



The Role Of Social Media In Bridging Indo-Pak Relations

¹Dr. Sumanpreet Kaur, ²Ms. Charu Sharma

¹Assistant Professor, ²Research Scholar

¹Department of Public Administration, ²Department of Political Science

¹Desh Bhagat University ,

¹Mandi Gobindgarh, Punjab, India

Abstract: Social Media, nowadays, is a very powerful medium of shaping public opinion, bridging gaps, fostering love and brotherhood. In the case of India and Pakistan, social media is playing the role of double edged sword, both fostering love and brotherhood and at the same time spreading hatred. This paper tends to focus on the positive role the media is playing to bring together the people of both nations. India and Pakistan are neighbours not good neighbours. There are various conflicts and issues between the two countries which keep them apart but somewhere in their hearts both are not apart. It's because they were one before the partition of the subcontinent in 1947. Still the wounds of that time are not totally healed. Many of People who bore partition have gone by now and those who are left still yearn to visit their motherland. But given the political situation, visiting each other's country is not easy. The focus of this study is to bring forth the role social media is playing to bring together the people of India and Pakistan on various forums and establish a peaceful bond. Social media is helping the people to discover the roots where they belong, it is celebrating the cultural oneness of both the people, bringing forth the truth and eliminating the misunderstandings and misconceptions about each other.

Index Terms: Social media, Indo-Pak relations, peace-building, cross-border communication, cultural exchange, digital diplomacy, public opinion, people-to-people engagement.

Methodology

This study adopts a qualitative research approach using secondary sources to explore the role of social media in bridging Indo-Pak relations. Data is collected from academic articles, reports by think tanks, and media publications that examine social media's potential for fostering cross-border communication and promoting peace initiatives. Content analysis is conducted on key social media campaigns, hashtags, and events that emphasize cultural exchange, dialogue, and mutual understanding, such as the Kartarpur Corridor initiative and Indo-Pak cricket diplomacy. Case studies of positive engagement on platforms like Twitter and Facebook provide insights into how social media facilitates people-to-people connections. The research relies solely on publicly available and credible sources, ensuring ethical rigor and reliability.

Introduction

More than seventy-seven years have passed since the partition of the subcontinent, yet the relationship between India and Pakistan remains strained. The history of their bilateral relationship has been marked by wars, conflicts, and turmoil, alongside sporadic efforts to address issues at both the governmental and people-to-people levels. When both nations emerged on the world map, they were soon embroiled in a war over Kashmir in 1948. Since then, the Kashmir issue has remained a contentious point between the two.¹(Wolpert, 2002). A significant achievement in the early years of their relationship was the signing of the Indus Waters Treaty, brokered by the World Bank, which has endured despite conflicts (Indus Waters Treaty, 1960).² However, this period of relative cooperation was overshadowed by two more wars in 1965 and 1971. The latter resulted in the creation of Bangladesh after Pakistan's bifurcation (Ganguly, 2001).³ Although no full-scale wars occurred afterward, the Kargil conflict of 1999 effectively ended the peace process initiated by the Lahore Declaration, which was signed after the Indian Prime Minister's historic bus journey to Pakistan (Lahore Declaration, 1999).⁴ By this time, both nations had become nuclear powers. Efforts to resolve the Kashmir issue nearly succeeded during the tenure of Indian Prime Minister Manmohan Singh and Pakistani President Pervez Musharraf, but the process was halted when Musharraf was deposed (Observer Research Foundation, 2020).⁵ Later, attempts were made by Prime Minister Narendra Modi's government, but terrorist attacks derailed the peace process. In 2019, the Pulwama attack (BBC News, 2019)⁶ and the abrogation of Article 370 (Al Jazeera, 2019)⁷ further deteriorated relations, resulting in the cessation of direct talks and trade between the two nations.

However, amidst strained diplomatic ties, the rise of social media has emerged as a transformative tool with the potential to bridge divides. Platforms like Twitter, Facebook, YouTube and Instagram have provided citizens, influencers, and even policymakers from both nations with opportunities to engage directly, bypassing traditional communication channels. In the context of Indo-Pak relations, social media has played a dual role. It has been instrumental in promoting peace initiatives and fostering people-to-people connections, as seen during campaigns like the Kartarpur Corridor discussions. At the same time, these platforms have been used to spread misinformation, propaganda, and divisive narratives, exacerbating tensions. This duality highlights the need for a deeper understanding of how social media can be harnessed as a bridge for dialogue and mutual understanding.

This study examines the role of social media in fostering positive engagement between India and Pakistan, focusing on its potential to reduce animosities, promote cultural exchange, and build people-to-people connections. While acknowledging the challenges posed by misinformation and hate speech, this research explores how digital platforms can contribute to a more harmonious relationship between the two nations.

The relationship between India and Pakistan nowadays is perhaps at the deepest low. There are no official talks between the two, there is no direct trade, even the number of their respective diplomatic missions in each other's country is at the lowest point. There is no High Commissioner in their missions as of now. India links resumption of talks with Pakistan with the efforts made by Pakistan to curb cross border terrorism while Pakistan links resumption of trade with the establishment of pre abrogation of Art.370.⁸ However, now India has imposed a 200% import duty on all goods imported from Pakistan after the Pulwama incident and also withdrawn MFN status from Pakistan.⁹ Back channel talks are also not going on in between the two countries.¹⁰ But one connection is still there. It is through social media. Visiting each other may not be that easy because of visa and other hurdles but people on both sides are connected with each other through social media. When social media was not there then media was there which was the sole information source for the people of both countries to know about each other. It has always played the role of a double edged sword. All the misleading information, conceptions are there about each other and on the other hand it is also playing the role of building bridges between the two countries like the 'Aman Ki Asha' initiative by the Jang group of Pakistan and Times of India from India.¹¹ When India and Pakistan emerged, the population of both countries was still connected to each other through each other's radio broadcasts. They are still connected through these broadcasts. Both love each other's songs. Bollywood songs are a big hit across the border and so are the songs of Pakistani singers.

After independence both the nations had the big task of nation building before them and for that the Radio was used as a great medium. Pakistan's radio was used as a medium to spread anti India propaganda. During the war over Kashmir in 1947-48 also, the Pakistan radio was used intensely to spread malicious information against

India. Radio Pakistan now has about 31 stations which are functioning from different parts of Pakistan Occupied Kashmir and North West Frontier which devote a good chunk of time for anti India propaganda. To counter such anti India offensive Radio Kashmir was established in 1947 itself. It was merged into All India Radio in 1954. It is not that India didn't respond. It did a variety of communal harmony programs to counter the anti India offensive.¹²(Bhat, R, 2013)

The name Radio Kashmir continued till the reorganization of state into two separate union territories in 2019.¹³ The War of Kargil was the first war which received full media coverage by Television also and which helped the Indian citizens to build a connection with their soldiers who were fighting for their cause at the borders. It helped to build up a strong public opinion and national support. In 1992, the Indian government had liberalised the broadcasting industry, giving way to the emergence of many private channels which were in front in coverage of the Kargil war. The Indian government had allowed the TV channels and newspapers to report live from the Kargil which generated a huge patriotic atmosphere in the country. It was through media also that India was able to communicate its part at both national and international level. It was acknowledged in the Kargil Review Committee Report also. But Pakistani media was not able to face India in the media war.¹⁴(Jas,A,2024)

UNITING FAMILIES SEPARATED BY PARTITION

There are many YouTube channels which are working tirelessly for reuniting the families from across the borders which were separated by partition. Partition of India was a traumatic incident in the life of those who had to leave their homes, businesses, cattles and go to a new land for starting all afresh. But this exchange of population was not smooth. It preceded bloodbath. About 12 million people became refugees. Millions of Hindus, Muslims and Sikhs got killed, many women were abducted, raped or killed or forcefully married by changing their religion. Many parents lost their kids, either they were killed or separated. Many families were broken as they lost contact with their near and dear ones. Some were left on this side of the border or that side. Even after 77 years people haven't forgotten their roots. They yearn to see their place of birth, their schools or colleges or meet their friends. Some are still searching for their long lost relatives. By this time most of them have passed away but their children are searching via social media for their lost relatives so that they can fulfill the wishes of their ancestors. But the task is not easy given the tense relationship between India and Pakistan since independence. It is very difficult to get a visa for visiting across the border. In this scenario the efforts by certain YouTube channels in this direction is worth mentioning. One such channel is Punjabi Lehar which was started by Mr. Nasir Dhillon along with a friend in 2016. Since then the channel has managed to unite hundreds of families from across the borders. Mr. Nasir Dhillon himself is a Pakistani Muslim whose father and grandfather had suffered the agony of partition and were not able to ever come back though they yearned for it. He started the channel with Mr. BHUPINDER Singh Lovely, a Pakistani Punjabi Sikh. The channel is now having more than 800,000 subscribers. Now people know about the channel and approach them to search for their loved ones. The opening of Shri Kartarpur Corridor has now made the reunion easy.¹⁵

There are many other channels which are working in this direction. Mr. Bhupinder Singh Lovely now also has a channel of his own named 'Punjabi Ambassador'. This channel is also working for the unification of families from across the borders. The channel has more than 300,000 subscribers.¹⁶ There is also one channel named media top which is showing the homes, shops or properties left by the Hindu and Sikh community on that side of the border. It also shows abandoned Gurudwaras or Temples of that time. People request the channel to visit their village and locate their homes and show them on the channel. Those who are unable to visit feel satisfied seeing the places they left. It has 2.6 lake subscribers.¹⁷

Uniting Hearts through Reaction Channels

There are many channels which are reaction channels working for removing misinformation and misunderstandings about each other and telling the other nation what their public knows about the other nation. Many such channels are run by Shoaib Chaudhary.¹⁸(Chaudhary, n.d.), Sana Amjad¹⁹ (Amjad, n.d.), Naila & Shaila²⁰(Naila and Shaila,n.d.), and many more.

Reaction channels on YouTube from Pakistan have become a trend, breaking barriers and promoting cross-border virtual dialogue. They are working with mostly Indian content. These channels analyze music videos, movies,

news, and cultural events etc. The channels are promoting peace and friendship by giving a message to both their own public and viewers from India. They are helping clear doubts about each other from the minds of the general public. Reactions to historic events, or any political event or any achievement of India or comparison between the two countries or controversial content often include balanced, empathetic discussions that promote understanding rather than conflict. For instance there are videos on comparison of Indian and Pakistani Kashmir, comparing Indian and Pakistani education system, showing reactions of those Pakistanis who have visited India.^{21,22} All of this is helping Pakistan to know more about India. Reaction channels such as Real Entertainment TV²³ and Pakistani Reacts²⁴ have highlighted cross-border appreciation through their content, contributing to cultural diplomacy (Real Entertainment TV, n.d.; Pakistani Reacts, n.d.).

The channels also react to food, traditions and festivals highlighting various similarities of culture and traditions, fostering oneness and brotherhood. This content subtly builds an emotional connection, reminding viewers that ordinary citizens on both sides value peace and harmony. It is also a platform for collaboration. Many YouTube channels invite Indians on their talks forging a sense of friendship. For instance, Ms. Ribaha Imran²⁵ (Imran, n.d.) frequently invites Indian experts in her shows to tell more about India. Not only Indian experts but there are many Pakistani experts who are being invited by such channels to tell the truth to their people removing all ill information about India. Experts like Late Sir Tarek Fateh (Pakistani Canadian Journalist) and Professor Ishtiaq Ahmad (Pakistani Swedish Political Scientist and Author) on Ms. Ribaha Imran's channel have analysed bilateral relations and tried to tell the truth about the events of history.

One important fact about these channels is that their subscribers are more from India and also comments on these channels are also more from Indians. One of the good channels of Pakistan is Mr. Syed Muzammil,²⁶ 'Syed Muzammil Official'. (Syed Muzammil Official, n.d.). It is not a reaction channel but it's a very informative channel which is also working for the spreading awareness in people of Pakistan which indirectly helps improving bilateral relationships as it is also trying to spread awareness regarding misconceptions about each other.

Another such channel is by Professor Ishtiaq Ahmed,²⁷ a distinguished Pakistani-Swedish Political Scientist who has authored several notable books. His works include "People on the Move: Punjabi Colonial and Post-Colonial Migration" (2004), where he contributed a chapter titled "Forced migration and ethnic cleansing in Lahore in 1947: some first-person accounts." In 2011, he edited "The Politics of Religion in South and Southeast Asia," examining the interplay between religion and politics in these regions. His critically acclaimed book, "The Punjab Bloodied, Partitioned and Cleansed" (2012), provides an in-depth analysis of the partition's impact on Punjab and was awarded the best non-fiction book of 2012 and the Coca Cola Prize at the Karachi Literature Festival in 2013. In 2020, he published "Jinnah: His Successes, Failures and Role in History," offering a comprehensive study of Muhammad Ali Jinnah's political journey. "Pakistan: The Garrison State" is also a valuable book on Pakistan. Most recently, in 2023, he authored "Pre-Partition Punjab's Contribution to Indian Cinema," highlighting the region's influence on the film industry. Through his channel he is trying to build peace between both the nations. Reading of his books gives an understanding of the events of bilateral history. Other channels worth mentioning are 'The Black Hole'²⁸ and 'The Pakistani Experience'.²⁹ These are not channels which directly derive their content from India -Pakistan relationship but some of their programs are worth watching, creating awareness in their society. The Black hole is a community space in Islamabad for nurturing science, art, and culture which invites guests and analysts from all walks of life spreading liberal thought in society.

Media also communicates peace and friendship between communities and nations which was very evident through telecast of 2nd International Punjabi Conference which was held in Lahore in November 2024. It saw a confluence of people across the borders, across the communities, from all walks of Lives especially people from Art, Literature, Social Media who through their efforts are working tirelessly to protect Punjabin and Insaniyat.³⁰

A 3 day World Punjabi Conference was inaugurated in Lahore on 19th January. A 65 member delegation entered Pakistan through Wagah Border. These types of events, when promoted by Media, give a message of love, friendship and oneness to people.³¹ There is a site named 'Aaghaz-e-Dosti' established as a peace initiative between India and Pakistan. Aaghaz-e-Dosti was felicitated as Laureate of Public Peace Prize 2017. It also won the Social Media Empowerment Award 2015 hosted by Digital Empowerment Foundation India (DEF India).

Again it was felicitated at the Global Peace Initiative 2015 hosted by Welinkar Institute of Management Development and Research (Mumbai, India). It was a finalist at the 3rd eNGO South Asia Challenge 2014 under categories of “Advocacy” and “Use of Social Media”. The initiative was started in 2012 and is successfully working through social media for building peace.³² Now the initiative has released the 13th peace calendar on 19th January 2025 which includes 12 paintings on the theme of peace which are made by students of India and Pakistan. The calendar also includes messages from prominent individuals who advocate such peace initiatives.³³

Joint collaborations of both nations work wonders. Coke Studio, Pakistan and India is one such effort in which artists from both India and Pakistan unite to produce something which is modern as well aligning with demands of present times but at the same time clinging to roots. The artists from both the nations collaborate to produce music that is dear to the population on both sides of the border.³⁴ Both the channels are having subscribers in millions.

Not many channels are there in the field from India. One channel is Raula Pao³⁵ (Raula Pao,n.d) which tries to explore Malls, houses, living etc in Pakistan breaking many myths which Indian people have about Pakistan. Another channel is M Bros Unlimited (M Bros Unlimited, n.d) which also tries to explore Pakistan through its videos on Pakistani Schools, Pakistan’s Street food, Flyovers, Railway system etc, again breaking myths about Pakistan in India.³⁶ But there were Journalists such as Kuldip Nayyar and Khushwant Singh who all their lives worked for building Indo-Pak peace through their writings or through the candle March at Wagah Border.³⁷ And channels like ‘Punjabi Travel Couple’ (Punjabi Travel Couple,n.d) and ‘Walk with Turna’ (Walk with Turna, n.d) are such channels which have covered their visits to Pakistan on their respective YouTube Channels and explored Lehnda/East Punjab highlighting similarities of culture, traditions, values and language which fosters a sense of oneness between the two nations. It generates curiosity to know more about each other. The love and hospitality which both the couples from both the channels got is also worth mentioning.

There are many social media campaigns and hashtag trends which have tried to promote India-Pakistan peace. In 2016 after the attack on Pathankot Airbase many messages of peace were shared on social media by the people who advocate peace initiatives to continue between India and Pakistan hashtags like ‘ProfileForPeace’, ‘IndoPakKeepTalking’ ‘KillTerrorismNotTalks’, “Kill terrorists.”³⁸

In 2019 when the tensions between India and Pakistan were high after Pakistani authorities captured Captain Abhinanda, there was a trend on twitter #SayNoToWar which received support from all walks of life from both the countries. Pakistani authorities released Captain Abhinandan later.³⁹

CHALLENGES AND CONCERNS

The role of social media is nowadays a twofold sword which is playing both a positive role in building up relationships and also is a cause of concern for the misleading news and information and hatred it spreads. The medium itself is not defective, in fact it is its use which makes its role positive or negative.

1. Spread of Misinformation and Propaganda: There is a sea of such channels on YouTube which use headlines which are misleading and spread misinformation about the other. When you open the channel after seeing the headline, you find nothing like that. There are many who only see headlines and form their opinion. Thus, it can lead to formation of a hostile public opinion which in turn is not good for bilateral relations.
2. Hate speech and Trolling: It is another type of warfare which is fought on the internet but perhaps gives deeper wounds. Most glaring example of hate speech and trolling is when Pakistan captured Captain Abhimaniyu after it downed an Indian fighter plane over its territory. There were memes and trolls all over the internet as if people are fighting a war on the battlefield. They were fighting war over twitter, facebook and instagram. The reason for such wars on social media platforms is the anonymity which the trolls get over here.
3. Lack of Regulations : one major challenge which pose a threat to bilateral relations is that it is very difficult to control harmful content or fake news or hate speech on the social media platforms. Under the veil of freedom of speech and expression, the users cross their limits.⁴⁰

4. Psychological manipulation: Another major concern which rises from social media platforms for Indo-Pak Relations is psychological manipulation which such platforms do in case of any incident or terrorist attack. After any mishap the emotions on both sides of the borders turn so high that it leads to formation of strong public opinion which in turn affects policy making.
5. Political propaganda: Often governments use social media to prevail upon masses and to generate support for their policies and actions. Example of Political Propaganda can be seen after surgical strike which the government did after an attack on an Army camp in 2016 in Kashmir. Indian government retaliated 10 days after the attack with a crackdown on militant launchpads based in Pakistan. The Indian government claimed significant casualties to Pakistan but initially the Pakistani government denied such an attack and later on accepted two casualties. Both governments depended upon social media propaganda to defend their claim.⁴¹
6. Problem of trust building: False propaganda at such a vast scale, long history of animosity has eroded trust between the citizens of both countries. Constant bashing of each other's governments and policies and spread of misinformation about each other has created a trust deficit. There is a lot of misinformation on social media about the facts of wars fought between the two countries, about terrorism, about intervention in each other's territories, about treatment meted out to minorities in both countries. This misleading information has created a gap between both which is not easy to fill.⁴²

RECOMMENDATIONS

1. Digital Literacy and Awareness: To fight the menace of hateful news and fake news, there has to be digital literacy so that citizens can be aware of what's happening around them. They should be able to differentiate between misleading and true information. Citizens should behave responsible while spreading or sharing any information. Facts should be checked before sharing. They also should mind the language which they are using on social media platforms. It should not hurt someone's sentiments or disrespect any community or nation.
2. Collaborative efforts: The media and social media platforms should engage with each other for bringing peace and development in both the countries. The initiatives like 'Aaghaz-e-Dosti' and 'Aman Ki Asha' should continue. These types of efforts give an opportunity to have an insight about each other and also help to break the ice.
3. Positive Engagement: There is so much common between both the countries on which they can engage positively. For instance, Cricket, Movies, Dramas, Poetry etc. They can explore each other's diverse culture through social media. There is a big audience which is interested in knowing about each other.
4. Strict Regulations: Strict Regulations should be there to regulate content shared on social media. Any harmful content which is shared on social media or any hateful speech should be removed across all media/ social media platforms as it spreads misleading information and hatred.

Conclusion

Social Media is a very powerful medium these days which can do what the governments are not able to do till date. The citizens from both countries can raze the wall of hatred between the two. They can build a strong public opinion which is in favour of Indo- Pakistan peace. It should not be used to spread misleading information but only peace and love. The social media platforms nowadays are nowadays acting like a both way sword. On one side these are spreading misinformation and hatred and on the other these are a way of communicating commonness, love and peace. It is upto us in which way we are using social media.

References

1. Wolpert, S. (2002). *India and Pakistan: Continued conflict or cooperation?* University of California Press.
2. World Bank. (1960). *Indus Waters Treaty*. [Official document]. Retrieved from <https://documents.worldbank.org>
3. Ganguly, S. (2001). *Conflict unending: India-Pakistan tensions since 1947*. Columbia University Press.
4. Lahore Declaration. (1999). *Ministry of External Affairs, India*. Retrieved from <https://mea.gov.in>
5. Laskar, R. H. (2023, February 5). Musharraf: Who came closest to Kashmir solution but also triggered Kargil war. *Hindustan Times*. <https://www.hindustantimes.com/india-news/pervez-musharraf-the-tough-talking-general-101675580631210.html>
6. India, T. O. (2023, September 28). pulwama attack. *The Times of India*. <https://timesofindia.indiatimes.com/topic/pulwama-attack>
7. Jazeera, A. (2023b, December 11). What's Article 370? What to know about India top court verdict on Kashmir. *Al Jazeera*. <https://www.aljazeera.com/news/2023/12/11/whats-article-370-what-to-know-about-india-top-court-verdict-on-kashmir>
8. Abbas, K., & Khan, M. A. (2024, January 13). Could the India-Pakistan relationship normalize in 2024? *The Diplomat*. <https://thediplomat.com/2024/01/could-the-india-pakistan-relationship-normalize-in-2024>
9. Pti. (2019b, February 16). Pulwama terror attack: India hikes customs duty to 200% on all goods imported from Pakistan. *The Times of India*. <https://timesofindia.indiatimes.com/business/india-business/customs-duty-on-goods-from-pakistan-hiked-to-200-with-immediate-effect/articleshow/68026732.cms#>
10. Yousaf, K. (2023, March 2). Pakistan again says no backchannel talks with India. *The Express Tribune*. <https://tribune.com.pk/story/2404102/pakistan-again-says-no-backchannel-talks-with-india#>
11. Urmila. (2023). The role of media in Indo-Pak relations and its implications for India's security. *International Journal of Political Science and Governance*, 5(2), 45–50. <https://doi.org/10.33545/26646021.2023.v5.i2a.257>
12. Bhat, R. (2013). Fighting Wars through Radio Broadcasts. *J Mass Communicat Journalism*, 3(2), 1000147. <https://doi.org/10.4172/2165-7912.1000147>
13. *Radio Kashmir' becomes "All India Radio" in new J&K, Ladakh UTs - Early Times Newspaper Jammu Kashmir*. (n.d.). <https://www.earlytimes.in/m/newsdet.aspx?q=276987#>
14. Jash, A. (2024, August 6). *Media and the Kargil war: Staging India's first live war*. Observer Research Foundation. Retrieved January 17, 2025, from <https://www.orfonline.org/expert-speak/media-and-the-kargil-war-staging-india-s-first-live-war>
15. Jaffery, B. S. (2022, August 17). *Punjabi Lehar: Pakistan YouTuber reunites families split by partition*. <https://www.bbc.com/news/world-asia-india-62559815>
16. Lovely, P.S. (n.d.). [YouTube channel](https://www.youtube.com/@PupinderSinghlovely). YouTube. Retrieved from <https://www.youtube.com/@PupinderSinghlovely>
17. Media Top Baig. (n.d.). [YouTube channel](https://www.youtube.com/@MediaTopbaig). YouTube. Retrieved from <https://www.youtube.com/@MediaTopbaig>
18. Chaudhary, S. (n.d.). Sohaib Chaudhary [YouTube channel]. YouTube. Retrieved January 17, 2025, from <https://youtube.com/@sohaibchaudhary?si=zTmaeGeegUFmjCJz>
19. Amjad, S. (n.d.). Sana Amjad [YouTube channel]. YouTube. Retrieved January 17, 2025, from <https://youtube.com/@sanaamjad?si=2V7p74KnyviTMYOZ>
20. Naila & Shaila. (n.d.). Naila & Shaila [YouTube channel]. YouTube. Retrieved January 17, 2025, from <https://youtube.com/@nailashaila?si=jDndTPJ1IszYv4o>
21. Amjad, S. (2023, March 23). *Pak Kashmir VS INDIAN Kashmir | Which Kashmir is better? | Pakistani YouTuber visited Kashmir | Sana* [Video]. YouTube. <https://www.youtube.com/watch?v=Up5e3jC1kPY>
22. Pakistani Real Reactions. (2022, November 24). *India □□ Pakistan □□□ □□□□□ Education system □□ □□□□□? | India and Pakistan Education comparison* [Video]. YouTube. <https://www.youtube.com/watch?v=KcWTMO0yAqI>
23. Chaudhary, S. (n.d.). [YouTube channel](https://www.youtube.com/@sohaibchaudhary?si=b07XGRakMmiQyOea). YouTube. Retrieved January 28, 2025, from <https://www.youtube.com/@sohaibchaudhary?si=b07XGRakMmiQyOea>
24. Pakistani Reacts. (n.d.). [YouTube channel](https://www.youtube.com/@pakistanireacts?si=L0FrW4MVulY3WDcJ). YouTube. Retrieved January 28, 2025, from <https://www.youtube.com/@pakistanireacts?si=L0FrW4MVulY3WDcJ>

25. Imran, R. (n.d.). Ribah Imran [YouTube channel]. YouTube. Retrieved January 17, 2025, from <https://youtube.com/@ribahaimran?si=XIYohIxZmUtO8Egb>
26. Syed Muzammil Official. (n.d.). Syed Muzammil Official [YouTube channel]. YouTube. Retrieved January 17, 2025, from https://youtube.com/@syedmuzammilofficial7067?si=14_7zEIIphi412tT
27. Ahmad, Ishtiaq. (n.d.). [YouTube channel](#). YouTube. Retrieved January 18, 2025, from <https://youtube.com/@billumian47?si=TckO7wnliU05PUi4>
28. The Black Hole Official. (n.d.). [YouTube channel](#). YouTube. Retrieved January 28, 2025, from <https://youtube.com/@theblackholeofficial?si=FehX-YmeLkP8GUu3>
29. The Pakistan Experience. (n.d.). [YouTube channel](#). YouTube. Retrieved January 28, 2025, from <https://youtube.com/@thepakistanexperience?si=MI-OXEzQKABnudBG>
30. Home || International Punjabi Conference 2024. (n.d.). International Punjabi Conference. Retrieved January 28, 2025, from <https://www.internationalpunjabiconference.com/>
31. Singh, M. (2025, January 20). World Punjabi Conference: □□□□□□ □□□□□□ □□□ □□□□□□□□ □□□□□ □□□ □□□□□□ □□□ □□□□□□- □□□□ □□□□□. *Zee News Hindi*. <https://zeenews.india.com/hindi/zeeph/punjab/world-punjabi-conference-fakhar-zaman-said-punjabi-language-is-more-threatened-by-its-own-people/2608850>
32. *Aaghaz-e-Dosti*. (n.d.). Aaghaz-e-Dosti. <https://aaghazedosti.wordpress.com/>
33. Kamal, N. (2025, January 20). Peace initiative 'Aaghaz-e-Dosti' releases 13th Indo-Pak peace calendar. *The Times of India*. <https://timesofindia.indiatimes.com/city/chandigarh/peace-initiative-aaghaz-e-dosti-releases-13th-indo-pak-peace-calendar/articleshow/117407041.cms>
34. Coke Studio Pakistan: An Ode to Eastern Music with a Western Touch. (2020, March 17). *Economic and Political Weekly*. <https://www.epw.in/engage/article/coke-studio-pakistan-ode-eastern-music-western>
35. Raul Apao. (n.d.). [YouTube channel]. YouTube. <https://youtube.com/@raulapao?si=Yw7gX4KHmc8EEtba>
36. BROS,M. Unfiltered. (n.d.). [YouTube channel]. YouTube. <https://youtube.com/@mbrosunfiltered?si=iejxOXP5YGXdfM4f>
37. Aijazuddin, F. S. (2018, September 2). *Continuing Vajpayee & Nayar's peace march*. The Tribune. <https://www.tribuneindia.com/news/archive/columns/continuing-vajpayee-nayar-s-peace-march-646262/>
38. *Profile for peace: Netizens' bid for India-Pakistan friendship*. (2016, January 28). Latest News, Breaking News, LIVE News, Top News Headlines, Viral Video, Cricket LIVE, Sports, Entertainment, Business, Health, Lifestyle and Utility News | India.Com. <https://www.india.com/news/world/profile-for-peace-netizens-bid-for-india-pakistan-friendship-898544/>
39. Mezzofiore, G. (2019, February 28). *How people are trying to end the India-Pakistan Crisis one tweet at a time*. CNN. <https://edition.cnn.com/2019/02/28/asia/india-pakistan-kashmir-twitter-hashtags-propaganda-peace-intl-scli/index.html>
40. Dorrani, H., & Naseer, M. (2021, November 21). *Hate speech and culture of trolling on social media*. ResearchGate. <https://doi.org/10.13140/RG.2.2.16077.56806>
41. *Transcript of joint briefing by MEA and MOD (September 29, 2016)*. (n.d.). Ministry of External Affairs, Government of India. https://www.mea.gov.in/media-briefings.htm?dtl/27446/Transcript_of_Joint_Briefing_by_MEA_and_MoD_September_29_2016
42. Karamatullah K Ghor, & Karamatullah K Ghor. (2016, August 3). *No trust left between India and Pakistan*. The New Indian Express. <https://www.newindianexpress.com/opinions/2016/Aug/03/no-trust-left-between-india-and-pakistan-1502018.html>