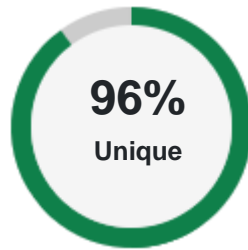
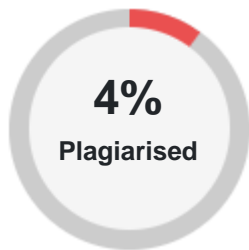


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Counterinsurgency (coin) can be defined as the comprehensive civilian and military efforts that is taken to simultaneously defeat, contain and address the root causes of insurgencies. Counterinsurgency is normally carried out with a combination of conventional military operations and other means, such psy-ops, propaganda, assassinations. It is a military or political action that is taken against the activities of a group of guerrillas. Counterinsurgency (COIN) is the mix of far reaching regular citizen and military endeavors intended to all the while contain insurrection and address its main drivers. In contrast to customary fighting, non-military methods are frequently the best components, with military powers assuming an empowering job. COIN is a very complex endeavor, which requests of arrangement creators a natty gritty comprehension of their own master field, yet additionally wide information on a wide assortment of related disciplines. COIN approaches must be versatile and light-footed. PUBLIC DIPLOMACY This is effective in counterinsurgency only when there is a clear misunderstanding of the culture and population at hand. An understanding of the host nation and the environment that the counterinsurgency operations will take place in is essential. Ethics is a common public diplomacy aspect that is emphasized on counterinsurgency warfare. Insurgents win their war by attacking international opposition. For example, in order to tackle these methods, the counterinsurgency needs to treat prisoners humanely, according to the nation's principles. By doing this, counterinsurgency operation shows the host nation's population that they can be trusted and that they are concerned about the wellbeing of the population in order to be successful in warfare. There is need to identify the key audiences, communicators and public leaders to know whom to influence and reach out to. The counterinsurgency efforts need to understand the culture of which the insurgency resides, in order to strategically lunch information and communication operations against the insurgent ideology or religion. Developing information and communication tactics involve providing a reasonable alternate ideology, enhancing security and economic opportunities, also strengthening family ties outside the insurgency. In order to conduct public diplomacy through these means, communication for counterinsurgency needs to align its deeds with its words. Information going out through public diplomacy cannot be false. The information and communication sent to the people must always be truthful in order to be effective in countering the insurgence. It is a long time engagement needed to influence the public thoughts and ideas. It should not be done through negative campaigning about the enemy. COMMAND AND CONTROL Command and control is an act of authority and direction by a designated commander over assigned forces to enable and ensure the accomplishment of a mission. During counterinsurgency, this requires greater decentralization to small unit leaders. Normal operating processes that are focused around a single commander's approval often proves inefficient and ineffective in the situation. Commanders have to develop a level of trust and communication with subordinates and accommodate their initiatives well before arriving into the theater of operations. Planning command and control in a counterinsurgency environment is extremely complex. Based on mission requirements, commanders plan to conduct full spectrum operations anywhere within their area of operation and within adjacent their area of operations after conducting necessary coordination. Therefore, task organization must have flexibility built into them to support a rapid change of focus during the operation.

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Understanding Counter-insurgency Efforts in Tribalized Rural and Muslim ... (COIN) may be defined as 'comprehensive civilian and military efforts taken to simultaneously defeat and contain insurgency and address its root causes'.⁴ For ...

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