

An official Quarterly Magazine of BVICAM, New Delhi

MANZIL

Vol. 02 No. 02, June 2024

2024 GENERAL ELECTIONS

Key Contenders for the Lok Sabha Seats

A Comprehensive look at India's 2024 Elections

Surajkund Mela

Largest Crafts fair

Read Inside:

Auto Sector in India

Future of electrification in automotive

Fascinating Elections

Campaigns in India



**Have a story to share?
This weekly digest
covers all that
happens in the
World of News !**



**Bharati
Times**



**Scan Here
to**



EDITOR - IN - CHIEF

Prof. M. N. Hoda

Director
BVICAM, New Delhi

EDITOR

Dr. Sheel Nidhi Tripathi

Associate Professor
Department of JMC
BVICAM, New Delhi

EDITORIAL TEAM

Dr. Avneet Kaur

Associate Professor
Department of JMC
BVICAM, New Delhi

Mr. Bhaskar Abhigyan

Assistant Professor
Department of JMC
BVICAM, New Delhi

Mr. Sahil Dhall

Assistant Professor
Department of JMC
BVICAM, New Delhi

RESEARCH TEAM

Dr. Rakhee

Assistant Professor
Department of MCA
BVICAM, New Delhi

Dr. Saumya

Assistant Professor
Department of MCA
BVICAM, New Delhi

E-MAGAZINE



Contents

Cover Story



Theatre of Democracy!

Other Stories

Page No.

The fascinating election campaign in India by Shweta Arora Malhotra	08
Key Contenders for the Lok Sabha Seats: A Comprehensive Look at India's 2024 Elections by Nalini Razdan	10
PM Modi's interaction with gamers by Pooja Mehta	12
Future of Automotive Electrification in India by Dr. Saumya	14
How English evolved into a global language by Ms. Amreen	16
The Threats of Misinformation: How Social Media Sites are Contributing to the Spread of Fake News and False Narratives in Current Affairs by Dr. Gazal	19
Media Morality Maven by Ms. Upasana	21
The largest Crafts Fair in the world: Surajkund International Crafts Mela by Dr. Avneet Kaur Bhatia	24

Editorial

Dear Esteemed Readers,

As we embark on the sixth issue of MANZIL, we are delighted to bring you a vibrant collection of articles that reflect the rich and diverse tapestry of India. Each piece in this magazine is a testament to the myriad voices, cultures, and experiences that make our nation unique. Our goal is to provide you with a delightful reading experience, one that not only informs but also inspires and connects us all through the shared stories of our land.

This issue arrives at a crucial time, with the upcoming elections on the horizon. Elections are not just a routine exercise but the very lifeblood of our democracy. They are a powerful reminder that each of us holds a stake in the future of our nation. Voting is not merely a right; it is a profound responsibility. It is an opportunity to shape the direction of our country, to voice our hopes and concerns, and to hold our leaders accountable.

We urge all our readers to participate actively in the electoral process. Your vote is your voice, and it is imperative that every voice is heard. Let us engage in this democratic exercise with enthusiasm and integrity, ensuring that our democracy remains vibrant and strong.

In addition to fulfilling your civic duty, we invite you to contribute to MANZIL. Our magazine thrives on the contributions of passionate individuals who are eager to share their insights, stories, and perspectives. Whether it's an exploration of local traditions, a critical look at social issues, or a celebration of artistic achievements, your articles help to enrich the collective narrative we are building together.

Please send your submissions to our editorial team. We are excited to hear from you and to feature your work in our upcoming issues. Let's continue to make MANZIL a platform where diverse voices come together, fostering understanding and unity across our nation. Thank you for being a part of our journey. Let us move forward with the spirit of democracy in our hearts and the richness of our cultural heritage in our minds.

Warm Regards



Prof. M. N. Hoda
Editor - in - Chief

Theatre of Democracy!

Dr. Sheel Nidhi Tripathi

Associate Professor, BVICAM, New Delhi

As the sun rises on the Indian political landscape, it illuminates a stage set for the grandest spectacle of all: the 2024 elections. This isn't merely a contest between parties; it's a blockbuster saga unfolding before our very eyes, replete with heroes, villains, and plot twists worthy of a Bollywood epic. Picture this: the stage is set, the lights dim, and the crowd buzzes with anticipation as three titans of the political ring step into the spotlight. First, there's the BJP, led by the formidable Narendra Modi, whose towering presence and ironclad promises have earned him the signature of India's 'Iron Man.' With slogans like 'Modi ki Guarantee,' the BJP promises nothing short of a revolution, from a Uniform Civil Code to transforming Bharat into a global powerhouse of manufacturing.

But every hero needs a worthy adversary, and that's where the Congress party swoops in, armed with its own arsenal of promises under the banner of 'Nyay.' From YuvaNyay, aimed at tackling youth unemployment, to NariNyay, championing women's empowerment, Congress leaves no stone unturned in its quest for social justice and equality. And let's not forget the wildcard

entry, AAP, led by the irrepressible Arvind Kejriwal, whose 'Kejriwalki 10 Guarantee' reads like a wish list straight out of a genie's lamp. Free power, education, and healthcare for all, coupled with promises to resolve territorial disputes and reform agricultural policies, AAP's agenda is as audacious as it is ambitious.

But what sets this electoral drama apart isn't just the larger-than-life characters or the lofty promises they make; it's the rollercoaster ride of emotions that accompanies every twist and turn of the plot. From the highs of victory rallies to the lows of scandalous exposés, each moment is a testament to the resilience and dynamism of Indian democracy.

As the campaign trail winds its way through the length and breadth of the country, it weaves a tapestry of stories that reflect the hopes, dreams, and aspirations of a billion-strong populace. In the bustling streets of Mumbai and the serene villages of Kerala, in the bustling markets of Delhi and the tranquil fields of Punjab, the pulse of democracy beats loud and clear, echoing the voices of millions who yearn for change.



But amidst the clamor of political rallies and the cacophony of campaign slogans, there's a quieter, more profound revolution taking place – one that transcends the boundaries of party politics and resonates with the soul of the nation. It's the revolution of transparency and accountability, of informed choices and empowered citizens, who understand that their vote isn't just a civic duty but a sacred trust. And so, as the final act draws near and the curtain falls on this epic saga, the stage is set for the ultimate showdown on June 6th, 2024. But regardless of who emerges victorious, one thing remains abundantly clear: the real winners of this election are the people of India, whose unwavering faith in democracy continues to inspire and uplift us all. In the end, it's not just about the promises politicians make or the power they wield; it's about the ideals they represent and the values they uphold. It's about a nation coming together to chart its own destiny, guided by the timeless principles of liberty, equality, and fraternity.

So here's to the voters, the true heroes of this epic tale. May their voices be heard, their choices respected, and their dreams realized. For in the grand theater of Indian democracy, every vote counts, and every citizen is a star in their own right. Here's to India, the world's largest democracy, and may the spirit of democracy continue to shine bright for generations to come.





The fascinating election campaign in India

Ms. Shweta Arora Malhotra

Assistant Professor, BVICAM, New Delhi

Election campaigning in India is a vibrant and colourful affair, characterized by a flurry of activities that capture the enthusiasm and excitement of the electorate. Here are some elements that make election campaigning in India a visually captivating spectacle:

Traditional Rallies and Processions: Political parties organize massive rallies and processions where supporters gather in large numbers, waving flags, banners, and wearing party colours. The streets come alive with music, dance, and slogans, creating a festive atmosphere.

Election Symbols: Each political party is assigned a unique election symbol that represents their identity. Parties often use these symbols creatively in their campaign material, such as posters, banners, and merchandise, to attract attention and connect with voters.

Public Meetings and Speeches: Political leaders address public meetings and gatherings, delivering speeches that rally support and highlight their party's vision and promises. These events feature colorful decorations, stage set-ups, and lighting effects to enhance the visual appeal.

Campaign Merchandise: Parties distribute campaign merchandise such as caps, t-shirts, badges, and flags to supporters. These items are often designed in vibrant colors and emblazoned with party symbols and slogans, creating a sea of colors at rallies and events.

Street Art and Graffiti: Walls, hoardings, and public spaces are adorned with election graffiti and artwork depicting political messages, symbols, and candidate profiles. This street art adds a colorful backdrop to the campaign landscape, capturing the attention of passers-by.

Social Media Campaigns: In the digital age, political parties leverage social media platforms to reach out to a wider audience. Eye-catching graphics, videos, and infographics are designed in bright colors to engage online users and amplify the campaign's message.

The Bhartiya Janata Party, India's ruling party, is known for its innovative and energetic campaigning strategies that have helped them secure victories in multiple elections. 'Modi he to mumkin he' is the slogan for winning the hearts this time. Prime Minister Narendra Modi is a charismatic leader who has a strong and dedicated following. He is known for his dynamic speeches, energetic rallies, and ability to connect with voters on a personal level. Modi's leadership plays a crucial role in BJP's campaigning and helps rally support for the party has been at the forefront of using technology in its election campaigns. The party leverages social media platforms, mobile apps, and digital marketing tools to reach out to voters and spread its message. Innovative online campaigns and engaging content help BJP connect with tech-savvy voters.

Personalized Messaging: BJP's campaigning is known for its personalized messaging that resonates with different segments of the population. The party tailors its communication strategy to address the specific concerns and priorities of different groups, making it relatable and impactful.

Grassroots Mobilization: BJP has a vast network of dedicated volunteers and supporters who play a crucial role in grassroots mobilization. The party organizes door-to-door campaigns, community events, and local outreach programs to connect with voters at the grassroots level and garner support.



On the other hand, the Congress has deployed the same strategy with its catchphrase 'hisab do (give us the accounts)', highlighting Modi's failures and problems like unemployment and rising prices. While 'hisab do' is more aggressive than 'aam aadmi ko kya mila', the Congress offered an alluring alternative by weaving a justice narrative around its 25 guarantees. In 2019 also, the Congress theme song was "Ab hoga nyay", but it failed to spread its word beyond the mist of nationalist frenzy created by the "surgical strike" into Pakistan. In 2014, when the Congress was maligned and decapitated to a great extent by the propaganda

on corruption, its creativity also took a hit as the main slogan was: Har haath shakti, har haath tarakki. Overall, BJP's election campaigning is characterized by a mix of strong leadership, technology-driven strategies, grassroots mobilization, and a focus on development whereas congress is focussing on highlighting the drawbacks of BJP ruling party.

Overall, election campaigning in India is a visual extravaganza that blends traditional practices with modern strategies, creating a kaleidoscope of colors and energy that symbolizes the vibrancy of democracy.



Key Contenders for the Lok Sabha Seats: A Comprehensive Look at India's 2024 Elections

Nalini Razdan
BA(JMC), BVICAM, New Delhi

India stands on the brink of the 2024 Lok Sabha elections, a monumental event in the world's largest democracy, where the key contenders for Lok Sabha seats include the Bharatiya Janata Party, led by Prime Minister Narendra Modi since 2014, and the Indian National Congress, marking the enduring influence of two major parties at the national level. The forthcoming elections, scheduled to end the tenure of the 17th Lok Sabha by June 16, 2024, are set against Modi's backdrop of governance, emphasizing economic development and a blend of religion with politics, which has garnered widespread support.

This pivotal democratic exercise, anticipated to involve close to 970 million eligible voters, a significant increase from the 2019 elections, underscores the complexity and significance of the Lok Sabha seats contest. Notably, Prime Minister Narendra Modi seeks reelection, encapsulating challenges such as rising unemployment and societal divides, against a coalition of opposition parties striving for momentum. The battle for Lok Sabha seats is not just a political contest but a reflection of India's evolving identity and global stance under Modi's leadership.

Election Schedule and Procedure

The Election Commission of India, being a highly responsible and dedicated body, has left no stone unturned in planning and organizing the Lok Sabha Elections 2024. The Commission has taken meticulous

care in ensuring that the entire electoral process is carried out in a comprehensive, transparent, and orderly manner, to facilitate the democratic exercise. Here's a more detailed breakdown of the schedule and procedure:

- The Lok Sabha Elections 2024 will be held in multiple phases, spread across a period of several weeks. The first phase of the elections will be held on April 19, 2024, while the second phase will take place on April 26, 2024. The third to seventh phases of the elections will be spread from April 20 to June 1, 2024. The counting of votes will be held on June 4, 2024. Additionally, the Commission has set certain key dates that will play a crucial role in the electoral process.
- The election announcement will be made on March 16, 2024, while the election notification will be issued on March 28, 2024. The submission of nominations will vary across phases, starting from March 27 to May 14, 2024. The voter and polling booth statistics for the Lok Sabha Elections 2024 are also quite impressive.
- Over 970 million eligible voters will be participating in the elections, while more than 1.2 million polling booths will be set up across the 543 constituencies. It is also worth noting that the states of Uttar Pradesh, Bihar, and West Bengal will be voting in all phases of the elections.

This structured approach aims to accommodate the vast electorate and ensure smooth conduct across the diverse geographical and demographic landscape of India.



Key Political Parties and Alliances

In the arena of the 2024 Lok Sabha elections, two primary coalitions emerge as the frontrunners: the National Democratic Alliance (NDA), led by the Bharatiya Janata Party (BJP), and the Indian National Developmental Inclusive Alliance (INDIA), spearheaded by the Indian National Congress.

The National Democratic Alliance (NDA) is led by the Bharatiya Janata Party (BJP), which is headed by the current Prime Minister of India, Narendra Modi. The NDA comprises the BJP, Janata Dal (United), Shiv Sena, and over three dozen other regional parties. The strategic goal of the NDA is to secure a 400+ majority in the Lok Sabha, with the BJP contesting in key states across India. The NDA is notable for its welfare programs, the inauguration of a Hindu temple in Ayodhya, and the implementation of the Citizenship Amendment Act (CAA).

On the other hand, the Indian National Developmental Inclusive Alliance (INDIA) is led by the Indian National Congress, which is headed by Rahul Gandhi. The INDIA comprises the Congress, All India Trinamool Congress, Janata Dal (United), and over 20 other regional and national parties. The objective of the INDIA is to challenge the decade-long dominance of the NDA and address criticisms towards the BJP's policies. The INDIA aims to "save democracy" and implement policies that are inclusive and developmental. However, the INDIA also faces some challenges and criticisms. It is perceived as a coalition of convenience, and there are internal conflicts among its member parties. Nevertheless, this delineation of key political entities and their alignments offers a clear perspective on the strategic landscape shaping India's 2024 Lok Sabha elections.

Critical Factors Influencing the 2024 Elections

Major Influences on the 2024 Elections: Ram Mandir Politics: Despite the BJP's attempt to utilize the Ram temple consecration for political gain, it is not expected to decisively impact the elections. The party's interpretation of 'Ram' diverges from the public's perception of the deity.

Economic Factors: Unemployment and the economy are pivotal issues. The Modi government's struggle to generate sufficient jobs despite India's welfare programs and the handling of inflation, including measures like fuel price freezes and food grain distribution, are significant.

Social and Political Dynamics: The Citizenship Amendment Act (CAA) and its implications, especially in border areas, alongside the global image of India under Modi's leadership, are key. The elections also serve as a referendum on India's democratic values, with Modi's Hindu nationalist stance and the treatment of the Muslim minority under scrutiny.

Controversial Policies: The BJP's reaffirmation of its commitment to the abrogation of Article 370, CAA, and the introduction of a Uniform Civil Code has sparked national debates on unity and identity.

Opposition's Counter: The INDIA bloc, including Congress, emphasizes unemployment and rising commodity prices, presenting contrasting visions of progress and equity against the BJP's narrative.

Contentious Issues and Electoral Strategies:

- **Controversial Policies:** The BJP's reaffirmation of its commitment to the abrogation of Article 370, CAA, and the introduction of a Uniform Civil Code has sparked national debates on unity and identity.
- **Opposition's Counter:** The INDIA bloc, including Congress, emphasizes unemployment and rising commodity prices, presenting contrasting visions of progress and equity against the BJP's narrative.

Conclusion and Future Implications

The Lok Sabha elections of 2024 are a critical milestone for India's democratic journey, and it will shape the country's position on the global stage. The election will serve as a test of India's ability to withstand challenges as a democratic society and a significant world power. It will be an opportunity for the people of India to voice their opinions on governance, economic policies, and India's secular values. The election outcome could redefine India's future trajectory and underscore the importance of democracy, governance, and societal values.

PM Modi's interaction with gamers

Pooja Mehta

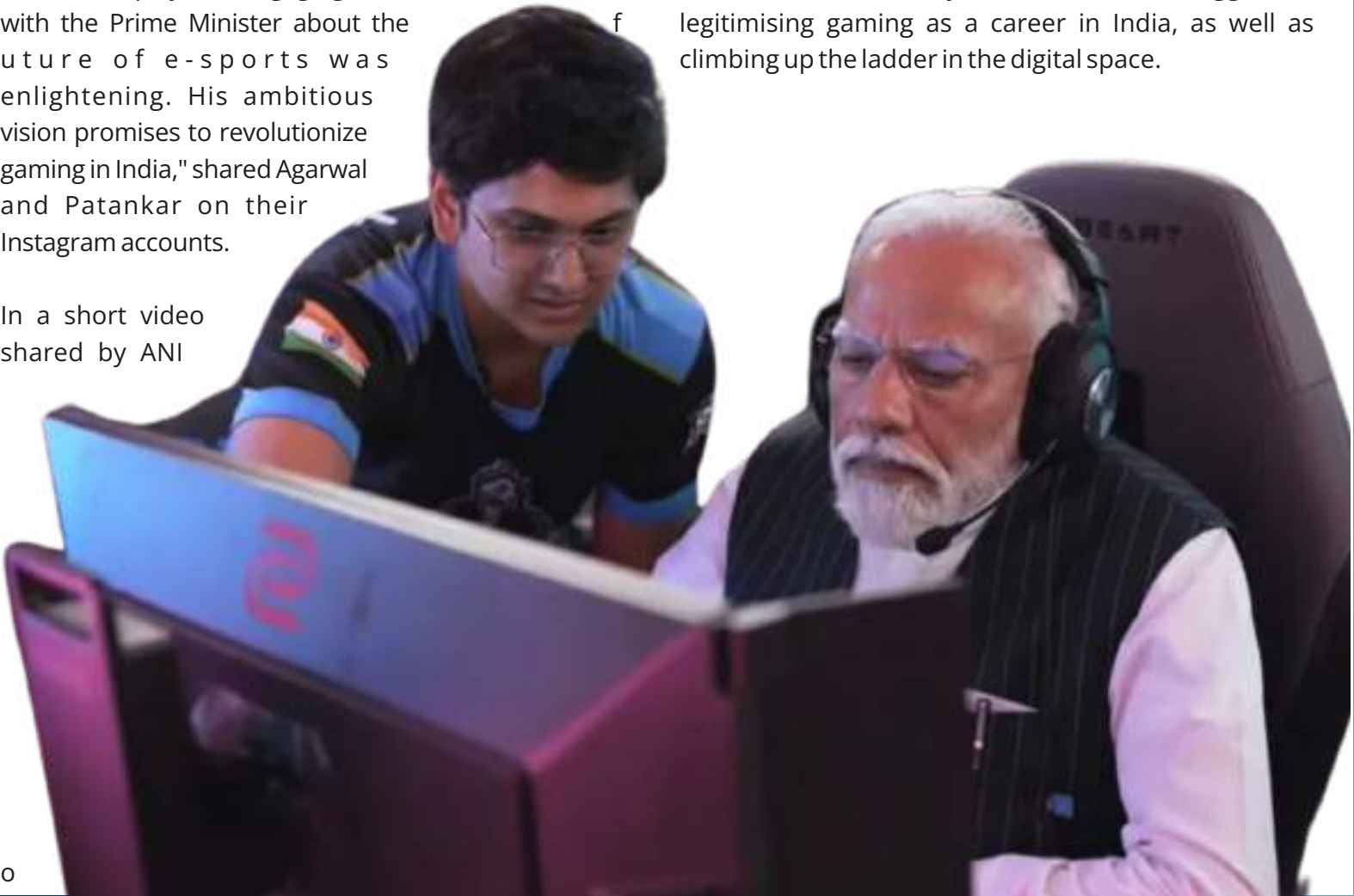
BA(JMC), BVICAM, New Delhi

Prime Minister Narendra Modi met country's noted gaming creators and indulged in a freewheeling interaction regarding its future as well as the challenges faced before the e-gaming Industry. The Prime Minister posed curious questions to the gamers while also trying his hands at some of the games.

PM Modi, has always advertised 'Digital India' during his government's tenure, said that he will work towards boosting the gaming industry in India and embracing the creativity of these creators. Currently, the Indian gaming community consists of an audience ranging from 450 to 550 million players. "Engaging in a fruitful conversation with the Prime Minister about the future of e-sports was enlightening. His ambitious vision promises to revolutionize gaming in India," shared Agarwal and Patankar on their Instagram accounts.

In a short video shared by ANI

on Twitter, the Prime Minister was seen discussing the difference between "gaming and gambling" with these young gamers. He also discussed the opportunities for girls in the industry. He was also seen playing VR games and mobile games with them. In a free-wheeling conversation with some gaming creators, including Animesh Agarwal, Naman Mathur and Payal Dhare, PM Modi stressed that gaming has been taken up as a viable career option by young people. He said it could create more opportunities for budding gamers and other people who want to make a mark in the field. The gamers were seen engaging in funny banter with PM Modi, where they discussed the struggles of legitimising gaming as a career in India, as well as climbing up the ladder in the digital space.

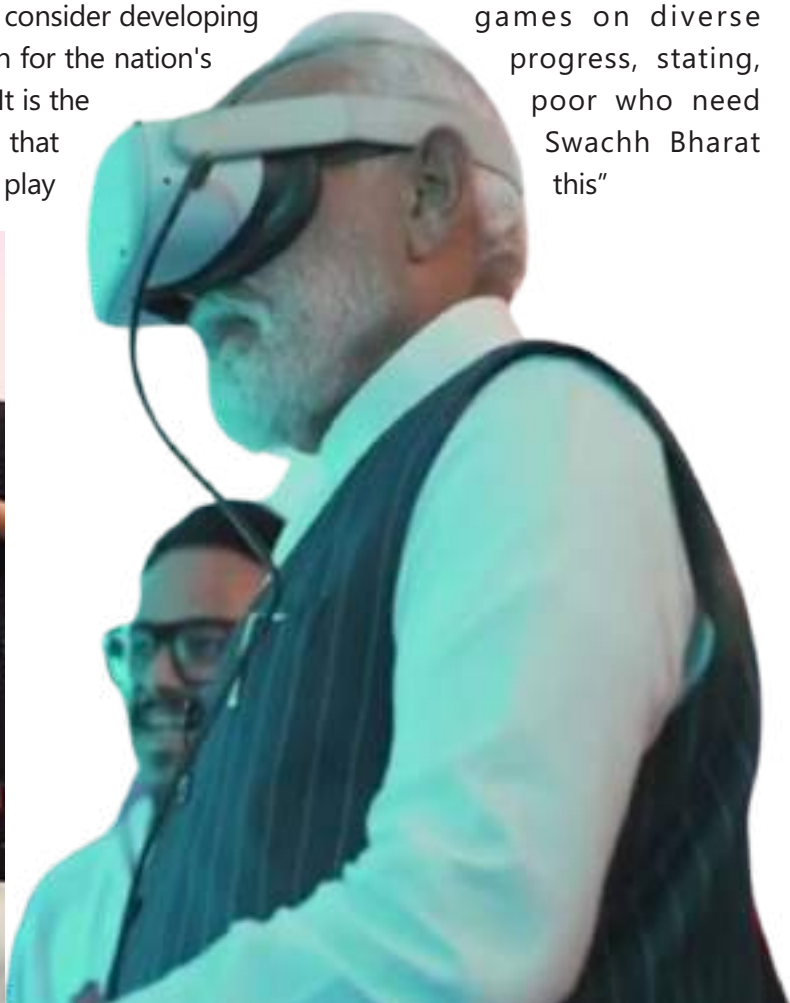


0

During the meeting with PM, the gamers discussed the gaming industry's emerging prominence. PM Modi asked the gamers about the challenges faced by them, particularly the misconception of gaming as gambling. He asked: 'Kya aap gaming or gambling ki ladaai face karte hain...?' In response, the gamers emphasized the need for distinguishing between real-money and skill-based gaming. In the video clip shared on social media, the prime minister was seen wearing a VR headset and playing popular games. The gamers expressed their surprise at how fast the senior politician was able to get the gist of the new-gen online games. The gamers at the meeting were excited about the Prime Minister's plans. Animesh Agarwal and Mithilesh Patankar, known as 8bitThug and MythPat, shared their excitement on Instagram. "We recently had an insightful discussion with the Prime Minister about the e-sports industry. His vision is set to revolutionise gaming in India,"

In an Instagram post, Payal Dhare wrote, "An honour to be the only female gamer at the table, discussing the future of e-sports, gaming and content creation with PM Narendra Modi. Thank you for recognizing our voices and paving the way for inclusivity in this industry. Dreams turned into reality today!" Gaming creators who met Mr. Narendra Modi ji were Elated and overwhelmed over meeting the prime minister of India and agreed on the fact that our 'Prime Minister is the biggest influencer in India'. Prime Minister Narendra Modi promised the gamers that the government will support and help grow the gaming and e-sports industry.

PM Modi said more people are opting for a career in gaming and called for ensuring better guidance. "Today, numerous young children have opted for this career. You cannot stop them but can always give them better guidance and guide them on a better path," he said. He also asked gaming creators to send an e-mail mentioning all their problems with exact key points to his office. PM Modi encouraged the gamers to consider developing games on diverse subjects, including 'Swachh Bharat,' He underscored his vision for the nation's progress, stating, "My endeavour is to uplift the nation to a level that by 2047, It is the poor who need the government the most in difficult times..." He proposed that Swachh Bharat this should focus on cleanliness and remarked, "Every child should play



Future of Automotive Electrification in India

Dr. Saumya Bansal

Assistant Professor, BVICAM, New Delhi

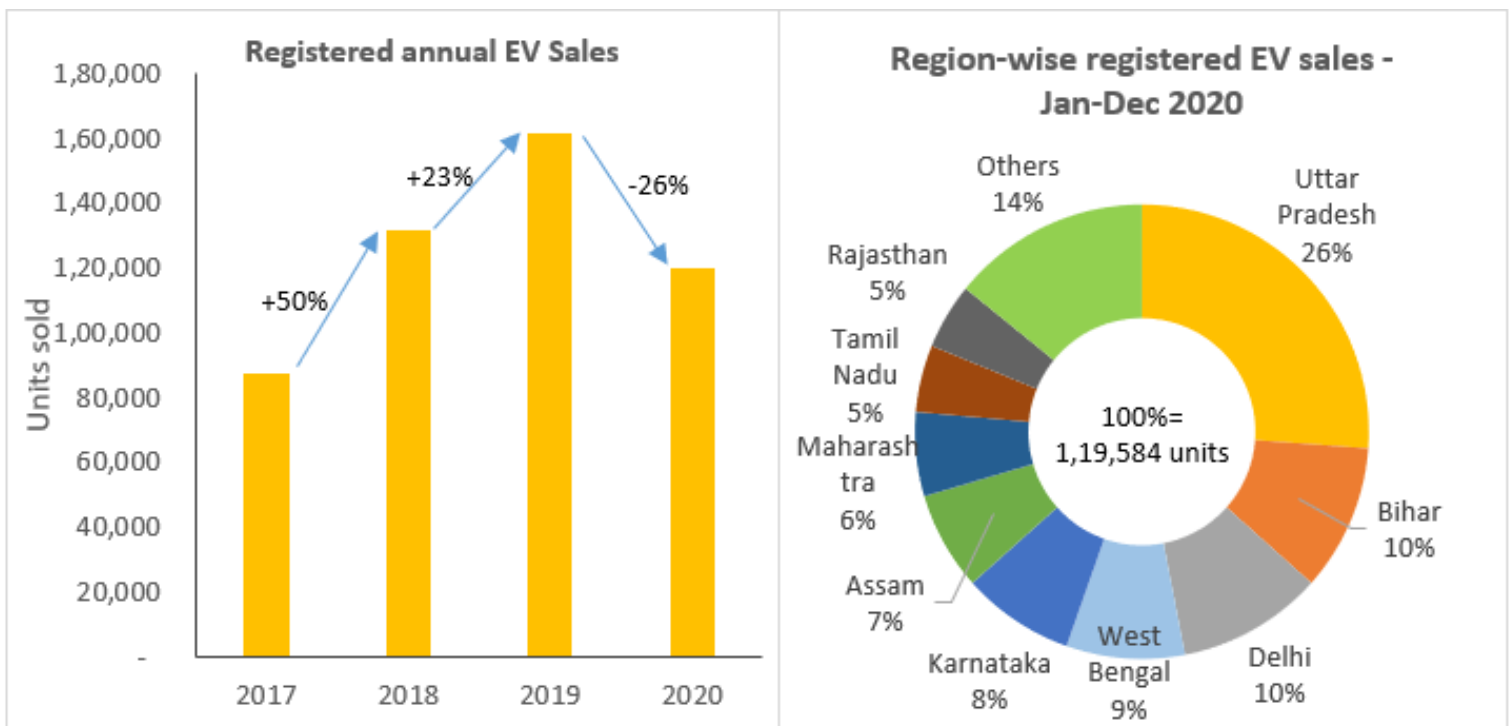
In a world grappling with modern life, transportation is a fundamental need. At the same time, it is a significant contributor to greenhouse gas emissions. According to research, transportation accounts for one-quarter of all energy-related greenhouse gas, steering the demand for electric vehicles. According to the Economic Survey 2023, the domestic electric vehicle industry in India will be developed at a 94.4% CAGR between 2022 and 2030. Furthermore, the electric automotive industry is anticipated to generate 50 million jobs by 2030.

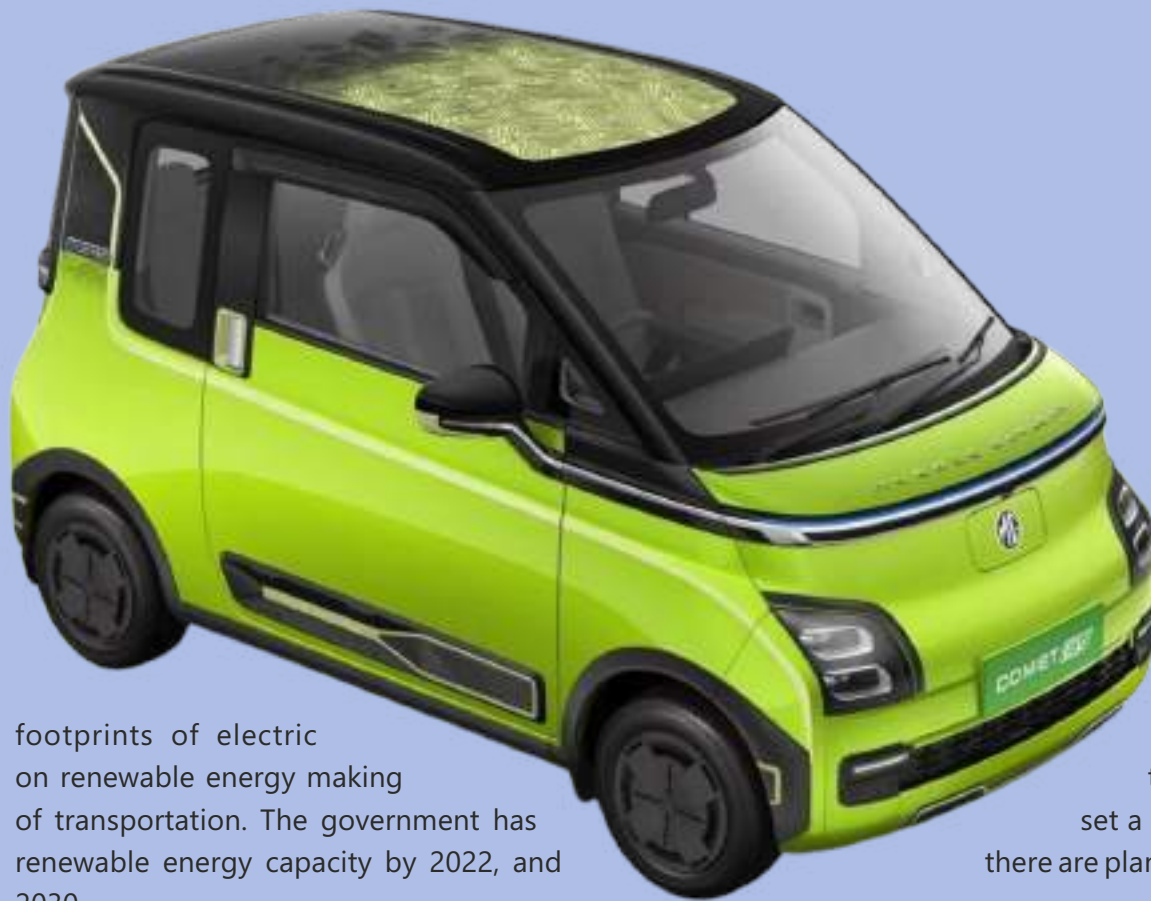
Though electric vehicle is need of hour of sustainable India, some challenges need to be addressed to make them more prevalent in India. One of the major challenges is the need of charging stations. This is one of the major reasons for reluctance for potential buyers as they are afraid of running out of charge during long journeys. Another big challenge is the high cost of electric vehicles. Though prices have been cutting down over years, still

they are comparatively higher than diesel or petrol counterparts. Further, they are still not suitable for long-distance travel.

Despite challenges, the future outlook is to have 30% electric vehicles for passenger cars, 70% for commercial vehicles, and 80% replacement for two and three-wheelers by 2030. Several manufacturers have announced the launch of electric vehicles in the coming years. 3M is leveraging cutting-edge auto electrification technologies at scale via its 3M forward program to showcase how materials science-based innovation at scale can help society progress against three megatrends that is shaping our future. Recognizing the potential growth of the EV market in India and the need to address the challenges that come with the adoption of EV, 3M is accelerating its solutions for the EV market through a range of solutions as outlined in this piece.

Another positive development is to reduce the carbon





footprints of electric on renewable energy making of transportation. The government has renewable energy capacity by 2022, and 2030.

vehicles by increasing focus them a more sustainable mode set a target of achieving 175 GW of there are plans to increase this to 450 GW by

In the 2023–24 Union Budget, Finance Minister Nirmala Sitharaman recommended budgetary allocations of INR 35,000 crore for major capital expenditures aimed at achieving net-zero objectives and the shift to renewable energy by 2070. She added that battery energy storage systems with a 4,000 MWH capacity would receive assistance from the government in the form of scalability gap finance.

Currently, India relies heavily on imports of Lithium which is critical component in production of batteries. One reserve of lithium of 5.9 million tonnes in the region of Jammu & Kashmir is significant has reduced dependencies on import. The discovery of more such reserves would reduce the cost of electric vehicles making it affordable and accessible to masses. While there are still hurdles to overcome, the future of transportation in India could be electric, and this could help to reduce the country's carbon footprint and improve air quality in its cities.



How English evolved into a global language

Amreen Fatima (+91-9893044837)

English Communication Trainer and Educator, Bhopal

The need for an international language has always existed. In the past it was about religion and intellectual debate. With the technologies of today, it's about communicating with others anywhere in the world in a matter of moments.

Two events, separated by nearly 400 years, show how this need has always been present.

Firstly, sitting in front of me I have a copy of the celebrated book *Utopia*, by Sir Thomas More. This particular edition is published in 1629 in Amsterdam, not in English, not in Dutch, but in Latin.

The second event was a talk I recently had with a German scientist. He said that he knew of scientific conferences taking place in Germany, where all the people attending were German and yet the conference was conducted in English.

Pride

The Latin of this edition of *Utopia* was a written code, though its most accomplished users could adopt it to conduct intellectual and religious debate.

During the previous 1,300 years it had been the main language of the Western Christian tradition - the language of prayer, hymn, sacred texts and religious debate. It was also the language with which Renaissance scientists spoke to each other.

However, this hold on religious and intellectual minds was broken by the rise of national cultures. The peoples of the countries where Latin was being used, spoke their own languages and dialects.

Once these came to be written down, more and more people started to ask their churches and religious authorities to speak, write and deliver some, most, or all religion in those local languages.

Two of the most famous texts to come out of this was the King James Bible (soon to celebrate its 400th birthday) and Martin Luther's German Bible, from a little less than 100 years earlier than the King James.

Part of this process to establish the power and influence of these local languages was the effort to produce standardized forms for them, so that teachers, merchants, lawyers, ministers of religion and politicians could write to and for each other in ways that were instantly comprehensible.

This seemed then, and now, to require consistent ways of presenting the language on the page - spelling and punctuation - and consistent ways of delivering the grammar of the words and sentences.

As a result, standardised English writing became a powerful tool in the hands of government, church and school in asking the peoples of the British Isles to see themselves as one.

Esperanto

But nation went on speaking to nation in peace, war, trade, migration, religion and the world of ideas. A lot of effort went into the production of foreign language dictionaries, grammars and translations of important, or the most interesting books.



Throughout this time one of the most significant events in the history of world languages was happening: English-speaking soldiers, sailors and colonisers were travelling to, and settling in countries right the way across the globe.

Only in the places that either kept their independence or where the Spanish, Portuguese, French, and Dutch had done the same, was English not spoken.

If the 20th Century can be described as a savage flowering of the demands of nationalism - including pride in national languages and literature - it also saw the rise of utopian dreams about international co-operation as seen first by the League of Nations and then the United Nations.

However, in these places it wasn't so much that nation spoke unto nation, as interpreter spoke unto interpreter. In response, inventors of international languages tried to bring about world peace with their inventions, the most famous of which is Esperanto. It didn't catch on sufficiently for the world's politicians to need or want to learn it.

Slowly, another international language emerged, spoken by diplomats, scientists, artists, business people and many more. Benefiting from the legacy of the British Empire, and the rise in influence of the most powerful member of that Empire - the USA - English (or kinds of English) is being spoken all over the globe.

The technologies of telephones, radio, TV, records, CDs, mobile phones and the internet have enabled most people in the world to get access to each other's language in a matter of moments.

Through these channels, millions of young people across the world have grown to like the sounds produced by English-speaking bands. Sub-titled films from Hollywood have given millions of non-English speakers the chance to imitate James Cagney, Marilyn Monroe, Robert De Niro and Harrison Ford.

English is the world's most widely spoken language, with some 1.5 billion speakers even though it's native for fewer than 400 million. English accounts for 60 percent of world internet content and is the lingua franca of pop culture

and the global economy. All 100 of the world's most influential science journals publish in English. "Across Europe, close to 100 percent of students study English at some point in their education."

Some linguists think of language as a living thing: It grows and changes, and every time a child learns it, the language reproduces itself. Now, a team of researchers is using the analogy of evolution to explain language change, arguing that key factors in biological evolution—like natural selection and genetic drift—have parallels in how languages change over time. And it turns out that the random changes, known as "drift" in biology, may have played an outsized role in the evolution of the English language.

Historians of English have long acknowledged that social and cognitive factors shape language over time. For example, languages lose irregular verb conjugations or other word forms that are hard to remember. And certain words or pronunciations get used because they are associated with people who have status and power—think about how new arrivals adopt the local accent in order to fit in. These pressures on language are based on concrete factors, similar to the biological pressures of natural selection.

But that explanation didn't satisfy University of Pennsylvania (UPenn) evolutionary biologist Joshua Plotkin. He was puzzled by oddities such as a growing preference for the word "clarity" over its synonym "clearness." According to standard linguistic theory, "clearness" should be more common because adding "-ness" is an easy-to-remember rule for making a noun out of an adjective. But that's not what happened in English. "As an outsider," Plotkin says, "this increase seemed at odds with the notion that language ... regularize[s] over time." So he decided to roll up his sleeves and apply some theories from evolutionary biology.

With another evolutionary biologist and two linguists from UPenn, he analyzed three databases of historical English together containing more than 400 million words and ranging from 1100 C.E. to the 21st century.

The researchers used statistical methods from population genetics to analyze three well-known changes in the English language: how past-tense verbs in American English have taken the "-ed" ending, (as when "spilt" became "spilled"), how the word "do" became an auxiliary verb in Early Modern English (as in "Did you sing?"), and how negative sentences were made in Old to Early Modern English.

They found that selection was the likely cause of how negative sentence structures changed over time (like how the Old English "Ic ne secge" became the Early Modern English "I say not"). But the two other changes were likely the results of random drift, they write today in a letter published in *Nature*. That's because, rather than having an even rate of change, the frequencies of alternative forms changed in fits and starts—jagged fluctuations that were obvious in the data set. When it came to the verbs, they found that drift's influence was stronger when the verb was less frequent. Only six past tense changes in their data set, such as "lighted" to "lit," were deemed to have changed for purposeful reasons, such as being easier to learn and use. The paper is "extremely exciting," says Erez Lieberman

Aiden, a geneticist at Baylor College of Medicine and a computer scientist at Rice University, both in Houston, Texas, who has also applied quantitative methods to massive language data sets. "Any sophisticated model of evolutionary change needs to deal with the balance of selection and drift, and this one is sophisticated because it tries to dissect the principles that drive the change."

But to other researchers, the role of randomness in language is intuitively obvious. "Every single speaker on Earth will have their own specific linguistic variants," says Andreea Calude, a linguist at the University of Waikato in Hamilton, New Zealand. "This variation is sometimes driven by selection, but at other times, we like to choose our own options from the linguistic buffet available to us."

Plotkin hopes that linguists will find the notion of drift and his statistical tests to be useful, because they allow researchers to study the patterns and timing of change in a single language rather than having to compare languages. "We're not saying that pure drift is the only thing happening," he says, "but rather that drift is often involved, and we shouldn't rule it out."



The Threats of Misinformation:

How Social Media Sites are Contributing to the Spread of Fake News and False Narratives in Current Affairs

Dr. Gazal

Assistant Professor, BVICAM, New Delhi

Media of all types face common challenges, but these challenges are particularly acute in the realm of digital media, particularly on social media platforms. Misinformation, which refers to fake or misleading information that spreads unintentionally, is a major problem. In fact, the World Economic Forum has listed "misinformation" as one of the global risks. Related terms include rumours and fake news. Unverified information spread with uncertainty are referred to as rumours. Several factors contribute to the spread of rumours, including source credibility, personal involvement, validation bias. Misinformation has been a major concern for social media sites in recent years. The ease of sharing information on these sites has made it easy for false information to spread quickly and widely. This has led to widespread confusion and even harm in some cases. One of the biggest challenges facing social media sites is the sheer volume of content that is posted every day. With so much information being shared, it can be difficult to monitor and fact-check everything. Some sites have implemented fact-checking systems, but these are often limited in their scope and effectiveness.

Another issue is the way that social media algorithms work. These algorithms are designed to show users content that is likely to be of interest to them, based on their past behavior on the site. This creates filter bubbles, in which audiences are only exposed to data that approves their existing views. This can make it difficult for users to differentiate between accurate and inaccurate information. Misinformation on social media sites can have serious consequences. It can lead to the spread of conspiracy theories, false health information, and even political unrest.

Numerous current issues and policies have come to light lately, and social media influencers often attempt to convey this information without delving too deeply into it. Influencers feel pressured to upload content as quickly as possible to distinguish themselves from their competitors. As a result, they spread half-truths, falsehoods, and opinions that quickly circulate among audiences, causing them to become agitated.

Recently, the internet was abuzz with news of model and actor Poonam Pandey's purported battle with cervical cancer. However, it was later revealed that the news of her demise from the disease was entirely fabricated. Pandey claimed that the hoax was arranged to raise "critical awareness" about cervical cancer, but the method employed was undeniably insensitive. Using someone's fabricated death as a tool for awareness is not only callous but also undermines the seriousness of the disease. Instead of shedding light on the realities of cervical cancer, such antics serve as nothing more than a trick to garner attention and increase follower counts. Following this incident, "cervical cancer" and "Poonam Pandey" skyrocketed to the top of Google searches. However, the focus shifted away from the disease itself to the influencer, which is counterproductive in spreading genuine awareness. In the wake of Pandey's hoax, social media influencers jumped on the bandwagon, flooding their feeds with content related to cervical cancer and the HPV vaccine. Unfortunately, many of them lack authentic and detailed information about the topic they're discussing. This has led to the dissemination of misleading information to the public, such as claims that the government will provide the HPV vaccine for free, which is untrue.



There was another misleading information regarding the closure of Paytm Bank that was circulating on social media in which influencers was mentioned that Paytm is banned. But the original news is the Reserve Bank of India (RBI) had given notice to close Paytm Payments Bank after February 29 due to non-compliances. However, the actual order only barred Paytm Payments Bank Ltd (PPBL) from accepting more deposits from February 29 and undertaking any banking activity, including accepting deposits, credit transactions, wallet top-ups, bill payments, and FASTags. Despite this, Paytm UPI is still operational. Some people misunderstood the information and uninstalled the app, leading to widespread confusion. Paytm has a vast network of over 3 crore merchants on its platform. Among them, around 20% or approximately 60 lakh merchants use Paytm Payment Banks Limited as their settlement account. However, the new rules will not affect the remaining users who have attached their bank account to Paytm.

To prevent the spread of fake news, it is essential to follow authentic people and pages on social media. Many doctors who are also influencers on social media can provide accurate information about cervical cancer and the vaccine. The official websites of the World Health Organization (WHO) also contain information about cervical cancer that people can refer to for accurate and reliable information.



It's crucial to recognize the responsibility that comes with being an influencer, especially when discussing sensitive topics like health. Exploiting tragedies for personal gain not only diminishes the seriousness of the issue but also perpetuates misinformation. Instead, influencers should strive to educate themselves thoroughly before disseminating information to their followers, ensuring that they contribute positively to public awareness efforts.

Social media sites have a responsibility to address this issue and work to prevent the spread of false information. This can be done through better moderation, fact-checking, and algorithmic changes. Ultimately, it is up to users to be vigilant and critical when consuming information on social media sites. By fact-checking information and being aware of the risks of misinformation, users can help prevent the spread of false information and create a more informed online community.



Media Morality Maven

Ms. Upasana

Librarian, BVICAM, New Delhi

The emergence of social media has significantly altered the manner in which individuals engage with one another and exchange information. Distinct from conventional media forms like print, radio, and television, social media stands apart in two pivotal aspects. Firstly, users have the capacity to generate content on a scale that surpasses that produced by traditional news or opinion creators. Secondly, its inherent "viral" capability facilitates the potential for exponential information dissemination through word of mouth and interlinking across various social media platforms. This characteristic markedly diminishes control over the spread of such information.

This article aims to help you understand the legal and ethical aspects of social media by looking at relevant

cases. We'll highlight key ethical concerns and provide recommendations for social media users to handle potential social, ethical, and legal issues.

The Social Impact of Social Media

Disinformation and Misinformation

The spread of fake and misleading information on social media is a big problem worldwide. This kind of information can change what people think, affect political decisions, and sometimes even cause real-world violence. Nowadays, online information is full of false news, edited videos, and things that are not real, making us doubt if we can trust where the information comes from.



To tackle this problem, people are trying different things:

Fact-checking groups: There are organizations like Snopes, PolitiFact, and the International Fact-Checking Network (IFCN) that check if information is true or not. They help stop false stories and teach people how to understand the news better.

Social media actions: Big social media sites like Facebook and Twitter are doing things to stop the spread of false information. They may put warnings on untrue posts or limit how far they can spread. It's a tricky balance between stopping fake news and letting people speak freely.

Rules from governments: Around the world, governments are thinking of making laws to stop fake news. In the European Union, they're working on the Digital Services Act to fight disinformation and make content rules clearer.

Mental Health and Online Well-being

Thinking about mental health and feeling good online

A lot of research and talk focuses on how social media affects our mental health. While these platforms can help us connect and get support, they also bring some problems like loneliness, anxiety, and sadness. Especially for young people, there's a lot of pressure to show a perfect life online, which can be really tough.

People are trying to help with these issues by:

Mental health tools: Some tech companies are adding features to help users control how much time they spend online and filter the content they see. They're also running campaigns to tell people about the possible bad effects of using social media too much.

Research and support: Many studies are looking into how using social media affects mental health. They give us ideas on the best ways to use social media in a healthy way and how to deal with the tough parts.

Cyberbullying and Online Harassment

Cyberbullying and online harassment represent pervasive

challenges in the contemporary digital landscape, impacting individuals across diverse age groups. The veil of anonymity inherent in online interactions can empower individuals to engage in abusive conduct that may differ from their behavior in face-to-face encounters. While legal frameworks and platform-specific mechanisms have been instituted to address these issues, their effectiveness remains a topic of ongoing discussion. Strategies aimed at mitigating cyberbullying and online harassment encompass the following:

Reporting mechanisms and platform policies: Social media platforms have implemented reporting tools and established policies delineating repercussions for individuals involved in harassment. The primary challenge lies in the consistent enforcement of these policies while upholding the principles of free speech.

Awareness campaigns: Advocacy organizations and educational institutions collaborate to heighten awareness regarding the ramifications of online harassment. These initiatives aim to foster empathy and encourage respectful behavior in online interactions.

Legal Framework & Regulations

Online Speech and Freedom of Expression

The legal dynamics surrounding online expression are intricate, marked by the inherent tension between safeguarding the right to freedom of expression and the imperative to regulate potentially harmful content. Various nations have enacted legislation to navigate this complex terrain, although such laws frequently elicit apprehensions related to censorship and regulatory overreach. Recent advancements in the legal framework governing online expression include:

European Union's Digital Services Act: This legislative initiative advocates for more stringent regulations pertaining to the removal of content, necessitating platforms to enhance transparency in their content moderation decision-making processes.



Suggestions & Recommendations

1. **Stay Informed about Legal Updates:** Keep yourself informed about the latest legal developments related to social media in India. Laws and regulations in this field are evolving, and staying updated is crucial to avoid legal issues.
2. **Understand the Intermediary Guidelines:** If you are an intermediary or content creator on social media, familiarize yourself with the Intermediary Guidelines and ensure compliance with the rules, especially if your platform has a substantial user base.
3. **Data Privacy and Consent:** Be cautious about the data you share on social media platforms. Understand how your data is collected, used, and shared by platforms. Always review and adjust your privacy settings to align with your preferences. Update yourself about the upcoming data protection legislation in India, as it will have significant implications for how your data is handled.
4. **Respect Copyright and Intellectual Property:** Avoid sharing copyrighted content without proper authorization. Understand fair use and copyright laws to prevent legal issues related to intellectual property.
5. **Practice Responsible Online Behavior:** Ensure that your online behavior is respectful and in line with the law. Avoid engaging in cyberbullying, hate speech, or defamation, as these can have legal consequences.
6. **Content Moderation and Reporting:** Social media platforms should implement clear content moderation policies. Familiarize yourself with these policies to understand what content is allowed and what is not. Use reporting mechanisms provided by social media platforms to report content that violates their guidelines. This can help maintain a safer online environment.
7. **Promote Media Literacy:** Encourage media literacy among yourself and your peers. Develop critical thinking skills to evaluate the credibility of information and news you encounter on social media.
8. **Support Online Well-being:** Be mindful of your mental health while using social media. Limit screen time, take breaks, and practice self-care to mitigate the potential negative effects of excessive online interaction.
9. **Advocate for Responsible Use:** Join or support

advocacy groups and initiatives that promote responsible social media use and ethical behavior online.

10. **Seek Legal Advice When Necessary:** If you encounter legal issues or have concerns related to your activities on social media, seek legal advice from qualified experts who specialize in technology and internet law.
11. **Participate in Public Discourse:** Engage in discussions about the legal and ethical aspects of social media within your community, online forums, and social networks. Encourage open dialogue and critical thinking.
12. **Be Cautious with User-generated Content:** As a content creator or platform owner, be cautious about user-generated content on your platform. Implement clear content policies, reporting mechanisms, and content moderation to minimize legal risks.

Conclusion

In conclusion, the dynamics of social media's impact on society, its ethical considerations, and the legal frameworks that govern it are continuously evolving, reshaping the way we interact with the digital world. The challenges and opportunities that come with these trends demand our collective attention and proactive responses.



The largest Crafts Fair in the world: *Surajkund International Crafts Mela*

Dr. Avneet Kaur Bhatia

Associate Professor, BVICAM, New Delhi

Suraj kund mela is started to preserve the languishing arts & crafts of India. The main idea behind the Mela was to support the community of talented craftspeople who employed local technology but were being underutilized by cheaper, machine-made knockoffs. Surajkund Mela Authority and Haryana Tourism are making a sincere effort to give artisans and weavers a direct marketplace to sell their goods without the need of intermediaries.

The Crafts Mela took place in 1987. The 40 acres that make up the Mela site are home to around 1010 work cottages where weavers and craftspeople reside. The Surajkund International Crafts Mela presents a remarkable array of textiles, paintings, woodwork, ivory work, pottery, terracotta, masonry, lacquerware, cane, and grass goods.

The Surajkund Mela Authority and Haryana Tourism, in partnership with the Union Ministries of Tourism, Textiles, Culture, and External Affairs, are responsible for organizing the Mela. The state of Gujarat has been selected as the Theme State for the 37th Surajkund International Crafts Mela-2022. Every state in India as well as at least 20 other nations will take part in the Mela experience of a lifetime.

Aims and Objectives

- To organize, manage and run the Surajkund International Craft Mela at Surajkund Faridabad with a view to promote handicrafts, handlooms with the aid of craftsmen invited from all over the country.
- To identify languishing and lesser known crafts and to introduce them to patrons.
- To display crafts and loom techniques by organizing demonstration sections in the Mela grounds.

- To undertake the promotion of export of handlooms and handicrafts.
- To set up an environment in which rural crafts traditions could be displayed and to project the traditional rural ambience of a typical village near Delhi for travelers who may not have the time or



Theme State

Gujarat – Theme State

Gujarat has history and it has plenty of stories. It is home to Dholavira, a city of the Indus Valley civilization, dating to 3rd Century BC. As well as contemporary creations, epitomised by the tallest statue in the world. Gujarat is an unending array of places to visit and lose oneself in. The astounding Rani in Vav the goose bump-inducing Somnath temple, the majestic wilderness of the Gir National Park, the beautiful starkness of the Rann of Kutch- to name just a few.

Where centuries-old traditions and nimble craftsmanship unravel. Gujarat has a spellbinding legacy, bringing together varied strands of culture and tradition. It is home to wide range of textiles that are intricately linked to its past. Artistry characterizes Gujarat and it manifests itself in many exquisite handicrafts that best showcase Gujarat's traditions.

Gujarat has a rich legacy of weaving and handicrafts, encompassing disciplines like-embroidery, tie-dye, block printing, bead work, metalworking, woodcarving, lacquer work, pottery, marquetry, quilting, stone carving etc.. Come discover every thread weave its magic at Surajkund Mela

A splash of colours, rhythm of drum beats and joy de-vivre merge at Surajkund in Faridabad, Haryana during the first fortnight of each February. The curtains go up on the acclaimed annual Surajkund International Crafts Mela from 1st February onwards, a celebration of Indian folk traditions and cultural heritage.

Occupying a place of pride on the international tourist calendar, more than a million visitors throng the Mela during the fortnight including thousands of foreign

tourists. The Surajkund Mela is unique as it showcases the richness and diversity of the handicrafts, handlooms and cultural fabric of India, & is the largest crafts fair in the world.

Food Court provides ethnic cuisines from all over the world, which are immensely popular with visitors. There are designated places for amusement, adventure sports and joy rides to make it a must visit event for the young.

In 2013, the fair was upgraded to an international level and in 2015, a record number of 20 countries participated in the Mela and Lebanon was the Partner Nation and Chhattisgarh, the Theme State.

A splash of colours, rhythm of drum beats and joy de-vivre, merge at Surajkund in Faridabad, Haryana during the first fortnight of each February. The curtains go up on the acclaimed annual 'Surajkund International Crafts Mela' from 1st February onwards, a celebration of Indian folk traditions and cultural heritage.

The Mela celebrates the unique diversity of Indian traditions and culture in an ambience, created to represent the ethos of rural India. Surajkund International Crafts Mela showcases some of the most exquisite handlooms and handicrafts of India. Handmade fabrics soaked in ethnic colours make an eye catching display for the visitors.

The multi-cuisine Food Courts provides ethnic cuisines from all over the world, which are immensely popular with visitors. The scintillating folk performances at the two 'Chaupals' and mesmerizing evening recitals at 'Natyashala' rev up the entertainment quotient. There are designated places for amusement, adventure sports and joy rides to make it a must visit event for the young.





सीधा, सटीक और निष्पक्ष

भारती News



TO SUBSCRIBE

सीधी, सटीक और निष्पक्ष खबरों के लिए आज ही सब्सक्राइब करे



भारती नेटवर्क

सीधा, सटीक और निष्पक्ष

आवाज़ आम जनता की

SCAN ME



LIKE



& SUBSCRIBE



Call For Papers

International Journal of Research in Multidisciplinary Studies (IJRMS)

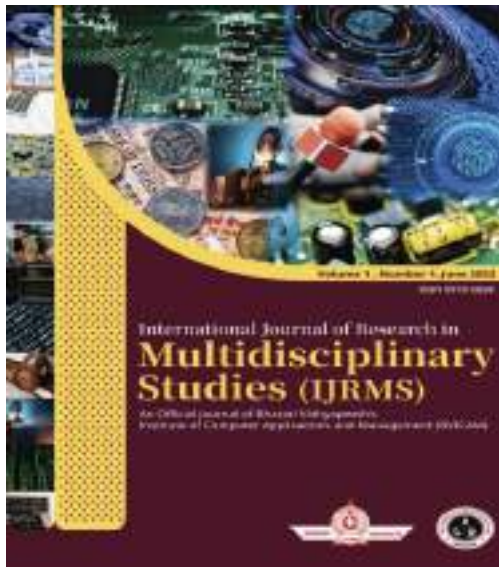
[An official publication of Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi] published bi-annually; June and December by the Institution of Media Professionals (IMP), New Delhi

ISSN 0973-5658

Editor-in-Chief: Prof. M. N. Hoda

Journal Home Page: <http://bvicam.ac.in/ijrms/>

Paper Submission Link: <http://bvicam.ac.in/ijrms/loginReqSubmitPaper.asp>



Scan the QR Code to open the
Homepage of the Journal
<http://bvicam.ac.in/ijrms/>

International Journal of Research in Multidisciplinary Studies (IJRMS), ISSN 0973-5658, is a bi-annual peer-reviewed official Research Journal of Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), New Delhi, published by the Institution of Media Professionals (IMP), New Delhi. Original manuscripts in the following domains, but not limited to, are welcome:-

Anthropology, Applied Linguistics, Applied Physics, Architecture, Artificial Intelligence, Astronomy, Biological Sciences, Botany, Chemistry, Communication Studies, Computer Sciences, Computing technology, Cultural studies, Design, Earth Sciences, Ecology, Education, Electronics, Energy, Engineering Sciences, Environmental Sciences, Ethics, Ethnicity and Racism Studies, Fisheries, Forestry, Gender Studies, Geography, Health Sciences, History, Interdisciplinary Social Sciences, Labour Studies, Languages and Linguistics, Law, Library Studies, Life sciences, Literature, Logic, Marine Sciences, Materials Engineering, Mathematics, Media Studies, Medical Sciences, Music, Nanotechnology, Nuclear Physics, Optics, Philosophy, Physics, Political Science, Psychology, Publishing and editing, Religious Studies, Social Work, Sociology, Space Sciences, Statistics, Transportation, Visual and Performing Arts, Zoology and all other subject areas.

Interested authors should submit their papers, online at <http://bvicam.ac.in/ijrms/loginReqSubmitPaper.asp>, in single-column in the template available at <http://bvicam.ac.in/ijrms/Download.asp>, with IEEE citation style. Unregistered authors should first create an account (Free of Cost) <http://bvicam.ac.in/ijrms/login.asp> to log in and submit paper. Only electronic submissions will be considered. Pl note that there are **No Publication Fee**. For any other query, pl visit us at <http://bvicam.ac.in/ijrms/> or mail us at ijrms@bvicam.in

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, Rohtak Road, New Delhi - 110063
Tel: +91 - 11 - 25275055, 25255056