) as

1. Administrative
2. Ceremonial
3. Diplomatic



### **Roles & responsibilities of the diplomat**

1. Diplomatic - Being the top-ranking representative of their own country to the host country in which they're stationed; conducting negotiations with the host government on behalf of their own government; representing their state in meetings and delivering messages on behalf of their own government to the host government; receiving messages and communications from the host government for relay back to their own government; being the spokesperson for their own government and its policies in the host country.
- 2) Ceremonial - Representing their own government to the people of the host nation at public events in that host country and being the most visible symbol of their own country, within the host country and to its public.
- 3) Administrative - Being the top ranking official within the embassy at which they're posted, overseeing

operations at the embassy and of other diplomats and staff members. They'd often be assisted in this role by other officials at the post who would actually handle, in greater detail and more directly, such internal embassy duties but it is the ambassador who is officially the chief of the mission and top-ranking embassy official.

Responsibilities of a diplomat- A Diplomat as a pioneer of good will gestures between two countries, performs several responsibilities which are considered as significant. Thus the responsibilities of a diplomat includes

1. A primary responsibility of a diplomat is to build good relationship between host country & his guest country. These relationship building is a key imperative of promotion of a long lasting relationship between two countries in respect of politics , socio – cultural exchanges, economic ties, commercial venturing , friendship



bonding , & carrying the message of good will to the foreign country.

2. A diplomat is the key player to promote peace, support prosperity & defend a nations' interests as he represents the interests of his mother country in a foreign land. He acts as a co-coordinator in keeping good relations.

3. A diplomat improves relations with his foreign host country as he offers guidance to host country on topics that affect the wellbeing of the people & government of both the countries

4. A diplomat works towards resolving any disagreements. He also negotiates solutions to political & social differences. He connects leaders & decision makers in both the countries

5. A diplomat interlinks local leaders & local community leaders on common topics of environment , agriculture , sustainability , economy , health , terrorism , war , migration ,women empowerment, child issues etc..

6. A diplomat reports in detail factual reports about his observation & thoughts regarding the development which might affect his home country's interests. These observations are very significant from the part of the host nation's policy formulation in that direction. These observation give key links as to frame responses. These observations also help in focusing on social cultural economic political military health environment science water conservation, health insurance , higher education , agriculture etc. A diplomat relates to his home country about any developments in these areas with his cumulative observations .

7. A diplomat drafts agreements for trade , support investment sin handle legal issues recommend domestic policies. His observations are sometimes

treated as very special because his observations are based on ground realities & on the spot report based studies. Besides all these services he provides general & emergency support to citizens travelling or who have settled in abroad

8. A diplomat also offers general services might include providing document notarization support citizen voting in absentia & tax filling assistance & foreign national Visa Insurance & relocation information & such other help.

9. A diplomat will attend emergency services which includes risk of natural calamities , warning , citizen evacuations, reissue of travel documents , financial assistance , helping the missing . abducted, deceased citizen to his home country

10. A diplomat also serves as the representative of his country & uses his public exposure & status to promote the interests of his host country .

11. He helps to focus on policies by interacting with foreign & domestic media. He speaks to the host country about the developments & its impact on policy matters

12. A diplomat issues statements tot eh Media about the developments & the policy of the host country & the guest country.

13. A diplomat co-ordinates about media briefings, press meetings, newspapers publications, press releases about the policy directions. He directs the media about the press releases about key issues.

14. A diplomat censors the press statements for media in the interests of his host country. He acts as a sole spokesman to ventilate the strategies & guidelines of his mother country.



15. A diplomat has to mediate the strategies & guidelines of his mother country both in times of peace & conflict. He has to avoid any conflicting media quotes,

16. A diplomat has to remain non-aligned & neutral about confrontational issues or communal issues which might trigger difference of opinion & disagreements. He has to align himself with good will bonds wherever he is posted.

#### Challenges:

1. negotiating on multiple issues at one time
2. A diplomat needs more flexible approach towards dealing with sensitive issues such as communal, ethnic, religion based confrontations.
3. The emergence of social media has completely changed the working pattern of diplomats.
4. International media is high-speed, hence it demands diplomats to be thorough professionals to catch up with this fastness.
5. A diplomat should focus on multi-lateral bonding rather than bilateral ties.
6. He should always work towards collaborating ties with prudence & professionalism not with bias & prejudice.

**Conclusion:** Thus a diplomat has the sole accountability towards promotion of responsiveness & cordiality between nations. He faces several manifest challenges in the foreign country but his determination & fortitude will streamline his country's wellbeing in a most appropriate way. He is often targeted in stiff situations but his straight forwards attitudes will help to

triumph over the rigid situations. As he serves as the representative of his country he uses his public exposure & status to promote the interests of his country. His role becomes imperative as he focuses on policies by interacting with foreign & domestic developments.

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## Socio-Cultural Diplomacy -Global goodwill gestures through cultural exchanges – New Paradigms

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**Abstract:** The present political & socio religious situation across the globe has deteriorated. Each country signals various strategies to show off its superiority at the cost of other country. socio cultural etiquettes have become weakened because each social norm is reflecting the brawn power rather than brain power. Several simple social norms & etiquettes have become platforms for showing aggressive pomp & conceit vanity. Diplomatic relations can bridge this cultural split through various good will gestures which includes cultural exchanges , cultural forum , cultural discussions etc . Hence there is a need for diplomatic emphasise on greater cultural dialogue between countries across the globe. These diplomatic motivation initiatives to promote cordial understanding & mutual trust among countries in order to avoid further escalation of ethnic / racial / social / cultural differences is being envisioned as cultural diplomacy. Cultural diplomacy initiatives can reduce cultural destabilization & cultural rift to a large extent.

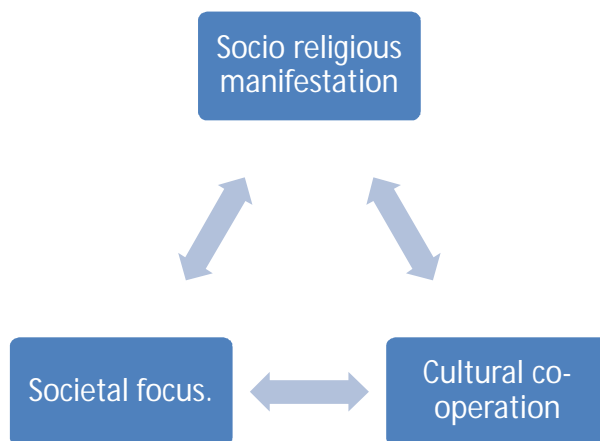
**Key words:** Cultural diplomacy, diplomatic initiatives, cultural exchanges, growing global challenges

**Introduction:** Cultural diplomacy as a concept is as old as Inter-national relations. Cultural diplomacy has to offer to the international community .The 2016 annual conference on cultural diplomacy focused on raising awareness & support for activities that promote global human rights. It is a long term policy it has no specified time line pattern or specific policy formulations , It is intended to change the relation in the long term.

**Cultural diplomacy considerations -** Cultural diplomacy has to offer to the international community for their application to try to remedy and ease these growing global challenges. The cultural diplomacy initiatives will bring

together leading politicians, religious leaders, senior academics and celebrated artists together with representatives from areas of conflict in order to establish new institutions and initiatives that will help with these challenges using the practice of cultural diplomacy together with other practices and means. Sometimes it will encompass several arenas for promotion of mutual cooperation. As shown in this diagram (1)

**The Concept of cultural diplomacy-** The concept called Cultural diplomacy attempts to develop an understanding of the nation's ideals & institutions in an effort to build broad support for economic & political goals.



**Goals & objectives Cultural diplomacy -**

Cultural diplomacy aims to create a good cultural ambience. Besides it aims

1. To create a positive vision of the country's culture
2. To stimulate cooperation & good will among cultural exchanging countries
3. To support in changing socio – cultural policies
4. To change turbulent political environment with simple cultural deviation initiatives
5. To prevent conflict within the target nation & smoothen the aggressiveness through good cultural exposure
6. To manage the friendship ties with the nations

1. Conflicting cultures such as a nation with value for material success may conflict with a nation with value for charity .
2. Conflicting cultures such as a nation with value of individuality might conflict with a nation emphasising value for equality & fraternity.

3. Conflicting cultures such as a nation with individualism may clash with may conflict with a nation who respects collectivism
4. Conflicting cultures such as a nation with emphasis on quality of life might with may conflict with a nation emphasis on busy, clash with collaboration with competition
5. Conflicting cultures such as a nation with emotional communication with may conflict with a nation which believes in expressive communication
6. Conflicting cultures such as a nation with long term planning may conflict with a nation which has enormous desire for instant outcomes.

**Benefits of cultural diplomacy -** Cultural diplomacy has several affirmative benefits

1. **Helps to better understand a neighboring / foreign nation –** Cultural diplomacy attempts to understand & conceptualize cultural developments in foreign countries. It helps to identify areas where cultural ties can be strengthened .These days' religious festivities have become great ceremonies.





It attracts lots of visitors, tourists, commercial gains & economic investments. Inter-national cultural bands / troupes / teams perform in these celebrations. Dance teams, music groups, circus teams, laser show groups, acrobatics groups, magic show teams, drama groups, take this opportunity to perform & become a name to reckon with.

2. **Fosters mutual understanding between nations** - Cultural diplomacy fosters mutual understanding as cultural representatives such as artists always unite together for a cause. As all of us know culture has no boundaries, culture has no limitations & culture has no restrictions. Hence, artists always would love to travel across the globe showcasing their talent & winning hearts.

3. **Helps to conduct international cooperation** - Cultural diplomacy allows for conducting international cooperation in administrative & political arena. Countries move towards cooperation through cultural exchanges.

4. **Supports coherence & good will** - Cultural diplomacy allows for supporting coherence & good will among nations.

5. **Eases out clashes & opinionated tensions** - Cultural diplomacy helps in easing out cultural clashes & political tension.

Culture plays an important role in the development of any nation. It represents a set of shared attitudes, values, goals and practices. Culture and creativity manifest themselves in almost all economic, social and other activities. A country as diverse as India is symbolized by the plurality of its culture. India has one of the world's largest collections of songs, music, dance, theatre, folk traditions, performing arts, rites and rituals, paintings and writings

that are known, as the 'Intangible Cultural Heritage' (ICH) of humanity. In order to preserve these elements, the Ministry of Culture implements a number of schemes and programmes aimed at providing financial support to individuals, groups and cultural organizations engaged in performing, visual and literary arts etc. It offers comprehensive information related to cultural heritage, ancient monuments, literary arts, visual arts, schemes, programmes, performing arts, fairs and festivals and handicraft of India.

1. Initiatives to strengthen cultural relationships between nations at government level is needed

2. Governments should give more emphasis on cultural exchanges

3. Social events connecting arts community & society

4. Gaining firsthand knowledge on society culture norms & etiquettes

5. Building long lasting global relationships through cultural exchanges

6. setting up museums art galleries also strengthens cultural exchanges Hence museum based exchanges also matter cross cultural understanding

7. These exchanges will demonstrate a country's rich heritage & promote it as a tourist destination

8. people from different linguistic / social / cultural / regional / ethnic / racial backgrounds come together to know each other

9. It helps exploration of identities & self improvisation.

10. It helps to know about aboriginal, agricultural studies, community harmony, conflict resolution, environmental studies, gender education, women empowerment, cross cultural studies, anti racism, peace education, eco conservation, heritage conservation,



sporting activities , student enrichment , multi cultural education opportunities , creative arts studies, responsible tourism , sustainable living , etc.

**The Roles & Responsibilities of a Cultural Diplomat-** A cultural diplomat acts as a messenger spokesperson of government .He represents the views of the government. He undertakes missions of peace & solidarity & acts as a medium of god will. He promotes global peace and stability by strengthening and supporting intercultural relations at all levels through cultural exchange programs.

**Cultural exchange programs-** A cultural exchange program introduces people to different socio cultural back ground. This helps in knowing the diversity of legacy from various countries. Cultural exchange programs expose people from different cultural, religious, geographic and socio-economic backgrounds and in so doing provide the opportunity for students to develop a greater understanding of diversity worldwide. They allow people to interact with and learn from people who are different from themselves and to participate in new and unique experiences beyond their own communities. Cultural exchange assists students to develop positive relationships with others, understand a broader range of perspectives, and develop the knowledge and skills needed for participation in our multicultural society. There is a need to foster understanding & mutual respect between communities & nations by promoting exchange of ideas & experiences. This stimulates responsible global citizens.

1. Abroad study programs
2. Abroad Seminars / conferences / symposia programs
3. Capacity building programs

4. Curriculum based abroad projects
5. International faculty development programs
6. Internships short term / long term abroad programs
7. Professional abroad training programs
8. Sports training programs
9. Study abroad programs
10. Student academic visit programs
11. Summer visits programs
12. Teach abroad programs
13. Tour abroad programs
14. Travel exchange programs
15. Volunteer opportunities

**Cultural diplomacy focus points-**

Cultural exchanges can be oriented through tourism destination home stays, language skills campaigns, community service exchanges , cultural activities exchanging , Sporting activities such as marathon , cyclotron , dog shows, vivid dance forms , circus shows, etc. If academic institutions offer student exchange programs , then students are exposed to an intensive exchange program that increases their understanding of other cultures, communities, and languages. Students can integrate themselves into the host family, immersing themselves in the local community and surroundings. Upon their return to their home country they are expected to incorporate this knowledge into their daily lives, as well as give a presentation on their experience to their sponsors.

**Conclusion:** Thus cultural diplomacy can become an important instrument in enhancing good will gestures among countries across the globe. Each country is rich in cultural heritage & each country's cultural legacy has to be



carried to the posterity. Cultural ties through exchange of artists, mission, commissions, and representations need to act as good will campaigners. In this digital world people come to interface several cultural happenings in fraction of a second. Social media can boost cultural

knowledge sharing & cultural diplomacy policies can be restructured on such knowledge. This will reduce animosity & aggressiveness. Besides this helps to strengthen bonds of friendship with remote cultures as well.

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## Atomic Diplomacy – Global Diplomatic strategies for reducing threats of atomic war

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**Abstract :** There have been several debates over the concept of atomic diplomacy. The world witnessed serious polarization during Second World War & the aftermath political development of were too revealing as it lead to emergence of cold war. The countries across the globe were divided among two main global leaders America & Russia. The developments were so rapid that the political experts had hoped the third world war was round the corner. In this turbulent political scenario, the usage of atomic energy for military expansion was the point of debate.

**Key words:** atomic diplomacy, influence of world wars , impact of cold war , strategies for prevention of atomic wars

**Introduction:** Atomic diplomacy refers to efforts to use the threat of nuclear warfare to achieve diplomatic goals. Countries across the globe deliberately attempt to maintain nuclear monopoly in a bid to make their powerful presence in global politics. Nations know that nuclear monopoly will be viewed as a key factor in military & defense dimensions. After the success of bombing of Japan in 1945 , USA considered the potential nonmilitary benefits derived from nuclear monopoly. USA focused itself as a scion of atomic warfare prevention group. These deliberate attempts to pose as a superior anti-nuclear war fare faction was referred as nuclear diplomacy. It was also termed as atomic diplomacy because the countries after the Second World War were reeling under the threat of world war III. America started leading the elite group of nations to prevent further use of nuclear weapons. It projected itself as a

nuclear non-proliferation initiator & monopolized the diplomatic discussion. The term atomic diplomacy was coined after 1945 & it meant to leave a superior status of a nation in international & diplomatic circles.

### Political movers after 1945

After the second world war (1945) , there was a stiff competition from Soviet Union & USA to lead the globe along with their atomic power status. The ground-breaking & destructive military equipments were innovated & novel technologies were incorporated in to the military sector in the name of defense. Each country was eager to accumulate latest atomic war equipment according to its International status. Countries such as USA & USSR vied with one another in manipulating diplomatic talks. Thus the debate of maintaining the balance of power in global affairs became a point of International relations post



Second World War between Soviet union & USA. Each nation wanted to emerge as a superior nuclear power. The over imposition of nuclear linked technology was a major input of talks among these two leading countries.

Atomic diplomacy was scheduled through ambassadorial tables with following agenda

1. There was a strong debate on the levels of security each country anticipated to possess .
2. There was a strong discussion on the nuclear projects each country has to install & each country has to take up
3. There was a forceful deliberations on the exact funding for nuclear technology based innovation & defense department modernization
4. There was a persuasive argumentations on the coverage / distance / destruction capacity / logistics manipulation of nuclear operational equipments
5. There was a tough disputes on the strategic areas for safety deployment of nuclear weapons.

**Current debates over Atomic diplomacy-**

Today several countries have nuclear technology based atomic weapons. The atomic diplomacy is now a matter of prestige among all nations. All nations around the globe have shifted to atomic energy for their military protection. There

**Nuclear arms race-** The stiff competition between Soviet Russia & USA & respective allies. The following table reflects the current position of nuclear weapons collection.

**The nuclear war head inventories  
Country wise list as in 2014**

America	7100
China	280
France	300
India	110
Israel	80
Pakistan	140
Russia	7300
UK	215

*Source : Kelsey davenport* Director for Nonproliferation Policy, Director for Disarmament and Threat Reduction Policy, *Arms control association*

World nuclear stockpile reports ( 2015) that nine countries in the world possess a total of 15,375 nuclear weapons. The United States and Russia account for 93 percent of the nuclear weapons storage. Even though there have been innumerable rounds of diplomatic talks , countries are continuing to invest a major chunk of their nation’s budget towards hoarding atomic weapons. World nuclear repositories are increasing & during 2014 the following was the situation- as shown in chart (2)

**World nuclear repositories 2014**

SI no	Name of the country	year of testing
1	USA	1945
2	Russia	1949
3	UK	1952
4	china	1960
5	France	1964
6	India	1974
7	Pakistan	1998
8	Israel	2006



**The case of India** - India first tested a nuclear explosive device in 1974. That test prompted neighboring Pakistan to ramp up work on its secret nuclear weapons program. India and Pakistan both publicly demonstrated their nuclear weapon capabilities with a round of tit-for-tat nuclear tests in May 1998. The Soviet Union successfully exploded its first atomic bomb in 1949, the United Kingdom in 1952, France in 1960 and the People's Republic of China in 1964. In the first two decades of the Cold War, there were a number of occasions during which a form of atomic diplomacy was employed by either side of the conflict. During the Berlin Blockade of 1948-49, President Truman transferred several B-29 bombers capable of delivering nuclear bombs to the region to signal to the Soviet Union that the United States was both capable of implementing a nuclear attack and willing to execute it if it became necessary. During the Korean War, President Truman once again deployed the B-29s to signal U.S. resolve. In 1953, President Dwight D. Eisenhower considered, but ultimately rejected the idea of using nuclear coercion to further negotiations on the cease fire agreement that ended the war in Korea. In an about face, in 1962, the Soviet deployment of nuclear missiles to Cuba in order to try to force U.S. concessions on Europe became another example of atomic diplomacy.

By the time the United States was attempting to disengage from the war in Vietnam, however, the idea of atomic diplomacy had lost credibility. By the mid-1960s, the United States and the Soviet Union had achieved approximate parity, and their security was based on the principle of mutually assured destruction. Because neither could make

the first strike without the threat of a counterstrike, the benefits of using nuclear weapons in a conflict—even in a proxy war—were greatly diminished. So although President Nixon briefly considered using the threat of the bomb to help bring about an end to the war in Vietnam, he realized that that there remained the threat that the Soviet Union would retaliate against the United States on behalf of North Vietnam and that both international and domestic public opinion would never accept the use of the bomb. In spite of the many threats made over the course of the Cold War, atomic weapons were not used in any conflict after the Second World War. Although the existence of nuclear weapons could continue to act as a deterrent, their diplomatic utility had its limits.

The table below shows the percentage of global military expenditures

sl no	name of the country	%
1	USA	43%
2	France	4 %
3	Russia	3 %
4	china	6%
5	rest of the world countries	39%

Source : Kelsey davenport *Director for Nonproliferation Policy, Director for Disarmament and Threat Reduction Policy, Arms control association*

**Multilateral treaties-** A number of multilateral treaties have since been established with the aim of preventing nuclear proliferation and testing, while promoting progress in nuclear disarmament.



1. Treaty on non proliferation of nuclear weapons
2. Treaty on banning nuclear weapons tests in atmosphere
3. Treaty on partial test ban
4. Treaty on comprehensive nuclear test ban

Even though there are several of these treaties their implementation is still questioned. Diplomatic talks continue to debate on nuclear testing which destroys the atmosphere, but very few of these talks are successful. Several countries test nuclear weapons without declaration to international community.

**Conclusion** - Atomic diplomacy has to be tackled in a very conditional manner. The planet earth has seen plenty number of wars & hostilities, But the single targeted use of atomic bombs in Japan have revealed that any further use would make human race extinct. Each nation has to stop proudly announcing its nuclear weapons potency. The evil effects of atomic wars have to be completely stopped. This can be possible if diplomatic reflect their countries opinions & observations in an affirmative way.

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## Conservation diplomacy- global historical missions to unveil archival repositories Abstract

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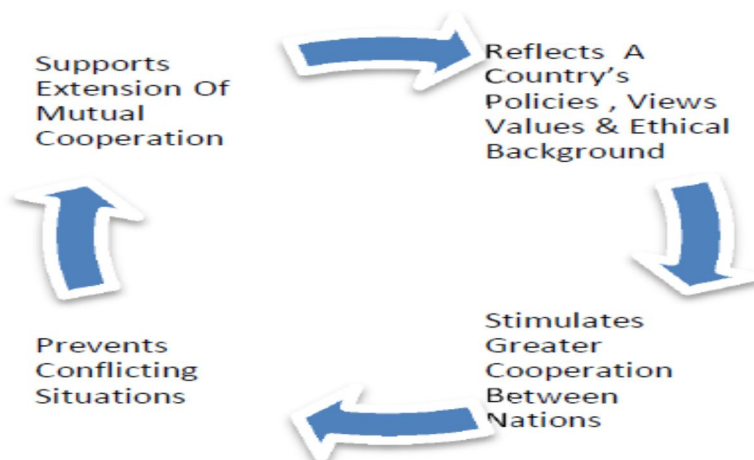
**Abstract:** Culture is a set of ideals of a nation is reflected through the artistic values. A nation's cultural conduct replicates a nation's intention to share its culture with others. Cultural diplomacy has the objective of making nations with varied cultural setting to develop an understanding of cultural ideals & cultural Institutions. This is supportive effort to build protracted social, religious, economic & political goals. This exchange of cultural identities is termed as cultural diplomacy. Cultural diplomacy includes the exchange of ideas, ideals, identities, information & such other aspects of culture among nations across the world. Cultural diplomacy reflects a country's policies, views, values & ethical background of cultural projection.  
**Keywords:** culture diplomacy, conserving culture, cultural cooperation, continuing legacy, challenges,

**Introduction-** Cultural diplomacy reflects a country's policies, views values & ethical background. Each country is rich in cultural segment. It includes cuisine, language, social habits, religion, fairs ,festivals , folk , music , art , theater , etc. Cultural diplomacy stimulates greater cooperation between nations through cultural exchange programs & this indirectly prevents conflicting situations among nations. Cultural diplomacy supports extension of mutual cooperation through extends support to good will relationship. Cultural diplomacy helps a nation to possess better understanding of other nations' cultural heritage. Cultural diplomacy fosters mutual understanding & helps strengthen international cultural co-operation.

**The objectives-** Cultural diplomacy involves cultural exchange programs

with a unique focus on cultural events, the cultural sector and the festival community. They support in exploring the relationship between culture, business and management while enhancing arts & skills in developing and managing cultural and commercial events . As shown in this chart (1). cultural diplomacy has the potential to demonstrate national power, create an environment conducive to support, and assist in the collection and interpretation of information. All of these factors affect a nation's security, thus, cultural diplomacy has an effect on, and a role to play, in regards to It also stimulates greater cooperation between nations.national security. It reflects antry's policies , views values & ethical background.





Besides it also assists in

1. Prevents Conflicting Situations
2. Supports Extension Of Mutual Cooperation
3. Assists In Supporting Political Clashes If Any
4. Extends Support To Good Will Relationship
5. Influence Foreign Policy Framing
6. Helps A Nation Better Understanding Of Other Nations
7. Fosters Mutual Understanding
8. Helps International Relationship

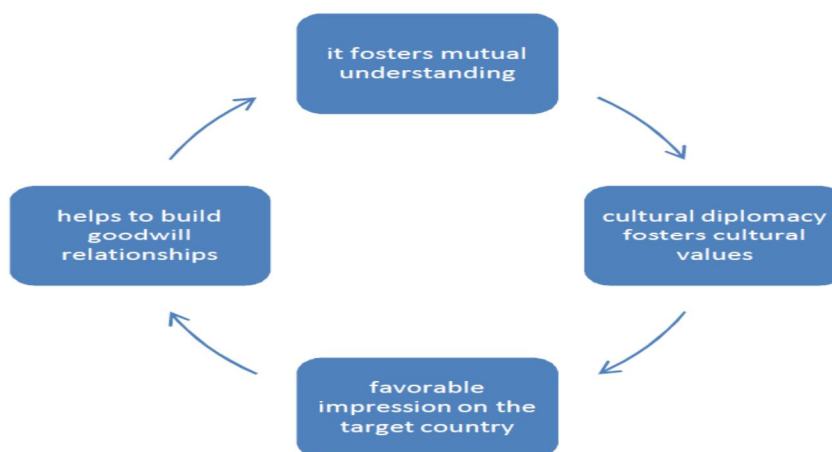
**The tools of cultural diplomacy** – Cultural diplomacy can include any cultural events between nations in order to introduce cultural heritage in a foreign land.

- ✓ **Art exhibitions** – there are two types of art exhibitions. One is trade is a commercial exhibition also known as trade fair. Other is called the vanity art exhibition which reflects artistic displaying of works.
- ✓ **Broadcasting of cultural-** intelligence & cultural aptitude of varied ethnic groups during ceremonial visits of international leaders.
- ✓ Cinema & fine arts exhibitions- Cinema & fine arts exhibitions
- ✓ Dance shows- organizing dance shows
- ✓ Educational exchange programs
- ✓ Establishment of libraries showcasing cultural elegance
- ✓ Exchanging cultural items of gifts such as idols
- ✓ Gifts to nation which is visited by dignitaries
- ✓ Language exchange programs
- ✓ Music concerts
- ✓ Organizing fashion shows
- ✓ Scientific friendship researches
- ✓ Theatrical performances

Cultural diplomacy attempts to manage the international environment by utilizing these sources and achievements and making them known abroad.

### Cultural exchange benefits

1. It fosters mutual understanding
2. Cultural diplomacy fosters cultural values
3. Favorable impression on the target country
4. Helps to build goodwill relationships



### Impact on students -

Cultural exchange programs expose students to people from different cultural, religious, geographic and socio-economic backgrounds and in so doing provide the opportunity for students to develop a greater understanding of diversity worldwide. They allow students to interact with and learn from people who are different from themselves and to participate in new and unique experiences beyond their own communities. Cultural exchange assists students to develop positive relationships with others, understand a broader range of perspectives, and develop the knowledge and skills needed for participation in our multicultural society.

In terms of policy that supports national security goals, the information

revolution has created an increasingly connected world in which public perceptions of values and motivations can create an enabling or disabling environment in the quest for international support of policies. the struggle to affect important international developments is increasingly about winning the information struggle to define the interpretation of states' actions. If an action is not interpreted abroad as the nation meant to it be, then the action itself can become meaningless

Cultural diplomacy can create an environment in which a nation is received as basically good, which in turn can help frame its actions in a positive light



Participants in cultural diplomacy often have insights into foreign attitudes that official embassy employees do not. This can be used to better understand a foreign nation's intentions and capabilities. It can also be used to counter hostile propaganda and the collection of open source intelligence.

cultural diplomacy has the potential to demonstrate national power, create an environment conducive to support, and assist in the collection and interpretation of information. This, in turn, aids in the interpretation of intelligence, enhances a nation's prestige and aids in garnering support for policies abroad. All of these factors affect a nation's security, thus, cultural diplomacy has an effect on, and a role to play, in regards to national security.

Each nation attempts to reflect the best of its cultural values. It wants to show case its heritage & cultural ethos to a broader audience. This also becomes a launch pad of good will relations. The cultural shows provide good platform for exposure of such cultural talents. But there are certain challenges to this approach

1. cultural exchanges often end up in song & dance shows instead of reflecting virtual cultural heritage , teams end up in filmy song & dance shows .
2. The sponsorship to cultural exchange is still moved by government or government aided agencies. Solid private partnership is yet to emerge.
3. The culture exchange programs have the limitations of becoming student exchange programs

4. The cultural exchange has a wider conceptualization which has to be envisioned by the government .

5. The public private partnership & corporate leadership will have to emerge.

**Conclusion-** Cultural diplomacy thus fosters mutual understanding between nations. Countries interface with cultural values & cultural aptitudes & leaves favorable impression countries .It also helps to build goodwill relationships. Thus cultural diplomacy has the potential to demonstrate national power, create an environment conducive to support, and assist in the collection and interpretation of information. This, in turn, aids in the interpretation of intelligence, enhances a nation's prestige and aids in garnering support for policies abroad. All of these factors affect a nation's security, thus, cultural diplomacy has an effect on, and a role to play, in regards to national security.

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## Economic Diplomacy – prioritizing economic expansion through diplomatic relations

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**Abstract :** Economic Diplomacy refers to dealing as a nexus between power & wealth in management of international relations. Economic diplomacy has been seen as a enormous contrivance in the management of international relations. Economic diplomacy requires a diplomat to scrutiny the changes occurring in global economy & envisions functional collaboration & directs his country towards including his observations in economic policy making. His observations envisions focus on promotion of economic ties , attracting foreign business investments , calling newer investments in rural empowerment , broadening the bases of technology , highlighting international tourists to local destinations etc. Economic diplomacy connects closely with political, public and other segments of diplomatic work , hence a diplomat has to scrutinize his observation to assist in policy formulation. This paper streamlines the growing importance of economic diplomacy in inter- national relations & highlights the functions of the diplomat in enlargement of economic bases through political friendship ties.

**Key words:** economic diplomacy, expansion of economic relations, strengthening trade international management of global economic scenario

### Introduction

Economic Diplomacy is a concept dealing with the political power & resource wealth in management of International affairs. Economic Diplomacy is a part of the International relations. . It promotes nation's prosperity through bonding with economic policies. Economic Diplomacy highlights a country's move to strengthen its economy globally. It manipulates its foreign commercial & financial relations in support of its foreign policy. Accordingly, economic diplomacy is a major theme of the International relations of virtually for all countries. In India the following departments are involved in promotion of economic relations,

1. The Agriculture Ministry
2. The Human Resource Ministry,
3. The Commercial Corporations.
4. The Industrial Ministry,
5. The Trade And Investment Promotion Bodies,
6. The Central Chambers Of Commerce,
7. The Foreign Ministry

India is moving towards becoming an economic super power.

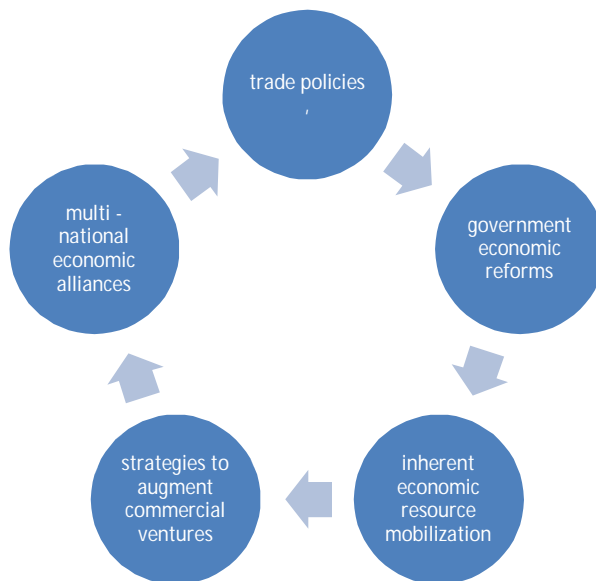
### Indian economic diplomacy strategies -

India is emerging as an economic force in Asia. The global prospects are also very affirmative. Economic liberalization policies have opened up several possibilities. As shown in this diagram (1)



Sl no	Description heading	Global ranking
1	Military expenditure	6 <sup>th</sup>
2	Armed force strength	3 <sup>rd</sup>
3	Population trends	2 <sup>nd</sup>
4	Economy growth rate	7 <sup>th</sup>
5	Consumer purchasing power parity	3 <sup>rd</sup>

Source : Wikipedia – foreign relations in India



These have attributed to make India as the most favored destination for the global business entrepreneurs. They have invested in infrastructural, technological & information communication development hence these sectors have recoded phenomenal growth.

**Challenges of Economic Diplomacy;**

Factors such as Globalization , Cold war & aftermath development of cold war, Economic superseding , Recession, Spread of terrorism , Threat of nuclear wars , tariff legislations, Commercial expansionist policies of multi-national companies, Expanding business empires, Population explosion, Ethnic clashes, racist tendencies, Lack of sustainable

environmental strategies ,Bio terrorism etc have become so common that countries across the globe have been hit by them one time or the other. Even India is a cruising through these factors . In order to overcome or address these issues

1. **Framing effective development partnerships** -India has to frame effective development partnerships to suit her national economic legacy.
2. **Corporate partnerships** - India has to foresee the future of corporate partnerships to expand infrastructural, technological & information communication development
3. **Stricter legislations** -India has to design diplomacy rules on economic



agenda equal partnership & mutual sharing has to be streamlined in diplomacy. Stricter legislations on stabilizing the economy have to be focused.

4. **Augmenting Infrastructural investment** -Economic infrastructure such as infrastructural, technological & information communication development has to be funded through proper budgetary allocation

### **Economic Diplomacy perspectives**

1. **Strengthening economic sector-** Domestic economic sector has to be strengthened. Starting from infrastructural sector , Indian economy should be made a strong link to include transport , Tele- communication , education , health , insurance , higher education , digital communication ICT ,etc
2. **Strengthening infrastructure** - Indian economy though boasts of becoming a super power there are still problems of hunger ,unemployment, shelter , clothing primary education sanitations drinking water , medical benefits etc,
3. **Strengthening tele communication sector-** There are problems of digital divide, urban rural divide, literacy divide, etc haunting Indian economy.
4. **Strengthening human resource sector-** The vast human resource has to be tapped for their potentialities. These resources - human, natural, socio-cultural, capital will be the factors accelerating the progress in economic sphere in future times.

**Affirmative benefits of Economic diplomacy-** This economic diplomacy strategies assists in various ways.

1. **Understanding economic policy formulation** - The economic diplomacy strategies assist in understanding economic policy formulation on multi lateral trade. It supports in analysis of trade negotiations, tariff policy legislations, shipment & cargo legislations, cyber legislations,, marketability, bilateral or multilateral corporate auditing etc.
2. **Identify the implications behind geo-economics** -The economic diplomacy strategies assist in making the countries to identify the implications behind geo-economics .These days with communication & transport revolution no country is far from geographical location. Each country is known for its exquisite natural resource. No country is considered remote or inaccessible, hence identifying implication about geo economic is necessary in economic Diplomacy.
3. **Addressing the issues relating to global economy** -The economic diplomacy strategies assist in addressing the issues relating to global economy & trade expansion implications followed across the globe. World is moving towards multilateral economic ties. The countries are availing greater tapping of available human power & natural resources.
4. **Honoring the conventions of the international trade organizations** -The economic diplomacy strategies assist in honoring the conventions of the international trade organizations & their trade policies formulated by international conventions. This gives countries opportunity to understand &



identify the implications behind such bi-lateral & -multi-lateral conventions.

5. **Key role of prime investing** - The economic diplomacy strategies assist in reckoning the key role of prime investing in multimedia, internet communications & commercial capital venturing in Cyber sector, defense expertise, information technology, computer network defense, international brand certification & accreditation, technical vulnerability accords, disaster risk reduction accords, etc.

6. **Growth of competitive intelligence**- The economic diplomacy strategies assist in growth of competitive intelligence. Countries come to know analytical phase of economic policies on trade, tariff, auditing, marketing, advertizing, sales promotion, import-export duties, etc

7. **Relations between corporate sector & its impact on society**- The economic diplomacy strategies assist in addressing the relations between a nation's corporate sector & its impact on society. Countries suddenly stop importing goods from a specified country, or tag extra cess on particular product or multiply legislative stringency over advertizing etc all these will impact the trade relations. Hence those policies which directly or indirectly impact the civic society have to be understood by the citizens through involvement in discussion of international relations.

8. **Comprehending strategic support policies to industrial sector** -The economic diplomacy strategies assist in comprehending strategic support policies to industrial sector. The ever expanding industrial sector has included policies on industrial waste management, industrial slurry

recycling, industrial labor legislations, industrial partnerships, mechanized marketing, tele branding, global patents gaining, child labor involvement in Industrial process etc. These policies have to be honored & respected by each country. Hence Economic diplomacy strategies should include proper comprehension & awareness about Industrial sector.

9. **Addressing destabilizing economic forces** -The economic diplomacy strategies assist nation's citizens towards facing destabilizing economic forces such as demonetization, inflation, deflation, heavy consumerism, unemployment, falling investment, rising prices etc These factors create instability which directly influence people's standard of living.

10. **Identifying the perspectives of economic cooperation**- The economic diplomacy strategies assist in identifying the perspectives of using political diplomacy towards expansion of economic co-operation & economic ties.

11. **Integrating economic deals with traditional economies** - The economic diplomacy strategies assist in integrating economic deals with regionally remote & traditional economies. This helps a nation to introduce its products & expand its economic horizon even in remote regions or gain access to a inaccessible markets.

12. **Curtailling the growing trends of regionalism** -The economic diplomacy strategies assist in curtailling the growing trends of regionalism & builds newer horizon of broader perspectives of global oneness.

A diplomat has to view the variations occurring in global economy &





functional collaboration & direct his country towards including his observations in signing global economic partnerships.

**Current trends** – The economic diplomacy currently has grown vastly to involve

1. Increasing collaboration & partnerships between nations
2. Increasing involvement of non-official agencies in trade expansion through corporate partnerships ,
3. Increasing importance given to WTO issues on trade & commerce ,
4. Increasing options of the negotiation of free trade and preferential trade agreements,
5. Increasing signing of economic accords covering investments & commercial capital venturing ,
6. Increasing legislation making on double taxation avoidance & financial embezzlement .

Abroad, embassies, consulates, and trade offices handle economic diplomacy. The main focus is on promotion, to attract foreign business, investments, technology and tourists. Economic

diplomacy connects closely with political, public and other segments of diplomatic work.

**Conclusion:** The maintaining of stability of domestic economy would be a suggested strong factor for proper economic diplomacy strategies. The countries have to apply stable management of their economies with greater control on inflation, corruption, political stability & administrative constancy. Expansion of economy has to be reflected through good political support, efficient bureaucracy, corruption free environment. A diplomat has to visualize these implications through directives to his country. He has to envision the expansion of economic ties depends on consistent policy making as well. His efforts towards economic diplomacy approach assists in curtailing the growing trends of regionalism & builds newer horizon of broader perspectives of global oneness. Thus a diplomat has to view the variations occurring in global economy & functional collaboration & direct his country towards including his observations in global economic partnerships & trade legislations.

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## Sports diplomacy-Playing To Build Relationships – New Trends

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**Abstract:** Sports are the common language across the globe. It has no barriers no fences & no hurdles. But today countries are led by military spirit rather than sports spirit. Sports diplomacy is an inter-disciplinary issue which is being debated on a wider angle. Sporting events are regarded as commercial ventures because it attracts media interest & draws the attention of host nation & competing nation. Sports are coming with a huge package in the name of nation branding. As it attracts huge investments & promotes tourism prospects. The prospective economic proceeds from the hosting mega sporting events have made countries vie for sponsorship. Sports can become a strong weapon of building effective relationship with a neighboring country. It could also become a means of clash with the neighboring country.

**Keywords:** sporting events, sports diplomacy, unhealthy competition, challenges,

**Introduction:** Sporting events are always considered as opportunities for regional economic development. Politicians are involved directly in decision making process. The sports venues, the sports of major sporting events, the sponsoring agency, etc are decided by politicians. Relying on vote bank strategy each politician views a sporting events in terms of political benefits. This leads to subversion of public transparency, democracy & public interests. A politician a business tycoon, a commercial entrepreneur views sports as a diplomacy.

**Sports diplomacy includes-** Sports is often viewed as a vehicle of

1. promotion of local tourism,
2. promotion of hotel business,
3. promotion of culture folklore,
4. promotion of festive rejoicing,

5. promotion of consumer sports,
6. promotion of culture fests,
7. promotion of shopping festivals,
8. promotion of international cooperation,
9. finally as a medium of enhancement of the image of a nation.

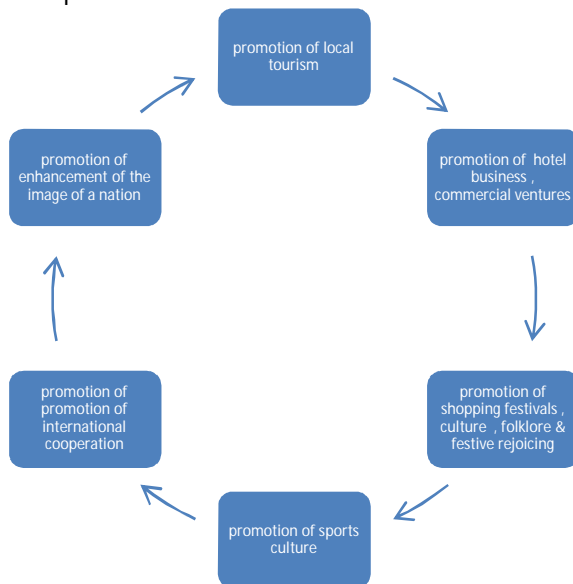
**Sports diplomacy & international cooperation-** Sports diplomacy as a wider international participation can help the sports sector through

1. Planning on construction of new sports infrastructures such as modular stadium, swimming pools, play grounds, sports hostels, sports grounds etc
2. Planning on purchase of modern sports equipments through global tendering
3. Planning on marking new venue where the project will be undertaken



4. Planning on sports managers / selection of players
5. Planning on sports coaches appointment
6. Planning on boarding lodging of sports personnel
7. Planning on sponsoring dance & cultural fest activities
8. Planning on sponsoring new & innovative sports events
9. Planning on marketing of innumerable sports gears & gadgets
10. Planning on creation of access to social media

**Sports benefits** -Sporting events are proved to be beneficial in several aspects as shown in this chart (1)



1. promotion of local tourism
2. promotion of hotel business
3. promotion of culture folklore & festive rejoicing
4. promotion of sports consumer culture
5. promotion of sports culture
6. promotion of shopping festivals
7. promotion of international cooperation
8. promotion of enhancement of the image of a nation

### Sports as a harbinger of good will

1. **Sports Delegations-** celebrated sports personalities can take sports delegation to neighboring countries to clam chilled relationships. Cyclists gymnasts, cricketers, swimmers can become ambassadors of good will.

They can become diplomatic envoys to apartheid countries , war hit countries , terrorism hit countries , natural disaster hit countries ,

2. **Sports open doors of god diplomacy-**
3. I believe in sports as a true means of bringing countries and peoples closer. This is one of the most



important segments of people-to-people diplomacy," You influence countries not by invading your neighbors but because of your soap operas, songs, sports and culture. This is what people now call soft power. This is as important as military power and much more lasting."

4. **Athletic events sponsoring-** athletic events are very popular sporting events across the globe. Hence enhancing such events can assist in blossoming good relations.
5. **sports as medium of good relations-** sports to connect people and empower them with confidence, health and wellness,
6. **Spreading awareness** – sports participation spreads awareness to people and authorize them with confidence & health .This also gives alertness about physical well being as top most priority.
7. Hosting sports diplomacy events –
8. collaborating cultural sector
9. Projecting sportsmanship –
10. Olympic gold medalists can become ambassadors of good will friendship

A Political version promoting economic development through sporting events has become a standard practice in Europe's policies of solidarity and sustainable development. This is being a popular political advantage & this can be incorporated in Indian political ties as well. Sport, as the virtuous expression of human self-improvement, honors standing in direct contact with another in the context of values and respect, to seek becoming a better person. Humanitarianism and Olympics share the universal ideals of respect and dignity. Their opposites, terrorism, prejudice and violence are today our

main challenges. Perhaps we should see in Olympics and the principles of humanitarianism a tool for reconciliation between peoples and a solution to these conflicts.

Participation in Sports teach an individual to be responsible and disciplinarian . The good principles of sports spread a good message to people who watch sports & Play sports. Sports are more than a recreational activity, both to those who play and those who watch. A new ad campaign from Samsung is breaking down geographic borders to create a universal anthem for humanity.

**Conclusion-** thus Sports diplomacy has emerged as an integral part of efforts to build strong relations It relies universal passion for sports as a way to transcend linguistic & socio cultural differences & try to bring the people together. The need of the hour is to enhance cultural sports tourism exchange to raise mutual understanding between nations. Diplomatic ties have to create a framework to expand bilateral trade & sports investment. The fact that sports can create political, geopolitical and economic opportunity has to be conceptualized by the political leaders, sports sponsors & commercial sports clubs. Sports has to be viewed to share a valuable business leadership skills & assist the prospective leaders in developing strategies action plans aimed to create a sports culture.

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## E- diplomacy- global initiatives to harness technology towards international welfare

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**Abstract:** The globe has turned into a digital world. All activities are being tagged with digital mechanisms. Technological innovations have crept in all the walks of life. Countries have shifted their diplomatic relations from letters correspondence to mail exchanges & Twitter messaging. The huge growth of social media has made youth involve in everything that concerns a nation. Their eagerness to share across is influencing the opinions & policymaking in international issues. The involvements of the countries in global affairs & political affairs have become easier with these digital tools. This paper argues for opportunities of digital technology in diplomatic usage & the challenges in application of digital tools for diplomatic relationship building. All governments have to balance these influences before framing diplomatic dealings. Opinion on ethnic /religious /environmental might cause an imbalance & trigger aggressiveness

**Key words:** Digital diplomacy, technology application in foreign relations, challenges

**Introduction:** The major forces driving the digital transformation market are the increased demand of Internet and increased innovation offered by digitalization techniques. Digital transformation aims to provide increased penetration of mobile devices and apps thereby generating data in the form of log data through various applications, financial transactions, and online shopping. This increase in mobile device and app usage has enhanced the growth of digitalization. This digitalization has led to increased use of digital tools in political & administrative circles.

### Diplomacy

Diplomacy is always considered a backbone of International relations. The structural edifice of International relations depends on diplomatic policy

framing. The digital tools in e-diplomacy enhances the role of non government stake holders besides supporting the government bureaucracy on diplomacy policies. It creates a common platform to share to provide & to uses opinion on any given national & international issues .besides the speed of transfer of technology through digital tools help to government officials to frame / shape / restructure diplomatic policies. Encyclopedia Britannica refers diplomacy as –established method of influencing decisions & behaviors in foreign affairs through dialogue & negotiation.

The term *diplomacy* is derived via French from the ancient Greek *diploma*, composed of *diplo*, meaning “folded in two,” and the suffix *-ma*, meaning “an



object.” The folded document conferred a privilege—often a permit to travel—on the bearer, and the term came to denote documents through which princes granted such favors. Later it applied to all solemn documents issued by chancelleries, especially those containing agreements between sovereigns.

**The purpose of diplomacy-** Diplomacy of all types strengthens the state, nations or organizations. Through diplomacy & goodwill gestures . It serves to safeguard the interests of citizens. Diplomacy endeavors to maximize the advantages of citizens with in a nation without using force. Diplomacy attempts to avoid clashes without causing resentment & it helps to preserve peace. It helps to resolve issues through negotiation . It seeks to employs good will gestures. It ensures cooperation It application of nonaligned status & neutrality

**Diplomacy has two faces**

1. In peace times diplomatic relations means adopting coercive threats of economic measures / economic blockade / stoppage of trade relations / isolation / withdrawal of envoys/ closure of embassy/
2. It may lead to use of military power to solve disputes
3. A blockading power can seek to cut off all maritime transport from and to the blockaded country; although stopping all land transport to and from an area may also be considered a blockade. Blockades restrict the trading rights of neutrals, who must submit for inspection for contraband, which the blockading power may define narrowly or

broadly, sometimes including food and medicine.

4. Nowadays the to enhance the effectiveness of blockade, countries opt to halt air traffic with blockaded air space.

But digital tools have both positive & negative impact. All governments have to balance these influences before framing diplomatic dealings. Opinion on ethnic /religious /environmental might cause an imbalance &trigger aggressiveness.

sl no	countries with greater digital technology spending	in million
1	USA	
2	france	
3		

Global Consumer spending on technology including PCs broadband & online services rose 6.8% in 2015 but it was 7.8% in 2014. T he US remained the world’s largest overall consumer media content & tech market at \$369.91 billion in 2014, and led in per-capita user spend with \$1,160, although it ranked eighth in annual growth with 5.8%. Digital media spending grew 12% to \$863.2 billion, while traditional media spend inched up 2% to \$571.5 billion in 2014.; Average global consumer spend was \$265.26 on media content & tech in 2014, with 60% dropped on digital media. The US and global consumer media content and tech spend is expected to grow 7% to \$1.5T in 2015.



Because of such prospective growth Countries such as USA & Russia are dominating the digital diplomacy arena as they have opened their diplomatic ties through exchange of views on social media such as twitter & face book accounts.

#### **Digital diplomacy Task force of USA-**

USA leads the list as it created a task force on digital diplomacy was created by the US way back in 2002 . It created a task force to supervise e diplomacy. later it was called as e -diplomacy department .This was followed by UK, Germany ,Sweden in the following years. This was also termed as twitter diplomacy. Sweden is very active in promotion of e diplomacy e -diplomacy means exchanging messages through twitter / or face book or any other social media/digital diplomacy like diplomacy of any other kind is popular across the world. But it should be used to advance national objectives through broader media of digital tools. The ambassador blogs secretary tweets face book pages.

It has the risk of objectivity effectiveness & clarity.

Social media has other functions as well. It is an effective tool in gathering information, assessing public opinion communicating consular warnings. Social media is resource intensive.

Social media users want to share information & expect others to share their opinions immediately. This has made the Social media an instantaneous media to exchange & share views on all topics.

Data mining technologies can combine social media to obtain real time information about terrorist attacks

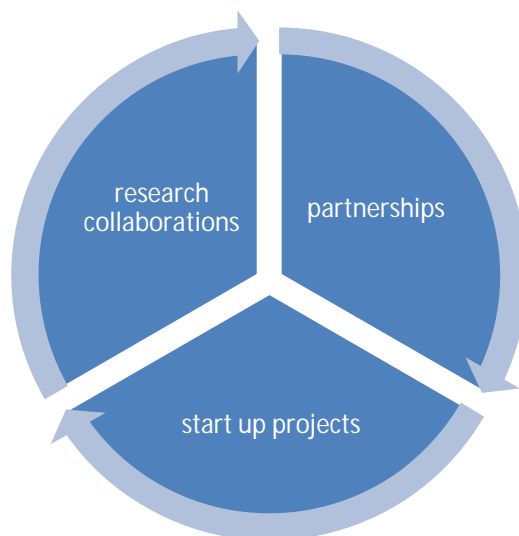
natural disasters geo political crises political developments ethnic issues contagious diseases communal wars etc. Through social media messages can be sent citizens seek their opinion the issue. Technologies including use of drones, data -mining , satellite data technologies are often used Online platforms are being developed

**Challenges** : There are certain challenging issues in promotion of e diplomacy..

1. **Need for Co-ordination** - Governmental & non-governmental stake holders need to work jointly. The e-diplomacy tools can succeed only when the bureaucrats & public jointly work on national issues. E- diplomacy can succeed if both of them coordinate in working.
2. **Need for public private partnership** -The challenges of using digital tools are that creates co-ordination with private & public regarding foreign policy designing .But at the same time it also deviates of influences the government partially..
3. **Parallel management** -This supports the parallel management of foreign policy.
4. **Need for constant preparedness** - The fact that e-diplomacy tools give preparedness for bureaucrats to re - shape foreign policy also is linked with the danger of succumbing to people verdict without testing its objectivity. the public opinion so framed through social media might be a dangerous situation as social media is activated through youngsters who are mainly immature & unripe in their judgment.
5. **Need for International cyber legislations-**



Countries have started making



Several countries are offering digital study scholarships , abroad study projects in digital research, Abroad tour packages leading to digital innovation collaborations etc. Diplomatic tables are now debating on partnership sin

1. digital data analysis & data insights
2. digital user centric marketing collaborations
3. digital research & consultancy collaborations

#### **Digital diplomacy partnerships-**

Diplomatic tie ups are now concentrating on

1. supporting all formats of digital research through establishment of digital libraries
2. services & support systems for digital usage is being augmented
3. on line collaborative friendships are being looked into

4. strategic & long term partnerships in digital research are discussed in International meetings

**Conclusion** - Thus the usage of digital tools in diplomacy enhances the role of non government stake holders besides supporting the government bureaucracy on diplomacy policies. It creates a common platform to share to provide & to uses opinion on any given national & international issues .besides the speed of transfer of technology through digital tools help to government officials to frame / shape / restructure diplomatic policies. But digital tools have both positive & negative impact governments have to balance these influences before framing diplomatic relations. Opinion on ethnic /religious /environmental might cause an imbalance .So far, diplomats have paid less attention to the possibilities of big data than the private sector. Privacy and data security issues arise. The research partnerships in



digital research has been given priority in diplomatic discussion-

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## Health diplomacy – scheduling global wellbeing & healthiness through diplomatic relations

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**Abstract:** A meticulous promotion of Health sector is a very imperative aspect of foreign policy across the globe. With liberalization of economic policies, health sector has grown to include health infrastructure, health funding, health insurance & health related policy interventions. The world is surfacing several serious health issues along with globalization. The fact that several diseases have become intercontinental is a causing concern. The health sector is has become Trans-national. Several countries are reeling under the pressure of HIV AIDS & such other diseases. Health has become a critical component of foreign policy .Health issues that transcend national boundaries and are global in nature The course discusses the challenges facing health diplomacy & it is governed is very crucial to foreign policy designing. The world is reeling under the negative impact of cross border diseases , bio terrorism , shifting geo political environments ,linkages between health , intellectual property, trade & human rights . These factors have made the health diplomacy an imperative part of interstate relations.

**Key words:** Diplomacy in Health sector, global influence of health policy making, health diplomacy

**Introduction-** The global studies have pointed out that people suffering from neglected tropical diseases are very poor & marginalized people. Hence there is a need to prioritize health schemes aiming these marginalized sections across the globe. In 2014, nearly 1.7 billion required individual care of these 1.1 billion were in lower middle income countries the 520 million people requiring treatment in low income countries represented 60% of their population.

**The Concept of Health Diplomacy -** Health diplomacy is a diplomatic effort to advance global health mission to improve

& save lives & foster sustainability through a shared global responsibility. Grave health and human security implications are demanding greater care towards fostering health diplomacy. A nation's political interests might come under the influence of Multinational pharmaceutical companies because they own exclusive rights, patents , copyrights & manufacturing licenses to numerous lifesaving drugs.

**Objectives of Health diplomacy** -As shown in this diagram (1) health diplomacy includes following objectives which are inter related



**Global health issues - there are several health issues countries are facing all**

- ✓ Reduction of infant mortality and maternal mortality.
- ✓ Universal access to public health services / women’s health, child health, drinking water, sanitation and hygiene, nutrition and universal immunization.
- ✓ Prevention and control of communicable and non-communicable diseases.
- ✓ Population stabilization-Gender and demographic factors.
- ✓ Revitalizing local health traditions

List of global health issues which are increasing every year.

sl no	type of disease	deaths in millions	year	total deaths
1	coronary artery disease	7.4 million	2012	13.9 %
2	stroke related disease	6.7 million	2012	11.9 %
3	COPD related disease	3.1 million	2012	5.6 %
4	Lower respiratory infections related disease	3.1 million	2012	5.50 %
5	Lung cancer related disease	1.6 million	2012	2.97 %
6	HIV AIDS related disease	1.5 million	2012	2.71 %
7	diarrhea related disease	1.5 million	2012	2.70 %
8	diabetes related disease	1.5 million	2012	2.70 %

Source :Annual report of the WHO 2012

Even though the life expectancy according WHO was 71 years, 1. 7 billion people need treatment & care for neglected tropical diseases. The saddest part of the situation is nearly 4.3. million people die because of air pollution caused

due to cooking fuels. WHO global statistics for 2016 reported that key interventions are needed in fighting against neglected tropical diseases. which include mass treatment, individual treatment, & care , water , sanitation,



hygiene vector control veterinary public health as well as supportive interventions to strengthen health systems .

The global studies have pointed out that people suffering from neglected tropical diseases are very poor & marginalized people. Hence there is a need to prioritize health schemes aiming these marginalized sections across the globe. In 2014, nearly 1.7 billion required individual care of these 1.1 billion were in lower middle income countries the 520 million people requiring treatment in low income countries represented 60% of their populations.

### Benefits of health diplomacy

1. **Assists in formal diplomatic channels-** Health diplomacy plays an important role in complementing and assisting formal diplomatic channels. It opens up gates of negotiation even with an enemy country. There are issues of severe concern with regards to Bio - terrorism , HIV AIDS , Anthrax , COPD , Artery diseases, etc
2. **Co-ordinates health infrastructure-**It helps to establish the contact of health infrastructure building in countries across the globe.
3. **Opens multilateral dialogues-** It helps to resolve the constraints imposed by government of one country over other. It opens multilateral dialogues.
4. **Promotion of public private partnership -**It brings together public private partnerships in restructuring health infrastructure. It helps to ward off official barriers to health improvement policy making .
5. **International research partnerships -**It supports international partnerships. It supports medical

research & clinical research areas. The support to manage research results into policy making is also made possible.

Promotion of health diplomatic relations is considered as the best method to promote goodwill among neighboring countries. It becomes a media towards promotion of health among global stakeholders It helps to resolve disputes, Co-operation, securing right to health for vulnerable communities. It improves health systems. Global health realities require a different set of competencies than traditional methods. The crux of the problem is of health diplomacy consists of quality & level of technical public health expertise experience in health politics global health arena. Health is a bridge for peace & it is a core concept of health diplomacy.

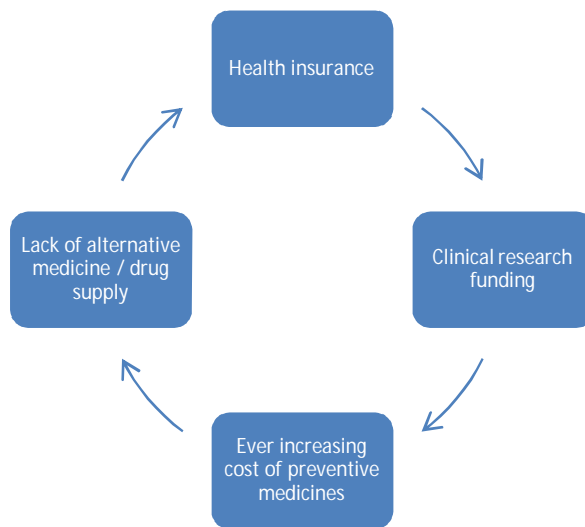
**Challenges** Health diplomacy is not without challenges as shown on this diagram(2)

1. **Health insurance issues -**There are challenges of health insurance, the global health scientists are severely considering the issues of Universal health insurance. The Countries all over the globe have taken initiatives to provide health insurance at cheaper cost to their citizens. But nearly 76% of the populations of developing countries are without any health insurance benefits.
2. **Threat to local cure system-** The fact that health related medical & clinical research might become globally oriented which might cause loss to the local disease curing systems is being debated . Across the world , several countries have developed their own cure system. In India Yoga , Sidda , Unani , Homeopathy , Ayurveda etc have great footing in medical care system. But global

orientation towards health care might cause a threat to these inherited systems.

3. **Rising Cost of life saving drugs-** Medical health checkups & clinical

curing would become too dear for the common man with life saving drugs hitting sky rocketing prices. Poor man's purse is burdened with rising prices.



4. **Differences in health priorities-** The negative results of corporate alliance would make countries establish ties with multinational companies. But the health priorities of a European national would differ from that of an Asian citizen. The physical characteristics of people vary from region to region hence general health alliances might not be useful. The health needs of a South African citizen cannot be same as that of an Indian citizen.

Hence each nation has to prioritize its health sector funding according to local needs. A nation's political interests might come under the influence of Multinational pharmaceutical companies because they own exclusive rights, patents, copyrights & manufacturing licenses to numerous life saving drugs.

The fear about health diplomacy becoming part of national policy itself comes with dangerous situation of a country being placed in the hands of a corporate giant.

**Conclusion-** Thus health diplomacy plays an important role in complementing and assisting formal diplomatic channels by opening up gates of negotiations. Countries across the globe are preparing to resolve the bureaucratic constraints through health diplomacy. The fact that health diplomatic envoys carry on multilateral dialogues with positive policies across the globe itself speaks of the continuing necessity of the health diplomacy policies. Several countries have seen success in health sector expansion through establishing public private partnerships. Corporate alliances have



made possible several impossible linkages in restructuring health infrastructure. Greater amount of academic support to medical related research & clinical research has proved affirmative due to health diplomacy becoming part of political diplomacy.

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