



Firstly, “Business to Business” relations should be motivated by government and foreign diplomatic support by Embassy of both countries. Besides, Private companies should cooperate in developing trade relations by creating kind of online platform or different trade events.

Secondly, in strengthening economic cooperation within country and abroad Indian Trade houses played one of important role and they coordinated process of import and export. So it can be studied experience of developing bilateral relations among trade houses of India and Uzbekistan.

Thirdly, during the official summit of heads of the States of SCO on 10th of November in 2020 President of Uzbekistan proposed to held interregional conference on strengthening bilateral and multilateral cooperation between South Asia – Central Asia region. In the era of globalization, regionalism processes and cooperation in both regions is getting close within the last five years. In both regional processes India and Uzbekistan are the initiators of developing regional cooperation and connectivity. This means that India and Uzbekistan can motivate developing interregional economic cooperation among states of South and Central Asia which include almost 14 developing countries.

Fifthly, issues of developing economic cooperation between India and Uzbekistan are studied only by political means and during my research I tried to find some material which analyses economic interaction between India and Uzbekistan. In this case it is in urgent need of researching and finding some ways for rising economic interaction between abovementioned countries.

Sixthly, digitalization process of Indian economy is in rise and mostly India tries to develop digitalization of economy which motivates process of developing economy.



A SENSIBLE SOFT POWER GENERATOR: INDIAN DIASPORA ABROAD AND ITS PROSPECTS IN UZBEKISTAN

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Abstract. *This article presents an overview of the productive role of Indian diaspora in enhancing India's soft power credentials and its influence in shaping India's foreign policy. The article examines how the Indian diaspora has evolved into important non-state actors and bearers of India's reputation', 'image' and 'prestige' around the world. The author also attempts to highlight Indian diaspora striving to procure a good position in the soft power race. There are examples how, being a major power, India is wisely focusing its soft power strategies on potential cultural resources. This study finds Indian diaspora being recognized for its contribution in various scientific, technical and business fields as well as in politics and law. The Indian diaspora has acted as a navigator in the spread of Indian soft power resources such as yoga, Ayurveda, festivals, cinema, cuisine, culture, ideology and intangible heritage in foreign lands. The article also focuses on the utilization of Indian diaspora in promoting India's soft power diplomacy in Uzbekistan. Special emphasis has been given to the strong cooperation in the pharmaceutical sector, in which the Indian companies are productively enhancing their business.*

Keywords and expressions: diaspora, migration, soft power, cultural diplomacy, Uzbek-India collaboration, pharmaceutical co-operation..

Аннотация. Мазкур мақола Ҳиндистон диаспоранинг Ҳиндистон ташиқи сиёсатида бевосита тутган самарали ўрнини, мамлакатдаги юмишқ куч омили сифатида умумий таҳлил қилади. Хусусан, дунё бўйлаб диаспорасининг Ҳиндистон нуфузи, обрў-эътиборини юксалтирувчи чинакам маънодаги кучи кўринишида тадқиқ этади. Мақола Ҳиндистон диаспорасининг қай тарзда юмишқ кучлар пойғасида обрўли номга эришиши йўлидаги қилаётган сайёи-ҳаракатлари борасидаги баъзи вазиятларни ҳам тақдим этади. Йирик давлатлар сирасига кирувчи Ҳиндистон ўзининг юмишқ куч стратегиясини муҳим маданий омилларига қаратганини мисоллар орқали кўриб чиқилади. Тадқиқот натижаларига кўра, жаҳонда Ҳиндистон диаспораси эътибор қозонган соҳа доираларида ўз салоҳиятларини кўрсатиб келмоқда, улар асосан аниқ фанларга оид, техник йўналишидаги, ҳамда сиёсат, ҳуқуқ ва бизнесда муваффақиятга эришган, мамлакатнинг юзига айланиб улгурган қатламдир. Шунингдек, Ҳиндистон диаспораси хорижда ўзининг, миллий байрамлари, санъати, таомлари, йога, аюрведа, кино саноати, мафкураси каби маданий омиллари, яъни Ҳиндистоннинг номоддий меросини тарғиб этувчи юмишқ куч вазифасини ўтайдиган воситачи ҳамдир. Шунингдек, Ҳиндистон диаспорасининг Ўзбекистондаги фаолиятига оид маълумотлар ҳам мақоладан жой олган. Хусусан, Ўзбекистон-Ҳиндистон алоқаларида фармацевтикага оид самарали ривожланиш кузатилади. Мазкур қатлам тадбиркорларининг Ўзбек заминидagi фармацевтика йўналишидаги ҳамкорлиги жадал сураатларда равақ топаётгани, икки давлатнинг баҳамжиҳат келишувчилигига асосланганлиги таъкидланган.

Таянч сўз ва иборалар: диаспора, миграция, юмишқ куч, маданий дипломатия, Ўзбекистон-Ҳиндистон алоқалари, фармацевтикага оид ҳамкорлик.

Аннотация. В данной статье представлен обзор роли индийской диаспоры во внешней политике Индии как фактор 'мягкой силы' в стране. В нем также исследуется индийская диаспора как влиятельный источник 'мягкой силы', который преобразовался в важные негосударственные субъекты и носителей репутации, 'имиджа' и 'престижа' Индии во всем мире. В статье подчеркивается о том, как индийская диаспора борется за престижный титул в гонке мягкой силы. Примеры показывают, что Индия, одна из крупнейших держав, сосредоточила свою стратегию мягкой силы на важных культурных ресурсах. Согласно исследованию, индийская диаспора во всем мире демонстрирует свой потенциал в научной, технической областях, а также в политике, юриспруденции и бизнесе, которая стала лицом страны. Индийская диаспора играет роль навигатора в распространении индийских ресурсов мягкой силы, таких как йога, аюрведа, фестивали, кино, кухня, культура, идеология и нематериальное наследие на чужбине. В статье также представлена информация о деятельности индийской диаспоры в Узбекистане. Особый акцент сделан на прочном сотрудничестве в фармацевтической сфере, в которой индийские компании продуктивно развивают свой бизнес в Узбекистане.

Опорные слова и выражения: диаспора, миграция, мягкая сила, культурная дипломатия, узбекско-индийские отношения, фармацевтическое сотрудничество.

Diaspora is considered as a soft power in the foreign policy strategy which originates from India's moral and political philosophy shaped by Indian thinkers like Rabindranath Tagore, Mahatma Gandhi and Jawaharlal Nehru. It is also considered as a catalyst for economic development in India and host countries. The contemporary world is characterized by the hypermobility (Sassen, 2005) of cultures through migration and the virtual or material circulation of culturally different networks of meanings (Appadurai, 1988), which no longer univocally refer to a defined territorial space. Using diasporic communities as facilitators of interaction between foreign countries is considered as a key factor in cultural diplomacy. This paper surveys Indian

diaspora as an influential 'soft power' generator, which has emerged as important non-state actors and carriers of India's reputation', 'image' and 'prestige' around the world.

Shashi Tharoor argues that many Indians have migrated abroad for new opportunities: seeking access to a higher quality of life, better education, high-paying jobs in multilateral organizations, or merely for mobility and travel freedom and taking a foreign passport for convenience does not make them any less Indian. There are 32 million Non-resident of Indians (NRI) and Persons of Indian Origin (PIO) residing outside of India (MEA report, 2018) , which is almost the equal to whole Uzbekistan's population (34 million). According to the estimate of the Department of Economic and Social Affairs of United Nations (UNDESA, 2019) , India was the leading country of origin of international migrants last year with a 17.5 million strong diaspora, whereas migrants globally reached an estimated 272 million, followed by Mexico (11.8 million) and China (10.7 million) , Russia (10.5 million), Syria (8.2 million), Bangladesh (7.8 million), Pakistan (6.3 million), Ukraine (5.9 million), the Philippines (5.4 million) and Afghanistan (5.1 million). Today Indian diasporic population is spread across 146 countries in the world. However, Indians mainly migrated to the USA, the UK, Canada, Australia, New Zealand, Gulf countries, South Africa, Malaysia, Singapore and Sri Lanka.

Being a land of ancient wisdom and civilisation as well as possessing great intellectual and human capital, India still has a 'third world' status. Perhaps, India has not adequately utilised its full potential of high-skilled human resources. However, contemporary world associates Indian diaspora with the IT industry professionals and highly skilled migrants, which garner a better image for India. Therefore, today, India has the image as a land of mathematical geniuses, computer wizards, software gurus. Precisely, to quote Shashi Tharoor's (2008) famous passage, 'when Americans in Silicon Valley speak of the IITs (Indian Institutes of Technology) with the same reverence they used to accord to MIT (Massachusetts Institute of Technology), and the Indianness of engineers and software developers are taken as synonymous with mathematical and scientific excellence, it is India that gains in respect'. As this study finds, it is not only scientific and technical fields in which Indian diaspora excel, there is a growing number of achievements detected in politics, law and business too. Thus, India could always count itself among the few nations with strong cards in the arena of soft power, which asserts that India's biggest instrument of soft power is its diaspora .

The government of India sees huge potential in the diaspora for the growth of the country. In past India has witnessed the brain-drain factor. Thus to engage and encourage the diaspora, to turn into brain-gain, Indian government has increasingly focused on its community abroad. In fact, it was mainly in the early 1990s that Indian government reached out NRIs and Indian settlers abroad, to attract Foreign Direct Investments (FDI) into their economy, as a major step towards globalisation . India's search for major power role has gained strength in 1998, following the nuclear test. The then NDA government brought out NRI bonds and these were a success thanks to the support of the diasporic community. The attitude towards the diaspora continued with the same focus during UPA government. Subsequently, in order to increase interaction with Indian diaspora at many levels government of India established the Ministry of Overseas Indian Affairs in 2004. To integrate Indian diaspora with Indian society and to recognise their contribution to India, 'Pravasi Bharatiya Divas' (PBD) (Non- Resident Indian Day) was introduced on January 9, 2003 to commemorate the return of Mahatma Gandhi from South Africa to India in 1915. As the father of the nation, Gandhi is a prominent example, when he as part of diaspora later contributed to the idea and movement for equality and independence of India. As a contemporary example, the



educated Indian-American community has played an important role in improving Indo-US relations by lobbying American politicians and by giving a positive image of India to the American public.

In case of the Pravasi Bharatiya Divas (PBD), it provides a platform for the diaspora to rejuvenate their emotional bondage with their country of origin . Along with the PBD, the Pravasi Bharatiya Samman Award was initiated, which is aimed at celebrating the achievements of the Indian diaspora as well as to encourage NRIs to invest in India's growth story. As for the MEA, (report, 2018) special focus and attention are given to ensuring welfare and protection of vulnerable sections of the overseas Indian community. Indian diaspora engagements include programmes likewise (i) National Pension Programme for NRIs, (ii) Overseas Citizenship of India scheme, (iii) Scholarship Programmes for Diaspora Children, (iv) Corporate Internships for Young Overseas Indians, (v) Online Services for Voters, (vi) Tracing the Roots, (vii) Indian Community Welfare Fund, (viii) Overseas Indian Youth Club, (ix) Know India programme (x) Study India Programme and (xi) Pravasi Bhartiya Kendras.

Today, 'it no longer considers overseas migration of Indian skilled professionals as 'brain drain', but rather as a 'brain circulation' that enhances India's global image and contributes to 'brain gain' in India through innovation, investment, and business expansion. India's professional diaspora is regarded as innovative opportunity entrepreneurs' .

NRIs generate earnings that are estimated to be \$250 billion and is one third of the GDP of India . Thus, NRIs and PIOs can contribute a lot to Indian economy and enhance its fiscal growth. Therefore, diaspora outreach became a strategic key element of the Modi government's foreign policy initiatives. It has become Prime Minister Modi's trademark to meet Indian diaspora during every overseas trip, where he is received like a 'Rockstar' from the community. In 2014, Modi government launched several nation-wide campaigns such as Digital India, Make in India, Clean Ganga campaign, Swachh Bharat, Skills Development initiative and recent one is Aatmanirbhar Bharat (self-reliant India). Government of India proposed to NRIs for investing in these flagship programmes. As a result, by today India has many Foreign Direct Investments (FDI) by NRI, some of the leading business moguls of Indian origin in England, such as Anil Agarwal of Vedanta and Laxmi Mittal of Arcelor Mittal are engaged in sectors related to mining and metal in India.

India's soft power potential lies in its democratic credentials, secular values, pluralistic society, considerable pool of skilled English speaking professionals in varied spheres. Especially, Indian diaspora serves to influence not only soft power policy of India, but also credit of India's rising profile goes to its diaspora. Today, world's leading companies are run by products of Indian education system, such as Sundar Pichai, CEO, Google Inc. studied at IIT Kharagpur; Satya Nadella, CEO, Microsoft an alumni of Manipal Academy of Higher Education; Rajeev Suri, CEO of Nokia has studied in Manipal Academy of Higher Education; Shantanu Narayan is the CEO of Adobe Inc. having a degree Engineering from Osmania University; Ajaypal Singh Banga President and the CEO, MasterCard with a degree from St Stephen's College, Delhi University; Indira Nooyi, CEO of Pepsi Co is an alumnus of Indian Institute of Management, Calcutta. In this regard, India is privileged since its influential diaspora is spread across the globe.

As a matter of fact, Indian diaspora is connected together due to their nostalgia about their mother land. Therefore, Indian diaspora plays the role of a navigator in spreading Indian soft power resources such as Yoga, Ayurveda, Bollywood, Festivals, cuisine, culture, ideology and intangible heritage on a foreign land. As Dickinson believes, 'cultural performances and festivals not only maintain homeland culture for diasporic descendants, but are also meant to convince

wider publics in the host country of the benefits of closer bilateral cooperation'. India and its diaspora abroad realise, in this multicultural world preserving a cultural unique identity is a necessity. Consequently, India promotes its own culture to the world at large. In this point, Yoga has gained admiration across the world, in 2014 the UN General Assembly declared June 21 as the annual 'International Day of Yoga' with overwhelming support from 177 nations all over the world. As a result, Yoga has been considered as an important global phenomenon and is increasingly being integrated in the mainstream culture, particularly in the Western countries. By complimenting its power of attraction India can enhance its bonds with various countries, whereas Indian diaspora plays a fundamental role in fulfilling India's national interests by promoting India's culture worldwide.

As the important elements of cultural diplomacy art and cinema provide an opportunity to express what the nation is and thereby create a positive image. As described by the German Academy for Cultural Diplomacy 'Film has served as one of the most influential and accessible mediums of cultural diplomacy and it has had a unique ability to affect the masses all around the world'. Indeed, films help to educate, enhance and sustain relationships, to break stereotypes and transcend borders at a number of levels. Indian films are a suitable example of successful cultural diplomacy, which have had significant impact on communities around the globe. Indian diaspora has an important role in the growing popularity of Indian cinema by promoting the most powerful cultural weapon. With huge potential audience among NRI in the US, Europe, Canada and Gulf Courtiers, the movies based on stories and lives of Indian diaspora are great success in the market.

At this very moment it would be adequate to mention that Indian cinema has an extraordinary room in Central Asia region particularly in Uzbekistan. During Soviet times being a 'Gateway to East' Uzbekistan played a vital role in cultural interaction. Older generation still nostalgic while remembering Indian Film Festivals in Tashkent, which was commenced in 1954. It was due to popular Indian cinema representatives Khwaja Ahmad Abbas, Raj Kapoor, Nargis, Balraj Sahni, Nirupa Roy, Dev Anand, Vyjayanthimala and other celebrities' fruitful visit to Tashkent made Indian cinema and its culture well-liked across the former Soviet Union. Cultural figures contributed for strengthening cultural diplomacy between India and Soviet Uzbekistan. For Uzbeks, Raj Kapoor had become as a cultural ambassador of India.

Coming back to diaspora's effective role in making India's image abroad, it is well to consider several points which complement social and cultural ambience between India and Uzbekistan. Although there is about 200 Indians in Uzbekistan by 2019 (<https://eoi.gov.in/>), who mostly reside in Tashkent, however, there was a time on the basis of strong Indo-Central Asian commercial activities, the large colonies, of Indian merchants emerged in Central Asia during 16th to 18th centuries (Levi, 2002).

It was a time when several Indian students used to study in former Soviet Union republics, mostly in medical and polytechnic institutions, which continued even after USSR disintegration. In fact, in 1999, some 50 of them were studying in Tashkent institutions as well. Since the education was conducted in Russian, all these people were more fluent in Russian. Because of the favourable cultural atmosphere, several Indians tried to establish their private companies in the region. Sometimes, few Indians had also married locally, which later brought them to proceed with their professional career in that particular land. A finest example of Indo-Uzbek joint product is Doctor Akshey Khera, a head of the Ophthalmology Clinic 'Vedanta Medical', an expert in vitreoretinal surgery, diabetic retinopathy and retinal detachment. During 1992 to 1998 Dr. Khera studied at Tashkent State Medical Institute (now it's known as Medical Academy). He has also deepened the



knowledge from Indian Eye Hospitals, more than 50 scientific publications and is a PhD holder as well. Today he is considered one of the best and favourite ophthalmologist doctor across Uzbekistan.

Another successful figure is Ashok Tiwari, owner of pharmaceutical company, 'Shayana Farms', in Uzbekistan. Although A. Tiwari pursued his education from Moscow in early 2000s, he tried to start a business in some culturally close country to India. After his visits to Turkmenistan, Azerbaijan and Kazakhstan, he has chosen Uzbekistan as his final destination for the business. Since 2002, the pharmaceutical company has several branches across Uzbekistan, with a turnover of US\$ 30 million per annum. Apart from producing its own medicines, the company is considered as an exclusive distributor of other pharmaceutical companies such as CADILA Pharmaceuticals Limited, Sherus Pharma Pvt. Ltd., Mac Milan & Company LLC., OMNI Lens Pvt. Ltd., Li Taka Pharmaceuticals Ltd., Naprod Life Sciences Pvt. Ltd., Bal Pharma Ltd., Saga Laboratories, Phoenix Pharmaceuticals, Rajat Pharmachem, Ziva Impex, AconBiotech, Standard Diagnostic, Reliance Life Sciences, Mecca Industries, United Phosphorus Ltd. In fact, early Indian business prospects in Uzbekistan could be seen in healthcare and pharmaceutical industry sector. Because of the great demand in medicine, many pharmaceutical companies came to the region. Since India is quite advanced in this field, many Indian pharmaceutical companies such as Lupin Laboratories, Micro Labs, Unique Laboratories and Aurobindo Pharma, Ranbaxy, Dr Reddy's Labs take advantage by exporting pharmaceutical products to Uzbekistan. Consequently, Indian manufactures have gained a strong foothold and products of several joint ventures such as Ajanta Pharma, Nova Pharm, Gufic Avicenna, Bravo Pharm, Shreya Life Sciences, Beta Drugs and Ultra Healthcare are being widely represented within Uzbekistan by numerous branches. Remarkably, Nova Pharma is based in Termez with an investment plan of US\$ 8 million in manufacturing of pharmaceutical and healthcare products. As one of the successful foreign companies operating in Uzbekistan, it is ideally situated for exporting to Afghanistan as well as Tajikistan, which are the countries with substantial demand, often funded by international aid organisations. By 2018, there were more than 139 enterprises with participation of Indian capital, registered in Uzbekistan, including 59 joint ventures with 80% and 100% foreign capital.

According to Pharmaceutical Country Report, Uzbekistan is considered as the third biggest pharmaceutical market in the CIS after Russia and Ukraine. With the growth dynamics of about 8-10%, Uzbek pharmaceutical market is among the fastest-growing markets in the CIS region. Over the past years the healthcare industry of Uzbekistan has experienced professionalism of many foreign pharmaceutical companies in Uzbek market are Berlin Chemie, Menarini Pharma, Gedeon Richter (Germany), Sanofi-Aventis (France), Arterium (Ukraine), World Medicine (UK) Takeda (Japan), Unifarm. Inc. (USA), KRKA (Slovenia) as well as Indian manufactures, which have been mentioned above.

Since 2017, due to several reforms of Uzbek President Shavkat Mirziyoyev, the country opened its gates to the world. Based on Indo-Uzbek experience in healthcare sector, provided fresh opportunities to Indian investors in 21 Free Economic Zones (FEZ) of Uzbekistan, whereas only 3 FEZ were available during 2008-2016 (mfa.uz). This is a right moment to apply 'Connect Central Asia Policy' by India. Thus, in October 1, 2018, during the state visit of Mirziyoyev to India, apart from several agreements, the establishment of cooperation between Andijan region and state of Gujarat were signed. Within the partnership in pharmaceutical sector, especially for Indian entrepreneurs, an Uzbek-Indian Free Pharmaceutical Zone (FPZ) is being developed in Andijan. The enthusiastic approach of new Uzbek President brought him again to India right after four months of his first visit to this region to participate at the 'Vibrant Gujarat' business Summit as the



Guest of Honour on 18 January, 2019. During Global Summit, Uzbekistan pavilion participated with the large spectrum of industries including automobile, construction, textile, education, machinery and tourism, which was represented by more than 60 Uzbek entrepreneurs. Subsequently, several Indian firms have registered at FPZ in Andijan and begun constructing their production facilities (D. Chaudhuri, 2019).

In this ground a question arises, why has Andijan been chosen as a special FPZ for India? Andijan is one of the oldest cities of the Fergana Valley, which includes Namangan and Fergana cities as well. The Valley has always attracted many conquerors in antiquity. Because of Fergana region's thoroughbred horses and other rich resources, ancient Great Silk Route mechanism spread all over Eurasia. With regards to close connectivity with India, the region is associated with Babur, whereas his footprints are found throughout Fergana Valley to Kashmir Valley and beyond. Thus, later due to Babur's successors, Central Asian culture was introduced to the Subcontinent. From contemporary point of view, Fergana Valley is characterised by its high population density with around 30% of Uzbekistan's population, which consists of multi-ethnic groups. Geographically shared between Uzbekistan, Tajikistan and Kyrgyzstan, the Valley is not only the crux of Central Asia, but its geostrategic location provides advantage for beneficial trade and greater market access across neighbouring countries. Importantly, higher rate of human resources in the region can facilitate manufacture services as well.

The Fergana Valley is considered one of the most positively conductive regions in Central Asia, where Indian soft power has influenced people mostly through Bollywood and other cultural attributes that can bring huge advantages for India. Considering the above mentioned uniqueness, both the countries have deliberately selected Andijan as a partner region. In consequence, learning from experiences of India's 'Vibrant Gujarat' Business Forum, Uzbekistan also organised its first ever International Investment Forum (IIF) 'Open Andijan', which was inaugurated by Vijay Rupani, the Chief Minister of Gujarat state during October 19-23, 2019. To explore opportunities, a number of Gujarati industrialists from the sectors of precious stones and jewellery, hospitality, healthcare, agriculture and food processing, textiles and leading farmers took part at the Forum. On the first day of his five-day visit, Rupani unveiled a bust of Sardar Patel and inaugurated a street named after Sardar Patel in Andijan. The establishing of Sharda University in Andijan is also one more encouraging soft power tool to foster cultural diplomacy between Uzbekistan and India. The University would be a gateway for students globally to experience courses in Engineering, Computer Sciences, IT, Digital Technologies, Marketing and International Business.

With new business opportunities and unique investment climate Andijan is also becoming another centre for Indian entrepreneurs in Uzbekistan. As of now, Indian community from all parts of India have their business in various spheres and are successfully conducting it in Uzbekistan. Apart from healthcare, pharma, textile, oil and gas sectors there are many other popular Indian companies in the region. For example, automobile component manufacturer Ashok Minda Group started its joint venture (JV) and technical collaboration with UzAvtosanoat in 2010 and successfully operates in Navoi Free Economic Zone (FEZ). Another fruitful Uzbek-India cooperation is with Olive Telecommunications, which has started production in 2014 at Navoi FEZ. Since 2011 the water park 'Polo Aquapark' operates in Chirchiq (Tashkent region) and as of 2009, Ramada Hotel (initial name was The Park Turon) operates in Tashkent, where Indian cuisine is also available.

In terms of Indian cuisine, there are several restaurants in Tashkent. With increasing flow of Indian visiting tourists to the region, number of Indian restaurants increased, set up by local or by



Indian businessmen. Because local people of Uzbekistan, commonly prefer non- vegetarian food, Indian restaurants caters to Indians vegetarian groups. That was the main reason to bring Indian flavour to Uzbek land and generate a pleasant trip for Indian tourist as well. The Le Grande Plaza hotel (built by TATA) located in the core area of Tashkent city has the first Indian restaurant named after Raj Kapoor, which always reminds his bond with Uzbekistan. Subsequently, Tashkent experienced rise and fall of following Indian restaurants – Ragu, Brham Ji, Namaste, Patiala House, Maharaja, the Gabbar's, Royal Garden and the Host.

To promote gastro-diplomacy and improve people-to-people interaction with Uzbekistan, the Government of India initiated a series of Indian food festivals in August, 2017. Indian Restaurants and Hotels in Tashkent including Ramada, Le Grande Plaza, Miran, Malika and Aqua Park Chirchiq have collaborated with the Embassy of India in Uzbekistan. Indeed, easiest way to capture hearts and minds is through the stomach, the implementation gastro- diplomacy is the oldest tool in any diplomat's kit to promote relationship building, cooperation and peace in cross-cultural understanding. Acknowledging the the importance of 'gastro-diplomacy', since 2002, the Ministry of Foreign Affairs of the Republic of Uzbekistan organizes the International Food Festival among the Diplomatic Missions in Uzbekistan, which is annually celebrated at Reception House, Tashkent. Usually, each embassy team actively participates and presents a stall of national food during the festival. As recalled by the researcher, it was a conflict time between Ukraine and Russia in 2014, whereas Indian stall was placed between the two countries to soften and make positive atmosphere among the countries.

To sum up, it would be relevant to make come comments about the uniqueness of India as it is a huge country with 22 official languages and with believers of all the world's major religions. Such a vast country can only be governed by consensus under a democratic set up. Politics in India is the politics of managing contradictions – to balance the interest of poor with the rich; the interest of rural areas with urban areas and the balance of traditions with the demands of modern India. In our globalising world each country competes to get global respect. If India's ambition is to have successful image, the country has to provide basic facilities to all its citizens. By following fundamental equality and respect to all religion, caste, creed, ethnicity, race, India can make its soft power stronger among other nations.

The paper has highlighted the productive role of Indian diaspora who plays as a soft power factor in Indian foreign policy outcomes. Through India's various assets, the Indian diaspora has make some attempts to achieve a good name in soft power race. Although soft power seeds do not give immediate fruits, however, it may prove beneficial in the long-run. As a major power India wisely attempts to analyse its soft power strategies towards potential cultural resources. The role of Indian diaspora in spreading India's rich culture in terms of Yoga, Ayurveda, Bollywood, cuisine, music, dance and art visible through number of Indian institutions abroad and in Uzbekistan significant effort is seen at Lal Bahadur Shastri Centre for Indian Culture, Embassy of India as well. However, there is a need to create a credible mechanism to realise the full capability of its diaspora as a soft power factor. With new Uzbekistan, it is a well-times opportunity to engage and make the best use of India's diaspora resources.

