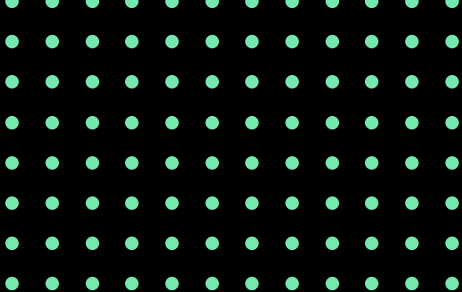


OPERATION

SINDOOR

A bowl of red powder (Sindoor) is positioned between the letters 'D' and 'O' of the word 'SINDOOR'. Some of the powder has spilled out from the bowl onto the black background to the right.

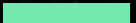
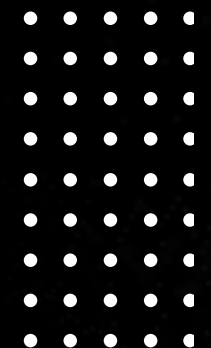
PSYCHOLOGICAL OPERATION
CODENAME – SILENT REMINDER



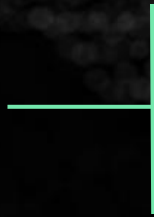
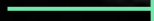
DECLASSIFIED

This document has been declassified for academic and research purposes. The information contained herein is now accessible for public reference, analysis, and scholarly use. This operation is conducted independently and is not associated with Operation Sindoor, although it was executed within the same timeline.

FOR PUBLIC RELEASE



The material presented in this document is intended to inform and support academic understanding. It is not intended for misuse or unauthorized application. Any unauthorized use, alteration, or failure to provide proper attribution for this material may result in legal action.



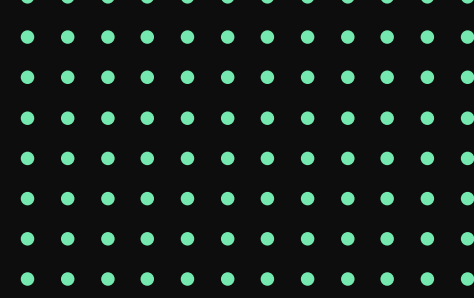


TABLE OF CONTENTS

1	Details of Events
2	Rival Operation
3	Counter Operation
4	Execution
5	Aftermath
6	Glossary



DETAILS OF EVENTS

- **Event Date** – 22 April 2025
- **Event Description** – The **Pahalgam terror incident** took place in Baisaran Valley near Pahalgam, Jammu & Kashmir, when militants opened fire on a group of tourists.

Casualties: 26 people were killed (25 tourists and 1 local pony-ride operator), and several others were injured.

- **Scope** – Global [International issue]
- **Motive** – The Plan involved to murder the Non-Muslims civilians specifically asking if they follow Islam or not, Followed by keeping some witness alive so when they tell incident to media it causes a communal tension across India

MIRROR
NOW
MIRRORNOW.IN



Pahalgam terror attack
Terrorists attack tourists after identifying them as non-Muslims

DETAILS OF EVENTS

Prepared by
Sumant Arora

OBSERVATIONS

Militants claimed responsibility for a mass shooting targeting tourists in Baisaran Valley, Pahalgam. India accused Pakistan of supporting cross-border terrorism. Then **India** suspended the Indus Waters Treaty—a critical 1960 agreement—and took punitive measures including expelling Pakistani diplomats, shutting the Attari border post, cancelling visas, and reducing extractive diplomatic ties.

India carried out a precision missile strike on militant infrastructure inside Pakistan and Pakistan-administered Kashmir, in a move dubbed Operation Sindoor. India maintained the strike was non-escalatory and aimed only at terror targets.

The war happened between 7 May 2025 to 10 May 2025. **During these days the Pakistani's were spreading false information like they shot Indian fighter jets or else they were giving nuclear threats or attempting to cause communal tensions.**

Prepared by
Sumant Arora



KEY PLAYERS

Prepared by
Sumant Arora



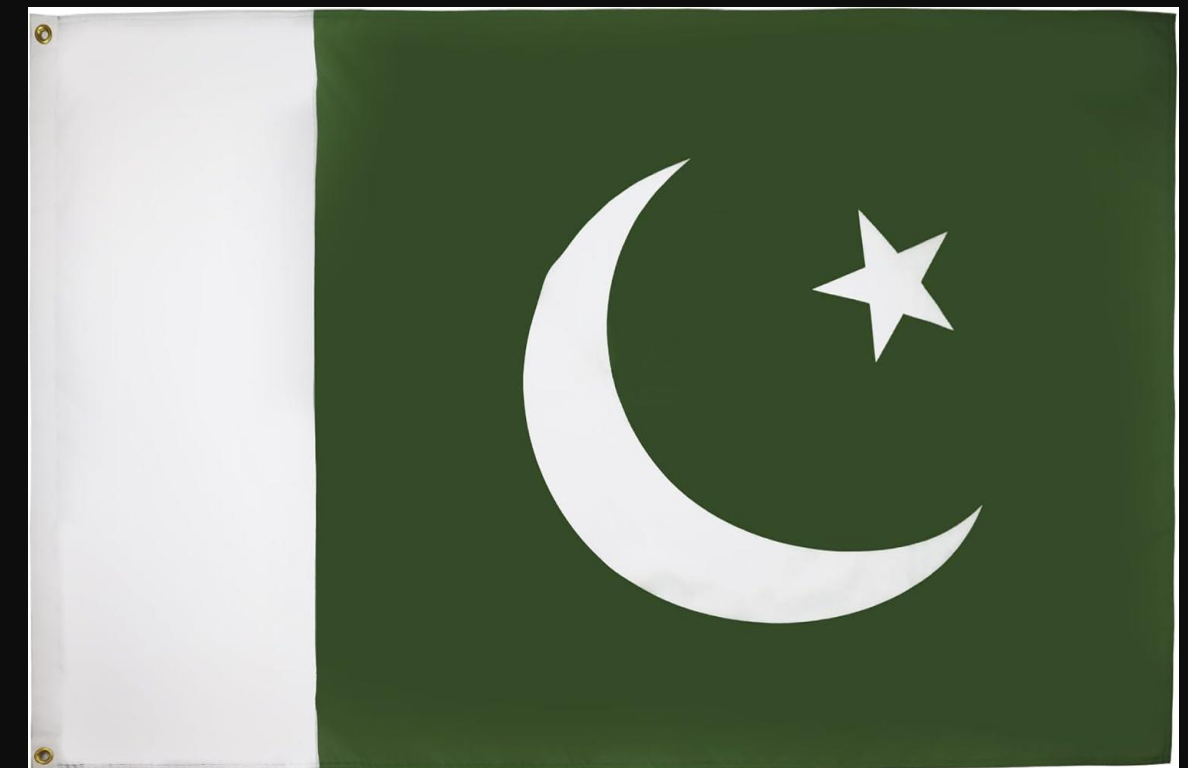
COUNTRY – INDIA

- War out of retaliation after Pehalgam Incident.
- PSY – OPS AGENCY – **Confidential**
- Advantage via global diplomacy and reputed place in the United Nations.

Prepared by
Sumant Arora

COUNTRY – PAKISTAN

- War to cover up the Incident via black propaganda
- PSY – OPS AGENCY – **I.S.P.R. (Inter-Services Public Relations)**
- Advantage to cause communal tensions as India is secular Country.

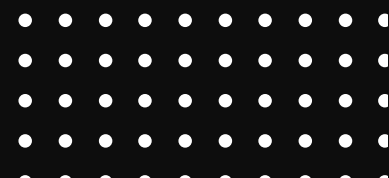


Prepared by
Sumant Arora

RIVAL - OPERATION DETAILS

Black propaganda combining with disinformation campaigns spreading false rumors and spread fear across world especially in the aspect that the country is nuclear armed.

Prepared by
Sumant Arora



RIVAL OPERATION TYPE – OFFENSIVE

An operation to fully destabilize the target and is initiated first from our side. offensive PSYOP target enemies or neutral groups to manipulate perception and behavior in favor of the operator's strategic goals.

DETAILED OBJECTIVE

An Operation that involved two stages. In first the terrorists killed non muslims and kept their families alive so that they can tell story to world causing communal conflicts in India. This was followed by propaganda backed by I.S.P.R. of Pakistan to further fuel the hate.

RIVAL TACTICS

Prepared by
Sumant Arora

- **Psy-Ops Type** – **Offensive** | Operational | overt
- **Agencies | Organizations Involved** – I.S.I. (Inter-Services Intelligence - Pakistan) , Pakistani Citizens
- **Scope** – Inter-National
- **Duration** – 10 days Maximum
- **Channels and Tactics** – Video circulation on social media platforms provided support by I.S.P.R. (Pakistan) through propaganda and fake social media handlers from foreign. Misinformation Campaigns
- **Target Audience Profile** – Indian Citizens & World Media
- **Operation Category** – **Disinformation Campaigns & Black Propoganda** after terror act

Prepared by
Sumant Arora

Prepared by
Sumant Arora

PAKISTAN EXECUTION PHASE

The claim that **70% of the electricity grid of India has become dysfunctional** is **FAKE**



GLOBAL DEFENSE INSIGHT
Global Defense Insight
@Defense_Talks

According to the Pakistan Army, a cyber attack was conducted by Pakistan, rendering 70% of India's electricity grid inoperative.

6:24 AM · May 10, 2025 · 27.8K Views



Dr. Qamar Cheema
@Qamarcheema

Major Cyber attack, 70% electricity grid of India has become dysfunctional

FACT CHECK

Viral claim of cyber attack on India's electricity grid is completely false

SOURCE: PIB FACT CHECK

BLACK PROPOGANDA

Pakistan did a petty mistake selecting **black propaganda**.

On left image confirms it is fake that 70% of Indian electricity is down which Pakistani social media handlers were confirming.

On the Right Pakistani media broadcasts and confirms they shot Indian jets down but number is never fixed. 3 , 6 , 5

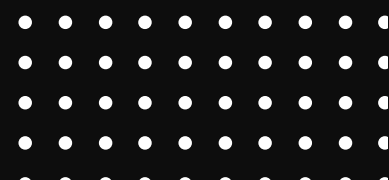


INDIAN MEDIA NOW ACCEPTS THAT 3 OF INDIAN FIGHTER JETS WERE CRASHED OR SHOT DOWN LAST NIGHT



COUNTER - OPERATION DETAILS

The aim is to counter the enemy Psy-Ops & destroy their Disinformation & Black Propoganda. Over all the intent is to damage them through Counter Psy-Ops.



COUNTER OPERATION TYPE – COUNTER – OFFENSIVE

Counter-offensive PSYOP are influence activities designed to neutralize, weaken, or reverse the effects of an enemy's psychological operations, while also launching targeted counter-messaging to regain control of the narrative and exploit the attacker's weaknesses.

DETAILED OBJECTIVE

The series of events by Pakistan escalated to kinetic war. The goal is the destroy the credibility of the nation on international level. A situation will definitely arise when the issue will be discussed by world governments.

Date Started – 7 May 2025

Date Ended – 11 May 2025

COUNTER OPERATION TACTICS

Prepared by
Sumant Arora

- **Psy-Ops Type** – **Counter - Offensive** | Tactical | Overt
- **Agencies | Organizations Involved** – Indian Government & Media | All citizens
- **Scope** – Inter-National
- **Duration** – 5 days
- **Channels and Tactics** – Selective Social Media
- **Target Audience Profile** – Global Audience & United Nations
- **Operation Category** – White Propoganda
- **Risk Factor** – Moderate

Prepared by
Sumant Arora

The only risk factor here is living in border city which is prone to all kind of kinetic attacks

ANALYSIS

Prepared by
Sumant Arora

RATIONALITY : PROBABILITY : RAGE = 9 : 9 : 5

THE GOLDEN RATIO = 9 : 9 : 5

Based on my research throughout life this is one of the rarest circumstances. When rationality and probability are both 9 , **The operation would be a sure success with moderate efforts.**

The **rationality** is high as it is a global event. Foreign media and governments have their eyes on this. Global audience has a logical and rational approach towards the event.

The **probability** of global audience diverting towards the desired behaviour is high if we provide them **facts and logic.**

The **rage** here refers to triggered response here we have is neutral because it is a war between two countries where audience trigger will be based on how both the countries deliver their Psy-Ops

The need is to craft a weapon that is based on facts and logic with aim to destroy Pakistan Global Reputation during war.

Prepared by
Sumant Arora

THE PSYCHOLOGICAL WEAPON

THE SIGNIFICANCE

Background Colour – Black

Black is chosen so that everything else in this image gets highlighted

Background Image – Osama Bin Laden | 9/11 Twin Tower Destruction

A dark date in the history where 3000 people died approximately in twin tower destruction as terrorist act in U.S.A. The mastermind was Osama Bin Laden. A victim of these attacks can strongly relate.

Title – The Question of the day

Generates the sense of curiosity and a logical trigger when spotted suddenly on social media feeds. The large font size is kept intentionally so that person stops when he sees this image.

The Question of the day



Why was Pakistan sheltering Osama Bin Laden?? (The mastermind behind world trade center attack killing thousands of USA citizens)

THE PSYCHOLOGICAL WEAPON

Prepared by
Sumant Arora

THE SIGNIFICANCE

The Question – Why was Pakistan sheltering Osama Bin Laden ??

This question is the real question which will destroy Pakistan's accountability & credibility in front of the whole world. Osama Bin Laden was found in Pakistan, Abbottabad during **Operation Neptune Spear** where he was killed by U.S.A. navy.

Description – The mastermind behind world trade center attack killing thousands of U.S.A. citizens

Since this photo will be scattered all over social media. This line is a reminder that who was Osama Bin Laden and what all he did. When read by a U.S.A. citizen he has no choice but to agree in this scenario that Pakistan is sheltering and seeding terrorism.

Prepared by
Sumant Arora

THE PSYCHOLOGICAL TRIGGER

Prepared by
Sumant Arora

When seen by an U.S.A. citizen the image is very provoking especially who has seen the incident himself or lost someone close to them in world trade center collapse. A normal citizen will not agree to support Pakistan in this situation if he can relate.

If seen by an Indian citizen he will feel triggered as well. There is war going on and it's hot topic. We simply gave a normal Indian Citizen a weapon he can use to attack Pakistan on social media.

When seen by a neutral person and when he will read contents of image and study about Osama Bin Laden and world trade center attack. He is bound to view Pakistan as a terror seeding country.

When presented this topic in United Nations then Pakistan already loses it's credibility based on this incident.

Prepared by
Sumant Arora

PLATFORM SELECTION

Since it is counter – offensive operation the primary focus will be to be active on the platform where Pakistani's propaganda is going.



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Prepared by
Sumant Arora

PLATFORM SELECTION

Prepared by
Sumant Arora

CIRCULATION STRATEGY

This operation has **golden ratio 9:9:5**, equally circulating the image on platforms will be enough to trigger responses.

At this time whole Indian population is using social media. Number of active accounts are way higher than your average normal day. Along with it the global media is covering the incident as well.

The image is set to surely trigger a chain reaction. When a Fellow Indian citizen will read the contents of image he will definitely go and comment or discuss about it on other platforms where other people will read it.

Ultimately creating a global pressure enough to discredit Pakistan.

Prepared by
Sumant Arora

THE EXECUTION

COUNTER - OFFENSIVE OPERATION

EXECUTION PHASE

PLATFORM 1 – INSTAGRAM

Here is the screenshot of **Instagram story** on the left side. Having descent number of followers, it will help as a kickstart.

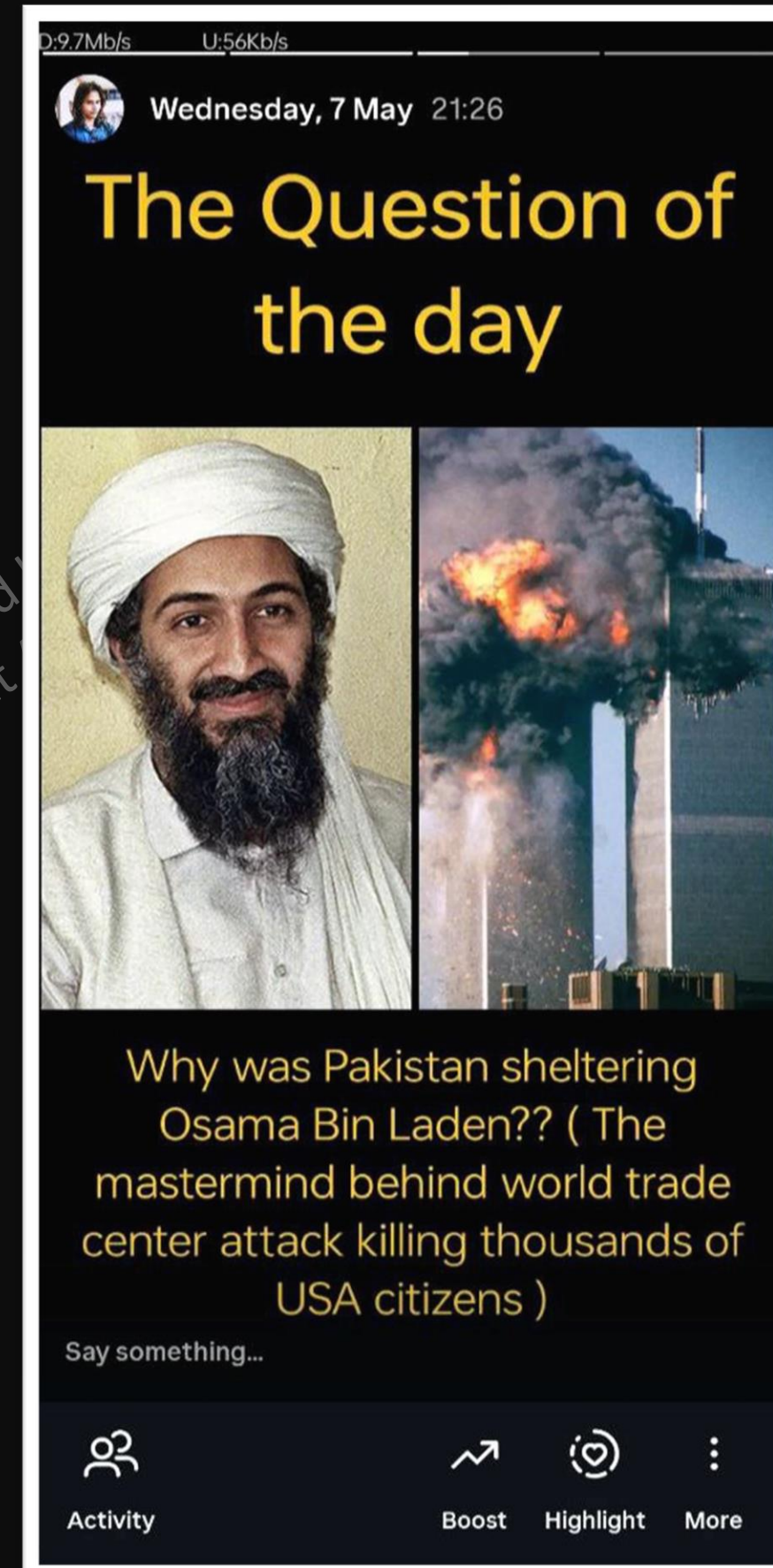
Instagram Username – **red_dragon.9**

PLATFORM 2 – SNAPCHAT

Here is the screenshot of **Snapchat Story** on the right side. Again, a descent number of views from both these two platforms are enough to generate an initial trigger.

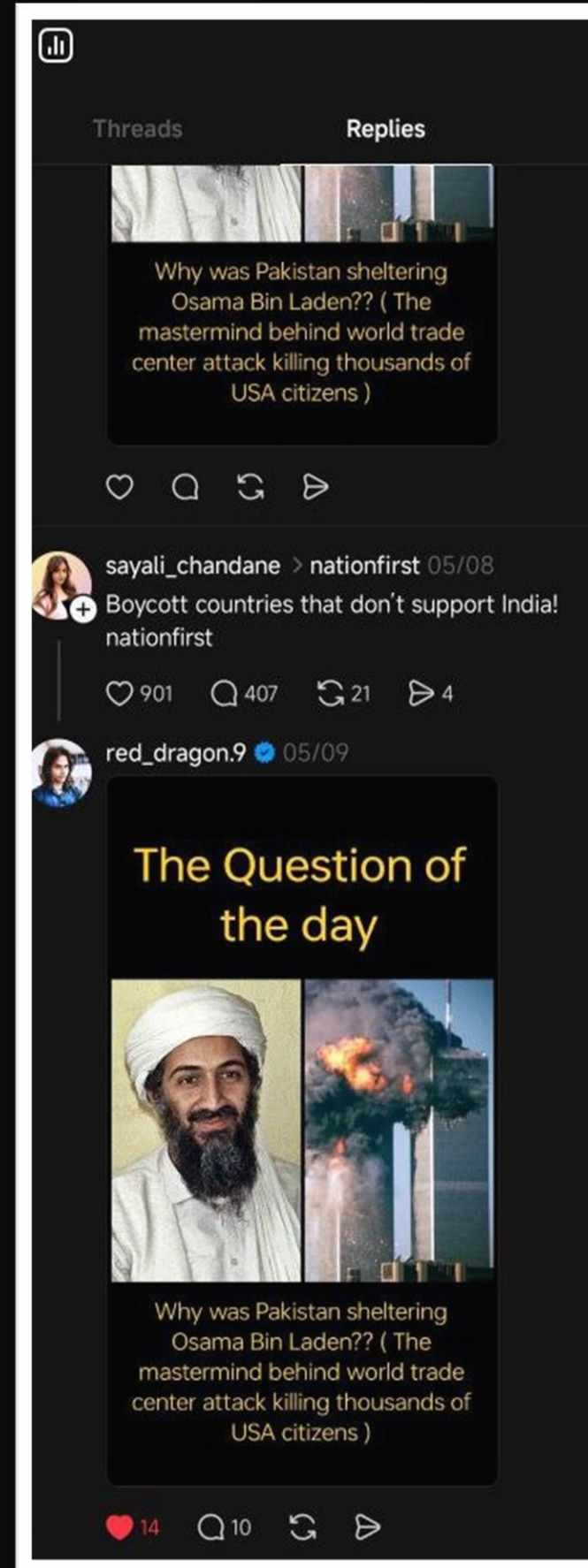
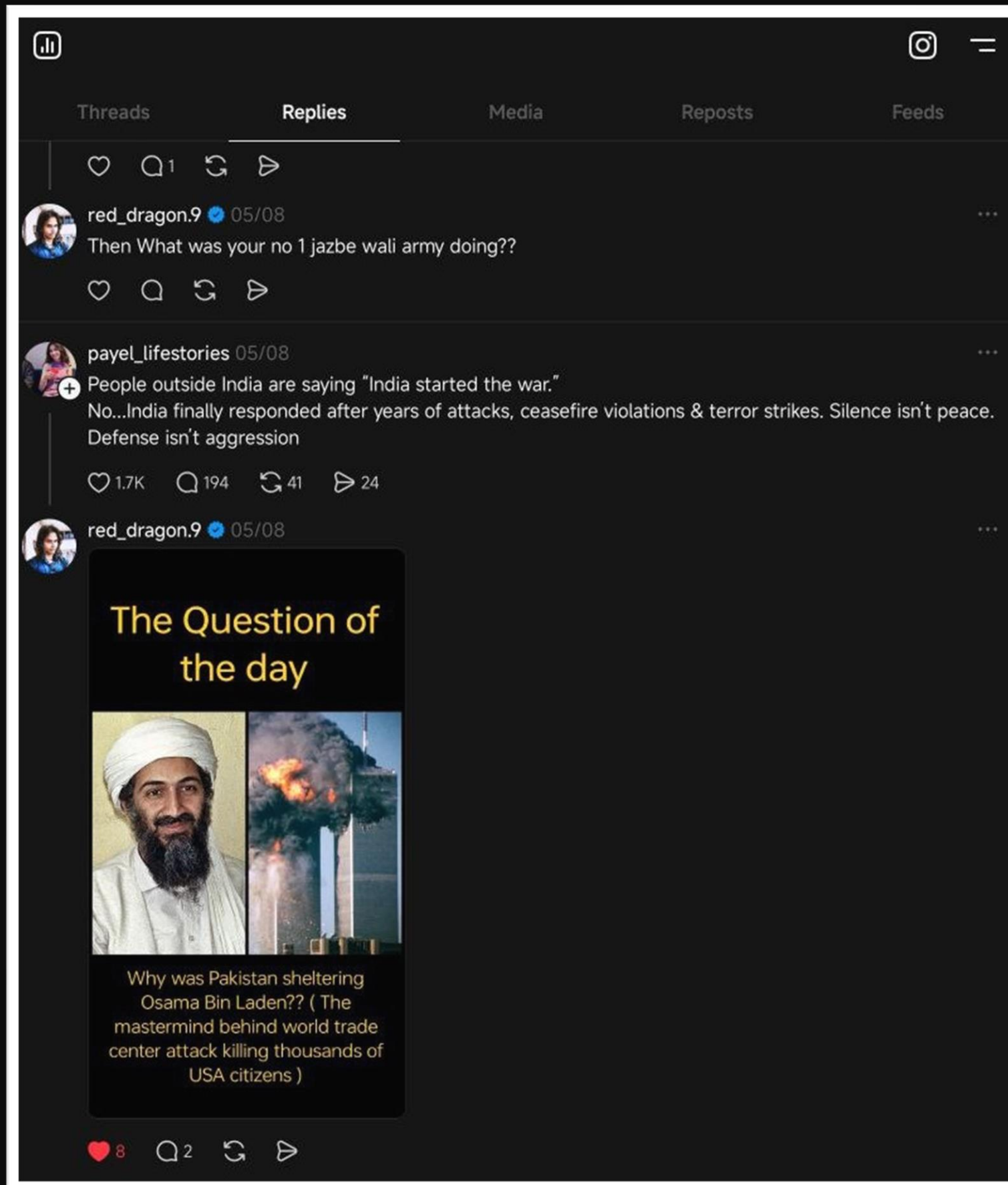
Snapchat Username – **red_dragon51**

DATED – 7 MAY 2025



EXECUTION PHASE

Prepared by
Sumant Arora



PLATFORM 3 – THREADS

REPLIES

Replying to the most viewed and shared posts in threads. The photo comment replies look distinctive as the comments in threads posts are very low compared to other social media.

The moment someone views threads post. The photo comment will definitely show up in their feed.

DATED – 8 MAY 2025

EXECUTION PHASE

PLATFORM 3 – THREADS

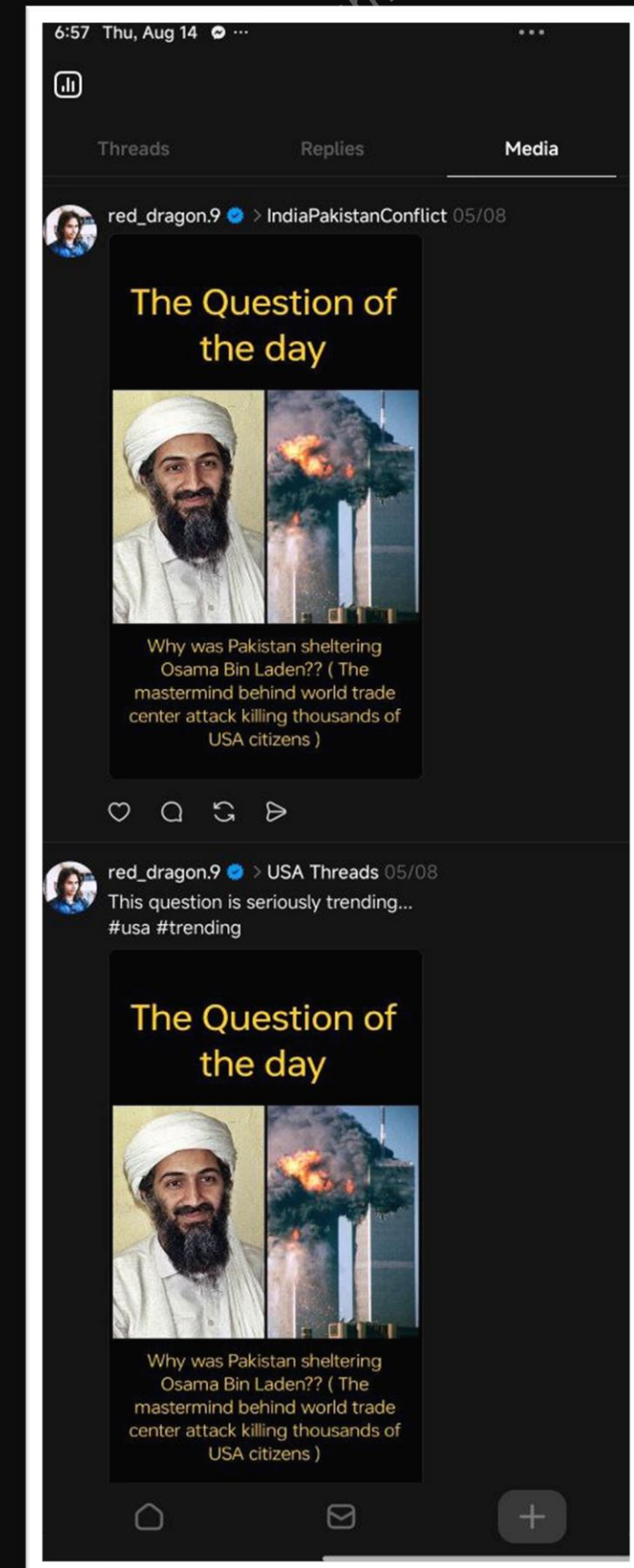
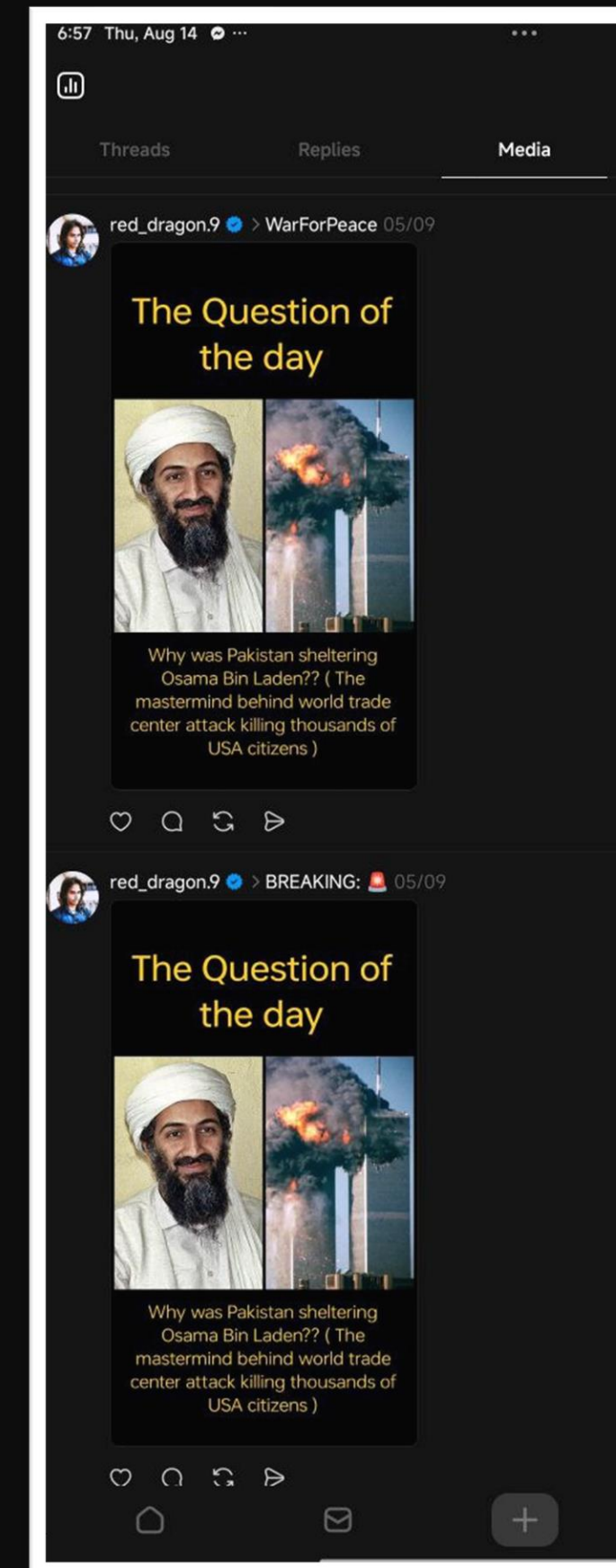
TOPICS POSTS

Posting on the topic posts such as “IndiaPakistanConflict” | “USA Threads”. It has a significance that whosoever search these topics these photos will appear.

The detailed history of my uploads can be viewed on my threads profile under Media & Replies tab.

Threads Profile – **red_dragon.9**

DATED – 9 MAY 2025



EXECUTION PHASE

PLATFORM 4 – MESSENGER

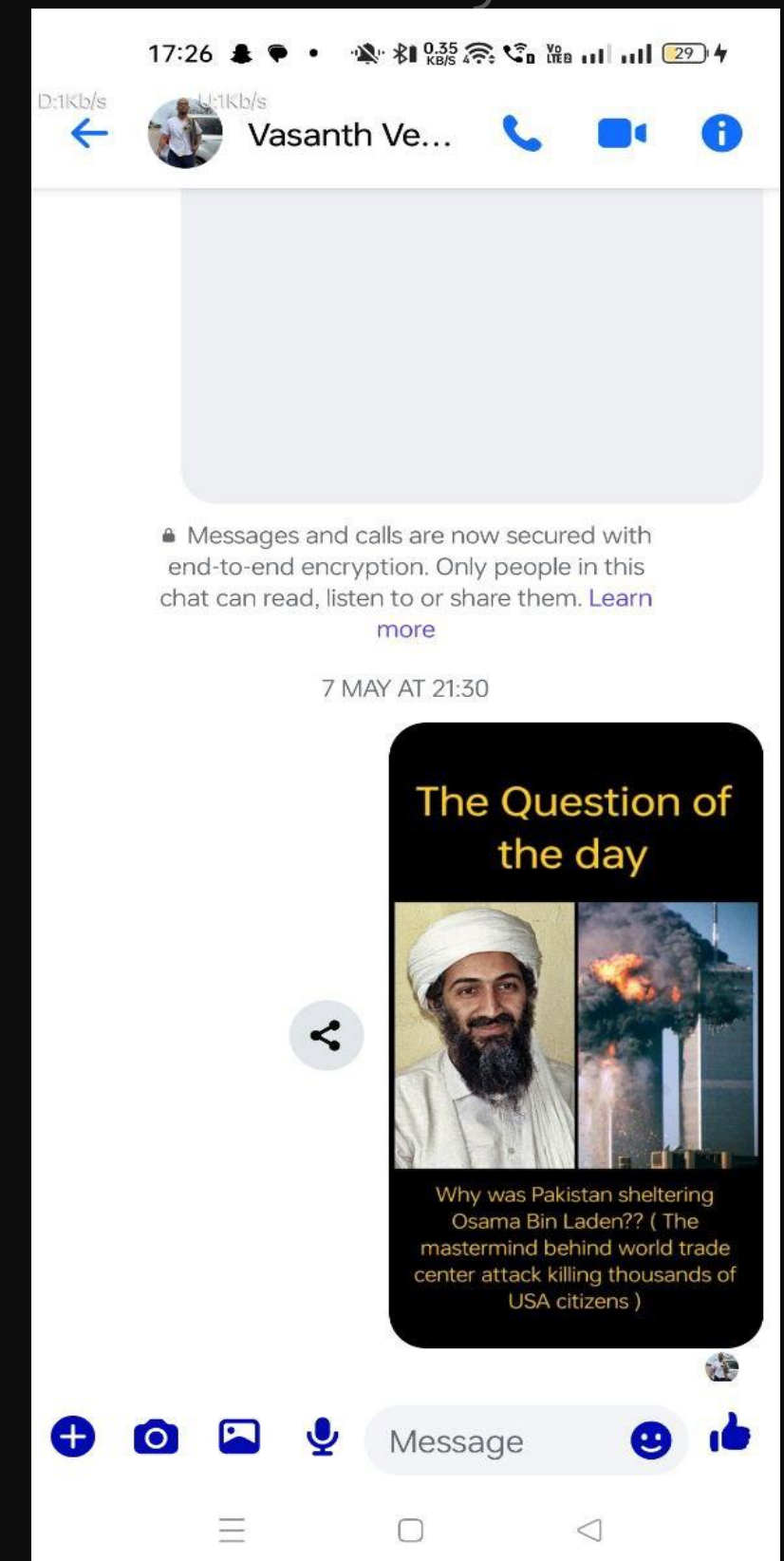
The image was forwarded to all my facebook messenger contacts.

Particularly all those who are **American**.
There were responses as well like seen in the left image.

The key focus is to divert their attention and give reminder of Pakistan terror seeding past.

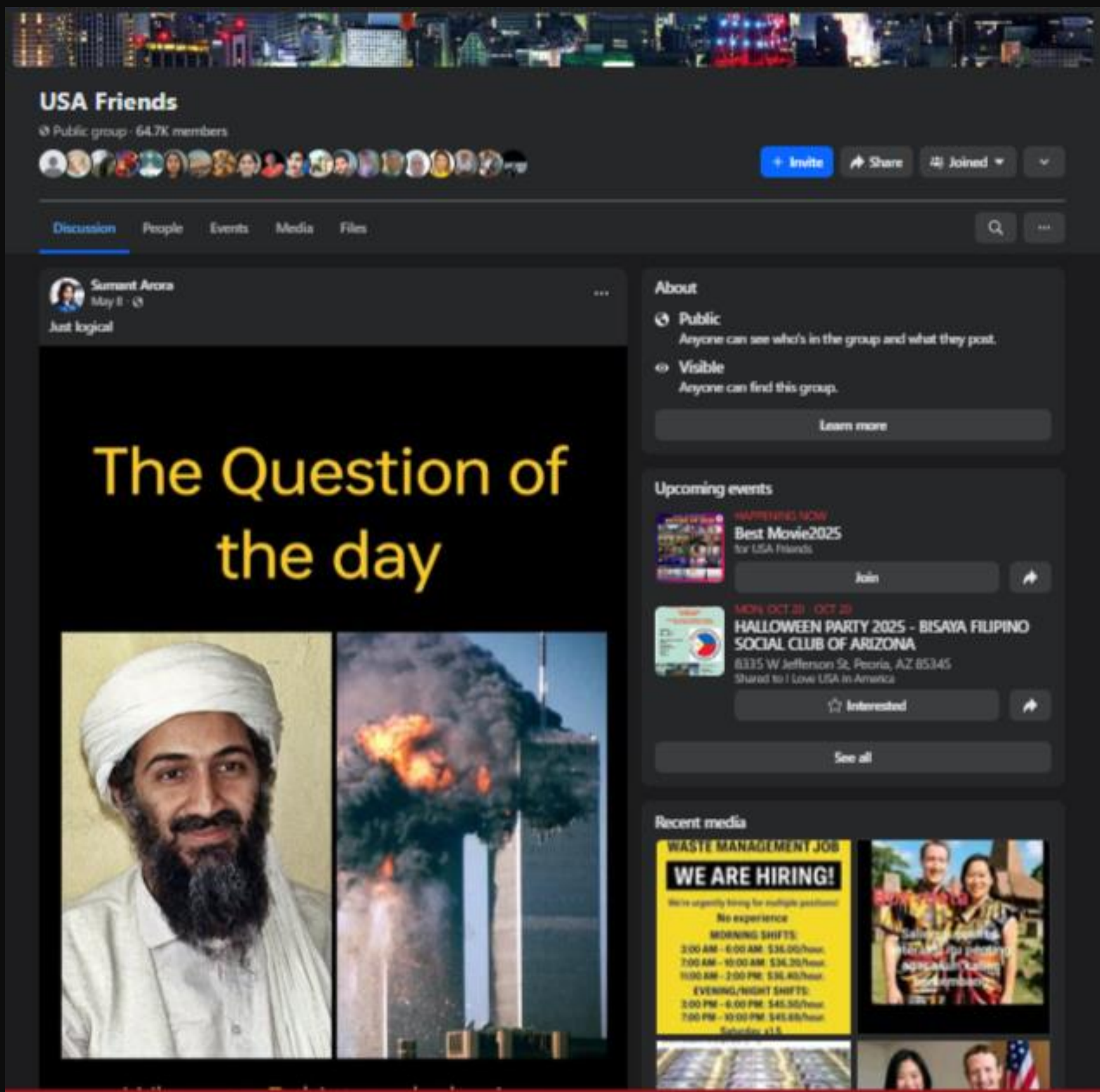
Note - Following are the just 2 screenshots of message forwards out of all Messenger contacts.

DATED – 7 MAY 2025



EXECUTION PHASE

Prepared by
Sumant Arora



PLATFORM 5 – FACEBOOK

GROUP POSTS

Particularly searched and targeted all American groups and related to united nations.

Goal was to consecutively post the photos till the war de-escalates.

Note : Following is screenshot of 1 of group posts. You can read the title USA Friends.

Facebook Username – [sam.arora.0786](#)

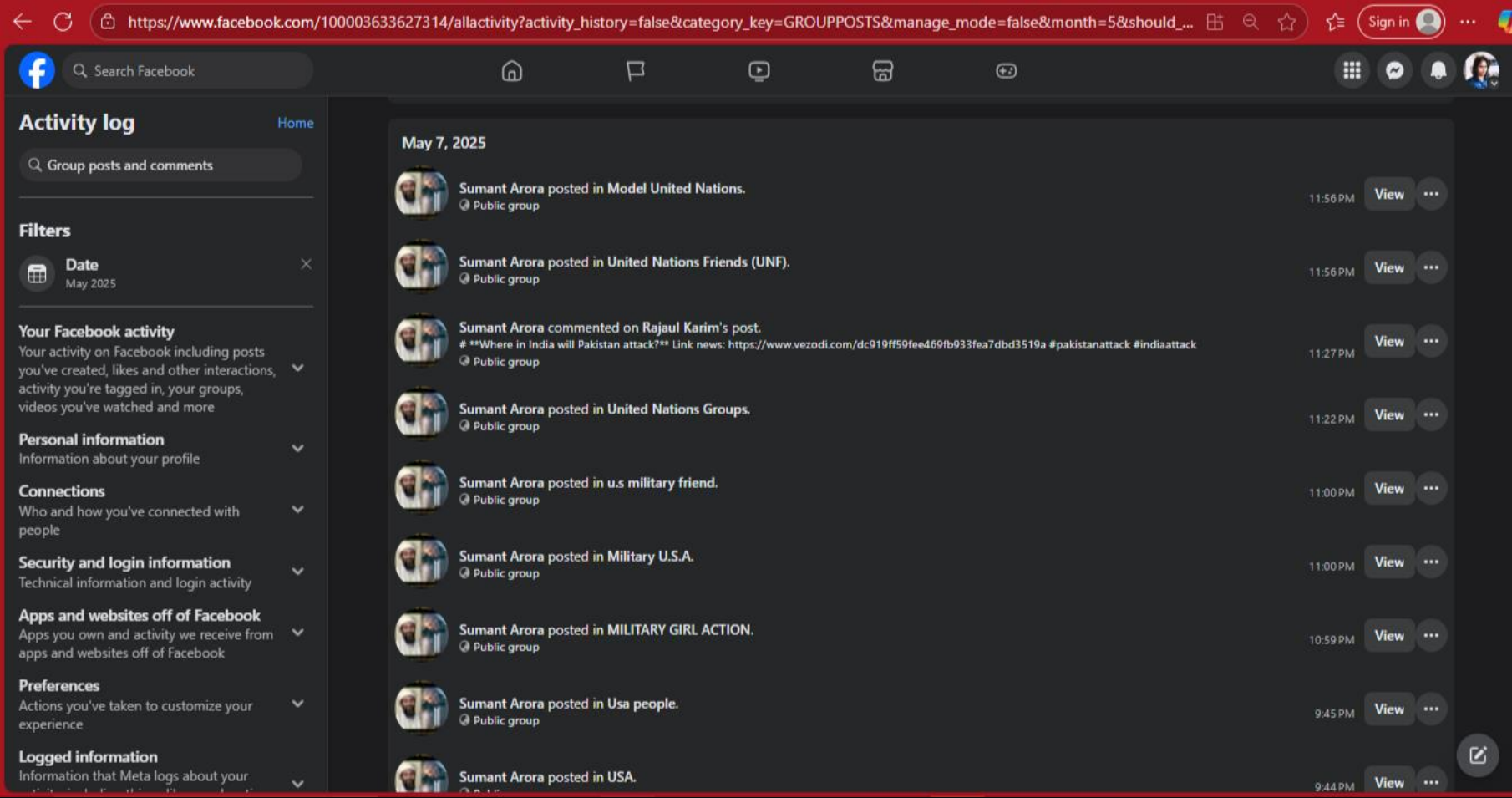
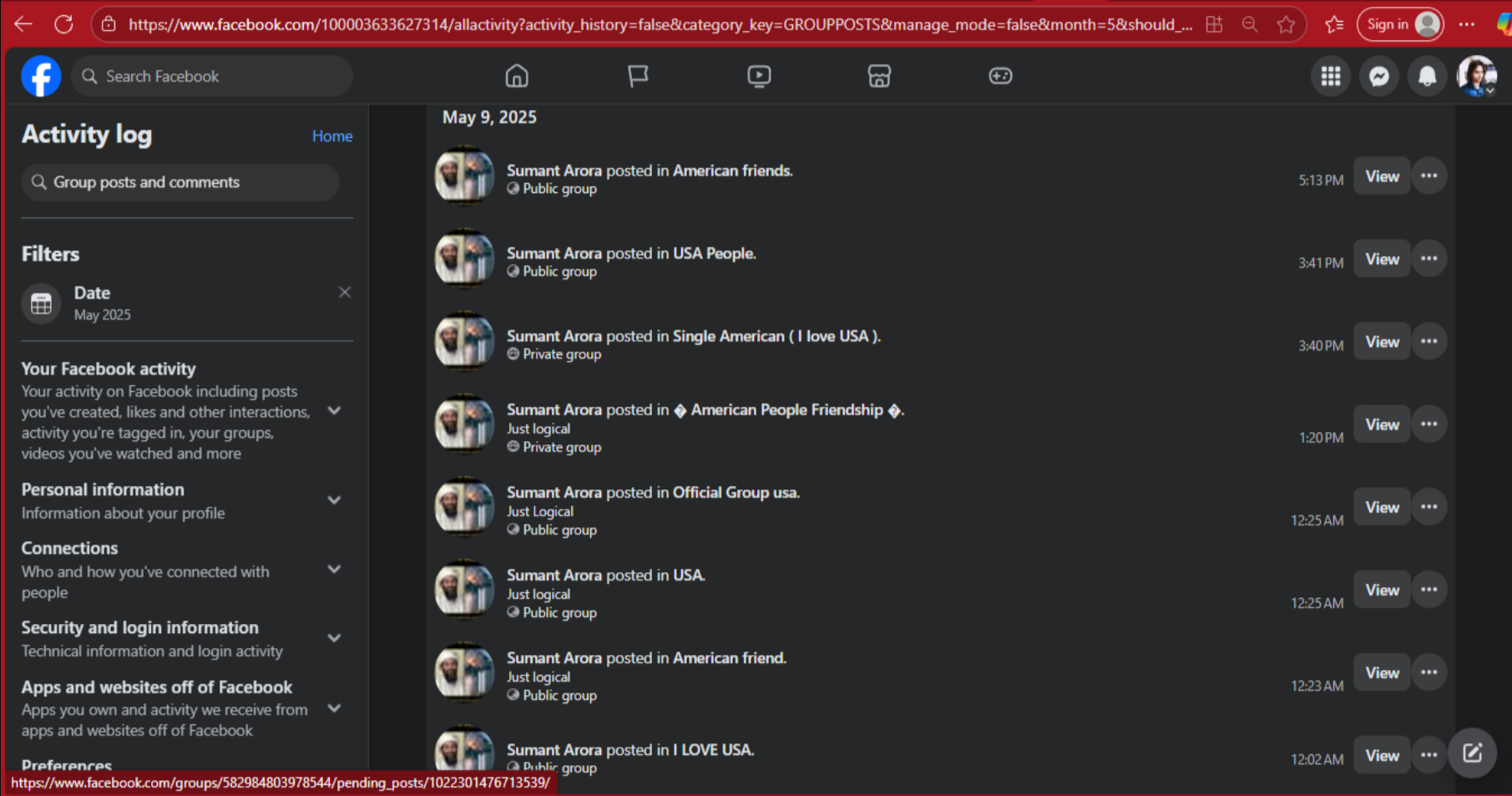
DATED – 8 MAY 2025

EXECUTION PHASE

FACEBOOK – GROUP POSTS

The photo below is history of facebook group posts related to America. Below is one screenshot of activity history of one day.

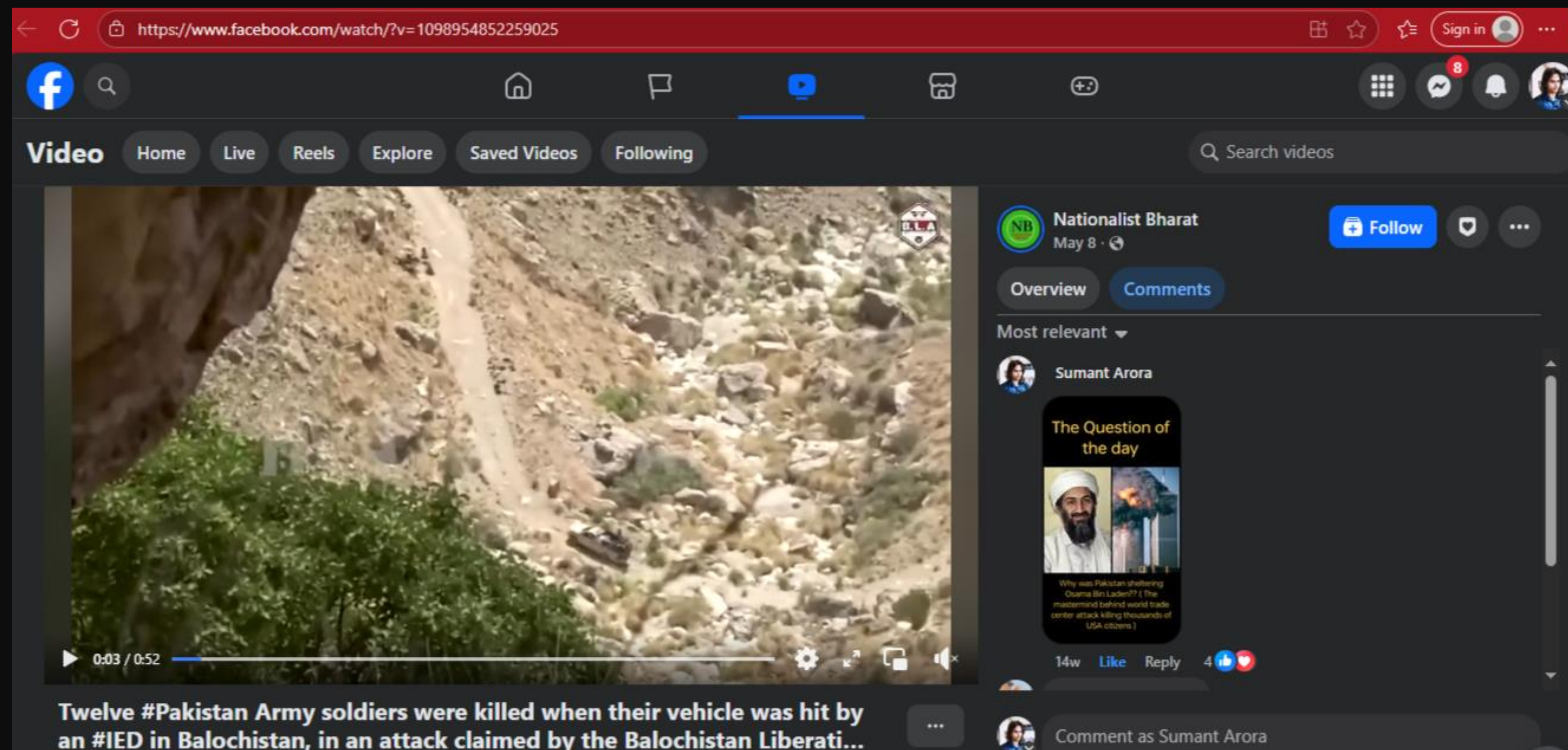
Dated – 9 MAY 2025



The photo above is history of facebook group posts related to United Nations & U.S.A. military. Above is one screenshot of activity history of one day.

Dated – 7 MAY 2025

EXECUTION PHASE



PLATFORM 5 – FACEBOOK

COMMENT & REPLIES

Commenting and replying on feeds and posts especially news channels.

Goal is to divert the public attention & initiate triggers.

Note : Following is screenshot of 1 of facebook post comments. In multiple cases the image generated responses and received reactions making it showing on top like the screenshot above.

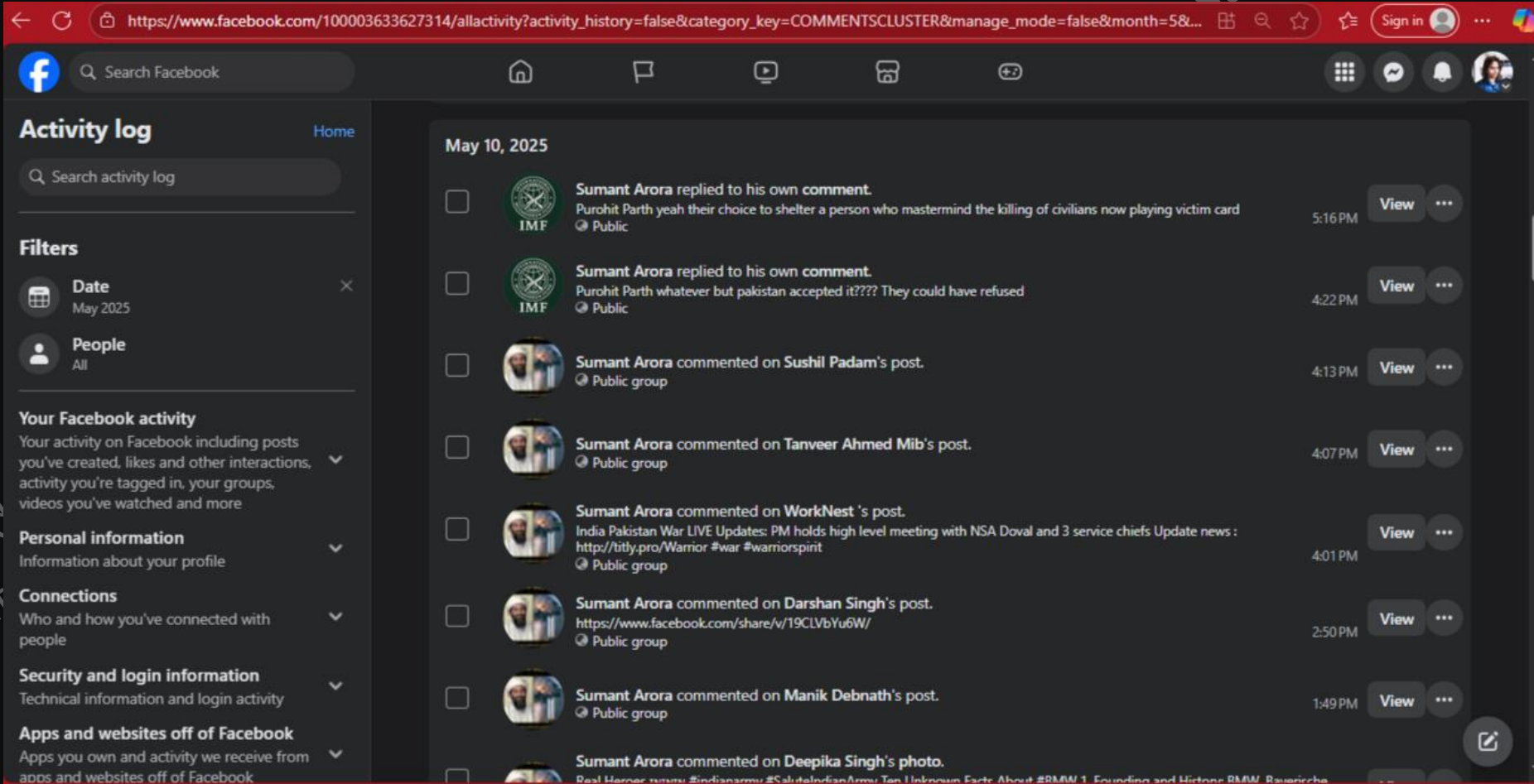
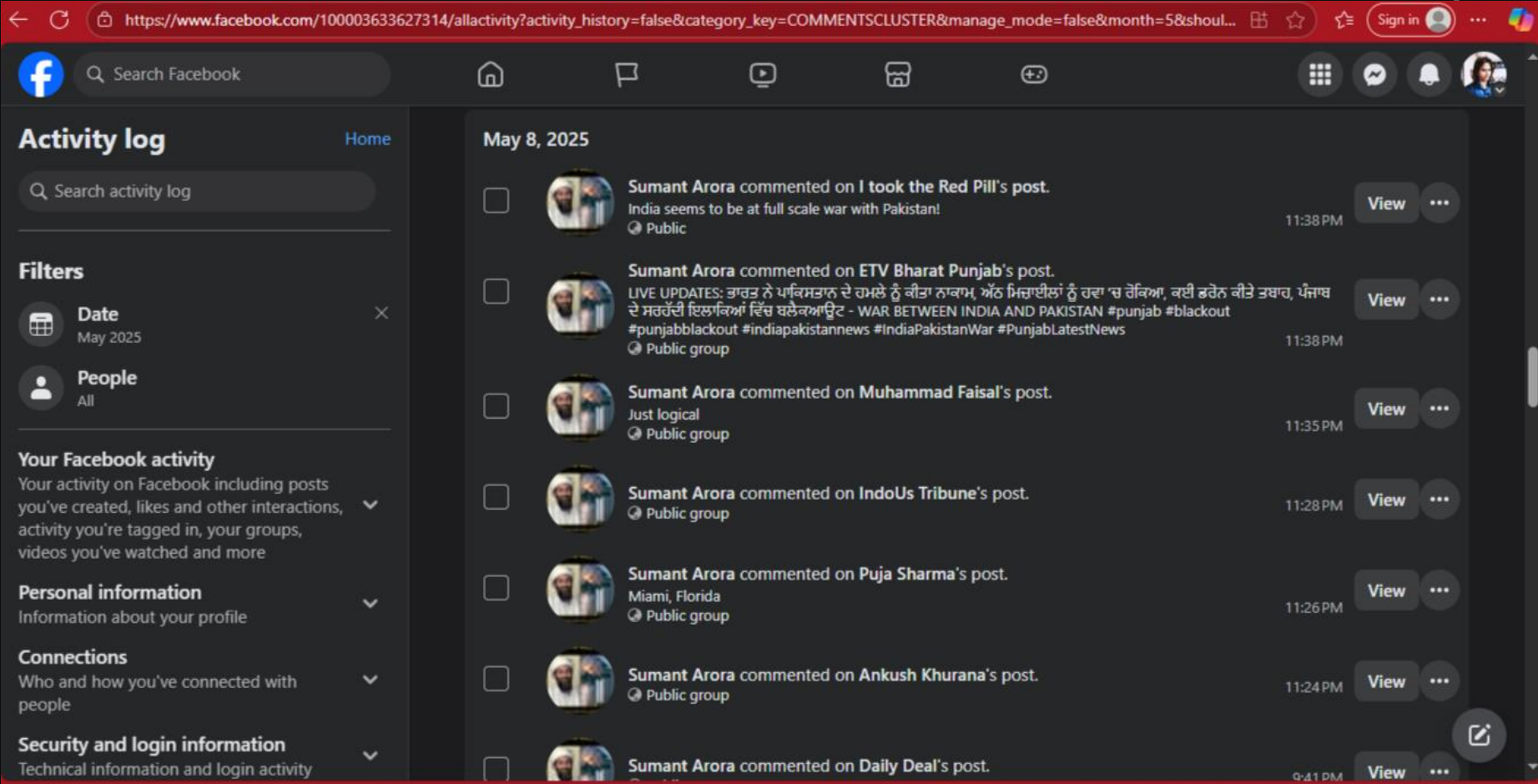
DATED – 8 MAY 2025

EXECUTION PHASE

FACEBOOK – COMMENT & REPLIES

The photo below is history of facebook Comments & Replies. Below is one screenshot of activity history of one day.

Dated – 10 MAY 2025



The photo Above is history of facebook Comments & Replies. Above is one screenshot of activity history of one day.

Dated – 8 MAY 2025

CAMPAIGN STATISTICS

Prepared by
Sumant Arora

If I make a rough approximate of how many times the image has been circulated via personal messages , story uploads & social media posts and replies. The number should exceed **300**.

This is enough to generate high number of views if I take 50 number of views per circulated photo as a bare minimum average.

Total Views = 300 x 50 = 15000

Prepared by
Sumant Arora

These viewers will further comment and discuss about **Osama Bin Laden**. Generating a chain reaction enough to cause a global pressure to destroy Pakistan Credibility.

Provided the mistake made by Pakistan I.S.P.R. will add more fuel to the campaign.

Prepared by
Sumant Arora

A dark gray world map is shown in the background. A horizontal band of a slightly darker shade of gray runs across the middle of the map, passing behind the text. The map shows the outlines of continents and major islands.

AFTERMATH

THE RESULTS

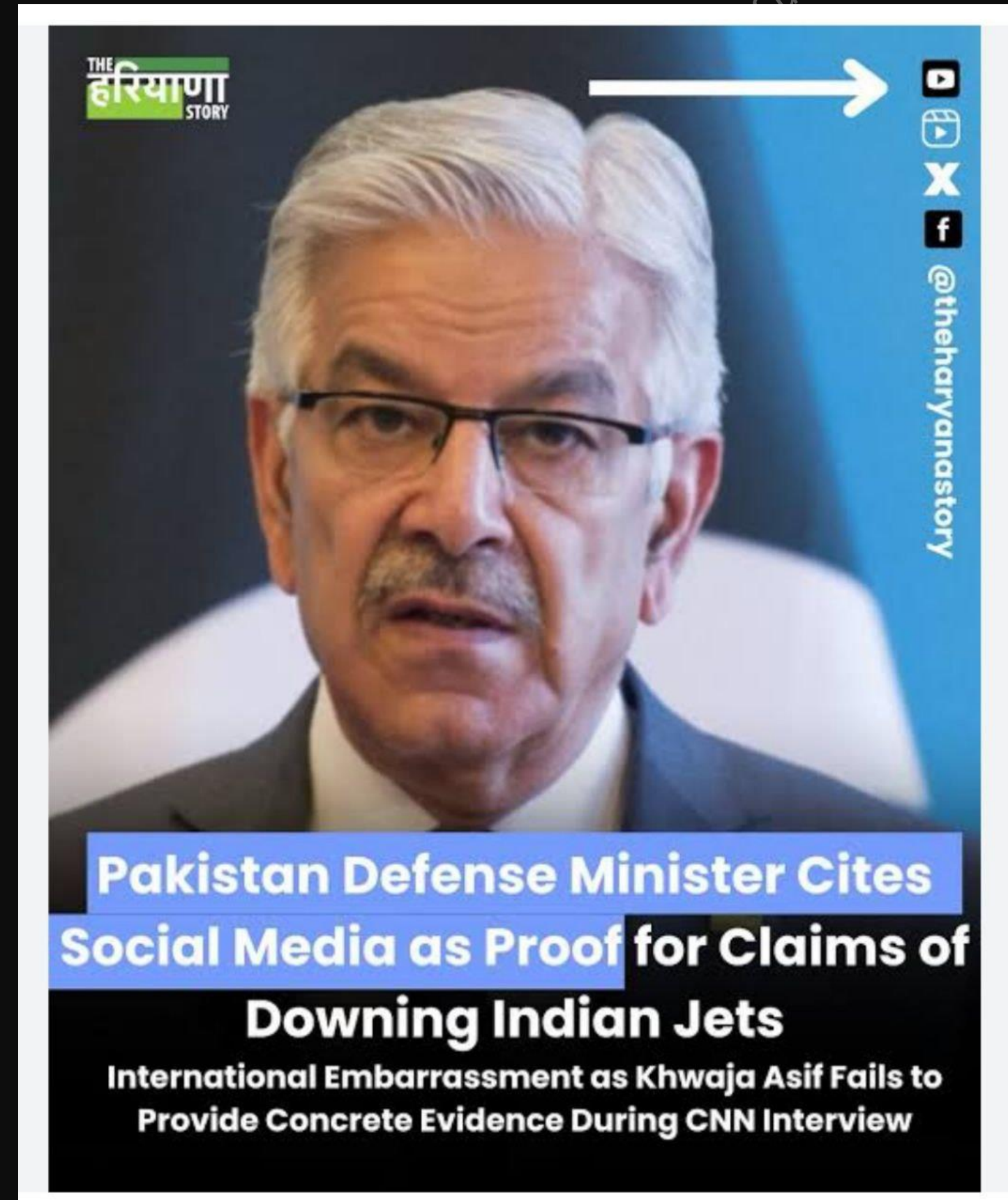
Pakistan's Defense minister was insulted on live interview by CNN reporter : Foolish consequence of selecting black propaganda

Khwaja Asif was asked for the proof and credibility of Indian fighter jets shot down. He replied “ It's all-over social Media”.

He failed to answer with authentic proofs as it was false information campaign. Though sources suggest some aircrafts were likely shot down during the conflict phase of Operation Sindoor.

Source – <https://www.hindustantimes.com/trending/pak-minister-schooled-by-cnn-anchor-for-absurd-social-media-reply-as-proof-of-downing-indian-jets-101746676473591.html>

DATED – 08 MAY 2025



THE RESULTS

Prepared by
Sumant Arora

**VIDEOS**

NEWS TOI GAMES LIVE VIDEOS REAL ESTATE

Fabeato Dry Fruits & Nuts
Up to 25% Off
 **amazon.in**
BUY NOW

SOURCE: PARLIAMENTLIVE.TV
3 APRIL, 2025



UK MP TEARS APART PAKISTAN FOR TERROR LINKS
SUPPORTS INDIA'S OPERATION SINDHUR

03:37 / 04:30

'Pakistan Hid Osama Bin Laden': UK MP Priti Patel's EXPLOSIVE SPEECH,...

TOI.in / May 08, 2025, 12.41 PM IST

UK Conservative MP Priti Patel strongly backed India's right to defend itself against terrorism, condemning Pakistan for enabling terrorist networks that endang...

MP Priti Patel on UK parliament said that Pakistan Once hid Osama Bin Laden : Many Leaders backed up her statement on multiple news resources

Many world leaders reminded the other nations about Osama Bin Laden. Some of them are

- **Priti Patel** – MP of United Kingdom
- **S. Jaishanker** – Foreign minister of India
- **Vikram Misri** – Foreign Secy

Source –

<https://timesofindia.indiatimes.com/videos/news/039pakistan-hid-osama-bin-laden039-uk-mp-priti-patel039s-explosive-speech-backs-india039s-right-to-strike/videoshow/120988607.cms>

DATED – 08 MAY 2025

THE RESULTS

Search engine visibility

Open google.com and search the following keyword under **news** tab. You can see many results about headlines reminding world of **Osama Bin Laden**.

Note – notice the dates. It will either be 7th May 2025 when the operation started or days afterwards it. The pressure via comments & statements were intense enough to grab global media attention.

Keyword – osama+pakistan+sindoor
DATED – 16 AUG 2025 (google searched)

Google

osama+pakistan+sindoor

AI Mode All Images Videos **News** Shopping Maps More

NDTV
Osama Bin Laden, Nukes, Djinns: Pak Army Spokesperson's Family Ties
Tensions between India and Pakistan have been escalating in recent weeks, forcing Lt General Chaudhry to make more media appearances than he...
10 May 2025

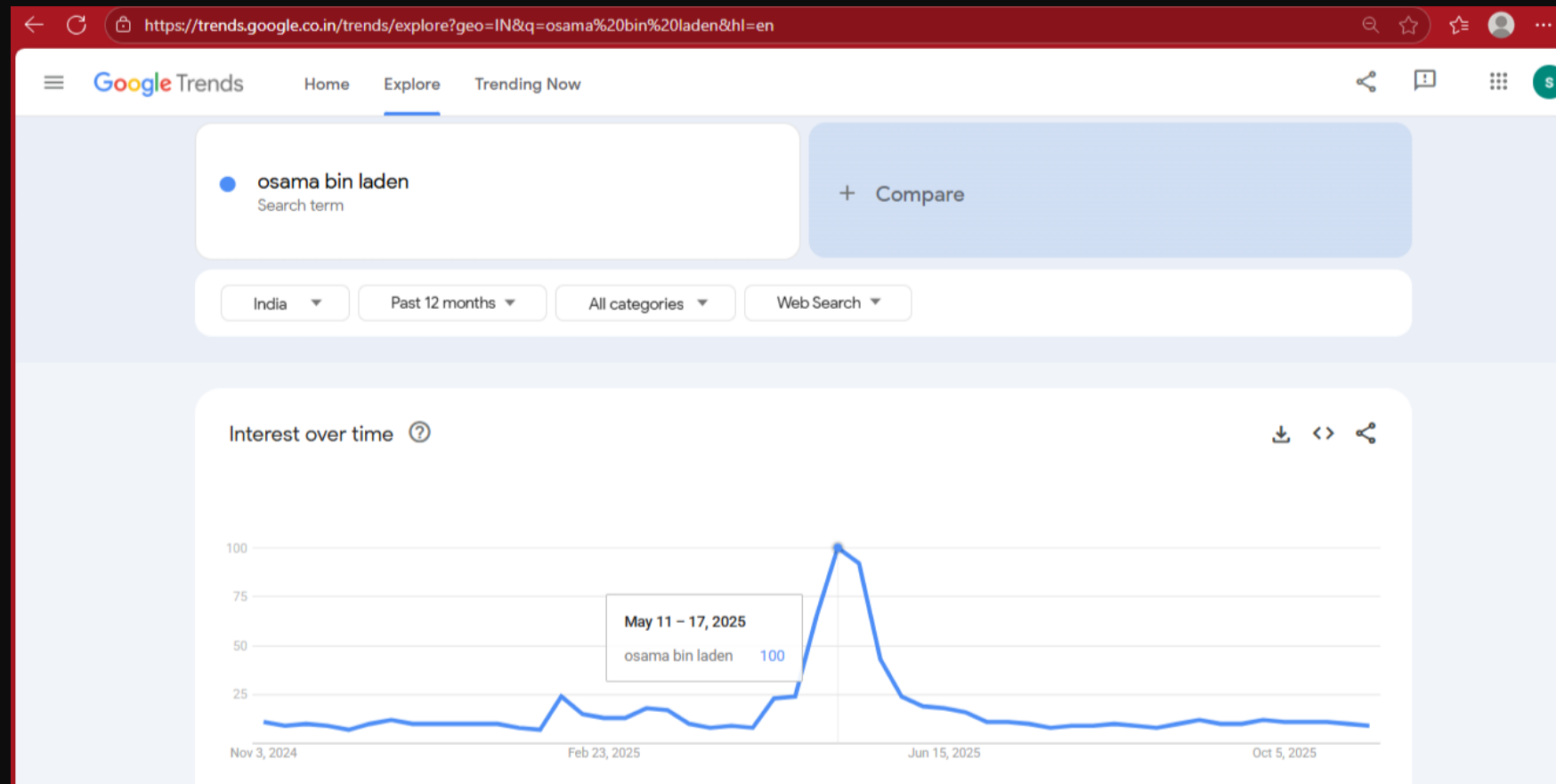
The Times of India
'Bharat has done it': Vice president Dhankhar likens Operation Sindoor to Osama bin Laden killing in Paki
'Bharat has done it': Vice president Dhankhar likens Operation Sindoor to Osama bin Laden killing in Pakistan ... Vice President Jagdeep Dhankhar...
17 May 2025

Moneycontrol
Jaishankar's harsh reminder to West over Operation Sindoor narrative: 'Why did Osama bin Laden feel safe...
Jaishankar's harsh reminder to West over Operation Sindoor narrative: 'Why did Osama bin Laden feel safe in Pakistan?'
11 Jun 2025

Tribune India
Dhankhar draws similarities between Op Sindoor and US strike on Osama bin Laden in Pakistan
Tribune News Service ... Vice-President Jagdeep Dhankhar on Saturday drew a parallel between India's Operation Sindoor and the US operation that...
18 May 2025

TREND OBSERVATION

Prepared by
Sumant Arora

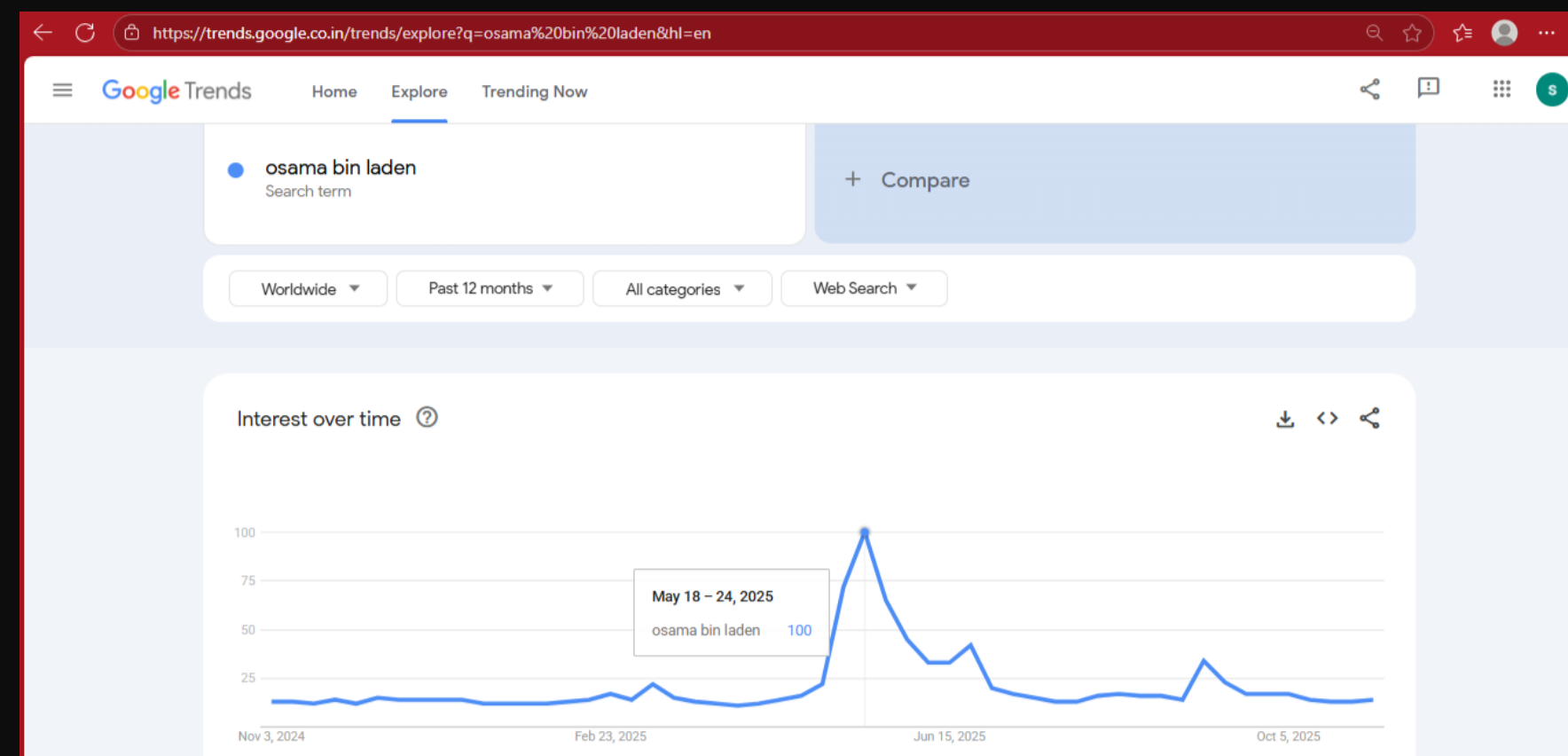


Google Trends - India

You can clearly see the spike in google searches from may 11 – 17 , 2025. During these days the topic gained peak popularity across whole India.

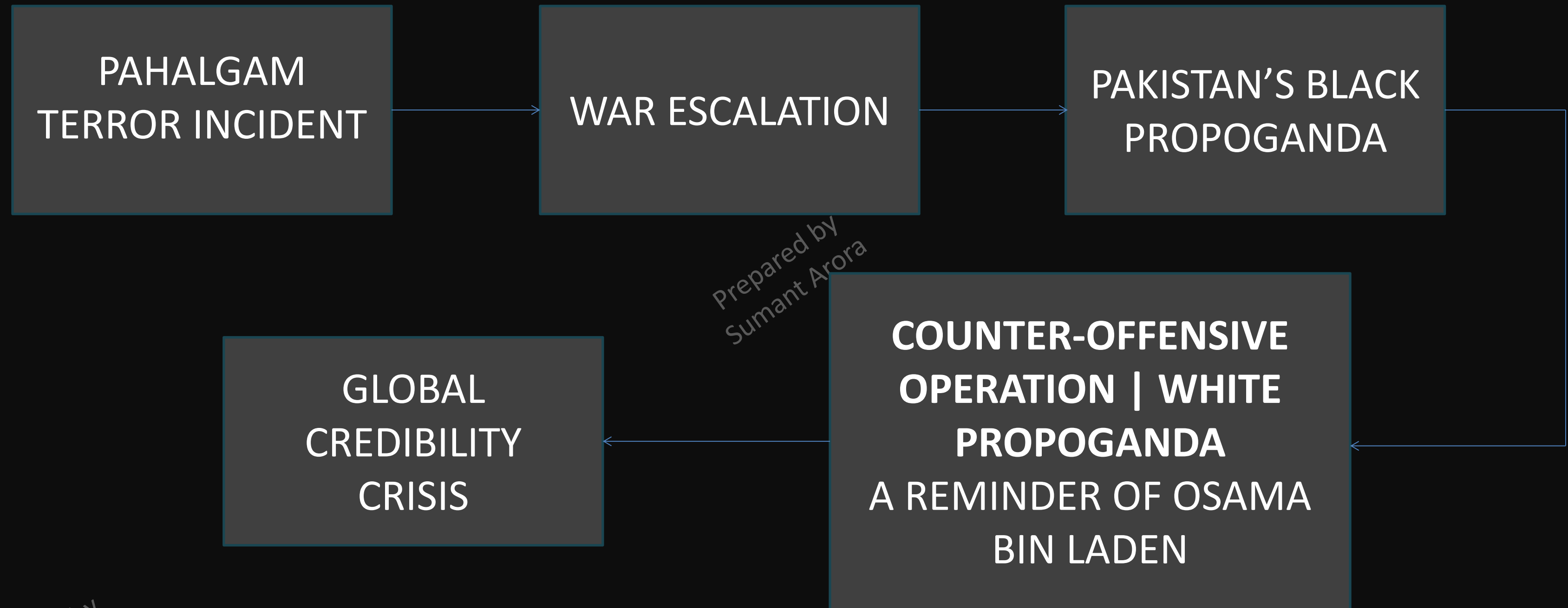
Google Trends - Worldwide

You can clearly see the spike in google searches from may 18 – 25 , 2025. During these days the topic gained peak popularity across worldwide since this is a global event.



EVENT ESCALATION FLOW DIAGRAM

Prepared by
Sumant Arora



Prepared by
Sumant Arora

visual representation showing how an incident or situation develops over time, step-by-step, from its initial trigger to its final consequence

Prepared by
Sumant Arora

OTHER FACTORS

Prepared by
Sumant Arora

PAKISTAN I.S.P.R. PETTY MISTAKE

The Pakistan choose the black propaganda & misinformation campaigns ignoring the fact about rationality and probability aspect of psychological operations. (**Golden Ratio**)

Drawbacks of Black Propaganda

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Sumant Arora

- **Risk of Exposure If the real source is uncovered**

It can destroy the credibility of the perpetrator. Exposure can cause a backfire effect, making the target gain sympathy while the propagandist loses trust.

- **Short Shelf-Life**

Works best in environments with **poor fact-checking**, not suitable in this scenario.

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Sumant Arora

OTHER FACTORS

Challenges – None. Multiple Mistakes committed by I.S.P.R.

Resource Allocation – All platforms were **free**. In beginning analysis, it was clear that the operation will be success with moderate efforts provided precise facts-based strategy.

Risk Assessment & Countermeasures – None.

Lessons Learned and Adjustments – None Required.

Monitoring and Assessment – following were stages of developement

Before Campaign – Black Propoganda & attempts to cause communal tensions in India

During Campaign – Huge pressure via Indian Social Media Accounts

After Campaign – Global pressure on Pakistan Credibility

GLOSSARY

Prepared by
Sumant Arora

RATIONALITY : PROBABILITY : RAGE = 9 : 9 : 5

Rationality refers to the degree to which the target (an individual, group, or state) makes decisions based on logical, calculated reasoning versus emotions or misinformation.

Probability involves estimating the likelihood of success or the behavioral response to a psychological tactic.

Rage Ratio is an informal term used to quantify emotional volatility, especially anger response to specific stimuli.

OVERT OPERATION – An operation refers to a course of action that is conducted openly and without any attempt at concealment. **The source of origin is traceable.**

Prepared by
Sumant Arora

GLOSSARY

Prepared by
Sumant Arora

DISTRACTION DIVERSION – Falsely attributed source; entirely deceptive with the goal to Sow distrust or panic by impersonating a credible source.

WHITE PROPOGANDA – Openly acknowledged source; truthful but selective with the Goal to Build credibility while shaping perception.

DISINFORMATION CAMPAIGN – Deliberate spread of false or misleading information. Goal: Distort truth, mislead decision-makers, or manipulate public opinion.

GOLDEN RATIO – When the target audience has both rationality & probability number as 9. The operation is carried out entirely based on facts and truth if ultimately you want to win in long run.

Prepared by
Sumant Arora

RESOURCES & LINKS

Here's an assortment of alternative resources related to the event:

- <https://www.stimson.org/2025/four-days-in-may-the-india-pakistan-crisis-of-2025/>
- <https://economictimes.indiatimes.com/news/india/i-dont-need-to-remind-where-osama-bin-laden-was-found-vikram-misri-slams-pakistan-cites-pahalgam-attack-as-original-escalation/articleshow/120998655.cms?from=mdr>
- <https://www.livemint.com/news/in-fresh-warning-to-pakistan-jaishankar-reminds-islamabad-of-a-man-named-osama-bin-laden-11749658651402.html>



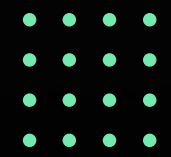
RESOURCES & LINKS

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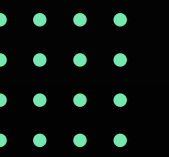
Here's an assortment of alternative resources related to the event:

- <https://timesofindia.indiatimes.com/videos/news/039pakistan-hid-osama-bin-laden039-uk-mp-priti-patel039s-explosive-speech-backs-india039s-right-to-strike/videoshow/120988607.cms>
- <https://www.ndtv.com/world-news/shashi-tharoor-news-donald-trump-asim-munir-lunch-india-pakistan-operation-sindoor-ceasefire-osama-bin-laden-8707875>
- <https://timesofindia.indiatimes.com/india/claim-that-70-of-indias-power-grid-hit-by-pakistan-cyberattack-is-fake-pib/articleshow/121046592.cms>
- <https://www.ndtv.com/india-news/india-pakistan-tensions-fake-news-alert-sukhoi-shot-down-in-pok-centre-fact-checks-pakistani-propaganda-8370358>

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OPERATION SUCCESSFUL



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Note – The social media profiles and associated usernames used in this operation may be modified in the future based on individual preferences.