

INDIA'S SUSTAINABLE DEVELOPMENT NARRATIVE: THE ROLE OF PUBLIC RELATIONS AND NATION BRANDING IN GLOBAL IMAGE MANAGEMENT

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ABSTRACT

Sustainable development in India has become an important part of its global identity. Consequently, this article discusses how public relations and nation branding have worked to shape India's sustainability narrative globally. It therefore explores various strategies put in place by the government, media campaigns and strategic PR that have made India a model for sustainable living. The present work examines such cases as Digital India program or renewable energy projects which show how these strategies can be effective. Also, it looks at the difficulties and prospects that are faced by the country in maintaining a positive global image while having a fast-growing economy with environmental concerns. Hence, any consolidated PR strategy and nation branding measure play an essential role to improve India's image as well as foster international partnership toward sustainable development.

Keywords: Sustainable Development, Public Relations, Nation Branding, Global Image Management, Digital India, Renewable Energy, Environmental Sustainability, International Cooperation, India

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