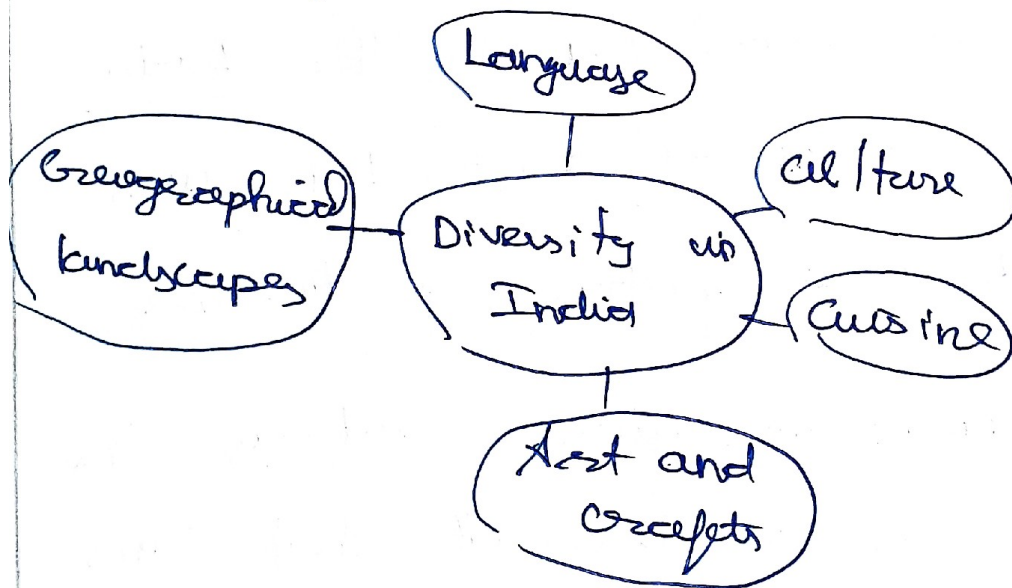


Being the world's largest democracy & a young country, its demographics diversity stands as a pivotal asset in India's favour. Examine the ways in which it can be leveraged for sustained growth of nation.

India's diversity transcends since time immemorial. More than 65% of population - less than 35 years old the diversity has much to offer to the national growth.



The diversity being both tangible and intangible forms the social fabric in this country.

### Leveraging diversity

The diversity and demand can improve manufactures and demand

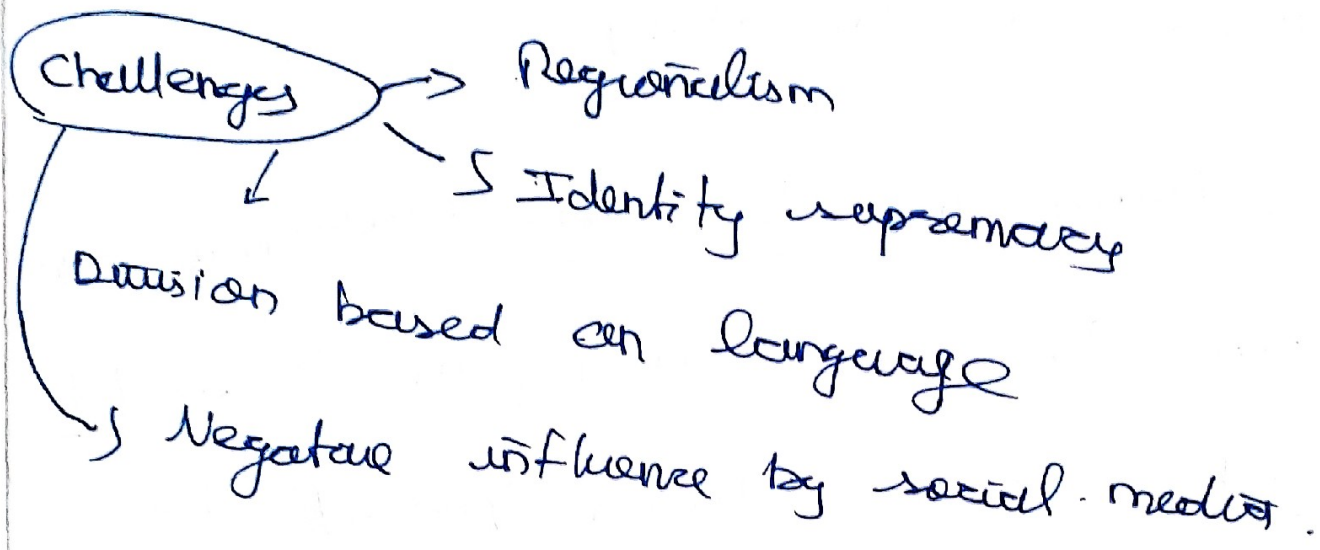
and bringing down the price. For untaken,  
moms of other states are being watched  
in other states bringing down the  
subscription costs.

In the area of cuisine Indian  
food is being explored more now than  
before. The increase of influence marketing  
and travellers have improved the  
economy of local vendors. The 'Dada  
Didi' tea shop en route Leh was a  
hit due to recognition of diversity.

Government initiatives such as the  
EK-Shrestha Shrestha that aims  
to exchange culture between states  
is propelling economies in a similar  
way.

The Dehra Agra Dush scheme  
has improved the tourism footprint  
on the overall economy base.

The true benefits can be materialised only when the society is in harmony.



The principles and benefits of diversity is been taught to students under the New Education Policy as a good sign. The challenges must be addressed with a whole of society approach.

Diversity in India is a potential soft power that make immense benefits both internal and external to India and also take us to the goal of prosperity \$7 trillion economy.