

SMART POWER IS NEITHER HARD NOR SOFT

Global politics, is in a state of flux, the world is witnessing rapidly declining American power. with emergence of aggressive and ambitious china. The grammar of geopolitical reality is changing, with onset of multipolarity. where no single country can dominate the global politics.

The onset of COVID-19 pandemic, has been an testimony to this emerging trend. Where countries with immense amount of military might and economic prowess had to succumb to invisible virus. This has shown the limitations of hard power and soft power politics.

What is Hard power? what is soft power? Is smart power different from Hard power and soft power? If it is

different, then how is it manifested in different aspects? Precisely, this essay answers these questions.

Defining Hard power and soft power

Hard Power, encompasses the aspects of military and economic strength at a nations disposal. Its ability to use them to further its national interest. Kautilya, in Arthashastra has described Hard Power as vital aspect of statecraft to use 'sama, danda, bheda danda'.

Dispite, of having worlds most sophisticated military. It is sometimes difficult to achieve national goals. The US's Vietnam debacle in (1955-1975). Similarly, Soviet Union with its all encompassing geographic might and nuclear power disintegrated and

collapsed like a 'house of cards'.

This leads, nations to pursue ~~Hard~~ Soft power instead of Hard power to achieve strategic aims. Joseph Nye, an Harvard professor in his book: "The changing nature of American power", has defined

soft power as an co-optive power.

The ability to attract others, influence and gain consent for achieving your goals.

Soft power, is manifested in cultural realm. For instance, our craze for english language, watching hollywood movies and dress like an englishmen. All these are manifestation of soft power.

Nonetheless, soft power, too has its limitations. For instance, despite having

of universalisation of values. US faced debacle in middle east. The growing discontent of American values in middle is testimony.

Thus, the emergence of smart power as a new vocabulary. Tries to combine both the aspects of soft power and hard power. To harmoniously blend them to achieve the strategic objectives and further national interests.

Manifestation of smart Power

The emergence of china on the global sphere has not only created a challenge but brought in new alternative. This is known as 'discourse power'. Where in smart power.

is manifested in new ideas and alternatives. China's pursuit of Belt and Road Initiative, as an alternative to US model.

Similarly, the emergence of technology as a determining factor is also shaping the smart power. The intensification of technological competition between US and China. The dispute over 5G and alleged 'technological espionage' by Huawei. Use of technology to achieve the strategic goals is a realm of smart power.

The recent, cyber attacks on India. The failure of Mumbai power grid caused by Redeco. Similar attacks on Kudankulam nuclear power plant by a small country like North Korea, is evident of

Smart powers, combining technological capabilities with hard power.

Globalisation and smart power

Globalisation has made earth flat and world as a global village. With economic interdependency growing to new levels. Any methods to affect adversary will only cause a mutually destructive stalemate.

This was witnessed in US imposition of tariffs on European Union, India and China. Followed by retaliatory measures by all countries equally.

In this context, the pursuit of hard power is redundant.

According to French philosopher

Michel Foucault, the nature of power today do not reside with one person or institution. But it is dispersed like a blood flowing through capillaries. The globalised world needs smart ways to access these powers power.

Realising, India focused on not only improving its capabilities as military power. But promoting cultural elements such as World Yoga day on 21st June. improving ties with its 30 million global diaspora spread across 132 nations. more recently, during COVID-19 it as a powerhouse of global pharmacy. It distributed more than 50 million vaccine doses to 100+ countries as a part of vaccine diplomacy and vaccine maitree.

This smart moves, combined with military might further bolsters India's image in global standing. Further, today, the proliferation of global and international institutions has become an mechanism to project 'smart power'. Through not directly exercising but 'institutionalisation of power' to cement new alliances.

The emergence of QUAD- AIIB, New development bank are reflection to this strategy.

changing paradigms of smart power

The confrontation of theater is changing from the states to society. recently, NSA Ajit Doval at passing out parade

of IPS 2021, has pointed out the emergence of fourth generation warfare being fought at civil society level. The gigantic social media behemoths like facebook, whatsapp twitter today wields more power than some nations.

These social media companies have become a source of 'micro powers' their range of influence exerts beyond national boundaries. Some nations use them to weaponize the information and further national interest. This is an variant of smart power strategy.

Thus, to sum up, the chinese philosopher Sun Tzu in his book 'Art of war' mentioned that, 'the art of war lies not in fighting the war, but winning the war without fighting'. The emergence of smart power precisely fits into his definition.

U.P.S.C.

Smart power is neither hard nor soft

Intro → global politics in a state of flux.
context → declining US, emerging china, covid - grammar of multipolarity and

Dimensions → Define smart power - combination of both.
→ Hard power - SIPRI
→ soft power. - global soft power index.

Challenges of Hard power

- Vietnam - 1955-1975
- Soviet union - 1989
- sama, dhama, baka, dhaunda.

Challenges of soft power

- Macdonaldization
- Afghanistan failure.

Nye - changing nature of US Power.

How smart power is effective

- ✓ China's emergence - Discourse power
- Obama's F.P - Iran + N.Korea - Nuclear.
- ✓ Technological edge → emerging tech 5G
- ✓ Security/cyber: Redeo, Powergrid
- ✓ Economy: interdependency
- ✓ society: covid, Digitalisation, globalisation
- climate change: Paris deal,
- ✓ Culture: Yoga, diaspora, vaccine maitree
- ✓ Philosophy: Michael Jaws - 'Structural power' → Power is diffused
- ✓ Institutions: NDB, QUAD. 'institutionalizing power'.
- ✓ emerging 'micro power' - social media companies.
- ✓ Ajit doval - NVP - fourth generation warfare psychological

Conclusion

Art of war → not in fighting, winning without firing a bullet.
Sun Tzu → but maintaining