Main aims of India’s foreign policy

* External security
* Internal security
* Maritime security
* Energy security
* Need for sustained economic growth
* Access to technology and innovation

## Public Diplomacy

* ‘dimensions of international relations beyond traditional diplomacy, the cultivation by governments of public opinion in other countries’
* Like Michelle Obama dancing with Indian children on the visit and Carla Bruni doing a perfect Namaste
* Internet and television play an important role
* If it is not clear and credible, it will not get through
* The link between public diplomacy and foreign policy formulation is inextricable. If policy is flawed, projection alone cannot help. Therefore, senior PD officials should have a seat on the policy-making table
* PD is about listening and articulating. Beyond the traditional media, the cyber space should be used
* Management tools such as planning and evaluation are essential for devising and assessing the impact of PD strategies
* Concept of nation branding is highly relevant to the task of projecting India.