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CONNECT 360

SUSTAINABILITY AND INNOVATION INCORPORATING INDIAN KNOWLEDGE SYSTEM

3- DAY INTERNATIONAL CONFERENCE

15th-17th April 2025

Book of Abstracts

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THE COMPLETE WORLD OF EDUCATION
School of Journalism and Mass Communication

DEPARTMENT OF
DESIGN AND INNOVATION
JAMIA MILLIA ISLAMIA

3- Day International Conference

Connect 360: Sustainability & Innovation Incorporating Indian Knowledge Systems

15th-17th April 2025

Book of Abstracts

Organized by

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, India.

&

Department of Design and Innovation

Jamia Millia Islamia, New Delhi, India.

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Connect 360: Sustainability & Innovation

Incorporating Indian Knowledge Systems

Organized by

School of Journalism and Mass Communication

(SJMC), KR Mangalam, University

&

Department of Design and Innovation,

Jamia Millia Islamia, New Delhi, India.

About the Conference

The three-day International Conference, "Connect 360: Sustainability and Innovation Incorporating Indian Knowledge System," will explore the transformative potential of Indian Knowledge Systems (IKS) in addressing global challenges through communication, design thinking, and interdisciplinary collaboration. Organized by the School of Journalism and Mass Communication (SJMC), KR Mangalam University, and the Department of Design and Innovation, Jamia Millia Islamia, New Delhi, the conference aims to bridge ancient wisdom with modern science and sustainable practices.

Rooted in holistic principles, IKS offers valuable insights into sustainability and innovation, from the ecological balance in the Vedas to the advanced architectural and engineering achievements of ancient India. In the face of global environmental, social, and economic challenges, IKS presents untapped wisdom that can inspire sustainable solutions.

"Connect 360" seeks to create a platform for scholars, policymakers, and professionals to collaborate on preserving and promoting IKS through storytelling, design-led innovation, and media. The conference will emphasize the role of media in amplifying the global relevance of IKS, examining how communication strategies can interpret and disseminate India's rich traditions and knowledge.

The event will focus on the synergy between communication, design, and innovation, envisioning a future where traditional wisdom and modern advancements converge. The conference will foster creative co-creation, ground-breaking research, and actionable strategies to promote sustainability, equity, and resilience. Ultimately, it aims to highlight IKS's potential to shape a sustainable, innovative future through knowledge exchange, collaborative research, and policy recommendations.
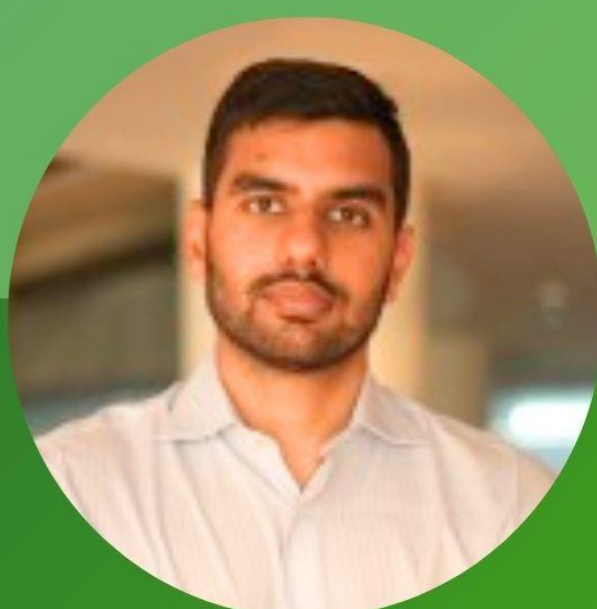
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Time: **10.00 AM to 5.00 PM**

Venue: **Ho Chi Minh conference Hall,**
D/o Design and Innovation, JMI

About School of Journalism and Mass Communication (SJMC)

The School of Journalism and Mass Communication (SJMC) is committed to preparing the next generation of prominent journalists. We provide our students with first-hand knowledge through rigorous live projects, expert lectures, networking events, and internship programs. Students receive personalized guidance from industry professionals who are dedicated to bringing real-world insights into the classrooms. The School of Journalism and Mass Communication aspires to become an internationally recognized media school through excellence in interdisciplinary project-based, student-centric media education. The school aims to develop socially responsible lifelong learners who contribute to nation-building. The School of Journalism and Mass Communication at K.R. Mangalam University provides students with an all-inclusive understanding of journalism and mass communication, keeping them abreast of the latest technologies. One of the prime benefits of studying journalism and mass communication is that it provides unique insights and industry knowledge to meet current industry demands. The industry-focused curriculum of SJMC is thoughtfully designed to prepare new-age media professionals. The school focuses on innovative production and critical consumption of a range of moving-image media. A rich and industry-oriented curriculum with state-of the-art media labs is matched with the extensive co-curricular program that includes opportunities to participate in on-campus media productions and projects.

About K.R. Mangalam University

K.R. Mangalam University Established in 2013 under the Haryana Private University Act, K.R. Mangalam University is a pioneer institution of higher education located in Gurugram. K.R. Mangalam University is known for its excellence in interdisciplinary education and for its research and innovation that prepares students to become socially responsible and contribute to nation-building through their learning and skills. K.R. Mangalam University (KRMU) proactively organizes seminars, industrial visits, experts' lectures, internships, symposiums, campaigns and many more activities, providing students with a 360° exposure to various trends, helping them build diverse viewpoints. Along with advanced learning, the university gives paramount importance to co-curricular activities such as vibrant festival celebrations, social responsibility activities, tech training, research and many more activities. Recognized for its virtues of quality, equality, inclusiveness, sustainability, and professional ethics, KRMU is synonymous with academic excellence and innovation.

About the Department of Design and Innovation (DDI)

The Department of Design and Innovation (DDI) at Jamia Millia Islamia is a hub for creativity and technological advancements, established to address the ever-evolving landscape of design and its role in solving real-world problems. Known for its interdisciplinary approach, the department integrates traditional design practices with cutting-edge technologies, enabling students to explore and innovate across diverse domains such as sustainable design, product innovation, digital interfaces, and user experience design. DDI emphasizes the importance of sustainability, community development, and the Indian Knowledge System in modern design practices. The curriculum is meticulously designed to combine theoretical knowledge with practical applications, fostering a culture of experimentation, collaboration, and critical thinking. Equipped with advanced labs, experienced faculty, and industry partnerships, DDI provides students with handson exposure to real-world challenges, preparing them to become leaders in the global design ecosystem.

About Jamia Millia Islamia (JMI)

Established in 1920, Jamia Millia Islamia (JMI) is a central university based in New Delhi, renowned for its rich legacy in education, research, and social impact. Over the years, JMI has emerged as a multi-faceted institution with a commitment to promoting academic excellence, innovation, and inclusivity. Recognized by the Government of India as an Institution of Eminence, Jamia Millia Islamia offers a wide range of undergraduate, postgraduate, and doctoral programs across disciplines, fostering a multidisciplinary approach to education. With state-of-the-art facilities, a vibrant campus culture, and an emphasis on fostering critical thinking, JMI continues to shape future leaders and professionals who contribute meaningfully to society. JMI's focus on integrating tradition with modernity reflects its ethos of empowering students to engage with global challenges while remaining rooted in cultural heritage. The university is also recognized for its active engagement in research and development, supported by robust collaborations with industry and academia at both national and international levels. Jamia's emphasis on sustainability, ethics, and innovation resonates across all its academic programs and institutional practices, making it a distinguished center of learning.

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Reviving Menstrual Health through Indian Knowledge Systems: The Role of Ṛtu Viḍyā: as a Medium for Visual Storytelling and Intergenerational Knowledge Transmission

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ABSTRACT

Throughout history, menstruation has been deeply intertwined with the Indian Knowledge System (IKS), cultural traditions, and beliefs. Furthermore, conventional narratives often overlook the sustainable and inclusive approach strategies rooted in traditional knowledge. "Ṛtu Viḍyā: Ancient Science Behind Menstrual Practices", a book exclusively devoted to Vedic science and its applications in menstrual health and hygiene, serves as a crucial medium for reviving the IKS-based perspective. By leveraging visual storytelling techniques, "Ṛtu Viḍyā presents a compelling representation of menstrual health that transcends scientific discourse, incorporating historical iconography, cultural symbolism, and traditional visual cues to reframe contemporary discussions on menstrual health. This study focuses on how, throughout history, menstruation has been deeply intertwined with the Indian knowledge system (IKS), cultural traditions, and beliefs. However, conventional narratives often overlook the sustainable and inclusive approach strategies rooted in traditional knowledge. "Ṛtu Viḍyā: Ancient Science Behind Menstrual Practices" serves as a crucial medium for the revival of the IKS-based perspective. This study also focuses on how Ṛtu Viḍyā employs visual storytelling, artistic references, and a historical perspective to redefine menstrual health beyond scientific discourse. Using Visual Discourse Analysis, the study will focus on identifying the primary themes that emerge from analyzing the visuals. This study aims to highlight the potential of books as a compelling visual medium for social change by situating Ṛtu Viḍyā within the broader context of media and menstrual health advocacy.

Keywords: Menstrual Health, Indian Knowledge Systems, Ṛtu Viḍyā, Visual Storytelling, Intergenerational Knowledge Transmission.

Bridging Ancient Wisdom and Modern Management: The Role of Indian Knowledge Systems in Sustainable Business Education

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ABSTRACT

"Those who walk the path of dharma shall never be forsaken." — Mahabharata. In today's rapidly evolving global economy, sustainability and ethical leadership are critical pillars of business success. The Indian Knowledge System (IKS) provides an invaluable foundation for instilling responsible decision-making, strategic foresight, and holistic development in management education. This research investigates the relevance of ancient Indian wisdom in shaping modern business education, highlighting its impact on sustainable growth, ethical governance, and innovative entrepreneurship. As Peter Drucker aptly remarked, "The best way to predict the future is to create it," emphasising the necessity of integrating time-tested wisdom with contemporary strategies. Drawing insights from seminal Indian texts such as the Arthashastra, Thirukkural, and Bhagavad Gita, along with the economic philosophies of visionaries like Chanakya and Mahatma Gandhi, this study underscores how IKS principles can redefine leadership and business sustainability. By merging traditional knowledge with modern advancements, business education can cultivate leaders who balance profitability with purpose, ensuring ethical and sustainable progress. The study introduces the CONNECT 360 Framework, a structured model that integrates culture, ethics, strategy, environmental stewardship, entrepreneurship, education and technology to foster responsible business practices. Case studies from Indian enterprises such as Tata Group, Amul and FabIndia illustrate how IKS-based principles have been successfully applied to create ethical and sustainable business models. Despite its transformative potential, widespread adoption of IKS in business curricula faces challenges such as institutional resistance, lack of standardised implementation methods, and limited awareness. However, with initiatives like NEP 2020, increased industry-academic collaborations, and the global shift toward sustainable business models, the integration of IKS into management education presents vast opportunities for reform. This study

advocates for curriculum modernisation, policy support, and digital innovations to bridge the gap between traditional Indian wisdom and contemporary management practices. By embedding IKS principles into business education, institutions can nurture a new generation of ethical entrepreneurs and corporate leaders who champion sustainability, social responsibility, and long-term economic resilience.

Keywords: Indian Knowledge System (IKS), Ethical Leadership, CONNECT 360 Framework, Sustainable Business Strategy, Corporate Social Responsibility.

The Role of Community Radio in Preserving and Promoting Indigenous Knowledge: A case study of FM 24, Bhiwadi, Alwar

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ABSTRACT

Community Radio station abbreviated as (CRS) is a radio station that functions on a non-profit basis and is typically owned, operated, and governed by the community it serves. It can be set up by eligible organisations such as educational institutions, NGOs, Krishi Vigyan Kendra, ICAR institutions, etc. It is a powerful medium that can foster local communication, provide educational content, promote cultural diversity, and support social change. The present case study focuses on the contribution of FM 24 90.8 FM (Apka Radio, Apki Dhadkan), a community radio station in Bhiwadi, Alwar district of Rajasthan, towards the livelihood improvement of the people. The study examines how community radio affects multiple dimensions of rural communities, ranging from their cultural traditions, rural development, education, and agriculture, along with the integration of IKS (Indigenous Knowledge System). The purpose of the study is to assess the work of community radio in preserving and promoting various aspects of indigenous knowledge. It analyses how community radio in rural areas strengthens local people by highlighting indigenous culture, traditions, language (dialects), and practices. Additionally, it identifies the challenges encountered by the community radio station in its efforts towards rural development. The case study employs a qualitative and descriptive approach accompanied by interviews with station heads and broadcasters, focusing on how the radio station is currently working for the rural communities in the area. The future scope of the case study may explore potential collaboration between community radio stations and indigenous communities, creating more inclusive platforms for knowledge sharing and cultural preservation. The study establishes that FM 24 has worked towards the improvement of communities through its programs and is an appropriate medium for rural communities to share their cultural, traditional, educational, and agricultural perspectives with the world.

Keywords: FM 24, Community Radio, Indigenous Knowledge System, Livelihood Improvement, Cultural Preservation, Community Development

Artificial Intelligence Vs Human Intelligence: a case study based on Ancient Indian Wisdom

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ABSTRACT

Artificial intelligence is the creative work of human intelligence. The term artificial intelligence denotes a type of intelligence where technology helps us to get the desired outcome. On the other hand human intelligence is a spontaneous, instant response from intrapersonal level of a person involved. India is a land where historic events witness the tremendous power of human intelligence. Number of Rishi and Maharshis from India had gifted jewels of knowledge and wisdom to mankind that epitomized the superiority of human intelligence in various form. This paper is an attempt to understand the significance of ancient Indian knowledge system and its relevance in the information age of 21st century world. To fulfill this objective Yoga has been considered as a case study here. Therefore, the primary objective of this paper is to understand the potential of human intelligence with the advent of artificial intelligence. The study reveals that human intelligence is the core for intrapersonal as well as interpersonal communication. It's true that we are living in an era of information and communication technology driven world now where artificial intelligence plays a significant role. But the value and power of human intelligence cannot be undermined at all.

Keywords: Artificial Intelligence, Human Intelligence, Information Age, Yoga & Communication.

Augmented Reality (AR) in Heritage Journalism: Reviving Lost Indian Knowledge

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ABSTRACT

Cultural history of India is narrated and preserved by the heritage journalism. But traditional means of reporting are difficult to interest modern audiences. Augmented Reality (AR) is an exciting solution in which it provides immersive storytelling experiences to present lost Indian knowledge in a way which brings them to life. In this paper we discuss how AR can revive the ancient texts, bring the dead ancestors back to life and increase accessibility of the indigenous traditions through the use of AR. Using case studies and through real world implementation this research explores how AR can be integrated with archival records, folklore and archaeological findings to create interactive narratives. The idea has the potential to use AR to educate audiences when visualizing historical contexts, so that users can experience the lost scripts, monuments, and oral histories. In addition, the paper addresses accuracy, digital ethics, and technological limitations to use of AR accurately in reporting heritage. This study explores the intersection between AR and journalism with the goal that immersive media will work as a democratizing tool to democratize the access of historical knowledge and make it continue. The findings indicate that the use of AR driven heritage journalism can fill the gap between history and modern digital consumption and possibly bring higher level of cultural appreciation to the audiences.

Keywords: Augmented Reality, Heritage Journalism, Digital Storytelling, Cultural Preservation, Immersive Media, Indian Knowledge Systems.

Nature, Technology, and Emotional Harmony in Ghibli Animation and Indian Ecological Thought

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ABSTRACT

The Ghibli animation and art style pioneered by filmmakers Hayao Miyazaki and Isao Takahata draws universal appeal with its unique character designs, emotive stories, and beautifully woven animations. Indeed, Ghibli characters appeal to various cultures around the globe, and in this regard, I seek to investigate the intersection, impact and influence of Ghibli films and the narrative traditions of India. This work analyses how Ghibli characters portray nature, spirituality, and the evolution of humanity in ways that align with the foundational tenets of the Indian knowledge system, especially within Hinduism, Buddhism, and Jainism. Ghibli's animated characters actively embody interconnectivity, animism, and the processes of self-realization. This study looks at the animated films, their characters and how Ghibli films portray the balance between nature and humanity and why they are gaining popularity in social media.

Keywords: Animation, Ghibli Art, Indian Knowledge System, Social Media.

Role of IKS in Addressing the Ethical Challenges Related to AI

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ABSTRACT

Artificial Intelligence is transforming the world and reshaping the future of society. Generative AI offers a variety of automated work. However, this technological transformation has raised many ethical concerns like- biasedness and lack of originality. Whereas, the Indian Knowledge System is rich in ethical thought, with a focus on reasoning, logic, and moral principles and the awareness of this system in the society can help in addressing these ethical concern of using AI.This paper explores the application of Indian Knowledge Systems (IKS) also it will investigate the role of IKS in address the ethical challenges among society for a sustainable development. Researchers employed the qualitative method to understand Indian Knowledge System and how it will contribute to societal wellbeing.

Keywords: Artificial Intelligence, Generative AI, Ethical Concerns, Indian Knowledge System, Reasoning, Moral Principles, Sustainable Development, Societal Wellbeing.

Cyber Narratives through the Lens of Indian Tech-Noir

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ABSTRACT

Indian tech noir cinema is growing genre. It is mixes technology, crime and dystopian themes. These films explore surveillance, artificial intelligence, cybercrime etc. As India becomes a global digital leader indian cinema also started reflects concerns about technology and power. This paper examines how Indian Tech-Noir films engage as cultural diplomacy. Many Indian Tech-Noir films highlight digital surveillance and data privacy. These films show a future where technology can both help and harm society. Artificial intelligence plays a big role in these stories. Some films question how AI can be fair or unfair. These films motivate discussions on global AI regulations and ethics. Hackers and digital rebels often appear as heroes in these movies. They fight against powerful. The rise of hacktivist groups worldwide makes these themes more relevant. Indian Tech-Noir films connect with these global movements. Indian films reach international audiences and influence how people see India. Tech-Noir films add to this by showcasing India's role in the digital world. This highlight India's concerns about data protection, AI laws and cybersecurity. They also show how India balances tradition and technology in a fast-changing world. Indian Tech-Noir cinema is a way to discuss real-world cyber politics. It challenges viewers to think about privacy, control, and the future of technology. As India continues to develop its digital economy these films will become even more important. They will shape conversations about AI, surveillance and freedom. This paper explores how Indian Tech-Noir films reflect and influence global cyber politics. It looks at the themes of surveillance, AI and hacktivism in Indian cinema. It also examines how these films act as a form of cultural diplomacy.

Keywords: Hacking, Cyber, Tech-Noir, Indian Cinema, AI, Cyber Security, Digital Surveillance.

The Role of Social Media in Promoting Eco-Friendly Shopping Habits and Sustainable Fashion

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ABSTRACT

In the contemporary digitally connected society, social media is playing an increasingly critical role in promoting eco-friendly shopping and sustainable fashion. This research focuses on the urgent need to comprehend how digital platforms, blended with advanced trend forecasting tools, influence consumer behaviour toward eco- friendly and sustainable practices in the fashion industry. Regardless of significant achievements in digital marketing and sustainability research, the current literature has often overlooked the synthesis of real-time trend data along with social media content analysis to capture and represent accurate dynamic shifts in consumer behaviour. The study contributes to a deeper understanding of the digital factors of eco-friendly shopping. The primary aim is to investigate the impact of social media narratives and influencer recommendations on eco-friendly shopping behaviours, while simultaneously evaluating the predictive accuracy of trend forecasting tools—specifically Pinterest, WGSN, and Google Trends. The essential research questions include: How do digital platforms and influencer-generated content encourage the widespread adoption of sustainable fashion? What correlations operate between online-search-trends and consumer engagement towards eco-friendly fashion? A mixed-methods approach is utilized, incorporating quantitative analysis of online trends data plus qualitative content investigation of social media platforms. A twelve-month period worth data was collected and stratified statistical methods were used to identify significant links between online activity with consumer behaviour. The findings demonstrate a positive correlation between high-engagement social media content-rends and amplified interest in eco-friendly fashion, highlighting the power of digital narratives to channel sustainable consumer buying habits. These insights offer constructive suggestions not only for digital marketers and fashion brands but also for policymakers that can aid in promoting sustainability.

Keywords: Social Media, Sustainable Fashion, Eco-Friendly Shopping, Influencer Marketing, Trend Forecasting.

The Application of Sthāyi Bhāvas from Nātyasāstra in Modern-Day Advertisements: Fostering Emotional Eesonance through Aesthetic Storytelling

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Assistant Professor M.O.P Vaishnav College for women, Chennai

ABSTRACT

In today's fast-paced advertising landscape, effective marketing must establish an emotional connection with audiences. Modern advertisements increasingly merge traditional narrative techniques with innovative strategies to capture consumer attention, foster lasting relationships, and influence purchasing decisions. One largely unexplored source of emotional engagement in conventional advertising is the ancient Indian aesthetic theory found in the Nātyaśāstra. This study examines the Nātyaśāstra, an ancient treatise on performing arts attributed to the sage Bharata Muni. Through a semantic analysis of this text, the study offers valuable insights into the role of Bhāvas (emotional states) in evoking Rasa (aesthetic experience) in audiences. Among these Bhāvas, the Sthāyi Bhāvas—long-lasting emotional states—serve as the foundation of many narratives, making them essential for audience engagement.

Keywords: Marketing, Advertising, Indian Knowledge system, Aesthetics, Emotional Resonance.

Representation of Indigenous Knowledge for Sustainable Future: A Critical Analysis of Mainstream Media in India

Dr Nicholas Lakra

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Abstract

Media representation means to describe or depict something. Media representation can make indigenous knowledge a common heritage of humankind. In India, tribals are the indigenous people, and their knowledge is referred to as indigenous knowledge. This knowledge is constructed by the community through time-tested practices and experiences while living in proximity with nature in a particular territory. It is expressed orally through myths, stories, and songs. It has global relevance for sustainable future of planet and humanity. The mainstream media, including print and electronic, has power to communicate the meaning of indigenous knowledge to the wider society through mediation, agenda setting, framing and gatekeeping. Therefore, based on the documentation of secondary data, this paper critically examines on how the mainstream media represent tribal stories; how the non-tribals develop perception about tribal people and their knowledge system; what is the impact of represented stories on the wider society. The findings show that the mainstream media inadequately represent tribal stories. Inadequately represented stories have less effect on the readers and viewers. Tribals are frequently portrayed as they are primitive, uncivilized, and victims. Media tends to undermine success stories. The stereotype representation derogates cultural practices of tribals. As a result, indigenous knowledge does not find recognition and acceptance in the wider society. This paper proposes that the media need to represent positive tribal stories more adequately in order to preserve, promote indigenous knowledge across culture. For reporting indigenous knowledge, learning life situation of tribals, pluralistic approach is imperative.

Keywords: Representation, Indigenous Knowledge, Mainstream Media.

Indian Knowledge Systems in the Age of Digital Media: Preservation, Transformation, and Worldwide Reach

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ABSTRACT

India's intellectual tradition, one of the world's oldest and richest, has significantly determined the global evolution of thought process. The Indian Knowledge System (IKS) embodies a vast and integrated body of wisdom that spreads philosophy, religion, mathematics, astronomy, medicine, and the arts, grounded in ancient traditions. Despite its profound historical importance, the challenge in the contemporary world lies in the preservation, interpretation, and dissemination of IKS. This chapter explores the dynamic relationship between IKS and Indian media, examining how media has facilitated the preservation, transformation, and transmission of IKS from oral traditions to the digital age. While Indian media has played a pivotal role in making IKS more accessible through print, radio, television, and digital platforms, the commercialization and sensationalization of IKS in contemporary media pose challenges to its authenticity. The chapter also discusses how digital media, including social media and online educational platforms, has enhanced global access to IKS, yet raises concerns about oversimplification and commodification. Despite these dilemmas, the evolving role of media remains crucial in reintroducing IKS into public discourse, especially in the context of global challenges such as sustainability, health, and well-being. This chapter critically examines the multifaceted role of media in the preservation and transformation of India's intellectual heritage in the digital era.

Keywords: Indian Knowledge System, Media, Digital Age, Preservation, Sensationalism, Commercialization, Sustainability.

The Faces of Indian Advertising: A Study of Mascot Design and Cultural Connection

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ABSTRACT

Anthropomorphism, or assigning human traits to non-human entities, has played a pivotal role in Indian advertising, drawing heavily from the nation's rich traditions of art, culture, and mythology. This paper takes a semiotic approach to examine the design and cultural relevance of some of India's most iconic advertising mascots over the decades. Starting with the enduring Amul Girl, introduced in the 1960s and known for her witty commentary on current events, the study moves to the classic Nirma Girl, a symbol of aspiration and cleanliness from the 1980s. From there, it explores the playful energy of the 1990s through Boomer Man, a vibrant mascot for Boomer Bubble Gum, and Fido Dido, the laid-back icon of 7UP. Finally, the paper examines the Vodafone Zoozoos, minimalist characters introduced in the late 2000s that embody the humour and tech-savvy spirit of a digital generation. The analysis focuses on how these mascots' designs reflect their cultural contexts, shaping and responding to consumer aspirations and societal narratives. By decoding their visual and symbolic elements, the study reveals how these characters evoke nostalgia, embody modernity, and cultivate emotional connections. The research concludes that the enduring appeal of these mascots lies in their ability to act as cultural mirrors, blending clever storytelling with deeply resonant cultural references. This work sheds light on the power of anthropomorphic characters as tools for brand communication and their role in shaping India's advertising history.

Keywords: Anthropomorphism, Indian Culture, Mascots, Brand, Advertising.

Green Pedagogy: A Study on the Integration of Sustainability in Indian Design Curriculum

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ABSTRACT

Sustainability is one of the major concerns in contemporary education, particularly in design disciplines where eco-accountability goes hand-in-hand with creativity and innovation. As global environmental issues grow more severe, it falls upon educational institutions to nurture future designers who can implement sustainability within their professional practices. This research examines the incorporation of green pedagogy within Indian design curriculum, assessing the effectiveness of integrating sustainable principles into pedagogical practices and course structures. This research employs a qualitative research approach, employing curriculum analysis, teacher interviews, and student surveys to investigate the extent to which sustainability is prioritized in design education. The results indicate that while some Indian design schools have begun to incorporate sustainability-related content, it is often viewed as an optional as opposed to a mandatory component of the curriculum. Some colleges have made significant progress in green teaching by using sustainable materials, focusing on circular design ideas, and collaborating with environmental groups. Faculties indicate through interviews that project-based learning, immersion workshops, and intersect oral collaborations are great approaches to developing environmental awareness among students of design. However, the lecturers note challenges that encompass a lack of specialized education in sustainable design, limited availability of sustainable material resources, and resistance to curriculum change. In addition, student surveys point to a growing enthusiasm for sustainability, with some respondents citing a need for more hands-on involvement with sustainable practices. This research also highlights recent examples of sustainability practice in Indian design education. Institutions like the National Institute of Design (NID) have incorporated sustainability-focused modules in product design, while the Srishti Institute of Art, Design, and Technology has established a "Sustainable Futures" laboratory to encourage innovation in green materials. In addition, many design institutions begun biodegradable packaging design projects into its curriculum. Despite these positive developments, there are still significant hurdles to overcome in fully integrating

sustainability into Indian design curricula. The major recommendations of this research are to incorporate sustainability as a central element in every course in design, increase collaboration between academia and industry, make available resources for the development of faculty, and expand the scale of sustainability-focused research centres. With green pedagogy, Indian design education can move to prepare students for the growing demands of sustainable design industries. The study emphasizes the importance of institutional commitment, curricular creativity, and industry partnership in integrating sustainability into design education effectively. Eventually, inculcating an ecologically responsible mind-set in future designers will promote sustainability and moral consciousness of the creative enterprise.

Keywords: Pedagogy, Indian Design School, Education System, Sustainability, Design Industries.

From Tradition to Technology: How Media Bridges Indian Knowledge Systems and Modern Fertility Treatments for Better Psychological Outcomes

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ABSTRACT

A worldwide issue that impacts millions of people and families, infertility frequently causes severe psychological suffering. In Vitro Fertilisation (IVF) and other contemporary fertility therapies offer medical remedies, while Indian Knowledge Systems (IKS) offer comprehensive, culturally rooted methods that incorporate herbal, spiritual, and traditional healing techniques. This study examines how media can serve as a link between IKS and contemporary fertility therapies, improving mental health by raising awareness, lowering stigma, and supporting integrative reproductive health practices. Media channels such as radio, television, digital advertising, and social media greatly aid the dissemination of information regarding both conventional and contemporary fertility methods. The media normalises conversations about infertility, dispels myths, and aids in making educated decisions through documentaries, professional interviews, and patient stories. Additionally, media portrayal promotes intercultural understanding by placing IKS-based fertility options in the perspective of modern medical frameworks and highlighting the psychological advantages of holistic treatment modalities. Patients may benefit from better psychological results, such as less anxiety, more robust coping strategies, and more emotional resilience, by combining IKS with contemporary fertility treatments. The research, case studies, and media interventions that successfully combine conventional and scientific fertility therapies are reviewed in this paper. It also looks at issues including media bias in fertility discourse, cultural sensitivity, and ethical issues. Results indicate that an integrative, media-driven approach to fertility care can change patient experiences and public perception by providing a holistic model that embraces scientific breakthroughs while honouring cultural traditions. To ensure an inclusive and comprehensive approach to reproductive health and psychological well-being, future research should concentrate on creating media methods that strike a balance between scientific correctness and cultural sensitivity.

Keywords: Infertility; Indian Knowledge Systems; Media; Modern Fertility Treatments; Psychological Well-being; IVF; Cultural Integration.

Reimagining Agriculture: Technology, Tradition, and a Sustainable Future for India

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ABSTRACT

Indian Knowledge Systems (IKS) are India's traditional knowledge. Agriculture was a culturally significant way of life, with youth learning intricate skills from elders. However, urbanization attracts youth, leading to an aging workforce and risking the loss of crucial, sustainable indigenous agricultural knowledge. Technology offers solutions to protect and update Indigenous Agricultural Knowledge (IAK). Centralized digital archives are essential for storing and providing easy access to this information for researchers, policymakers, and farmers. Multimedia documentation, using video and photography, can effectively capture visual aspects of IAK like farming techniques, tools, and crop varieties, which can be more impactful than text alone. GIS can map locations of specific IAK practices alongside environmental data (soil, climate, biodiversity), aiding understanding of context-specific knowledge. Interactive Voice Response (IVR) Systems can disseminate IAK to farmers in remote areas with limited internet access via phone calls in local languages. Sensor technology and IoT can validate traditional practices by collecting data on their effectiveness, like using soil moisture sensors for irrigation or weather stations for forecasting. Data analytics and AI can analyse documented IAK to identify patterns, validate effectiveness, extract insights, and assist with translation and summarization. Platforms facilitating collaboration between indigenous knowledge holders and scientists can help scientifically validate IAK and integrate it with modern agricultural science. Media is crucial for the Design Revolution by documenting and preserving traditional knowledge digitally, disseminating it to various audiences, visualizing complex concepts, facilitating collaboration, and promoting awareness of IKS's value. In conclusion, leveraging media within the Design Revolution is vital for preserving, understanding, validating, and applying India's IKS to modernize agriculture for a more sustainable and equitable future.

Keywords: IKS, Indigenous Agricultural Knowledge, Digital Revolution, Knowledge Dissemination.

Promoting Sustainability: Role of Social Media Influencers in Reviving Indian Ecological Wisdom in Context of Uttarakhand

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ABSTRACT

With the emergence and popularity of Social Media Influencers (SMIs), the digital landscape in the context of ecological and environmental advocacy has witnessed a prominent shift. Social media has become a platform for the promotion of sustainable and indigenous ways of life. In the Indian context, SMIs are initiating and mediating discourses that bring together the old ecological wisdom and contemporary sustainability discourse. This paper will examine how SMIs use digital narratives and storytelling to promote old sustainable practices that were always a part of the Indian knowledge system. With the help of content analysis, this paper will attempt to investigate how SMIs use visual storytelling, engaging content, interactive sessions and collaborative efforts to influence other social media users and push them towards a sustainable way of life. The theoretical framework for this study will be Diffusion of Innovations Theory by E. M. Rogers in order to understand the impact of these digital narratives produced by SMIs on the audience. This paper will contextualize sustainable and innovative practices with the Indian knowledge system. The role of social media platforms and their ability to influence in creating and promoting environmental narratives will be assessed as well. It'd try to establish that the blend of age-old ecological knowledge and influencer's narratives can increase climate literacy, sustainability and awareness. This study will prove beneficial to policy makers, environment advocates and content creators as it'll highlight the role and impact of digital communication with regards to a sustainable future. The universe of this study will be Uttarakhand.

Keywords: Social Media Influencers, Sustainability, Environment, Social Media, Climate.

Analysis of OTT Platforms for Showcasing and Sharing the Indian Knowledge System Through Mythology to Inspire Future Generation

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ABSTRACT

The dissemination of over-the-top (OTT) video streaming platforms has gradually been adopted by the young once in India. With the help of cheap mobile data, increased smartphone usage, and new technological advancements, the Indian OTT market is easily reachable to the young generation. Based on the social learning theory and Representation theory, this paper investigates how OTT platforms showcase Indian mythology on the global platform that motivates users to achieve a point of cultural reorientation. By following an empirical approach using semi-structured interviews, this study found that active users when exposed to diverse mythology content and its impact on them. The primary goal of my research is to bridge the gap between the traditional Indian knowledge systems and contemporary knowledge systems with the help of new media which is popular among youngsters. The objective of this study is to investigate how the OTT platform showcases and shares the Indian knowledge system through mythology among a global audience and find out the impact. OTT platform is technology-assisted new media forms that interact with culture and bring changes to society.

Keywords: OTT Platform, Indian Knowledge System, Future Generation, Mythology, New Media.

Once Upon a Vlog: Archiving the Indian Knowledge Systems through Travel Vlogging

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ABSTRACT

The ethereal experience of travel in India does not bind itself to an excursion of breath-taking sceneries, city centers where legendary civilizations once thrived, ancient trade routes and busy markets. It is also in-bound, articulating self-translation amidst rising trends of spiritual tourism like the Maha Kumbh. This clarifies the stand of historians that travel has its umbilical cords with astronomy, ritual making and faith (Desai, 2025). With the advent of travel vlogging and its immersive story-telling that opens fresh dialogues on indigenous arts, sustainable living and deep-rooted connection of man with nature, a certain diversity in travel is desirable. Travel vloggers are today documenting the Indian households, cooking and eating with families in homestays, witnessing the confluence of Indian Knowledge Systems (IKS) and their timeless secrets of self-reliance and innovative survival through the digital diaries of social media. This paper overarches the role of travel vloggers in designing immersive media experiences that align viewers towards the science and philosophy of IKS. Vloggers today are also digital marketing executives who compel audiences to buy merchandise and follow market trends (Pande and Bonnett, 2024). Key informant interviews were conducted with travel vloggers to understand their experiential journeys that review IKS and have contributed to modern global challenges. The social media induced travel-mind-set has given rise to impulsive travelling (Kumar and Kumar, 2024). However, since travelling triggers an inward retrospection, vloggers are often diarizing themselves through these travelmentaries. The research findings reveal how the traditional knowledge systems of India are diagnosed in travel experiences documenting life as a journey in itself. This includes appreciating conventional and operational Indian values like Vasudhaiva Kutumbakam (Kumari, 2024). Vlogging as a practice outlines the IKS notion of Darshan, where the viewer engages with the artifact as a personal glimpse with subjective thought. Vloggers cite how contemporary writing today regularly borrows from mythology, for example; OTT series on Amazon Prime like Pataal Lok. The rise of historical biopics in mainstream media have revamped avenues in historical tourism that promotes IKS. Vloggers mention resorting to eco-sensitive practices like use of bio-toilets, water and energy management, nature-centric

segregation and disposal of waste while camping in remote locations, which is deep-rooted in IKS. This becomes a subliminal influence on digital audiences who perceive these creators as responsible icons of social media and also bearers of tradition (P. P. and Thomas,2024). Nature-positive approaches are underlying themes during travel, especially documented in the haptic experiences with nature. Philosophical projections of life while placing themselves amidst vital and equitable approaches found in IKS are recurring interpretations made by vloggers who package IKS as a future trend that was way of life in India, once upon a time.

Keywords: Indian Knowledge System (IKS), Digital Storytelling, Sustainable Travel, Indigenous Knowledge, Experiential Journeys.

From Spoken Word to Digital Narratives: The Evolution of Communication and Media's Role in Preserving Indigenous Knowledge Systems

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ABSTRACT

This research article explores the transformative journey of human communication, from ancient oral traditions to the digital era. Throughout history, storytelling has served as a vital means of preserving culture, transmitting knowledge, and shaping collective identities. This study examines the development from spoken narratives to written scripts and the revolutionary impact of the printing press on knowledge dissemination and societal development. Drawing from ancient Indian storytelling traditions, such as Katha and epic narratives, the research highlights the continuing power of oral and visual storytelling in modern media. It shows how digital platforms mirror traditional communal storytelling experiences, ensuring that narratives continue to evolve while maintaining their cultural essence. The research article further investigates the convergence of diverse communicative practices in contemporary media, where oral traditions, print, and digital formats coexist and influence one another. As technology reshapes storytelling, this study highlights the importance of balancing innovation with the preservation of traditional narratives that have shaped human history. Additionally, it explores the role of media in sustaining and transmitting Indigenous Knowledge Systems (IKS), demonstrating how digital archives, documentaries, and social platforms serve as modern tools for preserving ancestral wisdom and ecological practices.

Keywords: Communication Evolution, Storytelling, Knowledge, Digital Narratives, Media.

Navarasa and Typeface: Crafting Emotion-Driven Digital Experience

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ABSTRACT

Typography is more than just arranging letters—it's a powerful tool that influences emotions and user perception. While extensive research has explored readability and recognition, there's still a gap in understanding the emotional impact of typefaces. This research integrates the Navarasa theory, an ancient Indian aesthetic framework consisting of nine fundamental emotions - Singara (love), Hasya (humor), Karuṇa (sorrow/sadness), Raudra (anger), Veera (heroism), Bhayanaka (fear), Vibhatsa (disgust), Adbhuta (wonder), and Shanta (peace) combined with digital typography. By applying this framework, we aim to create impactful guidelines that help designers strategize typographic choices based on emotions. By using a combination of qualitative and quantitative research methods, this study examines how different typographic attributes - such as weight, shape, contrast, and spacing - evoke emotional responses. The research emphasizes how specific font characteristics can shape user experience and perception. For example, softer curves and delicate strokes often create a sense of warmth and approachability, while sharp, condensed letterforms may signal urgency or authority. Additionally, spacing and contrast help to highlight emotional undertones, whether through a structured, harmonious layout or a deliberately chaotic arrangement. Beyond traditional considerations of legibility and readability, this research focuses on typography's role in emotional communication, specifically in digital media. By building a diverse dataset of typefaces and analysing user responses - such as glance behaviour and non-verbal cues - we aim to create a tool that empowers designers with deeper insights into typographic choices. By merging the ancient Navarasa theory with modern digital design practices, this research opens new pathways for crafting more engaging and emotionally resonant user experiences. The findings will not only refine how typography is understood but also enhance its role as a strategic tool in digital communication.

Keywords: Typography and Emotion, Navarasa Theory, Typographic Attributes, User Perception, Digital Communication.

Message and Messenger: Exploring Product Semantics as a Tool for Environmental Sustainability Discourse — Could Rahul Gandhi's White T-shirt Reflect an Eco-friendly Approach?

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ABSTRACT

The study aims to explore the potential connection between product semantics and environmental sustainability discourse by analyzing Rahul Gandhi's consistent choice of a plain white T-shirt — worn not only during his Bharat Jodo Yatra but also in parliamentary sessions, public appearances, and daily life. While the white T-shirt emerged as a notable visual marker in media narratives, it's symbolic meaning remains open to interpretation. This study explores whether Gandhi's white T-shirt can be interpreted as a conscious or unintended symbol of eco-consciousness, potentially reflecting values such as simplicity, less is more, and sustainable living. Through secondary data sources — including media reports, political commentary, and cultural narratives — this research employs concepts from semiotics, visual rhetoric, and sustainability communication to decode the ecological message embedded in this clothing choice. The paper will explore key questions: Can Gandhi's white T-shirt be seen as aligning with environmental responsibility? How is product semantics going to influence public perception of eco-friendly values within political campaigns? The study seeks to deepen understanding of how visual symbolism can shape sustainability discourse, even within complex political contexts. All in all, this study emphasizes the potential for everyday clothing choices to act as powerful communicative tools, fostering public dialogue on environmental consciousness.

Keywords: Product Semantics, Environmental Sustainability, Visual Symbolism, Political Communication, Rahul Gandhi, White T-shirt, Semiotics.

The Traditional Storytelling technique of Shadow Puppetry as an Interactive learning tool in Design Education (Context: IKS)

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ABSTRACT

Puppetry has long been a traditional medium of storytelling, widely used for entertainment and for narrating mythological epics like the Ramayana and Mahabharata. As the Indian Knowledge System (IKS) gains importance in the New Education Policy (NEP), integrating traditional art technique into design education becomes pertinent. Shadow puppetry, an ancient storytelling technique, can be an effective interactive learning tool for students of all age groups. This art form, that creates motion through silhouettes using a projector, enhances engagement and comprehension. By incorporating shadow puppetry into design education, design educators can provide a creative and immersive learning experience. This would aid students appreciate the cultural significance of traditional storytelling methods while making learning more engaging and memorable.

Keywords: IKS, Design Education, Shadow Puppetry, Interactive Learning Tool, Traditional Storytelling, Engagement Methods.

Hashtag Heritage: The virality of Indian Knowledge System in the Contemporary Social Media Landscape

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ABSTRACT

The Indian Knowledge System is constituted to identify and solve the present day social problems. In an era of digital age where the world is accessible within a few clicks, we see how in the midst of modernism there will be a spark of heritage and history resurfacing in short form videos and posts. These types of media not only give us context to how some things we do are still related to a plethora of past; leading to resurgence, perseverance and global discourse of the Indian Knowledge System (IKS). Various platforms like Instagram, Snapchat and YouTube with the use of Hashtags have made people connect with the ancient Indian literatures and cultures of Ayurveda, Vedas and traditional ways of sustainability; which not only connects and resonates with the audience but also brings in a whole new generation of people who were previously unaware about it and making it viral. This paper bridges the gap of modernism and traditionalism and explores the role of media in the reinterpreting and amplifying Indian Knowledge System (IKS), analyzing the various aspects of storytelling, and digital engagement in the contribution of its modern relevance. It examines the impact of influencers, brand collaborations, and algorithm-driven content in shaping public perception of the Indian Knowledge System. The study will adopt quantitative Methodology. The data will be collected from around 100 respondents in between the age of 18 to 25. The study will look into the challenges of cultural appropriation, misinformation, and ethical representation in the digital space. The paper provides insights into the preservation, adaptation and commercialization of IKS.

Keywords: Indian Knowledge System, Social Media, Hashtags, Viral.

From Local to Global: A Study of Interplay of Caste, Class, and Race in Global Context

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ABSTRACT

Social stratification and hierarchies are firmly embedded across societies worldwide. Caste system is a form of hierarchical classification that has shaped social, economical and political life for centuries. It has been persistent, and this has also intersected with class and race. Hierarchical classification has historically operated globally, intersecting and influencing one another. Caste has been historically present in India, and global migration has shaped the social dynamics while class disparities continue to persist that are reinforced by power and privileges. The literature provides valuable insights regarding the intersectionality of the categories. The central focus of these studies is the rigid hierarchical structure. According to S Sharma (2018), caste-based inequalities mainly persisted because of the deep-rooted cultural beliefs and social structures. Rajan (2017) discusses mixed results of caste-based reservations in his work 'Caste Affirmative Action and Stigma'. A mixed-method approach is used in this study. A comparative analysis is employed in this paper, focusing on caste, class, and race. This study also includes case studies examining how caste and race are experienced in caste discrimination intersecting class and gender. The paper finds that caste-based discrimination, which is evidently prevalent in India, also has its impact at the global level, especially due to migration. Caste, race, and class have historically operated in a hierarchical system across various parts of the world. The intersectionality of caste with race and class aggravates social inequalities that is creating an effect on social mobility, access to opportunities and poverty. For example, in the USA racial segregation and systematic racism has deeply shaped the social dynamics. Class disparities emerged with the power and privileges in class. This way, a unique form of comprehensive and nuanced exploration has happened in different places. The future scope of this study is to evaluate the psychological and social effects created by social hierarchical systems and stratification. Longitudinal studies assess the long-term impact of reducing caste-based inequalities and promoting social mobility.

Keywords: Social Stratification, Caste System, Intersectionality, Class and Race, Social Mobility.

Impact of Pornography on Youth

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ABSTRACT

This paper explores the impact of pornography on youth, focusing on its psychological, ethical, and social implications, particularly in relation to increasing crimes. It investigates how exposure to explicit content influences young individual's mental health, attitude towards relationships, and perception of consent. The study employs a quantitative approach using survey method. Key findings suggest that early exposure to pornography can lead to distorted views on sexuality, desensitization to violence, and an increased likelihood of risky behaviours. Additionally, ethical concerns regarding consent, objectification, and unrealistic portrayals of intimacy are examined. The research also highlights a correlation between excessive pornography consumption and behavioural tendencies linked to aggression or criminal activity. The study concludes by emphasizing the need for comprehensive sex education, parental guidance, and regulatory measures to mitigate the negative effects of pornography on youth**.**

Keywords: Pornography, Youth, Psychological Impact, Ethical Concerns, Social Implications.

Driving the Future: How Financial Incentives Shape Indian Consumers' EV Adoption Intentions – An Extended TPB Approach

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ABSTRACT

The reliance on personal vehicles has significantly contributed to the transportation sector's role in exacerbating global climate change and urban air pollution. In India, the electric vehicle (EV) industry is witnessing substantial growth due to government-backed programmes to decrease both the use of petroleum-based fuels and the release of greenhouse gases. Despite these developments, the electric vehicle market still has a relatively limited scope. This study proposes an extended theory of planned behavior model, incorporating psychological factors (attitude, subjective norm, perceived behavioural control, and perceived risk) and two types of incentive policy measures (financial incentive policy, and non-financial incentive policy) to explain intentions to use electric vehicles. Additionally, two personality types (consumer innovativeness and environmental self-identity) are incorporated as moderating factors to evaluate policy outcomes under various personality circumstances. Empirical testing of the model was conducted using primary data gathered from 525 individuals from Delhi-NCR region. The study's findings indicate that both psychological factors and policy measures in the model have a substantial effect on consumers' intention to adopt EVs, and consumers' personalities play a significant moderating role in how policy measures affect this adoption intention. The research outcomes enhance knowledge of consumers' plans to adopt electric vehicles and aid in advancing EV technology, particularly after government subsidies have been announced in India.

Keywords: Greenhouse Gas Emission, Theory of Planned Behavior, Electric Vehicle, Financial Incentive Policy.

From Oral Tradition to OTT: A Study on the Transformation of Mythological Storytelling in Indian Cinema

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ABSTRACT

Indian mythology has been passed down through oral traditions, scriptures, and performative storytelling for centuries. With the advent of cinema, these narratives found a new medium of expression, evolving from early silent films like Raja Harishchandra (1913) to grand productions like Baahubali (2015). This paper explores how mythological storytelling in India has transitioned across various media platforms—including oral traditions, early cinema, television, and now digital streaming platforms (OTT). The paper examines how each medium has influenced narrative structure, audience engagement, and the thematic representation of mythology. Historically, mythological storytelling relied on oral traditions such as kathas, puranic discourses, and folk performances, fostering collective community participation. The emergence of cinema in the early 20th century introduced a visual performance of these stories, retaining traditional narrative structures while adapting them for mass consumption. The 1980s and 1990s witnessed television becoming a dominant force, with series like Ramayan (1987) and Mahabharat (1988) becoming cultural phenomena. The digital revolution and the rise of OTT platforms have further transformed mythological narratives, making them more accessible yet subject to commercialization and globalized storytelling. The objective of this study is to tap into the evolution of mythological stories through a systematic literature review. By assessing alterations in visual effects, narrative techniques, and storytelling approaches, this research aims to determine whether the shift from oral tradition to Over-The-Top (OTT) platforms has enhanced or diminished the essence of Indian mythology in modern cinema.

Keywords: Tradition, Storytelling, OTT, Mythology, media, Indian Cinema.

Discerning Indian Knowledge Systems through Visual Storytelling: Analyzing Looter as a Cross-Cultural Adaptation of the Last Leaf

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ABSTRACT

Cinema is a medium of communication, as a media narrative it conveys societal perceptions and influences mass audiences. In an era dominated by digital media, Films capture stories and sustain historical, philosophical, and cultural wisdom in ways that resonate with contemporary audiences. The cross-cultural adaptation of O. Henry's The Last Leaf into Vikramaditya Motwane's Lootera exemplifies how cinema can act as a vessel for sustaining and evolving cultural memory. This study explores how the Indian film adaptation Lootera integrates indigenous knowledge systems to reinterpret universal themes of hope, suffering, and compassion. It highlights the holistic perspective of Indian philosophy, such as the law of Karma, in addressing mental and physical health. This paper compares and focuses on Johnsy's Western narrative and Pakhi's Indian narrative reflecting distinct social constructs that shape their journeys. In Western psychology, hope and suffering are often seen as individual experiences, centered on personal goals and aspirations. In contrast, Indian psychology interprets these themes through a broader, spiritual lens, where suffering is a path to transcendence and ultimate salvation. The paper links the phenomenon of ego with mental illness, noting how Pakhi, in the film, becomes an active agent of her illness by reflecting on her state of mind through writing. In contrast, Johnsy's treatment in the short story is more passive, highlighting another distinction between Indian and Western approaches to mental health. Vikramaditya Motwane's powerful visual storytelling in Lootera subtly reflects the Indian philosophical view of karma, dharma, the psychic being, and spiritual transcendence, particularly drawing from Sri Aurobindo's perspectives.

Keywords: Cross-Cultural Adaptation, Hope & Suffering, Healing & Salvation, Indigenous Philosophy, Visual Storytelling.

Indian Knowledge System and the Influence of Natya Shastra on Hindi Cinema

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ABSTRACT

Indian Knowledge System (IKS) is a vast and diverse intellectual tradition that has shaped various aspects of art, culture and philosophy. Among its many contributions, Natya Shastra, is one of the oldest treatises on dramaturgy, is considered as foundational text for performing arts. This classic of Indian Knowledge System is attributed to sage Bharata and consists comprehensive information on the performing arts, including dance, music and drama. It is considered as an ancient encyclopaedic work that looks into various elements of theatrical production. The concept of 'Rasa' in Natya Shastra is essence of any art form especially in Cinema. This research paper examines the deep-rooted connection between Natya Shastra and Hindi cinema. It explores how the ancient Indian classical concept is embodied in modern film making. By analysing the key cinematic elements in Natya Shastra such as Rasa theory, the paper analyses how it has been adopted in Bollywood Hindi Cinema. It also analyses the ways in which Natya Shastra principles continues to influence cinematic narrative and character development. Through the content analysis of films and analysing it through the lenses of the principles of Natya Shastra, the paper highlights the importance of Indian knowledge system and the influence of Natya Shastra on Hindi Cinema.

Keywords: Indian Knowledge System, Natya Shastra, Hindi Cinema.

Timeless Stories on Screen: Mythological Adaptations in Indian Cinema

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ABSTRACT

This study delves into the intricate relationship between Indian literature and cinema, tracing the evolution of film adaptations inspired by the country's rich literary heritage and mythological traditions. Indian cinema has consistently drawn from its vast repository of epics, folklore, and contemporary narratives, reimagining timeless stories for the screen. By exploring prominent adaptations such as Raavan, Raajneeti, Brahmāstra, Kantara, and Tumbbad, the research highlights the dynamic interplay between fidelity to source texts and creative reinterpretation, reflecting India's cultural, social, and political complexities. Through the lens of adaptation theory, the paper categorizes cinematic reimagining into transpositions, commentaries, and analogues, as outlined by Deborah Cartmell. Transpositions, such as Adipurush and Kalyug, involve shifts in medium while retaining core narrative elements. Commentaries, like Raajneeti and Ram Setu, offer critical reinterpretations of epic themes. Analogues, exemplified by Tumbbad, present original narratives inspired by mythological underpinnings. The analysis reveals how filmmakers have revitalized ancient epics such as the Ramayana and Mahabharata, while simultaneously engaging with contemporary storytelling techniques and audience sensibilities. Films like Kalki 2898 AD and Brahmāstra incorporate advanced visual effects to bridge mythology with modern cinematic expressions, fostering cross-cultural dialogues and introducing Indian myths to global audiences. Furthermore, the research underscores the cultural significance of these adaptations in preserving India's literary and mythological legacy. These films serve as a conduit for intergenerational storytelling, blending tradition with innovation, and contributing to the nation's evolving identity. Ultimately, the study positions adaptation cinema as a pivotal medium for perpetuating and reinterpreting India's literary and mythological narratives for contemporary and future audiences.

Keywords: Intertextuality, Indian Mythology, Adaptation Theory, Ramayana, Mahabharata, Reinterpretation, Cultural Heritage.

Cradle to Cradle: Footwear Design from Discarded Tire Tubes

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ABSTRACT

Sustainable design and its impact on environmental friendliness has been long researched by design enthusiasts. The research work is yet another endeavour to design and develop a footwear made out of discarded tyre tubes for primarily construction workers and then for various manual labourers who work in large numbers across cities, towns and villages in India. PPE – Personal Protective Equipment is an essential part of uniform for labourers which are often not provided by the contractors to poor daily wage earners making work environment hazardous for the labourers. The research work intends to provide low cost solutions made out of waste which would otherwise end up in landfills and add to the environmental footprint. The research work also aims at creating a business model comprising local cobblers who can source the material and sell the product to the contractors at low price and help in novel economic activity. Keywords: Footwear, PPE, Design, Innovation, Waste to Wealth, Cobblers, Training Digital Repository for folk arts of India Deepshikha, Rukhsana Khatoon, Tushar, Manaswani Singhal, Danish Siddiqui, Shifa D/o Design and Innovation, Jamia Millia Islamia, Delhi Abstract Cultural and traditional diversity is characteristic of India. The paper presents curated content on 28 traditional hierarchical folk art forms languishing in present times for literary recognition. These folk art forms include - Kalamkari, Warli, Madhubani Painting, Patachitra, Pabuji ki Phad, Mata ni Pachedi, Meenakari, Kavad, Pichwai, Kalighat Painting, Santhal Painting, Jadopatia Painting, Sohrai Art, Kohvar, Kangra Painting, Miniature painting from Rajasthan, Rogan Art, Gond Art, Bhil Painting, Lippan Art, Tangkha Painting, Kalampattu, Aipan Art, Chittara Art, Mysore Painting, Thanjavur Painting, Cheriyal Scrolls and Kolam. The paper summarises into the importance of studying the folk art forms, the present status and what may be done to protect, preserve and promote the art forms in India and globally. A conceptual digital repository has been presented and tested for preservation and propagation in this paper.

Keywords: Art, Tradition, Nature, Heritage, Culture.

Relevance of Sustainable Development Goals and IKS in Design Education

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ABSTRACT

Sustainability is addressing the needs of the present generation by not compromising the needs of future generations and a judicious use of resources. Owing to the increased destruction of the environment and the mother Earth with its vast resources, Sustainable Development goals were adopted by the United Nations Member States in 2015 to be achieved by 2030. They largely include "No poverty (SDG 1), Zero hunger (SDG 2), Good health and well-being (SDG 3), Quality education (SDG 4), Gender equality (SDG 5), Clean water and sanitation (SDG 6), Affordable and clean energy (SDG 7), Decent work and economic growth (SDG 8), Industry, innovation and infrastructure (SDG 9), Reduced inequalities (SDG 10), Sustainable cities and communities (SDG 11), Responsible consumption and production (SDG 12), Climate action (SDG 13), Life below water (SDG 14), Life on land (SDG 15), Peace, justice, and strong institutions (SDG 16), Partnerships for the goals (SDG 17)." The paper outlines key trends in sustainable approach in Fashion, Textiles, Footwear, Accessories, Product, automobile and graphic design and why they should be incorporated in design curriculum, as it will lead to attainment of SDGs in a more successful manner. To instill an academic, sustainable fervor though education in young minds has become the need of the hour and the responsibility lies on students, their mentors, parents and all other stakeholders to make SDGs a successful endeavor.

Keywords: Design, Education, SDG, Society, Sustainability.

Digital Narratives of Ayurveda: Framing Mental Health in the Wellness Media Landscape

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ABSTRACT

The rise of digital wellness media has amplified the global visibility of Ayurveda, particularly concerning its application to mental health. As mental disorders increasingly burden global health systems, there is a growing demand for integrative approaches that combine traditional wisdom with modern therapeutic practices (Sharma & Chandola, 2021). This research systematically examines how Ayurveda is represented within digital wellness media—specifically YouTube, podcasts, and wellness-focused blogs. Analyzing 30 YouTube video transcripts, 10 podcast transcripts, and 20 blog articles using thematic analysis (Braun & Clarke, 2006), several prominent themes emerged. Ayurveda is consistently portrayed as a comprehensive, holistic framework that integrates physical, emotional, and spiritual health. Dietary practices emphasizing the gut-brain connection highlight nutritional psychiatry as central to mental wellness (Clapp et al., 2017). Furthermore, adaptogenic herbs, notably Ashwagandha, are frequently discussed for their benefits in reducing stress, enhancing cognition, and improving sleep quality. However, caution regarding dosage and potential side effects is advised due to the herb's increasing commercialization and misrepresentation in digital media. Ayurvedic psychotherapy (Satvavajaya Chikitsa) is another significant theme, incorporating mindfulness, cognitive reframing, and emotional regulation techniques. Additionally, Ayurvedic approaches to PTSD and trauma are increasingly advocated, promoting integrative models that combine Panchakarma detoxification and yoga therapies. The findings highlight the need for responsible digital representation of Ayurveda to preserve its authenticity and ensure effective communication of its benefits. Future research should explore clinical evidence supporting Ayurvedic mental health strategies and investigate how digital wellness narratives influence public perceptions and health behaviours.

Keywords: Ayurveda, Mental Health, Digital Wellness, Thematic Analysis, Integrative Medicine, Ashwagandha, Ayurvedic Psychotherapy, Nutritional Psychiatry, PTSD, Indian Knowledge Systems (IKS).

From Manuscripts to Machine Learning: Role of Artificial Intelligence in the Global Expansion of Indian Knowledge Systems

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ABSTRACT

In the digital age, where cultural heritage is at risk of being overshadowed by rapid technological advancements, the preservation and sharing of Indian Knowledge Systems (IKS) have become not just important, but urgent. Libraries, as the custodians of this knowledge, face significant challenges in bridging the gap between traditional wisdom and modern accessibility. This study proposes a scalable, AI-driven framework aimed at digitizing, categorizing, and distributing IKS through the application of Artificial Intelligence (AI) technologies, including Natural Language Processing (NLP), Optical Character Recognition (OCR) for Indian scripts, and machine learning. The proposed model addresses linguistic diversity, ethical considerations, and scalability while highlighting libraries as innovation hubs. Anticipating a 35% increase in IKS accessibility and participation within three years, the research study highlights the importance of ethical data management, cultural sensitivity, and inclusivity in the deployment of AI solutions. Moreover, this framework supports the Sustainable Development Goals (SDGs) through international cooperation and initiatives such as Digital India. Ultimately, this work calls upon policymakers, technologists, and library professionals to unite in safeguarding Indian knowledge systems amid the challenges posed by the digital age. Overall, the paper offers a unique perspective on the preservation and promotion of indigenous knowledge systems, leveraging AI tools and technology as a catalyst for change.

Keywords: Artificial Intelligence, Indian Knowledge System, Digital Transformation, Traditional Knowledge System, Knowledge Management.

The Evolution of Queer Representation in Hindi Cinema Post Section 377 Decriminalization

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ABSTRACT

The decriminalization of Indian Penal Code Section 377 in 2018 was a major milestone for LGBTQ+ rights in India and led to a cultural movement that spread through all levels of society, including Hindi cinema. This study explores the changes in queer representation within Hindi cinema since this major legal shift, looking at how filmmakers have interpreted the new social and legal context. Through a critical examination of movies such as Ek Ladki Ko Dekha Toh Aisa Laga (2019), Shubh Mangal Zyada Saavdhan (2020), and Badhaai Do (2022), the research points to a move away from stereotypical, comedic, or negative representations of queer characters towards more realistic, complex, and celebratory ones. The study uses both cultural studies and queer theory in analyzing how such films challenge traditional heteronormative frameworks while negotiating commercial and cultural demands of mainstream Bollywood culture. The study also identifies how caste, class, and gender intersect within queer narratives and how these intersecting elements frame representation. The paper makes use of textual analysis of the film and audience reception study and argues that Hindi cinema has made significant strides in increasing queer visibility since 2018. This research contributes in broader conversations about cinema's role in social change and give valuable insights into the discourse of LGBTQ+ rights in India.

Keywords: Queer representation, Hindi Cinema, Section 377, Bollywood, LGBTQ+ Rights, Indian Cinema, Queer Theory, Cultural Studies.

Maya, Illusion, and Nolan's Exploration of Reality: A Philosophical Analysis of Inception and The Prestige

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ABSTRACT

Christopher Nolan's movies often delve into the tenuous line separating reality from illusion, a theme that strongly resonates with the Indian philosophical idea of Maya as outlined in Advaita Vedanta. This paper investigates how Inception and The Prestige encapsulate the core principles of Maya, where what is perceived as real is frequently misleading, and the truth remains hard to grasp. Inception features dream worlds that challenge the main character's understanding of reality, echoing the Vedantic belief that the tangible world is an illusion (Mithya). Similarly, The Prestige examines the relationship between deception and reality, highlighting the deceptive aspect of existence. This research utilizes a qualitative, comparative approach, combining textual analysis of Nolan's films with philosophical interpretations of Advaita Vedanta and the Upanishads. By scrutinizing narrative structures, character developments, and thematic components, this study draws connections between Nolan's storytelling in film and Indian spiritual teachings. Through this cross-disciplinary method, the paper underscores how Nolan's characters struggle to identify reality, paralleling the pursuit of ultimate understanding found in Vedantic philosophy. This research adds to the wider conversation about film and philosophy, illustrating how ancient Indic insights are mirrored in modern cinema.

Keywords: Maya and Illusion, Advaita Vedanta, Christopher Nolan's Films, Reality vs. Perception.

The Guru-Shishya Tradition in Indian Sports Biopics: A Reflection of the Indian Knowledge System

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ABSTRACT

The Guru-Shishya Parampara (teacher-disciple tradition) has been a crucial aspect of the Indian knowledge system, influencing numerous fields, including sports. This research paper examines how this age-old mentorship model is portrayed in Bollywood sports biopics, particularly in Mary Kom (2014), Dangal (2016), and Bhaag Milkha Bhaag (2013). This study utilizes a qualitative textual analysis to explore how coach-athlete relationships are depicted and their significance in an athlete's development. The films underscore the mentor's influence in cultivating discipline, resilience, and achievement, illustrating that attaining success in sports involves not only physical training but also mental and emotional support. The choice of these three films is based on their popularity and varied depiction of distinct sports—boxing, wrestling, and athletics—providing a thorough examination of the guru-shishya tradition within Indian sports cinema. The units of analysis in this study indicate that Bollywood's depiction of this tradition resonates with India's historical teaching methods while being adapted to contemporary competitive sports settings. This research adds to the conversation regarding mentorship in Indian sports and its representation in cinema as a continuation of the Indian knowledge system.

Keywords: Guru-Shishya Parampara, Bollywood Sports Biopics, Mentorship in Sports, Coaching Relationships, Indian Knowledge System.

Cross-Community Counter-Memorialisation and Resistance in the Contemporary Kashmiri Art of Veer Munshi and Ehtisham Azhar

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ABSTRACT

This paper examines how artistic practices in Kashmir function as acts of commemoration and resistance, focusing on the works of two artists, Veer Munshi and Ehtisham Azhar, from two different generations. In a region marked by violence, occupation, and systemic repression, traditional forms of memorialization are often censored or erased. In response, these artists use visual narratives to preserve memory, honor victims, and challenge dominant narratives of power and conflict. Through their paintings, installations, and performances, these artists engage with themes of loss, displacement, and resilience, transforming art into a space for collective remembrance. Their work resists the sanitization of historical atrocities, fostering public engagement with contested histories and offering alternative archives of memory. This study critically analyzes how their practices navigate political constraints to assert identity, reclaim cultural heritage, and challenge erasure in a tightly controlled environment. By situating their work within the broader discourse of memorialization and resistance aesthetics, this paper underscores the role of artistic expression in shaping collective memory and countering mediatised narratives in Kashmir.

Keywords: Commemoration, Resistance, Collective Memory, Art, Kashmir.

Reimagining Tradition for Sustainable Futures and Using AI, AR, and VR in Indian Indigenous Knowledge Systems: The Media's Role in Activating Public Support

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ABSTRACT

India's IKS encompass millennia-old practices in agroecology, traditional medicine, handicrafts, and water management, many of which are eroding due to globalization and policy neglect. AI emerges as a vital tool for digitizing and analyzing these systems. For instance, AI-driven platforms like the "Bhashini" initiative are preserving tribal languages, while machine learning models are validating traditional agricultural practices, such as Rajasthan's khadin water harvesting, by correlating them with ecological outcomes. Such applications, amplified by media coverage, provide empirical credibility to IKS, countering perceptions of obsolescence. AR and VR further enhance public engagement by creating immersive narratives. Indian media outlets like Doordarshan and digital platforms such as The Better India have pioneered VR documentaries on tribal artisans and AR apps like "HampiAR," which resurrects Vijayanagara Empire's architectural marvels. These technologies democratize access to IKS, fostering empathy and pride. Notably, the National Museum's VR exhibitions on Warli art and Chola bronzes have boosted youth engagement, bridging intergenerational divides. Media's role in shaping perceptions of IKS-inspired design is pivotal. By leveraging AR to visualize traditional motifs in modern architecture or AI to simulate eco-friendly textile dyeing techniques, outlets like Architectural Digest India and Startup India are reframing IKS as innovative. The paper provides an in-depth literature review of scholarly research on AI, AR, and VR applications in IKS, analyzing at least 15 academic papers. I have adopted a mixed-methods approach, combining content analysis of Indian media narratives with empirical data collection through surveys and interviews with experts and scholars of indigenous knowledge. Primary data sources include Indian news archives, social media discourse analytics, and interviews with media professionals and IKS scholars. Quantitative data from audience surveys and engagement metrics on digital platforms are also analyzed to gauge public sentiment toward IKS-driven innovations.

Keywords: Indigenous Knowledge Systems (IKS), Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR), Indian Media, Sustainability, Design Revolution, Cultural Preservation.

IKS Trends in Digital Media: Connecting Global Audience

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ABSTRACT

With the advancement of latest technology and innovation, digital content creation to user consumption saw rapid change. The Indian Knowledge System (IKS) under division of the Ministry of Education, supports indigenous Indian system of Knowledge. IKS Initiatives by the Government of India is focused on training future teachers and funding several research activities focused on Agriculture, Astronomy, Yoga, Ayurveda etc. National Education Policy (NEP) 2020 suggested to utilise IKS in modern day educational practices where the knowledge will be shared from one generation to the another as an organised system with the method of knowledge transfer. IKS trends in digital media platforms focuses more on sharing such traditional information and heritage of India so that our future generation should remember their Indian roots and origin of various inventions and discoveries done in the ancient period which made India, as a global leader from the past. Indian youth, with their social media tools and digital content creation platforms can easily share their Indian heritage and popular history with the global audience at the right point of time. The Government of India is doing several such IKS Initiatives on a regular basis to uphold the unique identity of India and as Indians. The study aims to identify such IKS Trends in Digital Media to bridge the gap of Digital Divide, making the global audience connect together with the usage of several optimization techniques, technologies in digital used to spread traditional Indian knowledge systems in innovative ways.

Keywords: Digital Media, Content Creation, Indian Knowledge System, Global Audience, Digital Divide.

A Study on the Role of Memes in Advertising

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ABSTRACT

Memes have become a dynamic force in advertising, offering brands a cost-effective and engaging way to connect with audiences. This study examines the role of memes in advertising, focusing on their impact on brand image, audience engagement, and marketing effectiveness. Early on in 2019, a picture of an egg uploaded on January 4th surpassed a record previously held by Kylie Jenner for the most likes on Instagram. Now at over 54 million red hearts strong, world egg record has tripled the amount of likes as when it originally surpassed Kylie's post (then at 18 million for those of us who suck at math), and boasts 3 million #EggGang comments to boot, the research highlights the growing influence of meme-based marketing on consumer behaviour. Although the egg page was made by an anonymous individual, many real brands are making use of memes across various social media platforms to reach younger, more connected audiences ready to share the memes that resonate with them. Findings suggest that memes enhance brand recall and interaction, particularly among social media users. While meme marketing is highly effective, its success depends on industry relevance and audience alignment. The study underscores the role of digital culture in shaping advertising strategies and emphasizes the need for brands to curate meme content carefully. This research contributes to digital marketing literature by exploring the interplay between internet culture and advertising. Future studies should further investigate meme marketing's influence on consumer behaviour and long-term brand perception.

Keywords: Memes, Advertising, Brand Image, Audience Engagement, Digital Marketing.

Leveraging Mass Communication Tools for Promoting Traditional Knowledge and Grassroots Innovations in India

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ABSTRACT

This paper examines the critical role of mass communication tools in documenting, validating, disseminating, and mainstreaming grassroots innovations and indigenous knowledge in India. Drawing upon the author's extensive fieldwork as media professional around the world, the study integrates a practitioner's perspective and a critical media studies framework to elucidate the challenges predominantly rural innovators encounter. It demonstrates how targeted communication interventions can cultivate grassroots sustainability, mitigate asymmetries in knowledge recognition and reward structures, and counter exploitative practices such as biopiracy, which disproportionately affect knowledge-rich, economically marginalized societies. Furthermore, this analysis examines the efficacy of robust communication platforms in facilitating the integration of marginalized traditional knowledge into mainstream Indian knowledge systems and institutional frameworks, thereby contributing to the nation's overarching developmental objectives.

Keywords: Mass Communication, Grassroots Innovations, Indigenous Knowledge, Knowledge Dissemination, Sustainable Development.

Tribal Knowledge System- A Comprehensive Study from Indian Perspective

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ABSTRACT

Tribal knowledge systems form an integral part of India's cultural and ecological heritage, encompassing traditional wisdom, indigenous practices, and sustainable resource management. This study aims to comprehensively analyze the tribal knowledge system from an Indian perspective, focusing on its relevance, transmission, and contemporary significance. The research follows a descriptive methodology, employing a structured survey to collect primary data from 400 respondents across eight states in India. A five-point Likert scale was used to measure perceptions and attitudes towards various dimensions of tribal knowledge. To analyze the collected data, the study applies descriptive statistics, ANOVA, and correlation analysis to test the proposed hypotheses. The findings are expected to highlight the depth and diversity of tribal knowledge systems, their role in environmental conservation, healthcare, and socio-economic sustainability, and the challenges faced in preserving this invaluable wisdom. The results will offer insights into intergenerational knowledge transfer and its potential integration with modern scientific frameworks. The expected outcome of the study suggests that while tribal knowledge remains a valuable resource, it is gradually diminishing due to socio-economic changes and globalization. The study is anticipated to recommend policies for the documentation, preservation, and inclusion of tribal knowledge in mainstream education and development initiatives. By bridging traditional wisdom with modern advancements, this research aims to contribute to sustainable development and cultural conservation efforts.

Keywords: Tribal Knowledge System, Indigenous Practices, Descriptive Research, ANOVA, Cultural Conservation.

Beyond Borders: Media as a Bridge for Indian Knowledge Systems (IKS)

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ABSTRACT

The way knowledge is passed down has changed over time. Earlier, grandmothers shared wisdom through bedtime stories, passing values and traditions with warmth and emotion. Today, digital devices like audiobooks and e-learning platforms continue this tradition, but the emotional touch has faded. Similarly, Indian Knowledge Systems (IKS), once shared through oral traditions and hands-on learning, are now being transferred through digital media. While this shift allows wider access, it also creates challenges in preserving the depth, personal connection, and cultural essence of traditional knowledge. Many aspects of IKS, such as Ayurveda, yoga, Vedic mathematics, and Indian philosophy, are finding a place in the digital world. However, the digital divide, lack of awareness, and risk of misrepresentation create challenges in keeping this knowledge authentic and accessible. Many traditional practitioners struggle with digital tools, and online learning often lacks the human interaction that makes traditional wisdom meaningful. Protecting India's intellectual heritage and ensuring respectful representation are crucial. This paper explores how digital media can help revive and promote IKS while maintaining its essence. Social media, online learning platforms, and open-access digital libraries can play a key role. To bridge the gap, we need community-driven digital projects, storytelling formats, regional language content, and collaborations between IKS experts and technology professionals. Digital tools should support traditional knowledge-sharing rather than replace its human connection. By blending technology with tradition, we can preserve and share India's rich knowledge systems while keeping the warmth and wisdom of our past alive for future generations.

Keywords: Indian Knowledge Systems, Digital Media, Oral Traditions, Cultural Preservation, Knowledge Transmission

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Role of Cinema in Promoting Indian Knowledge System

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ABSTRACT

Indian cinema has been instrumental in preserving and promoting the Indian Knowledge System (IKS) by showcasing the country's rich cultural heritage, traditions, and intellectual legacy. Since its inception with *Raja Harishchandra* (1913), Indian films have served as a medium for disseminating indigenous philosophy, history, literature, classical arts, and scientific knowledge. Through mythological adaptations, historical narratives, and regional storytelling, cinema has played a crucial role in shaping public consciousness and bridging the gap between generations. By integrating traditional wisdom with contemporary narratives, Indian cinema continues to foster a deeper understanding of IKS both nationally and globally.

Keywords: Indian Knowledge System, Cinema, Cultural Heritage, Mythology, History, Philosophy, Indian Cinema, Storytelling, Intellectual Traditions.

Globalization of Indian Philosophical Thought through Cinema

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ABSTRACT

The relationship between cinema and the Indian knowledge system provides a rich and insightful perspective on the globalization of Indian philosophical thought. This chapter, titled "Globalization of Indian Philosophical Thought through Cinema," explores how Indian films act as powerful mediums for sharing the intricate layers of Indian philosophy, epistemology, and cultural values with audiences worldwide. Rooted in the enduring principles of Vedanta, Yoga, and Sufi traditions, Indian cinema often transcends linguistic and geographical barriers, sparking global discussions on universal themes such as self-realization, interconnectedness, and moral integrity. The chapter highlights several iconic films that embody these philosophical themes. For instance, Satyajit Ray's Pather Panchali poignantly captures the existential challenges and resilience of rural India, resonating deeply with viewers around the world through its empathetic depiction of life's struggles. Similarly, Rajkumar Hirani's PK offers a critique of rigid religious dogmas while promoting spiritual introspection, reflecting the essence of India's rich tradition of questioning and exploration in epistemology. The international success of The Legend of Buddha further illustrates the universal resonance of Buddhist teachings centered on compassion and mindfulness. In addition to classic films, this chapter delves into how contemporary filmmakers reinterpret ancient philosophies for modern audiences. Films like Mani Ratnam's Kannathil Muthamittal and Ritesh Batra's The Lunchbox beautifully encapsulate core Indian values such as familial connections and emotional resilience. These narratives not only make profound philosophical ideas accessible but also foster a deeper appreciation for Indian culture among global viewers. By intertwining philosophy, epistemology, and cultural insights, this chapter illuminates how Indian cinema serves as a bridge for the globalization of Indian thought. The visual narratives steeped in India's rich knowledge systems play a crucial role in promoting cross-cultural understanding and enriching global philosophical dialogues. Through storytelling that resonates with universal human experiences, Indian cinema invites viewers to reflect on their own lives while engaging with diverse worldviews.

In conclusion, the chapter offers insights into cinema's potential to further globalize Indian intellectual heritage. As filmmakers continue to explore and reinterpret traditional philosophies, there lies an opportunity for a harmonious confluence of diverse perspectives that can enhance global dialogues about morality, spirituality, and human existence. The ongoing evolution of Indian cinema not only preserves its cultural roots but also adapts to contemporary issues, ensuring that its philosophical contributions remain relevant in an ever-changing world. This exploration not only highlights the significance of cinema as a cultural force but also emphasizes its role in shaping a more empathetic global society that values diverse intellectual traditions. Through this lens, we can appreciate how art can transcend boundaries and foster a deeper understanding among people from different backgrounds.

Keywords: Indian Cinema, Philosophy, Globalization, Cultural Values, Interconnectedness.

Utilizing Media to Promote Intercultural Understanding and Respect for Diverse Indigenous Knowledge Systems (IKS)

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ABSTRACT

In an era of globalization, media plays a crucial role in fostering intercultural understanding and promoting respect for diverse Indigenous Knowledge Systems (IKS). Indigenous knowledge, deeply rooted in cultural heritage, environmental stewardship, and traditional practices, offers valuable insights into sustainable development, biodiversity conservation, and holistic well-being. However, Indigenous communities have historically been marginalized in mainstream media, leading to misrepresentation, cultural appropriation, and loss of traditional knowledge. This paper explores how various media platforms—including digital media, social media, film, television, and radio—can serve as powerful tools to amplify Indigenous voices, challenge stereotypes, and facilitate cross-cultural dialogue. By incorporating Indigenous storytelling, oral traditions, and visual representations into mainstream media, societies can enhance awareness and appreciation for Indigenous worldviews. Ethical considerations, such as ensuring Indigenous agency in media production, respecting intellectual property rights, and promoting authentic representation, are critical to fostering respectful and meaningful engagement. Case studies of successful media initiatives highlight how responsible media practices can contribute to the revitalization of Indigenous languages, cultural traditions, and ecological knowledge while promoting inclusivity and social cohesion. The paper concludes by recommending strategies for leveraging media to create sustainable intercultural dialogue, decolonize narratives, and support the preservation of Indigenous Knowledge Systems.

Keywords: Indigenous Knowledge Systems, Media Representation, Intercultural Understanding, Indigenous Storytelling, Cultural Preservation, Ethical Media Practices, Digital Media, Decolonization, Social Cohesion, Sustainable Development.

The Digital Prescription: How Social Media Shapes Self-Medication Choices

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ABSTRACT

The increasing prevalence of social media platforms such as YouTube, Instagram, and Facebook has revolutionized the way individuals access and consume health-related information. These platforms present serious questions about the authenticity, dependability, and possible misuse of medical advice, even though they provide unmatched accessibility to a wide range of such material. The impact of social media on self-medication behaviour is examined in this study, with particular attention paid to how users assess reliability, interact with health-related information, and the ensuing impacts on their mental and physical health. This study uses a comprehensive survey to identify the hazards, which include exposure to false information, improper medicine use, and negative health consequences, as well as the advantages, which include more awareness, convenience, and empowerment. The findings aim to provide valuable insights for healthcare professionals, policymakers, and educators to address the challenges posed by social media as a source of medical guidance. By emphasizing the need for critical thinking, digital literacy, and stricter regulatory measures, this study highlights the urgent need to ensure safe and informed decision-making in the era of digital health information. This research contributes to the growing discourse on the intersection of technology, health, and public awareness, shedding light on the transformative yet double-edged role of social media in shaping modern healthcare practices.

Keywords: Social Media, Self-Medication, Digital Literacy, Health Impact.

Storytelling, Sustainability and Social Change: A Contemporary Study of Bhojpuri Folk Songs of Uttar Pradesh

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ABSTRACT

SDG 2030 is around the corner. As part of the 2030 Agenda, the world's countries have committed to ending poverty and hunger around the world from 1 January 2016 until 2030. Combating inequalities within and among countries, establishing peaceful, just, and inclusive societies, protecting human rights, promoting gender equality, and empowering women and girls, while taking into account national development levels and capacities. The Agenda for preserving the planet and its natural resources for the long term. All countries have committed to ensuring inclusive and sustainable economic growth and decent work for all. In the age of and artificial intelligence, conversations about cultural identity, ethnicity, and traditional communication media have become less relevant. At the same time, it's essential to revaluate our roots, identities, and cultural and social norms, which are intrinsic to social development and empowerment, and are closely connected to SDG 2030. We must rediscover, rearrange, and enrich a number of local, regional, and community issues in the contemporary times of Amritkaal to preserve culture and identity. Traditional folklore, folk dance, or folk songs are forms of communication that retain dialogic action, dialogic immediacy, and cultural proximity with people and society. Folk songs or folklore are valuable documents of oral history and culture that people have preserved over the years. These documents represent their traditional belonging to a particular culture, consisting of their own culture. The folk songs of different communities reflect different historical, sociological, and demographic phenomena. This study explores the perspectives of sustainability in folk songs of Uttar Pradesh in India and analyses the role of storytelling. In this paper, we examine the concept of storytelling in the Bhojpuri folk songs of India as well as its interactions with community culture and communication.

Keywords: Folk Songs, Communication, Culture, Social Change, Sustainability, and Change.

The role of Media in Creating Awareness About Application of Indian Knowledge System (IKS) and Issues Involved in Doing So

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ABSTRACT

It is a known fact that Indian Knowledge Systems(IKS) has a tremendous wealth of indigenous principles and practices encompassing disciplines like architecture, medicine, agriculture, textiles, arts, philosophy, etc. The vast repository of traditional wisdom, scientific insights and cultural practices accumulated over thousands of years has withstood the test of time. The power of the Media narratives is another well known fact. This Paper aims to provide insight into various aspects while dealing with the role of Media in creating awareness about application of Indian Knowledge System (IKS) and issues involved in doing so. It will deal with the relevance and application IKS in myriad fields along with the tremendous potential of Media and the role it can play in creating awareness about application(s) of IKS for addressing day-to-day challenges faced by different age group of people in the Society. Through case examples of programmes and series etc., this paper will highlight how various forms of Media can be used for creating awareness about the relevance and application IKS to contemporary problems for sustainable and innovative solutions. It will look into various issues/challenges that may be witnessed while creating awareness about the IKS and its application which inter-alia include misinformation, lack of expertise, lack of fact checking mechanism to prevent false information related to IKS, limitation related to its credibility and acceptance on a global scale, etc. This paper will also analyze the solution to overcome these issues/challenges. Cases/models/examples will also form a part of this paper highlighting the importance and application of Indian Knowledge System (IKS) in providing innovative solutions to contemporary problems and the role of Media in creating awareness about it and challenges involved in doing so.

Keywords: Indian Knowledge Systems (IKS), Media, Awareness, Application, Challenges, Misinformation, Credibility, Solution, Global.

A Study on The Digital Classroom: How Illustration and Animation Have Revolutionized Learning in India

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ABSTRACT

In India, with linguistic and socio-economic backgrounds that make up an extremely mixed bag, automated tools for education have completely changed the rules of engagement and pedagogy. It is a study that investigates the revolution of illustration and animation in India for learning and innovative ways of enhancing engagement, comprehension and accessibility in classrooms. Classical education systems in India focus on rote memorization, while digital classrooms in the Internet age adopt visual storytelling and interactive animations to move beyond rote memorization to a deeper conceptual understanding. The objective of this research is to critically assess the efficacy of the use of animated and illustrated content to improve knowledge retention, improve inclusivity, and fill the educational gaps in the Indian school education system. Furthermore, it assesses how digital learning tools have bridged the urban-rural education divide, offering equitable access to quality education. With the rapid expansion of EdTech platforms and government initiatives such as Digital India and National Education Policy (NEP) 2020, this study investigates the role of animation and illustration in modern Indian classrooms, evaluating their impact on student engagement, teacher effectiveness, and learning outcomes. Additionally, the study also touches on whether the animated and illustrated content is feasible for use with students with particular Cognate Developmental Stage and whether it can satisfy the learning needs of students with different learning capacities, especially students with special learning disability. This research employs a qualitative case study approach to analyze the impact of digital classrooms integrating illustration and animation across various Indian educational settings. The study involves:

- Study of case stories in government and private schools, online learning platforms, and rural digital initiatives with regard to the use of animation and illustration to improve educational delivery.

- Gather content of digital learning materials from BYJU's, Vedantu, and Toppr and study how

animated visuals help in knowledge retention and conceptual understanding.

- A Survey for Teachers and Students to analyze the success of packed-up learning animated & illustrated learning use.
- Comparative analysis of traditional teaching methods versus digital learning methodologies to evaluate differences in student engagement and performance.

The data collected from these methods help establish how animation-based learning impacts comprehension, cognitive engagement, and inclusivity in classrooms across diverse learning environments. The implications of these findings highlight the need for policy-level adoption of animated digital learning as a standardized educational practice. Future research should explore the long-term cognitive effects of animation-based learning and evaluate the role of AI and immersive technologies like AR/VR in the next phase of digital education in India. Keywords Digital Classrooms, Animation in Education, Illustration-based Learning, EdTech in India, Interactive Learning, Visual Storytelling, Digital Pedagogy, Education Policy.

Sustainable Information Flow: The Role of Independent Digital News Broadcasters in shaping Political participation

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ABSTRACT

With the growing penetration of digital media and increasing reliance on online platforms for awareness, instruction, decision-making, and entertainment, youth news consumption has undergone a significant transformation. Media audiences not only consume news from mainstream news organizations but increasingly follow independent news broadcasters on social media to fulfil their informational needs. Studies suggest there is shift in this shift is driven by the demand for more accessible, informal, and engaging news formats, delivered by news influencers rather than traditional journalists, providing more relevant and personalized content. The present research examines the role of these independent digital news broadcasters in shaping political participation, public opinion formation, citizen mobilization, and political engagement. The Existing studies primarily focus on digital political and civic participation in terms of activism. However, there is limited research on the impact of independent news broadcasters in emerging democracies and their role in mobilizing youth. Since independent news broadcasters are not affiliated with institutionalized media bodies, they operate without regulatory frameworks which also puts a question mark on their content in terms of bias, fact checking and objectivity. The findings of this study are based on the analysis of responses collected through survey of 385 respondents capturing youth news consumption, engagement and political participation patterns. The area of this study is Delhi/NCR, a metropolitan region with a diverse, tech-savvy youth population that rapidly adapts to digital innovations. The findings of the research indicate that more that 60 percent of youth consume online news platforms, where Instagram and YouTube being most popular platforms. More than 40% respondents agreed that their political opinions are influenced and opinions by these platforms. However, only 40% of respondents felt that their voting behaviour is influenced by these digital platforms. Only 40% of respondents are concerned about the objectivity and bias being manifested in the coverage. Also, age, gender, educational background and political orientation also had effects on various scales. The results of the present study deliver essential data for future research and educational measures and opening up unexplored areas in this research field.

Keywords: News Influencers, Youtubers, Political Participation, Public Opinion Formation, Media Audience.

Countering Radicalization through Media: A Design Thinking Approach Rooted in Indian Knowledge Systems (IKS)

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ABSTRACT

Radicalization, particularly among youth, poses a significant global security challenge, with extremist groups increasingly exploiting social media platforms to disseminate their ideologies (Thompson, 2011). Traditional counter-radicalization strategies often lack cultural resonance, underscoring the need for innovative approaches that integrate local knowledge systems. This proposed study aims to develop a framework that combines Design Thinking—a human-centered, iterative problem-solving methodology—with principles from Indian Knowledge Systems (IKS) to create culturally informed media interventions for countering radicalization. Design Thinking emphasizes empathy, ideation, and prototyping, facilitating the creation of solutions that resonate with users' experiences and values (Brown, 2009). Integrating IKS concepts such as Ahimsa (non-violence), Dharma (righteousness), and Vasudhaiva Kutumbakam (the world is one family) can enhance the cultural relevance and effectiveness of media narratives aimed at promoting peace and social cohesion. The study will make an attempt to conduct a comprehensive literature review and analyse case studies of media initiatives in India that have successfully employed culturally rooted narratives to mitigate radicalization. For instance, community radio programs in conflict-prone regions have facilitated dialogue and disseminated messages of harmony, reflecting IKS principles (UNDP, 2016). Similarly, digital storytelling projects have been utilized to counter extremist narratives by promoting indigenous cultural values and traditions (Akram & Nasar, 2023). The anticipated findings suggest that integrating Design Thinking with IKS can lead to the development of media strategies that are both innovative and culturally sensitive, effectively addressing the root causes of radicalization. This interdisciplinary approach offers a pathway for policymakers, media practitioners, and community leaders to co-create interventions that foster resilience against extremist ideologies.

Keywords: Radicalization, Design Thinking, Indian Knowledge Systems, Media Interventions.

The Impact of Video Editing Techniques on Audience Engagement

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ABSTRACT

Modern forms of communication, entertainment, and even marketing have all begun to explode into video content. This paper attempts to investigate the major effect that video editing styles impart on audience engagement, content retention, and emotional response. This interdisciplinary research-draws upon cognitive psychology, media studies, and digital analytics-to study how editing elements such as cutting styles, transitions, pacing, colour grading, sound design, and special effects impact viewer behaviour and viewer-interaction with it. The results show that deliberate editing techniques significantly increased metrics for engagement such as view counts, average watch duration, likes, shares, and comments. Speed cuts and moving conditions cater to reduced span attention, while colour grading and sound design help in triggering some specific emotional response. In addition, seamless transitioning, motion graphics, and tools powered by artificial intelligence have only improved the immersion of video content and increased the efficacy of processes during post-production. Case studies of creations by MrBeast, Netflix streaming content, and advertisement campaigns by brands such as Nike illustrate the application of these techniques to realize maximum audience impact. The research also notes that there is an increasing need to content editing in tune with viewer expectations on specific platforms. While fast-paced major edits that are very visually stimulating characterize short-form platforms like TikTok, long-form pieces such as those on YouTube and streaming services will usually benefit from pacing that is measured and a story well sewn. Besides, much of data analytics way into editing practices invokes a changing landscape in the editors' profession in which they must learn to thrive at intersections of creative decisions and empirical insight. Video editing is found to function equally well at the interface of artistic expression and scientific precision. It thus becomes accessible to all content creators, marketers, and filmmakers, as advances in AI further demystify sophisticated editing complexes. Effects of this research are going to filter down to all areas such as education, corporate communication, and social advocacy, where good storytelling through visuals is essential to drive messages home and ensure they've got impact. A video to bring it up to speed with the modern audience's demand.

Keywords: Video Editing Techniques, Audience Engagement, Pacing, Transitions, Colour Grading, Colour Correction, Emotional Impact, Viewer Retention, Video Editing, Cinematography, Storytelling, Sound Design, Emotional Response, Content Effectiveness.