

The SAMVAAD

POV: Media and Society



"The Mann Deshi Tarang Vahini community radio instilled confidence in us. It helped uneducated people like us to connect with the public through a powerful medium like radio."



A field visit to Mumbai gave us a chance to explore the world of media and the city's iconic places, including the NDTV office, Film City, and Marine Drive, making it a memorable and insightful experience.



Turning Experiment to Enrichment A two decades journey of Samvaad

It is indeed a pleasure and a privilege to be part of the Department of Journalism and Mass Communication. By the grace of God, I've had the opportunity to share my journalistic experience with young students and budding journalists right from the establishment of the department. Today, both the department and I are celebrating two decades of togetherness. The thought itself gives me goosebumps and fills me with deep nostalgia.

I often look back at the initial struggles; the efforts to find our footing, the heartburns, and the courage to begin again. Alongside this journey grew something equally close to my heart: our departmental newsletter or rather, an experimental journal created by the students of the Department of Journalism and Mass Communication. Over the years, Samvaad has become an integral part of this eventful journey.

Our Department has a very unique and meaningful characteristic. Its identity lies in communication and expression. We teach and encourage our students to read carefully, think clearly, and express themselves boldly yet meaningfully. We believe this process helps shape the character of our students.

Youth are the nation builders — not merely the future, but the present citizens who have a vital role to play in today's world. It was this very belief that inspired the idea of Samvaad; a platform of expression for the students, by the students, and of the students.

Whenever I reflect upon this journey, I feel immense satisfaction in having created a sustainable academic activity in the form of a departmental journal. Of course, there is always room for improvement, as growth remains a constant possibility in both individual and institutional



life. Samvaad is acclaimed as one of the best practices of the department. During the NAAC committee visit in 2016, even the peer team members expressed their appreciation after seeing the initiative.

Through Samvaad, students have handled and addressed numerous events and issues. During the 2014 Lok Sabha elections, students enthusiastically reported the election campaign from the ground level. They travelled across constituencies

in Maharashtra and presented a precise post-poll scenario. It was an exercise that I will always cherish!

From the Ganesh Festival, PIFF to elections, the Cricket World Cup, the Olympics, the Annual Budget, the Surgical Strike, study tours, and local issues—the range of events and developments covered by students through Samvaad has been extensive.

In many ways, Samvaad has proved to be a breeding ground for budding journalists. It nurtures their writing skills, encourages them to be expressive, and inculcates in them a sense of responsibility. Most importantly, it helps shape the character required to practise journalism without favour or fear.

At the department, we constantly encourage our students to experiment with an approach that ultimately leads to both professional and personal enrichment. It helps shape not only capable journalists but also thoughtful human beings.

As we celebrate this milestone, I look forward to another decade, perhaps even decades of this enriching journey and coexistence. Amen!

JAI HIND

Dr. Vinay Chati



संतोष गोगले

गरवारे महाविद्यालयातील पत्रकारिता आणि जनसंज्ञापन या विभागात मी शिक्षण घेत असताना, विभागात 'संवाद' या विद्यार्थ्यांच्या प्रायोगिक मासिकाची सुरुवात झाली. आजही तो अंक माझ्याकडे आहे. विद्यार्थीदशेत शिक्षण घेत असताना केवळ थेअरी न शिकता प्रत्यक्षात विद्यार्थ्यांनी

स्वतः अनुभवातून मासिक काढावे हा मुख्य हेतू या मासिकाच्या निर्मिती मागे आहे. पदवीचा अभ्यासक्रम पूर्ण करून जेव्हा विद्यार्थी प्रत्यक्षात आपल्या पत्रकारितेच्या करिअरला सुरुवात करतात तेव्हा, विद्यार्थ्यांना या अनुभवाचा उपयोग होतो. या प्रायोगिक मासिकाच्या निमित्ताने विद्यार्थ्यांना प्रत्यक्षात मासिकाच्या निर्मितीची संपूर्ण प्रक्रिया समजण्यास मदत होते. टिमवर्कमध्ये कशापद्धतीने काम केले जाते, लेख लिहण्याची जबाबदारी किती महत्त्वाची आहे, वेळेचे बंधन त्याचबरोबर मासिकामध्ये स्वतःच्या फोटोसह नावाने छापून आलेला अंक यांचे अप्रूप अधिक असते. या निमित्ताने विद्यार्थ्यांना स्वतः मध्ये असलेल्या क्षमतांची जाणीव होते. लेखनशैली अधिक चांगल्या पद्धतीने विकसित होण्यास मदत होते. त्यातून आत्मविश्वास वाढतो, हे नक्की! यंदा 'संवाद' या प्रायोगिक मासिकाला अठरा वर्ष पूर्ण होत आहेत, त्याचा वेगळा आणि विशेष आनंद आहे.



Diya Ostwal

Samvaad is more than an annual departmental magazine; it is where students put their classroom learning into practice in a collective and meaningful way. For them, it is an opportunity to experience

the entire process of magazine production, from conceptualising the theme and writing to editing, designing, and publishing. Working as a team, they learn to negotiate ideas, meet deadlines, and take responsibility for a shared outcome. The magazine also becomes a platform for them to express their perspectives, engage with contemporary issues, and develop confidence in their own voices. It allows them to see themselves not just as learners, but as contributors to a publication that is created by them and for them.



संयोग इंगळे

'संवाद' याचा अर्थ केवळ बोलणे, गप्पा मारणे किंवा माहिती देणे इतकाच मर्यादित नाही; तर तो लोकांना लोकांशी जोडणारा, त्यांच्या विचारांना दिशा देणारा आणि समाजाला पुढे नेणारा एक महत्त्वाचा घटक आहे. यावर्षीच्या संवाद या मासिकाच्या "Media in Development"

विषयाला अनुसरून: विकासाच्या प्रक्रियेत माध्यमांची भूमिका पाहिली तर संवाद हा त्याचा अविभाज्य घटक ठरतो. संवाद म्हणजे प्रश्न विचारण्याचे धैर्य, उत्तर शोधण्याची जिद्द आणि एकमेकांचे अनुभव समजून घेण्याची संवेदनशीलता. माध्यमे विकासाचे साधन तेव्हाच बनतात जेव्हा ती केवळ 'बातमी' देत नाहीत, तर लोकांच्या आयुष्याशी घट्ट नात जुळवतात. काहीतरी सकारात्मक बदल घडवू पाहतात. विकास हा केवळ रस्ते, पूल, इमारती यांचा नसतो; तो विचारांचा, संधींचा, समानतेचा आणि सहभागाचा सुद्धा असतो आणि हे सर्व संवादातूनच साकारते. विकासाभिमुख पत्रकारिता म्हणजे केवळ समस्या मांडणे नव्हे, तर उपायांचा शोध घेणे, सकारात्मक उदाहरणे समोर आणणे आणि लोकांना सहभागी करून घेणे. 'संवाद' हा म्हणूनच लोकशाहीचा पाया आहे तो मतभेदांना जागा देतो, विविधतेला मान्यता देतो आणि एकत्रित भविष्याची स्वप्ने पाहायला शिकवतो. आजच्या डिजिटल युगात संवाद अधिक वेगवान झाला आहे, परंतु त्यात मानवी स्पर्श जपणे तितकेच महत्त्वाचे आहे. यंदाच्या संवाद या मासिकातून विद्यार्थ्यांनी याच सर्व गोष्टींचा आढावा घेतला आहे. त्यांच्या या उपक्रमासाठी माझ्याकडून त्यांना खूप खूप शुभेच्छा. धन्यवाद !



प्राजक्ता ढेकळे-रुपनवर

'जनसंज्ञापन' किंवा 'मास कम्युनिकेशन' ही अत्यंत व्यापक संकल्पना आहे. तंत्रज्ञानाच्या झपाट्याने बदलणाऱ्या प्रवाहात संज्ञापनाची ही व्याप्ती आता 'आर्टिफिशियल इंटेलिजन्स' (AI) पर्यंत येऊन ठेपली आहे. माध्यमांनी नेहमीच नवनवीन तंत्रज्ञानाचा स्वीकार करत संज्ञापनाची

प्रक्रिया सुलभ आणि वेगवान करण्याचा प्रयत्न केला आहे. बी.व्हेक (मास कम्युनिकेशन) द्वितीय वर्षाचे विद्यार्थी त्यांच्या अभ्यासक्रमाचा एक भाग म्हणून 'संवाद' हे नियतकालिक प्रकाशित करत आहेत, याचा मला मनस्वी आनंद होत आहे. नियतकालिक हे जरी पारंपारिक माध्यम असले, तरी आजच्या डिजिटल आणि सोशल मीडियाच्या युगात सखोल लेखनाद्वारे वाचकांची माहिती आणि ज्ञानाची गरज भागवण्याचे महत्त्वपूर्ण कार्य ते करत आहे. 'संवाद' च्या या अंकासाठी विद्यार्थ्यांनी विविध विषय निवडून, त्या क्षेत्रातील तज्ज्ञ, संदर्भाचा अभ्यास करून लेखन केले आहे. विद्यार्थ्यांची माहिती, सुप्त प्रतिभेचा आविष्कार म्हणजे या अंकातील प्रत्येक लेख आहे, असे मला वाटते. हे नियतकालिक आकारास येण्यासाठी विद्यार्थी, मांडणीकार (Designers), शिक्षक आणि आमचे विभागप्रमुख प्रा. विनय चाटी या सर्वांनी वेळोवेळी मार्गदर्शन केले त्याबद्दल मी सर्वांचे आभार मानते. विद्यार्थ्यांनी आपली लेखन, संपादन आणि तांत्रिक कौशल्ये अशीच विकसित करत राहावीत आणि समाजासाठी उत्तम आशय निर्मितीद्वारे ज्ञानाची भर टाकत राहावी, यासाठी त्यांना माझ्या मनःपूर्वक शुभेच्छा!

EDITOR'S NOTE

We live in a time where the media is not just around us it is us. It's in our morning feeds to our late-night scrolls, our conversations, our opinions, and sometimes even our self-image. The media doesn't just tell stories, it quietly shapes the way we see the world and ourselves. This edition of The Samvaad Magazine is an attempt to pause that endless scroll for a moment and actually think about the media we engage with, every single day.

The theme of this issue, Media in Development, is not just academic but it's personal too. Because development isn't only about infrastructure, economy, or technology. It's also about mindset, awareness, and representation. The media plays a vital role in all of this. It creates trends, drives industries, inspires people and sometimes, challenges them too. But while the media contributes to growth, it also raises some important questions that we, as students and future media creators, cannot ignore.

In this edition, you'll come across discussions on commercial media and its influence on development, and how media doesn't just sell products but sell the ideas, lifestyles, and sometimes, the standards too. One of the most relevant conversations we explore is the promotion of beauty products and how the media has contributed in defining beauty standards, especially in representing women. These portrayals may seem normal to us now, but

in reality they shape perceptions, confidence, and identity in ways that we don't always notice. The aim of this magazine is not to provide concrete answers, but to encourage the society to notice, question, and reflect.

What makes this issue truly special is that it comes directly from students who are not outside the media ecosystem, but actually a part of it. We are the audience, the critics, and the future creators. Every article you read here comes from observation, curiosity, and the courage to ask the "Why".

Samvaad means conversation. And that's what this magazine hopes to be. Not a lecture, but a dialogue. A space where ideas exist freely, where questions are welcomed, and where perspectives have a scope to grow. We appeal to our readers to think of it less as a magazine and more of a mirror that is sometimes clear, sometimes uncomfortable, but always honest.

To everyone who contributed their thoughts, creativity, and effort to give a shape to this magazine, we present a heartfelt gratitude. And most importantly to our readers, Thank you for being here, reading this, and being a part of this conversation.

The media continues to evolve as a powerful force of development, through Samvaad, so do we. We express, we raise awareness, and we grow together as a responsible society. Happy Reading!

— Editors

(The Samvaad Magazine)

INDEX

The Role of Media in Nation Building Countering Fake Propaganda and Narratives - Rohan Mahajan	06	Indian Youth and Social Media : A New Force in Nation Building - Aditya Hawle	34
Sterotype Breakers : Rural Women in Digital India - Diya Ostwal	10	Media and the New Dreams of Indian Youth - Rutuja Ingale	36
Patriotism on Screen, Pride Within - Kruttika Kelkar	12	Media as Fourth Pillar of Democracy - Viresh Mishra	37
Representation of Women in Media A Path to Development - Riddhi Ravi Iyer	15	When Industrial growth poisons its own roots - Rutik Kherade	38
When Media Learned to Sell and India Learned to See - Vedant Modak	16	The Digital Broom : Media for Cleanliness - Rigzin Angmo	40
Media as a Game Changer Empowering Women Through Sports - Pallavi Nagare	18	Media Consumerism and It's Impact On Cultural Tourism - Aaryan Dongarkar	42
The Power of Media in Health Awareness - Swara Ambavane	20	Role of Sports Broadcasting in the Unification of India - Rudra Aradhya	44
When Voices Travel Through Airwaves How Community Radio is Changing the Lifestyle of Rural Women - Abhilasha Mulay	22	A Study Tour to Baramati : Understanding Community Media - Shweta Sardesai	46
The Psychology of Media : How Media Shapes What We Think - Khushi Goyal	24	India's Silent Educational Revolution - Prerana Kulkarni	48
From Feed to Footfall : The Media Engine Behind Local Travel - Prathamesh Kandale	26	SOCIAL MEDIA VS CULTURAL ROOTS - Jui Limaye	50
Connecting the Unconnected : Social Media in Rural Progress - Mrunal Mundada	28	माण देशी फाउंडेशन - महिलांच्या विकासाची नवी दिशा - आनंदी कन्हाडकर, नारायणी जोशी	52
Significance of Sports In Society - Kanak Mohole	30	सरकारी योजना, धोरणे आणि सामान्य नागरिक यांच्यातील दुवा - मीडिया - अनिकेत पवार	55
Significance of Sports In Society - Pihoo Agarwal	32	विविधतेत एकता जपण्यात माध्यमांची भूमिका - नारायणी जोशी	56

INDEX

माहिती - माध्यम - मन! स्क्रीनकेंद्री जगाचे करायचे काय? - आनंदी कऱ्हाडकर	58	Media and Nation-Building : Lessons Beyond the Classroom - Parth uttekar	75
माध्यमे आणि संरक्षणदल : रणांगणाबाहेरील लढाई - देवप्रिया लघाटे	60	How Social Media is Helping Rural Businesses Grow - HARSH ZALTE	76
पर्यावरण संवर्धनात युवकांची भूमिका - अमेय घटे	61	Role of Media in Democracy and Nation Building - Samiksha Raul	78
Media : Shaping Society and the Nation - Parth Dongre	62	The Evolution of Audience: From Passive Viewers to Active Participants - Ashish Lora	80
From Ink to Internet : The Media Evolution - Mukta Umbarkar	64	Social Media and Crisis Communication in India - Ayush Rajguru	82
Memes in Development Communication - Nirmity Holam	65	Media and Educational Development in 21st Century India - Bhagyashri Sable	84
Indian Media in the Age of Artificial Intelligence - Raman Lande	66	Cinema Beyond the Screen : A Silent Force in Development - Ayushma Dhile	85
Media and Technological Development in Modern India - Disha Chaturvedi	68	Digital Media and Grassroots Development - Prajakta Chavan	86
The Impact of Movies and Television on Human Behavior - Celina	70	पारंपरिक शेतीकडून डिजिटल शेतीकडे - वैभव बर्टक्के	88
Regional Language Media and Its Impact in India - Sushil Rathod	73		
Media as a Driver of Cultural Globalization - Vidhi Naresh Shah	74		

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Printer	Ishwa Enterprises, Pune.

The Role of Media in Nation Building

Countering Fake Propaganda and Narratives

Media has long been recognized as one of the most powerful institutions in shaping societies. Often referred to as the "fourth pillar of democracy," it plays a critical role in informing citizens, strengthening democratic structures and fostering national unity. In the modern era, where information flows instantly across borders, the media's responsibility has expanded beyond traditional reporting to include safeguarding truth against misinformation, fake propaganda and distorted narratives.

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This article explores the multifaceted role of media in nation-building, with particular emphasis on its contribution in countering fake propaganda and narratives.

Media as a Pillar of Nation Building:

Nation-building is the process of constructing or structuring a national identity using the power of the state, institutions and civil society. Media contributes to this process in its own unique way like

- (a) **Information Dissemination:** By reporting on government

policies, social initiatives and development programs, media ensures that citizens remain informed and engaged.

- (b) **Democratic Accountability:** Investigative journalism exposes corruption, inefficiency and misuse of power, thereby holding leaders accountable.
- (c) **Social Integration:** Media highlights diverse voices, cultures and traditions, promoting unity in pluralistic societies.
- (d) **Educational Role:** Through documentaries, debates and campaigns, media educates citizens on issues like health, environment, their rights and responsibilities.
- (e) **Economic Development:** Coverage of innovation, entrepreneurship and business trends encourages investment and contributes to national progress. In essence, media acts as both a mirror reflecting society and a tool shaping its future.

The Challenge of Fake Propaganda and Narratives:

While media has the potential to unify and strengthen nations,



Rohan Mahajan



it also faces the challenge of misinformation. Fake propaganda and distorted narratives can destabilize societies by:

- (a) **Polarizing Communities:** False information often targets sensitive issues like religion, ethnicity or politics, creating divisions.
- (b) **Undermining Trust:** When propaganda spreads unchecked, citizens lose faith in institutions and governance.
- (c) **Manipulating Elections:** Disinformation campaigns can influence voter behaviour, threatening democratic processes.
- (d) **Weakening National Security:** Fake narratives can be weaponized by hostile actors to destabilize nations from within. The rise of social media platforms has amplified these risks, as information, whether true or false spreads rapidly and reaches millions within seconds.

António Guterres the Secretary General of the United Nations has been one of the most vocal global leaders about the dangers of misinformation, fake propaganda

and manipulated narratives. He has been a firm believer that media has a role to play in countering this and during a United Nations event, he quoted, “When the media is able to report freely and independently, it can expose falsehoods and counter propaganda.”

Media’s Role in Countering Fake Propaganda:

To safeguard truth and protect national unity, media has adopted several strategies to counter fake propaganda:

- (a) **Fact-Checking and Verification:** Reputable media organizations invest in dedicated fact-checking teams to debunk false claims and provide verified information.
- (b) **Promoting Media Literacy:** By educating audiences on how to identify fake news, media empowers citizens to critically evaluate sources.
- (c) **Exposing Disinformation Campaigns:** Investigative journalism uncovers organized attempts to manipulate narratives, whether by political

actors, extremist groups, or foreign entities.

- (d) **Balanced Reporting:** Responsible media ensures that diverse perspectives are represented, reducing the impact of one-sided propaganda.
- (e) **Digital Collaboration:** Media partners with technology platforms to flag misleading

FAKE ALERT!

BEWARE OF SUCH FRAUDULENT MESSAGES!



Fake Job Alert!



content and reduce its reach. Through these efforts, media not only protects truth but also strengthens democratic resilience.

In short, media counters fake propaganda by combining verification, education, and collaboration. It strengthens truth through rigorous fact-checking

COVID-19

of claims and promoting media literacy. It helps the citizens to spot misinformation, by exposing disinformation campaigns through investigative reporting, ensuring balanced coverage to reduce one-sided narratives, and working with digital platforms to limit the spread of misleading content—all of which help protect national unity and an informed public.

Health Crises COVID-19 pandemic:

During the COVID-19 pandemic, the media played a decisive role in safeguarding public health by actively countering waves of misinformation about vaccines, treatments, and the virus itself. With social media amplifying false claims ranging from conspiracy theories about vaccine safety to unproven remedies, credible news outlets and health-focused platforms stepped in to provide accurate, science-based information. They collaborated with medical experts, highlighted peer reviewed research, and launched awareness campaigns to debunk myths and reassure the public. By broadcasting fact-checks, running educational programs, and amplifying voices of trusted health authorities like the WHO and CDC, the media helped build confidence in vaccination drives, encouraged adherence to safety protocols and ultimately saved lives by ensuring that decisions were guided by evidence rather than fear or rumour.

Ethnic Conflict in Manipur:

During the recent ethnic conflict in Manipur, the media played a vital role in countering misinformation

Media's Impact on Spreading Correct News and Building Narrative:

(a) 2024 Jammu & Kashmir Election and Tourism:

During the period preceding the assembly elections in Jammu & Kashmir, both the regional and national media played a stellar role in highlighting the importance of peace and prosperity in the region thereby pushing large number of voters towards casting their precious vote. Overall, the state saw a participation of 63.88% of voters which was an all-time high record. Massive turnout of voters was reported in the areas of Anantnag, Gulmarg, Pahalgam, Sopore, Kupwara and Baramulla which otherwise were hot terror beds and a bastion of anti-India extremists. This refuted any false claims by Pakistan of oppression of the Kashmiris post the abrogation of Article 370.



(b) Tourism in Kashmir:

Tourism in the Kashmir Valley was at all-time high before the April 2025 Pahalgam terror attack, with visitor arrivals reaching 2.36 crore in 2024, the highest ever, including over 65,000 foreign tourists. The rise in tourism was also noted in Doda-Bhaderwah belt which otherwise were unknown tourist spots. In addition to hotels, homestays and remote work from valley culture was growing brought an overall positive vibes in the UTs. Tourism sector contributed nearly 7-8% to J&K's Gross State Domestic Product (GSDP), making it a vital pillar of the region's economy. This was attributed to the crucial role played by media in debunking fake news and highlighting the peace and prosperity in the region. Despite the setback of the Pahalgam terror attack, the joint media-government narrative reassured visitors of their security. Especially before the Amarnath Yatra, a subtle message of requirement to demonstrate resilience against attempts to destabilize the industry played a crucial role in ensuring that tourists return to the UTs. As a result, 1.78 crore tourists still visited J&K in 2025, showing continued faith in the region's hospitality.



and propaganda that sought to deepen divisions and fuel violence. With rumours and distorted narratives spreading rapidly through social media and local networks, credible news outlets and responsible journalists worked closely with the security forces and the Government to provide verified, factual accounts of events, ensuring that the public was not misled by inflammatory or fabricated stories. By highlighting the root causes of the conflict, amplifying voices of peace and reconciliation and exposing attempts by extremist groups to radicalize or recruit individuals, the media helped prevent further escalation. Its emphasis on balanced reporting and transparency not only informed citizens but also reassured the two affected Meiti and Kuki communities, reinforcing the importance of truth in maintaining social harmony during a volatile and sensitive period. These examples highlight how media's vigilance directly contributes to national stability and progress.

Conclusion:

Media is not merely a passive observer of events; it is an active architect of nation building. By informing citizens, nurturing dialogue and holding power accountable, it strengthens democratic foundations. At the same time, its vigilant role in countering fake propaganda and narratives safeguards truth, protects national unity and ensures that progress is built on trust and transparency. In an age where misinformation spreads faster than facts, the media's responsibility has never been greater. Its ability to balance freedom of expression with the duty to protect truth makes it indispensable in the journey of nation-building. As quoted by the former US President Barack Obama, "A free press is essential for our democracy, but so is the responsibility to root out disinformation. A fact which holds true in today's digital age and the era of Information Warfare."



1995: Public internet in India

On 15 August 1995, the first publicly available internet service in India was launched by state-owned Videsh Sanchar Nigam Limited (VSNL). At the time, VSNL had a monopoly over international communications in the country and private enterprise was not permitted in the sector. The internet service, known as the Gateway Internet Access Service (GIAS), provided a speed of 9.6 kbit/s and was priced at ₹5,200 for 250 hours for individuals, ₹16,200 for institutional dial-up SLIP/PPP accounts, and higher for leased line services. However, for the next 10 years, the Internet experience in the country remained less attractive, with narrow-band connections having speeds less than 56 kbit/s (dial-up). In 1997, Integrated Services Digital Network (ISDN) access was introduced.



**VIDESH SANCHAR
NIGAM LIMITED**



Women in rural Maharashtra confidently use smartphones as part of their everyday work and communication.

Stereotype Breakers : Rural Women in Digital India

Digital literacy can help rural women overcome traditional barriers and constraints, access online platforms and resources, and use social media to stay informed, connected, and empowered. Digital skills are defined as the ability to use digital devices, communication applications, and networks to manage information.



Diya Oswal

Across rural India, digital skills are no longer limited to the use of technology; they are reshaping how individuals see themselves and their roles in society. According to the State of India’s Digital Economy Report 2024, India ranks third among the world’s most digitalised nations, after the United States and China. This transformation becomes more meaningful in everyday practices, especially in the ways rural women use digital media for work, mobility, financial transactions, and communication.

They facilitate groups to generate and share digital content, communicate, work together, and solve problems for successful and creative self-fulfilment in life (Ganeshan and Vethirajan, 2021). This understanding becomes clearer in the lived experiences of rural women who use digital media as part of their daily livelihoods.

Access to digital platforms has enabled rural women to move beyond long-standing social and spatial restrictions. Kavita Jadhav

(name changed) from Bhopani, Latur, expresses,

Digital skills in such contexts are not just technical abilities but socially embedded processes linked

“Earlier I would carry a basket of vegetables on my head and walk across the entire village to sell them. Now I upload photos on my WhatsApp status so that customers can contact me directly. My workload has reduced, and my customer base has grown beyond the local area.”

to a rural woman’s participation and agency in society. Kavita also shared that access to a smartphone for work has brought a sense of independence into her daily life and allowed her to see herself beyond

the household responsibilities. She no longer depends on family members for basic tasks like recharging the smartphone. Her identity within the village has shifted, with other women approaching her for assistance in filling out online forms. She has observed a gradual change within the community, where women are increasingly being included in discussions and their opinions are acknowledged. Thus, digital media becomes a tool for recognition as much as for livelihood.

This shift from dependence to self-reliance is also visible in small rural enterprises mediated through digital platforms. Shakuntala Gadhwe (name changed) from Waruda, Dharashiv, says, “We run a Xerox shop. Earlier, for every small technical repair, we had to go to the taluka market. It was such a waste of time! But now I can solve technical problems on my own with the help of Google and YouTube. Using digital platforms has been helpful in so many ways and has made our work much easier.”

Kishori Garg (name changed) from Bhopalsagar, Chittorgarh, who manages multiple businesses along with seasonal work, highlights how digital transactions and online communication have expanded her reach. “Digital banking has made financial transactions simpler. I run four businesses simultaneously. Through digital platforms, I have expanded my customer base up to the taluka level. I have also earned the trust of the villagers. They no longer feel the need to travel elsewhere for basic goods because they can depend on local sellers like us.”

With income and visibility comes a shift within the household as well. Namita Goswami (name changed) from Naharmagra, Udaipur, says, “Women from my village come to me and say they want to start an online business of their own after seeing my work. I manage my household responsibilities along with my work. Since I began earning, I have been paying my children’s school

Rural Women in Journalism

While these examples show women as users of digital media for livelihood and communication, the landscape of media and development also includes women who are producing news and shaping public discourse. Khabar Lahariya— India’s only women-run brand of ethical and independent rural news, reaches nearly five million people every month through multiple digital platforms.



It operates as a hyperlocal, video-first news channel for audiences in remote regions. What makes this initiative significant in the context of media and development is not only its scale but its perspective: women from marginalised communities reporting on issues such as access to welfare schemes, local governance,

violence, education, health, and infrastructure. Their transition from print to smartphone-based video journalism demonstrates how digital media can decentralize news production and make accountability visible at the grassroots. They have received global recognitions such as the UNESCO King Sejong Literacy Prize, the International Women’s Media Foundation’s Courage in Journalism Award, and the Commonwealth Press Union’s Astor Award. These honours show that women journalists from rural India are not only telling their own stories but are also strengthening democratic participation and development through the media.



fees through digital transactions without having to ask my husband for money.”

Alongside these individual and collective efforts, government initiatives have attempted to expand digital access in rural areas. Programmes such as the Pradhan Mantri Gramin Digital Saksharta Abhiyan (PMGDISHA) have introduced first-time users to smartphones, online services, and digital payments, while platforms like ‘Mahila E-Haat’ enable women

entrepreneurs to connect with wider markets through digital interfaces. These interventions have increased women’s participation in communication networks, financial systems, and local economies.

Taken together, these experiences suggest that digital media among rural women in India is not simply a technological shift. It is altering everyday routines, local economies, household negotiations, and community relationships. Most importantly, it is enabling rural women to be seen, not only as users of technology, but as breadwinners, entrepreneurs, decision-makers, and knowledge holders within society at large.

(Assistant Professor,
Department of Journalism and
Mass Communication)





Patriotism on Screen, Pride Within

We often feel proud being a part of a country which is rich in culture, values and sacrifice. This feeling is constantly revamped with the help of movies curated with the essence of loyalty and patriotism towards our nation.



Kruttika Kelkar

Media is all about sharing information, awareness, education, and entertainment with the audience. In India, the media has always been a strong source of entertainment for the public. One of the biggest contributors to this has been the cinema industry, where audiences have experienced some truly memorable gems. Among the many genres in Indian cinema, patriotic films hold a special place. These films have quietly planted the feeling of patriotism in Indian hearts, turning emotions on screen into pride within the people. From the time of the freedom movement to the present day, patriotic cinema has played an important role in shaping how people feel about the nation. In many ways, it has helped build national consciousness, which

was needed to keep the country united after years of struggle, sacrifice, and division.

The Early Phase: Freedom and Sacrifice (1940s–1960s):

Patriotic films in India started to take a shape around the time of Independence. During this period, movies were a source of communicating and spreading the fire of freedom among fellow citizens and fighting against colonial rule. Films like ‘Shaheed’ highlighted the role of Bhagat Singh and the sacrifice he made for the nation. This showed the audience the cost at which freedom was earned. Another movie like ‘Mother India’ metaphorically presented a mother as a nation and showed the struggles she faced to raise four children while facing



many hurdles. Neither this mother nor our nation sacrificed their integrity, when it was under the oppression of colonial rule. Then, in the 1960s, a film like 'Haqeeqat' brought the reality of war to the screen. It showed the courage of soldiers and the harsh reality of the intense situations of the Sino-Indian war.

Nation-Building and Unity (1970s–1980s):

After India's long-awaited freedom, it started its journey on the path of development. The cinema culture adapted it too. The patriotic films now included development unity. Films like

'Upkar' highlighted the importance of soldiers and farmers in building the nation. Films like 'Purab Aur Paschim' addressed India's cultural identity at a time when western influence was becoming more visible. This film suggested the audience to respect and stick to their roots while contributing to collective growth.

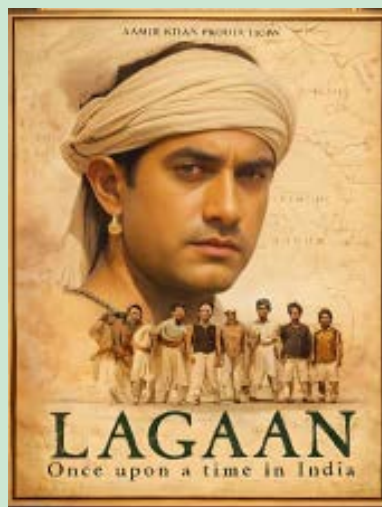
Changing Realities and Internal Challenges (1990s):

The 1990s marked a shift in patriotic storytelling. The shift was from the sacrifices in the life of the soldiers to internal security issues.

Films like 'Roja' and 'Sarfarosh' focused on terrorism

Awareness and Responsibility (2000s)

In the 2000s, some patriotic films came up showing the value of taking responsibility as a citizen of India. Movies like 'Lagaan' showed unity against injustice, and showcased a common man raising his voice against injustice of British rule, while 'Swades' pitched an idea to the citizens of returning back to our roots and having love for our motherland and contributing our skills for the nation itself. 'Rang De Basanti' connected the sacrifices of freedom fighters with present-day realities, awakening a sense of responsibility among the youth.



Krishi Darshan

Krishi Darshan is India's longest-running television program, launched on January 26, 1967, to educate farmers about modern agricultural practices, technologies, and government policies. It first aired on DD National and initially targeted about 80 villages near Delhi during the Green Revolution in India to improve farming methods. The program provides information on crop production, animal husbandry, and agricultural innovations through expert guidance. In 2015, it also began broadcasting on DD Kisan while continuing on regional Doordarshan stations. Produced in collaboration with the Ministry of Agriculture and Farmers Welfare, the show has played an important role in spreading scientific farming knowledge among rural audiences across India.





and presented the issues that felt immediate and real.

Sticking to the traditional sense of patriotism, movies like ‘Border’ became one of the most impactful films of this decade. It portrayed the emotional state of soldiers and their families, which turned patriotism into a shared public emotion. The cinema halls echoed with the sound of applause and tears, showing how deeply people connected with this story.

Real Stories and Quiet Service (2010–2016):

From 2010 onwards, patriotic cinema took a deep turn into depicting real-life stories which made a better connection with the audience and represented the real challenges and operations done in the country. ‘Bhaag Milkha Bhaag’ highlighted national pride through sports. ‘Madras Cafe’ and ‘Baby’ focused on intelligence operations that showed a clear picture to the audience of how the intelligence team works for the nation. These films showed that patriotism is not always loud. Sometimes, it lies in discipline, duty, and doing the right thing without recognition.

‘Dhurandhar’ presents

‘Dhurandhar’ presents patriotism through strategy, secrecy, and sharp decision-making rather than open warfare. Its popularity shows how audiences today are engaging with more complex and realistic portrayals of national service. The film reflects how patriotic cinema is evolving to match the real situations of modern security challenges.

patriotism through strategy, secrecy, and sharp decision making rather than open warfare. Its popularity shows how audiences today are engaging with more complex and realistic portrayals of national service. The film reflects how patriotic cinema is evolving to match the real situations of modern security challenges.

Strong National Sentiment (2017–Present):

In recent years, patriotic cinema has taken a more confident and assertive tone. ‘Raazi’ portrayed emotional sacrifice through intelligence work, while ‘Uri: The Surgical Strike’ transformed a military operation into a moment of national pride. Its dialogues became part of everyday conversation,



showing how cinema can directly shape public sentiment. These movies created a long time impact on the audience as they witnessed the real fierceness of the soldiers and intelligence team.

Films like ‘Kesari’ revisited historical times showing real bravery, while ‘Mission Mangal’ celebrated the great scientific achievement for the country. ‘Shershaah’ brought the story of



Captain Vikram Batra to a new generation, turning memory into motivation.

A notable recent addition to this phase is ‘Dhurandhar.’ The film received significant public attention and appreciation. ‘Dhurandhar’ presents patriotism through strategy, secrecy, and sharp decision-making rather than open warfare. Its popularity shows how audiences today are engaging with more complex and realistic portrayals of national service. The film reflects how patriotic cinema is evolving to match the real situations of modern security challenges. With this, a strong sense of pride, respect and unity still strives in the hearts of Indians which is deeply felt by every citizen.

Patriotic cinema in India is undoubtedly grown hand-in-hand with the nation itself. From stories of freedom and sacrifice to themes of responsibility, progress, and security, cinema has reflected in India’s changing realities. Cinema, as a form of media, has done more than to entertain. It has educated, united, and emotionally connected citizens to our mother nation. By conscientiously shaping the feeling of national patriotism across generations, patriotic films continue to play a substantive role in India’s journey of development.



Representation of Women in Media A Path to Development

It has been noticed that gender stereotypes for women are often encouraged in Indian advertisements. Emphasis on appearance, family roles, or passive behaviour has been observed. They not only objectify women but also build unrealistic standards when it comes to beauty and gender roles. Brands like Glow and Lovely beauty cream, which was previously called Fair and Lovely, promoted fair skin as a beauty standard for women for years, which influenced societal expectations and insecurities among women of diverse skin colours.



Riddhi Ravi Iyer

For a long time, the Indian film industry has given many talented female actresses secondary roles as heroines—meant to stay alongside the male character as an ideal partner or wife. Even if their skills were on par with their co-actors, they were underpaid and sidelined without the opportunity to fully display their talent.

This may not always be the case, as feminist movies do exist, but most of the Indian film industry still does not give the same privilege to women as men—to showcase their own independent perspective and challenge deeper gender norms.

Even behind the camera, women have not been given much of a role when it comes to their work. According to the O Womaniya! report on the Indian media and entertainment sector, ‘women occupy only a small share of senior creative roles such as directors, editors, writers, cinematographers and production designers—roughly 12–15% of these positions’.

If the participation of women is this low behind the scenes, then it is impossible for their thoughts, opinions and voices to be conveyed effectively to the audience without accurate representation of female characters. It also limits fresh storytelling from the perspective of women. This means that issues that matter to women do not get much coverage, which directly impacts development. A recent UN Women report has said that about two-thirds of women journalists and activists face an unjust amount of online abuse, with more than 40% reporting that this has led to real-world attacks. If women face so much hate just for speaking



up against wrongdoing and for challenging patriarchal society, then eventually many women will be afraid to raise their voices. All these factors are quite interconnected with development because, if women do not get the opportunity to properly represent themselves and convey the problems that they are facing to the public, then development would be hindered, as their issues can never be resolved without proper communication and accountable action.

Since the media plays such a huge role in our society by influencing the minds of the public, it is our job to provide women with the right to freely express and represent themselves without any sort of discrimination or hindrance.

Women form the roots of every country in the world and hence, they are directly connected with the branches of development.



When Media Learned to Sell and India Learned to See

'Media' is a term that reflects an image of a person holding a mic in front of the camera and reporting or covering different events. But this isn't media, it is just a part of it. When the British Raj was at its peak, newspapers and radio were the media through which news was spread across the globe. As the pages of history turned one by one, television became popular. Changes in time brought developments in technology, and began to shape people's minds. This led to the commercialisation of media, which helped the nation grow larger and greater.



Vedant Modak

From the 1950s to the 1980s, newspapers and radio were the most widely consumed forms of media. People read newspapers regularly, and because of their popularity, various macro and micro brands approached them with advertisements, marking the beginning of the commercialisation of newspapers. This mutually benefited the advertiser and the newspaper company, helping them grow hand in hand. Eventually, the sales increased, and so did the prices of the ads. At the same time, Radio Ceylon began broadcasting music, which contributed to the growth of the radio industry. It received payments to air songs from films and albums, especially during a period when film music was banned on Akashvani. By the 70's, television gradually began to gain prominence. Initially, it was accessible only to people from a particular economic class because of its high cost. However, with advancements in technology, the media landscape began to change. Television's popularity and viewership increased significantly, attracting major investments in commercial advertisements, sponsorships, and related activities.

From the late 1970's, the wave of commercialisation began to take over. On 1st January 1976, the first commercial advertisement for Gwalior Suitings was aired on Doordarshan, and later various brands were promoted on television too. Sponsored programmes were introduced, and since DD operated as a government channel, the revenue generated contributed to the nation's development, particularly in technology and infrastructure. Popular television shows such as Ramayan, Mahabharat, and Vikram



Vetral attracted large audiences. Their immense popularity led to increased advertising revenue, which further supported the country's growth.

Commercialisation saw a rapid growth after the LPG (Liberalisation, Privatisation, and Globalisation) reforms were introduced. These reforms helped foreign investors and brands to invest across various sectors, including the media. Entries of bigger entities like Star and Zee ended the state monopoly in television broadcasting. Different types of advertisements were shown on these private channels, whereas they were banned from broadcasting on state channels under the code of conduct. As a result, different media entities were able to attract advertisers and generate revenue through commercial advertising.

With each passing decade, the media landscape continued to evolve. For instance, private radio channels were allowed to start advertising, which contributed to their growth as well as to technological advancement. A similar trend was



observed in print media. But on the other hand, the state media lost its audience as the gameplay of numbers took over for commercial factors. The transition from old to new was evident.

With all these developments happening, the real question was: how did this process contribute to

From the late 1970's the wave of commercialization started taking over. On 1st January 1976, the first commercial advertisement of Gwalior Suitings was played on Doordarshan and later different brands were promoted through television.

the nation's growth? The answer lies in the role of commercialisation in generating revenue for both public and private entities. Revenue generated through state media was directly going to the nation, while private entities invested larger sums, from which various taxes were paid. Different companies invested in India

after the effect of the LPG reforms. They invested crores of rupees and strengthened the nation's economic growth. But commercialisation did not occur only through the media; there have been many other ways, all interconnected by a common thread.

Nowadays, thanks to social media, it has become easier for individuals to earn by collaborating with different brands and promoting various products and services. But the real fact is that the growth of a nation depends not only on its economic growth but also on its technological and infrastructural basis. The companies that invested a hefty amount of money not only helped the nation grow financially but also strengthened its technological and infrastructural developments. It not only brought millions and billions of rupees into the country but also helped shape India into a nation of millions and billions of minds. As India moved through different eras, the commercialisation of media gradually became a silent partner in the process of nation-building.



1. Digital media in India became the largest segment, contributing 32% of M&E sector revenues. The M&E sector is expected to grow 7.2% in 2025 to reach INR2.7 trillion (US\$31.6 billion) and continue growing at a CAGR of 7% to reach INR3.1 trillion (US\$36.1 billion) by 2027. New media, including digital media and online gaming, grew 12% and now make up 41% of the M&E sector's revenues.



सत्यम् शिवम् सुन्दरम्

2. Television in India officially debuted on September 15, 1959, in New Delhi, with an experimental, hour-long broadcast twice a week via a small, improvised All India Radio studio. Launched with UNESCO support and a Phillips transmitter, it initially focused on community education, covering topics like agriculture, health, and traffic. Ahead it became a separate broadcaster with the name 'Doordarshan'

Media as a Game Changer

Empowering Women Through Sports

The growing presence of women athletes in the media has transformed the field of sports in India. With regular coverage, interviews and leagues like the Women's Premier League (WPL), women are no longer invisible on the field. Media platforms have helped change old mindsets, turning athletes into role models and inspiring young girls to participate in sports with confidence. Increased visibility has also brought financial opportunities and professional growth. Through consistent support and storytelling, media continues to empower women and contribute to a more progressive and inclusive nation.



Pallavi Nagare



Anation grows stronger when its women rise with confidence and opportunity. Media has played a revolutionary role in empowering women through sports by providing them visibility, recognition and respect. From live broadcasts to social media campaigns, platforms like the Women's Premier League (WPL) have not only showcased talent but have also contributed to gender equality and national development.

One of the biggest contributions of media is breaking gender stereotypes.

Earlier, women in sports did not receive much attention. Even after winning medals, their achievements were often ignored or given very little coverage. However, the situation has changed today. Television channels, newspapers, digital media and sports leagues

now actively highlight the performances of women athletes. Events like the WPL have given women cricketers a strong platform to prove their talent in front of the entire nation.



One of the biggest contributions of media is breaking gender stereotypes. Sports were traditionally considered a male-dominated field. Many people believed that women were not suitable for competitive sports. But when media started telling the success stories of athletes like Mithali Raj, Harmanpreet Kaur, etc public perception began to change. These women became role models



Media is shaping society

Media is not just reporting sports; it is shaping society. By giving women athletes the spotlight they deserve, media is promoting equality, confidence and leadership. Empowered women contribute to a stronger and more progressive nation. Truly, media has become a powerful game changer in building both women and the nation.

for young girls who now dream of becoming professional athletes. The Olympic Games have also played a significant role in showcasing the strength and determination of women athletes. Indian Olympians like P.V. Sindhu, who won medals in badminton, Mary Kom in boxing, and Mirabai Chanu in weightlifting have brought immense pride to the nation. Their performances on the global stage proved that Indian women can compete with the best in the world. When media gives proper coverage to their journeys, struggles, and victories, it not only celebrates their success but also inspires millions of young girls to aim for international platforms like the Olympics.

Media exposure has also brought economic empowerment. With increased popularity, women athletes now receive sponsorships, brand endorsements and better prize money. Leagues like the WPL offer professional contracts and financial stability. This financial independence not only improves the lives of the athletes but also strengthens the overall economy of the nation.

Social media has further expanded opportunities. Today, women athletes can directly connect with their fans, share their journey and build their personal brand. Digital platforms help them

raise awareness about important issues and inspire young girls, even in rural areas. Media has encouraged greater participation at the community level, as parents and society have become more supportive after seeing positive coverage.

However, it is also true that many women Olympians do not receive the importance and long-term recognition they truly deserve. After the excitement of the Olympic season fades, media attention often shifts elsewhere. Despite representing India at the highest level, athletes like Sakshi Malik and Lovlina Borgohain have at times struggled for consistent media focus and sponsorship support. Continuous and balanced coverage is necessary to ensure that their achievements are remembered and valued beyond major events.

Social media coverage of women sports

However, challenges still remain. Women's sports often receive less coverage compared to men's sports and pay gaps still exist. Sponsorship opportunities are also not equal. Continuous support from media is necessary to ensure long-term growth and equality.



The Women's Premier League (WPL)

The Women's Premier League (WPL) skyrocketed from a 2023 "start-up" to a 2026 commercial powerhouse, fueled by India's 2025 World Cup victory. In just three years, sponsorship expenditure tripled to ₹130 crore, with broadcast ad rates doubling to over ₹60,000 per 10 seconds. This "WPL Effect" has attracted diverse global partners like OpenAI and L'Oréal, signaling a massive shift in brand trust. Originally valued at ₹4,670 crores, the league now stands as one of the world's most valuable women's sports properties, proving that female athletes are now prime drivers of global ROI.



The Power of Media in Health Awareness

The media is very important in our lives. Media includes television, radio, newspapers, mobile, Internet, social media, etc. In today's world, it is impossible to imagine life without media because it connects people from different parts of the world within a few minutes. Through the media, people learn about many things, including health. The media gives health information easily and quickly. People can learn about healthy habits, medicines and health programs from the media. It also shares news about diseases and ways to prevent them. The media helps people understand how to live a healthy and save life.



Swara Ambavane



Media as a bridge between doctors and the public.

Many people learn about various diseases from the Internet, newspapers and TV shows. The media gives information about common illnesses like diabetes, cancer, fever, etc. In which it includes the causes, symptoms and treatment for a particular illness. This guides the people to know when they should visit a doctor.

The media also tells people how to stay healthy. It talks about eating healthy food, exercising daily and drinking clean water. Yoga shows and fitness videos

encourage the people to be active. The media also spreads awareness among the people about bad habits like smoking, drinking and eating too much junk food. When people see such information they try to improve their lifestyle.

Another important role the media plays is during health emergencies. For example, during Covid-19, the media helped people a lot. Television and social media shared rules like wearing masks, washing hands and keeping proper distance. It gave updates about vaccines and overall conditions



about Covid- 19 in the world. Because of the media, people knew how to protect themselves and others.

The media is very helpful for people who live in villages and rural areas. Some people cannot go to hospitals easily because of the connectivity issue in the villages or far away places. But Radio programs, TV programs and

Social media plays a big role among the people to help them to learn about health. People must be careful while using the media for health information. Because sometimes information in the media cannot be true.

social media gives them health knowledge at home. Government health messages and schemes about vaccination, pregnancy care and child health reach people through media. This helps save lives and improve public health.

Social media also plays a big role among the people to help them to learn about health. Doctors share videos and posts which explain particular health topics. People learn about mental health, stress, anxiety and how to stay calm. Also online health pages answer questions and give useful tips. People also share their health stories like how they overcome a particular illness which helps others readers feel motivated and supported.

However, people must be careful while using the media for health information. Because

Health Guidance

The media helps people learn about health in many ways. It spreads information and knowledge about the diseases, their causes, symptoms and treatments. It tells people how to live a healthy life and to avoid bad habits. During emergencies like pandemics, media plays an important role in spreading the important information which can live. People in villages and rural areas use the media to get health guidance.



sometimes information in the media cannot be true. Also the fake news can be dangerous. People should trust information which has been shared by doctors, hospitals and government websites. It is important to check before believing or sharing health news.

Through this we can understand, media not only informs but also educates and encourages people to take care of themselves. The media is not just for news or entertainment but it is a guide that helps people to stay healthy, safe and strong. By trusting correct information, using the media carefully and wisely, it can help people to live a better and healthier life.



National Telemedicine Service

eSanjeevani - National Telemedicine Service of India is a step towards digital health equity to achieve Universal Health Coverage (UHC). eSanjeevani facilitates quick and easy access to doctors and medical specialists from your smartphones. It can also access quality health services remotely via eSanjeevani by visiting the nearest Ayushman Bharat Health & Wellness Centre.



When Voices Travel Through Airwaves

How Community Radio is Changing the Lifestyle of Rural Women

In many rural households, the day begins before sunrise. Women step into their routines quietly managing homes, farms, children, and responsibilities that often go unnoticed. For years, information, awareness, and opportunity felt distant from these spaces. But slowly, something changed. It happened not through television screens or smartphones, but through a simple radio.



Community radio has emerged as one of the most impactful, yet understated, tools of development in rural India. Stations like Mandesh and Vasundhara Vahini have played a crucial role in transforming the everyday lives of rural women, not by imposing change, but by speaking their language and reflecting their realities. Unlike mainstream media, community radio is rooted in the local environment.

For rural women, access to information is often limited due to social and economic constraints. Community radio reaches them while they cook, work in the fields, or manage household chores. It becomes a companion rather than a distraction.

Mandesh Community Radio has focused on issues such as maternal health, nutrition, hygiene,

Community radio also plays a role in breaking social silence. Topics like girls' education, early marriage, domestic violence, and legal rights are discussed openly. These conversations slowly enter homes and communities, encouraging dialogue and reflection.

agriculture, and women's rights. Through simple conversations, interviews, and storytelling formats,



Abhilasha Mulay



women learn about balanced diets, the importance of vaccination, and government health schemes. These programs have directly influenced healthier practices and better decision-making within families.

Community radio also plays a role in breaking social silence. Topics like girls' education, early marriage, domestic violence, and legal rights are discussed openly. These conversations slowly enter homes and communities, encouraging dialogue and reflection. Change may be gradual, but it is deeply rooted. Another significant impact is the emotional connection. Rural women often

feel isolated, but hearing shared experiences creates solidarity.

Today, community radio stands as proof that media does not need glamour to create an impact. Sometimes, all it takes is a familiar voice, a local language, and an honest intention. In the journey of development, Mandesh and Vasundhara Vahini have shown that small airwaves can carry powerful change. Through community radio, rural women are becoming more informed, confident, and independent slowly reshaping not just their lifestyles, but their futures.



Vasundhara Vahini

Vasundhara Vahini, on the other hand, has emphasized women's empowerment, self-help groups (SHGs), and environmental awareness. Women listening to these programs gain the confidence to participate in SHGs, understand savings, and explore financial independence. One of the most powerful aspects of community radio is participation. Rural women are not just listeners; many become presenters, reporters, and content creators. When women hear voices like their own on air, it builds a sense of belonging and self-worth. Speaking on the radio changes how women see themselves and how society sees them.



Creator Economy

The rise of digital and social media has birthed a massive "Creator Economy," transforming the career landscape for millions of Indian youth. By 2026, social media has moved beyond entertainment to become a powerhouse of job creation, offering specialized roles in content creation, influencer marketing, data analytics, and digital brand management. These platforms have democratized entrepreneurship, allowing young professionals to build global brands from their smartphones without traditional corporate backing. This digital shift has not only reduced unemployment in semi-urban areas but has also established a new "gig-pro" culture where skill and creativity are the primary currencies for financial independence.



The Psychology of Media : How Media Shapes What We Think

In the modern digital age, media has become an inseparable part of everyday life. From newspapers and television to smartphones and social media platforms, people are constantly surrounded by information and images. While media is often viewed as a simple source of news or entertainment, it also plays a powerful psychological role in shaping how individuals think, feel, and perceive the world around them. The messages we see repeatedly influence our opinions about social issues, beauty standards, success, and even our understanding of reality. Because of this constant exposure, media does not just reflect society — it actively participates in shaping it.



Khushi Goyal



Media doesn't just inform us, it influences us.

From the moment we wake up and check our phones to the time we scroll before sleeping, we are constantly exposed to media. News updates, Instagram reels, advertisements, YouTube videos all of these are not just sources of information or entertainment. They slowly influence how we see the world.

One important way media shapes our thinking is by deciding what to show and what to ignore. Every day, thousands of things happen around the world, but we only see a selected few. When certain topics are repeatedly shown on news channels or trend on social media, they start feeling

more important to us. For example, if crime news is constantly highlighted, we may begin to feel that society is becoming more dangerous, even if statistics say otherwise. So in a way, media guides our attention.

Another powerful factor is the way stories are presented. The same event can be described in different ways. The choice of words, images, and even background music in videos can change our reaction. If a news report uses strong emotional language, we are more likely to feel anger or sympathy. Many times, we form opinions just by reading headlines without even going into details. This shows how easily

framing can influence our thinking.

Advertisements are another clear example of psychological influence. Ads do not just promote products; they promote lifestyles and ideals. Fair skin is shown as attractive, expensive brands are shown as symbols of success, and a “perfect” body type is repeatedly highlighted. Slowly, these images shape our definition of beauty and achievement. We may not notice it immediately, but over time these repeated messages affect our expectations from ourselves and others.

Social media has made this influence even stronger. On platforms like Instagram, people mostly post their best moments. We see vacations, achievements, and happy pictures. Rarely do we see failures or struggles. When we constantly compare our real, imperfect lives with someone else’s edited life, it can affect our confidence and mental health. Many young people feel pressure to look or live a certain way because that is what media presents as normal.

Media can also shape social attitudes. If certain communities are shown negatively again and again in films or news, audiences may develop stereotypes. These repeated portrayals influence how society

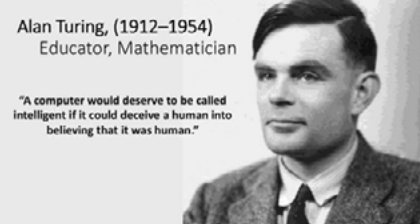
views different groups.

Political communication also uses psychological strategies. Emotional speeches, catchy slogans, repeated messages — all are designed to create a certain impact. When emotions like fear or pride are triggered, people may react quickly without analyzing deeply.

However, media influence is not always negative. It can raise awareness about social issues, promote education, and bring positive change. Campaigns about mental health, environmental protection, or women’s rights have helped society grow. The real issue is not media itself, but how critically we consume it.

In conclusion, media does not directly control our minds, but it definitely shapes the environment in which our thoughts are formed. It influences what we notice, what we discuss, and sometimes what we believe. That is why media literacy is so important today. If we learn to question and analyze what we see, we can protect our independent thinking while still benefiting from media.

At the end of the day, media is powerful — but awareness is even more powerful.



Birth of AI: 1950-1956

This range of time was when the interest in AI really came to a head. Alan Turing published his work “Computer Machinery and Intelligence” which eventually became The Turing Test, which experts used to measure computer intelligence. The term “artificial intelligence” was coined and came into popular use.

- 1950: Alan Turing published “Computer Machinery and Intelligence” which proposed a test of machine intelligence called The Imitation Game.
- 1952: A computer scientist named Arthur Samuel developed a program to play checkers, which is the first to ever learn the game independently.
- 1955: John McCarthy held a workshop at Dartmouth on “artificial intelligence” which is the first use of the word, and how it came into popular usage.



From Feed to Footfall : The Media Engine Behind Local Travel

In today's media-driven landscape, tourism often begins with a screen before it reaches the road. A reel, a travel vlog, a film sequence, or a curated itinerary can transform a relatively unknown location into a trending destination within weeks. As digital platforms, cinema, and travel-tech ecosystems shape travel aspirations, media has emerged as a subtle but powerful driver of regional development. What gains attention online increasingly translates into economic activity on the ground.



Prathamesh Kandale

Travel platforms such as Thrillophilia, MakeMyTrip, and Goibibo have evolved into content-led discovery engines rather than just booking services. Their blogs, “hidden gems” lists, short-form videos, and influencer collaborations introduce audiences to lesser-known destinations.

The renewed interest in Kodaikanal's Guna Caves illustrates this pattern. Once a niche attraction, the site regained popularity through a combination of cinematic visuals, travel creator content, and curated itineraries. The effect intensified after the Malayalam film ‘Manjummel Boys’, which brought emotional and narrative value to the location. Following the film's success, travel searches and visitor interest rose significantly, benefiting local transport providers, guides, and small businesses.

Cinema has long influenced travel behaviour. One of the most cited global examples remains ‘Zindagi Na Milegi Dobara’, which showcased Spain's landscapes and experiences through a collaboration with the Spain Tourism Board (Turespaña). After the film's release, Indian tourist arrivals to Spain increased noticeably.

Alongside films, Instagram and the creator economy have accelerated what may be called ‘aesthetic tourism’. Travel creators present destinations through mood-driven storytelling, sunrise, viewpoints, local cafés, boutique

stays, and experiential moments.

At the regional level, this media-tourism relationship is particularly visible around urban centres such as Pune. Weekend travel culture around Pawna Lake, Mulshi, and the Sahyadri forts has grown largely through digital visibility rather than formal promotion. Lakeside camping at Pawna typically priced between ₹1,200 and ₹2,500 per person gained popularity through reels featuring sunset drone shots,



bonfire sessions, and “weekend under the stars” narratives. Today, many camps are run by local villagers, generating employment in food services, logistics, and activity management.

Similarly, the monsoon trekking culture across forts like Lohagad, Visapur, and Rajmachi has expanded through short-form content that simplifies the experience, difficulty level, travel route, and estimated cost.

The staycation segment has also grown through media influence. Boutique resorts



and farm stays around Mulshi, Tamhini, and Lonavala often priced between ₹400 and ₹1200/- per night rely heavily on influencer collaborations and visual storytelling. A single reel featuring a mist-covered valley or an infinity pool can drive weekend bookings, illustrating how attention functions as a form of economic capital.

However, rapid digital popularity also presents challenges. Sudden spikes in visitor numbers can strain fragile ecosystems, increase waste, and create safety concerns. Recognising this, several travel communities and creators now emphasize responsible tourism, limited group sizes, waste carry-back policies, and mindful geotagging. The emerging narrative is gradually shifting from viral travel to sustainable travel.

From a development communication perspective, the relationship between media and tourism reflects a structural shift.

The Indian Backpacker

'That Indian Backpacker (TIB) play an important role by organizing affordable group treks (approximately ₹800–₹1,500) and promoting responsible travel practices. Their digital outreach has encouraged first-time urban travellers to explore nearby natural landscapes, strengthening a local adventure economy.

Earlier, tourism growth depended largely on government campaigns and infrastructure expansion. Today, it is shaped by a network of filmmakers, platforms, algorithms, creators, and travellers themselves. Development is no longer driven only by roads and hotels it is also driven by digital visibility,

narrative value, and social trust.

Ultimately, the media has transformed tourism into an attention economy where destinations compete for screen presence before they receive footfall. Whether it is the cinematic revival of Guna Caves, the global appeal created by 'Zindagi Na Milegi Dobara', or the growth of weekend travel ecosystems around cities like Pune, the pattern remains consistent: what trends, travels.

When managed responsibly, this convergence of media and mobility has the potential to support small businesses, generate local employment, and distribute tourism benefits more evenly. In the digital age, development often begins with a story and sometimes, that story is just one reel away from becoming someone's next journey.





Connecting the Unconnected : Social Media in Rural Progress

For many years, rural communities remained disconnected from fast and reliable sources of information. However, with the spread of smartphones and affordable internet, social media has started transforming rural life.



Mrunal Mundada

When we think about villages, we usually imagine farms, small houses, animals, and a slow, peaceful life. We feel like nothing much changes there. But honestly, this picture is changing very fast now. One of the biggest reasons behind this change is social media. Yes, the same apps we use daily for reels, memes, and chatting are actually helping villages grow and develop. Because of the internet and affordable smartphones, even people living in small villages are now using the internet. Government programs like Digital India have helped bring the internet to many rural areas. Earlier, network was a big problem, but now many villages have decent connectivity. And once the internet came, social media automatically followed. Today, villagers are not as disconnected as we think. In fact, many of them are more active online than city people in some ways.

Information Is Now Just One Click Away

Some farmers have WhatsApp groups where they share tips and

Earlier, villagers mostly depended on newspapers, radio or word of mouth for news and information. If they missed something, they had to wait for days to know about it. But now everything is available on their phones through apps like WhatsApp, YouTube, Facebook and Instagram. Farmers are watching videos about new farming techniques, crop protection, fertilizer use and weather updates.

help each other. Imagine farmers learning farming from YouTube

it sounds funny but it's actually very helpful and real. Farmers also get information about government schemes, subsidies and loan programs through social media posts and videos. Now awareness is slowly increasing. Social media also spreads health awareness. During COVID time, many villagers learned about masks, vaccines and safety from social media itself. They watched videos explaining symptoms and prevention.

Village Students Are Studying Online

Students in villages don't always have coaching classes, libraries, or good teachers nearby. Travelling to cities for education is not possible for everyone. But now they have YouTube and online study pages. Students can watch lectures, tutorials, and educational videos anytime. They can pause, rewind, and learn at their own speed. Teachers also send notes, homework, and assignments on WhatsApp groups. For many girls who cannot travel far for studies, online learning is a big opportunity. Slowly, education is reaching places where it was difficult before. Many village students are now preparing for competitive exams using free online resources. This is a huge step towards equal education.

Small Businesses Going Online

People in villages who make handicrafts, homemade snacks, pickles, papad, clothes, or jewellery are now selling their products online. Earlier, they could only sell within the village or nearby market. Their income was limited. But now they use Instagram and Facebook to show their work to people in cities. They post photos, reels, and customer reviews. Some even take orders on WhatsApp. Many women have started home businesses and are earning their own money. It gives them confidence and financial independence. Some villagers have even started YouTube channels about farming, cooking, village lifestyle, and daily life. Many of



Villagers Finally Have a Voice

Before social media, if there was a problem in a village, nobody outside the village knew about it. Bad roads, water shortage, electricity cuts, etc. these issues stayed hidden. But now people record videos and post them online. These posts spread fast and sometimes even reach government officials. When problems go viral, authorities take action faster. Social media has made villagers more vocal. They feel like their voice matters. They can now share their opinions and experiences with the whole country.

these channels became popular and started earning through ads. Imagine earning money just by showing your daily village life that's the power of social media.

Exposure to the Outside World

Social media is also changing the mindset of villagers. They see new ideas, new careers and new opportunities. Earlier many people only knew traditional

jobs like farming or labour work. Young people in villages are getting inspired to learn new skills. It is slowly changing dreams and ambitions.

But It's Not Perfect

Everything has a downside. Many people in villages don't know how to use the internet safely. Fake news spreads very fast and creates confusion. Sometimes rumours spread panic and fear. Online scams and fraud are also increasing. People may trust fake messages easily because they are new to the digital world. That's why digital literacy and awareness are very important. Internet access alone is not enough. People also need guidance on how to use it wisely.

Social media is doing much more than entertainment today. It is connecting villages to the rest of the country. It is helping in education, business, awareness, and giving people a voice. Villages are not as disconnected as before. Slowly but surely, they are becoming part of the digital world. And honestly, that's a big step towards real development. Who knew the same apps we use for scrolling and timepass would one day help change rural India? But that's the power of social media simple, accessible, and life-changing.





Significance of Sports In Society

Sports have always played a powerful role in shaping national identity, but in the modern era, media acts as the bridge that transforms a sporting achievement into a national movement, it became a catalyst for social, cultural, and economic progress.



Kanak Mohole

One of the most immediate impacts of sports media is the creation of national pride and unity. Extensive live broadcasts, expert commentary, highlight reels, and post-match analysis ensured that millions of citizens experienced the Women's World Cup victory together. Media transformed the win into a shared emotional moment, cutting across regions, languages, and social backgrounds. This collective celebration strengthened national identity and reinforced the idea that success in women's sports is equally a matter of national honor.

Digital Media and Grassroots Inspiration

Digital and social media played a crucial role in taking the victory beyond stadiums and television screens. Short clips, inspirational stories, behind-the-scenes content, and player interviews circulated rapidly on platforms like Instagram, YouTube, and X. Young girls from small towns and rural areas could now see real role models

who looked like them, spoke their language, and came from similar backgrounds. Media exposure turned elite athletes into relatable figures, inspiring grassroots

The widespread coverage of the World Cup victory attracted advertisers, sponsors, and investors. Brands that once hesitated to invest in women's sports now recognized its commercial potential due to high viewership and engagement.

participation and encouraging families to support girls pursuing sports careers.

Changing Narratives Around Women in Sports

Traditionally, women's sports received limited and often stereotypical coverage. However, the World Cup win forced a shift in media narratives. Newsrooms

WOMEN

focused on skill, strategy, leadership, and resilience, rather than appearance or personal life. This change challenged deep-rooted gender biases and reshaped public perception. Media thus acted as an agent of social change, normalizing women's excellence in competitive sports and promoting gender equality at a national level.

Economic Development and Sports Industry Growth

Sports media also plays a direct role in economic development. Increased sponsorship deals, endorsements, and broadcast revenues contribute to the growth of the sports economy, create employment opportunities, and encourage the development of sports infrastructure.

Social Media as a Development Tool

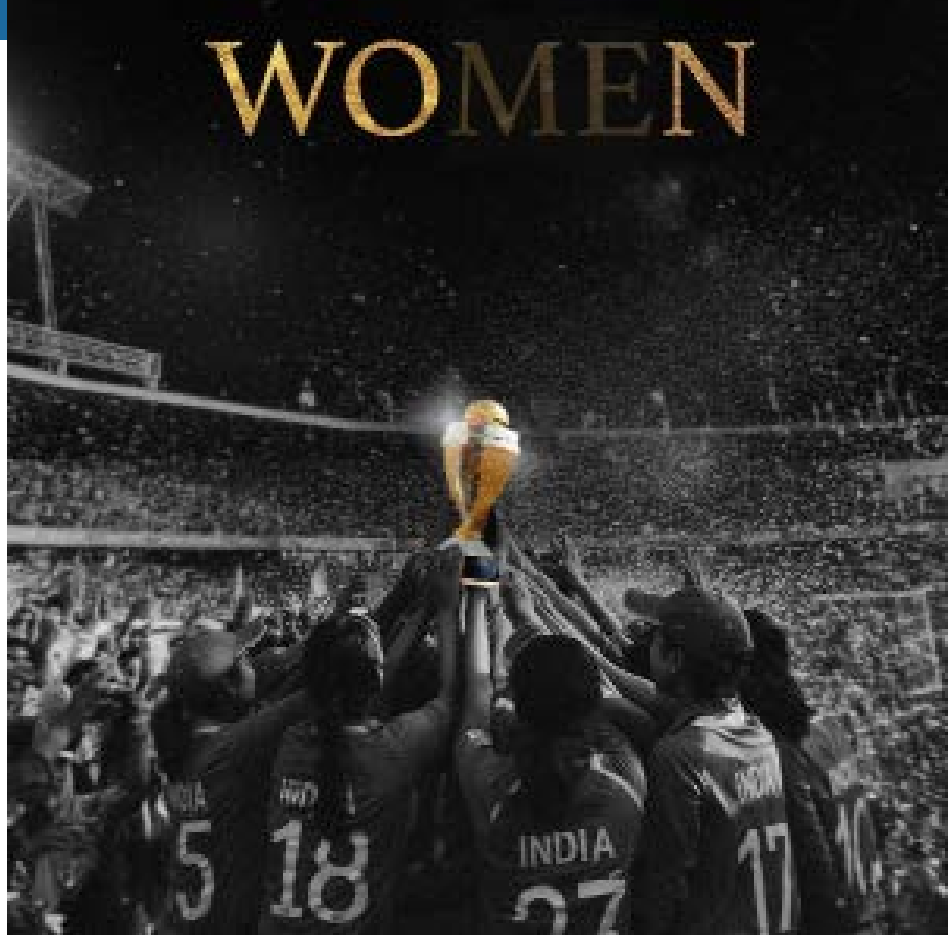
Social media amplified the impact of traditional media by enabling two-way interaction. Fans could express pride, share stories, and participate in discussions, making the victory a nationwide conversation. Hashtags, viral posts, and fan-generated content kept the momentum alive long after the final match. This sustained engagement is crucial for long-term development, as it ensures that interest in women's cricket does not fade once the tournament ends.

Influence on Policy and Institutional Support

Media attention often drives policy change, and the Women's World Cup victory was no exception. Continuous coverage highlighted issues such as funding gaps, training facilities, and equal pay in sports. Public discourse created pressure on sports bodies and governments to invest more in women's programs, grassroots academies, and school-level sports initiatives. In this way, media helped convert sporting success into structural development.

Long-Term Impact on Sports Culture

Perhaps the most important



The Women's Cricket World Cup

The Women's Cricket World Cup victory demonstrates that sports media is not just a storyteller but a nation-builder. By promoting unity, inspiring youth, challenging social norms, boosting the economy, and influencing policy, media turns sporting success into national development. When used responsibly and inclusively, sports media has the power to shape a progressive, confident, and aspirational nation.



contribution of sports media lies in shaping a future-oriented sports culture. By celebrating the World Cup victory with seriousness and respect, media sent a strong message that women's sports deserve consistent coverage—not

just during major wins. This helps build sustainable leagues, loyal fan bases, and a culture where young athletes see sports as a viable profession.





Media in Legislative Reforms: How Media Drives Legal Change

As students, we are taught that laws are made in Parliament. But in reality, many changes begin with media reports, public protests, and social media campaigns. In today's digital age, media acts as the "Fourth Pillar" of democracy, raising awareness and pushing for reforms. Cases like Jessica Lal, Vishakha, and Nirbhaya show how media can turn public voice into real legal change.



Pihoo Agarwal

In the traditional study of civics, we are taught that laws are born in the halls of Parliament through a clinical and sometimes chaotic process of drafting, debating, and voting. However, a closer look at history reveals that the seeds of legal change are often sown in newsrooms and nurtured in the court of public opinion. We were taught about the three branches of government: the Legislature (who make the laws), the Executive (who implement them), and the Judiciary (who interpret them). But as students of the digital age, we know there's a "Fourth Pillar" that often holds the other three accountable:

The Media. The media has transitioned from being a mere spectator to a powerful catalyst for legislative reform. By acting as the "public conscience," the media has the unique ability to turn a local tragedy into a national movement, forcing the state to bridge the gap between "law on paper" and "justice in practice."

We've all seen the headlines that blow up our feeds; the viral hashtags: #MeToo movement changing workplace harassment policies to digital campaigns

pushing for the Right to Privacy, the 2 a.m. investigative threads, and the live-streamed protests. But have you ever stopped to think that these aren't just "trends"? In reality, they are the gears of a massive machine driving legislative reform. In a democracy, the law isn't supposed to be a static set of rules, it's meant to be a living reflection of society's values. In modern era, the "media" isn't just a newspaper or a news channel, it's X, Instagram, and YouTube. You don't need a press pass to demand a change in the law; you need a smartphone and a powerful story. Social media allows marginalized voices those usually ignored by traditional outlets to reach the top of the legislative agenda. Through investigative reporting, public campaigns, and sustained advocacy, the press has redefined justice, safety, and equality in India.

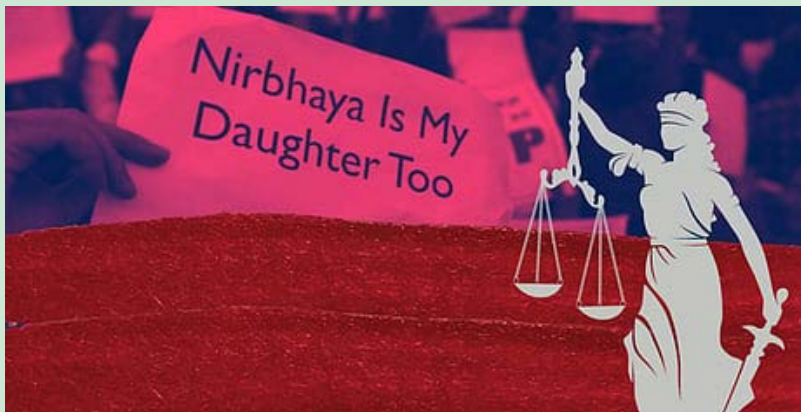
Jessica Lal Murder Case (1999)

Strengthening Criminal Justice: In 1999, model Jessica Lal was shot dead by Manu Sharma, son of a politician, after she refused him alcohol at a Delhi party. The 2006 trial acquitted all accused due to weak evidence and hostile

The Nirbhaya Case (2012)

This case exposed weak laws against rape and public safety and exposed the Judicial inefficiency. Leading to nationwide protests; leading to laws like The Criminal law amendment Act 2013, harsher punishments including death penalty for aggravated rape.

Media is the heartbeat of legislative reforms, turning individual stories into societal shifts. From amplifying injustices to influencing policy, its role is undeniable, as evidenced by the above case studies and facts. As future leaders, college students should harness media responsibly consume critically, create content ethically, and advocate for reforms that matter. These cases demonstrate media's unparalleled role in India's reform narrative, turning public apathy into action and injustice into progress. By fostering transparency, accountability, and dialogue, journalists have fortified the pillars of democracy. Yet, with great power comes responsibility; ethical journalism demands accuracy, sensitivity, and balance to avoid misinformation.



witnesses, highlighting how influence can undermine justice. Media outlets and public protests, including candlelight marches, created massive pressure, leading the Delhi High Court to order a retrial in 2008. By 2010, Sharma was convicted and sentenced to life imprisonment. The case exposed systemic flaws and prompted reforms in the Criminal Procedure Code, strengthening witness protection, reducing trial delays, and ensuring greater accountability in cases involving powerful individuals

Vishakha v. State of Rajasthan (1992)

Workplace Sexual Harassment Guidelines: In 1992, Bhanwari Devi, a social worker in Rajasthan,

was gang-raped in retaliation for her activism against child marriage. The case exposed the absence of workplace sexual harassment protections. In 1997, the Supreme Court, in Vishakha v. State of Rajasthan, ruled that sexual harassment violates constitutional rights and issued the Vishakha Guidelines, defining harassment and employer responsibilities. These later evolved into the Sexual Harassment of Women at Workplace Act, 2013, mandating internal committees, training, and penalties. The case set a landmark precedent, empowering women and shaping workplace standards nationwide.



Did you know?

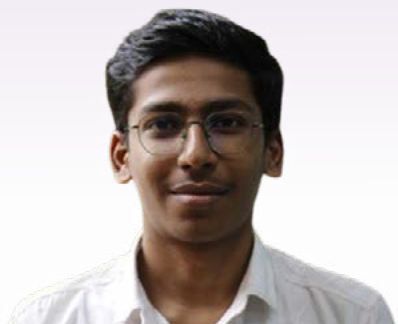
Did you know that the live broadcasting of Lok Sabha and Rajya Sabha sessions has fundamentally bridged the "civic literacy gap" by transforming the Indian Parliament into a transparent, digital classroom? By providing unfiltered access to legislative debates and the crucial Question Hour, these broadcasts eliminate information asymmetry, allowing citizens to move beyond curated news snippets and witness the lawmaking process in its rawest form. This direct visibility fosters a psychological sense of "political self-efficacy," where voters feel like active stakeholders rather than passive observers, empowered to hold their representatives accountable in real-time based on their actual performance on the floor of the House.





Indian Youth and Social Media : A New Force in Nation Building

Even though many people know about it, the talk regarding misuse of drugs often gets pushed aside in everyday conversation. Reports pop up now and then about marijuana, methamphetamine, or MDMA, yet clarity begins not there but in how Indian law sorts these substances by chemistry, legal status, and effect. Such grouping helps communities track what happens and respond with clearer eyes.



Aditya Hawle

As a student in India, I feel social media is more than just entertainment for us. It helps us stay informed about news, social issues, and government policies, and gives us a platform to share our views. For today's youth, social media has become an important tool for awareness and participation in nation building.

India has the largest youth population in the world with the majority of its citizens below the age of 35. This young population plays a decisive role in shaping the country's present and future. At the same time, Indian youth are among the largest consumers of social media. For them, social media is not just a source of entertainment; it has become an important space for discussion, awareness and participation in national life.

Earlier young people depended mainly on newspapers, radio, or television for information. Today social media platforms such provide instant access to news and public debates. A student in a village can watch parliamentary discussions, follow press conferences, or listen to

policy analysis within seconds. This easy access has increased awareness about political, social, and economic issues among the youth.

Social media has also become a platform where young people raise their voices on important topics. Issues like

India has the largest youth population in the world with the majority of its citizens below the age of 35. This young population plays a decisive role in shaping the country's present and future.

unemployment, examination reforms, environmental protection, women's safety, and corruption are regularly discussed online. Hashtag campaigns and digital movements often draw national attention. In some cases, public pressure created through social media forces authorities to respond quickly. This shows that digital platforms are not only communication tools but

Social Media

Social Media is a powerful tool in the hands of India's youth. It informs, connects, and mobilizes people on issues that matter to the nation.

When used responsibly, it strengthens democracy, encourages participation, and contributes positively to nation building. The true impact of social media depends on how wisely young citizens use this digital power for constructive change.

also instruments of democratic participation.

Another important contribution of social media is spreading information about rights and opportunities. Many young citizens learn about government schemes, scholarships, internships, and competitive exam updates through online pages and channels. First-time voters are encouraged through awareness posts and short videos explaining how and why to vote. Such efforts strengthen democratic values and increase civic participation.

Social media creates space for independent voices. Many young creators produce educational content, political analysis, motivational talks, and discussions on social reforms. They simplify complex topics and make them understandable for common people. This encourages critical thinking and informed decision-making among viewers. For journalism students and aspiring media professionals digital platforms provide opportunities to practice reporting, anchoring, and content creation.

From Scrolling to Solving: Social Media as a Tool for Youth Awareness and Democratic Participation.



However social media also brings challenges. Misinformation spreads quickly and not all content is verified. Emotional or sensational posts often attract more attention than factual reports. Sometimes online discussions become aggressive, leading to polarization and misunderstanding. Therefore media literacy is essential. Youth must learn to check sources, verify information, and avoid sharing unconfirmed news.

Social media helps during times of crisis.

Social media also helps during times of crisis. During natural disasters or medical emergencies, people use digital platforms to request help, share helpline numbers, and organize donations. Youth-led groups often coordinate relief efforts through online networks. The speed of communication allows help to reach affected areas more quickly. This collective action reflects social responsibility and unity, which are essential elements of nation building.

Social media influences lifestyle

Social media also influences lifestyle and cultural identity. Exposure to global trends broadens perspectives, but it is important to remain connected with Indian traditions and values. A balance between global outlook and cultural roots helps maintain social harmony.



Media and the New Dreams of Indian Youth

Media plays a key role in shaping the minds and aspirations of Indian youth. In today's world, young people are constantly exposed to television, social media, online platforms and films. These platforms not only provide information but also influence how youth dream, think and act. In the context of nation building, these changing aspirations are significant because they impact the development and progress of the country.



Earlier, the idea of success for Indian youth was mostly limited to traditional careers like doctors, engineers or government jobs. Today, media has expanded their vision. By showcasing entrepreneurs, digital creators, social activists, athletes and innovators, media motivates young people to explore new opportunities. They are now dreaming of starting businesses, pursuing creative careers, working globally or contributing to social causes. These ambitions are not just personal, they reflect a generation which now is ready to contribute to India's growth.

Media also encourages awareness about education, skill development and civic responsibility. Many young people learn about scholarships, career guidance, online courses and government initiatives through media. This knowledge helps them improve their skills and prepares them to actively participate in nation-building. For example, youth motivated by media coverage of social campaigns may contribute to cleanliness drives, digital literacy programs or environmental protection efforts.

However, media can sometimes create unrealistic expectations

Media connects Indian youth

to global trends, ideas and cultures. Exposure to different perspectives increases creativity, innovation and problem-solving skills. It also instills a sense of responsibility, as youth realize their actions can influence society. This makes them more aware citizens who contribute to a stronger democracy.

by promoting glamour and quick success. Therefore, it is important for youth to focus on constructive opportunities and balance inspiration with reality.

Media has transformed the dreams and aspirations of Indian youth. By informing, inspiring and connecting them to the world, media plays an important role in nation building. When youth channel their new ambitions towards education, skill development and social participation, they become active contributors to the growth, progress and development of India.



Rutuja Ingale

Media as Fourth Pillar of Democracy

As a student, I always thought democracy was only about elections and government branches. But through daily news and social media, I realized that media also plays a powerful role. It informs us, shapes our opinions, and connects us to society, that's why it is called the fourth pillar of democracy. Media is important because it is one of the few ways that citizens can stay updated about the world and learn about the significant issues around them. In a democratic society, people require knowledge to comprehend what is occurring in their surroundings and to stay current about the significant issues in society.



Viresh Mishra

When most people hear the word "democracy," they picture elections. Maybe politicians giving speeches on TV. In school, we're taught about the three branches of government—legislature, executive, judiciary. But as we get older, it hits us: the media is basically a fourth branch. This really shows up in our daily lives.

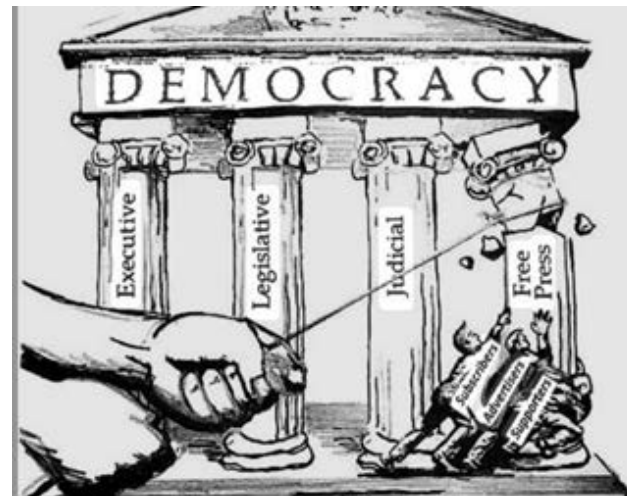
Take college, for example. Media is everywhere. We don't wait for the morning paper like our parents did. News pops up on our phones all day. We scroll through articles, watch videos, laugh at memes. Whether we want it or not, the media shapes how we see things. It slips into our hallway chats, our arguments over lunch, and what we post online. It's always there, nudging our thoughts and conversations. That's a big deal for democracy.

The media matters because it keeps the powerful in check. Leaders aren't perfect. They shouldn't get a free pass to do whatever they want. Reporters ask the tough questions regular folks might be too nervous to ask. They dig for answers, share what they find, and sometimes bring us uncomfortable truths. So many big conversations start with just one news story or interview. Sure, it can get heated—people get upset—but that's part of the job, and it's crucial

Media also gives a platform to voices that might otherwise get

drowned out. Students, farmers, workers, women, minorities—so many groups get a shot at being heard because the media covers their stories. If reporters didn't talk about these issues, hardly anyone would even know about them. But once they're out in the open, people start talking, pressure builds, and sometimes things actually change.

So yeah, the media deserves its place in democracy, it connects regular people to those in power. It keeps us in the loop, pushes leaders



Democracy stands only when all its pillars are protected

to do better, and brings attention to things that matter. For students and young people, the media isn't just background noise. It shapes what we care about and talk about every day. Democracy only really works when the media is free to speak, does its job responsibly, and when we stay curious, ask questions, and actually pay attention to what's going on.



When Industrial growth poisons its own roots

Media plays a key role in shaping the minds and aspirations of Indian youth. In today's world, young people are constantly exposed to television, social media, online platforms and films. These platforms not only provide information but also influence how youth dream, think and act. In the context of nation building, these changing aspirations are significant because they impact the development and progress of the country.



Rutik Kherade

The Toxic Transfer: Why an Italian "Forever Chemical" Ghost Has Resurfaced in Maharashtra

In the lush, rain-fed landscapes of Khed and Chiplun, a silent threat is taking root. This is a story of "toxic colonialism"—where industrial machinery deemed too dangerous for Europe finds a second life in India.

At the center of this controversy is Viva Lifesciences, a subsidiary of Laxmi Organic Industries, which has reportedly begun operations using equipment from Miteni, a bankrupt Italian chemical firm infamous for one of Europe's worst environmental disasters.

Between the 1960s and 2018, the Miteni plant in Trissino, Italy, leaked PFAS (Per- and Polyfluoroalkyl Substances) into groundwater, contaminating the drinking water of over 350,000 residents.

The legal fallout was historic. In June 2025, an Italian court sentenced 11 former executives to

a cumulative 141 years in prison for aggravated water poisoning. A 2024 study linked the pollution to approximately 4,000 excess deaths in the region. Yet, while the executives faced imprisonment, the machinery itself was sold. In 2019, Laxmi Organic was the sole bidder for Miteni's assets, shipping over 300 containers of equipment to the Lote Parshuram industrial area in Maharashtra.

The United States Environmental Protection Agency now states that there is no safe level of exposure for certain PFAS. These chemicals accumulate in the human body and have been linked to severe health consequences, including:

- Cancer risks, particularly kidney and testicular cancers
- Reproductive issues, including reduced female fertility
- Immune suppression, weakening the body's ability to fight infections
- Developmental delays affecting growth and learning in children

What Are "Forever Chemicals" (PFAS)?

PFAS earned their nickname because they do not break down in nature. Their carbon-fluorine bonds are among the strongest in organic chemistry, meaning once they enter the environment, they persist for decades or even centuries.



The Silent Threat to Maharashtra's Ecosystem

The relocation of this technology to the Konkan region poses a significant threat to local agriculture and aquatic ecosystems. PFAS are highly soluble and easily migrate from soil into groundwater,

Rice Field Contamination

In regions like Khed, rice is the primary staple crop. PFAS are known bio-accumulants that bind to soil and sediment. As rice grows, these chemicals can move into the grains and husks, transforming a vital food source into a pathway for long-term human exposure.

2. The Aquatic Food Chain

Local species such as the Asian catfish (*Clarias batrachus*) and freshwater snails (*Pila globosa*) are particularly vulnerable.

spreading contamination rapidly.

Studies show PFAS exposure can cause oxidative stress in snails, weakening their immune systems. These chemicals also interfere with essential enzymes such as acetylcholinesterase, impairing neurological function, movement, and feeding behavior.

Through biomagnification, PFAS concentrations increase as they move up the food chain. Larger predators—including birds and humans—consume contaminated organisms, receiving higher and potentially dangerous concentrations of these toxins.

Environmental Consequences in the Konkan Region

The resumption of PFAS-related industrial activity in Khed and Chiplun presents a serious environmental risk. These chemicals contaminate soil, groundwater, and river systems, affecting agriculture, aquatic life, and human health.



PFAS do not degrade easily. Instead, they persist in soil, settle in riverbeds, and accumulate in crops and aquatic organisms. Local wildlife, particularly fish and mollusks, may experience impaired reproduction, neurological damage, and physiological stress.

The environmental consequences extend beyond local ecosystems. PFAS can travel long distances through water currents and atmospheric transport. They have been detected globally, including in Arctic ice and deep ocean sediments. Their persistence makes them one of the most difficult pollutants to contain.

Impact on Soil Health and Agriculture

PFAS contamination also disrupts soil microbiology. Beneficial bacteria such as Actinobacteria, which play a critical role in nutrient cycling and soil fertility, can be negatively affected.

As crops absorb contaminated water and nutrients, PFAS enter the

food chain. This creates long-term risks not only for environmental sustainability but also for human food safety.

Regulatory and Governance Concerns

Many European countries have begun restricting or banning PFAS due to their severe environmental and health risks. However, concerns remain about regulatory enforcement and environmental protection measures in Maharashtra.

The approval and operation of industrial equipment previously linked to environmental contamination elsewhere raise important questions about environmental oversight and long-term public safety.

If PFAS contamination enters groundwater systems, the damage could persist for generations, affecting ecosystems, agriculture, and human health across the Konkan region.





625th drive of Pune ploggers

The Digital Broom : Media for Cleanliness

In an age of digital platforms and constant connectivity, media has become a powerful force in shaping cleaner habits by turning awareness into action and encouraging society to take shared responsibility for cleanliness and sustainable living.



Rigzin Angmo

In today's world of social media, viral videos, and trending hashtags, environmental awareness has become more visible than ever. Earlier, cleanliness and sustainability were discussed quietly, but now, media has brought these issues into the public eye. While government policies and infrastructure support sustainable development, it is the media that spreads awareness and motivates people to act. By highlighting environmental problems, media keeps cleanliness as an important topic in public discussion.

Cleanliness as a Social Responsibility

Cleanliness is no longer just a personal habit; it has become a social responsibility. Social media plays a major role in this change. When people see others participating in clean-up drives online, they feel encouraged to do the same. This is clearly seen in the

example of Pune Ploggers

Media coverage, especially photos and short videos showing "before and after" scenes, has helped their work reach more

Pune Ploggers is a group of volunteers who clean streets and public places every weekend. Recently, they completed their 625th clean-up drive, showing strong community dedication. Cleanliness social responsibility. Social media plays a major role in this change.

people. These visuals inspire citizens and turn awareness into action.

Media: From Awareness to Action

Media helps connect awareness with real action in three main ways:



Before



After

Simple Information:

Media explains environmental issues, such as plastic pollution, in simple language so people can understand the effects on health and nature

Public Accountability:

By showing dirty areas and neglected spaces, media puts pressure on both citizens and local authorities to take responsibility.

Inspiration Across Cities:

When clean-up efforts from Pune are shared on platforms like Instagram and Twitter, they motivate people in other cities such as Mumbai and Nashik to start similar drives.

The Problem of Slacktivism

Media must encourage people to move beyond screens and participate actively. By showing the hard work and real impact of volunteers, media reminds us that true change requires effort.

Towards a Cleaner Future

By regularly highlighting clean-up initiatives, media helps turn one-day campaigns into long-term initiatives. It ensures that

sustainability remains an ongoing conversation, not just a temporary trend.

Media spreads awareness about waste management, recycling, and hygiene in an easy and interesting way. It encourages people to change small daily habits, such

Media also faces a challenge called slacktivism, where people only like or share posts without taking real action. Media helps turn one-day campaigns into long-term initiatives.

as using less plastic and keeping surroundings clean. When people see positive messages again and again, they slowly start to act responsibly. Thus, media not only informs society but also motivates people to protect nature and create a healthy environment for future generations.



Swachh Bharat Mission

India's nationwide road cleanup drives, heavily featuring the "Swachh Bharat Mission," focus on removing plastic waste and road dust to improve air quality and infrastructure. Key initiatives include the month-long Clean India Campaign, which collected over 30 lakh kg of waste in 2021, and the National Clean Air Programme (NCAP), which allocates 67% of funds to tackling road dust.





Aamir Khan eating vadapav while revisiting his old days in Mumbai on ‘the Bombay journey’.

Media Consumerism and Its Impact On Cultural Tourism

*In an age of media consumerism, travel inspiration is no longer guided by brochures but by storytelling. Shows like **The Bombay Journey** by Mashable India and **Curly Tales** transform that cities into lived cultural experiences that inspire tourism.*



Aaryan Dongarkar

In an era defined by media consumerism, audiences no longer passively consume content—they inhabit it. Digital platforms have transformed travel inspiration from glossy brochures to immersive, personality-driven storytelling. Cultural tourism today is increasingly shaped not just by destinations, but by narratives. A compelling example of this shift is Mashable India's show *The Bombay Journey*, which subtly yet effectively turns media consumption into a cultural experience.

At first glance, the show's format appears deceptively simple. The host drives a guest (often a public figure) through Mumbai's streets while engaging them in conversation. The interview unfolds inside a moving car, navigating bustling lanes, iconic highways, historic neighborhoods, and affluent districts. Yet within this simplicity lies a layered cultural

exploration. The city is not presented as a static backdrop; it becomes an active participant in the dialogue.

As guests recount memories of their early struggles, first auditions, childhood homes, or formative life moments, the geography of

Through these stories, viewers are not merely entertained; they are educated in the lived realities of the city's socio-cultural fabric.

Mumbai merges with personal history. A modest lane in Andheri or Bandra transforms into a site of resilience and beginnings.

The mobility of the format is key. Unlike studio interviews that isolate conversation from context, *The Bombay Journey* embeds narrative within landscape. The

camera captures roadside vendors, art deco buildings, sea-facing promenades, and chaotic traffic rhythms, offering viewers an organic visual tour. This seamless blending of storytelling and cityscape cultivates familiarity.

Importantly, the show does not overtly promote travel. Instead, it builds emotional geography. Viewers develop a connection to Mumbai through intimate recollections and unfiltered city visuals. When audiences feel they “know” a place its roads, its energy, its layered identities they are more inclined to experience it firsthand.

Also shows like Curly Tales represent culture, tradition with a blend of entertainment factor which makes the show’s content blend into great viewer experience.

Unlike traditional travel shows that rely on scripted narration or polished visuals alone, Curly Tales blends immersive storytelling with real-world spaces and experiences. In the episode you shared, we see the host and guest navigating lively city streets and iconic destinations, weaving conversation seamlessly with the locale they explore. This isn’t just a typical travel vlog it’s

The Bombay Journey

how media consumerism can positively influence cultural tourism. By transforming interviews into moving cultural narratives, it turns everyday cityscapes into sites of meaning. In doing so, it demonstrates that in the digital age, storytelling is not just content it is a catalyst for cultural exploration.

an experiential journey where the place itself becomes part of the narrative.

Curly Tales’ episodes often present cities, towns, and cultural pockets not just as places to visit, but as living stories. Wander through historic streets, discover regional cuisines, visit offbeat heritage sites every segment subtly educates the viewer about local traditions, foodways, and community life. This method of storytelling taps directly into media consumerism’s desire for authentic, relatable content, and in doing so plants the seeds of curiosity in the viewer’s mind.

What makes this approach so impactful for cultural tourism is its emotional resonance. When viewers witness local festivals, taste traditional dishes, or hear personal anecdotes about beloved

hometowns, those places cease to be abstract points on a map they become destinations with meaning. Over time, these narratives build a kind of emotional geography in the audience’s mind, encouraging travel interest beyond mere sightseeing.

More than just entertainment, Curly Tales functions as a cultural bridge. Its influence even extends into formal tourism promotion, such as collaborations with regional tourism boards that showcase states’ heritage and cuisine to global audiences.

In a world inundated with media choices, this fusion of storytelling and place not only satisfies viewer appetites for discovery but nudges them toward experiencing the rich cultural tapestry that India and the world has to offer.



Virat Kohli expressing his love for food and recommending some of his favourite spots on ‘curly tales’



Sport Unites, It never divides

Role of Sports Broadcasting in the Unification of India

Sports media has been more than just a messenger in India's nation-building journey, it has been a heartbeat, stirring emotions that helped a newly independent country feel like it shared a single soul.



Rudra Aradhya

The 1911 Mohun Bagan victory in the IFA Shield barefoot Indian players defeating a British team echoed far beyond just Calcutta. Newspapers carried the story like wildfire, and people were talking about it everywhere. It wasn't merely a win; it was a roar of revolution, a moment when Indians could look colonial rulers in the eye. That emotional spark, was amplified by print and word-of-mouth, planted seeds of self-belief long before independence arrived.

Then came the golden era of the 1950s and early 1960s, guided by the legendary Syed Abdul Rahim. India's heroes won the Asian Games gold in 1951 and 1962, reached the Olympic semi-finals in 1956 the first Asian side to do so. All India Radio carried the crackling commentaries into homes

where electricity was a luxury and hope was even rarer. Families huddled around radios, hearts pounding as P.K. Banerjee, Chuni Goswami, and others outplayed

In a young republic grappling with poverty, language divides, and rebuilding, football media whispered: "We belong on the world stage. We can rise together."

better-equipped teams. Those broadcasts weren't just scores; they were lifelines of national possibility.

The pride was palpable, tears of joy mixing with the static proof that India could stand tall.

But nothing quite matched the raw, collective emotion of cricket

in 1983. Kapil Dev's World Cup triumph at Lord's against the invincible West Indies felt like a miracle wrapped in goosebumps. Doordarshan beamed the black-and-white images into millions of homes; people crowded around the single neighbourhood TV, strangers becoming family in shared disbelief and ecstasy. When Kapil took that tumbling catch to dismiss Viv Richards, or when he smashed his way to 175* earlier in the tournament to rescue the team, the nation held its breath and then erupted. Streets filled with celebrations: firecrackers, dancing, tears streaming down faces. Newspapers the next day carried headlines like love letters to the team, turning Kapil and his "Devils" into eternal symbols of grit and glory.

Media turned the victory into a shared emotional memory: the underdog story, the unity across castes and languages, the sheer joy of proving the world wrong.

That June night in 1983 didn't just win a cup it shattered the quiet inferiority many felt.

Even today, when an India match unfolds, that 1983 feeling lingers a reminder that in our diversity, we can find something unbreakable.

Then, on April 2, 2011, at Mumbai's Wankhede Stadium, India won the World Cup again this time on home soil, after 28 long years. The final against Sri Lanka was tense, emotional, almost unbearable. Sachin Tendulkar's early dismissal hurt, but MS Dhoni's cool-headed 91* kept hope alive. As the chase tightened, every boundary sent shivers through living rooms across the country. When Dhoni sealed it with that iconic six over midwicket bat twirling, helmet off, running toward his teammates the nation lost its mind. Wankhede roared; streets from Kashmir to Kanyakumari



Sports media

Sports media didn't heal every wound or erase every divide, but in those electric moments whether the football golden era in the 1950s, Kapil and MS Dhoni lifting the World Cup or IPL. It gave India something precious: a reason to believe in ourselves, together. And in a country as vast and complex as ours, that belief has been one of the strongest threads holding us as one nation.

exploded in joy. Fireworks lit up the sky, people danced on rooftops, strangers embraced, tears of pure happiness flowed freely. Sachin, the man who had carried India's dreams for decades, finally lifted the trophy amid happy tears, calling it the "proudest moment" of his life. Media coverage live on TV, radio, and emerging digital platforms made every Indian feel part of it: the underdog spirit, the pressure, the triumph. It wasn't just a win; it was a national catharsis, a reminder that together, we could conquer anything.

Then came the IPL in 2008, taking that unity to a new, vibrant

level. No longer just national team triumphs every few years now, for two months every season, the nation lives and breathes cricket. City-based franchises ignite fierce but loving rivalries, yet they unite in deeper ways. Players from different states, languages, backgrounds and even countries wear the same jersey. A Tamil fan cheers for a Punjabi star; a Bengali supporter roars for a Rajasthan player. High-stakes thrillers, last-ball finishes, and Bollywood glamour turn evenings into national festivals.





A Study Tour to Baramati : Understanding Community Media

Media has become a quiet but constant part of our everyday lives - from reading the newspaper in the morning to scrolling social media throughout the day. To understand this better, the First Year B.Voc students of our Department participated in a study tour to Baramati. It helped us to experience the working of traditional media, i.e. we got to witness the functioning of the Sakal Printing Press and Vasundhara Vahini, a community radio station.



Shweta Sardesai

As part of our study tour to Baramati, we visited two important pillars of traditional media—Vasundhara Vahini, a community radio station, and the Sakal Printing Press. These institutions continue to represent the strength and relevance of radio and newspapers, making them true flag bearers of traditional media even in today's digital age. Although the world today revolves around social media, the day in many Indian households still begins with opening the door, picking up the newspaper, and spending some time reading it. Newspapers have long been an essential part of our daily lives. In earlier times, when mobile phones were not available, newspapers were also considered the perfect companion for daily travellers during their journeys.

Even today, many people commute daily for work, and some prefer to drive their own four-wheelers. In such situations, the radio becomes a convenient companion during the journey, which is why it is now mostly listened to in cars. Did you know that the radio wasn't just a source of casual entertainment in the pre-independence era? It acted as

a messenger that spread awareness among Indians and encouraged them to stay united in their fight for independence. Although newspapers and radio may appear to be simple parts of everyday routine today, they were once among the most powerful and influential forms of media, shaping public awareness and society in their time.

Importance of Community Media in Today's Era:

In an era dominated by global social media platforms and large news conglomerates, community-led media serves as the hyperlocal heartbeat of society. While major networks report on national and international developments, community radio stations and local newspapers focus on issues that directly affect people in their immediate surroundings.

The Voice of the Voiceless:

Mainstream media often prioritises national politics, corporate news, or celebrity culture. In contrast, community media provides a platform for marginalised groups, local activists, and ordinary citizens to share their stories and concerns. Community radio, in particular, enables even non-literate populations

Visit to Sakal Printing Press

To understand the proper working of a printing press, we visited the press at night. During our visit, we saw the next day's newspaper being printed a day before its official release. Everything there was very systematic, and we learned many new things about the printing process. Earlier, we had assumed that the newspaper design was simply created on a computer and then printed directly. However, we discovered that the actual process is much more complex and involves several stages.



1. The first step is designing the newspaper on a computer.
2. After that, the colours are separated, and the ink is prepared accordingly.
3. The printing plates are then placed on the machine.
4. After a detailed process, the ink finally begins printing onto the paper.

The machinery at the press was enormous. We also saw huge rolls of paper that are specially imported from Russia. These rolls are processed and then used for printing the newspaper. The newspaper printed at this press is Sakal. Realising that one day we might also contribute to such a newspaper made the experience even more meaningful and filled us with a sense of gratitude.

to participate in public discourse through audio communication. Similarly, local newspapers document events, achievements, and histories that might otherwise remain unnoticed or forgotten.

Information Tailored to the Soil:

Global news platforms rarely address everyday local concerns, such as why a nearby bridge is shut down or which crops are most suitable for which region's soil in a particular season. Community media fills this gap by delivering information that is directly relevant to local communities. During natural disasters or emergencies, community radio often becomes one of the most reliable sources of real-time and location-specific information. Moreover, by broadcasting and publishing in local dialects and indigenous languages, community media helps preserve cultural identity while ensuring that information reaches every section of society.

Accountability and Watchdog Roles:

Local authorities and businesses often escape the attention of national

media. In such situations, community newspapers play an important watchdog role. They closely report on local government spending, policies, and institutional decisions that directly affect the people of that area. By bringing these issues to light, community media helps maintain transparency and ensures that leaders remain accountable to the communities they serve.

Economic and Social Cohesion:

Community media also contributes to the economic and social life of a locality. In many ways, it functions like a town square where people come together to stay informed about what is happening around them. Local newspapers and community radio stations provide affordable advertising opportunities for small businesses that cannot afford expensive television advertisements. At the same time, they share local news, events, achievements, and announcements, helping to strengthen social bonds and create a sense of belonging within the community.



Catching the Radio Waves

Vasundhara Vahini is a community radio station located in Baramati. Baramati is known for adopting modern farming methods and moving away from many orthodox agricultural practices. Understanding the needs of the local farming community, Vasundhara Vahini regularly organises programmes and interviews focused on agriculture and rural development. The radio station broadcasts on the frequency of 90.4 MHz. Its main objective is to provide agricultural and social information, promote community development, and empower farmers. The station offers valuable services such as information on new seed varieties, commodity rates, weather updates, animal health, pest control, and other agriculture-related topics. It also encourages community participation in development activities by allowing farmers to interact with agricultural experts and by providing a platform where they can share their experiences and knowledge with others. One of the most unique aspects of this community radio station is that it acts as an important development tool in areas where infrastructure is limited and access to other forms of media is poor. During our visit, we were amazed to learn about the backstage functioning of a radio station. We were introduced to the technologies used in radio broadcasting and were surprised to see how many processes take place simultaneously, yet the final broadcast sounds smooth and seamless to listeners. At the time of our visit, a pre-recorded programme was being played as a filler, while in another room a live interview was being conducted. Our timing turned out to be perfect—we were able to watch the RJ hosting her show live while simultaneously hearing the same broadcast on the radio.

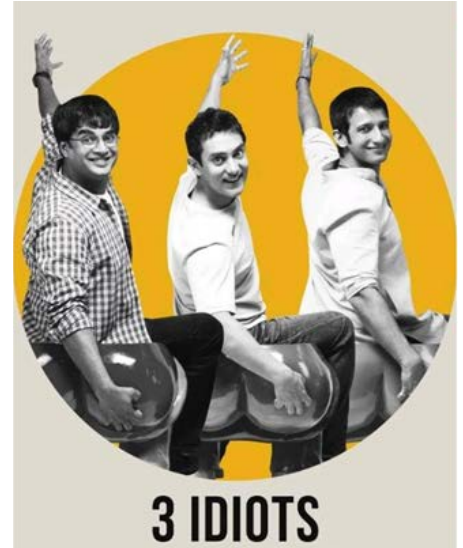
India's Silent Educational Revolution

We often watch movies simply to be entertained. But in India, some films have done something far greater; they've changed the conversation around education. Movies like Taare Zameen Par, 3 Idiots, Super 30, and Nil Battey Sannata go beyond storytelling, highlighting the pressures, struggles, and hopes of students. By challenging old ideas about success and learning, these films have sparked important discussions and pushed society to rethink what education truly means.

Films like 'Taare Zameen Par', '3 Idiots', 'Super 30', and 'Nil Battey Sannata' don't just tell stories, they push us to question old habits, stereotypes, look at students with new perspectives, and rethink what success really means. They don't just mirror real struggles; they give hope to kids, parents and anyone who wants to educate themselves who feel stuck. Many people have felt seen due to these movies as their problems have got recognition and have been normalised due to these movies.

For example, 3 Idiots. It's probably one of the most impactful films about education in India. The movie throws you into the lives of three engineering students drowning in pressure, competition, and the constant fear of failure. For years, families have nudged-well, shoved-their kids toward medicine or engineering, no matter what the kids actually want. The film takes that apart.

Rancho, the main guy, shows us that learning isn't about cramming facts. It's about actually getting



it. The movie doesn't shy away from showing the dark side either, how academic stress can break you, even push some to suicide. Just a simple line like "Abba Nahi Manenge" hits home about how family expectations can weigh you down. After the movie came out, schools and colleges started talking more openly about mental health, counseling, and bullying. Even

Virus : Boman Irani's memorable role

Boman Irani's character, Professor Viru Sahastrabudde, is commonly referred to as "Virus" in the film. The name was cleverly chosen, as it symbolizes the oppressive and contagious nature of the Indian education system. The portrayal of Virus remains one of Boman Irani's most memorable roles.



Prerana Kulkarni

Taare Zameen Par

Then there's Taare Zameen Par. That film turned the spotlight on kids who struggle in school. Ishaan, the boy in the story, isn't lazy or careless; he has dyslexia, and what he really needs is patience and support, not punishment. Nikumbh sir steps in and shows him kindness when everyone else just gave up. After the film, people finally started talking about learning disabilities. Parents got a bit more patient. Some schools started setting up special help for kids who learn differently. It was a relief for many students who'd felt invisible, and it inspired teachers to try a gentler approach.

The character of Ishaan was inspired by dyslexic children and partly by Amole Gupte's son, Partho Gupte, who also faced learning difficulties. The film's realistic portrayal of dyslexia helped raise awareness about the condition in India.



now, "All is well" is like a little mantra for students during exams.

While some movies talk about middle-class stress, others show how education can flip the script for the poor. Super 30 is based on Anand Kumar, who coaches 30 brilliant but poor students for the IIT entrance exam. The film makes it clear: money shouldn't decide a kid's future. It digs into how power and class shape access to education, especially in rural areas. But with the right support, anyone can make it. The message is strong, education is the best tool to break out of poverty.

Nil Battey Sannata tells another kind of story. Chanda, a domestic worker, actually goes back to school just to push her daughter to study. It's tough, and the movie doesn't sugarcoat how society looks down on poor families chasing an education. But it smashes the idea that only rich families care about school, and it reminds us that you're never too old to learn. Kids and adults alike walk away from this film thinking, "Why not me?"

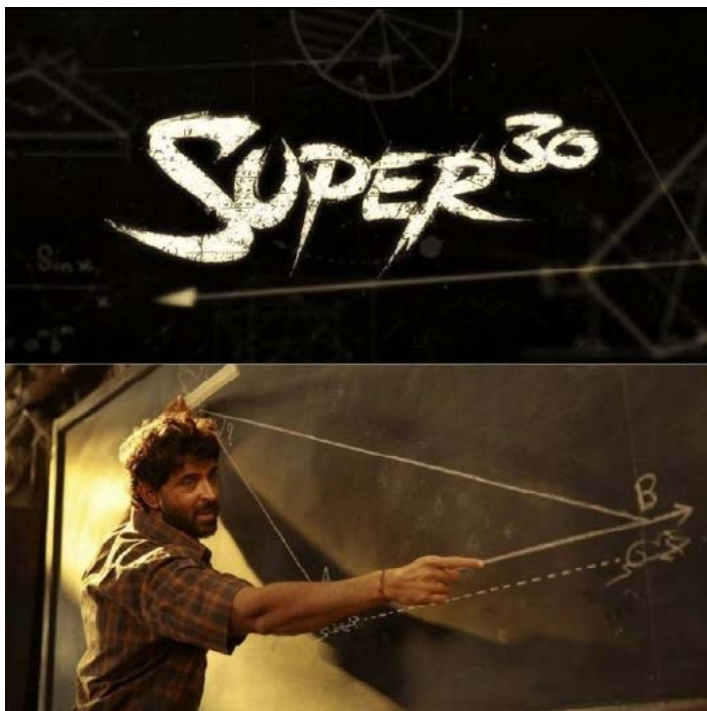
These movies do more than entertain—they kick off real conversations. Taare Zameen Par opened people's eyes to the idea that being smart isn't about your marks. 3 Idiots told students to chase what they love. Super 30 showed that talent isn't just limited to wealth or where you live.

There are others too, like Hichki, where a teacher with Tourette syndrome changes her

students' lives, and Udaan, which dives into what it's like growing up under a strict parent. Together, these films push for more empathy, more creativity, and better mental health in schools. They help take the fear out of failing. They remind us that marks don't decide your value, and every kid is good at something.

Sure, there's still a lot to fix rural education, gender gaps, student mental health and anything you name it. But cinema has the power to reach millions. When it tells the truth, it can spark real change.

In the end, Indian movies have started an education revolution, quietly but surely. They teach the parents to listen a little more, to the teachers to support them a little better, and to the students to believe in themselves. These films are a prime example that movies can do more than making us laugh or cry, they can change how we think and, maybe, help us build a better society.



SOCIAL MEDIA VS CULTURAL ROOTS

In today's fast changing digital world, technology has become an important part of our life. The internet and smartphones have made communication faster and easier. Social media platforms have created a new virtual space where individuals connect, learn and express themselves. Because of this our daily lives are now influenced by both traditional values and modern digital culture. Today, many people are living two lives at the same time, one in the real world and another on social media. If we use them wisely, they can support each other instead of creating confusion or conflict.



Jui Limaye

Social media has become a big part of daily life, especially for young people. Platforms like Instagram, WhatsApp and Facebook help us stay connected with friends and family anytime and anywhere. Through photos, videos, reels, and messages, people share their thoughts, talents and daily activities. Social media also helps in learning new skills, promoting businesses and spreading awareness about social issues. It gives young people confidence to express themselves and explore new ideas.

However, social media also has negative effects. Many youngsters spend long hours scrolling, watching videos or comparing their lives with others. This can lead to addiction, distraction from studies and less time with family. Sometimes people try to show

a, "perfect" life online, which creates pressure and lowers self-esteem. Slowly, online approval in the form of likes and comments becomes more important than real relationships. When this happens, we may start losing touch with reality.

On the other hand, our cultural roots are the foundation of our identity. Culture includes our traditions, language, festivals, food, clothing, music and family values. It teaches us respect for elders, discipline, unity and responsibility. Celebrating festivals together, attending family functions and following customs help us feel connected to our history. These traditions give us emotional strength and a sense of belonging. They remind us where we come from and what values we should carry forward.





In recent years, social media has strongly influenced cultural thinking. Many young people follow Western fashion, trends and lifestyles they see online. Learning about other cultures is good, but blindly copying them can sometimes make us ignore our own traditions. This can create misunderstandings between parents

While social media brings modernization and global exposure, cultural roots keep us grounded and connected to our heritage. Maintaining a balance between both is essential for personal growth and social harmony.

and children. Older generations may feel that cultural values are slowly fading, while younger generations may feel restricted by traditions. This generation gap often

grows because of different lifestyles and opinions.

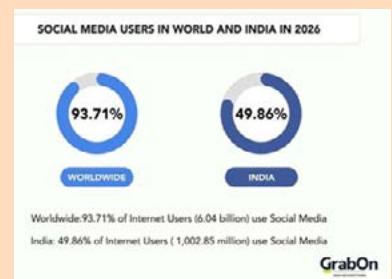
At the same time, social media is not completely harmful to culture. In fact, it can help promote and protect our traditions. People can share videos of traditional dances, recipes, folk songs and festival celebrations online. Artists and small businesses use social media to showcase handmade products and cultural art forms. In this way, our culture can reach a global audience. Social media can become a tool to spread pride in our heritage instead of replacing it.

In conclusion, social media and cultural roots are not enemies. Both are important parts of modern life. The key is balance. We should enjoy technology but not forget our traditions and values. By staying connected to our culture while using social media responsibly, we can grow into confident, aware and respectful individuals, who honor the past and embrace the future



Top Social Media User Statistics In 2026

- India has over 500 million social media users as of 2026.
- Nearly 34.25% of India's population uses social media.
- An average Indian spends 2 hours and 44 minutes daily on social media platforms.
- Around 68.6% of social media users in India are male, while 31.4% are female.
- As of early 2026, over 1,002.85 million people in India use the internet. Among them, 49.86% actively engage with social media platforms.
- Globally, roughly 5.66 billion people actively use social media.
- This number is significant because 6.04 billion people worldwide use the Internet. Of these, 93.71% are already active on at least one social network platform.



माण देशी फाउंडेशन : महिलांच्या विकासाची नवी दिशा

सातान्यापासून 85 किलोमीटर अंतरावर असलेल्या मांड नदीच्या किनाऱ्यावर वसलेल्या माणगावमध्ये महिलांनी महिलांच्या विकासासाठी सुरु केलेले माण देशी फाउंडेशन. माणदेशी फाउंडेशनची स्थापना सन १९९६ मध्ये झाली. ही संस्था आज त्यांच्या कार्यामुळे देशात आणि आंतरराष्ट्रीय स्तरावरही ओळखली जात आहे. महिलांसाठी आर्थिक मदत, प्रशिक्षण आणि मार्गदर्शन उपलब्ध करून देण्यासाठी चेतना सिन्हा यांनी माणदेशी फाउंडेशनची सुरुवात केली. माणदेशी तरंग ९०.४ या कम्युनिटी या रेडिओची खासियत म्हणजे तो ग्रामीण महिलांनी चालवलेला आहे आणि त्यातून महिलांशी संबंधित विषयांवर चर्चा केली जाते.

भारतामध्ये माध्यमांच्या विकासामुळे माहिती आणि संवादाचे अनेक नवे मार्ग खुले झाले आहेत. मात्र ग्रामीण भागातील लोकांपर्यंत आणि मुख्यतः तेथील महिलांपर्यंत ही साधने न पोहोचल्यामुळे त्या अजूनही अशिक्षितच समजल्या जातात. देशातील एकूण लोकसंख्येच्या ५०% लोकसंख्या ही महिलांची आहे परंतु, आजही देशातील ग्रामीण भागांमधील महिलांपर्यंत शिक्षणाची गंगा पोहोचली नाही.

पूर्वीच्या काळी आपला देश हा फक्त खेड्यांपुरता मर्यादित होता. जसा जसा त्या खेड्यांचा विकास होत गेला तशी शहरे उदयाला आली. पूर्वी या ग्रामीण भागातील महिलांना सामाजिक, शैक्षणिक, इ. क्षेत्रात काम करण्याची संधी अत्यंत कमी प्रमाणात मिळत असे. परंतु खेड्यांचा विकास झाला आणि महिला केवळ घरकामापुरत्या मर्यादित न राहता प्रत्येक क्षेत्रामध्ये आपल्या कार्याची छाप सोडू लागल्या. पण अजूनही आपल्या देशातील काही भाग असे आहेत जिथे महिला अशिक्षित आहेत. या परिस्थितीत महिलांना स्वावलंबी बनवण्यासाठी आणि त्यांना आर्थिकदृष्ट्या सक्षम करण्यासाठी अनेक संस्था काम करत आहेत. अशाच संस्थांपैकी एक महत्त्वाची संस्था म्हणजे माण देशी फाउंडेशन.

सातान्यापासून 85 किलोमीटर अंतरावर असलेल्या मांड नदीच्या किनाऱ्यावर वसलेल्या या माणगावमध्ये महिलांनी महिलांच्या विकासासाठी सुरु केलेले माण देशी फाउंडेशन. ही संस्था आज त्यांच्या कार्यामुळे देशात आणि आंतरराष्ट्रीय स्तरावरही ओळखली जात आहे. माणदेशी फाउंडेशनची स्थापना सन १९९६ मध्ये झाली.



माण देशी
Mann Deshi

या संस्थेची स्थापना चेतना सिन्हा यांनी केली आहे. ग्रामीण भागातील महिलांना आर्थिक संधी मिळत नाहीत, बँकिंग सुविधा सहज उपलब्ध नाहीत आणि व्यवसाय सुरु करण्यासाठी आवश्यक भांडवलही मिळत नाही, हे त्यांनी प्रत्यक्ष पाहिले व अनुभवले. त्यामुळे महिलांसाठी आर्थिक मदत, प्रशिक्षण आणि मार्गदर्शन उपलब्ध करून देण्यासाठी त्यांनी माणदेशी फाउंडेशनची सुरुवात केली. याचवेळी त्यांनी ग्रामीण महिलांसाठी माण देशी महिला बँकदेखील सुरु करण्यात आली. १९९७ मध्ये ही बँक भारतातील पहिली महिला बँक म्हणून सुरु करण्यात आली. ही बँक विशेषतः ग्रामीण महिलांसाठी कार्य करते



आनंदी
कन्हाडकर

नारायणी
जोशी



माणदेशी फाउंडेशनच्या संचालिका भिसे मॅडम



माणदेशी फाउंडेशनमधील महिला संस्थापक चेतना सिन्हा यांच्यासोबत

आणि त्यांच्या छोट्या-मोठ्या व्यवसायांना आर्थिक आधार देते. ही एक कोटी नफा मिळवणारी बँक ठरली आहे.

माण देशी फाउंडेशनचे मुख्य उद्दिष्ट ग्रामीण महिलांना स्वावलंबी आणि सक्षम बनवणे व महिलांसाठी काम करणे हे आहे. त्यासाठी ही संस्था अनेक उपक्रम राबवत आहे. यामध्ये डिजिटल बस, बिजनेस स्कूल, स्मार्ट सिटी, व्हेटनरी डॉक्टर असे अनेक उपक्रम समाविष्ट आहेत. मोबाईल बस हा त्यातीलच एक अनोखा उपक्रम ज्यामध्ये महिलांना आर्थिक साक्षरता देण्यासाठी एकूण 50 प्रकारचे कोर्स राबवण्यात येत आहेत. तसेच शेळी सखी या उपक्रमा अंतर्गत अशिक्षित महिला वेटरनरी डॉक्टर म्हणून शेल्यांमध्ये काम करत आहेत. हा कोर्स सर्वप्रथम माणदेशी फाउंडेशन यांनी सुरु केला असून याद्वारे शेल्यांचे लसीकरण देखील केले जाते. तसेच विविध बिजनेस करणाऱ्या महिलांसाठी चेंबर ऑफ कॉमर्स हा कोर्स देखील सुरु करण्यात आला आहे. यामध्ये एक्सपर्ट टॉक व अनेक विषयांमध्ये ऍडव्हान्स ट्रेनिंग महिलांना दिले जाते. तसेच त्या गावातील तरुण मुलींसाठी किक स्टार हा कौशल्य विकसित करणारा कोर्स सुरु करण्यात आला आहे. या कोर्स द्वारे ग्रॅज्युएशन कम्प्लीट केलेल्या मुलींना ट्रेनिंग देऊन त्यांना शैक्षणिक संधी उपलब्ध करून दिल्या जातात.

या सर्व कोर्सेसमुळे महिलांना डिजिटल व्यवहार आणि बँकिंग व्यवसाय व्यवस्थापन करून अनेक



माणदेशातील महिला जर त्यांचे आयुष्य एवढे बदलू शकतात तर प्रत्येक स्त्रीने या गोष्टीचा विचार करणे गरजेचे आहे. वर्ल्ड इकोनॉमिक फोरममध्ये सह अध्यक्षपदी असताना मला, स्त्री-पुरुष समानता येण्यासाठी किती वर्षे लागतील असा प्रश्न विचारण्यात आला होता. त्यावर केलेल्या अभ्यासावरून, या गोष्टीसाठी 135 वर्षे लागतील असा निष्कर्ष सांगण्यात आला. पण आपण एवढे वर्षे थांबू शकत नाही. यासाठी प्रत्येक महिलेने स्वतःची ओळख निर्माण करणे गरजेचे आहे.

– चेतना सिन्हा

महिलांनी स्वतःचे छोटे उद्योग सुरु केले आहेत. उदाहरणार्थ, शिवणकाम, किराणा दुकान, दुग्धव्यवसाय, हस्तकला व्यवसाय इ. यामुळे महिलांचे उत्पन्न वाढले, त्यांचा आत्मविश्वास वाढला आणि त्यांच्या कुटुंबाच्या आर्थिक स्थितीत सुधारणा झाली. अनेक महिलांनी स्वतःचा व्यवसाय उभा करून इतरांनाही रोजगार उपलब्ध करून दिला.

माण देशी फाउंडेशनची प्रमुख वैशिष्ट्ये

- **उद्दिष्ट** : ग्रामीण महिलांना उद्योजक बनवणे, त्यांना स्वतःच्या पायावर उभे करणे आणि त्यांच्या जीवनात सकारात्मक बदल घडवून आणणे।
- **महिला बँक** : 'माण देशी महिला सहकारी बँक' द्वारे महिलांना अल्प कर्ज आणि बचत सुविधा उपलब्ध करून देणे।
- **उद्योजकता प्रशिक्षण** : व्यवसायासाठी आवश्यक कौशल्ये, जसे की टेलरिंग, मार्केटिंग, आणि व्यवस्थापन प्रशिक्षण देणे।
- **कृषी आणि पशुपालन सहाय्य** : दुष्काळात पशुधन वाचवण्यासाठी पशु शिबिरे चालवणे आणि शेतकऱ्यांना मदत करणे।
- **आरोग्य सेवा** : ग्रामीण भागात मोफत आरोग्य तपासणी आणि आरोग्य सेवा पुरवणे।



शिवणकाम करताना माणदेशी फाउंडेशनमधील मुली



माणदेशी फाउंडेशनने २०२२ मध्ये CGI 2022 मध्ये, २०२४ पर्यंत १० लाख महिलांना सक्षम करण्याचे नवे "Commitment to Action" जाहीर केले असताना



माइकसमोर बसलेली एक ग्रामीण स्त्री, साधी रहाणीमान, अस्सल माणदेशी वेशात रेडिओवरून श्रोत्यांशी संवाद साधते. त्यांचा आवाज दमदार, पण त्यात एक वेगळी आपुलकी आहे. या आहेत केराबाई सरगर, माण तालुक्यातील कम्युनिटी रेडिओवर काम करणाऱ्या एक प्रेरणादायी आर.जे. कार्यक्रम सुरू होताच त्या ओवीच्या स्वरात श्रोत्यांचं स्वागत करतात.

“सुंदर माझं जातं गं, फिरतं बहुत...
ओवी गाऊ कौतुकाल, गाऊ या संविधान”
मग पुढे त्या म्हणतात,
“पहिली माझी ओवी गं, भीमाच्या लेखणीला,
विद्रोहाचं इचार रुजवून शानं केलं लोकांना.
दुसरी माझी ओवी गं, सुधारकांच्या वारश्याला,
अस्तित्वाचं जिणं सांगून शिकवलं लोकांना.”
संविधानासारखा गंभीर विषयसुद्धा त्या इतक्या सहज आणि ओवीच्या रूपात मांडतात की श्रोतेही मंत्रमुग्ध होतात.

८० वर्षांच्या केराबाईचा उत्साह पाहिला की कुणालाही आश्चर्य वाटेल. त्यांनी रेडिओसाठी कोणतही व्यावसायिक प्रशिक्षण घेतलेलं नाही. तरीही केवळ गाण्याची आवड, आयुष्यातील अनुभव आणि आत्मविश्वास यांच्या जोरावर त्या श्रोत्यांशी संवाद साधतात.

त्या माणदेशी तरंग ९०.४ या कम्युनिटी रेडिओवरून कार्यक्रम सादर करतात. या रेडिओची खासियत म्हणजे तो ग्रामीण महिलांनी चालवलेला आहे आणि त्यातून महिलांशी संबंधित विषयांवर चर्चा केली जाते.

केराबाई सांगतात की त्या कधीही कार्यक्रम आधी ठरवत नाहीत. “मी आधी काही ठरवत नाही की कार्यक्रमात काय बोलायचं. वेळ आली की मनात येईल तसं बोलत जाते,” त्या हसत सांगतात, कधी त्या गृहिणींना स्वयंपाक कसा करावा याबद्दल सांगतात, तर कधी आई-आजी घरातली कामं कशी करायच्या याच्या आठवणींना उजाळा देतात. कधी एखादं लोकगीत गातात, कधी ओवी म्हणतात, तर कधी अभंगही सादर करतात. त्यामुळे त्यांचा कार्यक्रम नेहमीच जिवंत आणि आपुलकीचा वाटतो.

विशेष म्हणजे, संविधानासारखा विषय जो अनेक शिकलेल्या लोकांनाही नीट आठवत नाही, तो केराबाई ओवीच्या माध्यमातून गातात. एक अशिक्षित ग्रामीण स्त्री इतक्या सहजपणे संविधानाची मांडणी करते, ही खरंच अभिमानाची बाब आहे. केराबाई शिकलेल्या नाहीत. त्यांना वाचता किंवा लिहिता येत नाही. त्यामुळे जे काही नवीन गाणं किंवा ओवी असते, ती त्या आपल्या नातवाच्या मदतीने लिहून ठेवतात. त्या स्वतः वाचू शकत नसल्या तरी ते शब्द आपल्या स्मरणशक्तीत जपून ठेवतात. त्या म्हणतात की सगळं काही मी माझ्या “डोक्याच्या तिजोरीत” साठवून ठेवते. त्यांच्या या प्रवासात घरच्यांचीही मोठी साथ आहे. त्यांचे पती, मुलं आणि नातू त्यांना खूप प्रोत्साहन देतात. त्यामुळेच आज त्या रेडिओवर इतक्या आत्मविश्वासाने बोलू शकतात.

माण तालुक्यातील दीडमुखवाडी या छोट्याशा गावातून सुरू झालेला हा प्रवास आज अनेकांसाठी प्रेरणा ठरला आहे. गावातील लोक जेव्हा त्यांना सांगतात की “आम्ही तुमचा कार्यक्रम ऐकला, तुमचा आवाज खूप छान आहे,” तेव्हा त्यांच्या चेहऱ्यावर वेगळंच समाधान दिसतं. या वयातही त्यांचा उत्साह,

**आर.जे.
केराबाई
सरगर**



आत्मविश्वास आणि जिद्द पाहिली की आजच्या तरुण पिढीलाही आश्चर्य वाटेल. साध्या ग्रामीण आयुष्यातून उभं राहून त्यांनी स्वतःची वेगळी ओळख निर्माण केली आहे. केराबाईचा आवाज केवळ रेडिओवर ऐकू येत नाही, तर तो ग्रामीण महिलांच्या स्वप्नांना नवी दिशा देणारा ठरतो.

सरकारी योजना, धोरणे आणि सामान्य नागरिक यांच्यातील दुवा - मीडिया

कधी कधी मी विचार करते, आपल्याला भारताबद्दल इतकं कसं माहिती आहे? आपण प्रत्येक राज्यात फिरलो नाही, प्रत्येक भाषा बोलू शकत नाही, प्रत्येक परंपरा जवळून अनुभवलेली नाही... तरीही त्या सगळ्यांशी एक आपलेपणाचं नातं वाटतं. एक मास कम्युनिकेशनची विद्यार्थिनी म्हणून मला याचं उत्तर एकच दिसतं, ते म्हणजे 'माध्यम'.



आजकाल सामान्य नागरिकांच्या जीवनात माध्यम हा एक अविभाज्य घटक बनला आहे. सध्याच्या जगात माध्यमांचे स्वरूप हे दिवसेंदिवस बदलत चालले आहे. मात्र या बदललेल्या जीवनशैलीत अनेकांना माध्यम ही जगण्याचा आधार वाटतात. लोकशाहीमध्ये माध्यम ही चौथा घटक आहेत. सामान्य लोकांना न्याय व्यवस्थेकडून जेवढी अपेक्षा असते तेवढीच अपेक्षा किंवा त्यापेक्षाही जास्त माध्यमांकडून असते. त्याला कारण ही तसंच आहे. माध्यम जेव्हा आपला आवाज सरकार दरबारी पोहोचवायचा प्रयत्न करतात तेव्हा निश्चित काहीतरी बदल झालेला पाहायला मिळतो. केंद्र सरकार किंवा मग इतर घटक राज्य सरकार या सगळ्यांना जनतेशी बांधून ठेवणार एक घटक आहे तो म्हणजे माध्यम.

सरकारी योजना लोकांपर्यंत पोहोचवण्यासाठी सरकारी माध्यमं मोठी भूमिका बजावत आहेत. सरकारकडून काही मासिक प्रसिद्ध केली जातात. जशी प्रिंट माध्यमात मासिके आहेत तर इलेक्ट्रॉनिक माध्यमात आकाशवाणी आणि दूरदर्शन सारखी माध्यमे आहेत. यातून सरकारी योजनांचा प्रसार केला जातो. अनेक खात्यांच्या सरकारी योजना प्रसारित केल्या जातात मात्र त्या लोकांपर्यंत पोहोचत नाहीत, तेव्हा माध्यमे त्यांचा त्यांचा आवाज बनतात. उदाहरणार्थ शेतकरी बांधवांसाठी कृषी योजना प्रसिद्ध केली आहे. मात्र ती लोकांपर्यंत पोहोचली नाही तेव्हा, माध्यमांचा

आधार घेऊन शेतकरी आपला आवाज हा सरकारपर्यंत पोहोचवू शकतात. तेव्हा त्यांच्या मागण्यांचा विचार करून योजनेत बदल केला जातो.

सामान्य नागरिक जेव्हा आपल्या समस्या मांडण्याचा प्रयत्न करतो तेव्हा, त्याला माध्यमांशिवाय पर्याय नाही. करण माध्यम ही एक व्यक्ती पुरते मर्यादित राहत नाहीत माध्यमं ही लाखो लोकांचा आवाज बनलेली असतात. सर्व सामान्य मनुष्याला माध्यमात विषय मांडल्यानंतर काही तर मार्ग निघेल किंवा आपला प्रश्न सुटेल अशी अपेक्षा असते. सामान्य मनुष्याला कोणत्याही प्रकारची सरकारी अडचण असेल तेव्हा माध्यम त्यांचा आवाज बनून सरकारला प्रश्न विचारतात.

माध्यमच स्वरूप बदललेलं आहे आणि यासाठी सर्वात महत्त्वाचे माध्यम म्हणजे सोशल मीडिया. या सोशल मीडियामुळे जगात घडलेली प्रत्येक गोष्ट सर्व लोकांपर्यंत अगदी सहजतेने पोहोचते. एखाद्या अडचणीची दखल याच सोशल मीडियावरील एखाद्या व्हिडिओ किंवा पोस्टने सुद्धा घेतली जाऊ शकते. माध्यम ही लोकांचा आवाज बनलेली आहेत. एकाच वेळी लाखो लोकांपर्यंत माहिती पोहोचण्याची क्षमता याच माध्यमांमध्ये आहे आणि म्हणूनच सरकार व सामान्य नागरिक यांच्यातील दुवा म्हणजेच माध्यम.



अनिकेत पवार

विविधतेत एकता जपण्यात माध्यमांची भूमिका

आपण कधी कधी विचार करतो की, आपल्याला भारताबद्दल इतकं कसं माहिती आहे? आपण प्रत्येक राज्यात फिरलो नाही प्रत्येक भाषा बोलू शकत नाही प्रत्येक परंपरा जवळून अनुभवलेली नाही... तरीही त्या सगळ्यांशी एक आपलेपणाचं नातं वाटतं. एक मास कम्युनिकेशनची विद्यार्थिनी म्हणून मला याचं उत्तर एकच दिसतं ते म्हणजे 'माध्यम'.

माध्यमं ही केवळ माहिती देणारी साधनं नसतात तर ती समाजाला जोडणारा एक अदृश्य धागा असतात. वृत्तपत्रे, दूरदर्शन, रेडिओ आणि आजच्या डिजिटल प्लॅटफॉर्म्समुळे देशाच्या एका टोकावर घडणारी घटना दुसऱ्या टोकावर बसलेल्या माणसापर्यंत क्षणात पोहोचते. म्हणूनच माध्यमं ही केवळ बातम्या देण्यापुरती मर्यादित नसून ती समाजाची जाणीव विचार आणि एकात्मता घडवणारी एक शक्ती आहेत.



मी महाराष्ट्रात वाढले, त्यामुळे मला मराठी संस्कृती, मराठी सण, मराठी भाषा यांची सवय आहे. पण माध्यमांमुळे मला पंजाबचा बैसाखी, गुजरातचा गरबा, केरळचा ओणम आणि बंगालची दुर्गापूजा याबद्दलही माहिती मिळाली. टीव्हीवर जेव्हा वेगवेगळ्या राज्यांचे सण दाखवले जातात, तेव्हा मला असे वाटते की जणू मी त्या ठिकाणीच आहे. हे अनुभव माध्यमांशिवाय कदाचित कधीच मिळाले नसते.

आपल्या देशात विविधता ही फक्त शब्दात नाही, तर ती आपल्या रोजच्या आयुष्यात सुद्धा दिसते. पण ही विविधता आपल्याला समजते कशी? मला आठवतं, लहानपणी आम्ही घरात टीव्हीवर वेगवेगळ्या राज्यातील कार्यक्रम पाहायचो. दूरदर्शन वर दाखवले जाणारे विशेष कार्यक्रम, प्रादेशिक बातम्या किंवा सणांच्या विशेष कव्हरजमुळे, माझ्या मनात भारताचं एक मोठं चित्र तयार होत गेलं.

आज सोबत बसून रेडिओ ऐकण्याचा अनुभवही काही वेगळाच होता. ऑल इंडिया रेडिओ वर विविध भाषांतील बातम्या ऐकताना असं वाटायचं की संपूर्ण देश एकाच वेळी श्वास घेतोय. आवाज वेगवेगळे, पण भावना एकच. ह्या क्षणी "आपण वेगळे" हा विचार मनातच येत नाही.

आजच्या काळात सोशल मीडियामुळे ही एकता अजून वाढली आहे. माझ्या इंस्टाग्राम फिडवर मला कधी काश्मीरचे सुंदर दृश्य दिसते, तर कधी दक्षिण भारतातील मंदिर. तर कधी एखाद्या ईशान्य भारतातील विद्यार्थ्यांचा व्हॉग दिसतो. हे सगळे पाहताना मला जाणवते की आपण सगळे वेगळे असलो तरी एकमेकांशी जोडलेले आहोत.

कॉलेजमध्येही आमच्या वर्गात वेगवेगळ्या भागातून

आलेले विद्यार्थी आहेत. आम्ही अनेकदा आमच्या-आमच्या राज्यांबद्दल, तेथील विविध परंपरा, खाद्यसंस्कृतींबद्दल बोलतो. पण त्याआधीच आम्हाला त्याबद्दल थोडीफार



खाद्यसंस्कृतीतही माध्यमांमुळे बदल होताना दिसतो. पूर्वी आपल्या घरात किंवा परिसरात ठराविक प्रादेशिक पदार्थच जास्त केले जात. पण नंतर टीव्हीवरील कुकिंग शो, फूड ब्लॉग आणि सोशल मीडियावर देशभरातील वेगवेगळ्या पदार्थांची माहिती मिळू लागली. त्यामुळे आज अनेक घरांमध्ये दक्षिण भारतीय डोसा-इडली, पंजाबी पदार्थ किंवा इतर राज्यांतील रेसिपी करून पाहण्याची उत्सुकता वाढली आहे. अशा प्रकारे माध्यमांमुळे वेगवेगळ्या प्रदेशांची खाद्यसंस्कृती आपल्या दैनंदिन जीवनाचा भाग बनताना दिसते.



नारायणी जोशी

फूल खिले हैं गुलशन-गुलशन

“फूल खिले हैं गुलशन-गुलशन” हा भारतीय दूरदर्शनवरील एक अत्यंत लोकप्रिय आणि वेगळ्या धाटणीचा मुलाखत कार्यक्रम होता. १९७० ते १९९० च्या दशकात प्रसारित झालेल्या या कार्यक्रमाचे सूत्रसंचालन प्रसिद्ध पत्रकार आणि अभिनेत्री तबस्सुम यांनी केले. त्यांच्या सहज, मनमोकळ्या आणि हसतमुख शैलीमुळे हा कार्यक्रम प्रेक्षकांच्या विशेष परसंतीस उतरला होता. त्या कलाकारांशी अगदी आपुलकीने संवाद साधत आणि त्यामुळे मुलाखत ही केवळ औपचारिक न राहता जिव्हाळ्याच्या गप्पा वाटत असत. या कार्यक्रमात हिंदी चित्रपटसृष्टीतील अनेक नामवंत कलाकार, अभिनेते, दिग्दर्शक आणि इतर कलावंत सहभागी होत. त्यांच्या अभिनयप्रवासाबद्दल, वैयक्तिक अनुभवांबद्दल आणि चित्रपटसृष्टीतील आठवणींबद्दल प्रेक्षकांना थेट ऐकायला मिळत असे. त्या काळात टीव्हीवर असे कार्यक्रम फारसे नव्हते, त्यामुळे हा कार्यक्रम प्रेक्षकांसाठी कलाकारांच्या आयुष्याची एक वेगळी ओळख करून देणारा ठरला. महत्त्वाची गोष्ट म्हणजे या कार्यक्रमात भारतातील विविध भागांतील कलाकार एकाच मंचावर येत असत. त्यांची भाषा, बोलण्याची शैली, सांस्कृतिक पार्श्वभूमी आणि अनुभव वेगवेगळे असले तरी त्या संवादातून भारतीय संस्कृतीतील विविधतेचे सुंदर चित्र प्रेक्षकांसमोर उभे राहत असे. त्यामुळे हा कार्यक्रम केवळ मनोरंजनापुरता मर्यादित राहिला नाही, तर भारतातील विविध संस्कृती आणि परंपरांचा अप्रत्यक्ष परिचय करून देणारे माध्यमही ठरला.



सण साजरे करण्याच्या पद्धतीतही माध्यमांचा प्रभाव जाणवतो. एकेकाळी अनेक भागांत रंगपंचमीच्या दिवशी रंग खेळण्याची परंपरा अधिक प्रचलित होती. आपल्या परिसरातही हीच प्रथा पाहायला मिळायची. मात्र दूरदर्शनवरील कार्यक्रम, विविध राज्यांतील सणांचे प्रक्षेपण आणि सोशल मीडियावर दिसणाऱ्या होळी-धुलवडीच्या उत्साही दृश्यांमुळे लोकांना या सणाच्या वेगवेगळ्या पद्धती समजू लागल्या. देशातील अनेक भागांत धुलवडीच्या दिवशीच रंगांचा उत्सव साजरा केला जातो, हे पाहून हळूहळू काही ठिकाणी तीच पद्धत स्वीकारली जाऊ लागली. आज अनेक शहरांमध्ये आणि गावांमध्ये धुलवडीच्या दिवशी रंग खेळण्याचे चित्र दिसते. सणांच्या परंपरांमध्ये होणारा हा बदल माध्यमांचा प्रभाव आपल्या दैनंदिन आयुष्यावर कसा पडतो, याचे एक साधे पण बोलके उदाहरण ठरते.

माहिती असते आणि त्याचे कारण म्हणजे माध्यम. माध्यमांमुळे आम्ही एकमेकांना समजून घेऊ शकतो.

एक विद्यार्थिनी म्हणून मला असेही वाटते की, माध्यमांची ताकत खूप मोठी आहे. विविधता दाखवताना त्यांनी संतुलन राखले पाहिजे. वेगवेगळ्या संस्कृतींचा आदर राखत, त्यांना योग्य स्थान देणे आवश्यक आहे. कारण माध्यमे ज्या पद्धतीने एखाद्या प्रदेशाचे चित्रण करतात, त्यावर लोकांची धारणा तयार होते.

माध्यमांमुळे मला भारताच्या प्रत्येक भागाशी एक अदृश्य नातं जोडले गेल्यासारखे वाटते. मी कदाचित प्रत्येक राज्यात गेले नाही, पण माध्यमांनी मला त्या सर्वांशी ओळख करून दिली आणि ही ओळखच एकतेची पहिली पायरी आहे.

विविधतेतून एकतेकडे...

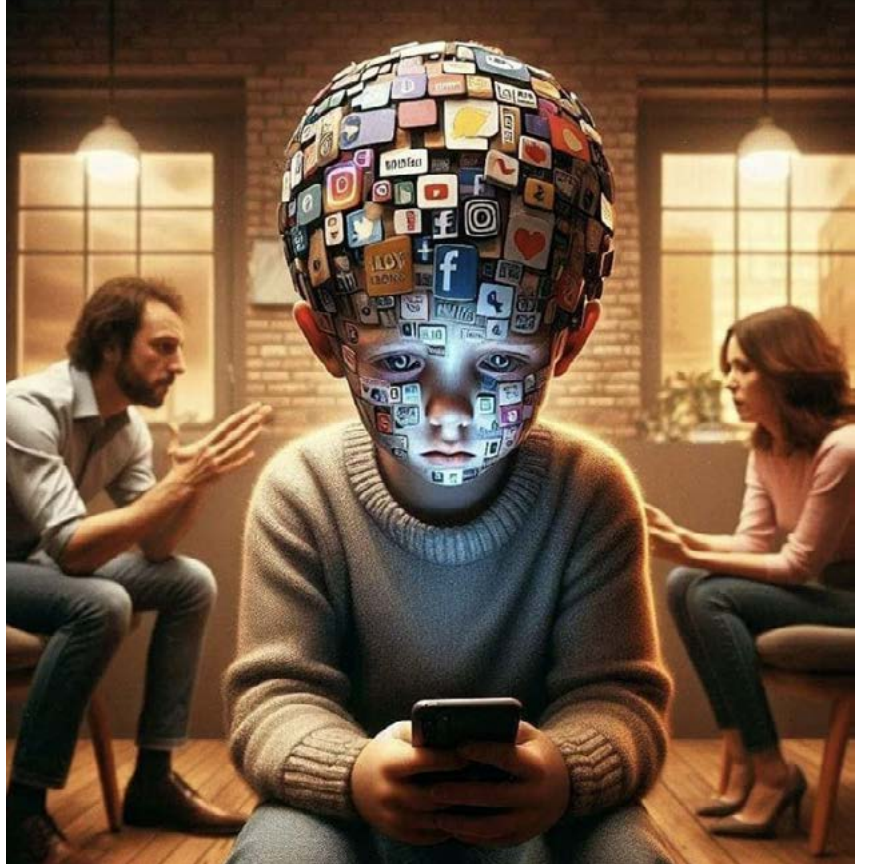
यातुनच हे लक्षात येते कि माध्यमांची जाणीव आपल्याला संवेदनशील बनवते. 'विविधतेत एकता' ही फक्त संविधानातील एक ओळ नाही, तर ती एक भावना आहे आणि ही भावना प्रत्येक भारतीयापर्यंत पोहोचवण्याचे काम माध्यमं करत आहेत. एक मास कम्युनिकेशनची विद्यार्थिनी म्हणून माझेही स्वप्न आहे की भविष्यात मी अशा माध्यमांचा भाग बनावे, जे लोकांना जोडण्याचे आणि देशाला एकत्र ठेवण्याचे काम करतात.

कारण माझ्यासाठी माध्यम म्हणजे फक्त स्क्रीनवरील बातमी नाही तर, ते देशातील प्रत्येकाच्या हृदयाला जोडणारा एक जिवंत धागा आहे.



माहिती - माध्यम - मन! स्क्रीनकेंद्री जगाचे करायचे काय?

आजचा आधुनिक काळ हा वेगवान माध्यमांचा आहे. तंत्रज्ञानाच्या आधारे वृत्तपत्रे, दूरदर्शन, रेडिओ यांच्या सारख्या पारंपारिक माध्यमांच्या व सोशल मिडीया, डिजिटल प्लॅटफॉर्म यांच्या माध्यमातून माहिती काही क्षणांत जगभर पोहोचते. या माध्यम विकासांमुळे समाजाच्या प्रगतीला चालना मिळत असली, तरी या सर्व माध्यमांचा मानसिक आरोग्यावर होणारा परिणामही तितकाच महत्त्वाचा आहे. ही माध्यमे केवळ माहिती देण्याचे साधन नाहीत, तर विचार, भावना आणि वर्तन घडवणारी प्रभावी माध्यमे आहेत.



मानसिक आरोग्य म्हणजे केवळ मानसिक स्वास्थ्य नव्हे, तर व्यक्तीचे भावनिक, सामाजिक आणि मानसिक संतुलन चांगले असणे. मानसिक आरोग्य म्हणजे व्यक्तीला स्वतः मधील क्षमता ओळखता येणे, दैनंदिन ताण-तणावांचा सामना करता येणे, आपल्या वैयक्तिक व सामाजिक आयुष्यातील सर्व बदलांचा स्वीकार करत त्यानुसार आपली विचार पद्धती विकसित करणे. आधुनिक जीवनशैली, स्पर्धा, ताण, एकटेपणा आणि डिजिटल माध्यमांवर अवलंबून राहणे यामुळे मानसिक आरोग्य हा अत्यंत महत्त्वाचा विषय आहे.

पूर्वी माहितीची साधने मर्यादित होती. वृत्तपत्रे आणि रेडिओ, ही त्यातीलच दोन प्रमुख माध्यमे. त्यानंतर दूरदर्शन आले आणि माहिती अधिक दृश्यात्मक व सखोलपणे सर्वांपर्यंत पोहोचायला लागली. आज सोशल मिडीया, ऑनलाइन न्यूज पोर्टल्स, पॉडकास्ट्स आणि

व्हिडिओ प्लॅटफॉर्ममुळे प्रत्येक व्यक्ती माहितीचा निर्माता आणि ग्राहक दोन्ही बनले आहेत. प्रत्येक व्यक्ती आपण या माध्यमांवर कसे चांगले दिसू याचाच विचार करत असतात. माध्यमांमध्ये झालेल्या या बदलामुळे, प्रत्येक व्यक्ती आपली मते परखडपणे मांडू लागले, लोकशाही बळकट झाली, माहिती सर्वांसाठी उपलब्ध झाली आणि सामाजिक प्रश्नांवर चर्चा वाढली. देशाच्या विकास प्रक्रियेत माध्यमे अनेक विषयात प्रबोधनाचे कार्य करतात. शासनाच्या योजना, सामाजिक उपक्रम आणि आरोग्यविषयक मोहिमा लोकांपर्यंत पोहोचवणे हे माध्यमांचे महत्त्वाचे कार्य आहे. मानसिक आरोग्याच्या संदर्भात शासकीय धोरणे, हेल्पलाइन क्रमांक, समुपदेशन सेवा यांची माहिती लोकांपर्यंत पोहोचवणे राष्ट्राच्या विकासासाठी उपयुक्त ठरते.

शैक्षणिक कार्यक्रम, प्रेरणादायी कथा आणि सकारात्मक बातम्या मानसिक बळ वाढवतात. ग्रामीण



आनंदी कन्हाडकर

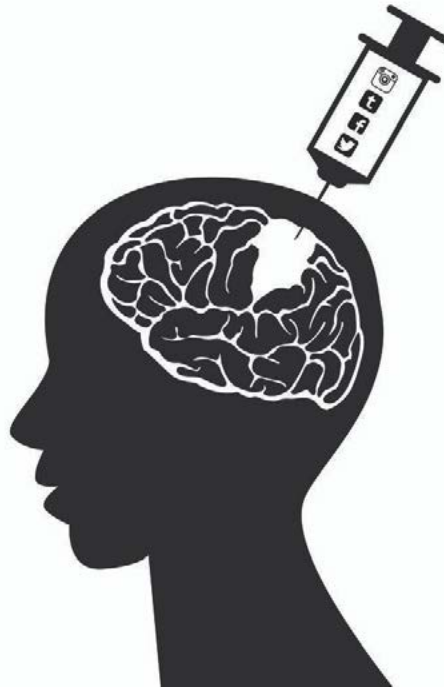
पालक, शिक्षक आणि समाजाने तरुणांना डिजिटल साक्षरतेचे महत्त्व पटवून द्यायला हवे हे जरी खरे असले तरी त्याचा योग्य तो वापर कसा करावा हे देखील सांगणे अत्यंत गरजेचे आहे. माध्यमांचा संतुलित वापर, विश्रांतीचा वेळ, कुटुंबासोबत संवाद आणि मैदानी खेळ यामुळे मानसिक आरोग्य सुधारू शकते.

भागात रेडिओ आणि दूरदर्शनच्या माध्यमातून मानसिक आरोग्याविषयी जागरूकता निर्माण केली जाऊ शकते आणि शहरी भागांमध्ये आधुनिक माध्यम ही कामे करताना दिसून येतात. माध्यमांनी जबाबदारीने आणि संवेदनशीलतेने बातम्या सादर केल्यास समाजात सकारात्मक बदल घडू शकतो. मात्र, या सर्व बदलांसोबत माणसाच्या मानसिक आरोग्यावर देखील चांगले व वाईट दोन्ही परिणाम दिसून आले.

आजकालची आधुनिक माध्यम मानसिक आरोग्यासोबतच अनेक विषयांवर समाजात जागरूकता निर्माण करण्यात महत्त्वाची भूमिका बजावत आहेत. विविध मोहिमा, तज्ज्ञांच्या मुलाखती, माहितीपट आणि लेख यांच्या माध्यमातून नैराश्य, चिंता, नकारात्मक प्रवृत्ती, व्यसनाधीनता यांसारख्या विषयांवर चर्चा सुरु झाली आहे. जे विषय आधी लोकांच्या बोलण्यात नव्हते त्याच विषयांवर आता लोक अधिक प्रमाणात बोलत आहेत. यामुळे मानसिक आरोग्याविषयी असलेली भीती आणि गैरसमज कमी होण्यास मदत झाली आहे. प्रत्येक विषयाला चांगली व वाईट दोन्ही बाजू असतात हे या माध्यमांमुळे अधिक प्रभावीपणे लोकांसमोर मांडणी सोपे झाले आहे आणि याचमुळे लोकांची विचार पद्धती अधिक विकसित होत आहे.

सोशल मीडियावर अनेक सपोर्ट ग्रुप्स आणि हेल्पलाइनची माहिती सहज उपलब्ध होते आहे. संकटाच्या काळात ऑनलाइन समुपदेशन आणि मानसिक आरोग्य तज्ज्ञांची मदत घेणे सोपे झाले आहे. विशेषतः कोविड-१९ काळात डिजिटल माध्यमांनी लोकांना एकमेकांशी जोडून ठेवले आणि मानसिक आधार दिला.

या माध्यमांमुळे जसे चांगले बदल समाजात घडत आहेत तसेच माध्यमांचा अतिरेक वापर मानसिक आरोग्यासाठी घातक ठरू शकतो असे सुद्धा काही तज्ञांचे म्हणणे आहे. सोशल मीडियावरील तुलना, 'परफेक्ट लाइफ' दाखवणाऱ्या पोस्ट्स, लाईक्स आणि फॉलोअर्सची स्पर्धा यामुळे अनेक तरुणांमध्ये न्यूनगंड, असुरक्षितता आणि ताण वाढताना दिसत आहे. तसेच सततच्या नकारात्मक बातम्या, गुन्हेगारी, अपघात आणि हिंसाचाराच्या बातम्यांमुळे समाजात भीती आणि चिंता निर्माण होताना दिसत आहे. फेक न्यूज आणि अफवांमुळे समाजात अस्वस्थता निर्माण



आजची तरुण पिढी डिजिटल माध्यमांशी घट्ट जोडलेली आहे. शिक्षण, मनोरंजन आणि संवाद या सर्व गोष्टी ऑनलाइन झाल्या आहेत. मात्र, स्क्रीन टाइम वाढल्यामुळे झोपेचा अभाव, एकाग्रतेची कमी आणि सामाजिक संवादात घट दिसून येत आहे. यामुळे मानसिक आरोग्यावर परिणाम होतो आहे.

होत आहे. ट्रोलिंग, सायबरबुलिंग आणि ऑनलाइन छळ यामुळे अनेक युवक मानसिक तणावाचा सामना करत आहेत. काही प्रकरणांत याचे गंभीर परिणामही दिसून आले आहेत. त्यामुळे माध्यमांचा वापर जबाबदारीने करणे आवश्यक आहे.

माध्यम विकास हा समाजाच्या प्रगतीसाठी अत्यंत आवश्यक आहे. मात्र, या विकासाचा मानसिक आरोग्यावर होणारा परिणाम लक्षात घेणे तितकेच गरजेचे आहे. माध्यमे जागरूकता निर्माण करू शकतात, मानसिक आरोग्याविषयी असलेले कलंक दूर करू शकतात आणि समाजाला सकारात्मक दिशा देऊ शकतात. त्याचबरोबर अतिरेकी आणि गैरजबाबदार वापर मानसिक तणाव वाढवू शकतो. म्हणूनच, माध्यमांचा संतुलित आणि सजग वापर करणे ही प्रत्येकाची जबाबदारी आहे. विकासाच्या प्रवासात मानसिक आरोग्याला प्राधान्य दिल्यामुळेच समाज खऱ्या अर्थाने सक्षम, निरोगी आणि प्रगत होईल.



जागतिक आरोग्य संघटना

जागतिक आरोग्य संघटनेच्या (WHO) अहवालानुसार, जगातील प्रत्येक ८ पैकी १ व्यक्ती कोणत्या ना कोणत्या मानसिक आरोग्याच्या समस्यांशी सामोरे जात आहेत. त्यामुळे मानसिक आरोग्याबाबत जागरूकता निर्माण करणे आणि योग्य माहिती लोकांपर्यंत पोहोचवणे हे माध्यमांचे महत्त्वाचे सामाजिक कर्तव्य मानले जाते.

- जगातील जवळपास १ अब्ज लोक काही ना काही मानसिक आरोग्य समस्यांशी झुंज देत आहेत, असे जागतिक आरोग्य संघटनेच्या अहवालात नमूद केले आहे.
- संशोधनानुसार, मानसिक आरोग्याच्या समस्या असलेल्या लोकांपैकी अर्ध्याहून अधिक लोक योग्य उपचार किंवा मदत घेत नाहीत, कारण समाजातील गैरसमज आणि लाज वाटण्याची भावना अजूनही अस्तित्वात आहे.
- आज अनेक देशांमध्ये १० ऑक्टोबर हा "जागतिक मानसिक आरोग्य दिन" म्हणून साजरा केला जातो, ज्याचा उद्देश मानसिक आरोग्याबद्दल जागरूकता वाढवणे हा आहे.
- माध्यमांमध्ये मानसिक आरोग्याविषयी संवेदनशील आणि सकारात्मक पद्धतीने बातम्या व कार्यक्रम सादर केले गेले, तर लोकांमध्ये मदत घेण्याची तयारी वाढते, असे अनेक अभ्यासांमध्ये आढळले आहे.
- सोशल मीडियावर चालणाऱ्या #MentalHealthAwareness सारख्या मोहिमांमुळे अनेक तरुण मानसिक आरोग्याबद्दल खुलेपणाने बोलू लागले आहेत.
- तज्ज्ञांच्या मते, मोकळेपणाने संवाद साधणे, भावना व्यक्त करणे आणि गरज भासल्यास तज्ज्ञांची मदत घेणे हे मानसिक आरोग्य टिकवून ठेवण्यासाठी अत्यंत महत्त्वाचे आहे.

माध्यमे आणि संरक्षणदल : रणांगणाबाहेरील लढाई

देशाच्या सुरक्षेची लढाई केवळ रणांगणावरच लढली जात नाही, तर ती रणांगणाबाहेरही लढली जाते. या लढाईत महत्त्वाची भूमिका निभावतात ती म्हणजे माध्यमे. प्रिंट, इलेक्ट्रॉनिक आणि डिजिटल माध्यमांच्या मदतीने देशातील नागरिकांपर्यंत योग्य, सत्य आणि माहिती पोहोचवली जाते. युद्धकाळातील परिस्थिती, सैनिकांचे पराक्रम, संरक्षण क्षेत्रातील प्रगती आणि देशाच्या सुरक्षेची संबंधित घडामोडी याबद्दल जनतेला माहिती देऊन माध्यमे जनजागृती करण्याचे मोठे काम करतात. त्यामुळे सैनिकांप्रती आदर, देशभक्तीची भावना आणि राष्ट्रविषयी अभिमान निर्माण होतो. म्हणूनच रणांगणावर सैनिक जसे देशाचे रक्षण करतात, तसेच रणांगणाबाहेर माध्यमे सत्य माहिती आणि जनमताच्या माध्यमातून देशाच्या सुरक्षेत महत्त्वाची भूमिका बजावतात.



देवप्रिया लघाटे

देशाच्या सीमांचे रक्षण करण्यासाठी आपले सैनिक कायम तैनात असतात. हिरोजी इंदूरकरांची 'सेवेचे ठायी तत्पर' ही उक्ती भारतीय सैनिकांच्या बाबतीत अगदी चपखल बसते. रणांगणावर शत्रूचा नाश करण्यासाठी प्रसंगी स्वतःच्या प्राणाची पर्वा ही न करता ते लढतात. पण ज्याप्रमाणे रणांगणावर लढाई होते त्याचप्रमाणे रणांगणाबाहेरही लढाई सुरुच असते. रणांगणाबाहेरील लढाई म्हणजे माध्यमांद्वारे दिलेल्या माहितीची व जनमताची. प्रिंट, इलेक्ट्रॉनिक, डिजिटल मीडियाच्या माध्यमातून लोकांपर्यंत योग्य माहिती पोहोचवली जाते.

माध्यमांद्वारे लोकांमध्ये जनजागृती केली जाते त्याचप्रमाणे संरक्षण दलांविषयी आदर व आत्मीयता निर्माण करण्याचे काम देखील मीडिया करते. सैनिकांचे पराक्रम, कष्ट, युद्धनीती ह्याबद्दल दिलेल्या बातम्यांमुळे लोकांच्या मनात आपल्या देशाबद्दल आणि सैनिकांबद्दल अभिमान जागृत होतो. आत्मनिर्भर भारत अंतर्गत संरक्षण क्षेत्रात होत असलेल्या प्रगतीबद्दल माध्यमातून माहिती मिळते. स्वदेशी शस्त्रनिर्मिती, आधुनिक तंत्रज्ञान, लढाऊ विमाने, क्षेपणास्त्रे, इत्यादींच्या निर्मिती बाबत सकारात्मक जनमत निर्माण करण्यात माध्यमे उपयोगी ठरतात.

जनमत तयार करणे, विरोधी प्रचाराला अचूक तथ्यांनी योग्य ते उत्तर देणे, सैनिकांचे व सामान्य नागरिकांचे खच्चीकरण करण्यासाठी केलेले विरोधी प्रोपोगंडे व देशविरोधी अफवा खोडून काढत तटस्थ भूमिकेतून सत्य माहिती प्रसारित करण्याचे काम मीडिया करते. ह्याचप्रमाणे थेट युद्धभूमीवरील बातम्यांच्या वार्तांकनात देखील मीडिया अग्रेसर आहे. १९४८ च्या युद्धापासून ते आत्ताच्या ऑपरेशन सिंदूर पर्यंत माध्यमांनी वेळोवेळी योग्य ते वार्तांकन केले आहे. १९६२ च्या भारत - चीन युद्धात भारताचा पराभव झाला तरी माध्यमांनी राजकीय नेतृत्वावर प्रश्न उपस्थित केले असले तरीही आपल्या भारतीय सैनिकांचे मनोबल वाढवण्याचा देखील



बांगलादेशशुक्ती युद्धानंतर पाकिस्तानी सैन्याधिकारी लेफ्टनंट जनरल एएके नियाझी यांच्याकडून शरणागती पत्रकावर स्वाक्षरी करून घेताना भारतीय लष्कराच्या पूर्व विभागाचे प्रमुख लेफ्टनंट जनरल जगजितसिंग अरोरा.

प्रयत्न केला आहे.

तसेच १९७१ च्या भारत - पाकिस्तान युद्धाची चर्चा सर्वटिकाणी होती. माध्यमांमुळे युद्धभूमीवरील युद्धजन्य परिस्थितीच्या खऱ्याखऱ्या वार्ता लोकांसमोर आल्या. १९९९ च्या ऑपरेशन विजय (कारगिल युद्ध) दरम्यान माध्यमांनी प्रत्यक्ष युद्धभूमीवरून 'रिअल टाइम' अपडेट देत जनतेचे डोळे आणि कान म्हणून काम केले.

अगदी अत्ताचं सांगायचं झालं तर ऑपरेशन सिंदूर बद्दल राष्ट्रीय सुरक्षेची काळजी घेत योग्य ती माहिती मीडिया नी लोकांपर्यंत पोहोचवली व त्यामुळे सामान्य नागरिकांना युद्धाबद्दल सखोल माहिती मिळू लागली व त्यांचा देशावरील अभिमान अधिक वाढला.

एकूणच प्रत्यक्ष लढाईसाठी सैनिक सज्ज आहेतच पण रणांगणाबाहेरील लढाईसाठी प्रिंट आणि इलेक्ट्रॉनिक माध्यमे नेहमीच तयार असतील.



१९६२ च्या भारत - चीन युद्धानंतर भारतीय जवानांशी संवाद साधताना तत्कालीन पंतप्रधान पंडित जवाहरलाल नेहरू.

पर्यावरण संवर्धनात युवकांची भूमिका

आजच्या काळात पर्यावरण संवर्धन हा विषय फक्त चर्चेपुरता मर्यादित राहिलेला नाही तर सोशल मीडियामुळे सर्वसामान्य लोकांच्या मनावर प्रभाव पडत आहेत. वाढते प्रदूषण, प्लास्टिकचा वाढता वापर, कमी होत जाणारी हिरवळ आणि बदलतं हवामान याचा थेट परिणाम सामान्य माणसाच्या आयुष्यावर होत आहे. या सगळ्या बदलांच्या काळात पर्यावरणासाठी आवाज उठवणारा एक मोठा वर्ग पुढे येताना दिसतो आहे — तो म्हणजे युवक. विशेष म्हणजे या युवकांचा आवाज पोहोचतो आहे सोशल मीडियाच्या माध्यमातून.



अमेय घटे

पूर्वी पर्यावरणाशी संबंधित विषय वर्तमानपत्रांच्या पानांपुरते मर्यादित असायचे. आज मात्र मोबाइल फोनवर स्करोल करतानाच नदीतील कचऱ्याचे फोटो, तोडलेल्या झाडांचे व्हिडिओ किंवा प्लास्टिकमुळे त्रस्त झालेल्या प्राण्यांचे दृश्य दिसते. ही दृश्य पाहून अनेक युवक अस्वस्थ होतात आणि त्यातूनच सोशल मीडिया कॅम्पेनची सुरुवात होते. “प्लास्टिक वापर टाळा”, “झाडे लावा”, “पाणी वाचवा” अशा मोहिमा युवक स्वतःहून सुरु करत आहेत.

सोशल मीडियाचा मोठा फायदा म्हणजे लोकांशी थेट संवाद साधता येतो. एखादा युवक आपल्या परिसरातील पर्यावरण समस्या फोटो किंवा व्हिडिओद्वारे मांडतो, तेव्हा ती पोस्ट अनेक लोकांपर्यंत पोहोचते. काही वेळा अशा पोस्टवर चर्चा होते, प्रश्न विचारले जातात आणि स्थानिक प्रशासनालाही त्याची दखल घ्यावी लागते. अशा प्रकारे सोशल मीडिया युवकांसाठी आपली भूमिका मांडण्याचं माध्यम बनतो.

पर्यावरण संवर्धनाशी संबंधित सोशल मीडिया कॅम्पेन केवळ ऑनलाइन मर्यादित राहत नाहीत, हे अनेक उदाहरणांतून दिसून येते. समुद्रकिनारे स्वच्छ करण्याच्या मोहिमा, नदी स्वच्छता उपक्रम, वृक्षारोपण कार्यक्रम यासाठी युवक सोशल मीडियावरून एकत्र



येतात. पोस्ट, स्टोरी, व्हिडिओ यांच्या माध्यमातून कार्यक्रमाची माहिती दिली जाते आणि प्रत्यक्ष सहभागही वाढतो. यामुळे पर्यावरण रक्षण ही वैयक्तिक जबाबदारी न राहता सामूहिक प्रयत्न बनतो.

या कॅम्पेनमध्ये दृश्य माध्यमांचा प्रभाव मोठा असतो. प्रदूषणामुळे झालेले नुकसान किंवा स्वच्छतेनंतर दिसणारा बदल हे फोटो आणि व्हिडिओ लोकांना लगेच समजतात. अनेक युवक पर्यावरण विषय सोप्या भाषेत मांडण्यासाठी छोटे व्हिडिओ, माहितीपूर्ण पोस्ट तयार करतात. त्यामुळे पर्यावरण संवर्धनाचा विषय कंटाळवाणा न वाटता जवळचा वाटतो.

शैक्षणिक संस्थांमध्येही सोशल मीडियाचा वापर पर्यावरण विषयासाठी होताना दिसतो. महाविद्यालयीन युवक पर्यावरण दिन, जागतिक जलदिन अशा निमित्ताने ऑनलाइन मोहिमा राबवतात. काही विद्यार्थी गट स्थानिक पर्यावरण प्रश्नांवर माहिती गोळा करून ती सोशल मीडियावर मांडतात. यामुळे इतरांनाही त्या प्रश्नांची जाणीव होते.

अर्थात, सोशल मीडियाचा वापर करताना जबाबदारीही तितकीच गरजेची आहे. चुकीची माहिती पसरवली जाण्याची शक्यता असते. त्यामुळे विश्वासार्ह स्रोतांवर आधारित माहिती देणं महत्त्वाचं ठरतं. तरीही एक गोष्ट स्पष्टपणे दिसते की सोशल मीडियामुळे पर्यावरण संवर्धनात युवकांचा सहभाग वाढला आहे.

पर्यावरण रक्षण ही केवळ सरकारची जबाबदारी नाही, तर समाजातील प्रत्येक घटकाची आहे. सोशल मीडिया युवकांना ह्या जबाबदारीची जाणीव करून देतो आणि त्यांना कृतीसाठी एक व्यासपीठ उपलब्ध करून देतो. त्यामुळे सामाजिक विकासाच्या प्रक्रियेत युवक आणि सोशल मीडिया यांची भूमिका अत्यंत महत्त्वाची ठरत आहे.



Media : Shaping Society and the Nation

In today's fast-moving world, information travels faster than ever before. From morning newspapers to social media notifications the media has become an inseparable part of our daily lives, shaping our thoughts, decisions, and even the future of our nation. At the same time the growing influence of digital platforms and instant communication has made the media more powerful than ever. It not only informs the public but also shapes opinions, drives debates, and raises social awareness, playing a crucial role in a democratic society.



Media plays a very important role in our society. It includes newspapers, television, radio, And social media platforms like YouTube and Instagram. Media helps people get Information, knowledge, and awareness about what is happening around them. It also Influences people's thinking, opinions, and behavior. Because of this strong influence, media is called an agent of social change and national development. It connects people with the world and helps them stay informed.

Social change means positive

changes in society that improve people's lives. Media creates awareness about important social issues such as poverty, education, gender equality, health, and environmental protection. When people watch news, read articles, or See campaigns, they understand these issues better. For example, campaigns like Beti

Bachao Beti Padhao were promoted through media. This campaign helped people Understand the importance of saving and educating the girl child. Media helps in changing People's mindset and encourages them to



Parth Dongre

support good causes.

Media also plays an important role in education. Educational programs are shown on Television, radio, and online platforms. Students can learn new skills and gain knowledge Through educational videos, online classes, and documentaries channels like Doordarshan provide useful educational content for students. During the COVID-19 Pandemic, media helped students continue their studies through online learning. Media Also spreads awareness about health, hygiene, and career opportunities, which helps Students make better decisions for their future.

Media is very important for democracy. It informs people about government policies, elections, and public welfare schemes. This helps citizens make informed decisions and participate in the democratic process. Organizations like the Press Information Bureau share official information, and media spreads it to the public. Media also acts as a watchdog by questioning wrong actions and showing the truth. This helps in maintaining transparency and accountability in the government.

Media also contributes in economic development. Businesses use media to advertise their products and services. This helps companies reach more customers and grow their business. As businesses grow, they create job opportunities, which improves the economy. Media also provides information about jobs, entrepreneurship, and business opportunities. Many people learn new skills and start their own businesses after getting Information through media. Media promotes culture, unity, and national integration. It shows different traditions, festivals, languages, and cultural programs. This helps



people understand and respect different cultures. Radio services like All India Radio provide useful information to farmers and rural people about agriculture, weather, and government schemes. This helps in rural development and improves people's lives.

In today's digital age, social media has become a powerful tool for development. It allows People to share information quickly and raise their voices about social problems. Media also helps during emergencies like natural disasters by providing safety information and updates. It connects people from different regions and promotes awareness, cooperation, and unity.



In conclusion, media plays a key role in social change and national development. It informs, educates, and empowers people. Media supports education, democracy, economic growth, and cultural development. Therefore, media is an important tool for the progress and development of the nation



Establishment of FTII

The Film and Television Institute of India (FTII) was established in the year 1960 and was formerly known the 'Film Institute of India'. It was a department of the Ministry of Information and Broadcasting of the Government of India. In 1971, FTII came to be known as the 'Film and Television Institute of India' (FTII) and soon started in-service training programs for Doordarshan, India's public broadcaster. The Television Training wing, which was earlier functioning in New Delhi, shifted to Pune in 1974. Thereafter, the institute became fully aided by the Ministry of Information and Broadcasting. Along with the name change, FTII became an Autonomous Society under the Ministry of Information and Broadcasting, run by a Governing Council and its appointed Director.



Film and Television Institute of India

From Ink to Internet : The Media Evolution

Media has undergone a remarkable transformation over the years, evolving from traditional print forms to digital platforms we use today. Earlier newspapers, magazines, etc were the primary sources through which people received news and information. Over time, technological advancements introduced radio and television, bringing audio and visual communication into everyday life. Today, the internet and social media have completely changed the way information is created, shared, and consumed. This shift from ink to internet has not only made communication faster and more accessible but has also reshaped how people interact with news, entertainment, and each other.



Mukta Umbarkar

In its earliest form, media was dominated by print. Newspapers and magazines were the primary sources of information, carefully edited and published for the public. Newspapers though reliable, were not quick and were limited to distribution speed and geographical reach. The first newspaper that was printed and distributed in India was Hicky's Bengal Gazette founded by James Augustus Hicky in 1780. The newspaper played a crucial role in calling attention to the colonial maladministration which was later seized by the British government in 1782 for its outspoken nature.

"Early newspapers marked the beginning of organized mass communication."

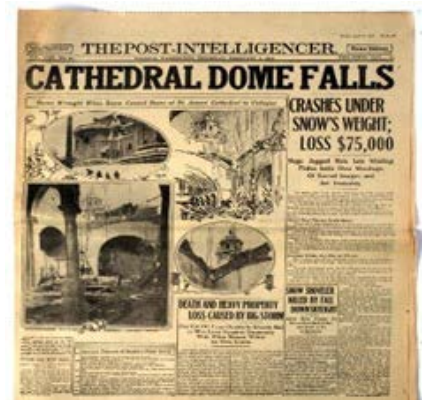
The arrival of radio and later television marked the first major turning point in mass communication. News could now be delivered directly into people's homes, making information more immediate and engaging. Television also introduced visual storytelling, which made global events feel more real and personal. As advertising expanded, media began to grow not only as an information source but also as a powerful industry influencing consumer behaviour and public opinion.

However, the real revolution began with the rise of the internet. Digital technology transformed media from a one-way communication system into an interactive network. The media that exists or operates through the internet is known as New media. New media is faster, easy to access and globally accessible. Social platforms such as YouTube, Instagram, and X allow ordinary individuals to share ideas, report events, and express opinions instantly. This has given rise to citizen journalism and increased the diversity of voices in public discourse.

The new media allows two way communication unlike traditional media.

"Today's new media world: instant, interactive, and infinite."

Entertainment media has also evolved rapidly in the digital age. Streaming services like Netflix and Disney+ have replaced fixed schedules with on-demand content. Audiences can now watch what they want, when they want, leading to more personalized viewing experiences and global exposure for regional stories.



Looking ahead, media will continue to evolve with developments in artificial intelligence (AI), immersive technology, and interactive storytelling. Newsrooms are already experimenting with automated reports, virtual reality documentaries, and audience-driven content formats. The future of media will likely focus on personalization, ethical responsibility, and meaningful engagement.

From ink on paper to information on screens, media has evolved from printed newspapers into a global digital system that shapes how we think, learn, and interact while influencing culture and social change worldwide, and it will keep expanding as new technologies and ideas emerge.



Mememes in Development Communication

Today, social media has become an important part of our daily lives. People spend a lot of time scrolling through social media platforms where memes are one of the most common types of content. While memes are often created for fun and entertainment, they have slowly become a powerful way of communicating ideas and messages. Many memes today talk about serious topics such as mental health, social issues, politics, and the environment. Because they are simple, humorous, and easy to understand, this shows that in the digital age, memes are not just jokes but an important tool of communication and social awareness.



Nirmiti Holam

In the age of digital media, communication has become faster, visual, and highly interactive. Among the many forms of online content, memes have emerged as one of the most powerful tools of communication. Initially created for entertainment, memes today play an important role in development of communication by spreading awareness, shaping opinions, and encouraging social change. Their ability to combine humor, images, and relatable text makes them highly effective in capturing attention.

Mememes simplify complex development issues such as public health, environmental sustainability, gender equality, education, and mental health. Serious topics that often fail to engage audiences through traditional media become more accessible when presented through mememes shared widely on platforms like Instagram, X (Twitter), Facebook, and WhatsApp. Mememes reach diverse audiences within seconds. This rapid circulation helps development messages travel beyond geographical and social boundaries.

One of the strongest aspects of mememes is youth participation. Young people actively create, remix, and share mememes, making communication more participatory and democratic. Through humor, satire, and irony, mememes allow youth to express opinions, question authority, and highlight social issues. This has contributed significantly to digital activism and online movements, where mememes act as tools of resistance as well as awareness.

Mememes also create emotional connections. Laughter, sarcasm, or shared frustration helps audiences

relate to the issue on a personal level. When people relate emotionally, they are more likely to engage, discuss, and act. In this way, mememes turn passive scrolling into active thinking and discussion.

However, mememes must be used responsibly in the development of communication. Oversimplification, misinformation, or insensitive



content can weaken the message and harm the cause. Ethical awareness and accuracy are essential while using humor to address serious social issues.

Mememes have transformed communication in the digital age. A simple click can lead to awareness, a share can spread ideas, and collective engagement can inspire change. Mememes prove that communication for development can be creative, engaging, and impactful at the same time.



Indian Media in the Age of Artificial Intelligence

Technology is transforming almost in every field. Nowadays new technologies help people create, share and receive information faster. One of the most powerful and rapidly developing technologies is Artificial Intelligence (AI). It is changing the way news is produced, distributed and consumed around the world. Artificial Intelligence (AI) is technology that helps machines perform tasks like thinking, analysing data, and making decisions. In Indian media, AI is used for news reporting, fact-checking, personalized content, and targeted advertising.

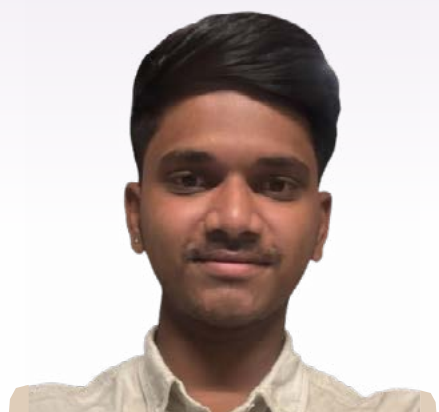


The Indian media industry is changing very fast because of Artificial Intelligence (AI). AI means machines and computer systems that can perform tasks which normally require human intelligence, such as understanding language, analyzing data, and making decisions. In a country like India, where millions of people consume news and entertainment every day, AI has become a powerful tool. It is helping media organizations to create, manage, and share content in quicker and smarter ways.

In journalism, AI is making work easier for reporters and editors. Many news organizations use AI to collect information,

analyze large amounts of data, and even prepare short news reports. For example, AI can quickly generate updates on cricket matches, stock market results, weather reports, or election trends. This saves time for journalists, allowing them to focus more on detailed reporting and investigative stories. AI tools are also used for fact-checking. In India, fake news easily spread through social media, and AI systems help detect false information and verify facts. This helps maintain trust in media.

AI has also changed the way people receive news and entertainment. Today, digital platforms such as news apps,



Raman Lande

In advertising AI plays a important role

In advertising and marketing, AI plays a very important role. Media companies and brands use AI to understand audience preferences and target specific groups with suitable advertisements. For example, if someone searches for shoes online, they may start seeing shoe advertisements on different websites. AI helps in measuring campaign performance and analyzing customer responses. Chatbots and voice assistants are also used to communicate with customers instantly. This makes marketing more interactive and efficient.

OTT platforms like Netflix and Amazon Prime Video, and social media platforms like Instagram and Facebook use AI algorithms. These algorithms study user behavior what we watch, read, like, and share. Based on this data, they suggest similar content. This is called content personalization. It improves user experience because people see content that matches their interests. However, it also creates a problem known as a “filter bubble,” where users only see one side of a story and may not get different viewpoints.

Despite these advantages, AI also brings challenges. One major concern is job security. Some people fear that automation may reduce the need for human workers in newsrooms. There are also concerns about data privacy, as AI systems collect and analyze personal information. Another serious issue is deepfake technology. AI can create fake videos and images that look real. Such content can spread misinformation and damage reputations. This can affect media



Despite these advantages, AI also brings challenges. One major concern is job security. Some people fear that automation may reduce the need for human workers in newsrooms.

credibility and even threaten democracy.

In conclusion, Artificial Intelligence is both a blessing and

a challenge for Indian media. It improves speed, accuracy, and audience engagement, but it also raises ethical and professional concerns. Therefore, AI should be used responsibly. Human judgment, strong ethics and proper rules are necessary to ensure that technology supports the media without harming society.



Media and Technological Development in Modern India

Artificial Intelligence (AI) is a modern technology that helps machines perform tasks similar to human thinking, such as analysing data learning from information, and making decisions. In Indian media, AI is used for news reporting fact-checking, personalized content, and targeted advertising. It also helps media organizations understand audience behaviour, manage large amounts of data, and deliver faster, more accurate, and relevant news to people across different digital platforms.

Modern India is a story of rapid change, and at the heart of this transformation lies the powerful influence of media and technology. Together, they have reshaped how people communicate, access information and participate in society. From traditional print to digital platforms, the journey reflects not only technological progress but also a shift in mindset and everyday life.

For decades, newspapers, radio, and television were the primary sources of information for Indians. Morning newspapers shaped public opinion, radio connected remote regions, and television brought news, entertainment and education into living rooms across the country. These forms of media played a vital role in building awareness, strengthening democracy and creating a shared cultural identity in a diverse nation.

The digital revolution marked a turning point. The spread of the internet transformed media from a one-way system into an interactive experience. News moved online, voices multiplied and information became instant. People were no longer just readers or viewers, they became contributors. Blogs, online forums and digital publications gave space to diverse opinions and encouraged dialogue on social, political and cultural issues.

Mobile technology further accelerated this change. Affordable



smartphones and widespread internet access brought millions of Indians online for the first time. Social media platforms became daily companions, shaping conversations and influencing decisions. They allowed small businesses to grow beyond local boundaries, enabled creators to build careers and helped citizens engage directly with leaders and institutions. Government initiatives increasingly relied on digital platforms to deliver services



Disha Chaturvedi

and share information, making governance more accessible.

Media and technology have also transformed education and work culture. Online learning platforms and virtual classrooms have expanded access to education, especially for students in smaller towns and rural areas. Technology driven media has created new professions in digital journalism, content creation, software development, and online marketing. This shift has not only generated employment but also strengthened India's position in the global digital economy.

Despite these advancements, challenges remain. The speed at which information spreads has raised concerns about misinformation and credibility. Issues related to data privacy and unequal access to technology continue to exist. As media becomes more powerful, the need for responsible reporting, ethical technology use and digital literacy becomes increasingly important.

In essence, media and

Media and technology have also transformed education and work culture. Online learning platforms and virtual classrooms have expanded access to education, especially for students in smaller towns and rural areas.

technological development have become central to modern India's identity. They have connected communities, amplified voices and opened doors to innovation and opportunity. As India continues to evolve, the thoughtful and inclusive use of media and technology will play a crucial role in shaping a future that is informed, connected and progressive.

Modern India is a story of rapid change. Media and technology have also transformed education and work culture. Media and technological development have become central to modern India's identity.



'Mathrubhoomi

'Mathrubhoomi' is one of the most respected Malayalam newspapers from Kerala. It was founded during India's freedom movement and, even today, continues to uphold journalistic integrity.

'Dinamalar', a Tamil-language newspaper, originates in Tamil Nadu. It focuses on political, social, and entertainment news.

'Sadhana', a well-known Gujarati publication, is widely appreciated for its literary and social content. Not only does it encourage intellectual debates, but it also promotes cultural discussions.

'Dharitri' is an Odia-language newspaper from Odisha. It extensively covers state politics, the economy, and local affairs.



The Impact of Movies and Television on Human Behavior

Movies and television reach large audiences across different age groups, cultures, and social backgrounds. People watch them regularly, and over time the ideas shown on screen can influence their thinking and actions.



Celina

Media is an important part of everyday life. It influences how people think, behave, and understand society. Among different forms of media, movies and television are especially powerful because they use visuals, sound, and storytelling to communicate ideas. They do more than entertain people. They shape opinions, values, and behavior.

Movies and television reach large audiences across different age groups, cultures, and social backgrounds. People watch them regularly, and over time the ideas shown on screen can influence their thinking and actions. Visual media affects how people see relationships, culture, success, and social issues. Because of this strong influence, movies and television play an important role in social development.

They shape cultural values, influence attitudes, affect emotional responses, guide consumer choices, and contribute to identity

formation. At the same time, media can promote positive social change but can also reinforce stereotypes or unrealistic expectations. Understanding how movies and television influence human behavior helps us understand media's role in society and development.

Cultural Influence and Social Norms

Movies and television help shape cultural values and social norms. They show what society considers acceptable behavior, traditions, and lifestyles. When people watch these portrayals repeatedly, they begin to see them as normal or desirable.

Visual media both reflects and influences culture. It shows existing social practices but also introduces new ideas that can change people's attitudes. For example, movies often present ideas about gender roles, family relationships, and social expectations. These portrayals influence how people think they

should behave in real life.

Media can also promote social change by challenging traditional beliefs or encouraging equality. However, it can sometimes reinforce stereotypes if certain groups are shown in limited or negative ways. Because of its wide influence, media plays an important role in shaping cultural identity and social behavior.

Social Learning and Imitation

People often learn by observing others. Movies and television provide strong examples of behavior, and viewers may copy what they see on screen. Characters in films and TV shows often act as role models who influence viewers' actions and decisions.

For example, people may imitate the way characters dress, speak, or interact with others. They may also learn how to handle conflicts, relationships, or emotions by watching these characters. This process shows how media acts as an informal source of learning.

This influence can be positive when media promotes helpful values such as cooperation, kindness, and responsibility. At the same time, it can also encourage negative behavior if viewers imitate violence, aggression, or unhealthy habits. This shows that media plays a strong role in shaping behavior patterns.

Formation of Attitudes and Beliefs

Movies and television also shape people's attitudes and beliefs. Through stories, messages, and characters, media influences how audiences think about social, cultural, and political issues.

Films and television programs often present certain viewpoints about society. When audiences are repeatedly exposed to these viewpoints, they may begin to accept them as true. For example, media can influence opinions about social justice, environmental issues, or cultural practices.

Media therefore plays an

Influence on Lifestyle & Behavior Patterns

Movies and television influence lifestyle choices by presenting certain ways of living as desirable. They often show ideas about success, relationships, and social status that shape viewers' goals and expectations.

For example, media often shows wealth, fame, and luxury as signs of success. This may influence individuals to pursue similar goals. Media also shapes ideas about career choices, family life, and personal ambitions.

While media can motivate people to achieve their goals, unrealistic portrayals may create false expectations. When real life does not match what is shown on screen, it can lead to dissatisfaction or confusion. This shows that media has a strong influence on lifestyle and behavior.



important role in spreading awareness and shaping public opinion. It helps people understand social issues and encourages discussion about important topics. Because of this influence, movies and television contribute to social development by shaping how individuals understand the world.

Emotional Influence and Empathy

Movies and television create strong emotional responses in viewers. Through storytelling, audiences connect with characters and experience emotions such as happiness, sadness, fear, or excitement. These emotional experiences influence how people think and behave.

Watching emotional stories can increase empathy and understanding. People may develop

compassion for others by seeing different life experiences on screen. This helps individuals understand different perspectives and improves social awareness.

However, emotional influence can also shape perceptions in unrealistic ways. Media sometimes exaggerates situations, which may affect how people understand real-life problems. Even so, the emotional power of media plays an important role in shaping human behavior.

Socialization and Identity Formation

Media plays an important role in socialization by teaching people social values and expectations. Through movies and television, individuals learn how society functions and how they are expected to behave.

The Influence of Social Media on Consumer Behavior



Influence on Consumer Behavior

Movies and television also influence consumer behavior. They often show characters using certain products, brands, or lifestyles, which affects viewers' preferences and buying decisions.

When audiences see popular characters using specific products, they may want to use them as well. This practice, known as

product placement, shapes market trends and consumer choices. Media therefore influences not only social behavior but also economic activity.

However, this influence also raises concerns about materialism and consumer pressure. It shows how media can shape personal choices in subtle ways.

Media also contributes to identity formation, especially among young audiences. It presents ideas about beauty, success, relationships, and self-worth that influence how individuals see themselves. People often compare their lives with what they see in media.

While media can help individuals understand their identity, unrealistic standards may also create pressure and affect self-esteem. This shows the importance of balanced and responsible media representation.

Impact on Relationships

Movies and television influence how people understand relationships. They often present idealized versions of love, friendship, and family life. These portrayals shape expectations about communication, trust, and emotional connection.

People may expect their real-life relationships to match



what they see on screen. While positive representations can encourage healthy relationships, unrealistic portrayals may lead to disappointment or misunderstanding.

Media therefore plays an important role in shaping interpersonal relationships and social interaction.

Movies and television play a major role in shaping human behavior and social development. They influence cultural values,

attitudes, emotions, identity, and lifestyle choices. Through social learning, representation, and emotional storytelling, visual media affects how people understand themselves and society.

Media has the power to promote awareness, empathy, and social change. At the same time, it can also reinforce stereotypes and create unrealistic expectations. Because of this strong influence, it is important for individuals to engage with media critically.

As media continues to grow and reach wider audiences, understanding its impact becomes increasingly important. When used responsibly, movies and television can support individual growth and contribute to social progress. Their influence makes them powerful tools for communication and development in modern society.



Regional Language Media and Its Impact in India

In a country as diverse as India, where many languages and cultures live together, regional language media plays a very important role in democracy. By sharing news and information in people's mother tongue, it helps citizens understand issues clearly and take part in social and political discussions. At the same time, because it has the power to shape public opinion, regional media must work with responsibility, accuracy, and sensitivity to avoid misinformation and bias.



Sushil Rathod

India is a country where there are a variety of languages and cultures that co-exist. There are more than 22 officially recognized languages and dialects, which marks the need of regional language media. Regional language media plays a major role in shaping communication, identity and public opinion. Regional language media spreads through newspapers, television channels, radio stations, and digital platforms that operate in local languages. Regional language media has emerged as a powerful change in Indian society.

The biggest impact of regional language media is its ability to reach the roots of the population. As India is a country with different languages there exist people who are comfortable to watch or consume any type of media in their mother tongue. Regional language media also bridges the communication gap by providing information to propel in their mother tongue which is easy to understand and comprehend. This increases the awareness among the citizens and increases their participation in societal issues.

One of the remarkable things about regional media is that they preserve the local culture and languages by providing media or news or information on their language. Through regional

language movies or folk programs or regional news regional media is preventing extinction of regional languages.

However, the major challenge faced by regional media is biasness. There are people who can get offended or hurt by some



information or cultural programs of a particular region. Lack of maturity or professional ethics lead to these kinds of problems. Sometimes due to certain audiences regional media can face backlash due to their lack of maturity.

In conclusion, regional language media plays a crucial role in Indian media and despite its challenges, it does have a major impact in creating social awareness among people and making them actively participate in political discussions. Regional media thus is a backbone of Indian media.



Media as a Driver of Cultural Globalization

Media plays a powerful role in bringing different cultures closer together. Through television, films, music, news, and social media platforms, people are constantly exposed to traditions, lifestyles, languages, and ideas from different parts of the world. This continuous flow of cultural content allows individuals to learn about and adopt elements from other societies. Media therefore acts as an important driver of cultural globalisation by spreading cultural values, trends, and practices across borders and influencing how people think, communicate, and express their identities in a globalized society.



Vidhi Naresh Shah

In today's world, development is not restricted to only economic growth or technological advancement. It also includes social transformation, cultural exchange and sharing of ideas across borders.

Cultural globalisation refers to the spread of beliefs, traditions, languages, fashion, and entertainment from one society to another. The media acts as a medium of exchange. With the help of satellite television, digital streaming services, cultural products travel instantly across continents. For example, the Indian film 'RRR' received international recognition and introduced global audiences to the Indian film industry. Similarly, the South Korean series 'Squid Game' became famous worldwide, influencing fashion trends, popular culture and even language. These examples explain how media can travel across borders and promote cultural interconnectivity.

Digital platforms have broadened this process. Streaming services such as Netflix and social media platforms like Instagram allows creators to showcase their talent and content to international audiences. Local music, independent films and traditional art forms gained global visibility without depending on traditional media platforms. As a result, smaller cultures are gaining recognition across borders.

It helps people understand and respect other cultures. It reduces misunderstandings between countries. It also creates economic growth because movies, music, and fashion have become popular worldwide, bring income. Tourism also increases when people get interested in another country's culture.

However, media-driven cultural

globalization also has some problems. One big issue is that strong and popular cultures can slowly overpower local cultures. For example, Western media influences many people to follow the same fashion, language, and lifestyle. Because of this, some traditional customs and local identities may become weaker. Also, social media and online platforms often promote only popular and trending content. This means smaller or less popular cultures may not get enough attention.

Despite these challenges, the media remains a powerful tool for cultural development. Instead of



completely replacing local cultures, it often creates a mix of global and local influences. Many countries adopt global trends while still preserving their own traditions. This shows that media not only spreads culture but also helps in shaping a more connected and aware global society.

In conclusion, the media plays a significant role in the development of a country as a driver of cultural globalization. It connects people, spreads ideas, and promotes cultural exchange. Although it has certain drawbacks, its contribution to cultural development and global understanding is very important in today's digital age.



Media and Nation-Building : Lessons Beyond the Classroom

Nation-building is often discussed in textbooks, classrooms, and news debates. But as students of Mass Communication, we realized that nation-building is not just an idea. It is something that can be seen, felt, and experienced. Our educational tour to Gujarat became one such journey where media, history, culture, and national identity came together to teach us lessons far beyond the classroom.



Parth uttekar



As students from Pune, stepping into a different state itself was the first realization of India's diversity. Gujarat, a land deeply connected with India's freedom struggle, political leadership, and modern development, offered us a powerful perspective on how a nation evolves and how media plays a role in documenting and shaping that journey.

Our visit to media institutions like the National Institute of Mass Communication and Journalism and TV9 Gujarati helped us understand how regional media contributes to nation-building. We saw how news is not just about reporting events, but about representing people, highlighting issues, and giving voice to society. Regional media plays a crucial role in connecting local realities with the national narrative. It ensures that every region, every culture, and every citizen becomes part of the country's collective story.

At the same time, visiting places like Sabarmati Ashram reminded us how communication has always been at the heart of nation-building. Mahatma Gandhi did not just lead movements; he communicated ideas that united millions. His words, writings, and speeches became powerful tools that shaped the nation's consciousness. As media students, this made us realize the responsibility that comes with

communication.

One of the most defining moments of our tour was visiting the International Border near Bhuj. Standing at the edge of our country, watching the Indian flag wave proudly, and seeing the dedication of our security forces gave us a feeling that cannot be expressed in words. At that moment, we understood that nation-building is not only done by leaders and soldiers, but also by storytellers, journalists, and communicators who bring these stories to people.

Our visit to universities, historical monuments, and cultural sites also showed how development and heritage coexist. The Statue of Unity, the legacy of Sardar Vallabhbhai Patel, and the progress of Gujarat reflected how leadership, vision, and communication together shape a nation's future. This tour taught us that media is not just a profession. It is a responsibility. Media informs people, preserves history, questions systems, and connects citizens. It plays a vital role in strengthening democracy and national identity.

This Gujarat tour did not just show us a different state. It showed us our role as future media professionals. It taught us that journalism is not only about careers, but about contributing to the nation.



How Social Media is Helping Rural Businesses Grow

In today's digital era, social media has become an important platform for business growth. Earlier, rural businesses depended mainly on local markets and word-of-mouth to sell their products. However, with the increase in smartphone and internet usage in villages, many small entrepreneurs are now using platforms like Instagram, Facebook, and WhatsApp to promote their products. Social media helps them reach a larger audience, connect with customers directly, and expand their businesses beyond their local areas. As a result, it is playing a key role in helping rural businesses grow and gain recognition.

Today, that story is changing. Social media has quietly entered rural India — not as a luxury, but as a lifeline. What once seemed like an app only for photos and entertainment has now become a bridge between villages and the wider world.

A Simple Phone, A Big Opportunity

The arrival of affordable internet, especially after Reliance Jio expanded low-cost data services, made smartphones common even in small villages. Suddenly, the internet was not something distant it was in people's hands. With platforms like Facebook, Instagram, WhatsApp, and YouTube, rural entrepreneurs found a new way to speak about their work.

A woman making homemade papad or pickles no longer needs a physical shop in the city. She can simply click a photo, post it online, and share it with her contacts. Orders start coming through messages. Payments are made digitally. Couriers pick up the parcels. What once required heavy investment now only needs confidence and consistency.

Giving Local Art a Wider Stage

India's villages are full of creativity. Handwoven sarees, bamboo crafts, pottery, handmade jewellery — these skills have existed for generations. The problem was never talent; it was visibility. Social media gives these artisans a stage. When a craftsman shares a video of weaving a saree or shaping clay into a pot, people don't just see a product — they see effort, tradition, and culture. That emotional connection matters. Customers today value authenticity, and rural creators can show it directly.

Farmers Finding Their Own Voice

For farmers, social media has become more than a selling platform it is also a classroom. Many farmers watch videos to



HARSH ZALTE





learn modern farming techniques, organic methods, or new crop patterns. Some even start their own channels, sharing their experiences and advice with others. Slowly, they build communities.

Through WhatsApp groups and Facebook pages, farmers now connect directly with customers. Instead of depending entirely on middlemen, they can sell vegetables, fruits, and dairy products straight to buyers. This not only increases profit but also builds trust. The Challenges Are Real.

Customers know exactly where their food is coming from.

A Quiet Revolution for Women

Perhaps the most touching change is seen in women's lives. Many rural women who once had limited financial independence are now running small online businesses from their homes. They sell homemade snacks, stitched clothes, beauty products, and handmade items through social media pages.

The income may start small, but the impact is huge. It brings confidence. It brings respect. It brings decision-making power within families. Social media is not just giving them customers it is

giving them identity.

The Challenges Are Real Of course, the journey is not perfect. Some people struggle with digital literacy. Internet connectivity can be weak in remote areas. There are risks of online fraud. Not everyone

What is happening in rural India is more than digital marketing. It is social change.

Villages are no longer isolated from opportunity. A small home-based business can now dream bigger. A farmer can speak directly to customers. An artisan can find buyers far beyond local fairs.

understands online payments or delivery systems easily. But even with these challenges, the progress is visible. With better training and awareness, rural entrepreneurs can use these tools more safely and effectively.

Social media is not just changing timelines or feeds it is changing futures. From local to digital, rural businesses are growing one post, one message, and one order at a time.



India's first attempt to use technology as an educational tool

The Kheda Communication Project in India from 1975-1990 used television as an educational tool for rural communities. A low-power transmitter broadcast local programming to 650 community TV sets installed in 400 villages of Kheda district.

Satellite Instructional Television Experimentor SITE was an experimental satellite communications project launched in India in 1975, designed jointly by NASA and the Indian Space Research Organization

The experiment ran for one year from 1 August 1975 to 31 July 1976, covering more than 2400 villages in 20 districts of six Indian states and territories (Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa, Rajasthan).

An ISRO technician next to a working model of the solid-state television set, designed with NASA assistance, for use in SITE.





Role of Media in Democracy and Nation Building

A few years ago, if someone in a small village made the best pickles, the most beautiful sarees, or the freshest vegetables, only people nearby would know about it. Their talent stayed local. Their market stayed small. Growth was slow, and opportunities were limited.

Media is often called the fourth pillar of democracy after the legislature, executive, and judiciary. It includes newspapers, television, radio, and digital platforms. In a democratic country, media plays a vital role in spreading information, shaping public opinion, and connecting citizens with the government. It not only strengthens democracy but also contributes to nation building by promoting awareness, unity, and development.

Media and Democracy

1. Providing Information

In a democracy, people have the right to know about government policies, elections, and social issues. Media informs citizens about current events and helps them make informed decisions, especially during elections. An informed public leads to a stronger democracy.

2. Watchdog of Government

Media acts as a watchdog by questioning government actions and exposing corruption, injustice, or misuse of power. This keeps

leaders accountable and ensures transparency. When media reports honestly, it protects democratic values.

3. Platform for Public Opinion

Media provides a platform for debates, discussions, and expression of opinions. Citizens can share their views through news channels, social media, and articles. This encourages participation in democratic processes and strengthens freedom of speech.

4. Promoting Equality and Rights

Media highlights issues related to human rights, gender equality, and social justice. By giving voice to marginalized communities, it ensures that every citizen's concerns are heard in a democracy.

Role of Media in Nation Building

1. Creating Awareness

Media spreads awareness about health, education, environment, and government schemes. Campaigns on cleanliness, vaccination, and literacy motivate people to participate in national development.



Samiksha Raul

ROLE OF MEDIA IN DEMOCRACY AND NATION BUILDING

- Educates and creates Awareness
- Promotes freedom of expression
- Media as the fourth pillar of democracy
- Acts as a bridge between government and people

2. Promoting Unity and National Integration

Media connects people from different regions, languages, and cultures. National news, cultural programs, and patriotic content create a sense of unity and belonging among citizens.

3. Encouraging Development

Media supports economic and social development by promoting education, technology, and innovation. It informs people about job opportunities, government programs, and development projects.

4. Disaster and Crisis Communication

During natural disasters or emergencies, media provides important information and safety instructions. It helps in rescue efforts and spreads awareness quickly, which is essential for nation building.

5. Cultural Preservation

Media promotes art, culture, traditions, and heritage. By

showcasing cultural diversity, it strengthens national identity and pride.

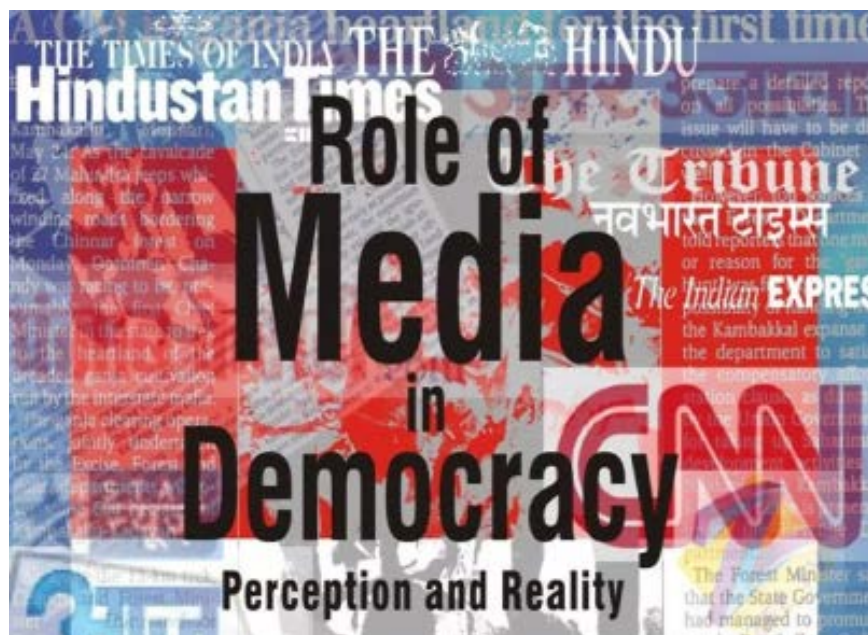
Challenges Faced by Media
Despite its importance, media faces several challenges:

Fake news and misinformation
Political or corporate pressure
Sensationalism and bias

Lack of ethical journalism

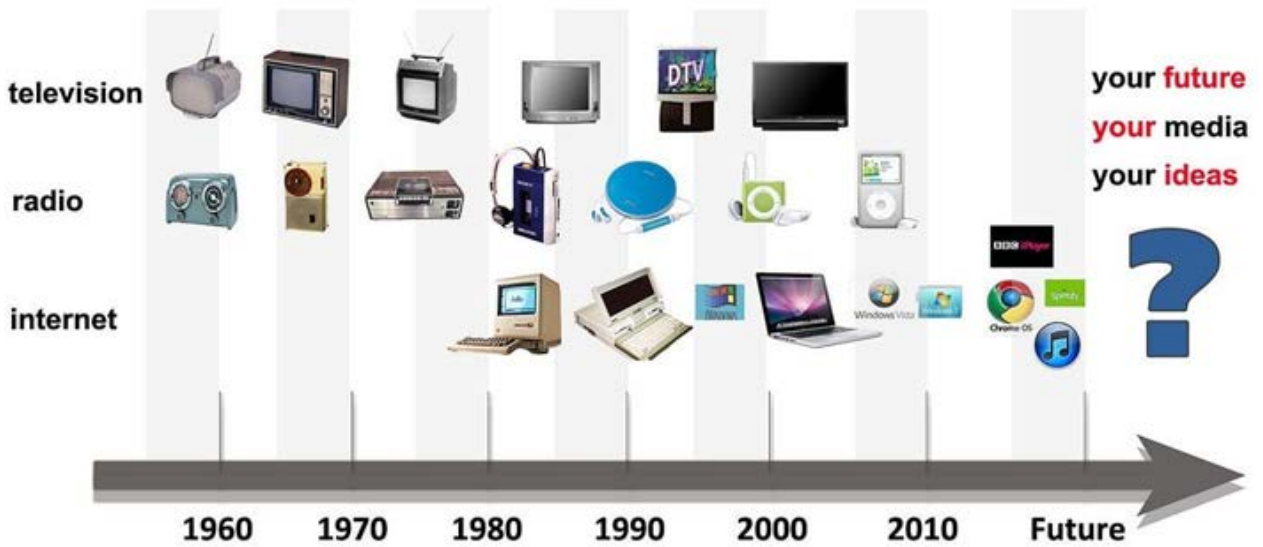
To maintain democracy, media must remain independent, truthful, and responsible.

Media plays a crucial role in both democracy and nation building. It informs citizens, ensures accountability, promotes unity, and supports development. A free and responsible media strengthens democratic values and helps build a strong, progressive nation. Therefore, maintaining ethical and unbiased journalism is essential for the growth of any democratic society.



Azadi Ki Amrit Kahaniyan

A Celebration of Extraordinary Stories in Partnership with India's Ministry of Information and Broadcasting
Netflix and the Ministry of Information and Broadcasting, have come together to honor unique real-life stories of extraordinary individuals through a series of inspiring short videos. Bela Bajaria, Global Head of TV, Netflix, said, "Great stories can come from anywhere and are ever so inspiring when they are about people who rise against the odds. In partnership with the Ministry of Information and Broadcasting, Azadi Ki Amrit Kahaniyan focuses on celebrating remarkable individuals and their stories that can inspire people in India and around the world."



The Evolution of Audience: From Passive Viewers to Active Participants

Earlier, people simply received information from newspapers, radio, and television without having the ability to respond publicly. The audience was mostly passive, listening and accepting what media organizations presented. Today, audiences do not just consume content they react, comment, share, and even create their own media. This shift has turned the audience into active participants in the media world.



Ashish Lora

There was a time when being an audience was very simple. People would wake up in the morning, read the newspaper, and trust whatever was written in it. In the evening, families would sit together and watch television. Some would listen to the radio while working. That was their daily routine. There was no option to reply, comment, or share opinions with the whole world. Media spoke, and people listened quietly.

In those days, communication was one-way. Newspapers, radio stations, and television channels decided what news people would see and hear. If something was printed or broadcast, it was mostly accepted as the truth. Ordinary people did not have a public platform to question it. Even if someone disagreed with a news report or a TV show, they could only discuss it at home or with friends. Their voice did not go beyond their small circle.

Feedback was also very slow. Some people wrote letters to the editor, but only a few letters were published. Others made phone calls to radio stations. It

took days or even weeks for any response. Because of this, media organizations had more control, and the audience had less power.

But everything started changing with the growth of the internet.

Today, when a news channel posts a story online, thousands of comments appear within minutes.

When smartphones became common and social media platforms like Instagram, YouTube, and X appeared, people suddenly got a voice. Now, anyone could comment on a post, share a video, or express their opinion openly. Communication became two-way. Media could speak, but the audience could reply immediately.

When a movie trailer is released, people quickly share their reactions. Sometimes public opinion becomes so strong that filmmakers, brands, or even politicians are forced to respond. This clearly shows that the



audience now has real power.

Another big change is that people are not only reacting they are also creating. Earlier, only journalists, editors, and celebrities created content for the public. Now students, vloggers, influencers, and even small business owners create videos, reels, blogs, and podcasts. A person with just a smartphone and internet connection can reach millions of people. The audience has slowly become a producer.

This change is often called participatory culture. It simply means that people are actively involved in media instead of just watching it. They make memes, start online discussions, create fan pages, and share information. They are part of the media process.

There are many positive effects of this shift. Media has become more democratic. People from different backgrounds can share their stories and raise social issues. Social movements grow faster

because people support and spread them online. Voices that were earlier unheard can now be noticed.

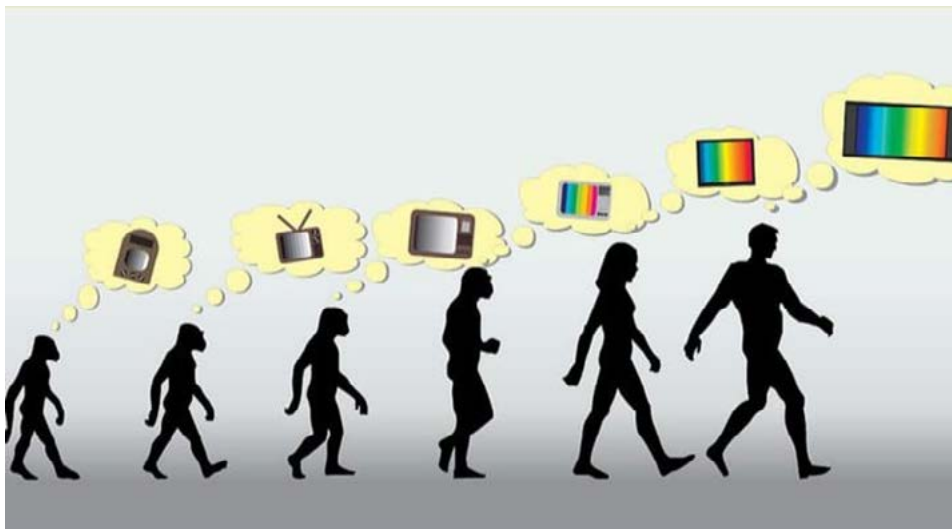
Even with these challenges, one thing is clear: the audience is no longer passive. It is active, expressive, and powerful. The relationship between media and audience has changed completely. Today, people do not just consume content they shape it. In the future, the difference between media

However, there are also negative effects. Sometimes people share news without checking facts, which spreads misinformation. Online trolling and hate comments have also increased. Because everyone can post anything, wrong information can travel very quickly.

creators and the audience may become even smaller.

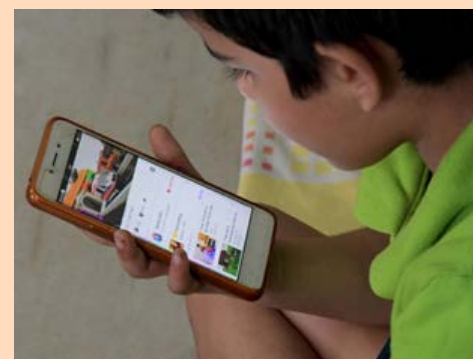
A timeline showing how media has changed over time — TV, radio → digital devices — useful to show evolution of audience.

A simple comparison between traditional media icons and social media reactions great for contrasting old vs new media interaction.



Lockdown acted as a "digital catalyst"

Did you know that the COVID-19 lockdown acted as a "digital catalyst" for Indian youth, permanently shifting their relationship with social media from casual entertainment to a fundamental life utility? During the pandemic, average screen time among those aged 15–29 surged by over 80%, and even after restrictions lifted, usage remained 51% higher than pre-2020 levels. This era birthed a massive "creator economy," where millions of young Indians transitioned from passive consumers to active digital entrepreneurs. Today, social media serves as a primary hub for non-formal education, identity formation, and professional networking, making digital connectivity an inseparable part of the modern Indian youth's psychological and social DNA.





Social Media and Crisis Communication in India

Social media has become an essential tool during emergencies. It helps share fast and accurate information during disasters and health crises. In India, digital platforms play a key role in crisis communication and public support.

In today's world, social media has become an important tool for communication, especially during emergencies. Crisis communication means sharing correct and timely information during disasters or emergencies to reduce harm and protect people. In India, platforms like Twitter (now X), WhatsApp, Facebook, and Instagram have played a major role in spreading real-time information during natural disasters, health crises, and other emergencies.

Unlike traditional media such as newspapers and television, social media allows two-way communication. People can not only receive information but also share updates, photos, and requests for help. This active participation has changed how crises are managed in India. Social media is now an important part of development communication.

Social Media During Natural Disasters

Surrounded by floodwaters, he turns his phone into a signal of survival—where connection becomes as vital as rescue in times of disaster.

India often faces floods, cyclones, and earthquakes, so crisis communication is very important. During the Kerala floods in 2018, social media helped in rescue operations. People posted emergency messages, shared their locations, and circulated helpline numbers. Rescue teams used this information to find and help victims quickly.

During Cyclone Amphan in 2020, social media provided weather updates and safety instructions. Local WhatsApp groups helped communities share warnings and coordinate relief work. These examples show how social media reduces response time and encourages collective action.

Government agencies also use social media for disaster management. The National Disaster Management Authority (NDMA) uses digital platforms to share updates and reduce confusion during emergencies.

Social Media During the COVID-19 Pandemic

The COVID-19 pandemic was a major global crisis. In India,



Ayush Rajguru

social media became an important source of information and support. Government departments used Twitter and Facebook to share guidelines, vaccination details, and safety measures.

During the second wave in 2021, when hospitals were overcrowded, social media helped people find hospital beds, oxygen cylinders, plasma donors, and financial support. Volunteers and organizations shared verified information to help others.

However, there were also problems. False medical advice and rumors spread quickly online.

The World Health Organization (2020) called this problem an “infodemic.” This shows that while social media is helpful, it also requires responsible use and digital awareness.

Citizen Journalism and Participation

Social media has encouraged citizen journalism. Ordinary people can share photos, videos, and live updates from disaster areas. Often, this information reaches the public before traditional news channels.

This participation makes people active contributors in crisis management instead of just passive viewers. Development communication supports this idea

because community involvement is important for social progress.

However, since there is no strict editing process, false information can also spread. Therefore, fact-checking and ethical sharing are very important.

Challenges and Limitations

Even though social media is helpful during crises, it has some limitations. Misinformation spreads quickly. Not everyone has internet access, especially in rural areas. Sometimes panic increases due to unverified news. There is also a risk of data privacy issues.

Social media has changed crisis communication in India. During natural disasters and the COVID-19 pandemic, digital platforms helped in fast information sharing, rescue coordination, and community support. They connect citizens, government agencies, and relief organizations, strengthening national development.

However, social media must be used responsibly. Proper regulation, digital literacy, and coordination with traditional media are necessary. When used carefully, social media becomes a powerful tool for development and crisis management.



In the age of digital media, every witness holds the power to document, share, and shape the narrative in real time.



Star Sports

By 2026, Star Sports has solidified a near-total “monopoly” on Indian sports broadcasting through a strategic merger that created the giant JioStar. This powerhouse now commands an estimated 85% of India's sports viewership market, unifying all major cricket properties—the IPL, WPL, and ICC tournaments—under a single banner. With a massive network of 24 channels, the broadcaster has effectively absorbed its main competitor, Sports18, ensuring that almost every high-stakes match is accessed through their platforms. This consolidation has created a “predictable commercial environment” for advertisers but has also raised concerns about reduced competition, as a single entity now controls the primary “remote” to India's most-watched sporting spectacles.

Media and Educational Development in 21st Century India

How Media Is Shaping Modern Education In the 21st century, media plays a big role in improving education in India by making learning simple, engaging, and accessible to every student anytime and anywhere. Media helps students understand their subjects better. Many topics that seem difficult in textbooks become easier when explained through videos, animations, or real-life examples. Students can learn anytime and from anywhere.



Bhagyashri Sable

When we think about education in India, we often imagine schools, classrooms, teachers, books, and exams. For many years, learning mainly happened inside the classroom, and students depended only on textbooks and teachers for knowledge. However, in the 21st century, education in India has changed greatly. One of the main reasons for this change is the growth of media. Today, media has become an important part of education and learning.

In present times, students are surrounded by media in their daily lives. We attend online classes, watch educational videos, listen to lectures, and read study materials on our phones and computers. Television channels also show educational programs for school and college students. Because of the internet and media, students can learn anytime and from anywhere. A student living in a small village can now access the same information as a student studying in a big city. This has helped reduce the gap between different areas and made education more reachable for many people.

Educational media makes learning more interesting and enjoyable. It encourages students to ask questions, explore new topics, and learn at their own speed. This kind of learning helps students gain better understanding instead of just memorizing answers.

Another important role of media is creating awareness about problems in the education system. News reports and discussions talk about issues such as poor school facilities, lack of teachers, exam stress, and unequal access to education. When these issues are shown in the media, people across the country become aware of them. Parents, students, and teachers can share their experiences,

Media and Educational Development in 21st Century India

- Internet, television, and digital platforms support learning.
- Students attend online classes and watch educational videos.
- Study materials are available on smartphones and computers.
- Media provides information about careers and opportunities.



and this sometimes leads to changes in policies and improvements in the system. Media also plays a role in guiding students about their future. Through interviews, talk shows, and online platforms, students learn about different careers, courses, and opportunities. Success stories of students, teachers, scientists, and professionals motivates young generation to work hard and believe in themselves. Media helps students see how education can improve their lives and help them contribute to society.

In the 21st century, media and education in India are closely connected. Media has made education more accessible, flexible, and interesting. At the same time, it teaches students to stay informed and think carefully. When used in a positive and responsible way, media can strongly support educational development and help build a knowledgeable and confident generation for the future of India.



Cinema Beyond the Screen : A Silent Force in Development

Cinema is more than just watching a movie for entertainment. It is an experience that connects people with emotions, stories, and ideas. Many times we watch films for fun, but without realizing it, cinema slowly influences the way we think and understand the world. A single movie can make us feel empathy, question social problems, or inspire us to see life differently. Through powerful storytelling, cinema reflects society while also encouraging change. In this way, cinema goes beyond the screen and becomes a silent yet powerful force that contributes to the development of individuals and society.



Ayushma Dhile

Cinema quietly influences our thoughts, emotions, and even the way we see the world. Movies do not just tell stories; they change our perspective. When we watch characters struggle, grow, or succeed, we feel connected to them. A film about mental health makes us more sensitive. A movie about injustice makes us angry in the right way. That is the power of cinema, and it often happens without us even noticing.

Cinema is also like a cultural mood board. It reflects language, traditions, culture, family dynamics, and social values. Regional films, especially, help preserve local cultures and identities, keeping traditions alive for future generations.

Cinema also addresses important social issues. Many films highlight problems such as gender inequality, discrimination, caste, and toxic mindsets. These films start conversations among people. That conversation itself is development. Not all revolutions start with protests; sometimes they begin with a film scene that deeply moves people.

Economically, cinema also plays a major role. The film industry creates thousands of jobs not just for actors, but also for editors, designers, writers, makeup artists, and technicians. Additionally, when movies showcase beautiful locations, tourism increases because people want to visit those places. In this way, cinema supports local economies.

On a personal level, movies inspire us. Sometimes we connect with the main character's journey, and sometimes even the antagonist teaches us something meaningful. One powerful dialogue can become a life motto. One character can influence our mindset, confidence,

ambition, and lifestyle. Cinema quietly shapes how we think, express ourselves, and present ourselves to the world.

Cinema is not just about watching a story for three hours and forgetting it the next day. It stays with us. It shapes our opinions, introduces new ideas, and helps us understand different perspectives. It preserves culture, reflects traditions, and keeps us aware of what is happening in society.



Cinema starts conversations at dinner tables, in classrooms, and on social media. It creates opportunities, provides employment, and boosts economic growth. On a personal level, it inspires dreams and gives people the courage to believe in themselves.

Low-key powerful, but highly impactful, cinema works quietly yet its influence runs deep in society.

“cinema is a mirror that can change the world.”



sharing knowledge and ideas. Students learn through videos, posts, groups, and discussions. Encourages digital communication and awareness.

Use in assignment: Shows how social media has become an important part of education and daily life. Social media is everywhere in modern society. Whether as an online interface between friends, a source of information and news, or a marketing tool, few people can get through a day without interaction through some form of digital platform. People, including me, use a wide variety of them. For example, I may use the image platform for news and a social aspect, in particular to keep updated on the progress of a publication. I would use another platform to keep in touch with current affairs and, in doing so, use them both as a form of access to digital communities. But, at the same time, it is posited that they are also “a classroom; an office; a political town hall; [and] a form of self-help resources.” This shows the range of ways in which these platforms have transformed the media landscape.

Healthy and Grassroots Development Community.

Health Workers Health Insurance Mobile Health Community Health Financing Health Education Message :Focuses on grassroots development in the health sector. Shows step-by-step improvement in community health. Use of technology and education to improve rural healthcare.

The Grassroot Development Support and Rural Enlightenment Initiative is a multidisciplinary organization committed to fostering sustainable development and promoting social inclusion for marginalized and excluded people and communities. We work across various sectors, including health, access to justice, sustainable environment,

Health and Grassroots Development



education, agriculture, and livelihoods, through integrated support that empowers individuals and communities to build a better future.

Growth and Expansion

A tree in the center → symbol of growth, connectivity, and expansion.

The branches spread in different directions → how social media reaches many areas of life. The icons on the branches represent:

- Mobile phones & apps
- Communication (messages, email, chat)
- Likes, reactions, people/networks
- Privacy & security
- E-commerce & services
- Media sharing (photos, videos)
- Internet & global reach

The global media and entertainment (E&M) sector is experiencing rapid expansion and transformation, with total revenue projected to reach USD 3.5 trillion by 2029, growing at a 3.7% compound annual growth rate (CAGR). This growth is heavily driven by internet advertising, which is set to overtake consumer spending, and the increasing dominance of digital platforms over traditional media. India, in particular, is one of the fastest-growing territories globally, with its E&M sector expected to grow at an 8.3% CAGR to reach INR 365k crore by 2028.

Impact of Media on Our Society.

Media helps people communicate and share information quickly. It spreads news, knowledge, and awareness among society. One of the most obvious impacts of social media on modern society is how it has revolutionized communication, both on an interpersonal and massive scale. Communication, either between friends, family, or business associates, has become vastly faster since the introduction of social media. Messaging applications allow people to talk in real-time for free from across the world. The use of shorthand or informal language like emojis has also become popular, changing the way that people communicate and altering modern language. Social media has been given the ability to reach so many more people due to the easy functionalities that media platforms provide. Access is so easy that many regular people have even risen to become social media "influencers," gaining huge amounts of advertising and sponsorship through their sizable followings.

Another impact of social media on social media connects people and helps in education and business. However, misuse of media can cause misinformation and addiction. Therefore, media should be used responsibly.





पारंपरिक शेतीकडून डिजिटल शेतीकडे

भारताने शेती क्षेत्रात उत्क्रांती घडवून आणली. आजच्या घडीला तंत्रज्ञानातील आधुनिक साधनांमुळे शेतकऱ्यांसाठी शेती करणे अधिक सोयीस्कर झाले आहे. शैक्षणिक अभ्यासक्रमात शेती विषयक अभ्यास समाविष्ट केल्यामुळे तरुण पिढी सुद्धा शेतीसारख्या पारंपारिक व्यवसायाकडे प्रभावीरित्या वळत आहे. याचाच परिणाम भारताच्या अर्थकारणावर सुद्धा होत आहे.



वैभव बारटक्के

आज माहिती, तंत्रज्ञान आणि सामाजिक माध्यमांच्या आधाराने पुढे जात आहे. पूर्व शेतकऱ्यांना बाजारभाव, हवामान अंदाज किंवा नवीन शेती पद्धती यांची माहिती मिळण्यासाठी इतरांवर अवलंबून राहावे लागे. आता मात्र त्यांच्या हातातील चलदूरध्वनीच ज्ञानाचे दार उघडणारे साधन ठरले आहे.

सामाजिक माध्यमांमुळे शेती शिक्षणाची पद्धत पूर्णपणे बदलली आहे. विविध गट, दृश्यफिती आणि माहिती देणारी संकेतस्थळे यांमधून शेतकरी नवीन पीक पद्धती, कीडनियंत्रण उपाय, ठिबक सिंचन, सेंद्रीय शेती याबाबत शिकत आहेत. पूर्वी कृषी प्रदर्शनाला जावे लागे, आता घरबसल्या प्रात्यक्षिके पाहता येतात. दृश्य माध्यमातून शिकल्याने समज अधिक स्पष्ट होतो आणि चुका कमी होतात.

सामाजिक माध्यमे आणि तंत्रज्ञानामुळे शेतकऱ्यांच्या दैनंदिन शेतीकामातही मोठी मदत होत आहे. हवामानाचा अचूक अंदाज मिळाल्याने पेरणी व फवारणी योग्य वेळी करता येते. माती परीक्षण अहवाल, पिकांच्या रोगांची ओळख, योग्य खतांचे प्रमाण याबाबत माहिती मोबाईलवर उपलब्ध होते. त्यामुळे वेळ, श्रम आणि खर्च यांची बचत होते व उत्पादनात वाढ होते.

आता कृत्रिम बुद्धिमत्ता (AI) आधारित साधनांचाही वापर वाढू लागला आहे. काही अनुप्रयोग पिकांचे फोटो पाहून रोग ओळखतात आणि उपाय सुचवतात. हवामान, माती आणि पिकांची माहिती

लक्षात घेऊन पाणी देण्याचे नियोजन AI सुचवते. यामुळे शेती अधिक शास्त्रीय, अचूक आणि नियोजनबद्ध पद्धतीने करता येऊ लागली आहे.

ग्रामीण शाळांमध्येही या बदलाचा सकारात्मक परिणाम दिसतो. शिक्षक विद्यार्थ्यांना आधुनिक शेती, हवामान बदल आणि जलसंधारण याबाबत माहिती देण्यासाठी डिजिटल साधनांचा वापर करतात. त्यामुळे शेती हा केवळ परंपरागत व्यवसाय नसून तंत्रज्ञानाधारित करिअर ठरू शकतो, ही जाणीव विद्यार्थ्यांमध्ये निर्माण होत आहे.

बाजारपेठेशी थेट संपर्क हे डिजिटल बदलाचे मोठे वैशिष्ट्य आहे. शेतकरी आता ताजे बाजारभाव पाहून पीक विक्रीचा निर्णय घेतात. काही जण थेट ग्राहकांशी संपर्क साधून माल विकू लागले आहेत. ग्रामीण महिलादेखील घरगुती उद्योगांची माहिती सामाजिक माध्यमांवर देऊन स्वावलंबी बनत आहेत.

तथापि, खोटी माहिती, डिजिटल ज्ञानाची कमतरता ही आव्हाने अजूनही आहेत. म्हणून डिजिटल साक्षरता वाढविणे अत्यावश्यक आहे.

एकूणच, सामाजिक माध्यमे, आधुनिक तंत्रज्ञान आणि AI यांच्या मदतीने पारंपरिक शेती हळूहळू डिजिटल शेतीत रूपांतरित होत आहे. माहिती, शिक्षण आणि तंत्रज्ञान यांच्या आधाराने ग्रामीण भारत नव्या प्रगतीकडे वाटचाल करत आहे





The annual festival "Samvaad" of the Journalism and Mass Communication Department at Abasaheb Garware College was held from 5th to 14th February. Renowned speakers including Shefali Vaidya, Hemant Raje Mavale, Dr. Bhavarth Dekhane and RJ Bandya guided students, while various interactive activities and programs were also organized for the students.





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