

Chapter 7

The Russia–Ukraine War and Its Consequences on the Geopolitics of the World: Nation Branding Attempts of India in the 21st Century

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ABSTRACT

The idea of a time being divided into two-time era in the form of B.C. and A.D. has been prevalent based on the life of Jesus Christ. An iconic messiah which had divided the global history into two different precincts. One before the birth of Christ and the other after his demise. Now the global Covid-19 pandemic could also be looked at exactly the same way. One where we could look at the similar way the world that existed before Covid-19 pandemic and the other that is now while we are still in the process and looking for a time period which may be considered as something post-Covid-19. This is why we are going back to the notion of dividing the era into two different times, to understand how the dynamics of geo-politics has changed especially post-Covid. Amidst all of this the Russia-Ukraine war spread out which created a huge impact on world politics. In this scenario of world politics, India has been a key player in the realm of geo-politics. The sudden rise of India has also provided the opportunity to play a role as a mediator in dynamics of Russia-Ukraine conflict.

1.0 INTRODUCTION

The idea of a time being divided into two-time era in the form of B.C. and A.D. had been prevalent based on the life of Jesus Christ. An iconic messiah which had divided the global history into two different precincts. One before the birth of Christ and the other after his demise. Now the global covid19 pandemic could be also exactly looked at the same way. One where we could look at the similar way

DOI: 10.4018/978-1-6684-8521-7.ch007

The Russia-Ukraine War and Its Consequences on World Geopolitics

is world which existed before Covid-19 pandemic and the other which is now while we are still in the process and looking for a time period which may be considered as something post covid19 (Yunling, 2015). This is why we are going back to the notion of dividing the era into two different times as to understand how the dynamics of geo-politics has changed especially post covid. Amidst all of this the Russia-Ukraine war spread out which created a huge impact on world politics. In this scenario of world politics, India has been a key player in the realm of geo-politics. The sudden rise of India has also provided the opportunity for India to play a role as a mediator in the dynamics of Russia-Ukraine conflict. In this regard it must be remembered that Indian prime minister has a very personal rapport with Putin. This was leveraged by India in bringing forth its own prerogative in terms of the national message that it wanted to put out. The messages were basically on protecting its own citizens especially getting the students out from Ukraine where a number of Indian students were studying medicine. In fact, India has constructively worked on its positioning as a nation that believes in the cause of peace. The Prime Minister of India had put out a message saying to Putin “This is not the time for War”

1.1 A Changing World

The covid19 crisis was born in the times of the already crumbling times of the globalisation if not completely shattered¹. There have been times of the way that the world has faced multiple challenges and all the same time. The world wars or the epidemics coupled with economic recessions, social tension have been there spread across the history of the world. However there comes a question on how the world in the times of contrasts where on one hand there is a limit of globalisation being reached and on the other decoupling based on mistrust and suspicions if not unprecedented is definitely a new in the contemporary times. The covid19 is one of those times of breaking barriers and creating new chapters in the world divided between geo-politics of “Global North versus Global South development agenda” and/or the “Socio-economic and cultural clash of the Eastern part of the world against the West”. In between all of this there is an important question to be asked that whether the onus of not just leading the world by a sole hegemonic power but a collection of powers in a collective position (Chee, 2015). There is also an extension of this idea as to if the dynamics are being revisited or revision happening in the global quadrant divided globally in the North vs South and the East vs West. It is a challenge which may not be met by the arrogance and the vanity of the west but maybe looking towards a new global order. In this world the idea of a multipolar world is key to the future of geo-politics. It is exactly where the role of India becomes key. In the current scenario of geo-politics, the nature of India has been to put it out that it be seen as a responsible nation. India has made it clear that it wants to be seen as a nation that cares about the world. This includes G-20 summits, holding sports events, medical and cultural conferences. Now if one move back to the Ukraine conflict, in continuation with the soft power and inclusive approach, India has tried to showcase the world importance of dialogue. One of the few countries in the world today that holds a great rapport with the Russians as well as US political establishment in a world full of surprises and contradictions setting up a new tone. The other nations in the world such as France have also asked for help and support from India considering it as a responsible power culminating in a winning scenario for nation branding and image perception of India.

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