

Topic NO: 03

Pathways to Building Pakistan's
Positive Image in the Global Arena

Outline:

Though grappled with multifaceted challenges locally and regionally, positive image of Pakistan in the global arena stands at the cornerstone of ensuring political stability, protecting fundamental rights, strengthening diplomatic foresight, embracing role in environmental stewardship, and navigating relationship with great powers, thereby necessitating the paramount importance of soft image worldwide to elevate national stature.

1. Introduction

2. Evaluating the contemporary road-blocks that corrode Pakistan's Global Image

3. Highlighting Sustainable Pathways to Elevate Global Stature of Pakistan

3.1. Ensuring inclusive governance structure strengthens trust of foreign states

• Case Study: Scandinavian States
a model

3.2. Stabilising fiscal and political certainty to espouse soft image

- case study: IMF dependency and regime change operations

3.3. Investing in human development raises national standing globally

- case study: Indian diaspora and dominance in tech globally

3.4. Integrating advanced technology to ensure global relevancy boosts global confidence

- case study: Japan and South Korea

3.5. Enhancing role in Peace building and in Humanitarian aid to rise

- case study: The UN Peacekeeping mission and Praise for Pakistan's role

3.5. Widening space for women participation and involvement depicts soft image in global arena

- case study: Western States and role of women as equalizer

3.6. Promoting local culture and traditions to grab world's attention

- case study: Singapore and Chinese cultural diplomacy

3.7. Expanding geo economic diplomacy to reap benefits through bilateral

relations

- case Study: Vietnam's textile trade and bilateral relations with major Powers.

3.8. Leveraging lucrative tourism industry to Showcase soft image

- case Study: central Asian Republics' tourism diplomacy

3.8. Endorsing Positive role in Protecting the ecological balance and supporting environmental campaigns globally

- case Study: COP28 and Pakistan's role in G77- loss and damage Fund

3.9. Elevating effective use of social media Paves way for soft image worldwide

- case Study: Indian media campaign to promote Islands to attract global attention.

3.10. Navigating diplomatic relations with great Powers ensures credibility and effectiveness

- case Study: Pakistan's balanced relations with China, Russia, and China in 2025.

- Case Study: Prince and Princess' visit to Chitral and global coverage during polo games, ICC events & FIFA qualifiers

3.12. Ending religious extremism and sectarianism to endorse positive image

- Case Study: 9/11 and war on terror

3.13. Organizing and hosting global conferences and meetings help state uplift global standing

- Case Study: G20 events in India and Soft Power

4. Exploring underlying pressing challenges that tarnish Global Image of Pakistan

4.1. Prevailing chaos and uncertainty pose grave threat to global stature

- Case Study: Economic dependency, geopolitical dilemma

4.2. Daunting regional tug of war and confrontation

- Case Study: Frayed relations with neighbours.

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4.3. Dearth of national consensus and
Policy consistency

• case Study: Ansan Iqbal's views

5. Presenting Singapore, South Korea,
Vietnam, and China as case Studies

6. conclusion

Maleeha Lodhi - a revered author and former diplomat - poignantly asserts, "The state of Pakistan has been under the grave threat of polycrisis that hinders its overall growth." This profound assertion illuminates the paramount importance of stability, certainty, and sustainability of national affairs to procure resilience and success among great nations. Globally, soft image thrives where people enjoy liberty, equality, and freedom; it fades away when bias, uncertainty, and authoritarianism persist. Developing nations like Pakistan can embark upon a journey of progress and prosperity to elevate its global and regional stature by ensuring political, economic and security stability, which preserve local fabric and grasp global focus; by promoting local culture, sports, and tourism, which indicate the soft power diplomacy representing peace and protection; and by empowering women to play their inclusive part in national growth. Moreover, hosting of global events, curbing terrorism and extremism, and investing in human capital have become a moral and developmental imperative. It is also obvious that such pathways seem like bed of roses but underlying harsh realities obscure chances and wishes to present a soft image. For instance,

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Pervasive social, economic, and political un-sustainability hinder the stature of Pakistan to thrive. Similarly, regional fragmentation has also become a bottleneck to suppress upward growth of Pakistan. Hence, though grappled with multifaceted challenges, locally and regionally, positive image of Pakistan in the global arena stands at the corner stone of ensuring political stability, protecting fundamental rights, strengthening diplomatic foresight, embracing role in environmental stewardship, and navigating relationships with great powers, thereby necessitating the paramount importance of soft image worldwide to elevate national stature.