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Oct 21, 2021 by [Nicholas J. Cull](#), [Simon Anholt](#)

People, Places, Power - Episode 12: Credible India? ^[1]

Note from the CPD Blog Manager: *This post features the podcast People, Places, Power co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#). The podcast is produced by USC Master of Public Diplomacy 2021 alum [Anna Podkowski](#) and features Cull and Anholt in weekly discussion on international reputation, foreign policy and related issues along the way. Future episodes will cover technology, populism, specific nations and more.*

Previously: [Ep. 1: Biden's America](#) | [Ep. 2: Brexit Britain](#) | [Ep. 3: In Search of the Good Leader](#) | [Ep. 4: The European Union](#) | [Ep. 5: What Price Monarchy?](#) | [Ep. 6: Cities and International Image](#) | [Ep. 7: Mega Events? Buyer Beware.](#) | [Ep. 8: Germany: From Pariah to Paragon](#) | [Ep. 9: Culture: Decorative or Useful?](#) | [Ep. 10: Can Individuals Make a Difference?](#) | [Ep. 11: Migration Nations](#)

Episode 12: Credible India?

This episode examines India through the lens of its recent performance in the Nation Brands Index and Good Country Index. The discussion focuses on recent slippage in Indian's image set against the underlying strength of India's global contributions in culture, industry and politics. Simon and Nick consider the threats to India's image, the potential for a still greater contribution going forward and comparisons to other countries facing similar issues.