

Use of Digital Media Technology for the Dissemination of the Indian Knowledge System

Mahua Basu

Associate Professor of Political Science
Banipur Mahila Mahavidyalaya
Banipur, Habra, 24 Pgs (N)
West Bengal, India
Email: mahua.basu@yahoo.com

Abstract

For centuries the ancient Indian traditions, culture and heritage have been a repository of knowledge. The Ministry of Education, Government of India now has an exclusive innovative cell devoted to India Knowledge System. Indian knowledge system or the Bhāratīya Jñāna Paramparā Vibhāga seeks to promote education and research through the traditional systems of knowledge prevalent in India. Indian Knowledge System has been made an integral part of the New Education Policy (2020) of the country. The traditional methods of imparting knowledge have now been transformed with the advent of the digital revolution. The digital revolution has led to information being more accessible to the people. The use of digitized technology has been instrumental in changing the way knowledge is disseminated. Media is regarded as an important tool of democracy. This paper seeks to investigate how new media platforms working through the internet has made an impact upon the Indian Knowledge System. The positive and also the negative impacts of new media are sought to be examined in this paper.

Keywords: democracy, digital revolution, communication, new media, New Education Policy, networking, social media

Introduction

The Indian knowledge system *is* a traditional system of knowledge that seeks to disseminate Indian knowledge that has been assimilated through the generations. It has been defined as the Bhāratīya (Indian) way of imparting knowledge. This method of imparting knowledge is regarded as sustainable and is aimed at the welfare of the people. The Indian knowledge systems is an innovative cell of the Ministry of Education, Government of India. The Indian Knowledge System owes its origin to the Vedas, Vedic literature, the Upanishads, and Up-

Vedas. At the centre of this Knowledge System lies Jnan i.e. knowledge, Vigyan i.e. science, and Jeevan Darshan i.e. philosophy of life. These have evolved through centuries of interaction between knowledge, observation, investigation and rigorous analysis. The National Education Policy (2020) has recognized the importance of the Indian Knowledge System and has sought to incorporate it into it. The vision of the Indian Knowledge System (IKS) division of the government of India is the rejuvenation of the Indian Knowledge Systems for the contemporary world. The objective of this IKS division is ‘to completely decolonize Indian mind by generating interest and healthy critical reverence for the unbroken knowledge traditions of Bhārata for the welfare of the world.’ Its mission involves the creation of a database comprising of individuals and organizations who have ‘contributed by way of Research, Teaching, Publication and Preservation of ancient and contemporary rich Indian knowledge systems ranging from art, music, dance, drama, to mathematics, astronomy, science, technology, life sciences, environment and natural sciences, health care, yoga, law, jurisprudence, economics, social sciences, psychology, philosophy, management, linguistics, oral traditions of India, knowledge hidden in Sanskrit, Prakrit, Tamil, Pali, etc. (<https://iksindia.org/mission.php>. Feb 2025)

Objective of the study

This paper is an attempt to discover the positive as also the negative effect that the various new media platforms and networking can have upon the Indian Knowledge System and how it can help in the dissemination of it. The methodology used to investigate the issue are content analysis of various secondary sources and websites.

Western Images of Indian Traditions

Amartya Sen has stated that the India possesses one of the largest repositories of atheistic and materialistic literature. Although ‘Indian traditions are characterized by some prolixity,’ ‘irreducible diversity’ is also one of the distinctive features of Indian intellectual traditions. He has opined that the self-identity of colonized countries is greatly influenced by the colonial culture, their ‘forms of thought and classification. He has opined that the western view of Indian traditions has focused primarily on the religious and spiritual traditions of Indian culture. In doing so, the Westerners have always focussed on the rationality of the West while pointing out the irrationality in the Indian intellectual traditions. Sen has stated that ‘homogenized

interpretations' of Indian culture and traditions do not take note of the heterogeneity present in Indian traditions. (Sen, 2005, pp168-185)

In this respect the emphasis given on the Indian Knowledge System by the Government of India is noteworthy. The Central government has constituted a separate cell for Indian Knowledge System and the national Education policy (2020) has given special emphasis on this.

The Indian Knowledge System

The Indian Knowledge System is a huge repository of knowledge, practices and innovations that has been collected over the ages in India. It includes a wide range of disciplines like mathematics, astronomy, medicine, philosophy amongst others. Earlier, these knowledge systems did not get much priority in the Indian education system. However, this has started to change and the importance of IKS is being widely recognised. The application of scientific methods to study the various aspects of the Indian Knowledge System would be beneficial for the people. It would also help to acquire knowledge to counter the challenges prevalent in society. In order to do so it is extremely important to apply the modern approaches and the technological innovations to study and disseminate the various aspects of IKS. By combining the IKS with modern technologies, it is possible to bring about sustainability in improving the quality of life in society. The involvement of the local communities in this process can also lead to the preservation of the Indian culture and traditions.

The Bharatiya way or the Indian Knowledge Systems is the Indian way of doing things and demonstrate this way to the world. It is a sustainable way of life aimed at the welfare of the people. This way of life is unique and in order to demonstrate this way to the world it is necessary to train scholars in this way of knowledge. In order to do so, the National Education Policy (2020) was formulated. The National Education Policy emphasises upon the heritage of India and also upon the ancient and eternal knowledge system of India. The main purpose of the Indian Knowledge Systems is to integrate the ancient traditions of India and provide a unique system of knowledge i.e. Bharatiya Drishti, and use this to solve the challenges of modern life. In order to do so the Indian Knowledge Systems has been incorporated in the curriculum of all levels of education in India. (<https://www.education.gov.in/nep/indian-knowledge-systems>.Feb 2025)

The transformation in the patterns of communication with the explosion of the digital technology and the advent of the internet along with the rapid development of social media platforms have to a great extent helped to disseminate knowledge to the world about the Indian traditions. The new media platforms are a useful tool for the dissemination of knowledge. However, there are some disadvantages to this new mode of communication.

Social Media and Digital Platforms

Information has now become easily accessible to the people. Earlier in order to get information one needed to go to the libraries. However, with the advent of the internet this has become more accessible. The various digital platforms and social media have added to this accessibility. In modern times, social networking has become an important activity in the lives of the people. Some of the positive impacts of these digital platforms including social media are:

1. It is a digital medium of communication and thus reduces the time taken for communication. Earlier people used the regular postal services which would take a long time to connect people. However, today, it is possible to connect with people far away from us instantly in just a click via these platforms like Google Meet, Zoom, YouTube, WhatsApp, X, Facebook etc.
2. Social media platforms use advanced technologies like data analytics and algorithm which helps in user identification so that the target audience is easily identified and personalized content is made available to the consumer.
3. It also acts as a news media delivering instantaneous knowledge and information.
4. Alongside, the rise of citizen journalism has increased the availability of information about things which has further increased the importance of social media platforms.
5. These social media platforms are cost effective and anyone with a smartphone and data connection can easily access them.
6. Social media also acts as an instrument of bring about social change. The call for societal transformation can be given on these platforms and it can reach the target audience very quickly. In this instance one can recall the call for justice given on social media for an extremely heinous crime at a hospital in West Bengal which led to the involvement of the majority of the civil society very quickly.
7. Social media is also used as a tool for business and marketing. After the Covid 19 pandemic, online business has boomed extensively via social media platforms. Reels,

vlogging have become an important tool for earning via social media. You tube content creators have been on the rise.

However, there are certain negative impacts of such media platforms such as :

1. There is an abundance of information on the various social media platforms which makes it difficult to sift through real and fake news. Trolling, scams, online frauds like digital arrest has made it difficult for the common man to differentiate between real and verified information from fake news.
2. Increased online activity has decreased social gatherings. People now are more comfortable and communicating via social media rather than getting together for social events. While social media has in many ways made life easier, in certain cases these have increased seclusion and loneliness.
3. Online friends, likes, comments have created a false feeling of inclusion amongst the users which has led to a rise in the psychological problems of the people.
4. It has been argued that abundance of information on the social media platforms has led to the spread of misinformation. It has led to a decline in creativity because of the availability of information at a click. (Kishan,2023, pp 1795-1801)

Despite various drawbacks, these new media platforms are useful tools of communication and can be used to disseminate information.

Relevance of Indian Knowledge System

The Indian Knowledge System is extremely important even in today's world. The IKS has been prioritized by the Government of India since it offers a holistic approach to education. This holistic approach has its basis upon the cultural traditions of India. The Indian traditions emphasise upon the principles inclusivity and has always placed a very high value upon education. The development of the Indian Knowledge systems is an attempt to delve into this rich well of knowledge. The Indian Knowledge Systems draws upon this wealth of Indian traditions while incorporating the modern methods of technology and communication. The aim is the development of well-rounded personalities of individuals who can contribute significantly to the upliftment of the society. The system of education propagated by this system is not limited to conventional methods. It extends beyond classrooms and conventional textbooks, placing importance upon the holistic development of the individual through

imparting knowledge in arts, sports and extracurricular activities. In this system, importance is given to the cultural heritage of the country and a feeling of pride is sought to be instilled among the individuals about their traditions and heritage. Emphasis is also given upon the linguistic diversity of the country while promoting regional languages and ensuring inclusivity. Following this method of cultural enrichment leads to the development of academically proficient, culturally aware and socially conscious individuals. The Indian Knowledge System thus leads to the cultural enrichment of the individual. Along with this it is also conducive to the holistic development of the individual. This becomes possible because it incorporates different areas of studies along with extracurricular activities and physical education into rubric of education. This in turn helps the individuals to develop a well-rounded set of skills which helps them in their future goals. The emphasis of the Indian Knowledge System is not just on academics but also on all other aspects which will be conducive to the development and achievement of an individual's goals in life. Since the Indian Knowledge System emphasizes upon creative learning and also the development of analytical skills, the individual becomes well equipped to face the challenges of life. Practical application is a key aspect of Indian Knowledge System and it places utmost importance upon skill development and enhancement along with hands on training. This helps individuals to cope up in the real world since along with theoretical knowledge, the Indian Knowledge System also helps to instil skills in innovation and adaptability. Thus, individuals are taught to put theory into practice which prepares them to apply their knowledge in real world problem solving, thereby enhancing their skills and making them ready to face the challenges of life. Another important aspect of the Indian Knowledge System is the emphasis on the promotion of regional languages. This in turn leads to linguistic proficiency and also preserves the linguistic diversity of the country. This helps to foster bilingual communication which ultimately results in the enhancement of communication skills globally. Proficiency in regional languages also helps to inculcate cross cultural communication and helps the individual to remain connected globally. The improvement in communication skills through the development and recognition of regional language equips the individual with a high level of communication skill which in turn facilitates their level of confidence to interact globally. The Indian Knowledge Systems also emphasises accessibility and inclusivity making education available to all cross sections of society. Special provisions are made to make education accessible to the economically and socially backward sections of society which helps to advance towards a more inclusive and equitable society.

Since digital literacy is a very important aspect of today's world, the Indian Knowledge System also emphasises on it. Digital literacy has been incorporated into the education curriculum, which helps to enhance the individual's digital proficiency and widens their scope for knowledge via the various digital mediums. Special emphasis has been put upon the enhancement of digital proficiency among the individuals. The Indian Knowledge systems also ensure exposure of the individual to various global perspectives which makes them competent to face the global world competitively. Moreover, the emphasis on innovation has led to the development of an entrepreneurship mindset among the individuals which makes them competent to face the global job market. Alongside all this, the Indian Knowledge Systems places a great deal of importance upon environmental sustainability and preservation. This in turn leads to the development of environmentally conscious individuals who contribute fruitfully to the preservation of the planet. (<https://indusuni.ac.in>.Feb 2025)

Digital Media and the Indian Knowledge Systems

Social media has become a very important tool for communication and information today. It has also become a primary tool for the dissemination of knowledge. Its role in spreading the Indian Knowledge systems cannot be overlooked. This has become especially important during and after the Covid 19 pandemic occurred. Various social media platforms like WhatsApp, Instagram, X (formerly twitter) have helped to disseminate knowledge and information to the students when it was not possible to be physically present at the educational institution.

Social media and digital technology help to enhance the performance of an educational institution. Higher educational institutions today have their own You tube channel which helps them to connect with a larger audience and also allows access to information and speakers who would otherwise not be available physically.

Moreover, the ancient texts of India like the Vedas, the Puranas, the Upanishads and the like are all available in the social media platforms like You Tube and is easily accessible to everyone. This helps to create awareness among individuals about the culture, heritage and traditions of India. This, in turn leads to the spread of the Indian Knowledge Systems across all sections of society in a cost-effective way which otherwise would not have been possible.

Conclusion

Thus, it is safe to conclude that in this age of digital media when the traditional methods of communication are being modified, the digital media is a very important part in disseminating knowledge and information. The University Grants Commission, the regulatory body for higher education institutions has placed a lot of emphasis on the implementation of the National Education Policy of 2020 in all the higher educational institution. The various ways to adopt these are not just the traditional methods of teaching-learning but a hybrid mode. During and after the Covid 19 Pandemic, the government became aware of the fact that online platforms can be successfully used for educational purposes too. Online learning systems were introduced and via these the Indian Knowledge Systems became easily accessible to the students. Various platforms like Zoom, Google Meet, Cisco were utilised to make this easily accessible to the people. Students residing in remote areas and across the globe could easily access the Massive Open Online Courses (MOOCS) which cover courses from high school onwards and also include skill enhancement programmes. One such MOOC is SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) which was introduced by the government of India. It is a free online learning platform offering courses from the ninth grade to Post Graduation. Its goal is to make education available to all and with the incorporation of the NEP (2020), SWAYAM is an effective online digital platform to disseminate the Indian Knowledge Systems. SWAYAM is available in various regional languages in line with IKS like Tamil, Telugu and Bengali. There are various You Tube channels which are dedicated to disseminating the messages of the Vedas, Puranas, Upanishads etc. There are courses in Ayurveda, Mathematics, Yoga, Sanskrit and various other aspects Of the Indian Knowledge Systems which are easily available in the various digital platforms and anyone with a smartphone, computer, tablet and internet access can easily avail them. This also helps to disseminate the Indian Knowledge Systems globally. The live streaming of different programmes through these new media channels also helps in raising awareness about the Indian Knowledge Systems. Digitization of resources is another important tool in the dissemination of the Indian Knowledge Systems. Various libraries are now digitized and also provide remote access to its users (National Library of India, Digital Library of India). The libraries of educational institutions also use this process of digitization in order to help the students access resources remotely. Inflibnet, an Inter-University Centre of the University Grants Commission

(India) under the Ministry of Education (India) is another useful tool for the retrieval of resources digitally.

The various digital media platforms thus provide a great deal of online resources available for studying the Indian Knowledge Systems. They are also useful in the preservation of the cultural heritage and traditions of Indian prevalent in the Indian Knowledge Systems. An advantage of these media platforms is that the records can be saved online without the necessity of offline storage. This is advantageous to a great extent in the long run since it is to a great extent cost effective and has lower chances of wear and tear. Also, it can be retrieved from anyplace without the necessity of visiting the libraries or the places where the records are preserved. Thus, the various digital platforms are an advantage to the dissemination of the Indian Knowledge Systems.

References

Indian Knowledge Systems. (n.d.). *Mission*. Retrieved December 3, 2025, from <https://iksindia.org/mission.php>

Indus University. (n.d.). *How students can benefit from the Indian knowledge system*. Retrieved December 3, 2025, from <https://indusuni.ac.in/how-students-can-benefit-from-the-indian-knowledge-system.php>

Kishan, J. (2023). Impact of social media on the Indian society. *International Journal of Research Publication and Reviews*, 4(9).

Ministry of Education, Government of India. (n.d.). *Indian knowledge systems*. Retrieved December 3, 2025, from <https://www.education.gov.in/nep/indian-knowledge-systems>

Sen, A. (2005). Indian traditions & the Western imagination. *Daedalus*, 134(4). Retrieved from <https://www.jstor.org/stable/20028020>