

## **Abstract**

This thesis focuses on the dynamics of India's nation branding, analyzing the transformation of India's approach in the context of global trends, historical developments, and domestic challenges. The study employs the method of process tracing, which allows for a detailed examination of causal relationships and mechanisms influencing the evolution of India's image. The primary objective of this research is to identify the key internal and external factors driving the transformation of India's nation branding approach and to determine to what extent these changes not only reflect Indian values but also resonate with global expectations. The thesis explores key areas that have shaped India's nation branding, including the Incredible India and Make in India campaigns, educational diplomacy, foreign policy, environmental and nuclear initiatives, modernization of the business environment, investments in human capital, and technological development. The analysis examines whether and how these initiatives have contributed to the redefinition of India's image. The findings indicate that India's excessive focus on modern trends leads to insufficient attention to domestic issues, which, although identified, are not adequately addressed to meet set goals, thereby undermining the credibility of the nation's projected image. The conclusions suggest that successful nation branding for India requires balancing modern global ambitions with addressing critical domestic issues, ensuring both the authenticity and sustainability of the nation's brand.