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HYBRID WARFARE IN INDO-PAK CONFLICT: CHALLENGES FOR PAKISTAN

Ghulam Hussain Abid Sipra

PhD Scholar Department of IR&PCS, NUML, Snr. Lecturer Humanities & Social Sciences, Bahria University Islamabad

ABSTRACT

Hybrid warfare phenomenon has sought utmost importance in Indo-Pak conflict with multiple dynamics in modern times. Indian intentions of downplaying national security and objectives of Pakistan are evident by virtue of misinformation campaigns, propaganda tools, media narratives and twisting the facts at international forums. Pakistan being nuclear capable state has to come up with well devised policy to ensure deterrence in the region to tackle Indian hegemonic designs as well as securing its vital national interests. For this purpose, vigilance of Indian intentions and policies is the need of the hour.

Keywords: *Hybrid Warfare, Media narratives. Misinformation, Deterrence, hegemonic Designs*

INTRODUCTION

Conflicts are progressively categorized by a hybrid nature, merging of conventional and non-conventional, asymmetrical tactics, accomplishments, distributed arrangement, and non-state actors. This synthesis of war by using modern modes of technologies, sophisticated and simple, blurs the lines between regular and irregular warfare. At the strategic level, many wars employ a combination of conventional and nonconventional mechanisms, albeit in numerous theaters or foundations. One example of future challenges in this regard is the battle between Hizbullah and Israel in the summer of 2006. Hizbullah is basically organization which expressed the capacity of demonstrated the Non-State Actors (NSA) to feat the exposures of advance countries style forces and effectively counter their actions.

According to Élie Tenenbaum, the concept of "hybrid warfare" has lost its original meaning and has been weakened to the point of irrationality. Several writers have mentioned that the plan of

combining a variety of means of combating simultaneously is not as innovative as it initially appeared when the turn of phrase "hybrid" was coined.ⁱⁱ Throughout history, there have been numerous examples of conflicts where one or both sides employed hybrid warfare strategies. Some notable instances include the Peloponnesian War, the French revolution, and Indian. War, the Peninsula war, the American. Revolution, the British Campaign against Ottoman empire, Garibaldi's Campaign in Southern Italy, the Union's Counter-guerrilla War, the USSR in the WWII, the Vietnam. War, the Sino-Japanese War, the war in Indonesia the Chinese Civil War, the 1971 War among Pakistan and India, Hezbollah's conflict with Israel in 2010, and the Russia-Ukraine war in 2014, among others. Thus, the word 'hybrid warfare' becomes widely used to describe a seemingly modern warfare, which, upon closer examination, reveals its historical precedents and has been stretched to the point of absurdity.ⁱⁱⁱ

New technologies carried by both the positive and negative implications. On the other hand, it has allowed for mass involvement and empowerment, but on the other hand, it has increased the vulnerabilities faced by individuals, groups, corporations, and states. For instance, modern warfare is influenced by the pervasive and manipulated media, where the side claiming victory in the information space often achieves success in the political and diplomatic arenas as well. Hybrid forces, by encompassing conventional conflict to include the people, intensify its power and enlarge the conflict in time and space, offering opportunities for both immediate and protracted clashes of will. As the case study of Indo-Pakistan conflict, hybrid warfare emerges as an outcome of conventional war and has a strong historical background that explains India's involvement in hybrid warfare against Pakistan.

One of the most serious issues between India and Pakistan is the distribution of water resources originating from Kashmir mostly the rivers. India's construction of dams and barrages to control water flow has posed a significant threat to Pakistan's survival. The majority of Pakistan's population relies on agriculture, and the disruption of water supply can have disastrous consequences. In 1960 the agreement signed in the form treaty named 'The Indus Water Treaty' to handle the situation, but India has continued to intervene by constructing unauthorized dams and increasing water

storage capacities on the rivers. The unresolved dispute over Kashmir and the water distribution issue exacerbate tensions between the two countries.

The India-Pakistan conflict stems from the divide of united India ruled by British empire, and despite the existence of nuclear weapons in both countries, conventional war remains unlikely. However, Indian aggression persists, leading to the adoption of hybrid warfare as a fourth-generation warfare strategy. In this era of information technology, irregular warfare, such as hybrid warfare, becomes highly effective against the enemy. India's inability to achieve its objectives through conventional warfare or nuclear weapons drives its adoption of the latest means to wage hybrid warfare against Pakistan. Since the September 11, 2001 attacks, Pakistan has faced severe terrorism and has become involved in the U.S. war on terror. India's involvement in Afghanistan has been used to destabilize Pakistan through cross-border activities, and Kulbhushan Jadhav presence in Pakistan serves as evidence of Indian meddling in Pakistani state stability.

Studying the phenomenon of hybrid warfare is crucial as it increasingly emerges as a new strategy of warfare in the current era. The Indo-Pak conflict is no exception, as it fits well within the unstructured warfare as the hybrid warfare shaping the world today. India continuously violating Line of control and Pakistan is facing this aggression from India since long, and the current situation in Indian-held Kashmir highlights the importance of studying this interstate conflict. Such a study can help in resolving the conflict and provide potential options for Pakistan.

Caused by manifold factors, the evolved conduct of warfare in the form of hybrid warfare between India and Pakistan has witnessed recalibration and reorientation of traditional trajectory that is resulting in confluence of multiple instruments, non-conformed methods, multi-dimensional approaches, grey-zone tactics and exigent strategies and in turn is generating certain compulsions and choices for both the countries. Contextually, the dynamics of India-Pakistan hybrid warfare is following the complex course due to swelling gap in terms of capabilities, unresolved disputes, inclusion of new proxies, information espionage, infiltration of intelligence agencies, cyber violence, military modernization, hawkish propaganda, disinformation campaigns, shift in nuclear postures and doctrines and changing strategic culture of the region

owing to great power competition in 21st century. As a result, Pakistan is facing complex caveats and challenges posed by India's hybrid approach that ought to be addressed in pragmatic manner through pragmatic security maximization against India's offensive.

HYBRID WARFARE'S CHALLENGES FOR PAKISTAN

This chapter examines the nature of hybrid warfare and the challenges it poses to Pakistan, emphasizing the complexity of this phenomenon and the difficulties in identifying both the enemy and its strategy. Hybrid warfare, characterized by the use of a diverse array of non-traditional tactics, has been a significant challenge for Pakistan since its inception. The study aims to explore these challenges, highlighting how hybrid warfare combines conventional military tactics, irregular warfare, propaganda, cyber-attacks, economic pressure, and other means to achieve political and military objectives.

In the context of Pakistan, the challenges posed by hybrid warfare can be analyzed through the lens of Structural Realism. Kenneth Waltz's theory of Structural Realism provides a framework for understanding state behavior in the international system, emphasizing the role of the structure of the system in shaping state actions. Within this framework, there are two prominent strands of Structural Realism: Defensive Realism and Offensive Realism. India's ambitions to achieve regional hegemony and its strategy of maximizing its power, particularly after its nuclearization, represent a significant challenge for Pakistan. With conventional warfare increasingly untenable due to nuclear deterrence, India has shifted its focus to coercive strategies that involve both military and non-military means. These strategies include unconventional warfare and technological advancements, which are presenting growing challenges to Pakistan's national security.^{iv}

India's approach, which blends the use of advanced military technologies with other non-traditional methods of warfare, aligns with Carl von Clausewitz's famous dictum, "War is nothing but the continuation of politics by other means." This reflects how India's geopolitical objectives are pursued not only through direct military engagements but also through a combination of covert operations, cyber warfare, and economic pressure, all of which contribute to Pakistan's ongoing security challenges in the realm of hybrid warfare.

TERRORISM AS A CHALLENGE FOR PAKISTAN

Pakistan has faced an ongoing battle against terrorism for decades, with various groups employing both conventional and unconventional tactics to carry out attacks. Among the most prominent groups are the Tehrik-i-Taliban Pakistan (TTP), Lashkar-e-Taiba (LeT), and Jaish-e-Mohammed (JeM). These groups have targeted both military and civilian sites, resulting in considerable loss of life and extensive infrastructure damage. In addition to traditional methods like suicide bombings and armed assaults, these groups have utilized propaganda and social media to recruit new members and spread their ideological message. For example, the TTP has published videos showcasing attacks on Pakistani soldiers and officials.v

Accusations of terrorism, however, require careful scrutiny of evidence and should not be made lightly. Pakistan has raised allegations against India, claiming that it has supported various terrorist activities on Pakistani soil. Notably, India is accused of backing separatist movements within Pakistan, including the Balochistan Liberation Army (BLA) and the Muttahida Qaumi Movement (MQM), both of which have been linked to terrorist acts in Pakistan.vi Pakistan has also suggested that India may have been involved in the 2016 Uri attack, which targeted an Indian military base in Jammu and Kashmir. While the attack was attributed to the Pakistan-based Jaish-e-Mohammed (JeM), Pakistan has contended that India staged the incident as a false flag operation.

In addition, Pakistan has accused India of using Afghan territory to launch attacks against Pakistan, alleging that Afghan intelligence agencies have supported anti-Pakistan militant groups such as the TTP and the BLA.vii Allegations have also surfaced about India's role in funding and training these groups, which operate both in Pakistan and Afghanistan. India, however, has denied these accusations, maintaining that Pakistan supports militant groups operating within India. The relationship between India and Pakistan has long been characterized by conflict and mutual suspicion, and allegations of state-sponsored terrorism remain a highly sensitive and contentious issue. Both countries have been involved in incidents of violence, and the complexities surrounding these allegations necessitate a careful and balanced examination of the evidence and context. It is crucial to avoid

sweeping generalizations and, instead, focus on fostering dialogue, trust, and cooperation between the two nations.viii

In addition, claims about India's support for separatist movements like the BLA and MQM, as well as the purported use of Afghan soil for anti-Pakistan operations, continue to be a significant point of contention. These accusations are supported by alleged evidence of financial and logistical assistance provided to these groups. In sum, the question of India's involvement in terrorist activities against Pakistan is multifaceted and remains a highly debated and politically charged issue, requiring nuanced understanding and resolution.

PROPAGANDA AND INFORMATION WARFARE

Propaganda has become a sophisticated tool, often employed through leaked information, fake news, and the dissemination of material gathered via espionage. This information is strategically advanced through local, domestic, and international media channels, as well as social media platforms, to influence political discourse and shape societal narratives. Social narratives can even be manipulated subconsciously, for example, by embedding specific themes or biases in movies.ix Certain religious or ethnic groups are often portrayed negatively in popular culture, such as Muslims being stereotyped as terrorists or Russians as spies and warlords. Repeated exposure to such narratives reinforces stereotypes, potentially instigating societal violence or unrest. Similarly, films that glorify revolution or portray outlaws as heroes can normalize rebellion against established law and order.

Pakistan has been a target of such information warfare, where fake news and propaganda on social media have exacerbated sectarian and ethnic tensions. India has been accused of employing social media and other platforms to disseminate disinformation against Pakistan, particularly concerning the Kashmir dispute. These efforts allegedly aim to destabilize Pakistan and tarnish its international reputation. The long history of conflict and animosity between India and Pakistan has extended into the realm of propaganda and information warfare, with both countries accusing each other of discrediting tactics.x

Indian media outlets and social media users have been accused of spreading anti-Pakistan propaganda, often designed to inflame sectarian and ethnic divisions within Pakistan. For instance, unsubstantiated reports of mistreatment of minorities, such as

Hindus, have been widely circulated to portray Pakistan in a negative light. These tactics have heightened tensions between the two nations and complicated efforts to resolve their longstanding disputes. Pakistan, in response, has initiated countermeasures by launching media campaigns, strengthening its cyber defenses, and seeking to build alliances with other nations.^{xi} The issue of Indian propaganda and information warfare against Pakistan is inherently complex and contentious, requiring a nuanced analysis of the evidence and arguments involved.

SPREADING FAKE NEWS

In its 2019 annual report, the United States Department of Defense described disinformation as "an incisive instrument of state policy."^{xii} As the weaponization of information grows to serve political, social, and economic objectives, the European Union (EU) has defined disinformation as "clearly false or deceptive information crafted, presented, and circulated either for financial gain or with the deliberate intention to mislead the public." While the term "disinformation" began appearing in major dictionaries in the late 1980s, the practice itself has deep historical roots, particularly seen during periods such as the World Wars and the Cold War, where it was integral to propaganda efforts.^{xiii} Drawing from Russian KGB manuals, various nations have adopted modern disinformation tactics to advance their domestic and foreign policy agendas. In South Asia, India has emerged as a significant player in using disinformation, leveraging counterfeit media platforms and fabricated non-governmental organizations (NGOs) to spread misleading narratives that discredit Pakistan and undermine its diplomatic efforts.

Disinformation is further disseminated through various channels, including social media, propaganda, domestic media, and international outlets, with the intent of influencing public perception and advancing specific interests. For example, in the context of the Syrian conflict, U.S. media outlets repeatedly broadcast claims about the use of chemical weapons by the Assad regime, framing him as a tyrant killing his own people. However, these reports often ignored the broader geopolitical context, such as the U.S. desire to alter the Syrian regime and its support for Syrian rebels. The portrayal aimed to garner American public approval for military intervention. In contrast, fake news proliferates on social media, where publication requires no

verification, and the massive audience amplifies the reach of misinformation. Even traditional media outlets sometimes adopt fake news from social media platforms, further compounding the spread of false information.

In Pakistan, fake news often revolves around issues such as alleged atrocities against ethnic minorities, discrediting politicians, attacking the military, anti-India rhetoric, and blasphemy. This type of propaganda can easily provoke protests and incite violence. Strategic leaks of confidential information, including stolen files revealing personal matters or overseas assets, are also used in political campaigns to discredit regimes and install politically compliant leadership in targeted countries.

A notable example of disinformation was exposed by the EU-based Non-Governmental Organization, DisInfo Lab, which uncovered an extensive Indian disinformation campaign during 2019 and 2020. This operation primarily relied on fictitious news platforms active on both social media and mainstream media, exerting influence on global public opinion and civil society to undermine Pakistan. The Shrivastava Group, an Indian wire service company based in Delhi, played a leading role in orchestrating the campaign, operating 256 anti-Pakistan websites and disseminating false information across 65 countries, beginning as early as 2005.^{xiv} Various social organizations and humanitarian groups linked to the United Nations (UN) and the European Union (EU) were alleged to have been complicit in this campaign. Notably, 10 NGOs associated with the UN Human Rights Council (UNHRC) were identified as promoting anti-Pakistan narratives. In a peculiar twist, the late Harvard professor of International Humanitarian Law, Dr. Louis B. Sohn, was posthumously implicated in this campaign, having allegedly attended humanitarian conferences related to Baloch separatist activism as late as 2011.

Indian media outlets and social media users have been involved in spreading fake news and rumors about Pakistan, particularly to fuel sectarian or ethnic tensions. For instance, baseless claims about the mistreatment of Hindus or other minorities in Pakistan have been widely circulated, despite the lack of credible evidence supporting such allegations. Through various media channels, including social media, news websites, and traditional media

outlets, India has been accused of orchestrating disinformation campaigns designed to target and malign Pakistan.xv

SOCIAL MEDIA AS A CHALLENGE FOR PAKISTAN

In the contemporary era of hybrid warfare, it is crucial to examine the impact of social media on shaping public opinion within a nation. From 2005 to 2023, there has been a significant surge in the number of Facebook accounts and Twitter users globally. The proliferation of social media platforms such as Twitter, Instagram, WhatsApp, Facebook, TikTok, and YouTube has resulted in a remarkable increase in user engagement across these platforms in recent years. These platforms, with their widespread reach, have been strategically leveraged to influence public sentiment and advance various political agendas. A notable example of this occurred during the Arab Spring, when social media played a pivotal role in mobilizing public support and orchestrating efforts to overthrow long-standing dictatorships and monarchies in the Middle East. The use of Facebook, in particular, is well-documented as a key tool in organizing and mobilizing protests, such as the one in Tahrir Square, Cairo, in 2011, which became a symbol of the region's struggle for political change.xvi

Indian use of social media as a tool against Pakistan to defame institutions and personalities through creating fake account disclosed after disinfo Lab users have been known to create fake accounts and pages to spread false information and disinformation about Pakistan. For example, during the 2019 Pulwama attack in India, which was blamed on Pakistan-based militants, Indian social media users spread fake news stories alleging that the attack was actually carried out by the Indian government to stoke anti-Pakistan sentiment. Pakistan rejected Indian allegation in that incident and another incident takes place in Pakistan an attack on GHQ. Some terrorist's attacks on the very sensitive area of Pakistan, India spread propaganda through social media that Pakistan is a failed state so that its nuclear weapons are not safe. India launched this campaign to the international community that pressurize Pakistan to dismantle its nuclear installations, because if QHQ is not safe then its nuclear weapons can goes in the hands of non state actors, which threat to international security.

Social media, often regarded as a form of information warfare or 5th generation warfare, has become a significant tool in hybrid warfare strategies. India's use of hybrid warfare against Pakistan

exemplifies such tactics, which are described by Roger Cohen in his article *Leading from Behind.xvii Cohen argues that in this strategy, the primary actor instigates actions and enables others to carry out the actual operations, thereby minimizing direct involvement in combat. In extreme cases, the leader may not participate in the ground battles at all, instead providing material and political support to allies and proxies. This approach allows the leading power to avoid the direct collateral consequences of war, reducing the financial and human costs associated with conventional warfare. In contrast to traditional warfare, such as the invasions of Panama, Afghanistan, and Iraq, the "leading from behind" strategy has been notably applied in the Syrian, Libyan, and Ukrainian conflicts, where external powers have influenced and supported local forces rather than engaging in direct military confrontation.xviii

NEWS WEBSITES AND MEDIA OUTLETS

Misinformation, disinformation, and propaganda have been integral aspects of human communication since antiquity, with roots tracing back to the Roman era, where political leaders like Octavian employed propaganda to shape public opinion. One of the most notable examples is Octavian's campaign against Mark Antony, which sought to tarnish his reputation through the dissemination of strategically crafted short slogans inscribed on coins—early predecessors to modern one-to-many communication methods akin to today's succinct, impactful messaging, reminiscent of brief social media posts or tweets. This form of manipulation has evolved significantly over time, adapting to the rise of new communication technologies. As communication mediums advanced in the 20th century, particularly with the proliferation of radio and television, the ability to disseminate information rapidly became commonplace. This era saw the emergence of sardonic and sensationalist news, often designed to captivate audiences with exaggerations or false narratives, sometimes creating confusion between fact and fiction. The introduction of the internet further exacerbated this phenomenon, leading to an exponential increase in the spread of misinformation. The proliferation of social media platforms in the 21st century has amplified these risks, enabling both errors and deliberate falsehoods to go viral at unprecedented rates. Through peer-to-peer

distribution, content can easily be shared, re-shared, and reshaped, making it difficult to trace the origins of false information.

The continuous evolution of digital communication has thus transformed the landscape of information dissemination. Today, misinformation and propaganda are not only used to sway political outcomes or manipulate public opinion but have become embedded within everyday interactions. Social media platforms provide individuals with the tools to craft and circulate content that may lack factual accuracy, leading to the spread of hoaxes, conspiracy theories, and divisive narratives. The rapid pace at which information travels across networks, combined with the anonymity afforded by online platforms, creates an environment where distinguishing between truth and falsehood becomes an increasingly complex challenge.

Indian news websites have been accused of publishing false stories about Pakistan without sufficient evidence to back up their claims. For example, some Indian news websites have run stories alleging that Pakistan's government is supporting terrorist groups, even when there is little or no evidence to support these claims. Indian TV news channels have also been accused of spreading fake news and disinformation about Pakistan. For example, some Indian news channels have run stories alleging that Pakistan's military is involved in drug trafficking or other illegal activities, without providing much evidence to back up these claims.^{xix}

Indian intelligence agencies are believed to be using social media to spread propaganda and influence public opinion in Pakistan.^{xx} This can include creating fake accounts and using them to spread disinformation, as well as amplifying pro-India voices and drowning out dissenting opinions. India has been accused of using social media to spread propaganda and influence public opinion against Pakistan. Here are some ways in which India may be using social media to achieve these aims like Indian intelligence agencies are believed to be involved in the creation of fake social media accounts, which are used to spread anti-Pakistan propaganda and disinformation.^{xxi} These accounts may be used to amplify certain narratives or to create false impressions of popular support for anti-Pakistan sentiment. Use of Bots as tool, Indian intelligence agencies may also be using automated bots to disseminate propaganda and disinformation on social media. These bots can be programmed to create a large volume of social media posts that support a particular narrative, thereby influencing public opinion in favor of anti-Pakistan sentiments.

TARGETING PAKISTAN'S MILITARY AND GOVERNMENT

India has been accused of using propaganda to target Pakistan's military and government, often with the aim of portraying them as weak or corrupt. For example, Indian media outlets have been known to run stories alleging that Pakistan's military is involved in drug trafficking or other illegal activities, without providing much evidence to back up these claims. India has been accused of targeting Pakistan's military and government through various means, including:

CYBER ATTACKS

India has been accused of carrying out cyber-attacks against Pakistan's military and government infrastructure. These attacks are believed to be aimed at gathering intelligence, disrupting communications, and compromising sensitive data. India has been accused of carrying out cyber attacks against Pakistan, with the goal of gathering intelligence, disrupting communications, and compromising sensitive data. Some examples of alleged Indian cyber-attacks against Pakistan include: Website Defacements: Indian hackers have been accused of defacing Pakistani government and military websites, replacing them with messages critical of Pakistan and supportive of India. Indian hackers have been accused of using social engineering techniques to trick Pakistani users into revealing sensitive information, such as passwords or personal data.

SUPPORT FOR SEPARATIST MOVEMENTS

As mentioned earlier, India has been accused of supporting separatist movements in Pakistan, such as the Baluchistan Liberation Army (BLA) and the Muttahida Qaumi Movement (MQM).xxii These groups have been accused of carrying out attacks against Pakistan's military and government targets. India has been accused of using propaganda and disinformation to undermine Pakistan's military and government. This includes spreading false information about Pakistan's military capabilities, involvement in terrorism, and human rights abuses. India has been accused of carrying out covert operations in Pakistan aimed at destabilizing the country's military and government. This includes the alleged support for militant groups operating in Pakistan and the use of Afghan soil to launch attacks against Pakistan. It is important to note that India has denied these allegations and has accused Pakistan of supporting militant groups that operate in

India. The two countries have a long history of conflict and mutual suspicion, and accusations of targeting each other's military and government are a sensitive and contentious issue.

HIGHLIGHTING TERRORIST INCIDENTS

India has also been accused of using terrorist incidents in Pakistan to further its own agenda. For example, Indian media outlets have been known to run stories alleging that Pakistan's government is supporting terrorist groups, even in cases where there is little or no evidence to support these claims. India has been accused of highlighting terrorist incidents against Pakistan as a means of undermining Pakistan's image in the international community and to portray itself as a victim of terrorism. Some examples of how India has allegedly highlighted terrorist incidents against Pakistan include. India has accused Pakistan of supporting terrorist groups that carry out attacks in India and has sought to highlight this issue in the international community.^{xxiii} In response, Pakistan has accused India of supporting separatist movements in Pakistan and of using accusations of terrorism as a means of exerting diplomatic pressure.

India has also accused Pakistan of carrying out cross-border attacks on Indian Territory, including attacks on military installations and civilian targets. India has used these attacks to highlight the issue of terrorism in the international community and to accuse Pakistan of harboring and supporting terrorist groups. India has been accused of highlighting terrorist incidents in Pakistan as a means of portraying Pakistan as a haven for terrorists and of undermining its image in the international community.^{xxiv} This includes highlighting incidents such as the 2008 Mumbai attacks, which were carried out by a group with alleged links to Pakistan. India has also used international platforms, such as the United Nations, to highlight the issue of terrorism in Pakistan and to call for action against terrorist groups operating in the country.^{xxv} India has accused Pakistan of failing to act against these groups and has sought to rally international support for its position.

In terms of the language used in the discourse surrounding this issue, both India and Pakistan tend to use emotive and loaded language when discussing terrorism. India often uses terms such as "state-sponsored terrorism" and "cross-border terrorism" to highlight its position that Pakistan is directly responsible for

terrorist incidents in India. On the other hand, Pakistan often uses terms such as "Indian aggression" and "state terrorism" to describe India's alleged involvement in terrorist incidents in Pakistan.^{xxvi} In addition, both India and Pakistan often seek to portray themselves as victims of terrorism. India highlights the devastating impact of terrorist incidents in its territory, such as the 2008 Mumbai attacks, while Pakistan highlights the loss of civilian lives in terrorist incidents in its territory, such as the attack on the Army Public School in Peshawar in 2014.^{xxvii} Both countries also seek to rally international support for their position, with India using international platforms to call for action against terrorist groups operating in Pakistan and Pakistan highlighting its efforts to combat terrorism and to seek cooperation from the international community.

The dialogue surrounding India's stress of terrorist incidents against Pakistan is characterized by a high degree of emotion and political rhetoric. Both India and Pakistan view the issue through the lens of their own national interests, and the issue is likely to remain a contentious and sensitive one in the bilateral relationship between the two countries.

PROMOTING INDIAN CULTURE AND VALUES

India has sought to promote its culture and values in Pakistan, often with the aim of portraying them as superior to Pakistani culture and values. This can include promoting Bollywood films and music, as well as highlighting India's economic successes and democratic institutions. India has been accused of promoting Indian culture and values in Pakistan as a means of exerting soft power and of influencing public opinion in the country. Some examples of how India has allegedly been involved in promoting Indian culture and values in Pakistan include:

India and Pakistan have had limited cultural exchanges over the years, with events such as film festivals and music concerts being held in both countries.^{xxviii} However, India has been accused of using these exchanges to promote its own culture and values in Pakistan and to undermine Pakistan's cultural identity. Indian films and television shows, particularly those produced by Bollywood, have a large following in Pakistan.^{xxix} However, India has been accused of using these films and shows to promote its own culture and values in Pakistan and to marginalize Pakistani culture. India has been accused of promoting Indian culture and

values through education in Pakistan. This includes the establishment of Indian cultural centers and the promotion of Indian languages such as Hindi and Sanskrit in Pakistani schools. They also argue that India is using cultural exchanges as a means of exerting soft power and of promoting its own interests in Pakistan. Proponents of India's involvement in promoting Indian culture and values in Pakistan argue that this is a legitimate means of promoting cultural exchange and of building bridges between the two countries.^{xxx} It is important to note that India denies these allegations and argues that its cultural exchanges with Pakistan are aimed at promoting mutual understanding and cooperation between the two countries.

The issue of cultural exchange and the promotion of Indian culture and values in Pakistan remains a contentious issue in the bilateral relationship between the two countries. The issue of India's involvement in promoting Indian culture and values in Pakistan is a complex and contentious issue that is viewed differently by different stakeholders. The discourse surrounding this issue is characterized by a high degree of emotion and political rhetoric, with both India and Pakistan presenting their own views on the matter. India's efforts to promote Indian culture and values in Pakistan are seen by some as a means of exerting soft power and of influencing public opinion in the country.^{xxxi} Critics argue that India is using cultural exchanges to undermine Pakistan's cultural identity and to promote its own interests in the country. They also argue that India is using cultural imperialism as a means of exerting influence over Pakistan.

CONCLUSION

Hybrid warfare in Indo-Pakistan Conflict is not a new phenomenon of the strategic rivalry between the two rival states. Pakistan being a nuclear weapon state is creating conventional deterrence against India therefore, India is adopting the strategy of Asymmetric warfare newly as hybrid warfare against Pakistan to achieve its political and military objectives in the region of South Asia. Furthermore, India is ¹using multiple tactics of hybrid warfare against Pakistan which are posing challenge to Pakistan's national Security. The most significant challenge to Pakistan is the use of misinformation campaign, fake news and propaganda by

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India in this context. The need of the hour for Pakistan is to apprehend these multiple complex challenges of hybrid nature to deter them accordingly for sustaining regional and internal peace and security.

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