

## ABSTRACT

India is important in the politics of the world due to its huge size in Asia and vibrant economy. Pakistan is a traditional rival of India is affected by Indian strategic, political, regional, economic, and cultural policies. Both India and Pakistan are nuclear power, and they are continuously working on the development of missile systems. The war between them will not be limited to the region it ultimately covers the whole world. Due to this the major powers of the world especially European countries and the USA also keep eyes on the relations of India and Pakistan. This research focuses on Indian soft power assets which affect Pakistani interests at regional and international levels. There is a lot of work available that covers the military and political dimensions of India and Pakistan but the soft power area is important to be discussed due to its growing scope. The battlefields are being changed due to the evolution of communication, the internet, social media, cultural programs (Arts & Cinema), and online streaming platforms. Narratives are made and floated through these channels. The quantitative as well as qualitative method of research is being used to analyze the soft power measures of both countries; the soft power of China and the USA is also discussed to show the importance of the topic. India remained successful to portray its soft image and propagate against Pakistan. Pakistan also reshaped its foreign policy goals to counter the Indian narrative against it but it could not achieve its goals due to its weak political structure and poor economy. Pakistan is not considered a serious country, due to political instability, and military intervention in matters of politics and international policy matters. The research is helpful for policymakers, students, and researchers of regional politics and international relations. Recommendations can be helpful for the Pakistani government to make its soft image in the world.