*Nihar K Kulkarni**

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HARNESSING THE POTENTIAL OF THE INDIAN FILM INDUSTRY TO ENHANCE INDIA'S SOFT POWER**

Keywords: India, Soft Power, Indian Film Industry, Bollywood, Music industry, Leadership, Global South

ABSTRACT: The Indian Film Industry is second popular entertainment industry across the globe after Hollywood film industry of the United States of America. Despite of being popular, there are arguments that New Delhi hasn't utilized the full potential of Indian film industry as an instrument to turn popularity into the (Soft)power. The Indian film industry has tremendous potential to become India's soft power if its potential is harnessed to the fullest. Therefore, this paper focuses upon how the popularity can be effectively used by examining strengths of industry and future prospects. Additionally, this paper provides relevant policy recommendations to effectively use film industry to enhance soft power as well as brief concluding remarks.

INTRODUCTION

In the 1990s, an American political scientist, Joseph Nye, coined the term 'soft power' (Nye, 1990) and further expanded it in his famous work, 'soft

* PhD Student at Faculty of Political Science and International Studies, University of Warsaw, Poland; ORCID ID: https://orcid.org/0000-0002-2582-0465; n.kulkarni@uw.edu.pl.

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power: a means to success in world politics'. Nye argued that 'soft power' can be defined as "an ability of a country to persuade others to do what it wants without force or coercion" or in other words "an ability to attract and persuade others" (Nye, 2005). While soft power arises from attraction such as political and social values, institutions, policies, culture etc. On the contrary, Hard power relies on 'an ability to coerce', which in world politics grows from a country's military and economic might. Nye argued that in the 21st century, it is better to have both hard and soft power (Nye, 2004).

Post-World War 2, West (Primarily the U.S and his western allies) used soft power as a means to increase and sustain their global influence. Even today, the U.S (United States of America), the UK (United Kingdom), and European countries have significant global influence due to their soft power[1]. The EU (European Union) is considered a normative power in the international system due to its emphasise on norms, values, ideas (Paulina, 2023) which helps to make European countries (under EU) as an attractive destination. Additionally, the US Dollar is globally recognised and accepted for international transactions which contributes in making American financial system strong. The Western education system, universities, and research institutions are famous for their quality education and significant contributions in STEM (Science, Technology, Engineering and Math) and in Social sciences, which is why American and European universities are dream destination for students and researchers across the globe. The standard of living of an average American and European citizen is far ahead of any other developing country in the global south, which makes them attractive. Therefore, these countries can attract international talent, focus on scientific innovation and enhance their growth rate and persuade other countries. These countries also get leverage in diplomatic negotiations and positions in international institutions due to their ability to attract and offer something productive and constructive to the world.

[1] Here one must understand that the influence of west is decreasing globally. It has multiple factors; however, the emergence of multipolarity in the international system remain the dominant factor. There are other powers and regions are rising such as ASEAN countries, India, China, Brazil, and South Africa etc., But due to the prominent institutions and values; west has remain an attractive destination for the people from developing countries.

For example, universities, research institutions, quality infrastructure, multinational companies, a higher standard of living, democratic values, the rule of law, human rights, free and open ideas, multicultural society, and development aid are soft power elements for the US and European countries. Therefore, the US and Europe have a hold on the established world order through these soft power elements.

In India's context, cultural and greater civilisational values are considered a source of soft power. Apart from that, modern value systems such as democracy, pluralist society, diverse cultures, Indian cuisine, music and Bollywood film industry are considered as soft power elements. As well as, Indian food, dance, music, movies, Yoga, Ayurveda (Ancient Indian medicine), and religious values have spread across the globe over the centuries and widely getting popular in contemporary times. However, India's parliamentary standing committee said that India did not utilise the complete potential of its soft power in its foreign policy due to the lack of funding, coordination and comprehensive soft power strategy (Mattoo, 2022). In his article *India's soft power: Prospects and Limitations,* Christian Wagner argued that India is a 'defensive soft power' (Wagner, 2010), which means India has soft power and capabilities but has not been implemented in its foreign policy approach. Secondly, Joseph Nye in his article for India Today in 2006 (online updated version 2012) said that "drinking coke or watching a Bollywood film does not automatically convey power for the US or India" (Nye, 2006). Which means possession of soft power resources and its actual implementation to attract others or produce favourable outcomes are two different things. However, after 2014, the BJP government led by Prime Minister Narendra Modi started promoting India's culture and values and has given significant attention to enhancing India's soft power.

THE INDIAN FILM INDUSTRY IS AN IMPORTANT INSTRUMENT OF SOFT POWER

Indian leaders and scholars consider the Indian film industry as a significant instrument of India's soft power (Chauhan, 2014). In a speech in late 2009, the then Indian Minister of State (External affairs) Shashi Tharoor

argued that in today's world, it is not the size of the army that wins but the country that tells the better story, adding that 'India is, and must remain the land of the better story'. Regarding a better story, Tharoor cited the popularity of Indian television dramas in Afghanistan, Bollywood movies in Senegal (Chauhan, 2014). It helps other nationalities to be familiar with Indian society, culture and people of India. On the other hand it also helps Indians and Non-Resident Indians (NRIs) to interact with other nationalities to start a conversation and form a long lasting friendships.

The origin of the Indian film industry traced back to the 20th century, the first Indian film 'Pundlik' directed by Ram Chandra Gopal Torne aka Dadasaheb Torne released in Bombay on 18th May 1912 (India Today, 2015). However there was a no dialogue and it was a silent film of 22 minutes. In 1913, Dhundiraj Keshav Phalke, popularly known as 'Dadasaheb Phalke', released the 1st film 'Raja Harishchandra' in Mumbai (then Bombay) on 3rd May 1913 (Times of India, 2023). It is regarded as first full length featured film ever made in India. Mr Phalke did some modern experiments such as using double exposure and special effects (Times of India, 2023). He also introduced the concept of film music, which later played a major role in Indian Cinema (Times of India, 2023). Later, Dadasaheb Phalke trained several young film makers in his studio in Nasik (DAV University, 2024). It has laid the foundation and transformed the Indian film industry (Times of India, 2023). That's why '*Raja Harishchandra*' is known as a first Indian film and Dadasaheb Phalke is regarded as 'father of Indian film industry'. And since then, a series of Indian cinemas have started coming up. The success of Raja Harishchandra created new professions in India such as technicians, actors, film makers, camera operators, script writers (Times of India, 2023). It inspired many other people to enter in the film industry. Moreover the film Raja Harishchandra was based on Indian mythology, culture and values. This is how Mr Phalke connected Indian film to represent Indian culture.

The Bollywood industry started emerging and flourished in the late 20th century[2]. In the 21st century, the industry started becoming popular

[2] Bollywood film industry is famous for Hindi films particularly based in the Mumbai, India. It is a one section of Indian film industry. There are other vernacular film

across the globe. There are fans of Indian films and music from around the world. Several Bollywood films are dubbed in international, regional languages, e.g., Korean, Turkish, Japanese, Chinese, Spanish and English etc., and there are Indian films, daily soaps, TV serials, and music which are popular within South Asia and across the globe. For example, the TV serial 'Kyonki Sans Bhi Kabhi Bahu Thi', a Hindi TV serial in which Indian Cabinet Minister Smriti Irani played the leading character is quite popular in Afghanistan[3]. Mrs Smriti Irani was part of Indian film industry, later she joined politics. Moreover, films such as *3 Idiots* directed by Rajkumar Hirani and *Dangal* directed by Nitesh Tiwari widely popular in China (Zhongyin, 2019; PTI, 2019). Turkish and Indonesian youngsters are fans of Bollywood films, especially actor Shahrukh Khan's films, Shahrukh Khan is a leading Bollywood actor and have worldwide popularity[4]. Bollywood has risen to produce more movies than any other country in the world and ranks amongst the top countries in terms of box office revenue generation (Mullen & Rani, 2015). The Indian music industry is closely connected to the Indian film industry because of the incorporation of songs within films. Therefore, Bollywood Hindi music is also famous across the globe especially in the African continent (Global Indian, 2021). Apart from Bollywood, other Indian film industries, such as Tamil, Telugu, Marathi, and Kannada films, are quite popular within India and amongst the NRIs (Non Resident Indians) across the globe (NRI Affairs, 2023). Indian films helps NRIs to keep in touch with Indian values, culture, language and India's traditional dressing style during the special occasions of festivals. Additionally, NRIs get attracted for tourism in India by watching Indian films (NRI Affairs, 2023).

industries such as Marathi, Gujrati, Tamil, Telegu, Kannada etc., they are also popular in their language specific regions. But Bollywood is primarily focuses upon Hindi films and popular across India and the globe.

[3] Author's personal interaction with the students from Afghanistan during 2018-2020 in Pune University, Pune.

[4] Author's personal interaction with the youths from Turkey and Indonesia.

ISSUES & OPPORTUNITIES

POPULARITY DOES NOT MEAN POWER

Undoubtedly, the Indian film industry is famous across the globe; however, 'popularity does not mean power'[5]. Power is the ability to shape the behaviour of someone according to your will. In that case, India has not been able to use these elements effectively in its foreign policy as a tool of soft power. Most Indian politicians and academicians consider the Indian film industry as India's soft power element, but India did not use it as a 'power'. Because, until and unless the state converts those elements into power, one cannot term it a soft 'power' element. Which means an ability to attract and persuade others. How often has India used the Indian food, music, and film industry in their negotiations with other countries? How much international talent has India been able to attract as compared to the other developed countries ? The answer would be 'NO or very less'. Because India barely used these elements over the years to persuade others; Former Ambassador Nirupama Rao, India's former foreign secretary argued that India is not on a cutting edge of Soft Power and it should develop it over the period of time to advance India's long term and strategic interests (Rao, 2022). Miss Shreya C, research fellow at India foundation in her paper 'Breaking Box offices: Indian Cinema as Soft Power' published by Indian foundation Journal argued that "*it will need to be included as a part of India's foreign policy to leverage Bollywood's popularity to India's advantage*" (Challagalla, 2019). Which shows Indian films (particularly Bollywood in this specific case) are popular across the globe, but it hasn't been used effectively as a tool of soft power or foreign policy.

There could be multiple reasons that India could not use Indian films as a tool of soft power. One could be that Soft power is a comparatively

[5] Author would like to attribute the sentence 'popularity does not mean power' to Mr. Rajiv Malhotra, an Indian-American author and the founder of Infinity Foundation, U.S.A. He used this sentence in one of his talks. He is a thinker, writer, orator, and a public intellectual. He is an author of Breaking India, Being Different, The Battle for Sanskrit, Sanskrit Non-Translatable, Academic Hinduphobia, Artificial Intelligence and the future of power, Snakes in Ganga etc.

new notion in global politics (Tharoor, 2011); because it emerged in the 1990s after Joseph Nye's article on Soft Power was published by a foreign policy journal (Nye, 1990). Therefore, countries realised the importance of Soft Power lately in the beginning of the 21st Century. Secondly, most of the Indian film industries such as Bollywood, Marathi, Tamil, Telugu, and Kannada film industries are private industries run by producers, directors, artists etc. where the government has minimum role except for legal issues related to censorship; which could have led to the less cooperation between the Indian government and Indian film industry[6]. Rachel Dwyer, a professor of Indian cultures and cinemas at SOAS, University of London, said in his article for Hindustan Times that "Bollywood, while having achieved industry recognition, receives no direct government support, being a mostly private business" (Dwyer, 2017). And third reason could be, India being a developing country, prioritizes to focus maximum on developing its internal strength and societal development rather than projecting its soft power outside of India. Therefore, using Indian films as a tool of soft power would have been neglected in India's policies.

As mentioned in the introduction section that India did not use its soft power effectively due to the lack of funding and a comprehensive strategy. For Instance, Mr Amit Khanna, a senior Indian Film executive, filmmaker, lyricist, poet, and writer highlighted a point of non-active participation of Indian agencies in international film festivals. He said, "Indian agencies such as the National Film Development Corporation (NFDC), participates in only a few international film festivals. The manner in which the government participates in these global film festivals is shoddy. It is clear that the NDFC and the department of film festivals are just not equipped to handle this" (Khanna, 2017).

Dr Shashi Tharoor too have written on India's soft power from the civilizational perspective where he suggested on giving attention to the Indian culture and society (Tharoor, 2011). However, After 2014, India actively started giving attention to promoting Indian culture and its civi-

[6] However, there was a friendly relation between politicians, film actors and artists, but those close relations did not lead to build Indian films as a tool to enhance India's soft power. There could be multiple reasons, such as India's maximum focus on building its economic strengths (Hard Power), rather than a soft power.

lisational values. It is proactively focusing on enhancing India's soft power. India's engagement with the world also has been increasing due to India's rise in the economic, military and science and technology sectors. It has enhanced its cooperation and strategic partnership with all the continents and regions globally, such as countries in Africa, Eastern Europe, Latin America, and Central Asian republics etc.; therefore, it is pertinent for India to focus on enhancing its soft power. To this end, the Indian film industry could significantly improve India's soft power. Which leads to the further enquiry that how the popularity of the Indian film industry could be turn into a (Soft) power. Therefore, one needs to look at the prospects and opportunities for the film industry.

PROSPECTS

India's engagement with the world is increasing as well as it has signed partnership agreements with major powers in the world. India's partnership with countries from Latin America, Africa, and Central Asian republics is increasing day by day. These regions and countries play a significant role in India's foreign policy. PM Narendra Modi and external affairs minister Dr S Jaishankar paid multiple visits to these regions and countries. These geographic regions are still developing, and some countries are underdeveloped; they are seeking opportunities to build their country and institutions. Therefore, India can assist them at such critical juncture of development stage. Although, India has extended its support to boost the development in these regions through infrastructure development activities, health and education cooperation. Here, the Indian film industry can share its vast experience and knowledge with the youths and artists from such regions and can assist their entertainment industries. A wide range of opportunities have been further explored in this section.

A) Prospects for Shooting in other countries/cities

1. Several Indian movies have been shot abroad. Therefore, Indian films and daily soups have played a significant role in increasing attraction amongst Indians to go and get settled abroad. There are Indian TV serials in which depicts that some serial character goes

to the US, Australia, or Canada for their work related to office or for educational purposes, which influences Indian public psyche especially youths[7]. Actor Shahrukh Khan's multiple movies were shot in the US, and Krrish, a film directed by Rakesh Roshan, was shot in Singapore. Such movies have considerably impacted Indian youths, and these kinds of portrayals significantly impact masses and middle-class families in India. It plays a role of significant pull factor which enhances immigration and tourism in those countries. The Indian films have covered worship places like *Kedarnath* and *Varanasi* and Trekking spots in the Himalayas in their movies; as a result, visitors have grown, especially youths at those places, which helps the domestic tourism industry. Therefore, the film industry can cover other developing countries in their movies and serials, especially those countries that are strategically important to India and want to enhance the closer relationship in the coming time. For Instance, India's neighbouring countries with whom India need to enhance closer interdependence and other countries from difference regions such as Japan, Israel, and the developing countries from Europe.

2. Movies can set a narrative and attract large crowds. Some countries and regions are financially poor but blessed with beautiful climates, nature, mountains, and rivers. Countries of Central Asian republics, Africa, Latin America, Eastern Europe, Pacific islands, and India's neighbourhood countries like Sri Lanka, Nepal, Bhutan etc., have beautiful climate and nature. The shooting of Indian films can be done at those places. People would see those places in movies and could consider to visiting such countries as their tourism destination. It would help such smaller countries to attract significant international tourists and promote tourism in their countries. Indian movies can also contribute to the development of multiple African countries. The films can be get shoot in African nations; in

[7] Author has also experienced this in his personal life. Author have seen varieties of Indian TV serials, movies where the leading character of TV series or film visits western countries for office or educational purpose.

return, they would get revenue and wider publicity due to the popularity of the Indian film industry; this is how the Indian film industry can contribute to the development of developing countries and enhance partnerships between India and developing countries. Such countries would get worldwide recognition through Indian films and by developing their tourism sector, and ultimately India would be able to bring such developing countries into the mainstream tourism attraction.

3. Every country has its culture, classical music, and independent film industry, which is comparatively less popular than Hollywood or Bollywood, e.g., Korean, Hollywood, Turkish, European, Southeast Asian etc. The Indian film industry can cooperate with them and enhance partnerships with their local industry by depicting their culture, music, and instruments in Indian films. For Instance, Indonesia, a Southeast Asian country has its own film industry which is widely popular within country and region. India and Indonesia have close strategic, economic, and cultural ties. From strategic and economic perspective, it plays a major role in India's act east policy and India's overall Indo-Pacific outlook due to its key geographic location. Having close strategic and cultural ties with Indonesia is critical from India's strategic perspective. Here, the Indian film industry can play a critical role by having close cooperation with Indonesian film industry and artists. It can also cooperate with other film industries to have close cultural cooperation to enhance deep strategic and societal ties. On the other hand, Youngsters from Eastern Europe, Africa, and Central Asian republics are looking for opportunities to work in films to learn music and filmmaking[8]. Here, the Indian film industry can play a significant role by providing educational opportunities to them.

B) By offering film industrial skills and training to other nationalities – The Indian film industry have sufficient experience in shooting

[8] Author's personal interaction with the students from Central Asian Republics and Eastern European countries in the University of Warsaw, Poland.

films, acting, dance, drama, script writing, generating creative content and accommodating modern instruments such as audio-video editing, VFX, animation, film and songs making etc.; India's experience in this field is recognised and appreciated by the world. In 2023, the song '*Nattu-Nattu*' from the film RRR won an Oscar award, showing the global acceptance and credibility of the Indian music industry. India can provide training to the world through its educational institutions. The National School of Drama (NSD) at New Delhi, India; which provides training in drama and acting. India can extend this training to the other nationalities. Currently, NSD is conducting short courses under 'extension program' for Indians and the students from Nepal, and Bhutan (Extension Program, 2023). Through the NSD, India can train students from foreign countries (especially developing countries); it would help them to learn new skills and spread those skills in their home country. They can build their film industry. As well as, the Indian classical music is also an outstanding and significant pillars of India's cultural heritage. India can share this classical music knowledge with the world by building music institutions to share vast knowledge and experience with other countries.

Foreign youths, directors, actors, singers, camera operators, and makeup artists can pursue knowledge in such educational institutions. Today, capital cities such as Paris and London are popular due to art, culture, literature, dance, and drama. Students across the globe come to these cities to pursue courses such as fashion designing, photography, shooting, film making etc.; Mr Dadasaheb Phalke, the father of the Indian film industry, first went to London and learned filmmaking. As a result, today, the Indian film industry is the leading industry in the world. Therefore, by harnessing such potential of the Indian film industry, India can create hubs for film making, fashion, drama, and their training cities within India, as popular as Paris and London to the world. It is an objective of India to become a global knowledge hub/a global teacher (Naidu, 2019; Naidu 2022); therefore, by conducting training in acting skills and other associated skills related to filmmaking, India can put one step ahead to becoming a *Vishwa guru*[9], a global teacher.

[9] The term 'Guru' is associated with spiritual practices; means a teacher who guides

C) By setting an optimistic view – The globe is currently facing several issues, including terrorism, poverty, global health issues and climate change. In such an unstable environment, giving hope and optimism to the world is essential. The Indian film industry can play a significant role in creating an optimistic narrative (not propaganda) to tackle global issues, especially regarding climate change. The Indian film industry can make a film on how India tackled the COVID-19 pandemic at the domestic and international levels by providing vaccines and health support to the world[10]. Worldwide, particularly in western countries societal institutions such as marriage and family systems are weakening; on the other hand, in India the marriage and family system is still strong. Indian movies can project the benefits and importance of the family system for the togetherness of society and the world. Indian movies can show and promote their civilisational heritage through film. E.g., BAAGI and Bahubali movies have covered Kalarippayattu, a traditional Indian martial arts form and traditional Indian warfare.

D) By showing the prospects of Indian universities to the world – There are several Indian movies which have covered student life in Western universities, especially in the US, UK etc., e.g., In 2009 film 'New York' directed by Kabir Khan, covered interesting American college/university life. Many other Hollywood films have covered American student life and attracted an international crowd. Indian movies can project education life in India. India has prominent technical educational institutions such as IITs, IIMs, IISC Bangalore and many other scientific research institutions and doing excellent work in their field; today, technology is vital in bringing development in the 21st century. As well as the Indian education is financially cheaper and affordable compared to Western universities. Many international students from Afghanistan and

in a spiritual practices to attain enlightenment/Moksha/Nirvana. But in a broader sense, it refers to a 'teacher' in a more respectful manner.

[10] Recently, the movie 'The Vaccine War' has been released in September 2023 in India. It is based on India's fight against covid-19 pandemic and its vaccination program by India's medical institutes. The movie was not released while writing this paper, neither the trailer was released.

African countries are studying in major cities like Delhi, Mumbai, Pune, and Bangalore. The Indian film industry can cover these cases and their success stories in films and project the prospects to study in premier educational institutions; this would attract an international crowd from developing countries to study in India. For the youths of developing countries, education must have quality and affordability; the premier Indian institutes can fulfil both demands.

RECOMMENDATIONS

The following recommendations are to the Indian government, film department, directors, producers and writers of the Indian film industry.

1. **Project other countries in Indian Movies –** The Indian movies must enhance to shoot in other geographically smaller, more beautiful and developing countries. Attribute them by 'location credit' in films. It would help them to improve their domestic tourism industry by attracting an international crowd. Additionally, there are varieties of reality shows on Indian television which are adjacent and closely connected to Indian Film Industry. These reality shows can invite artists, actors, musicians, and song directors of other international film industries as their guests and promote their local cultural, films, songs, and artists. It would serve both purposes; one to support film industry and talent from developing countries, and secondly to wider audience at international level.
2. **Offer training and career opportunities to the youths from other countries –** Provide training to the youths from different parts of the world regarding filmmaking, shooting, script writing, acting, music, makeup art, fashion designing etc.; it will help them to enhance their skills and to build institutions in their own country. As well as seeking talent around the globe or hiring those students who have demonstrated excellent skill during their training in educational institutions and providing them employment opportunities in the Indian film industry; will be a steppingstone for the

Indian film industry to become a 'global film industry' in a true sense, parallel to Hollywood.

3. **Show positive narrative through films –** Hollywood successfully spread the American dream. It has shaped ideas and images of political, economic and societal development that became the core of modernisation theories in the 1950s and 1960s (Wagner, 2010). Sci-fi movies by Hollywood are also popular across the globe. Multiple Hollywood movies have depicted the end of the world, aliens, and so forth. On the other hand, the Indian film industry must emphasise spreading an optimistic narrative about the world and India. Emphasise showing positive stories and human values to overcome global challenges such as climate change, poverty, hunger, terrorism etc.

   The Indian film industry should focus on making biopics of international personalities. Hollywood has made multiple biopics on renowned Indian personalities such as Ramanujan, Gandhi, etc., and they have made exceptional movies on such personalities and attracted Indian audiences. Therefore, the Indian film industry also should focus on making biopics on renowned international personalities which could be appealing and inspirational to the globe.
4. **Promote Indian values and growth stories through films –** Emphasise portraying Indian culture and heritage through cinema. Today, the individualism is rising and family system is breaking in the Western world; it significantly impacts social and private life. On the other hand, India has successfully preserved the family system and its prosperous value system and culture. Therefore, Indian films should portray the ideal family life for society's socio-economic wellness, stability, human development, and mental health. Movies such as '*hum apake hai Kaun* and '*Hum sath sath he*' have shown the ideal family life, which had a tremendous impact on Indian families in the 90s.

   Indian films must portray political, economic, and cultural values. Also need to show the success stories of dealing with poverty elevation, and the stories of Indian scientific communities and institutions such as Indian Space Research Organisation (ISRO), Defence

Research and Development Organisation (DRDO), Bhabha Atomic Research Centre (BARC), Indian Institutes of Science Education and Research (IISER), National Chemical Laboratory (NCL), Indian Institute of Technologies (IITs) etc., put emphasise upon to make more movies revolving around these institutions; for example, Mission Mangal, Rocketry, and web series such as Rocket Boys. For Instance, in October 2019, PM Modi meet films stars of Bollywood and during an interaction said, the entertainment industry should showcase the inspiring stories of the country's freedom struggle from 1857 to 1947 and the nation's growth story from 1947 to 2022 (PTI, 2019).

5. **Overcome the negativity and limitations –** The Indian film industry have multiple negatives and constraints. E.g., the Indian film industry has been blamed for its nepotism, toxic culture, internal politics, drug addiction etc., As well as limitations such as lacking in the number of Oscar awards, lack of creativity, and international actors in the industry etc., to overcome these issue the government and industry must focus on the transparency, make industry free from negative culture, internal politics (rivalry) and toxicity. Try to emphasise originality in music, songs, and scripts. Also, try to bring international actors, and musicians, on board.
6. **Set up a grand vision –** Set up a collective and grand vision for the Indian film industry to spread more across the globe, to get more awards, to attract global talent, and to spread more positive narratives to the world. There is a need for healthy dialogue and discussions through conferences amongst the various domestic film industries and the government (Central and State both). E.g., dialogue between the Marathi film industry and Bollywood, the Marathi film industry and Kannada + Tamil film industry, and Bhojpuri and Tamil-Kannada-Telugu film industry. Through such constant dialogues, they can set up a collective grand vision for the whole Indian film industry. Therefore, the government should an allocate specific budget to organise events, conferences amongst the central and state government with the inclusion of prominent members from ICCR, Indian Film Industry, and relevant stake

holders in the field within and outside of India. Additionally, government agencies must actively participate in international film festivals to enhance India's participation and presence.
July 4, 2016 – 84 people died in Nice, southern France, when a truck plowed into a crowd on the promenade during Bastille Day celebrations, https://www.tygodnikpowszechny.pl/nicea-ciezarowka-wjezdza-w-tlum-kilkadziesiat-zabitych-34568 [accessed 10/10/2023]

7. **Promote dubbing of Indian films in international languages** – Dubbing helps to get a wider audience. Multiple Indian films have been dubbed into international languages, but many good movies are still not dubbed. Therefore, dubbing must be promoted[11]. There are central institutions in India, such as NTM (National Translation Mission) under CIIL (Central Institute of Indian Languages), which undertakes the translation of books, films, scripts etc., The Indian film industry can hire language experts and foreign nationals in translation; this is how they could generate revenue in multiple languages across the globe and create career opportunities for international talent.

CONCLUSION

The Indian film industry is widespread across the globe, but it hasn't been transformed into a (Soft) power. And, to transform it into a soft power the Indian film industry has to enhance its active engagement with the world. The Indian film industry has tremendous potential to multiply India's soft power. Therefore, its potential has to be harnessed by having a grand

[11] Dr. Vinay Sahasrabuddhe, Former member of Parliament, India and Chairman of ICCR (Indian Council of Cultural Relations) and Mr. Yugank Goyal in their article on "*How we can harness Indian cinema's soft power in nation building*" for Indian Express, have written about the promotion of Indian films with the inclusion of subtitles of foreign languages in movies (Sahasrabuddhe and Goyal, 2022). Subtitles is also an effective way to attract maximum audience; however, author believes that dubbing of films would be far more effective and easy for the audience to connect with Indian films.

vision, government and industry cooperation and partnership, budgetary allocation, consistent efforts, engaging with international talent, skill development of international youths, portraying developing countries in Indian films and enhancing more interdependence with developing countries and with their domestic industries. If the Indian film industry could add economic and social values in other parts of the world, indirectly, it would support to enhance India's soft power, especially in developing countries. Simultaneously, consistent efforts should be made to overcome the limitations and weaknesses of the Indian film industry. The entertainment industry is a constantly evolving and never-ending domain; therefore, the soon India realises its film industry's potential, the sooner it will be able to add value to the world, which potentially would enhance India's stature as a rising power and leader of global south in the international system.

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