

## ifa ECP Monitor At a Glance

# India

## PRÉCIS

Over the past decades India has created a steadily growing Indian presence abroad, mostly carried by its interdisciplinary Indian Cultural Centres and the deployment of “Indian Chairs” for Indian studies or Indian languages to higher education institutions. The arms-length Indian Council for Cultural Relations is the most important body charged with ECP. Through this body, the Indian government also offers upwards of 3,000 scholarships to international students seeking to study in India. However, the country has struggled with gaining a profile as an international study destination to rival top higher education institutions.

### Outstanding Fact:

In 2015, India’s Prime Minister Narendra Modi appealed to the United Nations to introduce June 21<sup>st</sup> as the International Day of Yoga – and succeeded!

#### KEY INDICATORS 2019

<b>Population</b>	Rank/number	2 <sup>nd</sup> / 1.3 billion
<b>GDP</b>	Rank/number	5 <sup>th</sup> / \$2.87 trillion
<b>GDP per capita</b>	Rank/number	141 <sup>st</sup> / \$2,099.6
<b>Cultural Economy</b>	As share of GDP	3.0
<b>Education economy</b>	As share of GDP	4.8
<b>R&amp;D economy</b>	As share of GDP	0.65
<b>Media economy</b>	As share of GDP	-
<b>Geopolitical position</b>	Hard power rank	4 <sup>th</sup>
	World trade rank	13 <sup>th</sup>
	Soft power rank	-
	Diplomacy rank	12 <sup>th</sup>

#### OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	> 64
Number of institutions abroad	> 221
FTE staff	> 249
Freelance and local staff	-
Financial scale	> 68.6
Government support	> 57.5
Comparative ECP ranking	major

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**Main Objectives**

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- Strengthen cultural relations and mutual understanding.
  - Enlarge India's pursuit of influence in the global arena.
  - Promote India as a "global study destination".
  - Include the Indian diaspora in ECP.
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**Policy Context**

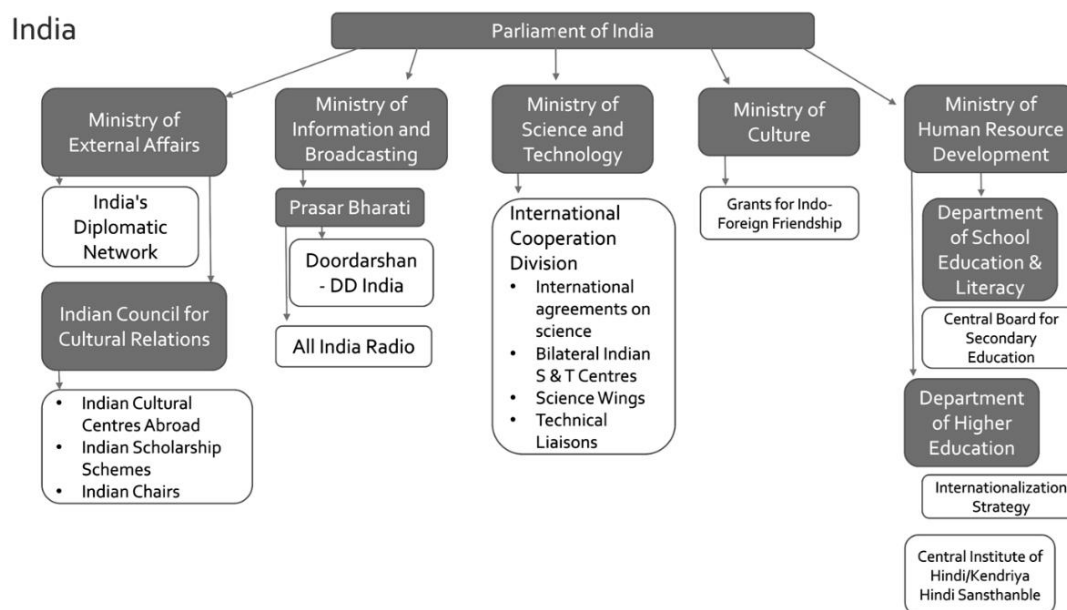
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- Prime Minister has placed more value on India's soft power assets.
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**Regional Focus** (Indian Cultural Centers)

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- Sub-Sah. Africa: 4
  - Asia: 18
  - Europe: 6
  - Middle East/NA: 3
  - Oceania 2
  - North America: 1
  - South America: 4
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**INSITUTIONAL MAP**

The coordinating role for India's ECP lies with the Ministry of External Affairs, which oversees India's diplomatic network abroad and the arms-length Indian Council for Cultural Relations. These two account for India's brick-and-mortar presence abroad, with the exception of one scientific branch office. The Ministry of External Affairs is supported by the Ministry of Information and Broadcasting in India's international media presence, the Ministry for Science and Technology in international science cooperation, the Ministry of Culture for the support to diasporic cultural associations abroad and the Ministry of Human Resource Development as a liaison for the internationalization of Indian education institutions.

## FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
<b>Culture and the Arts</b>			
Number of cooperation agreements	121	-	
Number of countries present	36	34	Refers to Indian Cultural Centres. Expenditure by ICCR and Ministry of Culture.
Number of institutes	38	36	
Staff	138	-	
Artists in exchange programmes	41	-	
Budget € million	> 17.74	> 9.8	
Government support	> 18.3	> 12.1	
<b>Language</b>			
Number of countries courses offered	> 52	> 49	Students only refers to international students in the Propagation of Hindi Abroad Scheme.
Number of students enrolled	> 132	-	
Government financial support € million	> 5.1	-	
<b>Education – Primary &amp; Secondary</b>			
Number of countries present	26	-	Government support refers to the Department of Higher Education's expenditure for education institutions abroad in the year of 2018-2019.
Number of schools	183	-	
Number of students	-	-	
Number of staff / teachers	-	-	
Government financial support € million	€922,563	-	
<b>Education – Tertiary</b>			
Number of universities / colleges	Domestic: 967 Abroad: 0	-	
Number of students	Outbound: 375,055 Inbound: 47,424	Inbound: 41,993	
Number of government scholarships	2069	2308	
Budget € million	17.6	13.6	Expenditure on ICCR scholarships.

	2019	2015	Comment
<b>Science and Research</b>			
Institutes abroad	3 Science Wings at Indian Embassies abroad, 1 international branch office of the Indo-German Science & Technology Centre.		
Number of projects	340	324	2019 & 2017
Government financial support € million	>5.9	-	
<b>Media</b>			
Weekly television audience in million	-	-	Budget refers to outlays by Prasar Bharati, which runs both All India Radio and Doordarshan. As it includes domestic spending, it likely overstates the figure on international spending by far.
Number of channels	All India Radio: 1	-	
Weekly radio audience in million	-	-	
Total weekly TV and radio audience for all services and languages in million	-	-	
Number of languages broadcast	28	23	
Budget in € million	357.9	-	
Government support in € million	-	-	

## CURRENT ISSUES AND DEVELOPMENTS

- Prime Minister Modi has attempted to enhance India's global standing, both appealing to the foreign diaspora to stimulate new investments as well as key nations defining the changing world order.
- In light of India's imbalance of inbound and outbound international students, India has voiced the objective to establish the country as a global study destination. By 2023, India wants to (more than) quadruple inbound mobility from 47,424 students (2019) to 200,000.
- India has been the subject of international headlines, with the farmers' protests, instances of discrimination against women and religious groups and the continuous tensions with Pakistan at the forefront of these news. As India's freedom rating has already deteriorated (the country is now categorized as "not free"), this domestic and bilateral unrest may threaten India's attempts to build a stronger international profile.

## FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary with additional data and data sources is here: "*India – External Cultural Policy: Data Fact Sheet*"
- A full set of references is presented here: "*India – External Cultural Policy: References*"
- A fuller report with a descriptive analysis is found here: "*India – External Cultural Policy: A Report*"

## Imprint

The External Cultural Policy Monitor

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