India

Hertie School

ifa Institut für
Auslandsbeziehungen

1.   Key Indicators

		2019	% change since 2015
Population	Number/rank	1.336 billion / 2nd	4.3
GDP	Rank	5th	8th
GDP per capita	Number	$2,099.6	$1,605.6 / 30.7
Cultural economy	As share of GDP	(see below)	(see below)
Education economy	As share of GDP	3.0%[1]	2.8
R&D economy	As share of GDP	0.65% (2018)	0.69
Media economy	As share of GDP	–	–

Sources: The World Bank; Ministry of Finance, 2021

Geopolitical position	Hard power rank	4	4
	World trade indicators / ranking ($ million)	13	13 ↑
	Soft power rank	–	– -
	Diplomacy rank	12	13 (2016) ↓

2.   Government funding as percent of total government outlays, by selected fields

	2019	2015
Culture	–	–
Education	10.4%[1]	10.4%
R & D [2]	–	–
Media[3]	–	–

Source: Ministry of Finance, 2021

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[1] Expenditure on 'Education' pertains to expenditure on 'Education, Sports, Arts and Culture'.
[2] Expressed as GBARD - Government budget appropriations or outlays on R&D.
[3] Media or publishing not reported on in National Treasury Expenditure report.

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	> 64 Indian Cultural Centres, Indian Schools, Indian Chairs
Total number of institutions abroad	> 221 38 Indian Cultural Centres, 183 Indian Schools
Total number of FTE staff engaged in ECP activities	> 249 ICCR Staff, Indian Chairs, Teachers in Centres (approximately), Scientific Liaison Agents
Government financial support (€ million)	> 57.5
Total expenditure of all ECP operators (€ million)	> 68.6
Comparative ECP ranking	major

MAIN ECP OBJECTIVES

- "Foster and strengthen cultural relations and mutual understanding between India and other countries."
  - o Indian Chairs at higher education institutions abroad.
  - o Indian Cultural Centres in 36 countries.
- "Promote cultural exchange with other countries and peoples."
  - o Festivals of India abroad.
- "Establish and develop relations with national and inter-national Organization in the field of culture" (sic) (ICCR, n.d.).
- Establish India as a "global study destination" (Ministry of Human Resource Development, 2020)
  - o Scholarship programs for non-Indian students in India.
  - o Mandatory international students' offices at each higher education institution in India
  - o Indian universities will be encouraged to set up campuses abroad or invite foreign branch campuses into the country.
- "Enlarging India's pursuit of influence in global arena/platforms and mainstreaming Science, Technology and Innovation (STI) into international diplomacy and foreign relations".
- "Showcasing and projecting India's scientific excellence in the global research landscape".
  - o India's bilateral research projects.
  - o Indian "Science Wings" and Technical Liaisons in Indian embassies.
- "Leveraging foreign alliances and partnerships to accelerate key priorities and programs devoted to strengthening India's national science and technology" (Department Of Science & Technology, n.d.-a).

Sources: ICCR, n.d.; Ministry of Human Resource Development, 2020; Department Of Science & Technology, n.d.-a

ECP CONTEXT

- India is the second largest country in the world with a global diaspora.
- Under Prime Minister Modi, more value has been placed on India's soft power potential.
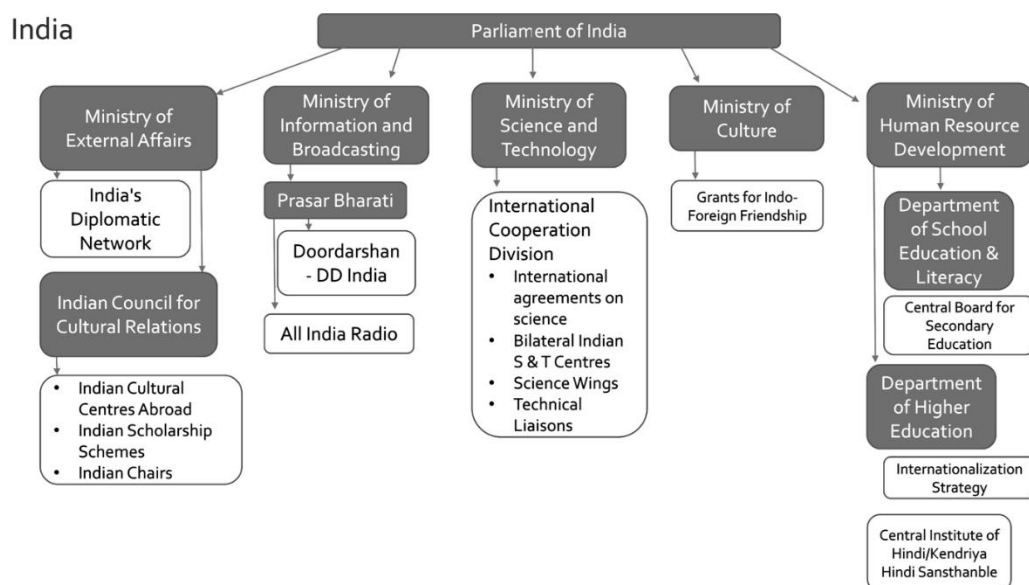
Sources: Sahay, 2019; Isar, 2017.

Most of India's ECP programs are coordinated through the Indian Council for Cultural Relations, which is subordinate to the Ministry of External Affairs.

- Historically, India has pursued a foreign policy of non-alignment with major powers.
- India emphasizes engagement with countries with a large Indian diaspora, such as the United Arab Emirates, followed by the United States and Saudi Arabia.
- India also highlights cultural relations with countries with a general interest in the country. Among this it counts Germany and Australia.
- Most of India's schools abroad are in the Middle East (63 in the United Arab Emirates and 36 in Saudi Arabia), most Indian Cultural Centres are located in Asia (18 of 38) and most Indian Chairs are located in Europe (28 of 69 in total).

Sources: Ministry of External Affairs, 2017; Isar, 2017; The Learning Post, n.d.;ICCR, 2020

INSTITUTIONAL MAP

4.   Fields of External Cultural Policy

	2019	**2015**
Culture and the Arts		
Number of countries present	Indian Cultural Centres: 36	Indian Cultural Centres: 34
Number of institutes	Indian Cultural Centres: 38	Indian Cultural Centres: 36
Number of FTE staff	ICCR: 138	-
Number of artists in exchange programs	41 artists in cultural missions	-

	2019	2015
Number of cultural agreements	121	-
Budget (€ million)	ICCR: 39.3[4] Expenditure for Indian Cultural Centres: 12.8 Expenditure for Teachers in Centres: 4.04 Indo-Foreign Friendship: 0.9	ICCR: 36.7 Expenditure for Indian Cultural Centres: 9.8
Language		
Number of countries where courses are offered	> 52 23 (Indian Chairs) 36 (Indian Cultural Centres)	15 (Indian Chairs) 34 (Indian Cultural Centres)
Number of students	In-class: > 132 (2014)[5] Online reach: -	In-class: - Online reach: -
Number of candidates for English language qualifications (IELTS)	-	-
Number of language teachers	ICCR Indian Chairs: 32 Indian Cultural Centres: ~38	ICCR Indian Chairs: 20 ICC: ~36
Budget (€ million)	-	-
Government financial support (€million)	> 5.1[6]	-

Sources: ICCR, 2020; ICCR, 2016; Kendriya Hindi Sansthan, 2016

Education - Primary & Secondary		
Number of countries	26	~26
Number of schools	183	-
Number of students	-[7]	-
Number of staff / teachers	-	-
Budget (€ million)	-	-
Government financial support (€)	922,563[8] (2018)	-

Sources: The Learning Point, n.d; Department of School Education and Literacy, 2018

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[4] Budget for total ICCR activities, also including non-related to arts and culture.

[5] Only refers to the number of international students partaking in the Propagation of Hindi Abroad Scheme implemented by the Kendriya Hindi Sansthan.

[6] Includes expenditure for Hindi teachers supported by ICCR, ICCR Indian Chairs for languages, Hindi activities such as the publication of a Hindi magazine. Does not include expenditure for the Propagation of Hindi Scheme implemented through the Kendriya Hindi Sansthan.

[7] The number of students at Indian international schools is not reported centrally.

[8] Refers to expenditure for education institutions abroad from the Ministry of Human Resource Development.

	2019	2015
Education – Tertiary		
Number of countries	0	0
Number of universities / colleges abroad	0	0
Number of domestic universities / colleges	967 (2020)	-
Number of international students	Outbound students: 375,055 Inbound students: 47,424	Inbound: 41,993
Number of students at transna-tional higher education (TNE)	0[9]	0
Number of government scholar-ships awarded	2069	2308
Budget (€ million)	-	-
Government financial support (€ million)	17.6[10]	13.6

Sources: University Grants Commission, 2020; UNESCO, n.d.; ICCR, 2020; ICCR, 2016

	2019	2015
Science and Research		
Number of countries	ICCR Chairs: 27	ICCR Chairs: 35
Number of institutes	1 Branch Office, 4 Science Wings	-
Number of researchers / staff	ICCR Chairs: 33 Liaison Officers: 8	ICCR Chairs: 51
Number of projects	340 (joint scientific projects, bilateral partnerships)	324 (2017)
Number scientists in exchange programs	International Travel Grant: 60 Researchers	-
Budget (€ million)	> 5.9	-
Government financial support (€ million)	ICCR Chairs[11]: 1.1 Science Counsellors Abroad: 1.3 Scientific Projects: 3.5 (2017)	-

Sources: ICCR, 2020; ICCR, 2016; Department of Science & Technology, 2020; Department of Science & Technology, n.d.-a, De-partment of Science & Technology, n.d.-b, Department of Science & Technology, 2018

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[9] International branch campuses were only permitted starting in 2021.

[10] Refers to expenditure on scholarships administered through the 24 schemes of the ICCR.

[11] Total listed expenditure on ICCR Chairs, may include expenditure on chairs involved in the instruction of Indian languages.

	2019	2015
Media		
TV	138	91
Number of countries broadcasted to	> 2[12]	-
Number of languages	1	2
Number of channels	1	1
Audience / weekly (million)	-	-
Digital & social media audience (million)	Twitter: 41,937 (2021) Instagram: 7,399 (2021) Facebook: 12,167 (2021)	-
Budget (€ million)	(see below)	-
Radio		
Number of countries broadcasted to	All India Radio: 150 (Short and Medium Wave) Worldwide (online)	-
Number of languages	28	23
Number of channels	1	-
Audience / weekly (million)	-	-
Digital & social media audience (million)	Twitter: 329,000 (2021) Instagram: 8,516 (2021) Facebook: 181,000 (2021)	-
Budget (€ million)	(357.9 million[13])	-
Government contribution (€ million)	-	-

Sources: Prasar Bharati, 2020; Twitter; Instagram; Facebook

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[12] Memoranda of Understanding for DD India in South Korea and Bangladesh exist; however it is not reported how many countries are reached in total.

[13] Total outlays by Prasar Bharati, which runs both All India Radio and Doordarshan, in 2018. As this figure contains domestic spending, it likely overstates the figure on international spending by far.

5.   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.

Sources: Ministry of External Affairs, 2017; Isar, 2017; Sahay, 2019; Department of Higher Education, 2018; Freedom House, 2021; Ganguly, 2021

6.   Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO	€ 1,113,030	-
International Federation of Arts Councils and Culture Agencies	€ 10,555	-

Sources: UNESCO, 2019; IFACCA, 2019

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Imprint

The External Cultural Policy Monitor
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This paper is a summary of the respective Country Report.

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