



Identification of Nepal's Soft Power

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Abstract

Soft power, according to Nye, is a particular power of attraction to a state based on the appeal of its culture, political values, and foreign policies (Nye Jr. 2004, p. 11, 2008, p. 96). In the changing paradigms of state powers from military strength, economic might, political power, technological competency to soft power endeavors, identification of own soft power is the process of measuring own strength. Hard power measures can be observed from out sides as well but soft power potentialities will not appear easily without systematic attempt to expose them in front of international actors. Hard power measurement is easy and more exact than soft power qualities. There are very limited academic attempts visible in identification of Nepal's soft power. Great soft powers of the world are visible and measurable through soft power indices developed by different think tanks and research agencies. The soft power 30 and Global Soft Power Index are exemplary forums engaged in ranking states in terms of soft powers. Reputation, influence, political values, culture, foreign policies, enterprise, culture, digital, governance, engagements and education are the indicators of soft power. The newly explained taxonomy of soft power includes four subunits of soft power namely resources, instruments, receptions and outcomes. Buddhism is a powerful soft power resource of Nepal. Conflict resolution and peace process model of Nepal is another potential soft power. Culture, engagement in multilateral global and regional forum, natural beauty with the world is highest Mt. Everest, diasporic community of Nepal, social networks, public diplomacy and personal diplomacy are remarkable soft power properties of Nepal. Nonetheless, identification of Nepal's soft power is in very preliminary phase.

Keywords: *soft power, public diplomacy, soft power index, foreign policy, Nepal.*

Introduction

The concepts and forms of power are numerous, and they have been wide-ranging over time. Basically, the forms of power appear in the screen as military strength, economic might, political power, and technological competency. Scholars and stakeholders of international relations have recently also begun to speak of a new category of power, “soft power”, even though this has in fact existed since time immemorial. It is difficult to draw sharp lines between these concepts and forms of power, since they commonly interact and are mutually dependent. However, the concept of “Soft Power” exists separate in the discourse formally after the Harvard Professor Joseph Nye used the term in his book *Bound to Lead* published in 1990. At present, “Soft power” is an iconic word among political scientist, political leaders, policy makers, scholars, academia, researcher and other stakeholders in international relations discourses. Similarly, the concept of soft power has undergone a critical analysis as well by a wide range of academics, journalists, think tanks, politicians, diplomats, and consultancies.

According to Joseph Nye, soft power is a way to influence others to get the outcomes that a country wants. Coercion, or the “stick”, can be used, as can the “carrot” of money, to influence the way others think and behave such that they can be induced to want what a country wants them to want. Carrots and sticks constitute “hard power”, indeed the ability to persuade others without employing these things is “soft power”. Thus, soft power, according to Nye, is a particular power of attraction to a state based on the appeal of its culture, political values, and foreign policies (Nye Jr. 2004, p. 11, 2008, p. 96). Nye distinguishes soft power from hard power in that the former uses this attraction to help states get what they want, whereas the latter uses either carrots or sticks to produce political effects (Nye Jr. 2004, p. x; Keating, V.C., Kaczmarek, K., 2019, p.3). Further Nye elaborates that soft power is a nation’s ability to influence the preferences and behaviors of various actors in the international arena through attraction or persuasion rather than coercion. In this connection Matthew Fraser argued, Hard power threatens; soft power seduces. Hard power dissuades; soft power persuades (Fraser, 2003, p.10) and Joseph Nye, more pointedly, declared, “Hard power is push; soft power is pull.” (Nye, 2013, p.565).

Concerning resources of soft power Nye further specifies that ‘The soft power of a country rests primarily on three resources: its culture (in places where it is attractive

to others), its political values (when it lives up to them at home and abroad), and its foreign policies (when they are seen as legitimate and having moral authority.)' (Nye, 2004, p.11). In this regards, one may assume, any country can identify her potential soft power resources from the lens of culture, political values and foreign policies. However, it is hard to measure and identify soft power of a particular actor as in the case of hard power measures.

In the recent decade, soft power has undergone an 'evaluative turn', evolving from academic discussion to policy implementation and benchmark-setting. The measurement of soft power is fueled by a market demand from nations wishing to gauge the potential and reach of their soft power. However, such measurement is bedevilled by the opacity of the concept. In other words, the measurement cannot be operationalized without answering the key question: What types of values or cultural products are considered attractive, and by whom? (Zhang and Wu 2019, p. 180). Also, which political values and foreign policy behavior deserves attraction and persuasion? Every country, either great power or middle power or small power holds some sort of soft power in their own pace. However, it is difficult to identify and measure the soft power qualities in quantities as of hard power resources. So, here obviously arouse a query what should a soft power evaluator do to assess and improve soft power credentials existed in a particular country or state? The starting point is to use soft power measurement to diagnose a nation's strengths and weaknesses. This in turn helps evaluator as well as governments set priorities to improve global reputation of country and guide policy strategy in terms of national interest and potentials. Thus, identification of country's soft power is a vital undertaking which in fact is true in the case of Nepal as well. In other words, Nepal also requires to identify what soft power exists within her such that she can 'seduce', 'persuade', 'attract' and 'pull' international actors to fulfill her national interest, protect freedom, safeguard sovereignty and obtain outcome what she wants.

Geo-political location of Nepal is prime in Asia. Soft power strategy might pivot for sovereign, independent, prosperous Nepal rather than hard power in maintaining diplomatic ties between two immediate neighbors, India and China as well as in overall international affairs. Nepal's soft powers are cultural heritage and political values to Nepal's foreign policy should be guided in such a way that could

promote her survival and promote national interest in between two giant neighbors. Nepal is a country strategically located, sharing a border with China in the North and India in East, West, and South. Nepal's engagement with China is constrained by the Himalayas in the north and Nepal's interaction with India has been more vibrant because of common religious and cultural ties, age-long friendship, and an open border between the two countries (Bhandari, 2019, p.61). China and India, Nepal's immediate neighbors, labelled as giants of Asia, have both respectively apply soft power as a major foreign policy apparatus to achieve their state agendas and have successfully managed to increase their sway abroad over the years (Karki, S and Dhungana, S. 2020, p.172). So, the concept of soft power in recent decades is not only the concern of western hemisphere but also the live concern and life systems of state affairs in Asia as well as in the border neighbors of Nepal too. Obviously, soft power is hugely concerned to Nepal's life and behavior from power lens. Above all, the identification of Nepal's soft power is a burning and immediate issue in the field of study of international relation and diplomacy of Nepal.

Objective and Methods

Federal Democratic Republic of Nepal, sandwiched by two giant actors of international affairs, on one hand is needing exposure of remarkably adopted soft power resources in its foreign concerns on the other academic assessment and diplomatic practices are scarce to identify in research literature regarding to identification of her soft power. So far as observations of this study are concerned it, appears that, Nepal has adequate soft power practices in her domestic sphere and international arena as well. The birth place of 'pioneer of Peace' Gautam Buddha, the territory of earth's highest peak the Mt. Everest, a forever independent and never colonized country Nepal is enough rich in cultural properties, has established political norms, values and became succeeded to settle internal arm conflict on the foot of her own evolved model and peacefully resolve issues of domestic politics. Further, she has adopted matured and reliable position in foreign policy endeavors through multilateral engagement, regional forums and bilateral ties. However, identification of Nepal's soft power in specific form, pattern and structure is yet to far from diplomacy discourses and academic researches. So, this study intends to identify the soft powers adopted and applied by Nepal in international relations. Further, it intends to explore suggestive measures in

promoting Nepal's soft power compatible to contentious issues. Basically, this paper has adopted an exploratory qualitative design and examines research methods used to investigate linkage between soft power resources, instruments, receptions and outcomes based on primary and secondary sources. Primary sources consist of various treaties, agreements, government documents and reports. Apart from it, various books, articles and online journals have been used as secondary resources for the purpose of study.

Identification of Soft Power

As mentioned in previous paragraph the resources of soft power are culture, political values and foreign policies as described by Joseph Nye in preliminary discourses. During the time of course the concept of soft power has been elaborated in wider phenomena. As described in the website of The Place Brand Observer (TPBO), there are three measures of important and universal indicators of soft power mention as follows (Soni, P. and Thomson, S., 2020):

Familiarity: A hygiene factor – if people know more about your country, its talents, businesses, and resources, then soft power is enhanced.

Reputation: For a nation to be attractive and a role model for others, its overall reputation must be strong and positive.

Influence: A direct measure of the perceived presence and impact that a country has in other countries. It is also a way of assessing whether soft power really plays out globally, or whether some nations' soft power is restricted to certain regions or cultural affiliations.

In addition to this, The Soft Power 30 report (McClory, 2019) issued in 2019 assessed the soft power of countries within the following indices;

Enterprise: This index examined the country's capacity to attract investment, and foster economic connections within its growth policies as soft power means.

Culture: This index emphasized on a nation's traditions, values and ideas to influence the soft power of concerned countries.

Digital: The role of social media and the growing digital interconnectivity assumed as

soft power indicators to rank the sample countries in terms of soft power potentials.

Government: This index highlighted the significance of a liberal model of governance and utilization of this model by concerned country for further positive influence in its relations with other countries.

Engagement: Good diplomatic relations between states and the contribution in multilateral and regional associations are assumed as influential pillar of soft power in the index.

Education: Student exchange programs and scholarships opportunities to foster an exchange of ideas and promote the state values abroad are supposed as soft power credentials.

This Soft Power 30 report was produced based on the study of 60 countries which were ranked in terms of above six parameters. France is ranked in top, United States of America in 5th, Japan in 8th and China in 27th position in the list. This study also has ranked Asian powers separately and kept them respectively in the merit list as; Japan, South Korea, Singapore, Taiwan, Thailand, Malaysia, India, Indonesia and Philippines. The assessment and identification of Nepal's soft power yet to appear in international arena.

Furthermore, there are various observable approach and efforts carried out by research groups and academics to identify, assess and explore the soft power status of countries. In other words, one might observe various sources that states hold in terms of soft power identification. For instance, The Global Soft Power Index report (Brand Finance, 2020) published in 2020 evaluated the soft power of countries within the following indices:

Business and Trade: This index analyzed the country's capacity in terms of economy, business, brands, taxation, trade and investment parameters. Platforms Business, digital networks and technological platforms in business and trade has great value in the report.

Governance: This index explored the country's political dynamism in terms of rule of law, human rights, crime rate, security, constitution, political elite.

International Relations: This index took account in its analysis from the commitment

and practices of concerned country in terms of diplomatic relations, international organizations, conflict resolution, international aid and climate action.

Culture and Heritage: The index emphasized tourism, sport, food, fine arts, literature, music, film, gaming and fashion to measure the culture and heritage potentialities.

Media and Communication: The index categorized Media and Communication pillar of soft power in traditional media, social media and marketing branches.

Education and Science: The index analyzed country's strength in education and science through the lens of higher education, science and technologies.

People and Values: The index accessed the soft power capacity of people and values of concerned country in values, character and trust parameters.

This index report is based on the survey study conducted in 100 countries and ranked 60 countries only in terms of above mentioned indicators of seven soft power pillar. The United States is in the top(1st) and Myanmar in the last(60th) where Asian Great powers Japan, China, India are in 4th, 5th and 27th ranked respectively in the list. Similarly, two south Asian countries Pakistan and Bangladesh are in 53rd and 57th position and Nepal was not taken as a case in the study. So, the assessment of Nepal's soft power is yet to lack either in domestic research ground or in international research agencies like Brand Finance.

Similarly, Hendrik W. Ohnesorge in his book '*Soft Power: The Force of Attraction in International Relations*' has made comprehensive discourses about soft power resources, instruments, receptions and outcomes. Further, he made attempt to concise taxonomy of soft power in a separate chapter entitled 'A Taxonomy of Soft Power: Introducing a New Conceptual Paradigm'. The taxonomy of soft power in four sub units with their respective indicators are presented in the following table (Ohnesorge, H.W., 2020, p.204);

The four soft power subunits and their respective Indicators

Subunits	Component	Indicator(s)
I Resources	1) Culture	1) Pervasiveness of (high and popular) culture
	2) Values	(1) Values represented (2) Consistency of values with political action (3) Commitment to multilateralism
	3) Policies	(1) Grand strategy (2) Relation to hard and soft power (3) Primacy of national interest vs. common good (4) Adherence to international law (5) Credibility and legitimacy (6) Prevalent domestic policies and issues
	4) Personalities	(1) Character and charisma of decision-makers (2) Team of cabinet members and advisors (3) Relationships between decision-makers
II Instruments	1) Public Diplomacy	(1) Overall organizational structure (2) Personnel (leading positions and staff) (3) Budget (4) Particular programs and initiatives
	2) Personal Diplomacy	(1) Number, duration, and quality of foreign travels (2) Speeches and public remarks (3) Symbolic acts (4) Influential networks
III Reception	Attraction	(1) Public opinion polls
	Apathy	(2) Contemporary statements and subsequent reminiscences of decision-makers and elites
	Repulsion	(3) Media and content analysis
IV Outcomes	Compliance	(1) Compliance record in international organizations
	Neutrality	(2) Voting patterns in U.N. General Assembly (3) Compliance in foreign policy decisions
	Opposition	(4) Number and character of treaties concluded/joined

Table 1. Taxonomy of soft power, adopted from Hendrik W. Ohnesorge.

Above all, the strength of a nation in bringing others on-side can be said to rest broadly upon its resources such as culture, economy, political values, foreign policies, quality of life, academic institutions building, peaceful handling of conflict resolutions, charismatic leadership, innovation, science, technology and rule of law. By proving the development of a nation's domestic soft power strength, country can able to further its influence and legitimize its role as an international player. Internalizing accepted

norms and values is also a large part of a nation's effort to build its soft power reserve. Before to achieve such soft power building opportunity, a country need to identify her appropriate and specific soft power ingredients. Regarding Nepal, it would beneficial if she could identify her soft power resources in precise, measurable, assessable and specify form.

Nepal and Soft Power

Soft power has the ability to win the heart and mind of friends, in some instants opponent as well and influence them through persuasion through utilization of multiple assets such as culture, political values, foreign policies, language, education, tourism and media. As Nepal is rich in culture, political values and foreign policies so it's soft power resources can be apparatus to boost its economy and international image. Political leaderships have also demonstrated their charismatic characteristics in international forum in various time frame and occasions. With the changing dynamics of powers instruments of states, Nepal has also experienced various public and personal diplomacy practices and has built strong networks with bilateral, regional and multilateral engagement. However, Nepal has some constrains to focus on soft power instruments as other developed countries, as well as Nepal's neighbors like India and China, have been creating huge investment in boosting their soft power. Though, there is no alternative to enhance soft power investment capacity of Nepal for her survival in the changing power contexts. Soft power is no less important for Nepal, the country with unique geopolitical, geo-economic and geo-cultural importance to fulfill her national interest, obtain desire outcomes through reception of soft power such as attraction, apathy and repulsion. Here, this paper tries to assemble Nepal's soft power resources and instruments only. Receptions and outcomes of Nepal's soft power will be possible to research or identify only when resources and instruments will be identified and applied.

Nepal's Soft Power Resources

Culture: Cultural heritage of Nepal has evolved over centuries due to fusion of indigenous evolution and Indo-Aryan cum Tibeto-Mongolian influences, the result of a

long history of evolution, migration, conquest, exchange and trade. The Nepalese culture has many symbols from Hindu and Buddhist sources. This multi-dimensional cultural heritage encompasses within itself the cultural diversities of various ethnic, tribal, and social groups inhabiting different altitudes, and it manifests in various forms: music and dance; art and craft; folklores and folktales; languages and literature; philosophy and religion; festivals and celebrations; and foods and drinks (MOFA,2020). There are 126 caste/ethnic groups and 123 languages spoken as mother tongue reported in census 2011. Nepal's identification in cultural property is 'unity in diversity' and it is the Nepalese specialty. However, 'Buddhism' is a key attraction of Nepal as a soft power resource. According to UNESCO and the inscription on the pillar erected by Emperor Asoka in 249 B.C., the Lord Buddha was born in 623 B.C. in the sacred area of Lumbini in Nepal. Nepal was already a center of Buddhism during the Licchavi period, which lasted until 880 A.D. (Pokhrel, 2017).

At present, it is believed that as many as 535 million people around the world practice Buddhism as Buddhist religion, which would represent between 8% and 10% of the world's total population. Buddhist population has spread in 179 countries. Cambodia is the country which alone has about 13 million (96.9% of total population of the country). Other countries that have a high percentage of Buddhist residents include; Thailand, Myanmar, Bhutan, Sri Lanka, Laos and Mongolia (World Population Review, 2020). Obviously, Buddhism, a message of peace, is a tool and orientation to handle the global issues through peaceful manner and is a soft power resource to its originator place Nepal. Because, the birth place Lumbini, Nepal, an attraction to the world, remains a spiritual and tourist destination for global community forever. Thus, along with multidimensional cultural heritages, Gutam Buddha and Buddhism is 'pervasive cultural property' and 'soft power' resource of Nepal.

Political values: Federal Democratic Republic of Nepal, is 49th largest country by population and 93rd largest by area is also known as a landlocked country. Nepal has established different kind of political norms and values differing from that of the immediate neighbors India, China and other countries. Nepal has stablished heavily loaded political values and commitments in its newly formed constitution, 2015. The Constitution of Nepal claims that it is 'committed to socialism based on democratic

norms and values including the people's competitive multiparty democratic system of governance, civil liberties, fundamental rights, human rights, adult franchise, periodic elections, full freedom of the press, and independent, impartial and competent judiciary and concept of the rule of law, and build a prosperous nation' in preamble (Constitution of Nepal, 2015). Such commitments are in parallel ties with the concepts and values of Democratic peace theory in international relations. As such, Nepal has experienced and established attractive political values as a fusion of capitalism and socialism to perceive positive aspects of democracy and socialism.

Similarly, Nepal has demonstrated her capacity to resolve armed conflicts of internal type to the surprise of domestic and international actors. In this connection, Adhikari (2017) examines the settlement of armed conflict and the peace process in the light of managing combatants of the Communist Party of Nepal (Maoist) thereby contributing to the approach of transforming armed conflict into a state of global peace. As he found, Nepal involved itself in peace building process in a unique way. Nepal's peace process is regarded examined as unique in terms of socio-political dynamics and it has been concluded after the promulgation of a new constitution in 2015. Also, Nepal's effort to solve armed conflict has proven to be a unique Nepali model in peace and conflict literature. Further this peace process has established a fact that the leading role of internal political parties and home-grown ideas could conclude the peace process rather than depending on the international community. The commitment to grasp the historical opportunities to restructuring the country, ways of transforming the armed conflict, establishing negative peace and the dream of positive peace of the Nepali people can be good examples to learn for other countries who are, internally and externally, still fighting.

In this connection, some peace seeker already started to learn from Nepalese model. For instance, amid days of September, 2018, Afghan High level Peace Council Deputy Chief of mission and Former Minister Habiba Sarabi and her delegation visited Nepal. As she said, she and her delegation was in Nepal to learn from Nepal's peace process so as to guide the peace process in Afghanistan (Himalayan News Service, Sep., 2018).

In fact, the rebels' weapons and combatants were integrated in the national army, some of the combatants are now in leading posts in the Nepali Army, which is

a unique phenomenon in the world, a lived evidence from Nepal. Thus, Nepal peace process has built a unique armed conflict resolution model. As cited by Himalayan News Service (2018), Puspa Kamal Dahal (Prachanda), the then chief rebel told that Nepal's peace process would be a model for other countries in the world as it was a commendable model. Citing Dahal, Himalayan News Service further explains republicanism, federalism, secularism and proportional inclusion were major political achievements of the peace process in Nepal.

Nepal's peace building model is replicable in accordance to other international actors, certainly it would have grate impact in political domain. And, the Nepalese peace building model appears as soft power resources to Nepal.

Foreign Policies

The fundamental objective of Nepal's foreign policy is to enhance the dignity of the nation by safeguarding sovereignty, territorial integrity, independence, and promoting economic wellbeing and prosperity of Nepal. It is also aimed at contributing to global peace, harmony and security (MOFA, 2020). Similarly, guiding principles of foreign policies of Nepal are mutual respect for each other's territorial integrity and sovereignty; non-interference in each other's internal affairs; respect for mutual equality; non-aggression and the peaceful settlement of disputes; cooperation for mutual benefit; abiding faith in the Charter of the United Nations; value of world peace. Among these principles the second last focuses on multilateral engagement.

Besides, Nepal has declared her state policy to conduct an independent foreign policy based on the Charter of the United Nations, non-alignment, principles of Panchasheel, international law and the norms of world peace, taking into consideration of the overall interest of the nation, while remaining active in safeguarding the sovereignty, territorial integrity, independence and national interest of Nepal (MOFA, 2020). Thus, the foreign policy objectives, guiding principles and state policy of Nepal are mature enough towards promotion of soft power means. However, there are some constrains such as inadequate agenda setting skills, unavailability of charismatic leadership, instability, lack of investment capacity of Nepal. Even though, Nepal is a wider party to respect international treaties, covenants, agreements and domesticating them in jurisdiction sphere.

In addition, Nepal is a party and signatory of multilateral treaties. There are 165 such multilateral treaties in which Nepal is a party and 27 multilateral treaties to which Nepal is signatory. Such engagement in international (multilateral, regional, bilateral) forum help Nepal to promote soft power in policies. Similarly, Nepal has bilateral relations with 168 countries, 30 Nepali diplomatic missions overseas and 28 residential diplomatic missions in Nepal. Such engagements are soft power ingredients of Nepal. In the changing context, Nepal should attempt in extending such missions to other countries for promotion of soft power resources.

Human rights commitment and domestication of international human rights laws also an extra benefit in this honors in favor of Nepal's soft power. In this regards, Nepal is a human rights friendly country by domestication of human rights treaties. The situation of ratification and accession of a large number of human rights treaties without reservation and growing thematic human rights jurisprudence reasonably justify the greater scope of internalization of international human rights laws in Nepal (Pathak, 2018, p. 12).

Bilateral state visits by head of states, executive heads, ministers, bureaucratic officials, business men, industrialists conducted are also the concerns of soft power indicators. In this parameter, Nepal has done sufficient visits in terms of quantity, frequency and periodicity. However, it is yet to form evaluation mechanism of state visits as of the lens of quality, achievement and impacts.

Nepal's Soft Power Instruments

Public Diplomacy

Contemporary world is full of information technology, virtual social networks and communication means. The world is being coincided and accessible in a room through mass media. In such, Public diplomacy undertakes greater importance to keep public perception and attitude approving abroad through media, information technology and social networks. For instance, how many Tweeter, Facebook, Instagram, WeChat, website followers are there in the account of prime minister, foreign minister, public intellectuals, academics or a social servant at present counts in public diplomacy. Stakeholders of public diplomacy always should aware about information dissemination through social networks. About 35.75% population of Nepal has their own Facebook

accounts by March 2020 (Internet World Stats, 2020).

Due to globalization and modernization, Nepalese diaspora spread all over the world either to seek employment opportunity, further study or to permanently migrate abroad. Nepalese diaspora, non Resident Nepali Association (NRN), Nepali language speaking population in international community, cultural diplomacy, various exchange diplomacy, international broadcastings from various networks, and similar to such activities may count as public diplomacy apparatus of Nepal. Indeed, Nepal is rich enough in public diplomacy indicator. Though, collective, organized and structured public diplomacy efforts of Nepal are still to be visible in global arena.

Personal Diplomacy

Personal diplomacy can be considered another major set of instruments for the wielding of soft power of a particular country. Celebrity diplomacy, personal efforts of political leaders to build positive image of nation in international arena considered as personal diplomacy. Zone of peace proposal of Nepal one of the creation of personal diplomacy generated by King Birendra in Panchayat era is an example. A twitter comment of actress Manisha Koirala on the Nepal's map publication on May, 2020 is another example of public diplomacy. Amid a border dispute between India and Nepal over Kalapani, Lipulekh and Limpiyadhura, Bollywood actor Manisha Koirala has supported the Nepalese government's move to show these three regions as part of its territory (Sharma, May 19, 2020).

Another such personal attraction just has made by Arthur Gunn. In this concern, *The Kathmandu Post* reports, Dibesh Pokharel, who goes by stage name Arthur Gunn, has bagged the runner-up title on American Idol session 18, making him the first Nepali-origin artist to achieve this feat (*The Kathmandu Post*, 18 May, 2020). Similarly, *The Hindu*, reports that, Arthur Gunn, aka Dibesh Pokhrel – born and raised in Kathmandu and having immigrated with his family to the US about six years ago – released his Nepali language album, *Grahan*, in 2018 and has close to 2.8 lakh subscribers on YouTube. Post-American Idol, these fans have bumped his channel's total views up to over 14 million (*The Hindu*, 22 May, 2020).

There might exist such capable events of personal diplomacy as instruments of soft power, which yet remain to be researched.

Conclusions

Joseph Nye coined the term ‘soft power’ in 1990 and is most debated in the field of international relations and diplomacy. According to Nye, ‘The soft power of a country rests primarily on three resources: its culture (in places where it is attractive to others), its political values (when it lives up to them at home and abroad), and its foreign policies (when they are seen as legitimate and having moral authority). There are various think tanks, research organizations and academics involved in soft power measurement and rank the international actors with soft power indices. Similarly, Hendrik W. Ohnesorge has given taxonomy of soft power with new paradigms and subunits related to soft power. Whole figure of soft power will appear in the screen if anyone can succeed to trace out resources, instruments, reception and outcomes of soft power. However, it is difficult to extract outcomes without mobilization of resources with the help of instruments. Nepal is in the initial stage to identify her soft power potentialities in terms of structural research evidences. It is mandatory to wield soft power resources and instruments through systematic research followed by reception and outcomes measurements. Nonetheless, Buddhism, peaceful settlement of armed conflict, an unique model of peace process, engagement in multilateral forums, commitment towards democracy and human rights, various modes of public and personal diplomacies to apply soft power potentialities are identified soft power properties of Nepal.

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