



# Artificial Intelligence as the New Soft Power Frontier: India's Ethical AI Diplomacy in the Global South

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**Abstract.** In an era characterized by rapid digital advancements, Artificial Intelligence (AI) has surfaced as a significant catalyst for both economic competition and strategic influence, while also serving as a formidable instrument of soft power. This paper examines India's strategic utilization of AI as a means of ethical and inclusive diplomacy, particularly within the context of the Global South. Departing from conventional interpretations of cultural and spiritual influence, India's digital foreign policy prioritizes technological collaboration founded on democratic principles, transparency, and human-centered development. Through initiatives such as "AI for All," the India Stack, and Digital Public Infrastructure (DPI) diplomacy, India presents an alternative framework to the prevailing Western and Chinese models, one that interweaves technological progress with social equity. The study analyzes the alignment of India's AI discourse with its overall soft power identity and evaluates the ramifications of its ethical AI strategy on global governance, collaborative development efforts, and South-South cooperation. Utilizing Nye's theory of soft power and constructivist viewpoints within international relations, the research suggests that India's proactive stance in ethical AI governance bolsters its legitimacy, moral standing, and influence among developing countries. Ultimately, this investigation underscores the potential of AI diplomacy to transform India's global image from a culturally rich civilization-state to a digital democracy that advocates for technology serving humanity.

**Keywords:** Artificial Intelligence, Soft Power, Ethical AI Diplomacy, Global South, Digital Public Infrastructure.

## 1 Introduction

In the twenty-first century, Artificial Intelligence (AI) has emerged as a pivotal technological force that is significantly affecting global political, economic, and social landscapes. As nations vie for dominance in the digital sphere, AI has evolved beyond mere technological considerations to become a crucial strategic asset that enhances both hard and soft power dynamics. The capacity to drive innovation, establish regulatory frameworks, and ethically implement AI solutions significantly influences a nation's digital competitiveness, as well as its worldwide standing and credibility. For India, AI is not solely a technological challenge, but also a vital avenue for promoting its ethical and cultural diplomacy. As a democratic nation committed to development, India's perspective on AI embodies a unique integration of technological advancement and ethical accountability [1].

In the current century, Artificial Intelligence (AI) has become a pivotal technology significantly influencing global political, economic, and societal frameworks. As nations strive to assert leadership in the digital era, AI has moved beyond its purely technological characteristics to be recognized as a critical strategic asset, facilitating both hard and soft power dynamics. The capacity for innovation, regulation, and the ethical implementation of AI technologies is a determining factor for a nation's digital competitiveness, global influence, and legitimacy on the world stage. For India, AI is not only a technological opportunity but also a new sphere for enhancing its moral and cultural diplomacy. As a democratic nation deeply rooted in developmental principles, India's engagement with AI exemplifies a unique blend of technological advancement and ethical accountability. This strategic engagement occurs within a context of escalating digital geopolitics, where the United States, China, and the European Union play key roles in defining the framework for global AI governance. While both the US and China focus on leadership in innovation and data-centric power, India's narrative revolves around fostering ethical, inclusive, and human-centric AI. This perspective aligns with its enduring civilizational principles and its ambition to represent the interests of the Global South. Initiatives like AI for All, Digital India, and the India Stack highlight the country's commitment to merging digital innovation with social equity, ensuring technology is accessible to all citizens while also exporting digital public goods that serve diplomatic purposes [2][3].

This article investigates India's strategic utilization of artificial intelligence (AI) as a mechanism of soft power, defined by Joseph Nye as the capacity to influence the preferences of others by means of attraction rather than coercion or monetary incentives. It speculates that India's approach to ethical AI diplomacy marks a significant progression in its soft power strategy, transitioning from a focus on cultural and spiritual allure to one that encompasses technological means and normative impact. By engaging in South-South collaborations, implementing AI capacity-building initiatives, and exporting Digital Public Infrastructure (DPI), India aims to establish itself as a responsible leader in AI, advocating for democratic principles and digital equity.

The research adopts a constructivist perspective within the field of International Relations (IR), focusing on the influence of norms, values, and identity in determining foreign policy actions. By integrating Nye's theory of soft power with constructivist principles, this study illustrates how India's diplomacy regarding artificial intelligence (AI) plays a crucial role in transforming its global identity—from a civilization-state steeped in tradition to a digital democracy promoting ethical advancements in technology.

## **2 Soft Power and Constructivism in AI Diplomacy**

This investigation utilizes a constructivist framework within the field of International Relations (IR), focusing on the significance of norms, values, and identity in influencing foreign policy actions. By integrating Nye's theory of soft power with constructivist perspectives, the research underscores the role of India's AI diplomacy in redefining its global identity, from a civilization-state grounded in tradition to a digital democracy that promotes ethical advancements in technology. The notion of soft power, proposed by Joseph Nye in the late 20th century, significantly altered the conventional understanding of state influence within the international arena. In contrast to hard power, which relies on military or economic coercion, soft power is derived from attraction—the capacity of a nation to mold the preferences and conduct of others via cultural allure, political ideals, and the legitimacy of its foreign policies [4]. Nye highlighted that the origins of soft power, which include culture, political values, and foreign policies viewed as legitimate or ethically authoritative, can play a critical role in maintaining global influence within a context of interdependence.

Artificial intelligence diplomacy introduces a modern aspect to this framework. Within the context of the evolving digital landscape, the ability to determine norms for AI regulation, set ethical benchmarks, and influence global technological environments can create appeal and legitimacy similar to that of conventional soft power. The dissemination of ethical principles in artificial intelligence and the establishment of digital public infrastructure can serve as a form of normative power, allowing nations to exert influence by advocating for values like transparency, fairness, and inclusiveness. In the context of India, this normative aspect seamlessly corresponds with its foreign policy principle of *Vasudhaiva Kutumbakam* (the world is one family), which forms the foundation of its support for fair technology distribution and collaboration among developing nations.

Viewed through the lens of constructivism, India's diplomatic engagement with artificial intelligence (AI) reflects an embodiment of identity politics. Constructivism, as articulated by theorists such as Alexander Wendt and Nicholas Onuf, asserts that the dynamics of international relations are shaped by social constructions stemming from collective norms, beliefs, and identities [5]. States operate not only on the basis of tangible power but also influenced by ideational elements that define their identity within the global arena. India's self-perception as a democratic, developing, and civilizational entity significantly informs its diplomatic strategies. By advocating for ethical AI, India aims to harmonize technological advancement with its moral and cultural framework, thereby distinguishing its approach from China's data surveillance model and the corporate-driven paradigm of the United States [6].

Furthermore, constructivist theory highlights the significance of norm entrepreneurs in transforming global narratives. India's promotion of artificial intelligence that prioritizes transparency, accountability, and inclusivity establishes the country as a norm entrepreneur within the realm of digital governance [7]. India plays a pivotal role in establishing a global agreement on human-centric artificial intelligence (AI) through platforms such as the G20, BRICS, and the Global Partnership on Artificial Intelligence (GPAI). This normative leadership enhances India's soft power, as numerous developing countries increasingly view India as a benchmark for ethical advancements in digital transformation.

This research combines soft power theory with constructivist perspectives, suggesting that AI diplomacy serves as both a tool and a manifestation of India's developing international persona. It illustrates India's goal to transition from merely adhering to established norms to actively influencing the formation of rules within global technology governance.

### **3 Evolution of India's Soft Power: From Cultural Diplomacy to Digital Influence**

India's soft power has traditionally been anchored in its rich civilizational legacy, spiritual practices, and commitment to democratic principles. The international dissemination of yoga, Ayurveda, and Bollywood, coupled with the promotion of non-violence and tolerance championed by Mahatma Gandhi, has facilitated India's long-standing ability to convey a moral and cultural identity that appeals to diverse communities. Following its independence, India's foreign policy prioritized unity with developing nations via the Non-Aligned Movement (NAM) and South-South collaboration, thereby strengthening its reputation as a principled and responsible participant in international relations [8].

The onset of the 21st century marked a significant transformation in the global landscape. The digital revolution altered the dynamics of international influence, leading to the emergence of novel forms of soft power based on technology, innovation, and digital interconnectivity. India identified its expansive digital infrastructure as a potential catalyst for attraction, especially for developing countries in pursuit of cost-effective, inclusive, and scalable technological solutions. The government's major initiatives—Digital India, Startup India, and Make in India—aimed to foster technological sovereignty while simultaneously shaping the narrative of India as a digital democracy [9].

A notable representation of the ongoing digital transformation is the India Stack, which comprises a collection of interoperable digital systems such as Aadhaar (biometric identification), the Unified Payments Interface (UPI), and DigiLocker. Collectively, these components form a framework of Digital Public Infrastructure (DPI) that facilitates extensive and inclusive service delivery [10]. India's effective implementation of Digital Public Infrastructure (DPI) in the realms of governance and financial inclusion has garnered international acclaim and has served as a catalyst for similar initiatives in various nations throughout Africa, Southeast Asia, and Latin America [11]. The international proliferation of these platforms, bolstered by India's collaborative development initiatives, has emerged as a new avenue for soft power, a phenomenon that some researchers refer to as 'digital diplomacy for development'.

Simultaneously, India's discourse on Technology for Humanity reflects its ethical stance within the international dialogue on artificial intelligence. The AI for All initiative, introduced by NITI Aayog in 2018, underscores the application of AI to tackle developmental issues across various sectors, including healthcare, agriculture, and education [12]. In contrast to the profit-oriented artificial intelligence frameworks found in developed countries, India's strategy focuses on societal benefit and inclusive development, thereby rendering it especially appealing to countries in the Global South that possess analogous developmental goals.

India's cultural and digital soft power operate on an interconnected continuum. Traditional elements such as yoga, cuisine, and cinema persist in influencing global views, whereas emerging factors such as advancements in artificial intelligence, open-source governance frameworks, and digital public infrastructure diplomacy illustrate a shift from the appeal of its civilization to a validation based on technology. Essentially, the foundation of India's current soft power stems equally from its technological advancements as from its cultural heritage.

This change is consistent with Prime Minister Narendra Modi's statement at the G20 summit, emphasizing Data for Development, not Data for Dominance [13]. It emphasizes India's efforts to reshape global digital standards by focusing on fairness, accessibility, and ethical considerations, setting itself apart from other leading nations. As a result, India's AI diplomacy represents both a continuation and an advancement of its soft power legacy, which allows it to connect with the Global South through a framework of technological solidarity based on common ethical principles.

#### **4 AI as a Tool of Soft Power**

Artificial Intelligence has become a significant tool of soft power in the contemporary digital landscape, broadening the idea of influence beyond conventional cultural and political methods to include technological and normative spheres. Unlike hard power, which depends on coercion or tangible leverage, the soft power derived from AI is founded on attraction; it plays a pivotal role in molding perceptions concerning a country's innovation, ethical principles, and developmental framework [14]. Nations that establish international standards for artificial intelligence governance, offer accessible and expandable technological solutions, and uphold a credible ethical framework can bolster their legitimacy and sway on the global stage.

In the context of India, artificial intelligence (AI) serves not only as a vehicle for internal economic advancement but also as a strategic instrument in international relations that showcases the nation's image as a responsible entity in the technological arena. Programs like AI for All exemplify this commitment to making AI accessible for societal betterment, with particular emphasis on its implementation in sectors such as agriculture, healthcare, education, and the development of smart urban environments [15]. By prioritizing socially significant applications over solely commercial or military uses of artificial intelligence, India establishes itself as a collaborative ally for developing nations in pursuit of ethical and inclusive technological frameworks.

#### **4.1 Constructing Ethical Narratives**

A fundamental aspect of India's strategy to leverage AI as a form of soft power involves the promotion of ethical narratives. The concept of ethical AI underscores the importance of transparency, accountability, fairness, and inclusiveness, values that not only shape India's internal policies but also underpin its diplomatic efforts on the global stage [16]. By emphasizing these principles, India sets itself apart from other leading nations in artificial intelligence: the United States, where corporate interests predominantly drive AI advancements, and China, where AI efforts are commonly linked to surveillance and authoritarian control [17].

The Responsible AI for Social Empowerment (RAISE 2020) initiative serves as a prime example of this methodology, merging artificial intelligence with the Sustainable Development Goals (SDGs) to encourage fairness and benefit society [18]. By engaging in international forums and utilizing digital diplomacy, India articulates its normative perspective, asserting that artificial intelligence represents not merely a technological advancement but also a moral obligation that fosters human-centered growth.

#### **4.2 Digital Public Infrastructure (DPI) Diplomacy**

India's Digital Public Infrastructure (DPI)—which includes Aadhaar (a biometric identification system), the Unified Payments Interface (UPI), DigiLocker, and CoWIN—demonstrates how homegrown technological advancements can be leveraged to establish soft power on the global stage [19]. By providing these frameworks as open-source models for other nations to adopt, India transforms effective domestic policies into tools for global influence.

For example, the Unified Payments Interface (UPI) has been analyzed for potential replication in both Kenya and Indonesia, whereas Aadhaar-based digital identity frameworks offer valuable models for enhancing financial inclusion in various other developing countries [20]. This form of digital diplomacy not only enhances India's credibility but also promotes reliance on Indian technical proficiency in a partnership-oriented and non-coercive approach.

### **4.3 Narratives of Attraction and Legitimacy**

Within the framework of constructivism, the operation of AI-driven soft power involves the creation of narratives that align with collective norms and values. India's focus on ethical artificial intelligence, fostering digital inclusivity, and prioritizing human-centric technology strongly resonates with Global South countries that encounter comparable developmental issues [21]. Such narratives strengthen India's credibility, fostering collaborations that are rooted in common ethical principles rather than financial motivations.

The benefits of soft power are twofold: it enhances India's reputation as a normative leader in artificial intelligence governance while simultaneously bolstering its diplomatic influence by promoting the moral attractiveness of ethical and inclusive technological practices.

## **5 India's Ethical AI Diplomacy**

India's ethical approach to artificial intelligence diplomacy integrates normative values, institutional frameworks, and strategic aims. It is grounded in the belief that technology ought to promote social welfare while honoring personal rights, cultural variety, and fair access. This explores the institutional and programmatic underpinnings of India's ethical AI strategy.

### **5.1 Institutional Framework**

India's framework for governing artificial intelligence encompasses the AI Strategy developed by NITI Aayog, the AI Guidelines issued by the Ministry of Electronics and Information Technology (MeitY), and the Digital Personal Data Protection Act enacted in 2023 [22]. These frameworks operationalize ethical standards, ensuring that AI development is accountable, transparent, and inclusive. Internationally, India participates in the Global Partnership on AI (GPAI) and other multilateral platforms, contributing to normative frameworks for responsible AI.

### **5.2 RAISE 2020: Democratizing AI**

The RAISE 2020 Summit emphasized India's dedication to the democratization of artificial intelligence, concentrating on key sectors such as healthcare, agriculture, education, and skill enhancement. Through the integration of AI technologies with social progress, India establishes itself as a benchmark for ethical innovation. Furthermore, the summit highlighted collaborations between the public and private sectors, illustrating how governmental bodies can promote responsible AI ecosystems while simultaneously encouraging innovation.

The focus of RAISE 2020 on inclusivity and accessibility, especially regarding marginalized communities, underscores India's role as a normative leader in the ethical application of artificial intelligence. These efforts not only bolster India's standing on the global stage but also facilitate collaborations with countries that aspire to adopt development-centric AI frameworks.

### **5.3 Human-Centric AI and Development**

India's approach to artificial intelligence is centered on human empowerment rather than exerting control. Initiatives such as Bhashini, which leverages AI for enhancing language translation and promoting inclusivity, exemplify India's dedication to closing both linguistic and digital gaps [23]. Healthcare technologies that utilize artificial intelligence for predictive analytics and telemedicine exemplify the progressive approach of India's AI diplomacy.

This people-oriented strategy enhances India's ethical leadership in the international framework of artificial intelligence governance. Prioritizing human welfare over commercial interests or monitoring practices allows India to portray itself as a democratic and socially accountable leader in technology, which serves as a crucial component of its soft power.

### **5.4 Ethical AI as Strategic Differentiator**

In the international arena of artificial intelligence, India's approach to ethical AI diplomacy sets it apart from its rivals. Whereas China focuses on efficiency and regulatory control, and the United States emphasizes leadership in innovation, India offers a distinct 'third path' that seeks to harmonize technological capabilities with ethical obligations. This distinction fosters partnerships among countries eager to develop inclusive, human-centered AI frameworks. A case in point is India's alliances with the European Union and the United Kingdom focusing on AI ethics and research, which illustrate the nation's approach of merging ethical leadership with pragmatic collaboration [24].

## **6 India's Engagement with the Global South**

India's approach to artificial intelligence (AI) diplomacy is particularly significant within the Global South, where common developmental obstacles and ambitions foster an environment conducive to collaboration. India utilizes AI to enhance South-South cooperation, offering solutions specifically designed to meet the socio-economic needs of developing countries.

### **6.1 Digital Development Diplomacy**

The India Stack Global Initiative serves as a notable example of digital development diplomacy in India, offering open-source frameworks for digital identity verification, payment systems, and the delivery of public services [25]. Nations such as Kenya, Indonesia, and the Philippines are investigating the Indian frameworks to improve financial inclusivity, access to healthcare services, and the effectiveness of governance.

Through the provision of scalable, economical, and transparent technological solutions, India positions itself as a collaborator rather than a mere benefactor, promoting partnerships founded on mutual trust and aligned developmental objectives.

### **6.2 Multilateral AI Cooperation**

India plays a proactive role in multilateral platforms by promoting fair governance of artificial intelligence (AI). In the G20 New Delhi Leaders' Declaration (2023), India underscored the importance of AI that is safe, transparent, and reliable, stressing inclusivity and ethical considerations as fundamental principles [26].

These interactions enhance India's normative authority and foster its influence in both regional and global policymaking. By aligning artificial intelligence collaboration with ethical criteria, India bolsters its soft power through the establishment of multilateral legitimacy.

### **6.3 AI for Development and Solidarity**

India's initiatives utilizing artificial intelligence in sectors such as education, healthcare, and agriculture illustrate its commitment to the Global South. Programs such as e-VidyaBharati and e-ArogyaBharati provide AI-driven educational resources and telehealth services to nations across Africa and Southeast Asia [27]. These initiatives tackle specific developmental issues and represent India's dedication to collaborative advancement. These initiatives convert normative ideals into concrete results, thereby strengthening India's status as a digital democracy that fosters responsible technological progress.

### **6.4 Challenges in Global South Engagement**

Notwithstanding considerable progress, India encounters obstacles in its AI diplomacy within the Global South. Disparities in digital preparedness, regulatory structures, and infrastructure capabilities hinder collaborative efforts. Moreover, the competitive landscape posed by Chinese digital ventures introduces alternative frameworks that could potentially eclipse India's morally grounded strategy.

In order to tackle these issues, India needs to broaden its efforts in capacity-building, improve the localization of artificial intelligence (AI) solutions, and provide ongoing technical and policy assistance to collaborating nations. Establishing AI diplomacy through the creation of specialized centers, the provision of scholarships, and the encouragement of joint research initiatives is crucial for securing enduring influence.

## **6.5 Soft Power Payoff**

India's involvement with the Global South in the realm of artificial intelligence bolsters its soft power by presenting itself as a responsible, inclusive, and human-centered leader in the digital domain. By integrating technology with ethical and developmental principles, India fosters a sphere of influence based on attraction and legitimacy, rather than coercive measures, thereby forging sustainable partnerships that augment its position on the global stage.

## **7 Comparative Analysis: India, China, and the United States**

India's strategy concerning AI diplomacy is markedly different from that of other major global powers, notably China and the United States, which have influenced the global AI environment through their unique methodologies.

### **7.1 China's Technocratic Model**

China prioritizes effectiveness, large-scale implementation, and centralized authority in the deployment of artificial intelligence, incorporating AI extensively into its processes for governance, surveillance, and economic strategy [28]. This framework illustrates significant progress in technology and the capabilities of the state; however, it also elicits apprehensions regarding privacy, human rights, and the principles of normative governance. The Belt and Road Initiative (BRI) of China is progressively incorporating exports of digital infrastructure, including AI-driven surveillance technologies, which impose a degree of control over participating nations. Although these efforts enhance both China's hard and soft power, their underlying coercive elements frequently diminish their appeal to democratic countries in the developing world.

### **7.2 United States' Market-Driven Innovation**

The United States predominantly engages with artificial intelligence through the lens of innovation leadership, emphasizing the supremacy of the private sector and research driven by market dynamics. The country's soft power is derived from its technological reputation, the entrepreneurial spirit of corporate innovation exemplified by Silicon Valley, and its significant impact on global academia. The prioritization of competitive advantage frequently overshadows the significance of ethical and inclusive artificial intelligence, leading to deficiencies in principled leadership. As a result, despite the United States serving as a paradigm for innovation, its influence in the Global South is limited due to the prevailing view that it favors corporate and strategic interests at the expense of inclusive development.

### **7.3 India's Ethical and Inclusive Model**

India presents a third path that harmonizes innovation with ethical accountability and human-centered growth. Through the exportation of open-source Digital Public Infrastructure (DPI), implementation of capacity-building initiatives, and a strong focus on transparency and inclusivity, India establishes itself as a normative leader for nations aspiring to achieve equitable technological solutions.

In contrast to China's authoritarian effectiveness and the corporate-driven innovation characteristic of the United States, India merges democratic principles, ethical frameworks, and a focus on development. This distinctive strategy increases its attractiveness to Global South countries, particularly those striving for digital advancement while ensuring the protection of social welfare.

### **7.4 Soft Power Implications**

The comparative framework highlights that India's ethical approach to artificial intelligence diplomacy is particularly effective in engaging partner nations that prioritize governance, fairness, and human rights. India cultivates lasting influence through the integration of normative authority and technological expertise, establishing a foundation built on trust, cooperative partnerships, and mutual development goals.

## **8 Constructivist Lens: Identity, Norms, and Influence**

The examination of India's artificial intelligence diplomacy can be framed through a constructivist lens, highlighting the significance of identity, established norms, and social legitimacy as pivotal influences on its foreign policy [29]. India's global identity as a democratic developing country influences its strategy towards artificial intelligence, thereby affecting its normative assertions and diplomatic tactics.

### **8.1 Identity and Ethical Leadership**

India's historical self-view as a civilizational authority dedicated to democracy, pluralism, and non-coercion shapes its strategy regarding artificial intelligence. The ethical diplomacy of AI bolsters this identity by positioning India as a responsible participant in the governance of global digital matters. By means of initiatives such as RAISE 2020 and the India Stack export programs, India demonstrates a sustained connection between its historical cultural principles and modern technological applications.

### **8.2 Norm Entrepreneurship**

By implementing programs such as RAISE 2020 and India Stack export initiatives, India demonstrates a seamless link between its historical values and modern technological endeavors. Constructivist theory emphasizes the significance of norm entrepreneurs in influencing global practices [30]. India's promotion of transparent, accountable, and inclusive artificial intelligence characterizes it as a norm entrepreneur, aiding in the development of international ethical standards in the governance of AI. This approach enhances India's impact beyond mere material resources, integrating its values into global policy structures.

### **8.3 Co-creation of Norms with the Global South**

India's collaborations with nations across Africa, Southeast Asia, and Latin America illustrate the collaborative development of standards. Through the co-design of artificial intelligence (AI) solutions, the exchange of knowledge, and the encouragement of inclusive frameworks, India extends its technological reach while simultaneously shaping the normative landscape of AI implementation. This collaborative effort enhances soft power by fostering mutual legitimacy, trust, and a shared identity, which is consistent with constructivist theories.

## **9 Challenges and Limitations**

Although India has achieved notable successes, it encounters various obstacles in leveraging artificial intelligence as an instrument of soft power.

### **9.1 Resource and Infrastructure Constraints**

Numerous nations in the Global South encounter challenges related to digital infrastructure, technical skills, and regulatory preparedness, which impede the integration of AI models developed in India. In order to address this challenge, India needs to focus on enhancing its capacity, facilitating the transfer of technology, and developing localized strategies for implementation.

### **9.2 Competition from Other Powers**

China's extensive digital infrastructure initiatives and the innovation-centric impact of the United States offer distinct frameworks that may eclipse India's ethical discourse. India should explicitly define its distinct competitive strengths and foster ongoing involvement to safeguard its influence from weakening.

### **9.3 Ethical and Regulatory Dilemmas**

Governance of ethical AI is intricate, necessitating ongoing adjustments in response to evolving technological innovations, societal dynamics, and geopolitical factors. The commitment of India to ethical standards necessitates the implementation of strong regulatory structures to bridge the discrepancies between theoretical principles and actual practices. If not addressed in a proactive manner, issues related to data privacy, biases in algorithms, and cybersecurity may jeopardize the nation's credibility.

#### **9.4 Measuring Soft Power Impact**

Assessing the impact of AI diplomacy on soft power presents significant challenges. In contrast to cultural influence, which can be evaluated via perception surveys, the influence of AI relies on metrics related to adoption, conformity with regulations, and societal acceptance—factors that are complex to standardize. India needs to establish structured evaluation frameworks to measure the efficacy of its artificial intelligence diplomacy efforts.

### **10 Conclusion**

Artificial Intelligence (AI) epitomizes an emerging dimension of soft power, allowing nations to merge technological advancements with principled and normative guidance. India's strategy, which is rooted in ethical AI principles, human-centered progress, and collaborative development with other Global South countries, presents a unique model that diverges from China's authoritarian pragmatism and the United States' market-oriented innovations.

Through its commitment to ethical AI diplomacy, India bolsters its international credibility, moral standing, and appeal among developing countries. By sharing Digital Public Infrastructure, advocating for inclusive AI uses, and actively participating in international multilateral discussions, India illustrates the capacity to utilize AI for fostering a sustainable and socially responsible global impact.

Constructivist frameworks emphasize that India's identity, normative frameworks, and diplomacy grounded in values play a crucial role in its accomplishments. The utilization of AI in diplomacy allows India to convert its domestic advancements in technology into global soft power, thereby enhancing its reputation as a responsible digital democracy. Nevertheless, obstacles persist, including limitations in resources, the need for regulatory alignment, and the pressures of international competition. A successful projection of soft power necessitates ongoing institutional backing, strong ethical guidelines, and the development of a strategic narrative to uphold credibility and impact.

India's approach to AI diplomacy illustrates the intersection of technological advancement, ethical considerations, and principled leadership, serving as a guide for developing nations aiming to increase their global presence in the digital era. AI transcends being a mere instrument of innovation; it acts as a means by which India influences the values, strategies, and viewpoints of the Global South, transforming its soft power for the contemporary century.

By engaging with these institutions, India exemplifies its adherence to international ethical standards and simultaneously influences global norms that resonate with its democratic principles. This dual function, conforming to established global norms while promoting its leadership in normative discussions, enhances India's soft power.

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