

### Transcripts for experts video

3s – So, the social and professional networks of global Indians

8s – can be of considerable value

11s – and they can be of value both to

13s – the individuals and communities themselves

16s – but also more generally.

17s – And this partly because any form of migration

22s – actually is associated with an increase in trade.

25s – People who move know both the markets

29s – in their country of residence,

31s – but understand the culture, business practices,

34s – languages, and indeed markets

37s – and contacts of the country of origin.

45s – Many global Indians feel a connection to India.

48s – So over the years, we've seen

50s – that some of India's biggest exports

53s – are things like Bollywood films,

56s – sports and sports stars,

58s – food, yoga, you know, cultural artefacts like that.

01:03 – And these artefacts build India's brand

01:07 – and I think they reinforce the role

01:10 – of global Indians in their country of residence

01:14 – with links back to India.

01:23 – And generally, you will find a linear detachment

01:27 – from the first to the second to the third and fourth generation.

01:31 – Long ago the generations left India

01:34 – or away from India somehow,

01:37 – they got detached.

01:39 – But in this case, you will see that the third generation declares

01:43 – that they are very much interested in India.

01:46 – And they might have several reasons.

01:48 – One reason might be

01:51 – that the first generation left India

01:53 – a few decades ago.

01:55 – They left a different India, than the third generation

01:59 – is now getting to know.

02:01 – India has changed in the last 20-40 years.

02:06 – India is much more attractive

02:08 – to not only the third generation Indians all over the world,

02:11 – but also to Western people

02:12 – and people from other continents.

02:30 – There are two, perhaps, major areas where we see them invest.

02:34 – One is skills and education

02:36 – and the other is in sustainable energy

02:40 – on things like electric cars, batteries, recycling.

02:44 – I think that's because that's the need of the hour.

02:47 – And there are many interesting possibilities in that sector.