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Pakistan & India Utilising Soft Power Within Afghanistan: Towards Radical Foreign Policy Perspective

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ABSTRACT

The international system is essentially progressive, so as industrialization and technology for communication improved, there has been a shift in position and attitude. Governments are more motivated to build soft powers to be a method of achieving their goals. In a similar line, India has utilised its soft power as foreign policy weapon to shape regional affairs and grow its footprint in this area. India has a longstanding stake in Afghanistan. Afghanistan's geostrategic significance affects Indians in a number of ways, including politics, strategy, and economy. Indian authorities urge India to strengthen its foothold in Afghanistan so as to fulfil its tactical objectives of simplifying the path to regional power acknowledgment and becoming a worldwide active rising power. In contrast, Pakistan and Afghanistan share deep geostrategic and cultural ties. India's growing presence in Afghanistan poses a threat for Pakistan due to the lengthy border either the Durand Line has to Afghanistan towards the southwest; any incident related to that country might have an instant impact on both countries. Pakistan was historically cautious of India's involvement in Afghanistan, believing that its expanding influence could erode Pakistan's position. Notwithstanding its extensive past, historical cultural traditions, and religious affiliations, Pakistan has not demonstrated its soft power methods. If Pakistan uses its soft power to be a foreign policy tool, it would not only increase its position in Afghanistan, but also improve its global image. The current study is exploratory and qualitative in character, employing data obtained from secondary

sources such as documents, papers, government records, and lessons. Thus, the purpose of this research is to examine India's soft power programmes in Afghanistan, the consequences of Indian softer power for Pakistan, and what Islamabad may do to avoid this predicament.

Keywords: Soft power, global foreign policy, Pakistan and Indian safety and security, the Southeast Asian region, global politics, global relationships, economic conditions, terrorist activities, and cultures

INTRODUCTION

In an unchecked world, countries struggle for supremacy, particularly militarily and monetarily, to provide security. Because this chaotic nature has culminated in a beneficial administration, each state is attempting to grow more strong in order to expand its reach and achieve its objectives. In his book entitled *The Theory of International Politics*, Kenneth Waltz argues that self-help programmes lead to power-maximizing conduct. In this regard, countries have previously waged wars using ruthless force to achieve their safety and goals.

The word "hard power" refers to real assets, including armed weaponry and financial resources that are utilised to execute military strikes, financial penalties, and strong diplomacy actions. German invasion involved Warsaw in 1939; the United Nations financial penalties over Iraq by the year 1991, as well as both 1965 & 1971 conflicts between India and Pakistan are among the greatest instances of harsh force.

The definition of power has evolved all through time, especially since the advent to the worldwide data age. Capturing minds and hearts is vital right now. In earlier times, powerful states were primarily concerned with military dominance in international affairs, but as technology evolved, this paradigm altered.

Joseph Samuel Nye invented the phrase "soft power" in 1990 to describe the notion of co-optive legitimacy, meaning the capacity to achieve tasks by cooperation and attractiveness rather than severe force. With the shifting dynamics of technological advancement and power, governments are increasingly focused on achieving their goals through soft power in a variety of forms. As noted by Joseph Nye, possessing a lot of resources cannot guarantee success; for example, although having a capable and powerful military, the United States managed to avert the terrorist attacks on September 11, 2001 and lost the Vietnam War.

In a real world where self-help is essential, military strength is still required, yet it is prohibitively costly for the present nation-state structure as compared to prior countries. Cultural Affairs, principles, thoughts, and communications have each become more important all through time. Due to the increased understanding of soft power, countries are utilising these industries as a foreign policy tool for pursuing and accomplishing their objectives.

India is a growing power in the region, hence its foreign policy is mainly based on soft power methods to expand its impact on both local and international concerns. India has had a longstanding interest in Afghanistan. Afghanistan's

geostrategic significance helps India strategically, tactically, and financially. Indian authorities want to develop a relationship with Afghanistan to achieve strategic goals and increase the regional impact.

Pakistan has concerns with the way India is using soft power as a foreign policy tool in Afghanistan because of their close cultural and geostrategic ties. Every strategic, political in nature, or administrative change in Afghanistan had a direct influence on Pakistan, especially if it is instigated by its arch rival India. Pakistan and India work jointly to build a foothold in Afghanistan while undermining the power of one another. Each has used various policies to achieve their own ends in mind. Over decades, Pakistan has frequently charged India of destabilising the Baluchistan and weakening its engagement in Afghanistan. Although possessing the largest border and a long history neighbouring Afghanistan, Pakistan fails to effectively deploy its soft power activities. The soft power of India's tactics have resulted in greater power in Afghanistan. According to historian Joseph Nye, while attempting to achieve a certain goal, countries must employ combined hard as well as soft power, frequently referred to as smart power. Pakistan's foreign policy prioritises defence and employs military power. Pakistan must use soft power successfully to complement its physical might. Soft power tactics can help Pakistan not just establish a presence inside Afghanistan, but also improve its international image.

Objectives

Because of technological advancements, numerous nations have begun to employ soft power to be a foreign policy arsenal. In the case of the relationship between Pakistan and India with Afghanistan, both nations want to make an effect with the goal to attain the strategic goals they share. Since 2001, India has been striving to extend its footing in Afghanistan, which is an important cause of concern for Pakistan. As a result, the goal of the study is to investigate and understand the phenomena of soft power in relation to policymaking, even more, to investigate India's soft power projection throughout Afghanistan. Finally, this paper examines how India's soft power affects Pakistan's foreign policy. Hence, the questions that emerge are:

1. India has made significant investments throughout Afghanistan, leveraging its soft power reputation and instruments. What steps has India made to strengthen its soft power within Afghanistan after 2001?
2. To what extent does India's soft power in Afghanistan affect the Pakistani government foreign policy?
3. How can the Pakistani government foreign policy be modified to integrate a greater use of soft power?

RESEARCH METHODOLOGY

The purpose of a research approach is to assess, predict, and grasp a phenomenon. Most of the scientific studies are founded on principles and hypotheses that are based on its epistemology as well as ontological principles.

Among the objectives of this study is to examine the significance of "soft power" for a foreign policy tool, as well as how Indians may present it. The study relies on practical research, which seeks to explain occurrences by using known theory, namely soft power. The soft power phenomena is ethereal and immeasurable, particularly when compared to hard power; hence, a qualitative analytical technique will be used. The research addresses the soft power of India projected in Afghanistan, giving an in-depth assessment of the strategies used to boost its alleged soft influence throughout the region. This will be quantified using Joseph's notion of soft power resources, which include cultural backgrounds, foreign policy, including political principles. These soft power sites give detailed information on India's softer power policy and approach in Afghanistan. Qualitative research is appropriate for this thesis since it gives descriptive details. The research project is interpretive in nature, using qualitative data to get a sense of the situation. The research will only employ secondary materials, which include books, papers, research papers, conference presentations, journals, and internet surfing. The selection will be based on quality, content, significance, and authenticity to the issue at hand. A targeted strategy will be taken to assure the lack of bias, with reputable additional information used.

DISCUSSION

Following the tragic loss of 9/11, Afghanistan's political landscape has changed. The Taliban nevertheless rule certain regions of Afghanistan, but US forces were there till 2001. The main shift is the fact that many global and local enterprises have set up themselves in the vicinity. Notwithstanding its turmoil, Afghanistan remains to present several advantages to both worldwide and local powers. Each country is expanding its impact with the goal to achieve its aims. For instance, Pakistan aspires to enhance its influence in Afghanistan so as to construct a comprehensive strategy towards India. The United States intends to counter China's growing influence in the region, whilst India desires entry into Central Southeast Asia, which surrounds Pakistan. Pakistan and Afghanistan, having Muslim states with substantial ethnic Pakhtun communities, have long had tense relations. Pakistan's involvement in Afghan affairs started after the USSR's occupation in 1979. The Durand Lines dispute has made the relationship among Pakistan and Afghanistan weak. Afghanistan refuses to acknowledge Durand's line, which distinguishes and divides the Pashtun along with Baloch populations that live on each side.

Pakistan's participation in Afghanistan is primarily because of India's growing influence. Because of its closeness to Pakistan, Afghanistan constitutes a strategic priority for India's foreign policy. To expand its influence, India signed the Treaty of Friendship in 1950 that negotiated a series of agreements to strengthen bilateral ties and promote peace between the two countries. Following the Afghan marvel and the fall of the Soviet Union, India has increased its efforts to apply constraints on Afghanistan, although the formation by the Taliban has flipped the political tables against it. Yet, India formed connections to the North Alliance that challenges the

Taliban regime. After 9/11, the US deployed pro-Indian soldiers to Kabul, Afghanistan, making it much easier for India to establish a foothold in Afghanistan. Following the devastating 9/11 events and America's occupation of Afghanistan, India had effectively enhanced its position in Afghanistan, retaining full bilateral ties, increasing cultural interchange, and providing major economic assistance for the country's development and growth. India's assistance and effect on Afghanistan help it achieve its aims of economic independence and diplomatic strength. Pakistan perceives India's expanding involvement in Afghanistan as a threat to its safety and objectives. As an outcome, India uses soft power to expand its influence within Afghanistan, which is a significant concern to Pakistan.

Our study demonstrates that Pakistan's regional planning is significantly reliant on power in Afghanistan, which offers depth to its strategy versus India. However, India's growing influence in the region undermines this goal. To fulfil her ambitions, India needs increase its presence in the region. India has pursued soft approaches towards Afghanistan by engaging developing and relief projects. Pakistan has reservations about India's growing prominence as a result of its ties to Afghanistan and the United States, which has led to fears that their country would be sidelined. The question is: why does Pakistan outperformed India whereas having borders, society, and faith with Afghanistan? Since Pakistan and Afghanistan are Muslim countries with a substantial ethnic Pashtun population; consequently, why does India have a greater impact on Afghanistan over Pakistan? Pakistan has a rich cultural past, but it needs the expertise to fully utilise it. With so many immaterial assets, why hasn't Pakistan used soft power effectively through their foreign policy?

The Pakistani government foreign policy emphasises military and stability over custom, ideals, and diplomatic in accomplishing its goals. Thus, this research focuses on Pakistan's options for employing soft power to achieve its aims. India's enhanced use of soft power will have an influence on Pakistan's foreign policy. Global relationships are changing, and the global framework has changed multiple times before the start of the 21st century. The growth of globalisation and technology for communication has caused a shift between authority and policy. These changes have brought a number of opportunities and challenges for Pakistan. Considering its extensive past, ancient culture legacy, and natural beauty, Pakistan is seen as a shelter for radicals instead of an attraction for travellers. Pakistan failed to express the true features of its nation, culture, and values to the remainder of the world. The basic thesis of this article is the fact that Islamabad must reassess its goals and priorities and immediately reform its foreign policy in order to cope with both difficulties and possibilities. The paper examines modifications to power policy, policy reactions, and makes proposals for Pakistan's subsequent foreign policy evolution. Power has always had a crucial place in the global society. Developments in the global framework have affected the concept of power. Previously, power was defined by financial and military might, but technological breakthroughs and globalisation have introduced a completely new dimension of power.

The movements between major nations after the end of the Cold War mainly added new material to established power concepts. The concept was first established by famous professor Joseph Nye, who defined "soft power" as an administration that achieves its aims by persuading and various other means rather than strong authority and armed forces.

According to Joseph Nye, the rising concept of gentle force is a continuance of traditional power conceptions like hard power. He criticises the notion that toughness is always necessary to achieve achievements, and suggests that indirect influence might be equally important. As defined by Joseph Nye, "soft power" means attaining a goal by persuasion rather than violence. If foreign governments acknowledge the legality of such a plan, it strengthens the government's influence through soft power.

Materials for Soft Power:

Nye explains how soft power may lead to success in foreign policy. He goes on to say that soft power may be explained in terms of three assets: cultural backgrounds, foreign policy, and political ideals.

Culture

Joseph defines culture as a society's traditions and conventions. He emphasises that if the principles of a particular culture are either acceptable in other cultures or similar to those of a different culture, then one nation may influence the other through its cultural norms and values to accomplish its soft power aims. According to Joseph Nye, a nation's soft power is heavily influenced by its popular culture. Despite their invisibility, cultural values have a significant influence on society and individuals. As a result, it is a valuable resource that may be characterised in terms of learning, technological advances, music, literature, and film.

Morals in politics

Political values conveyed both globally and locally are one type of soft power. Political ideas and ideals influence a country's political framework. Western states adopt liberal democracy because an electoral ideal, and because of a result, it reflects their views on liberty and democratic rule, which are admired by nations around the globe.

Foreign Policy

The country's principles entice other governments and cultures. According to Nye, long-term foreign strategy is more enticing than one that relies on short-term goals. A state of being can influence others by enticing them through its attractive and useful properties. Foreign policy is an important tool for shaping a country's position in local, regional, and international circles. As a consequence, the nation's standing dictates the extent of its impact over other countries. If a country's foreign policy is perceived as damaging, it loses attraction to other countries.

Both Soft Power versus Intense Power

Power is defined as the ability to accomplish tasks; this is why every state strives for maximal power in order to execute its foreign policy within a concise and complete manner. The idea of power is the most commonly debated topic in political

science and international affairs. Varied academics have varied opinions on what constitutes genuine authority for a state. However, there is agreement that it is a capacity that not only allows the state to accomplish tasks, but also allows it to conduct its foreign policy in accordance with its objectives and the requirements of foreign policy programmes. Traditionally, the notion of power was present and related with physical things. The most valuable material possessions are military power and financial capabilities. This is why, in the past, any country was considered powerful if it had greater military might and financial resources. It is arguable whether the relevance of the economy and military resources diminishes or not; yet, according to the realism school, the possession of actual resources always makes a state powerful. This ancient source of electricity is sometimes referred to as "hard power". Thus, hard power is the power that a country assumes by possessing superior economic and military means with which to carry out its foreign policy in global affairs. Using hard power, the state may achieve its goals in foreign nations through an incentive and threatens approach. The application of hard power in pursuing a foreign policy has been referred to as the "carrot and stick policy." Whereas the term "carrot" symbolises incentives or prizes that a state provides to another state, a stick relates to warnings and prohibitions employed in policy implementation. Hard power is additionally referred to as coercive force, that is utilised to accomplish tasks; hence, off power is typically defined as anything that doesn't seem coercive or used to force people. The reader's school of thinking favours the notion of hard power; prominent realists such as Machiavelli and others feel that it is more appropriate to be hated than adored by other governments. Simply put, he stated that it is preferable for a state to have physical resources rather than relying solely on collaboration and external assistance. The realistic train of reflection also emphasises that because the government is the primary player in global affairs, it is the government's sole duty to not only pursue its national interests, but also maintain enough hard power as security and surviving are the primary objectives of the state, as the world has become anarchic and helpful is the only way to guarantee existence. Although liberalism is applied in many areas of international politics, state weather announcers aren't realists by nature. They accept the world's anarchy while also preparing themselves with hard power, which includes both financial and military resources, to deal with global issues. These assets are used to demonstrate power through military developments, financial threats, economic incentives, and limited-scale assaults. According to the neo-realist school of thinking, the utilisation of such resources is referred to as "hard power."

The phrase "soft power" has grown in popularity since the end of the Afghan war, which also marked the end of the cold war's most heated period, in which the Soviet Union was shattered. In his paper "The End of History," Francis Fukuyama argued that democracy is the best way to manage global affairs, but also introduced the concept of "soft power." Literally, soft power refers to any power that is not harsh power. It is the capacity of a single nation to persuade another state to do things and perform activities that are part of its foreign policy by utilising cultural,

institutionalised, and intellectual methods rather than traditional ones. When a state makes investments in an educational infrastructure project in another nation, and the citizens and authorities of that country buy the generosity and strengthen their relationship with that state, this is referred to as the use of soft power by one state to persuade the people of the other state to her advantage. There is no one proven strategy for employing soft power, which can be used individually or in conjunction with other resources, including purchased intangible as well as tangible assets. Because of global institutions such as the United Nations, the International Monetary Fund, the World Bank, other nongovernmental organisations, and international nongovernmental organisations, using hard power in this day and age has numerous consequences. As a result, soft power is a more effective way to affect populations on a large scale and promote oneself as a friend in other governments. We live in a globalised society where interactions and modes of communication are increased and active. In this type of era, using soft power is an excellent instrument for establishing a positive image in foreign countries and compelling people to act in accordance with your country's foreign policy. The deployment of soft power is especially significant since it has a direct influence on the inhabitants of other nations in which one wishes to implement its strategy. In a democratic system, governments fear going against the will of their population. Soft power allows one state to have an immediate effect on the attitude of its population, which can then be used to influence the actions of another state.

Pakistan and Afghanistan Together

Since 2001, power relations in the region have shifted. Afghanistan has developed as an important region intriguing between Indian and Pakistani governments. Pakistan as well as India possess an extensive record of competition; both countries have fought in complete military conflicts and continued competing on a multitude of avenues, either financial, military, or safety related. The worldwide War on Terror (GWOT) rendered Kabul a hazardous place, but it also gave a chance for both India and Pakistan to engage in appropriate foreign policies as well as acquire strategic breadth in the region in general. From 2001, India utilised diplomatic soft power to be among its most successful ways to develop a comprehensive strategy in Afghanistan. Rather of utilising conventional hard force or dispatching military soldiers, India has been keener in developing connections to Afghanistan via spending, humanitarian assistance, and cultural contact. For the last decade, India has positioned themselves to be one of the world's nations that has used soft power to promote goodwill among Afghans. India's use of soft power boosts its strategic advantage whilst diminishing Pakistan's targets and ambitions across Afghanistan. The key element of the aforementioned soft power strategy was that, not only do Afghans accept India's activities in Afghanistan, but other countries across the world also recognise India's success and attempts at rehabilitation in this area. After America declared an international conflict on fear, Pakistan maintained its most significant ally, helping US as well as NATO soldiers in their battle in opposition to Afghanistan. Pakistanis suffered losses as a consequence of its

engagement in the worldwide battle on dread, and terrorist supporters on the Pakistani side carried out methodical and damaging strikes. Pakistan has displaced approximately 70,000 people in the war on terrorism, involving army and civilian casualties. Many terrorist groups inside Pakistan rose over the government out of hatred, that's why Islamabad sought support from both the United States and NATO. Anti-Taliban community in Afghanistan thinks believes Pakistan, notably its intelligence services, facilitates the Taliban including its most senior leaders' operations within Afghanistan. Pakistan's foreign policy highlights the need of solid ties with Afghanistan towards stability in the region. Yet, Pakistani intelligentsia are certain that they can not afford having two tense frontiers between its eastern and western sides. In addition, there is a widespread perception that if India can consolidate its position in Afghanistan, it will surround Pakistan, constituting a significant security danger to its existence and survival. They also feel that Pakistan is utilising forceful means in Afghanistan through backing terrorist organisations and preventing potential US-backed authority in operating freely. While many of these accusations have been greatly exaggerated through Western nations as well as Indian media, it's undisputed that the governments of the nation of Pakistan along with the Taliban before fought against Soviet Russia throughout the Afghan miraculous events; thus, the Pakistani military as well Taliban leaders share a bit history. In a similar vein Islamabad is suspected of using Taliban leaders to undermine American and Western policies regarding Afghanistan. Due to these accusations, Afghans think Pakistan is participating in anarchic designs and attempting to dominate their nation through a visible presence, which takes the shape of Taliban leadership. As a result, Pakistan must seize upon foreign policy opportunities, such as developing its political links with Afghan lawmakers.

CONCLUSION

This concludes that the the nation of Pakistan needs to create a novice foreign policy layout over Afghanistan, concentrating greater on soft power rather than hard power. This is considering that this isn't an era of war as well as the possession of weapons; rather, when you win the confidence of the residents, there will be a greater chance that two territories can come together in a compact and comprehensive manner. Furthermore, the application of soft power ought to include economic ventures, cultural connections, partisanship, and policies that strengthen the bonds between two countries. Female engagement in Pakistani military is expanding (Gull & Qaisar 2023). Pakistan could improve equality between men and women and female engagement in Afghanistan to bring their populations closer together. Furthermore, female rights in both nations are severely harmed, as study shows that women face workplace harassment (Qaisar et al. 2022), so Pakistan can launch female empowerment as well as equal treatment at work initiatives that involve citizens of both countries and can be regarded as an effective soft power responsibility by Pakistan. India has done the same by launching various rights and issue-based initiatives with Afghanistan to successfully exercise her software. The

harsh truth is that India has effectively deployed its soft power in the preceding decade, and in order to compensate for their harm, Pakistan must adjust its policy orientations as soon as possible to maintain good relations. Lastly, Pakistan may use the CPEC efforts developed by China for Pakistan to launch similar a smaller scale business and economic activities with Afghanistan, strengthening ties between both countries.

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