



VIDESH SEWA

SUSHMA SWARAJ INSTITUTE OF FOREIGN SERVICE

FY 2025-26 was the most productive year for SSIFS so far with close to 3000 participants including 529 foreign diplomats benefitting

Key Indian Training & Outreaches

Induction & Foundation Training

- IFS OTs (2024 Batch)
- 2 Dec 2024 – 22 Aug 2025
- IFS OTs (2025 Batch) - 1 Dec 2025

Mid-Career Training Programmes (MCTP)

- MCTP-II (2013 Batch)- 7-25 Apr 2025
- MCTP-I (2009 Batch)- 5-23 May 2025
- MCTP-III (2000-01 Batches)- 18 Aug – 5 Sep 2025

Specialized Training Programmes

- Large-Scale Jan Seva (CBC) - 21-22 Apr 2025
- Def. Attaches Orientation Programs - 29 Apr – 3 May & 24-28 Nov 2025
- Legal & Treaties Cadre (MEA) - 2-6 Jun 2025
- Indian Defence Accounts Service (IDAS) - 11 Jun 2025
- IRS (C&IT) 76th Batch – Economic Diplomacy Week - 14-18 Jul 2025
- Indian Forest Service (2023 Batch) – Environment Diplomacy - 21-22 Jul 2025 at IGNSA Dehradun
- Government of Sri Lanka Officials (XP & PD Division) - 18-20 Aug 2025
- Training for Group A Officers of Cabinet Secretariat - 3-4 Nov 2025
- Training for States Officers - 24-27 Feb 2026

Outreach & Academic Engagement

- Visit of O. P. Jindal University Students - 15 Oct 2025 & 16 Mar 2026
- National Essay Competition in partnership with India's World Magazine - 4 Dec 2025
- Visit of Students of Public Policy from IIT Madras - 17 Dec 2025
- Visit of Research Fellows from Motwani Jadeja Institute of American Studies - 13 Jan 2026

Flagship Event

- 5th Atal Bihari Vajpayee Memorial Lecture - 9 Dec

Functional Competencies Training at SSIFS for Staff Members

28 Programs | 1270 Staff Members at SSIFS & 208 Online| Four Themes

IMAS & Accounts Programs

- 96th - 100th IMAS Training Programs benefitting 297 Staff Members
- Five Accounts Modules attended by 242 Staff Members

IVFRT Programs

- Five IVFRT Consular Programs attended by 228 Staff Members

Stenography & Typing Tests

- Five Programs benefitting 163 Staff Members

Induction & Promotion Programs

- Eight Programs for Promotion Training attended by 340 Staff at SSIFS & 208 Online

Know India Program (KIP) Inaugural Sessions

- 82nd - 87th Editions (228 Indian Diaspora visitors from 20 countries)

Diplomatic Training at SSIFS in FY 2025-26 for our Partners from Abroad

"15 Programs | 529 Diplomats | 118 Countries"

Thematic Programs

- Apr 28-May 3: IORA Member Countries
- May 19-30: 72nd Professional Course for Foreign Diplomats
- Sep 8-19: 3rd Global South Young Diplomats Forum
- Nov 17-22: 2nd Special Program for BIMSTEC Countries
- Jan 12-30: 6th Disarmament & International Security Affairs Fellowship Program
- Feb 16-27: 4th Global South Young Diplomats Forum

Bilateral Programs

- Jun 9-18: Iraq
- Oct 8-17: Egypt
- Jan 19-21: Uzbekistan
- Feb 2-7: South Sudan

Regional Programs

- Jul 16-25: Central & West Africa
- Aug 4-13: North & East Africa
- Oct 29-Nov 7: Central & South America, and Caribbean Islands
- Dec 8-13: Mauritius, Seychelles, & IORA Secretariat
- Mar 9-18: Cambodia & Timor Leste

15 Programs - 529 Diplomats - 116 Countries & 2 Secretariats

The Combined Special Course for Diplomats from Cambodia & Timor Leste was held at SSIFS on 9-18 March 2026



FROM DEAN'S DESK

Dear Readers, Dear Friends,

As we complete the Financial Year 2025-26 today, we analysed the programs that we conducted at SSIFS during the whole FY and we are happy to share the accomplishment of the best-ever FY performance by the institute, with close to 3000 participants benefitting from about 60 diverse programs. These included 529 foreign diplomats from 116 countries.



Our engagement with partners from abroad continues to grow as we increase the quality and diversity in our programs. I received two visitors during the month who came to explore new ideas for strengthening our capacity building cooperation - one from Cuba and the other from Tanzania. Further details are in the newsletter. We have four new partnership MoUs in the making, which would further add to the already strong number of 108 existing MoUs and we added two new knowledge partners this month within India.

In March 2026, we did a Special Program for 19 diplomats from Cambodia and 11 from Timor-Leste. The program was created with many experiential learning opportunities, including visits to institutions and heritage sites. The program's valedictory session was attended by my counterpart from the Diplomatic Academy of Cambodia, as well as the Secretary of State of the Ministry of Foreign Affairs of Cambodia. They spend time with our team to understand our new initiatives and innovative pedagogical model for using it back home.

We had two special visiting delegations at SSIFS in March. First were the 30 students from the B.A. Diplomacy & Foreign Policy (2025 Batch) of O.P. Jindal Global University, who visited the Institute along with Amb. Sanjay Bhattacharya. This is part of expanding knowledge partnerships of SSIFS with the "whole of nation approach to capacity building". Second was the 30-member delegation from the Ceylon Chambers of Commerce, who were undergoing a Capacity Building Program at IIFT, Delhi. These kinds of initiatives create synergy between the Central Civil Services Training Institutions, sharing expertise and adding value. Phase I of Induction Training of three months for Officer Trainees of the 2025 batch ended on 10 March, after which they started their three-month-long on-job training with the Ministry of External Affairs. In this newsletter we have included glimpses of work done by the IFS OTs in Phase I, creating ideas for policy makers.

Next month, SSIFS will host three important programs - one, the MCTP-I for 2014-15 batches of Indian Foreign Service officers; two, the Special Program for ASEAN Diplomats; and three, the Special Functional Competencies Training Program for Officers from the African Union Commission. One can see that SSIFS is continuously diversifying both its reach and its content. As we begin the new Financial Year from April with the aim to make it yet again the best year ever, the SSIFS Family extends best wishes to the readers of this newsletter!

A handwritten signature in blue ink, appearing to read 'Raj Kumar Srivastava'.

Raj Kumar Srivastava
New Delhi
31 March 2026

Training Program for Foreign Diplomats

2nd Combined Special Course for Diplomats from Cambodia & Timor-Leste (09-18 March 2026)

A Combined Special Course for Diplomats from Cambodia and Timor-Leste was conducted at the Sushma Swaraj Institute of Foreign Service from 09-18 March 2026. 19 diplomats from Cambodia and 11 from Timor-Leste participated in the 10-day-long special course. Dean (SSIFS), Amb. Raj Kumar Srivastava inaugurated the Course. In his inaugural remarks, he spoke about India's growing engagement with South-East Asia and outlined the Guiding Principles of the Indian Foreign Policy and the 4Ps of 'Diplomacy'(People, Planet, Prosperity, Peace), Theories of International Relations, & relevance of Kautilyan philosophy in contemporary times. Dean SSIFS hosted the participants, along with the Ambassador of Cambodia & Embassy Representative of Timor-Leste, for a welcome dinner.



Knowledge Sessions and Institutional Visits

The ten day program consisted of 22 Knowledge Sessions aimed to equip participants with knowledge and perspectives on topical international and regional issues and new trends in various aspects of diplomacy - political, digital & AI, Economic, Environmental, and Cultural & Public Diplomacy. Speakers for this program included experts from government organizations, prominent think tanks, and serving officers from MEA. the visiting diplomats from undertook a visit to the All India Institute of Ayurveda where they were received by AIIA Director Prof. (Vd) P K Prajapati. The visit provided a comprehensive overview of Ayurveda, the traditional healing system, including its holistic approach to health, emphasis on preventive care, and its development through research and scientific studies. Through insightful interactions and visit to clinical facilities , the participants gained understanding of Ayurveda's integration in public health system.

The participants also visited the Abubhuti Kendra, a state-of-the-art centre at Bharat Mandapam. Through digital installations, data visualisation, and narrative storytelling, the Anubhuti Kendra provided the delegates with a comprehensive understanding of mega infrastructure projects and were briefed about Prime Minister's Gati Shakti National Master Plan for Multi-Model Connectivity and the broader vision driving India's economic development. Glimpses from Knowledge Sessions and Institutional visits are provided on next page.

Knowledge Sessions



2nd Combined Special Course for Diplomats from Cambodia & Timor-Leste (09-18 March 2026)

Cultural Diplomacy Day for the participants from Cambodia & Timor Leste

The 'cultural diplomacy' day included a session on 'Intangible Cultural Heritage & its preservation' and another session on 'cultural diplomacy for Global South'. The knowledge sessions emphasized the multifarious initiatives undertaken by India to preserve its intangible cultural heritage and to strengthen its cultural relations with countries across the world, specially with the Global South. The knowledge sessions were followed by a lecture-demonstration (in collaboration with ICCR) on Seraikela Chhau dance, a traditional dance from eastern India which is now added to UNESCO's list of Intangible Cultural Heritage of Humanity. The group of performers was led by Dr Sapan Kumar Acharya, a renowned artist of this dance who has contributed significantly to the development of Chhau. He explained the major styles of Chhau, its historical continuity and presented some compositions that he has choreographed. The participants were enthralled by the performance and recollected linkages between Indian classical dances with their own cultures.



Special Session on Yoga

A dedicated yoga session was conducted for the participants by a certified yoga instructor. The session provided insights into the physical and psychological benefits of yoga, with guided practice of specific postures designed to enhance flexibility, build strength, and foster mental equilibrium. Engaging deeply with the practice, the participants conveyed their intention to incorporate yoga into their daily routines as a means of promoting holistic well-being and sustaining personal resilience.



2nd Combined Special Course for Diplomats from Cambodia & Timor-Leste (09-18 March 2026)

Understanding India through visits to places of cultural & historical significance

The delegation attended a specially curated exhibition in Lord Buddha - Piprahwa exposition of sacred relics, “The Light and the Lotus: Relics of the Awakened One” inaugurated by the Hon’ble Prime Minister of India. The exhibition showcases the sacred 127-year-old Piprahwa relics of Lord Buddha and is housed at the Rai Pithora Cultural Complex in Lado Sarai. It presented repatriated bone fragments and accompanying jewels, thoughtfully reunited with related artefacts from the National Museum and the Indian Museum. This visit offered a unique opportunity to the diplomats, many of whom followed Buddhism, to broaden understanding of shared civilisational heritage and enduring spiritual traditions. In addition to this, the participants visited the Pradhanmantri Sangrahalaya, a public museum showcasing the contributions of India’s Prime Ministers since independence. The delegation was highly impressed by the museum’s innovative and immersive experiential displays.



Final day of the programme: Valedictory and Feedback

The Valedictory Ceremony was conducted in the presence of Cambodian delegation comprising of Dr. Khy Sovanratana, Secretary of State of the Ministry of Foreign Affairs and International Cooperation; Mr. Cheuy Vichet, President of National Institute of Diplomacy and International Relations (NIDIR) and Ambassadors of Cambodia & Timor Leste. Dean (SSIFS) summed up the holistic outcomes of the training programme for the audience and assured both the countries of continued cooperation between India and ASEAN. Dean SSIFS conferred valedictory certificates to the diplomats from Cambodia & Timor Leste for successfully completing their training at the Institute and wished them success in future assignments.



Induction Training Program of IFS OTs of 2025 batch

Army Attachment of IFS OTs as captured by Camera
(02-08 March 2026)



Table Top Exercise on Strategic Analysis and Critical Thinking curated by Amb Pankaj Saran and NATSRAT Team

NATSRAT, conducted a two-day Table Top Exercise (TTX) on 9–10 March 2026, to provide IFS Officer Trainees (OTs) of 2025 batch, an experiential learning opportunity in strategic analysis, critical thinking, and diplomatic decision-making through crisis simulation. Curated under the guidance of Amb Pankaj Saran and mentored by Amb Gaddam Dharmendra and Amb TCA Raghavan, the exercise integrated theoretical frameworks with immersive role-play for OTs and reinforced SSIFS' emphasis on experiential and practice-oriented learning.

The TTX followed a multi-layered simulation model involving the division of the OTs cohort into groups engaging in distinct strategic scenarios. Each simulation progressed through three iterative rounds—baseline articulation, triggered escalation, and strategic response—allowing participants to continuously recalibrate their positions in response to evolving developments.

The scenarios were designed to reflect complex, high-stakes geopolitical environments, requiring OTs to navigate competing priorities such as national security, economic stability, international law, and multilateral engagement. Across rounds, the simulations evolved in intensity, introducing layered challenges including escalation risks, information asymmetries, and institutional constraints.

Participants were required to:

- Formulate coherent national positions grounded in strategic interests
- Engage in persuasive diplomatic communication and signalling
- Respond to emerging crises through calibrated policy options
- Balance unilateral actions with multilateral diplomacy & normative frameworks

The iterative design ensured that initial positions were stress-tested through successive developments, encouraging adaptive thinking and strategic foresight.

The TTX exercise exemplified SSIFS' pedagogical approach of applied diplomacy through simulation, enabling Officer Trainees to internalise key competencies:

- Decision-making under uncertainty and time pressure
- Negotiation, persuasion, and consensus-building
- Understanding of escalation dynamics and crisis management frameworks
- Integration of political, economic, and security considerations in policy responses



Defence & Security Module of Phase I of IFS OTs' Induction Training

Program focussed on pathways to our journey towards Sashakt Bharat

IFS Officer Trainees of 2025 batch in Phase I of their training spent four weeks on Defence & Security Diplomacy. The final assignment was on their ideas for a Sashakt Bharat - a Strong India based on their learnings of the month. One of the creative submissions we received was by Murugesan D, in which he shared Kautilyan perspective with excellent infographics.

SASHAKT BHARAT: A Modern Treatise by Chanakya

Integrating Hard Power, Defence Diplomacy, and Experiential Statecraft for a Secure Republic

“The stability of a nation rests upon the strength of its arms, the wisdom of its counsel, the unity of its people, and the foresight of its leaders.”
— Chanakya



Pillar I: Bodh Shakti (The Power of Awareness)

Security begins long before the first shot is fired. The new wars are fought in digital shadows.

Notes from the Field

Observations from the Langate surveillance room: The doctrine of 'bleed India with 1000 cuts' has morphed into 'bleed India with 1000 tweets'.

Strategic Imperatives:

The need to counter deepfakes (as seen during Op Sindoor) and the establishment of dedicated Strategic Communications Units.



Pillar III: Vigyan Shakti (The Power of Innovation)

“He who wields another's sword is a servant in his own land.”



Success Metrics

- FY 24-25 domestic production hit a record \$18 Billion (174% rise since 2014).
- Defence exports crossed \$2.8 Billion.
- Successes: Tejas Mk1A, Vikrant, and BrahMos.



Critical Vulnerability

The failed Kaveri jet engine program. India's frontline Tejas flies on American GE-404 engines, leaving self-reliance in combat aviation structurally incomplete.

The Panchashakti Sutra: Five Pillars of Power



Pillar II: Raksha Shakti (The Power of Defence)

Indian Army

- 1.4M personnel
- 50,000+ redeployed to LAC

Note: Rapid border infrastructure acceleration post-Galwan.

Indian Navy

- INS Vikrant operational
- Arihant/Arighaat SSBNs active

Note: Commissioning 1 warship every 40 days.

Indian Air Force (Critical Alert Status)

- 29 of 42 mandated combat squadrons active
- Lowest since 1965

Note: MRFA tender delayed. Su-30MKI remains the backbone.

Strategic Stance: Overwhelming conventional superiority over Pakistan (Op Sindoor) vs. structural gaps against China.

Pillar IV: Varta Shakti (The Power of Diplomacy)

Influence is the art of shaping without touching. Defence diplomacy has evolved from ceremonial postings to strategic influence.

Strategic Vectors

- Transitioning to a "Net Security Provider" in the Indo-Pacific.
- Leveraging enabling agreements (LEMOA, COMCASA).
- Multilateral balancing through QUAD, SCO, and ASEAN.

Diplomat's Mandate

Modern diplomats must master cartography, military tech, and export negotiations (e.g., Akash/BrahMos systems).



Pillar V: Jan Shakti (The Power of the People)

A strong republic rests on the shoulders of a prepared populace. A civilian's belief can often shield more than a bulletproof vest.



Experiential Evidence (Kashmir Notes)

- The visceral realization of the human cost when donning a bulletproof jacket at a Choubey forward post.
- Witnessing 'development-centric security' at the Mohit Sharma Army Goodwill School in Kupwara.
- Initiatives like Radio Chinar, Sadbhavana, and Super 50 actively countering radicalization and building grassroots trust.

Conclusion: The Path to Viksit & Sashakt Bharat

To be truly Sashakt, Bharat must anticipate, adapt, and act with civilizational confidence. It requires sustained procurement reform, double-digit budget growth, and technological sovereignty.

“A truly Sashakt Bharat will not conquer the world—it will stabilize it.”



In the happiness of the people lies the happiness of the king; in their welfare, his welfare.
— Kautilya, Arthashastra

States Attachment in January 2026 - Creative writing Assignment

IFS Officer Trainees of 2025 batch in Phase I of their training spent a week in different states in order to understand their expectations from Indian Diplomacy especially in the areas of Traditions, Trade, Technology, Tourism, and Talent - 5 Ts promotion abroad. A creative writing assignment was given to OTs, one excellent submission was by Gee Gee on Tamilnadu.



With a sense of wonder and purpose, I embarked on a treasure hunt across Tamil Nadu, guided by six enigmatic clues inspired by Thirukkural XVI. From concrete roads to sandy shores, the journey sparked rich reflections on diplomacy and statecraft—on how the Centre and states engage today, how they could evolve, and how they ought to work in true synergy for realising the fruits of diplomacy.

CLUE 1 "Karka" - to learn

The aim of the treasure is to attain fitness at 5 levels.

1. **Professional Fitness:** I learned that diplomatic proactiveness can yield multidimensional dividends. Tamil Nadu's success in engaging Taiwan, notably attributed to the efforts of **Vijay Gokulakrishnan**, illustrates how timely strategic facilitation matters. Leveraging cultural affinities—such as Tamil Nadu's **K-Pop** enthusiasm and Korea's admiration for **Rajinikanth**—alongside proposals like **Universal Studios** in Tamil Nadu, further highlights diplomacy's role in boosting tourism and soft power.
2. **Intellectual Fitness:** Developing deep domain expertise is indispensable for a contemporary diplomat. Knowledge in critical sectors such as semiconductors, wellness and medical tourism, cultural specificities, diaspora institutions like the **Non-Resident Tamilis Board** together form the bedrock of intellectual preparedness.
3. **Spiritual Fitness:** Tamil Nadu's spiritual landscape—**Mamallapuram**, the temple city of Madurai, Rameshwaram, Varanankudi, and Nagapattinam—offers more than architectural splendor. These sacred spaces foster spiritual unity, introspection, and a deeper realization of self, elevating the state's global cultural standing.
4. **Physical Fitness:** Long walks through Secretariat corridors and the shores of Mahabalipuram culminated in the grandeur of the world's largest symmetrical corridor at Rameshwaram. Initiatives such as **Kaalai Unavu Thittam**, **Anna Cycle Race**, and **MIMS** actively promote physical fitness from school levels.
5. **Financial Fitness:** Tamil Nadu's dedicated **MSME Department**—contributing **26% to GDP** against the national average of 26%—focuses on Mentorship, Money, and Marketing to advance its \$1 trillion economy vision. Nearly **60% women's participation** in economic activity significantly strengthens the state's GDP.

CLUE 2 "Kasabara"-without errors

Myths and prejudices about paradiplomacy that get debunked in our state visit

1. **Diplomacy's scope is limited:** This was decisively dispelled through our interaction with the MOI Guidance Cell. He commended our seniors for enabling Taiwanese investments in the state by following precise, timely intelligence.
2. **States are dormant actors:** In a globalised order, every tier of governance now shapes international engagement. States have emerged as proactive agents of commerce and economic diplomacy, as evidenced by platforms such as *Vibrant Gujarat* and *Thalim*.
3. **All over the world, it is the same:** From Sir Paul's assertive city diplomacy to Bavaria and Baden-Württemberg's structural paradigm, sub-national entities actively court global capital. Learning of Tamil Nadu's commercial engagement proposals with Bavaria was particularly striking.
4. **Focus only on investments:** Institutions like Tamil Nadu's NIFT Board advance India's *Disrupters Connect* vision, while sister-city partnerships from Chennai-Ulsan to Tiruppur-Moscow reshape urban cooperation.
5. **Refugee management is the Union's forte:** Our visit to the Sri Lankan Refugee Camp revisited stark fiscal constraints, new security challenges, underscoring the indispensable role of states in humanitarian governance.

CLUE 3 "Karpavai"- lessons learnt

Framed within the 4Ts—Trade, Talent, Technology, and Tourism and anchored by a fifth T, Tamil Nadu, my engagement with the state yielded a rich tapestry of reflections and aspirations, presented here as a personal manifesto of a diplomat in the making.

Trade 	I am driven to amplify our and any state's international footprint. Chemical and Superumbudur host Taiwanese giants such as Wistron, Pegatron and Foxconn, reflecting global supply-chain integration. I am committed to facilitating structured state trade missions, state-specific commercial deals abroad, and deeper engagement with markets in Europe, ASIAN, and Latin America to unlock new export corridors.
Talent 	In Talent, the state supplies skilled professionals globally and hosts GCCs of Pfizer, AstraZeneca, Standard Chartered. By nurturing diasporan investment platforms and global sibling partnerships, I aim to make TN and other states a preferred destination for international talent and investment alike.
Technology 	In Technology, Tamil Nadu's ecosystem—anchored by TIGER Park, the IT Madras Research Park and emerging deep-tech hubs—has catalyzed global R&D. With Foxconn's over \$5,000-core investment and growing semiconductor interest, I aim to advance international research collaborations, attract global chip-design firms, and strengthen innovation

	Images with policy think tanks worldwide.
Tourism 	In Tourism, Tamil Nadu's UNESCO heritage, temple circuits, and coastal corridors have growing global appeal. Agro-tourism is emerging. Participating in forums such as ITB Asia and MOTAF with foreign tourism boards demonstrate momentum. I will work to expand cultural tourism partnerships with operators in France, Korea, and the UK and promote handicrafts and performing arts. (<i>Kaigaur Kalavaiyathram for artists</i>)

CLUE 4 "Kattra pin"- after learning

A set of geographical clues.



CLUE 5 "Nirka" = abide by

Through the Profit, People, Planet, Prosperity lens of India's Aspirational District Programme, we visited Tamil Nadu's *Ramanathapuram*, gaining firsthand insights into development challenges and initiatives at the district level.

Profit	People	Planet	Prosperity
I believe diplomacy can channel global investments and export currents. Coastal commerce can flourish like tides, inspired by Portugal's Algarve, where sustainable seafood and tourism waves lifted livelihoods.	Communities are the compass of progress. Learning from Japan's regional JET initiatives, I can steer youth engagement, skill building, and educational enrichment in	Nature is the anchor. Costa Rica's mangrove guardianship shows how ecosystem stewardship safeguards livelihoods. I aim to anchor climate resilient, eco-conscious practices.	Growth is the lighthouse guiding collective aspiration. By weaving global best practices into Tamil Nadu's initiatives, I can help illuminate pathways to inclusive, sustainable, and enduring success for Ramenashwari and other aspirational districts.

CLUE 6 "Adharku thaga" = live by lessons

The poem below summarises my resolve to **reform-perform-transform**.



DISCOVERING THE TREASURE

As I pieced together the final clue, the treasure revealed itself not as an external reward, but as **my own evolving self**—ready to contribute to the larger vision of **Viksit Bharat 2047**. This journey shaped me as a diplomat in the making, transforming observation into purpose. The wisdom of Thirukkural 391 guides my resolve:

"Karka kasadara karpavai katrapin
nirka adharkuth thega"

I commit to learning without error and living by those lessons. In the unfolding **Amrit Kaal**, I recognise that partnering with states is indispensable. Greater participation will lead to greater productivity—and together, to a **greater tomorrow**. (116 words)



Analysing Digital Presence of Various Indian and Foreign Missions and Recommending Ways to Improve Digital Outreach

IFS Officer Trainees of 2025 batch in Phase I of their training spent two weeks on two separate assignments connected with digital presence and outreach of Indian Missions and Posts abroad as well as some of the foreign Missions in New Delhi. They were given broad parameters and rubric for this assignment in which they worked both individually as well as in groups . One of the top submissions we received was by Jacob J Puthenveetil. The recommendations part of that report are presented below for our readers.

STRATEGIC RECOMMENDATIONS FOR INDIAN MISSIONS

IMMEDIATE 0-3 Months	SHORT-TERM 3-6 Months	MEDIUM-TERM 6-12 Months	LONG-TERM 12-18 Months
Build Branding Crisis Triage	Chief-Consular Initiatives Influencers	Blockchain Global South	COOP/PSR Integration

01

AMBASSADOR MICRO-BRANDING MODEL

IMMEDIATE 0-3 Months

STRATEGIC DEPOSIT
Min and 3 following geo-political priorities
institutional stream, foreign business and economic profile, Indian Mission field India's multi globalisation goals — building nation's algorithmic reputation and use potential product with host nation public

EXECUTION ARCHITECTURE

- Mandate creation and active creation of personal handles for ALL Ambassadors/High Commissioners.
- SDP to implement a 2-day "Digital Persona Protocol" as induction — covering personal brand architecture, content calendar (3x weekly), cultural immersion formats, and a crisis communication style guide.
- SDP to provide a glossary/photography support (budget: ₹. 1L/mission/year) and quarterly content audits.
- Benchmark: The "Garcia Model" — Ambassador Garcia's first-year India premiere 10k, the engagement of the official Embassy handle, Ambassador Xia Fuyang's 111k following demonstrates this principle in the present cohort.

DEPLOMATIC ROI

Estimated 200-400% organic reach increase within 12 months. Improves institutional algorithmic suppression. Builds high-stake potential goodwill with host nation public.

02

"DIPLOMACY AS A SERVICE" (DaaS) CONSULAR ARCHITECTURE

SHORT TERM 3-6 Months

STRATEGIC DEPOSIT
Mission sets threshold of host nation's economic, social, political, and cultural priorities, and digital channel are operational as core PR philosophy that uses as public utility.

EXECUTION ARCHITECTURE

- SDP mandates a "DaaS Protocol" where every Mission must produce and pin 3 high-quality YouTube/Instagram explainer (1) 4-5 min video, (2) 10-15 min video, (3) 1 min in India feed, (4) Indian-Care Protocol, (5) Tech-Diplomacy Primer.
- SDP to provide a standardised production template, minimum quality open, and a pre-approved script library.
- Benchmark: US Embassy India's 164k YouTube subscriber base for consular materials.

DEPLOMATIC ROI

Transforms the Mission's digital footprint into a highly watchable public utility. Reduces routine consular email loads by an estimated 30-40%. YouTube materials generate views for years post-publication which is a compounding return on a one-time production investment.

03

CENTRALISED AI VERNACULAR CONTENT ENGINE (BHASKARA DOKU)

IMMEDIATE 0-3 Months

STRATEGIC DEPOSIT
Indian mission in Africa, LATAM, and the Middle East geo-political priorities in English are accelerating the host nation's digital

EXECUTION ARCHITECTURE

- Deploy a centralised AI mission + localised graphic-design tool in MEA HQ (renders OpenAI API).
- Mission feed approved English content the platform creates culturally-relevant, platform-optimised posts in Hindi, Arabic, Spanish, French, and Bahasa Indonesia.
- Mandatory HQ human review layer for policy content.

DEPLOMATIC ROI

Within 18 months, Indian Missions in 30+ non-Anglophone nations will have daily localised content for the first time. Estimated follower penetration increase: 3-5x in target markets.

04

ALGORITHMIC RECKONING & SOVEREIGN CRISIS TRACE

IMMEDIATE 0-3 Months

STRATEGIC DEPOSIT
The US Embassy's premiere 11:48 PM Friday campaign demonstrates the alternative.

EXECUTION ARCHITECTURE

- SDP to establish a "Digital-Quick Reaction Team" (3-5 officers, Pre-approved "Tribal vs. Fast" video-template library for 15 emerging crisis scenarios.
- Mandatory 4-hour response protocol from crisis identification to live video post.
- Deploy Official WhatsApp/Telegram broadcast channels for Indian Missions in volatile high-danger zones (Middle East, Eastern Europe) — monitoring @OperationGanga architecture.

DEPLOMATIC ROI

Measurable reduction in hostile media narratives, parliamentary questions, and public anger during sensitive times.

05

NEW ECONOMIC STATISTICAL VIA LINKEDIN TARGETING

SHORT TERM 3-6 Months

STRATEGIC DEPOSIT
SDP to provide a geo-political opening (Initiative to share CPO, CPO, and supply-chain strategies with investment decisions. Indian mission currently display strongly in LinkedIn settings. Focus on LinkedIn to reach 100 social media users as 100 people

EXECUTION ARCHITECTURE

- Mandate Heads of Mission to allocate 30% of content bandwidth to LinkedIn.
- Deploy a Mission-specific "FDR Target List" containing: 50 host nation corporate leaders, 10 university deans, 1 Chamber of Commerce contacts to be actively tagged in posts promoting #MakeInIndia, PLI schemes, UPI adoption, and sector-specific investment opportunities.
- LinkedIn strategy module in the SDP's curriculum and an SDP content per mission "FDR Target Contact List."

DEPLOMATIC ROI

Measurable increase in host nation's corporate, academic, and media coverage of Indian investment opportunities within 12 months.

06

ASYMMETRIC NETWORK DIPLOMACY — INFLUENCER & DIASPORA TAGGING

SHORT TERM 3-6 Months

STRATEGIC DEPOSIT
Indian mission uses "Meeting held" strategy that makes public meeting following. Focus strategy to Indian, third world, politicians, and university networks — meeting with regional unity into an export amplifies.

EXECUTION ARCHITECTURE

- Partner with local host nation travel/foodtech bloggers for Embassy event coverage. Budget: ₹. 10-20 Lakhs/year for 4-6 influencer collaborations.
- Map and tag prominent Indian-origin professionals, students, and academics in host countries — converting diaspora members into organic diplomatic brand ambassadors.
- Indian embassy in France is a successful model to emulate in it — transmits the meetings held paradigm to creating a cultural symphony of embassy culture that promotes Bharat.

DEPLOMATIC ROI

Organic influence reach vastly exceeds institutional broadcast. Diaspora tagging creates compounding network effects at zero additional cost.

07

STANDARDISED "GLOBAL SOUTH" VISUAL ARCHITECTURE

IMMEDIATE 0-3 Months

STRATEGIC DEPOSIT
India's "Vishva Bharat 2025" mission's identity strategy would become a powerful global digital channel — the Indian Mission field the complete, budget, and content materials in digital is available.

EXECUTION ARCHITECTURE

- Standardise a visual template across all Indian Missions in Africa, Latin America, and Southeast Asia highlighting "Developmental Partnership" multi-values of trade, hospital constructions, digital infrastructure transfer.
- Deploy under a unified heading (#IndiaGlobalSouth or #IndiaForAll) positioning India as a credible, non-competitive development partner.
- Partner with Bollywood, pop, cinema, and cricket brands for "India Cultural Rush" — analogous to South Korea's Hallyu (K-wave) model.

DEPLOMATIC ROI

Positions India as a credible, non-competitive development partner in Chinese infrastructure narratives. Creates compounding global brand recognition.

08

DOPE INTEGRATION INFO AAR — EPI EMASORATED

LONG TERM 12-18 Months

STRATEGIC DEPOSIT
Currently, Mission uses "Tribal Jitters" in SDP — a unity metric easily inflated. There is no institutional accountability mechanism for digital performance quality. The content system reward with user engagement.

EXECUTION ARCHITECTURE

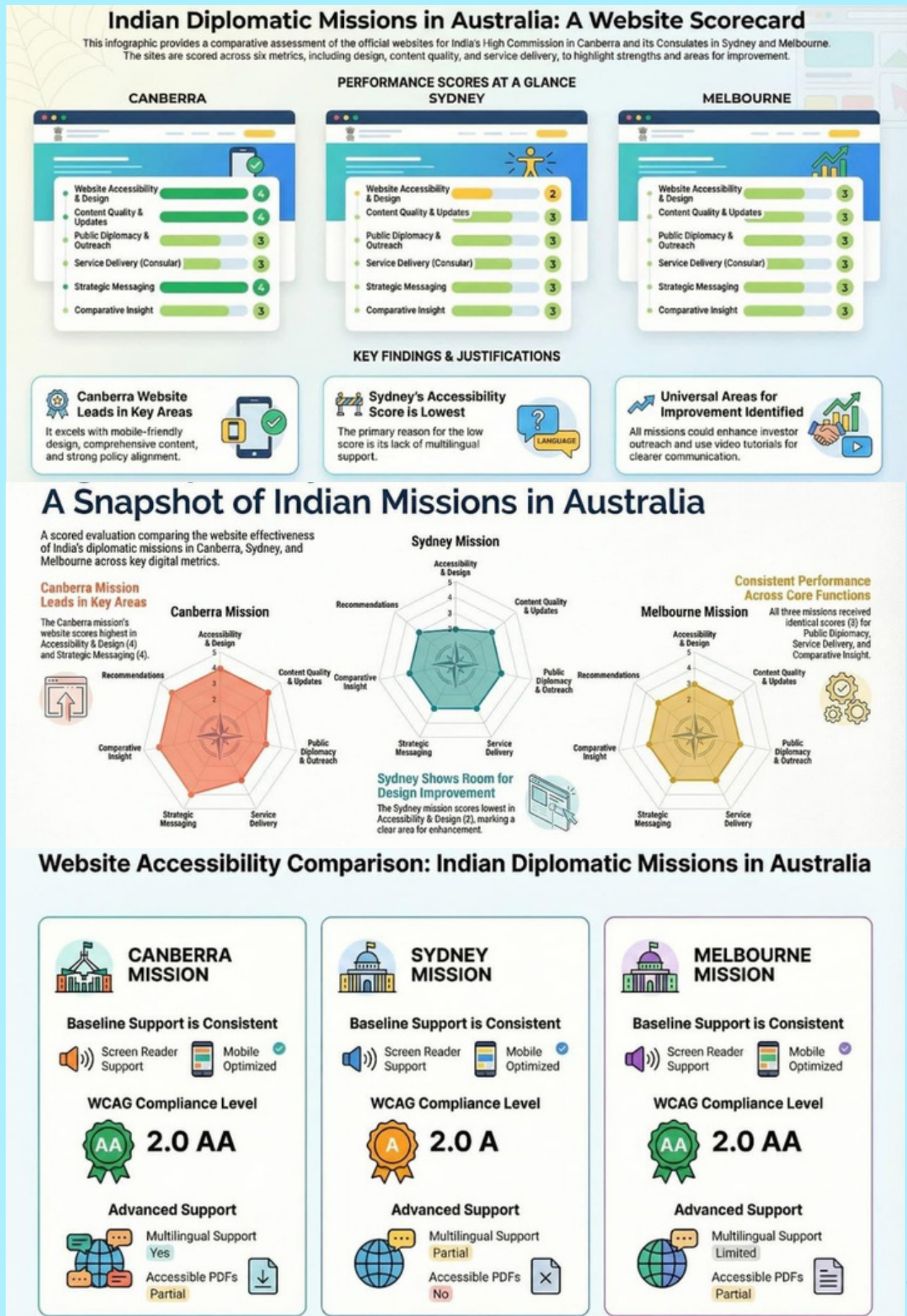
- SDP to implement a centralised software dashboard-ranking Missions by: Engagement Efficiency (interactions per 1,000 followers), Narrative Penetration (frequency of local media embedding Mission content), and DOPE composite score.
- The digital performance scores in Annual Performance Appraisal (APAs) to create institutional accountability.
- Quarterly DOPE league tables to be shared across all Missions to create competitive motivation.
- Replaces follower-count reporting with standardised DOPE-based metrics.

DEPLOMATIC ROI

Creates institutional accountability for digital performance. Competitive league tables drive organic improvements. Aligns digital KPIs with diplomatic career progression.

Analysing Digital Presence of Various Indian and Foreign Missions and Recommending Ways to Improve Digital Outreach

Another excellent report by Sai Teja focussed on specific missions. His infographics on digital presence and outreach of our missions and posts in Australia are impressive in capturing the essence in creative manner.



Deputy Foreign Minister of Tanzania visited SSIFS on 9 March

Dean (SSIFS) welcomed the Deputy Foreign Minister of Tanzania, Dr Ngwaru Jumanne Maghembe & his team along with the Tanzanian High Commissioner, Amb Anisa Kapufi Mbega at SSIFS on 09 March, 2026. In his interaction with the visiting delegation, Dean(SSIFS) gave a brief overview of the Institute & the training programs held at SSIFS. Discussions were also held on a range of issues including possibilities of future collaborations & conduct of a specialized, bilateral training program for mid-career diplomats from Tanzania at SSIFS.



The Director of CIPI, Cuba, visited SSIFS on 11 March

Productive discussions held at SSIFS between Dean and Amb. José Ramón Cabañas Rodríguez, Director of CIPI, and Amb. of Cuba Mr Juan Carlos Marsán Aguilera on deepening India-Cuba cooperation. The meeting explored the signing of an MoU between SSIFS and Cuba's Institute of Foreign Affairs to strengthen diplomatic training, knowledge exchange, and institutional collaboration.



Secretary of State of the Ministry of Foreign Affairs of Cambodia along with President of NIDIR visited SSIFS

Dean(SSIFS) received on 20 March, a high level Cambodian delegation comprising of Dr. Khy Sovanratana, Secretary of State of the Ministry of Foreign Affairs and International Cooperation; Mr. Cheuy Vichet, President of National Institute of Diplomacy and International Relations (NIDIR) and Mr. Chheun Sokla, Director of Public Relations Department. The meeting was about sharing the best practices of SSIFS & also explored opportunities for future collaboration between the two nations in diplomatic capacity building. Cambodia has plans to employ 50 diplomats annually for next three years and in that context partnership of SSIFS was discussed for their training with experts from SSIFS.



SSIFS hosted 30 member delegation from Ceylon Chamber of Commerce

SSIFS conducted an orientation programme for 30 member delegation from the Ceylon Chambers of Commerce who were undergoing Capacity Building Program at IIFT, Delhi. Dean(SSIFS) made a presentation in which he gave an overview of SSIFS, its competency based course content & the use of digital tools for learning & knowledge sharing. He touched upon the theories of International Relations, continued relevance & importance of Kautilyan philosophy, the guiding principles of India's Foreign Policy, India's Human Centric Governance Model along with its emphasis on 4Ts(Trade, Technology, Tourism, Talent), success of India Stack & Digital Public Infrastructure, importance of Yoga & explained various global initiatives of Govt of India (ISA, CDRI, IBCA, GBA).



SSIFS hosted 30 Students from Jindal Global University on 16 March

Dean (SSIFS) had an interactive session with 30 students from the B.A. Diplomacy & Foreign Policy (2025 Batch) of O.P. Jindal Global University, who visited the Institute along with Amb. Sanjay Bhattacharya. This is part of expanding knowledge partnerships of SSIFS with the “whole of nation approach to capacity building”. He introduced the students to various facets of diplomacy, highlighting the importance of experiential learning and empathy in the Indian foreign policy. Students interacted with many relevant thematic queries connected to diplomatic practice and leadership.





Ministry of External Affairs

Government of India



Special Course for Diplomats from ASEAN Countries (20-25 April 2026)



"The 21st Century is the Asian Century; a century for India and ASEAN countries."

PM Narendra Modi's remarks at ASEAN-India Summit 2024, Vientiane

From sharing geography, values and deep historical ties, India and ASEAN are companions in the Global South. They are not only commercial partners but also cultural partners. India-ASEAN Comprehensive Strategic Partnership has continued to make steady progress towards building a robust foundation for global stability and development. With a focus on the ASEAN Community Vision 2045 and India's goal of Viksit Bharat 2047, this fellowship programme aims at equipping participants with experiential learning on contemporary global issues.

As ASEAN is a cornerstone of India's Act East Policy, New Delhi consistently works to strengthen well-being and prosperity in the region. 2026 has been designated the 'ASEAN-India Year of Maritime Cooperation.' Cultural similarities and cooperation in trade and security across land and maritime zones further reinforce the objectives of regional cooperation.

As India continues to step up its engagement with ASEAN countries, the Sushma Swaraj Institute of Foreign Service (SSIFS), the capacity-building institution of the Ministry of External Affairs, will conduct this Special Course for Diplomats from ASEAN countries.

16 Thematic & Experiential learning Sessions in Diverse Domains of Diplomacy

Visits to 5 Centres of Excellence & Cultural Sites

Visits to Heritage sites in Delhi to understand civilisational linkages



About Sushma Swaraj Institute of Foreign Service

The Sushma Swaraj Institute of Foreign Service (SSIFS) was established in 1986 by the Government of India primarily to cater to the professional training needs of the Indian Foreign Service and the Ministry of External Affairs. SSIFS has diversified its activities to include courses for foreign diplomats in its efforts to build bridges of friendship and cooperation with countries around the world and courses of interest to staff and officers at all levels of the Ministry of External Affairs as well as other Civil Services.

Within Indian Foreign Service, SSIFS conducts training programs annually at four levels - Induction Training Program of nine months for IFS Officer Trainees at entry level, and Mid Career Training Programs of three weeks duration - MCTP I (for 10-11 years in Service), MCTP II (for 15-16 years in Service), & MCTP III (for 24-25 years in Service).

For Foreign Diplomats, SSIFS conducts every month one specific program which includes three annual flagship programs in the form of - Disarmament & International Security Affairs Fellowship Training program for three weeks, Professional Course for Foreign Diplomats (PCFD) for two weeks, and Global South Young Diplomats Forum (GSYDF) Training Program for two weeks. Other months, SSIFS organises country, region, grouping, or themes-specific training programs of a maximum of two weeks, emanating from 108 MoUs that SSIFS has signed in the past three decades.

SSIFS has an extensive and expanding pool of guest faculty drawn from experts in the fields of domain competencies like International Relations, Diplomacy, Economy, Trade, Tourism, Technology, Governance, Media & Journalism, Defence & Security, Culture & Indian Knowledge System, Yoga & Ayurveda, and Behavioural Competencies like Emotional Intelligence, Purposeful & Collaborative Leadership, Communications & Negotiations Skills and Progressive Learning & Problem Solving Attitude.

SSIFS is headed by the Dean, a senior Foreign Service Officer in the Ministry of External Affairs. The current Dean is Amb. Raj Kumar Srivastava, IFS officer of the 1997 batch. The Institute is located at Baba Gangnath Marg, Old JNU Campus, New Delhi.



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