INDIA'S STRATEGIC INFORMATION WARFARE: CHALLENGES AND POLICY OPTIONS FOR PAKISTAN

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Abstract

Unprecedented digital innovation and technological advancements shape warfare in the 21st century. States and non-state actors prefer cost-effective, non-traditional approaches to subjugating the enemy. This transition has primarily occurred due to the increasing human and material costs of the traditional methods of warfare. Pakistan is one of the countries dealing with the threat of hybrid warfare from its opponents, mainly India. Political instability, ethnic nationalism, religious extremism, and other socioeconomic challenges are all strengthening the state's vulnerability to hybrid threats. Indian propaganda has been aggravated after the BJP's ascension to power and its pursuit of extremist Hindutva ideology. The EU Disinfo lab research has conclusively revealed misleading perception management. However, it requires detailed investigation at the academic and policy levels. Therefore, this study focuses on how India uses information warfare tools as a political weapon to subjugate Pakistan. It concludes that the concept of 'information warfare' has always existed. Still, it has now taken the form of social engineering through social media campaigns, academic networks, societal disruption, etc. Pakistan is in a precarious position in this context due to its multiple challenges on both the external and internal fronts.

Key Words: Hindutva, Religious Extremism, Ethnic Nationalism, Political Instability, India

Introduction

The twenty-first century has brought about profound changes in all spheres of life, including economic affairs, security dynamics, political matters and warfare. It is the era in which information, in all its manifestations, is positioned at the centre of society and has become a security liability. The capability to restrict or provide critical information has a central role in determining the policies of a state, particularly in the modern military and political arena. Therefore, information is considered the pinnacle of military or strategic power and thus, it can be rightly asserted that information is a strategic asset. Information warfare has caught the attention of international relations scholars, political scientists and security experts worldwide. It is generally defined as mechanisms and operations devised to target and exploit information to malign and destabilise the adversary. [1] Typically,

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information warfare is understood in narrow terms by associating it with high-tech weapons, cyber operations, computer hacking, etc. However, this armchair view gives information warfare a sanitised and simplistic meaning.

Though technological advancements have greatly influenced the concept of information warfare, it is not merely related to technology. The socio-psychological aspect of information warfare has impacted the security and stability of states globally. A classic manifestation in this regard is the India-Pakistan rivalry. The radical elements in India began to gain political support and popularity after the inclusion of various fundamental groups into the BJP in the early 1980s. BJP was able to win federal elections in the late 1990s by inciting religious polarisation across the country.[2] Similarly, when Modi was re-elected as India's Prime Minister with a significant majority in 2019, the seeds of conflict cultivated during the first term of the BJP government began to bear fruit of hate and animosity against regional countries. It became evident that the Indian government was hesitant to uphold peaceful ties with neighbouring states, particularly with Pakistan, to resolve their lingering bilateral concerns.

Given the current nuclear deterrence, India's chosen approach against Pakistan is likely to be a hybrid war rather than conventional warfare.[3] An evident example of this is the 15-year-long Indian operation, which propagated fake news and manipulated over sixty per cent of the world's population by maligning both Pakistan and China.[4] Srivastava group of India was found submitting counterfeit reports to the United Nations Human Rights Council (UNHRC) with a political agenda of isolating Pakistan internationally. It categorically explained the Indian mantra behind the propaganda campaign, stating that the Indian government has initiated the Disinfo operation to present India as a superior country in the region and mask her policies of human rights violation and minority crisis in front of the world.[5] In this context, the paper comprehensively analyses the tactics of Indian information warfare against Pakistan.

The Changing Concepts of War and Peace

The scholarly discourse and academic inquiries on the old phenomenon of war have undergone considerable transformations in the post-Cold War period. In the security realm, theory provides a foundation to help security experts and military strategists develop strategies and contemplate possible courses of action. However, because warfare has transforming dynamics, traditional military theories are sometimes criticised for being static and anachronistic. Moreover, theories are often postulated according to a specific historical context and geographical setting, which do not seem to fit contemporary international developments or particular instances.[6]

Technology, societies, politics, weapons, etc., have evolved such that a single theory may not be relevant or sufficient to comprehend the entirety of a phenomenon. Hence, this section discusses various perspectives on the concept of warfare. The views of different stakeholders in Pakistan have been gathered via interviews to gain a clear insight into modern information warfare and its relevance to Pakistan.

- **Understanding War in the 21st Century**

   The paradigm of political realism maintains that war is a permanent phenomenon; however, its forms have evolved with the development of the international social and political system. As Clausewitz put it, the nature of war is constant; only its character changes. It has become multilevel and multidimensional in the present era. The traditional instruments of war and power may sometimes play a role, but these alone are insufficient to deal with the new contours of world politics. In the post-Cold War international system, the security domain has broadened, with non-traditional security threats dominating the spectrum of security. This development and transition towards non-kinetic challenges have made national security and power more complex [7] As Bernard Brodie pointed out, the goal of strategy development has shifted. The foremost purpose of the US military establishment thus far had been to win wars. Its chief goal must now be to prevent them.[8]

   According to the traditional understanding, war, in principle, is an armed conflict between sovereign and legitimate political entities or the 'states' and organised armed groups.[9] It is an act of force carried out by a state to compel the opponent to bow down to the former's will, thus rendering the latter powerless.[10] In his phenomenal work, 'On the Law of War and Peace', Hugo Grotius mentions Cicero's definition of war as a contending by force. However, he argues that war is not a contest but a condition. [11]

   Similarly, Vattel in 'The Law of Nations'[12] regards war as a state whereby one pursues one's right using force.[13] Oppenheim has defined war as an armed contention between two or more states to overpower the opponent and impose the conditions of peace as the winner of the war wishes.[14] Presenting a political definition of war, Kallen described war as an armed contest amongst sovereign entities engaging an organised military force to attain specific ends.[15] Thus, in the classic sense, an

'organised military campaign' at a large scale between political units over the issues of territory and sovereignty meant war, as per the perspectives presented by different scholars.[16] In other words, it meant the imposition of will or a specific behaviour by force.

Modern warfare, however, calls for reconsidering the established concepts owing to the changing means and methods of war and the addition of technological aspects, thus including the non-armed dimension of conflict to the concept of war.[17] This idea gained prominence due to several factors, such as the nuclear revolution, the rise of capitalism and the spread of democracy, the surge in national conflicts, and a paradigm shift in the discipline of warfare.

The new definitions of war thus incorporated the new realities and developments. In Western literature, war came to be defined as an armed battle between population units comprising what he called the organic unities, including religious or political parties, tribes, small geographic units and so forth. Unlike the traditional ones, this definition did not limit the concept of war to contestation between political units alone. It included any population groups.

Scholars thus argue that war in the 21st century is not merely using extensive military or violent force to protect national interests. War now has several essential functions beyond the pursuit of national interests. These include political, cultural, and psychological roles.[18]

- **Understanding Peace**

    The term peace is derived from the Latin term 'meaning pact. Generally, it refers to an agreement to end a conflict or a dispute between two entities.[19] In international relations, peace essentially means ''the absence of war''.[20] Historically, a negotiated settlement would cease the war between the opponents' military forces and the participant nations' public to attain peace.

    However, in the contemporary era, due to the evolution of forms of warfare, scholars tend to expand the concept of peace to something more than merely the absence of a kinetic confrontation. According to the latest Merriam-Webster dictionary, peace is defined as a state of tranquillity where liberty is guaranteed; any kind of social unrest is absent or minimum; social order is consolidated through the

implementation of law and order; and the state of harmonious ties between governments or the state and the society.[21]

With the changing concepts of war and peace in the 21st century, it has become increasingly difficult to assess the outbreak of war between adversaries. Hence, according to the modern definition of war, the non-kinetic means have superseded the traditional tactics. In this way, various other dimensions have overshadowed the military domain of war. The most prominent are the cultural, economic, and technological dimensions. All of these are targeted at weakening the adversary from within its territory. Historians have long recognised the importance of these socio-economic elements, with cultural and intellectual transformations being added to the list more recently in defining the future conduct of warfare.

Information Warfare: A Conceptual Understanding

Information warfare is a type of warfare that is conducted through the use of information and communication. It is one of the prevailing modes of war under hybrid warfare. In the twenty-first century, states adopt new non-lethal attacks targeting the enemy's information system. Libicki identifies seven forms of information warfare: economic warfare, command-and-control warfare, intelligence-based warfare, electronic warfare, hacker warfare, psychological warfare and cyber warfare.[22]

In information warfare, the fundamental weapon and target is information, which is manipulated and used by one state against another. Using modern computer technology, data is collected, interpreted, and changed by one state against another. Daniel E. Magson listed four essential principles of information warfare: denial, force enhancement, survival situational awareness and command, and level.[23]

In a series of interviews conducted for the study, prominent officials and experts of critical state institutions defined information warfare differently, giving a diverse perspective.

- 'Information warfare is a vast domain carried out at different stages in different places. IW's key objectives include changing the minds of the opponent's nation towards subservient thinking, targeting the morale of armed forces and influencing a country's ethics.[24]
- 'In modern times, information is becoming the fifth dimension of modern strategy and data has been used very well, especially when discussing media, for disinformation. Information warfare falls under

non-kinetic warfare, part of a state's soft power capabilities. It is used to demoralise and malign the adversary, to create disharmony between the rulers and the ruling, to change the narratives and so forth. In this interdependent world, states must keep an eye on the information capability of the adversary and how it is being used against them.[25]

- 'It could be competition between bots. One party or another could be state or non-state actors. Different media tools and tactics are employed to manipulate the facts and ideas. India and Pakistan are as active in these domains as any other country. It is a major shift from the actual battlefield'.[26]

- 'Information warfare means manipulating information so that a specific target trusts it without any evidence, knowledge, or awareness, and the target would make decisions benefitting the one conducting it. Information warfare is closely linked to psychological warfare involving collecting tactical information, spreading propaganda, assurance(s) that one's information is valid, or disinformation to undermine the opponent'.[27]

- 'Information warfare is not merely propaganda or media warfare; it is much deeper and more organised than warfare. It combines physical operations and telescoping the effects of those operations through media. It simply means planning and creating a situation and then using it against the adversary for political advantage. In the case of Pakistan, the recent incident of the TLP protest, where the impression was given by the violent groups that the state has succumbed to the hooligans, is a clear example of the IW'.[28]

- We live in an age where we are exposed to several non-kinetic threats. In information warfare, the objective is to pollute people's minds against a particular target. IW is one of the tools that India is using to communicate and propagate false information through social media and other platforms to use it for their orchestrated designs and hidden agendas'.[29]

- 'Most of the propaganda we see around us is linked to information warfare in one way or another. It is difficult to pinpoint or define it precisely, as this type of war has no clear boundaries. The sooner we realise the importance and lethality of information warfare, the better for us as a country.[30]

- 'The form of warfare in which physical damage is meted against the adversary's armed forces and national infrastructure is becoming obsolete. As an alternative, states are increasingly using non-lethal

attacks against opponents' information systems. This new reality means information warfare. Conflict or competition between two or more groups in the information age is simply information warfare. As both India and Pakistan are equipped with nuclear technology, so digital space is where both countries show their aggression. This has become both countries' most valuable weapon in the 21st century.[31]

- 'Information warfare is a new normal to modern hybrid warfare, where states use their digital dominance upon each other. Many nations have adopted it as a principal weapon against their rival states. It is an extremely impactful and economical tool of warfare that has substituted soldiers and fleets with merely some strokes of keys, still equally capable of causing extensive destruction upon the adversary. Pakistan is also extremely susceptible to IW, particularly due to historical arch-rival India, as the latter has embarked on this rivalry since the subcontinent's independence. It has the potential to affect all pillars of national power literally. Our adversary, having a clear edge in information technology, is capable enough to exploit our weaknesses. This warfare is cost-effective and covert, thus making it very relevant to the India-Pakistan scenario'.[32]

- 'Media is central to any strategy, whether its public policy or development strategy or to create awareness about political, social, economic or academic phenomena. In warfare, the objective is to gain or deny your enemy something. In this age, we have a vast information technology revolution, which is now present everywhere in the shape of smartphones. One must distinguish between how you prepare a strategy and create a favourable environment for furthering your objectives.[33]

All officials above have agreed that IW fostered by India constitutes the basic theme of manipulating society's perceptions against the state to create instability from within the country and avoid confrontation. Moreover, the realisation of the prevailing threat and challenges emanating from it has been developed among the critical stakeholders of Pakistan.

Colour Revolutions through Information Warfare

The phrase 'colour revolution' implies the set of political changes that happened worldwide in post-communist times. Some scholars maintain that a colour revolution is a form of electoral revolution.[34] Since colour revolutions are the tools to subjugate the rival States internally, it is hard to find their proper definition. Russia and the West disagree on explaining the colour revolutions.

From the Western perspective, colour revolutions are the counter-elite-led, non-violent mass protests aimed to change the existing government through elections.[35] Foreign assistance is not a necessary element of the colour revolutions. On the other side, Russia shares different views about the colour revolutions. Russia sees Western interference in the colour revolutions as part of the project of Western expansion.

According to the Russian perspective, colour revolutions are the tools used by Western countries against regimes that are not in their favour. They exploit the situation by raising fake propaganda and manipulations and intervening against the ruling governments.[36] The view also states that the colour revolutions are orchestrated by the United States and the European countries to isolate Russia. Such revolutions aim to install the government of their choice by overthrowing the ruling party or parties.

Relating it to information warfare, in the present time, the tactics of information warfare can be used by one state to bring colour revolution in the other. As information warfare is all about data manipulation, government data can be changed, and different social media platforms can misguide people.

In the most active, organised, and successful colour revolutions, research has revealed that the United States funded the protestors of the Rose Revolution in Georgia, the Bulldozer Revolution in Serbia, and the Orange Revolution in Ukraine.[37] With the wide use of information as a tool to pursue in modern warfare, there is a strong connection between information warfare and colour revolutions. Information warfare is a disinformation campaign, and most importantly, disinformation is one of the essential tactics used in information operations, whereas others are misinformation and propaganda.[38]

Modern warfare includes tactics in which one state tries to sabotage the other. Moreover, the colour revolution is essential to Western 'hybrid warfare' approaches. As mentioned earlier, this can be elaborated on from the examples of the post-Soviet disintegration period and the revolutions at the beginning of this century.

The Hindutva ideology of India is centred on the concept of saffronisation. Saffornization, which aims at exclusivity and alienating other segments of society, is against the fundamental essence of democracy and a clear manifestation of the colour revolution in India. It entails religious beliefs supported by symbolism, such as the orange colour associated with the Hindu religion.

Through promoting such culture, India has been essentially following the path of Zionism, which promotes the superiority of Jews over Palestinian Arabs. Similarly, as the Zionist claims, the exclusivity of Palestinian land, the Hindutva ideology of BJP and RSS also encourages the ownership of India solely to the Hindu religion. It is practically being implemented through the rewriting of Indian history in which the contributions of Muslims and other figures associated with Hindu beliefs are entirely overshadowed. In this way, the primary task of the BJP and RSS is to manipulate and weaken the social fabric that is being carried out, which is a classic example of disinformation. The same is being replicated at the regional level through the information warfare which India has been promoting against Pakistan.

EU Disinfo Lab Report: Indian Chronicles

BJP, under the leadership of Narendra Modi, has blatantly continued to apply information warfare strategies against Pakistan. This has been proved and reported by the Geneva-based EU DisinfoLab.[39] The organisation has recently published a detailed study on India's malicious disinformation propaganda that the country has been secretly conducting against not only Pakistan but also China for more than 15 years.[40]

The EU Disinfo lab report on Indian information warfare has categorically uncovered a vast network comprising 265 media outlets that have been illicitly operating in more than 60 countries. The media offices are reported to be involved in generating and disseminating false and incorrect information concerning Pakistan and China. Moreover, many long-defunct organisations operate in various ways to promote negative news for subversive motives.

The report further reveals that the disinformation network operated by the New Delhi-based Srivastava Group was designed to disrepute Pakistan globally and influence India's decision-making at the UN Human Rights Council (UNHRC) and the European Parliament. The Srivastava Group organised a visit of the right-wing members of the European Parliament to the IIOJ&K after the special status of the occupied territory was revoked by the Indian government. The visit aimed to give a fake impression of stability in the occupied territory before the whole world. In reality, the disputed valley was put under stringent security and communication lockdown.[41]

Furthermore, Asian News International (ANI), an Indian news organisation, has played a significant part in the disinformation network. According to the report, the Srivastava Group encouraged members of the European Parliament to publish op-eds in support of pro-India positions, generally against Pakistan or China.

Similarly, various Indian consortiums have taken over the identities of the International Club for Peace Research (ICPR) and Digital Punch, an Indian digital marketing organisation providing platforms for issuing dubious press releases on Big News Network's Websites.

Because of the potential for fake news to influence people who mistake it for real news, most European countries have enacted specific and targeted rules and regulations for the removal of illegal content relating to hate crimes, terrorism, child abuse, intellectual property and copyright from web pages and social media platforms within their jurisdiction. In Europe, the most common legal course of action is to enforce a 'notice and takedown procedure, in which the host deletes the offending content after publication in response to charges of illegality.[42]

As a result, insecurity in the region has increased, as evidenced by the incidents that led to a military standoff between Pakistan and India in February 2019, when some professional hecklers on many Indian news channels and social media platforms were hell-bent on starting a full-fledged war against Pakistan. The negative consequences of fake news are not limited to libel and hate speech offences, which are punishable under various laws worldwide, including India.[43]

Key Domains of India's Propaganda Strategy

"Four hostile newspapers are more to be feared than a thousand bayonets", Napoleon.[44] More than 600 million people in India have access to the internet, whereas more than 76 million people in Pakistan do.[45] Keeping in touch with the modern technologies of war, India is adopting new methods to sabotage her enemies.

- **Electronic Media**

    Media is a very effective tool of propaganda. Indian news channels are somewhat responsible for the fragile relations owing to misinformation propagated after every unfortunate incident between the two countries. For example, soon after the Mumbai train attacks of 2006, the Mumbai attacks of 2008 and recently, after Pulwama 2019, the media created a war theatre on the TV screen. After the Taliban takeover of Afghanistan's government, Indian media rotated fake news of Pakistan's involvement and direct support of the Taliban against Panjshir resistance.[46]

- **Academic Networks**
    Indian think tanks have replicated the information for Pakistan's defamation. In the book, 'India's Pakistan's Policy: How Think Tanks are

Shaping Foreign Relations,' Bhatnagar critically analyses the role of think tanks in the composite dialogues 2004 between India and Pakistan. She views that Indian think tanks acted as echo chambers as they duplicated the narrative of the government of India during the composite dialogues.[47] A close examination of the international legal provisions reveals that the Indian media's widespread propaganda campaign against Pakistan, particularly its vigorous campaigning for Pakistan's blocklisting from FATF and attempts to malign CPEC, as well as the construction of dams within Pakistan's territory, are flagrant violations of international law and ill-motivated attempts to meddle in Pakistan's internal affairs.

- **Social Media**

After the Uri attack, Twitter bots and handlers instigated a campaign against Pakistan. Research reported that only 25 Twitter handlers made 19% of tweets, and one-third of the tweets on the Uri attack were the outcome of 84 Twitter handlers[48]. These practices can also be observed in other events too. In 2008, after the Mumbai attacks, Indian social media launched an online war against Pakistan in which they portrayed Pakistan as a terrorist sponsor country. [49] Twitter was used to start a campaign like *#nocricketwithPakistan* to defame Pakistan and destroy the sports industry of Pakistan.[50] Besides social media, academic work has also been used as a tool by India to begin a disinformation campaign against Pakistan.

Objectives of India's IW against Pakistan

After the explicit nuclearisation of South Asia in 1998, Pakistan's attainment of nuclear deterrence against its conventionally larger foe has pushed India to its knees. As a result of its strategic paralysis, India has been looking for new ways to damage Pakistan's national security. Scholars have categorised the objectives of Information warfare as follows;[51]

- Causing the cessation of hostilities before the achievement of political objectives
- Undermining and delegitimising the prestige, reputation, and support of the opponent state
- Causing general confusion by challenging agreed-upon religious, political or territorial status quo

India's objectives are assorted when it comes to information warfare with Pakistan. First, India's Hindutva ideology, which is prevalent in the power corridors of India, is bent upon revenge for its past grievances. Second, India aspires to be the

hegemon of Asia. According to the BJP mindset, this might give it a permanent place on the UN Security Council (United et al.). This mindset is demonstrated in India's first Prime Minister's remarks that India was a big state destined to play a central role in international affairs. Thus, its global hegemonic objective includes being an Asian hegemon. Moreover, India wants to break free from the strategic disability that it found itself in after Pakistan achieved nuclear deterrence against it. Before its nuclear capability, Pakistan was conventionally weaker than India.

India's information warfare approach aims to deteriorate Pakistan-China ties by destabilising regional security and stability. The reason is that India views economic and strategic links between China and Pakistan as challenging its regional hegemony and national security. Moreover, the Pakistan Economic Corridor is perceived as a serious challenge by the Indian officials, and they have left no stone unturned in sabotaging the mega economic project. In Pakistan, India is constantly fanning the flames of sub-nationalism, religious extremism, and sectarian split. Pakistan's Counter-Terrorism Department also proved RAW's involvement in the sectarian clashes in Karachi.[52]

These events indicate India's hybrid warfare objectives against Pakistan, which are summarised as follows;

- creating distrust among the institutions and the citizens
- discrediting Two Nation Theory
- maligning Nuclear Program
- fueling societal disharmony
- defaming state institutions
- political chaos and instability
- civil-military discord
- exploiting the sectarian and ethnic-religious divide
- insurgency and terrorism
- weaken diplomacy
- weaken the state economically

Policy Options for Pakistan

- **The Role of Soft Power**

  The key instruments of state power now comprise how appealing a state's culture, political ideology, and values are to others. In the post-Cold War era, this "attraction" became popular in international affairs and was called "Soft Power."[53] Joseph Nye coined the term "soft power" in the 1990s in a post-Cold War situation and defined it as 'getting others to want the outcomes that you want'.[54]

However, Pakistan has yet to realise the relevance and importance of soft power through its values, language, culture, diaspora overseas, and technological breakthroughs. Pakistan, on the other hand, is dealing with an image crisis as well as international isolation. This is the primary reason for its incapacity to effectively pursue its foreign policy objectives.

According to the recent statistics for the year 2021, Pakistan ranks 63 among 105 countries on the Global Soft Power Index, which was previously 53.[55] At the same time, India presents a classic example of how a state utilises its soft power projection to win the support of international organisations and the global community despite having a tragic human rights record at home. Soft power has been essential to the Modi government's foreign policy. India ranks 36th among the 105 countries on the Global Soft Power Index, 2021, earning a respectable position at both international levels.

- **Comprehensive National Response**

  Formulating a consolidated national response through strong political will and national unity are principal ingredients of countering the anti-Pakistan propaganda at home and abroad. This would help mitigate the vulnerabilities by developing confidence among the Pakistani people and eliminating their ethno-social differences.

- **Financial Reforms**

  A strong economy plays a pivotal role in maintaining and sustaining a state's credibility domestically and internationally. Thus, it is imperative to implement economic reforms and create a solid financial infrastructure to achieve self-reliance, elevating the status of the national economy. Moreover, providing the provinces with a transparent share of resources is equally essential. Basic amenities, education, health, employment, and recreational facilities must also be delivered to ensure a stable national environment.

- **Technological Transformation**

  Under the current government, Pakistan is on the right trajectory to improve the country's technological infrastructure by implementing updated technological programs and reforms. However, the pace of these advancements must be brought to par with India's to counter the technology-dependent threats.

- **The Role of Diaspora and International Lobbying**

  The well-connected Indian diaspora is instrumental in disseminating BJP's propaganda and pro-Indian stance globally. India is enjoying the power of its population both in and outside its borders, thus exploiting that human resource.

  Bridging the Pakistani diaspora with like-minded nationals of other countries is the way forward for Pakistan. This may include China, Nepal, Bangladesh, Turkey, and some Central Asian countries. We can bridge people's contacts, form alliances at the public level, and take advantage of emerging situations.

- **Public Diplomacy and Counter-Narrative**

  Public diplomacy can be understood as a diplomatic strategy developed by creating an emotional appeal through effective publicity.[56] Joseph Nye classified the tactics of public diplomacy into various categories, [57] including the propagation of critical foreign policy briefings (countering opponent's view) to the international community, familiarising the foreign partners regarding government policies for support and promotion of national stance, developing a solid relationship with influential leaders across the world through confidence-building measures, engaging and welcoming the common masses of international partners through academic collaborations, joint training, seminars, cultural exchange programs and other forms exchanges.

- **Role of Media**

  In perception management, the media plays a critical role. The European Union (EU) DisinfoLab has categorically highlighted how firmly Indian news media is aligned with its government, especially regarding foreign relations.

  Modern journalists rightly claim, "A hundred guns silence a single camera, but one camera can silence a hundred guns'. As far as propaganda campaigns at the international level are concerned, Pakistan unfortunately has no prominent presence in global media outlets like BBC, Aljazeera, TRT, RT or Press TV. The need of the hour is to place reputable Pakistani journalists on these platforms to disseminate Pakistan's stance on international issues worldwide.

Moreover, there must be a counter-strategy for synchronising our private media with the government agenda. Our absence on the global mainstream platforms is an issue that needs to be addressed.

Conclusion

Pakistan must promote academic culture among its citizens to fight against India's information warfare. It is a fact that lies and deception cannot withstand truth. Ideologies can be defeated by super ideology and narratives by counter-narratives. By holding internationally reviewed academic research on this topic, Pakistan can expose India's propaganda both domestically and globally. Furthermore, university perception management platforms must be established to create youth awareness. There is an urgent need for some centralised means of training Pakistan media to cope with information warfare tactics. All political and military stakeholders should come together to take the necessary measures to protect both the nation's conventional and nuclear information and assets from likely IW attacks.

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