

# Political Impacts Of Indian Propaganda On Pakistan

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## Abstract

The change of perception and opinion of population is dangerous for the security of state. In this way, contemporary propaganda alters public perception through deception employing new technology, resulting in a widespread occurrence in region. Given the public's lack of trust in political leaders and official institutions, propaganda is active and aggressive in the internet environment. So, Propaganda has a detrimental impact on the collective mindset (Asmolov, 2019). These sentiments of mistrust, brittleness, and instability shape the minds of the people, which would have a negative impact on regional peace and stability. Due to the rise of opinion media models, divisions are broadening inside states. Further, disinformation and fake news in cyberspace made things worse. In today's international politics, the media has become an important source of propaganda. Furthermore, social media, in particular, has played a significant role in propagating fake news. India has always employed propaganda to de-stable her opponent while gaining support, loyalty, and trust from their own people. The aim of this article is to explain the Indian propaganda against Pakistan. The study explores the political implications of Indian propaganda on Pakistan. The qualitative research technique is used to collect data.

**Key Words:** Pakistan, India, Propaganda, Media, Baluchistan, Terrorism.

## Material and Methods

States use Propaganda to affect people's views and behaviors for their interest. India is using covert and overt techniques of Propaganda to defame Pakistan on the international stage. To understand the propaganda techniques this study adopted analytical and descriptive designs. The data for the article is collected from both primary and secondary sources. The secondary sources like newspapers, books, journals, documents, and previous research works

and the structured interviews included as primary source. The qualitative approach is used for this study.

## India Propaganda Against Pakistan

Propaganda is the key tool to use ethnic issues against the enemy. The terrorist incidents in Baluchistan, Karachi, and other parts of the nation have occurred as a result of Indian subversive actions during the previous two decades. In recent years, India has continued to undertake propaganda warfare against

Pakistan in pursuit of its stated aims. While, Ajit Doval, the National Security Advisor (NSA), said that we deal with enemies at three levels when he was describing the Indian strategy to deal with the challenges to Indian national security. The first option is defense, in which he stated that India enhances her defense at home and deals with them on turf. The second mode is defensive offense, in which India must get to the place where the threat is coming from and counterbalance it there. The third mode is offensive, which suggests that India go for the offensive outright (Gupta, 2018). The doctrine demonstrates India's intentions for next-generation warfare with propaganda against Pakistan. The most advanced generation of warfare has already begun against Pakistan, particularly in Baluchistan and Karachi to worsen the security situation (Khetran, 2017).

The arrest of Indian espionage operative Kulbushan Yadav in 2016 by Pakistani security forces plainly demonstrates India's involvement in subversive actions within Pakistan. Yadav has admitted Indian participation in Pakistan and the former's assistance for separatist and terrorist organizations aimed at destabilizing the country. In a video released by the government, Kulbushan Jadhav admits to supporting anti-state militants in Baluchistan at the request of the Indian espionage agency, RAW for the insurgency in Baluchistan (Dawn, 2016). Yadav also describes how they are assisting other separatists, particularly the BLA, in carrying out terrorist acts and attacking security officials. India also supports TTP with aid for terrorist activities in Pakistan via

Afghanistan. Former TTP spokesperson Ehsanullah Ehsan gave the interview and admitted to Indian financing and backing for the TTP in Pakistan's tribal areas in order to foment insurgency. These are India's explicit aims in terms of sabotaging Pakistan's security through various organizations (Ali, 2022).

Though, Physical reality is changed into virtual reality. It had become the most accessible way to transmit information to the general public directly and timely. Thus, social networks in the virtual world have converted the internet into an individual propaganda vector. This is the source of jihadist recruiting and radicalization, such as Facebook or Twitter (Behr, Reding, Edwards, & Gribbon, 2013). That situation permits the transmission of pictures with the potential to transform the world or intervene in certain hotspots throughout the world. As a result, the information distributed through different media channels are largely negative, disruptive and accompanied by provocative pictures that elicit unexpected or violent emotions.

In 2022 April, the anti-Reko Diq2 protests were a byproduct of propaganda warfare, in which the Indian electronic and digital media was busy labeling the development project as resource exploitation. A day after the agreement, between a Pakistani and a Canadian corporation, was signed, India issued hundreds of tweets identifying the relevant company and threatening it to leave Baluchistan quickly. They were also made public as a threat in a news release by Baloch Raji Aajoi Sangar and propagated anti-Pakistan campaigns by

Indian Television stations, social media sites (Rakhshani, 2022). Similarly, there are a few more channels and digital publications, such as The Baluchistan Post, that operate from Germany and are involved in fueling and amplifying the rhetoric of anti-state and banned groups. They distort realities and, to some extent, succeed in generating numerous fake concerns under the garb of relative hardship.

One of the most egregious cases was the false reporting of the Panjgur and Noshki assaults. Several Twitter accounts from India using Baloch identities were involved in amplifying and distributing misleading news about the tragedy. Aside from social media, important Indian publications such as the Hindustan Times began publishing editorials and stories celebrating the militants and their attack (Rakhshani, 2022).

On 26 April, 2022, following a suicide attack by a female member of a banned terrorist organization BLA, in which three Chinese tutors killed (Baloch & Notezai, 2022). Following the incident, India developed and published writings in such foreign-funded publications on news channels and digital media cells, where they started praising her deed, and tags such as 'Shari the legend' was created (Kumar, 2022). Pakistan is now engaged in Fifth-Generation Warfare, in which different propaganda tactics are used, particularly in Baluchistan, where India is attempting to divert youth through propaganda news. Meanwhile, relative hardship is not the primary cause of the current conflict in Baluchistan, but it does

contribute to the problem in the form of young recruitment into militant organizations.

However, there were two accused female suicide bombers, Noor Jahan and Habiba, were arrested in two distinct regions of Baluchistan. According to a Baluchistan government spokesperson, both ladies were BLA recruits who were tasked with carrying out another suicide strike against a truck transporting Chinese people (Ali K. , 2022).

The foreign forces developed anti-state publications, fake news, and disinformation on media and cyberspace that exploited the feelings of Baloch youth, further such recruitments of Baloch women. However, this tactic is functioning to ruin national integration. While, the BLA claimed that they carried out assaults on the Chinese embassy in Karachi and the Pearl Continental hotel in Gwadar, according to the counter-terrorism department (CTD). They said that the Indian intelligence agency RAW sponsored them (Sofuglu, 2018). The militants released a video in which they stated that they would attack Chinese residents and those working on the CPEC in Baluchistan (Khalid, 2021). Further, the attack on the Pakistan Stock Exchange in 2020 by terrorists of the BLA, which was also funded by India (Gul, 2020).

### **Political implications**

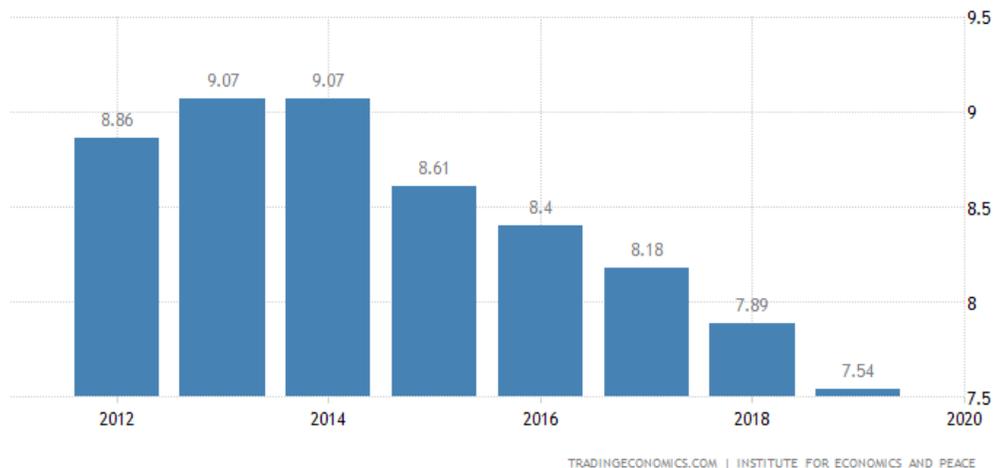
#### **Negative Image and Trust Deficit**

India's propaganda operations and actions have major ramifications for Pakistan's worldwide image. Pakistan's image has been portrayed as a collapsing

state, religiously intolerant, a haven for terrorists, oppressing minorities, and the most dangerous state where nuclear weapons are unsafe (Bjørge, 2005). Pakistan has made more sacrifices than any other country throughout the war against terrorism, yet it has not received the due recognition, and it is continually being pressured to do more. As previously stated, a systematic disinformation effort has begun to encourage distrust in Pakistan. Indian social media has consistently presented inflated news, erroneous facts, and false information about Pakistan, which has harmed the country's image on a worldwide scale. Even though during the Global War on Terrorism, Pakistan remained a frontline state with the United States, therefore it suffered considerable economic and human losses. While India has actively degraded Pakistan at the

international level by spreading the news of the sponsorship of terrorist groups. Pakistan is portrayed as a country that nurtures and finances terrorists. The latest initiative by India at the Financial Action Task Force (FATF) meeting to blacklist Pakistan is also part of the larger plan to create further hurdles for Pakistan (Haider, Azad, & Warrich, 2020).

However, Pakistan has made significant progress to reduce terrorist activity within its borders. According to the Institute for Economics and Peace's 2016 Global Terrorism Index, from 2014 to 2016, Pakistan had a thirty percent drop in deaths due to terrorism. This happened due to Pakistani arm forces operation Zarb-e-Azab in the Federally Administered Tribal Parts (FATA), Baluchistan, and other impacted areas of the nation (Abbas, 2021).



Source:(Economic, 2022)

Pakistan faces a major political challenge in rallying international support for the right to self-determination of Kashmir. The agenda of India is to tarnish the image of Pakistan by portraying her as a terrorist state that promotes terrorism in the Indian-

Occupied Kashmir (IOK). This tactic of India is harming the stance of Pakistan on the Kashmir issue (Siddique, 2020). In actuality, India propagates on the Kashmir issue by eliminating article no 35(A) and article 370 of special status and

adjudicating to assortment Kashmir with the government of the country. They cut off the resources and Internet connections just because international media did not approach them. They deployed the army and civil population in occupied Kashmir to increase the number of Hindus population. They suppressed the voices of Kashmiri Muslims and ensured that any Kashmiri Muslim do not say a word against the Indian government at any national or international forum. They did all these things by using a strict surveillance strategy (Zainab, 2019).

According to Ret. Maj. Javed, propaganda has an effect on the economy of Pakistan and creates a negative image of Pakistan around the world. Because when any state spreads false news against our state, it directly affects our foreign relations. No one state wants to invest in a state that is internally and externally disturbed. India has propagated against Pakistan since its independence by using different tactics. Baber Mehmood said the propaganda impacts the people of Pakistan and incites them against its institutions. Nevertheless, India is trying to defame Pakistan by creating fake accounts, which has been successful in some manner. Therefore, India is making Pakistanis hate their leaders and turning Pakistan's generation against institutions. According to Dr. Atique Ur Rehman, propaganda has a severe impact on national and international opinion about Pakistan. According to a study by SIPRI, the newspapers America Washington Post and New year times published 29000 articles on Pakistan in 20 years. Further, this thing automatically changes the perception of domestic media. The experts shared the view that Pakistan's international and

national image has a mostly negative impact.

### **Policy of Isolating Pakistan**

The Indian leadership has publicly announced that India will now isolate Pakistan from the global community. It would not only imperil Pakistan's international status but also India launches military operations within Pakistan. On February 26, 2019, proof of this military action was shown when the Indian government revealed its war-mongering conduct by breaking international boundaries and entering the airspace of Pakistan (Flayer, 2019). Pakistan, on the other hand, retaliated in kind and warned of terrible consequences. India is attempting to undermine Pakistan's international status by using diplomatic and Western allies, particularly the United States and Israel. Countless propaganda strategies have been created over the last two decades to damage Pakistan's image locally and globally. Any single occurrence that might cast a bad light on Pakistan makes the front pages of regional and international news outlets. In October 2016, during the BRICS Summit in Goa, which was attended by the leaders of Brazil, Russia, India, China, and South Africa, India also failed over its strategy of isolating Pakistan (Mohan, 2016). China rejected India's attitude and refused to believe Indian Prime Minister (PM) Modi's claims about Pakistan being the mothership of terrorism. Similarly, India asked the US to penalize Pakistan for funding terrorism, but the global power declined since it recognizes Pakistan is engaged in a genuine war against terrorism (Hussain, 2017).

India also attempted to split Pakistan-Russia ties by urging Moscow not to

conduct a joint military drill in Pakistan. Nonetheless, Moscow rejected the Indian request (Khan, 2021). India is doing strong lobbying to exploit Pakistan's diplomacy in order to undermine and criticize its beneficial efforts on a worldwide scale. In addition, India is developing a containment strategy to keep Pakistan out of global trade, relations, technical advancement, and military cooperation (Ahmad, 2021). Despite vigorous propaganda and diplomatic effort against Pakistan, India has failed to achieve its anti-Pakistan aims of worldwide isolation.

According to Bri. (R) Tahir Mehmood, India is a warrior nation as they play in the perception domain. Historically they follow the Chanakya philosophy; they like to play with the enemy's mind. After partition, they mostly said Pakistan was not separate but part of India; broadly, they affiliated Pakistan with terrorism after 9/11. They propagate globally that Pakistan supports freedom movements in Kashmir just for terrorism. Further, they have been doing propaganda in Baluchistan since 1947. They lied to people that India is a secular state with the largest democracy. So, they created a bad image of Pakistan nationally and internationally.

According to Dr. Atique-ur-Rehman, there is strong salience between public opinion and media agenda. It has been a well-established agenda-setting theory of mass communication. The media tells the audience what to think about but not how to think about it. However, framing and slanting impact the audience's thinking pattern. Media fulfill the Confirmation bias. Propaganda is disinformation to influence the public mind. Actors use various techniques to inflict harm, gain political advantages, and earn money. Disinformation is the most harmful way of

achieving end objectives. Fabricated news is floated on any social media platform through unknown sources, which troll farms proliferate. Factious hashtags (#) are made to malign individuals, organizations, and political opponents. Local television reported a few days ago that during the last two months, 4.86 million tweets originated for twenty-one hashtags against the military, and seven were exclusively against the military leadership of Pakistan. Similarly, social media trolls from Afghanistan and India join the bandwagon and fuel poison in society. It has resulted in a dangerous polarization of the whole society. This unrest is indirectly a big hazard to the development of the country. On August 3, a military helicopter crashed near Lasbella, Balochistan. All passengers onboard embraced shahadat, including Corps Commander Quetta and another Maj General. An embarrassing flow of tweets was witnessed on social media. Meanwhile, news appeared that Aimun Zawahri was killed in Afghanistan, and news of a helicopter crash was linked with a drone strike through a fabricated tweet attributed to an embassy of a foreign country in Islamabad.

According to experts, Pakistan faced diplomatic impacts for some time, but despite spending a significant portion of its resources, India has been unable to isolate Pakistan. India tried to isolate Pakistan diplomatically through propaganda tools, NGOs, ANI, and fake websites. Pakistan was affected diplomatically. Pakistan has a deep strategic connection with China. Although ties between Pakistan and Iran are complicated, they are not hostile. It also has cordial relations with nearby Turkey, Saudi Arabia, and Gulf Cooperation Council (GCC) nations. With its vast economic potential, geographical position,

and military strength, Pakistan has positively affected the world community.

### Conclusion:

In today's international politics, the media has become an important source of propaganda. Propaganda is used to change or manipulate the minds and opinions of people for special purposes. However, states are adopting propaganda by both kinetic and non-kinetic means for their interest. India is targeting Pakistan's territorial integrity, sovereignty, and ideological and cultural identity and as result, these things are disturbing Pakistan politically and economically. For this, India adopted covert and overt propaganda techniques. India's propaganda affected Pakistan in some way. One major reason to adopt propaganda through media and cyberspace is both states have nuclear weapons and CPEC project. Because CPEC is the game changer for both India and Pakistan. CPEC is connecting the whole region that is making Pakistan as connectivity hub. In this way, India tried to isolate Pakistan but failed in her plan. India adopted the name-calling technique of propaganda, as she is trying to make the image of Pakistan a terrorist state. Despite a vigorous propaganda and diplomatic effort against Pakistan, India has failed to achieve its anti-Pakistan aims of worldwide isolation, because of the appropriate measures taken by the Pakistani government.

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