



IPS INSIGHTS

Perspectives On the Issues Shaping Policy

The Pakistan factor in India: Future Trend Analysis

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The ecosystem of Indian media cannot tell directly Indian public “what to think,” but it has succeeded after every cycle of Indian aggression against Pakistan to tell them “what to think about.” In the Indian context, large segments of Media and political communication increasingly prioritized themes of hyper-nationalism, and liked it with Pakistan factor, followed by minority-related controversies, particularly concerning Muslims. Simultaneously, the Bollywood industry reinforced hyper-nationalist frames through films centered on militarized patriotism and civilizational security and identity narratives.

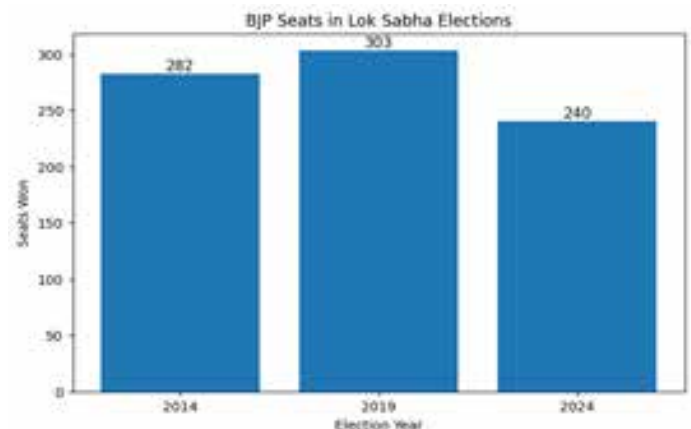
Within this framework, the BJP’s political communication strategy transformed emotionally charged symbols into instruments of mass mobilization. The slogan “Sindoor,” culturally associated with married Hindu women and emotional sacrifice, was amplified as a nationalist symbol in post-May 2025.

Such narratives shifted public discourse away from structural socio-economic challenges of India – including unemployment, inflation, inequality, and poverty – towards identity politics and security-centered nationalism.

The extensive communication ecosystem of the BJP – including broadcasting and telecasting, social media networks, digital campaigns, cultural messaging, and nationalist rhetoric – contributed to increasing “nationalism salience” among

Indian voters in South who were traditionally less concern about the Hindu hyper nationalism. This emotional and identity-driven mobilization arguably benefited BJP and its allies in several regions, including Delhi, Bihar, and West Bengal, where security narratives and national identity debates became electorally significant. It needs further data to investigate what percentage of influence it has created, but it indicates that India will keep benefiting from Pakistan factor in ballot box.

BJP Electoral Trajectory



Trend Analysis toward 2029 Elections

Possible BJP Advantages for 2029

- Strong media ecosystem of BJP
- Politics of hatred against Pakistan and the Muslim minority

- c) Organizational depth of BJP and RSS networks
- d) Emotional mobilization through ultra Hindu identity politics
- e) Expansion efforts in South India
- f) Centralized leadership projection around Narendra Modi

A future-trend analysis suggests that the BJP may continue to remain the single largest political force in India due to its communication dominance, organizational machinery, and nationalist narrative construction. However, the reduction from 303 seats in 2019 to 240 seats in 2024 indicates that emotional nationalism alone may not indefinitely override socio-economic concerns.

Structural Challenges Facing BJP

- 1) Rising unemployment pressures
- 2) Inflation and inequality concerns
- 3) Rural economic distress
- 4) Opposition coalition possibilities
- 5) Regional resistance in states like Tamil Nadu and parts of Eastern India
- 6) Voter fatigue after prolonged incumbency

Therefore, the 2029 elections are likely to depend on:

- 1. Whether emotional nationalism continues to dominate media discourse
- 2. Economic performance and employment generation
- 3. Opposition unity and coalition-building
- 4. Regional political shifts in South and East India
- 5. The effectiveness of digital propaganda and narrative management

2029 Election Projection (Analytical, Not Predictive Certainty)

Comparison: Operation Sindoor vs Operation Bunyan-ul-Marsoos

Dimension	IN Operation Sindoor (India) Offensive	PK Operation Bunyan-ul-Marsoos (Pakistan) Defensive
Strategic Objective	Precision punitive strikes, deterrence signaling	Counter-response, deterrence restoration narrative
Core Doctrine	Offensive warfare targeting the mainland of Pakistan	Defensive asymmetric deterrence
Primary Focus	Military and civilian infrastructure, airbases, radar suppression	Air defence activation, counter-strike claims, resilience
Air Power Role	Rafale, Su-30MKI, long-range Hypersonic stand-off missiles	JF-17, J-10C, limited F-16 engagement
Air Defence Layer	S-400 integrated denial system	HQ-9 / LY-80 layered air defense
Missile Systems	BrahMos (supersonic strike backbone), SCALP	PL-15 (BVR air-to-air), short/medium SAM systems
Electronic Warfare	High integration (AWACS + satellite + data fusion)	Medium integration (China-supported EW systems)

Budget Advantage	High defence budget, multi-origin procurement	Lower budget, China-dependent procurement
Operational Reach	Deep-strike across border depth in main land	Defensive + limited cross-border response
Narrative Outcome (India)	Tactical local narrative building, Air failures claims, deterrence reinforcement	Acknowledged threat environment but controlled escalation
Narrative Outcome (Pakistan)	Domestic perception of successful retaliation	National and International
International Perception	Viewed as technologically advanced but lack of Human resources	Viewed as resilient and human resource efficiency
Domestic Political Impact (India)	Strengthened modernization narrative and deterrence confidence	Reinforced national unity and military credibility
Domestic Political Impact (Pakistan)	Consolidated the results in the polling of Booths of Delhi, Bihar nd West Bengal	Strengthened “survival under pressure” framing
Long-Term Trend	Shift toward multi-domain dominance (air + space + cyber)	Shift toward cost-efficient asymmetric parity
Key Vulnerability	Failed in high-intensity conflict	Qualitative defense depth and economic constraints
Future Trajectory	Expansion of Rafale, S-400, AMCA, drone warfare	Deepening reliance on Hybrid systems + drone warfare

Comprative Analysis :

This study has engaged 17 variables. India had a maximum advantage in terms of size, strength, and strategic depth, yet still did not achieve a decisive success in the war scenario described. However, the BJP appears to have capitalized on the situation politically in the polling booths, using media narratives to shape public perception and influence what Indian common people were motivated to think about. Hindu voters were emotionally mobilized around the “Sindoor” symbolism, which was effectively used in electoral messaging. If domesic gain was the sole objective of the BJP, then she achieved it, although it has dented and severely damaged India’s image among sane factions of the Indian public as well as the international community.

Conclusion:

In political communication terms, the BJP’s future electoral strength may increasingly rely on its ability to sustain agenda-setting dominance while preventing economic grievances from becoming the primary public issue. If India keeps economic growth intact and the dividend is passed to the lower class, it will me more vulnerable. Moreover, modern interstate conflict is not a simple strength-vs-weakness equation. It is a multi-layered system of military action, escalation control, political messaging, and perception management. Therefore, it is recommended that Pakistan should consider a shift from “counter-narration” to proactive **agenda-setting at domestic, national and international level**, ensuring that its framing of crises is heard before Indian emotional nationalist narratives.

