

INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT



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INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT

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About The Journal

The International Journal of Communication Development is a new journal devoted to the analysis of communication, mass media and development in a global context in both Indian and international perspective. Authors are encouraged to submit high quality, original works which have not appeared, nor are under consideration, in other journals.

The International Journal of Communication Development examines the way in which similarities and differences open up scope for discussion, research and application in the field of communication, mass media and development. This journal seeks innovative articles, utilizing critical and empirical approaches regarding global communication including, but not limited to, systems, structures, processes, practices and cultures. These articles could deal with content, as well as its production, consumption and effects, all of which are situated within inter- and trans-national, cross-cultural, inter-disciplinary and especially comparative perspectives.

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FROM THE EDITOR'S DESK

As we sit to compile this issue, it is time to give some good news. International Journal of Communication Development (IJCD) is on the latest list of UGC approved journals. And this not only motivates us as a team but also as perpetrators of good and quality research in communication. It also increases our responsibility manifold.

As Editors our responsibility to maintain the integrity of the published literature is supreme and we have decided to publish errata or corrections if any significant discrepancy is identified. Editors are responsible for monitoring and ensuring the fairness, timeliness, thoroughness, and civility of the peer-review editorial process.

We expect the authors to be accountable for the presented data in their submitted articles along with taking the responsibility of the significance. The authors are expected to present genuine original outcome of their research, and an appropriate and relevant citation should be considered while representing the data and documenting the discussion.

Mass Communication is a method of inquiry and serves the purpose of playing the role of a public service machinery in the dissemination and analysis of news and information. Keeping this in mind the scope is wide and aim is to publish high quality articles in IJCD. We provide an opportunity to share the information among the fraternity of mass communicators and researchers.

One field of research which IJCD will actually like to encourage is social media. So much a part of our lives and so less researched. Let's try to make this field an important area of study and discussion. Along with it will come cyber journalism and online security?

Friends, Team IJCD needs to inform all of you that please ensure to send the research papers in the standard research format and the articles maintaining continuity. It will help us in not having to return them to you for re-writing. Articles should be between 5000-8000 so that the research has an in-depth quality in it. All papers in this journal have undergone rigorous review, based on initial editorial screening, and double blind review by two anonymous reviewers.

We bring out this issue of IJCD with an élan. Our efforts have been well received with positive comments and important criticism. Friends I am sure your comments and guidance will help us to strive towards excellence.

Dr. Durgesh Tripathi
Editor, IJCD

(A UGC Enlisted- 2017, Peer Reviewed Research Journal)

THE DAWN OF A NEW ERA OF INNOVATION IN BOLLYWOOD
Satarupa Roy, Research Scholar, Assam Central University, Silchar, Assam

Introduction

Film is considered to be an important art form, a source of popular entertainment and a powerful method for educating – or indoctrinating – citizens. The visual elements of cinema give motion pictures a universal power of communication. Some films have become popular worldwide attractions by using dubbing or subtitles that translate the dialogue into the language of the viewer. Made up of a series of individual images called frames this replica of real life in reels is amazing innovation for edutainment. When these images are shown rapidly in succession, a viewer has the illusion that motion is occurring. The viewer cannot see the flickering between frames due to an effect known as persistence of vision, whereby the eye retains a visual image for a fraction of a second after the source has been removed. Viewers perceive motion due to a psychological effect called beta movement.

Bollywood, the name given to the Mumbai-based Hindi Film Industry, is by far the most popular of all the movie-making industries of India if not the world. It is the world's most prolific cinema factory as it has to its credit an annual production of 1000 films every year which is about double of Hollywood's output. The name 'Bollywood' is formed by combining the two names one of which is Bombay (now Mumbai) where it is based and the other Hollywood (the American film industry). It produces almost a thousand movies in a year and generates revenue beyond imagination. The popularity of these films can be understood from the very fact that every Friday when a movie is released thousands of people all over the country rush to the cinema halls for witnessing the two to three hour narratives forgetting all their worries or issues of day-to-day life. "Fourteen million Indians go to the movies on a daily basis (about 1.4% of the population of 1 billion) and pay the equivalent to the average Indian's day's wages (1-3 dollars) to see any of the over 800 films churned out by Bollywood each year" says Matt Rosenberg. Movies of Bollywood represents India and Indian culture, they have made the rest of the world accustomed with India and our ways of entertainment which has not only been accepted but appreciated and followed to certain extent all over the world. "Bollywood movies are always unique and full of art as well as moral lessons. "Every movie clearly shows how diverse Indian culture is" says Vasudev, Aruna (ed.) (1995), Introduction, Frames of Mind: Reflections on Indian Cinema, New Delhi: UBSP.

Hindi Films are most popular part of Indian media today. The power of films is undeniable since it helps to mature the society and also brings forth the scenario of the society. Films are important art forms, a source of popular entertainment. At times it also generates views that are adopted by the people. This is the influencing power of films and the characters that are played by extremely talented men and women. India is celebrating its 100th year in cinema, a journey par excellence in which it has itself matured and gained popularity to such an extent that people not only relate to the stories shown by them but even imitate the characters.

Bollywood is the term used to refer to popular Hindi language films produced in Mumbai. The films combine a distinctive approach to filmmaking with traditional elements of Indian culture and an attempt to appeal to the mass market. In more recent years conventional Indian perspectives on issues surrounding the family and individual duty have been increasingly matched by aspects of a more westernized outlook. In Bollywood prominence is given to song and dance routines with high production values, narratives focus on family relationships and use elements of heavy melodrama, a mixed genre is employed with intermingled scenes of action, comedy and intense romance, the stars are displayed as highly attractive personalities to be admired and emulated in their moral values. In the last ten years there has been a noticeable change in the Bollywood Film Industry in terms of means of production and consumption of films. A technological progress has been noticed and it has re-defined the approach of films. Even small budget films with unconventional actors make it big and generate a huge rate of return.

Since the earliest days of the Hindi film industry's rise at the beginning of the twentieth century, film has had an enormous impact in shaping public views and ideas about everything from what it means to be a "good citizen" to what roles are acceptable and proper in a "civilized" society. With the exception of academics and serious students in film or cultural studies, most movie-goers regard the viewing of films as simply an entertainment activity when, very often, central to the experience is the swallowing of messages that the creators of the film wish to advance. Hindi films had a glorious start in 1940s. The films of the golden era of Hindi films were subject-oriented along with strong scripts that had a strong and positive impact to the society. But gradually with the coming of the modern era (1970-90), the films lost their uniqueness and started to follow some basic stereotypes. However it is seen that in today's contemporary period (2000-till date) films have regained the potentiality to grab the audience with various themes.

Objectives:

- 1) To study the storyline of two blockbusters of the decade.
- 2) To analyze the similarity and difference between the two films.
- 3) To evaluate if they follow the age old formula of romantic films of Bollywood.
- 4) To analyze if the advent of the new decade had brought new ideas in the films of the present.

Methodology:

The study will be based on two case study of two blockbusters of 2001 wherein the researcher will try to find out the above mentioned objectives by watching and thereby narrating the storyline of both the films. Following which the films will be critically discussed and compared with films of the previous years' and the subsequent years' to reach a befitting conclusion.

Discussion:

The decade had a slow start with the year 2000 with few films bringing in a hope for breaking the age old formula based stories of love triangle or parental opposition. However, the subsequent year of 2001 was completely the opposite and brought in great films which were not only fresh in its appeal but had global strata. Some of the worth mentioning films of this year were DilChahtaHai, Lagaan, Gadar-EkPremKaatha, KabhiKhushiKabhieGham, Nayak, Chandni Bar, Zubeidaa, Lajja, Rahul, Tum Bin, RehnaHainTereDil Main(RHTDM) . Some may wonder why is films like Rahul, Tum Bin, RHTDM or even films like Chandini Bar and Lajja included in this list. The answer is, a film has many criteria to be considered as good or great among which one is if it has a fresh storyline, a story that leaves a mark in the viewers' heart and these films had such stories to tell. While all these mentioned films had something unique in their storyline or the way the narrative was portrayed, all of these cannot be discussed because of time and word constrains. Therefore, the most successful two films according to box office review Gadar- EkPrem Katha with an appox income of Rs. 75,50,00,000 directed by Anil Sharma and KabhiKhushiKabhieGham with an appox income of Rs.47,00,00,000 directed and written by one of the most successful directors of this era (in terms of earnings), Karan Johar shall be discussed to find out what new has these films offered to the new decade and where they still lack back.

Case Study 1: Gadar- EkPrem Katha (Anil Sharma, 2001)

Cast: Sunny Deol as Tara Singh, Ameesha Patel as Sakina, AmrishPuri as Asraf Ali, VivekShauq as Darmiya

This film dates back to 2nd July 1945 when India was divided into two parts Hindustan and Pakistan. It was declared that it was on the Hindus and Muslims to choose in which country they desired to reside. Likewise some Hindus remained in Pakistan and some Muslims in Hindustan (since they had their properties there). However, soon in Pakistan the government announced that the Hindus had to leave Pakistan as communal riots was at its peak and they weren't safe in the country any longer. The Hindus were given a train that could take them to Amritsar in India. But before the train could leave for India, thousands of Muslims armed with daggers entered the train, raped the Hindu girls and women and brutally killed the men. The train reached India but with only dead bodies of thousands of Hindus. The horrifying scene infuriated the Hindus specially Sikhs and they started killing the Muslims.

Among those sikhs Tara Singh is one, who leads the riot. Meanwhile a well-known Muslim business man Asraf Ali is traumatize in his castle and is advised by the police to leave India, he is about to do so when his house is attacked by the angry Sikh mob. He and his family somehow manages to escape and reach the railway station but in the rush while boarding the train his daughter Sakina is left behind in the railway station crying on her plight, while her family helplessly watches her. Shakina is stepped by several travellers and she faints in the station. When she regains her consciousness she finds herself under a heap of dead bodies followed by which a mob of Sikhs find her and she runs for her life.

She finds Tara Singh on her way and asks him to save her, Tara Singh claims to know her and thus he fights with the Sikhs and when they ask him why he was saving a Muslim girl, he cuts his finger and puts his blood on her forehead and claims that now she was the wife of a Sikh and so a Sikhni herself. Tara Singh brings Sakina to his house but never imposes anything on her , neither does he claims her to be his wife. He saves her from all odds and attacks from the Sikh community. Soon Sakina finds her photo in Tara's cub board and the viewers come to know that Tara Singh actually knew Sakina from pre-independence days when she used to study in a reputed college in the nearby area. In fact, Sakina and her friends played a frank on him in the past after which they became friends and Tara Singh developed a soft corner for Sakina. Seeing the photo in his cub board of those days Sakina realizes that Tara had genuine feeling for her which she had never known. On the other hand Tara decides to somehow send Sakina to Pakistan to her parents. However, by then Sakina falls in love with Tara and decides to stay back. Both of them start a blissful life and soon Sakina gives birth to a son and names him Jeetay. They had a song which connected them (Urja Kale kawateremuhwichangpawa) and they used to sing it whenever they were happy or sad. However, soon Sakina comes to know that her father and family is alive and are residing in Pakistan, she is very happy and through the embassy she called her father who is a mayor there. She also informs her father about her husband and son which does not please him at all .However he does not let Sakina feel so. Sakina,Tara and their son Jeetay are very excited to go to Pakistan but on reaching the aerodrome they come to know that only Sakina's Visa has been confirmed as Asraf Ali (Sakina's Father and the Mayor there) has forgotten to sign on the other two passports. The embassy assures Sakina that her sons and husbands Visa shall arrive soon so she need not worry. Sakina boards the plane to find her father sitting in it to receive her. She asks her father why he did not meet his son-in-law after coming that far on which he says if he would have set his foot in India , it would remind him of all the pains that he has undergone here. He adds that this country has caused the death of his son and Sakina's brother. They go to Pakistan were a grand welcome awaits Sakina. Initially she was very happy to be amongst her family and loved ones but soon she realizes that they were dead against her marrying an Hindu and will never let her go back to her husband. She pleads , cries and shouts but everyone turns a deaf ear to her. She even over hears her father saying that he purposefully did not sign on her husband and son's visa to restrict them from entering Pakistan which infuriates her. Meanwhile in India Tara keeps on going to the Pakistan embassy for his visa but is refused every time.

One fine day, Tara is shown a newspaper of Pakistan by his family which related that Sakina was tortured and forced to marry in Hindustan. Tara immediately decides to go to Pakistan and bring his wife back as he realized that Sakina was being forced to say all that. Meanwhile Sakina's father decides to make her the next big figure in politics and arranges her marriage with a prominent army officer in Pakistan. Tara Singh on the other hand somehow manages to enter Pakistan without passport by road. He meets his friend Gullu in Pakistan and comes to know that Sakina is getting married. He immediately rushes to Sakina's house and sings their favorite song to her where Sakina is held back by her family. However Sakina breaks the door of the room where she is locked and sings back to him. She is delighted to see

her son and embraces him. This leads to a power play between Asraf Ali and Tara Singh. Asraf Ali asks Tara Singh that how dare he enters Pakistan when they (Indians) had killed a lot of Pakistanis brothers. To which Tara says that Pakistani's started it and added that his father ,mother, sisters and brothers all were killed by them but that was a pace of madness that passed, at present he has come to take his love and his child's mother back home. He added that he had forgotten about those memories that generated hatred in him and pleaded Asraf Ali to do the same. However Asraf Ali continues to speak ill about Indians which infuriates Tara and he says it was the Indians because of whom the Pakistani's have an identity today since during partition they provided the Pakistani's with 65 crore rupees that helped them to survive in lieu of which they showed their gratitude by killing thousands of Indians when they were leaving Pakistan as ordered by them. Tara Singh pleads again to send his wife with him otherwise he warns he would die only after killing thousands of Pakistani's . Asraf Ali gets angry but the Kazi(priest) stops him in the name of khuda(God) .

Later with the advice of the Kazi, Asraf Ali keeps a proposal in front of Tara asking him to adopt Islam as his religion and stay back in Pakistan. He gives Tara a night to decide. The following morning in front of the people of Pakistan Asraf Ali asks Tara his decision and to his utter surprise Tara agrees to become a Muslim saying that a man's first duty is to protect his family and besides that be it Allah or God they are names given by humans to the same lord. However even after agreeing to all the conditions laid by his father-in-law , Tara is raged in front of the crowd which he does not mind until he is asked to shout 'Hindustan Murdabad' (condemn Hindustan) . After that there was no question of tolerating anything. Tara Singh single handedly fights with probably hundreds of armed Pakistani's and managed to flee with his friend who accompanied him to Pakistan,his wife and his son.

They somehow find a shelter for them but soon they realize that the lady of the house or rather hut have given them shelter only because she desired to own the jewelry that Sakina was wearing. Tara Singh somehow arranges for a transport to take them to India, it was a goods train that went to India to deliver goods. However, Asraf Ali finds the lady and the house in which Sakina took shelter. From her house as a proof that she was tortured her jewelry was found. Even a transport receipt of the train in which they flee from the spot was discovered by Asraf Ali followed by which the Pakistani Army was set to search the train.

Initially the escapers tries to hide but when they are found they fight their heart and soul until Asraf Ali boards an helicopter and starts firing. However, in the firing Asraf Ali shot his own daughter. Sakina is taken to the doctor where she is treated but the doctors say it could be only a miracle that can save her. Hearing this little Jeetay (Sakina's son) started singing to her the song they always sang. This reminds Sakina of the golden days in India when she was married to Tara and had a lovely son, all of a sudden she sees that her son is hurt and she gets up in shock. Everyone is happy included Asraf Ali who seeks forgiveness for being so mean-minded.

The film revolves round the Indo-Pak partition and the consequences of the partition which has long since been an interesting subject matter for different Hindi film-makers. The time

when Hindu-Muslim hatred reached its peak and the innumerable deaths caused by the riots. It also highlights that love is above all such communal issues and irrespective of the barriers that people create if the love is true it wins over all such obstacles that counties and religion imposes on it.

The film manages to hold interest through its violent yet convincing love story of the partition time. It can be called a typical Hindi masala film but the melodrama appeared to be convincing keeping in mind the extreme condition of the partition and the hatred between the Hindus and Muslims then.

Case Study 2 :KabhiKhusiKabhiGham (Karan Johar, 2001)

Cast: Amitabh Bachchan as YashvardhanRaichand, Jaya Bachchan as Nandini,Sharukh Khan as Rahul, Kajol as Anjali, HrithikRoshan as Rohan,KareenaKapoor as Pooja,Farida Jalal as Diyaan.

The film starts amongst the cheering of girls for 'Rohan' who is batting in a cricket match. The location and the field suggests that it is definitely somewhere outside India. Commentators soon reveal that it's the last ball of the match and five runs has to be scored for Rohan's team. However Rohan does not listen to any of these as he closes his eyes, he hears someone saying (in his memory) 'if one wants to achieve anything in life, then he should listen to his heart and if even his heart does not say anything he should simply close his eyes and think of his parents and he shall see that anything and everything in life is achievable,all the barriers will fade away and success will be his'. Rohan opens his eyes, hits a six and opens his helmet. He is the hero of the school and the film.

Cut to next scene the hero mails his father and tells him that he has finished his last semester and is heading back home. He then picks up a photo frame of a fat kid and a handsome man, whose identity in the film is yet to be revealed. However, one in real life is King Khan of the industry. Rohan then speaks to a friend and tells him that before going home he was going to Haridwar to meet his Dadi (father's mom) and Nani (mother's mom).Cut to Hariwar wherein between the gayatri mantra Rohan'sDadi is looking at the same picture that he was looking at in his hostel room and is crying.After people leave Rohan'sNani teases his Dadi. In their conversation Dadi says that she misses Rahul a lot. Meanwhile,Rohan arrives there and embraces both of the old ladies. At night Nani tells Dadi not to say anything about Rahul leaving the Raichand house to Rohan and keep the fact of Rahul being an adopted child from him. However, Rohan over-hears them and wants to know everything. After which the story starts as a flashback and progresses with Dadi and Nani telling him all about those days when Yash and NandiniRohan's parents brought Rahul home from an orphanage.

Rahul became the light of the house and Nandini's life and when Rohan was born 9 years after that, it was just a perfect and complete family. Rohan asked whether Rahul knew that he was adopted to which Dadi said that on Rahul's eighth birthday he came to know about it but after that it was decided that no one would ever talk about the adoption in the house as Rahul

was the elder son of the house and theirs own but it was discussed later in a very unfortunate manner and that was the last day of Rahul in the Raichand house.

The flashback takes the audiences ten years back when Rahul came back after finishing his MBA from London on a Diwali. As soon as Rahul sets feet on the ground from his helicopter outside the house Nandini senses his arrival and goes running to the door, this shows the love she had for Rahul. The whole Raichand family then worships to the lord. Yash Raichand pulls a girl towards him quite affectionately which seems as if he had plans for Rahul and her being together in later days. This was Naina who liked Rahul and was a family friend's daughter. Rahul comes to his room and teases his younger brother Rohan that fat little boy who just does not look like the present day Rohan and has no resemblance with him. They watch the cricket match together and cheer when India wins over England. There another important character is introduced of Diyaan who takes care of Rohan and pampers him while Rahul is most of the time pampered by Nandini.

Yashvardhan, the man of the house and Rahul's father calls Rahul to his cabin and tells him about their family prestige and name that they have maintained since ages and makes Rahul promise that he too will follow the same tradition.

Cut to a shabby locality in the interiors of Chandni Chowk a fun-loving crazy girl is introduced who dances her heart out as India wins a match. Her kid sister Pooja is also shown who is always interested in doing make up. Diyaan the nanny in Raichand house stays there and Anjali is her daughter Ruksar's friend. As in Indian tradition the boy's family comes to see the girl and only after they approve, the marriage is fixed so Rukhar had to be at her best as she was having her introduction done in her house but Anjali unknowingly created a mess there. However, the boy's family liked Rukshar and the marriage was fixed. Diyaan brought Anjali to her father in order to complain about her but on seeing that he wasn't well started defending her. Anjali's father was happy to know that Rukshar's marriage was fixed and said even his daughters would be married someday to which Anjali says that she would never leave him and go as no one can love them (Anjali and her sister Pooja) as he loves them.

Cut to the Raichand house again, Naina drops Rahul and is not happy as Rahul was acting weird in the party they visited. Rahul enters the house and calls his kid brother 'fatty' and is scolded by his father. Nandini asks him why did he return early to which he says he does not like those high profile parties. Nandini says in this regard he was just the opposite to his father who used to love going to such parties and enjoyed the company of the beautiful girls there. Yash says if he would not have been to those parties he would not have found Nandini. However Dadi interrupts and reveals that it was Yash's father who brought Nandini to the house, as it was the tradition that parents would select brides for their boys. Nandini says those were olden days but now-a-days boys and girls choose their life partners. Yash gets angry on this and firmly tells Nandini that nothing has changed which meant that he would select the bride for his son just like his father did for him.

In ChaandniChowk, Anjali asks Rukshar when will she make her meet AswakMiya (Rukshar's to be husband). Rukshar says he will come to meet her the very day. Dijaan was sick that day so she did not go to work she says from behind that her master and his son's photo is printed in the paper. Anjali fools her and takes the paper to her sweet shop. Rahul and young Rohan goes to give Dijaan some medicine send by their mother to ChandniChowk. On their visit to ChandniChowk Rahul comes across Anjali ,who is dancing madly on some Punjabi wedding drum beats on the streets. Rahul instantly falls for her.On the other hand little Rohit is bullied by Anjali's kid sister Pooja and her friends. Rahul after delivering the medicines to dijaan goes to Anjali's sweet to meet her,who mistakes him to be AswakMiya (Dijaan's daughter and her best friend Ruksar's fiancée) who was supposed to meet her. She keeps on teasing him until she sees the newspaper that Dijaan gave her which had the picture of the business tycoon and his son Rahul in a majestic pose in whose house Dijaan works. Anjali is really embarrassed and does not know what to say when Rohan comes running for help and Rahul has to leave. They again meet on the birthday party of Yashvardhan where Anjali goes to deliver sweets. However, Anjali breaks an expensive vase in the Richand mansion , due to which the next day Dijaan brings her back to the mansion to apologise but there again because of Rahul and his mischievous actions Anjali breaks another vase and leaves crying.

On one hand Rahul falls head over heels for Anjali and confesses his love for her, on the other hand Yashvardhan fixes his marriage with Naina played by Rani Mukherjee. When Rahul comes to know about it he relates his love story to his father but only to his dismay his father completely denies to accept Anjali as his daughter-in-law. Rahul goes back to Anjali to cut all his relations with her. However, on reaching ChandniChowk he comes to know that Anjali's father is no more and now both Anjali and Pooja are left as orphan. Rahul immediately changes his decision and marries Anjali. This infuriates Yashvardhan and he tells Rahul that it was his mistake to think that an orphan if treated like his son could be his son for real he also makes him count the favors he did by letting him in his life and house. Rahul is deeply hurt and saddened by such words so much so that he leaves the Richand Mansion along with his wife Anjali and her sister Pooja for London. Before all these happens Rohit is sent to a boarding school for further studies so he misses all the drama and is completely unaware of what happened.

The flashback ends with Rohitpromising to bring his elder brother back. Rohit somehow comes to know that his brother is in London and thus he convinces his father to let him go to London for his further studies. Rohit goes to London and finds out about Rahul through the internet. He then takes admission in a college where he meets Pooja who is the college heart-throb. Pooja helps him to get into Rahul's house as a paying-guest from where Rohit's mission starts. Rohit tries his level best to make Rahul realize that he till date misses his parents without revealing his identity. He is in some ways successful in doing so. At last Rahul comes to know that it was his brother who was staying as paying guest in his house. Rahul and Rohit hug each other and recollect the past but inspite of all the efforts of Rohit, Rahul doesn't agree to come back. Rohit is left with only one option and that is to call his

parents without letting them know that for what reason they are being called. Rohit pretends to be sick during a telephonic conversation and thus Yashvardhan along with his wife comes down to London. They are called in a mall by Rohit where he brings Rahul and his family as well. All of them happen to meet each other there. But in spite of all his pleading Rohit could not convince either his brother or his father to talk to each other. However, when in London they come to know that YashRaichand's mother and Rohit and Rahul's grandmother died so Rahul had no choice but to go to India. There Nandini pleads Yash to ask Rahul to stay back after the rituals but when after so long Yash does not agree she gets angry and expresses her anger for the first time. Yashvardhan understands that he has stretched it too much and that his calm wife also has now got irritated.

Meanwhile the day arrives on which Rahul Anjali and Pooja are going to leave for London. All of them come to bid goodbye to their elders when Rohit takes his bother Rahul to their father Yash who is seen standing in front of Rahul and small Rohit's photo from the days they were together almost in tears. There the two of them Rahul and Yash has a conversation after years of separation. Yash tells him that if he regarded him as his father then he would have never left the Raichand mansion. He confesses his fault and after some emotional dialogues tells Rahul that he is growing old and he needs his elder son by his side. He apologizes for his behavior. Listening to this Rahul breaks down into tears and hugs his father. The family reunites and like a fairytale they live happily till the camera stops rolling.

The film is indeed a treat to watch because of its majestic set up and even bigger star cast. The ending scene between the two superstars (Amitabh and Sharukh Khan) brings tears to one's eyes. However, if the storyline is considered minutely then one can identify some short comings that are vital part of the film. Nevertheless the execution of the film was quite impressive and both the comedy and emotional scenes were beautifully portrayed.

Findings:

After analyzing both the films, it can be said that there were definitely some similarities between the two. As in both the films separation was the major plot of the storyline. Also in both the films there were parental opposition one because of religious and country differences and the other because of economic status and pride. Not only these two films have similarity in their storyline but they follow the age-old formula based story pattern of romantic Hindi films. There are some other stereotypes that both the films portray. For example the scene in which Tara Singh cuts his figure to put his blood on Shakina's forehead to marry her. It is by far the most common scene seen in Hindi films however, it can be considered as it was the call of the hour and there wasn't any other means to save her. However fighting with not ten or hundred but thousands of Pakistanis in their own land was a bit too much to digest. Talking of KabhiKhushiKabhieGham the first scene where Rohan closes his eyes amidst a cricket match and things of his parents was a bit unreal because it is neither allowed nor ethical to take one's own time and meditate in the amidst of a match making the bowler wait. Again the scene in which Rahul sets foot on the huge premise of his mansion (not even his house just the field that surrounds it) and his mother understands he has arrived was

superhumanly. Also the most disturbing part was Dadi knowing the whole love story of Rahul and Anjali that happened in ChandniChowk and narrating it to Rahul as if she has been an eye witness or at least narrated by one. There are other minor loopholes as well but those can be given a benefit of doubt.

However, Gadar-EkPrem Katha, definitely had a unique story. The pre independence era especially the partition time might have seen such cases but none was made into a film nor did anyone thing of it earlier. From the pen of ShaktimanTalwar came this extraordinary story of helpless people who were bonded by circumstance during that time and fell in love for eternity. Some love stories were successful some however got lost in the sand of time. A romantic action drama mingled with partition sentiments. KabhiKhushiKabhieGham on the other hand did not have any new element to offer other than a flashback story but even that had been used by Karan Johar in KuchKuchHotahain in 1999. Though, Johar can be given the credit of introducing flashback in romantic genre. Following which many films of the recent times are using it.

Conclusion

While in the 70, 80s and 90s Hindi films showed a declining trend with stereotypical storylines which mostly had love triangles, separation and meeting of protagonists or remake of Hollywood films. The beginning of the decade showed a bright future which in the subsequent years proved to be true for films of Bollywood. The year of 2001 brought a new ray of hope for the film lovers and critic who were by now if not bored but tired of the same copy paste stories. DilChahtahai(2001) story of three friends with a unique way of execution different from the ones made earlier, unconventional characters and out of the box way of thinking of protagonist who sometimes appear to be heroes and other times act as villains. That is to say who are more real because that is how human beings are unlike the all perfectones shown in modern era films. Chandini Bar(2001), a more realistic film which relates the life of bar dancers or even a low-budget small star cast like Rahul(2001) where the plight of a little boy is discussed on the separation of his parents. Even AmdaniAtthaniKharchaRupaiya (2001), a comedy film made with actors who are regarded as comedy heroes as they do light-hearted movies had a great message in most of its scenes unlike earlier comedy films which had no such purpose but to make people laugh. Talking of romantic films as it was made on a high scale compared to films of other genre, in the last decade i.e the 90s majority of the storyline of the romantic films were either love triangles or based on parental opposition. Hum Dil De ChukkeSanam, PyarKiyatohDarnaKya, Raja Hindustani, Dil to PagalHai, Kaho Na PyarHai, Dil, KabhiHaanKabhiNaa, Virasaat, Yes Boss, Pardes and even the all-time mega blockbuster DilwaleDulhaniya Le Jayenge all fall under any of the two mentioned story types. However, in this decade majority of the films have a fresh story to tell. Since here the discussion is about romantic genre so likewise examples are: KahoNaaPyar,SochaNaaTha,Fanaa,Rab Ne Bana Di Jodi, KabhiAlvidaNaaKehna, Koi Mil Gaya, DevD,Mohabatein,LageRahoMunnaBhai,VeerZaara,Om Shanti Om Jab We Met, Namastey

London, AjabPrem Ki GajabKahani; each of which depict a different stories with a strong message.

In the present decade at least innovations have become a common phenomenon. More so, because now, very few people go to theatres for only entertainment but edutainment (the case is different if it's a RohitShetty movie). They see reviews; do proper research before buying a ticket. Bollywood has gone global now, it is not only the songs that are played in pubs and discos in foreign land but it has gathered audience that get awestruck at the majestic appeal of Hindi films. Not only for the foreign audience but for the loyal audience of the land as well and the talent the industry possesses, sky is the limit. As Bollywood has out-numbered the number of film produced by Hollywood, it has the capacity to do the same in terms of quality as well and the new era films are definitely advancing towards that direction generating a hope for its loyal audiences for years.

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CHALLENGES IN THE DEVELOPMENT PATH OF DIGITALLY INCLUSIVE SOCIETY; A CASE STUDY OF BHARMOUR AND KUGTI OF DISTRICT CHAMBA, HIMACHAL PRADESH

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Abstract:

“The spread of Information and Communication Technology and global interconnectedness has great potential to accelerate human progress, to bridge the digital divide and to develop knowledge society”.

Information and communication technologies are the major stakeholders in the process of realising development of society. In this backdrop, the proposed study will elaborate what are the challenges in digitally inclusive society and also how communication technologies will help in meeting the development of society by minimizing digital divide. Critical analysis of the contemporary society will substantiate case of information and communication technologies as a helping hand for development. Enabling citizens to participate in the democratic process and their right to information access is important. To incorporate every citizen in the process, digital technologies have pivotal role. The dependency on new technologies have compelled the government of various nations to emphasise more on e-society and digital access. For good governance, the initiatives like Digital governance is commendable but large population, resources unavailability and the related issues are the major impediments in the way of digital inclusion. Practicing digital inclusion may be the important step to bridge the digital divide, which will empower citizen to participate equally in realizing the development goals.

Keywords: Digital Inclusion, Digital Divide, E-Governance, Development

Introduction:

Recent years have seen tremendous growth in the capabilities and reach of information and communication technologies (ICTs). The Internet, especially, has become a critical enabler of social and economic change and offering new ways of addressing development challenges. A new approach to development is conceived by United Nations while adopting for Sustainable Development Goals (SDGs) through ICT (information and communication technology). As from language of sign and symbol to oral and written & printed and the latest the broadcast and the internet, communication has a long journey. The modern scenario where the ICT dominates in communication process, every information seems to be accessible on a single click, India is facing some major concern in bringing its all citizen in the same pace. One of the major issue in this is the digital divide. The term “digital divide is said to have been coined a decade ago by a former United States Assistant secretary for commerce and telecommunications and communication, Larry Irving. Jr, to focus attention on the existing gap in access to information services between those who can afford to purchase the computer hardware and software necessary to participate in the global information network, and low income families and communication that cannot ... (Dragulanescu, 2002). Factors influencing

digital divide vary from region to region, the digital divide depends and the differences in the usage of communication resources between countries and regions intensifying. On the background of the earlier statement, the digital divide can be defined as the gap between individuals, households, business and geographical areas at different socio-economic levels with regards both to their opportunities to access ICTs and to their use of the internet for a wide variety of activities. In other words, this divide refers to the gap between those who can effectively benefit from information and communication technologies (ICTs) and those who cannot. Prof. R. Kling (1998) observed this divide from two aspect, technical access and social access. Technical access refers to the availability of the infrastructure, hardware and software for ICTs and Social access refers to the skills required to use the technical resources.

Economically and socially inclusive society leads to development. Development needs the unitized resources utilization. This utilization of resources should be in such a manner that development sustains. Sustainable development was defined by international enquiry into the relationship between environment and development, it is not concerned primarily with the environment but with the sustainability of the overall developmental context. This usually comprises three main elements: economic development, social development and the environment development. The term social development here means reducing and seeking to eradicate other dimensions of poverty, improving the quality of education, health, housing and other aspects of the welfare of individuals and communities, and enhancing the quality of social interaction, engagement and empowerment. To make this engagement, interaction and empowerment possible Information and Communication technology (ICT) can act as catalyst.

Case Study: ICT access for social engagement for development in rural society of Himachal Pradesh.

Area studied:

Bharmour is situated in between Pir Panjal and Dhouladhar ranges in district Chamba of Himachal Pradesh at the altitude of 7000feets. Bharmour is one of the tehsil of District Chamba and Kugti is its last village.

Objective of study:

This case study was conducted in which two societies were examined 1.Kugti (Chamba) and 2. Bharmour (Chamba). To analyse the Information and communication technological consumption pattern focus group discussion was conducted. How people from Kugti village access the information and consume it for their growth and how this access is different from the access pattern of people from the Tehsil Bharmour of the same community. The awareness level of government's development plans, schemes, information, feedback and participation & activism were studied. It was found that in Kugti, main source of information was the village Pradhan who go to tehsil for meetings or any person from society who comes down for his education or some other personal work. Interpersonal communication and group communication are the methods which were used for information diffusion in that particular society. Whereas in Bharmour, information access is easier as compared to Kugti.

Information is available through information and communication technologies. The area is equipped with good network coverage and internet connection. In this society, people need not depend on the Pradhan/opinion leader but they can access it on their own. It was also found that people especially the youth in Bharmour is actively engaged on social media. The youth is actively participating on digital media platforms. Whereas the youth from Kugti is engaged on digital platform only when to come to Bharmour because on technical inaccessibility. This study resulted about the societal gap due to information and communication technology accessibility.

Digital Divide: A Barrier in Social Interaction & Engagement

The broad application of information and communication technology (ICT) is a profound reason for optimism, since the rapid development of ICT-based services and systems offer the possibility for the needed deep transformation of the world economy and societies more broadly. This transformation is impossible without interaction, engagement and empowering the citizen in process of sustainable development. Information and communication technological enabled society will foster the development process. Access to information technologies is a major issue in the process of engagement in rapidly changing scenario. Because the citizens who do not have access to ICT cannot be involved in this process. This digital divide causes a significant problem in many developing parts of the world. In this modern world marked by a growing need for information skills at all levels, including School, University, workplace and ordinary life, similarly, there is an increase in outcries to bridge the digital divide. So the digital divide concerns much more information to increase the spectrum of skills we address. From an information retrieval skills, knowledge seeking behaviour and teaching on one hand, we therefore have an ICT environment and outcries for information skills concerns for description of the digital divide concerns the difference between those who have access to information (the have's) and those who do not have access to information (have not's). It is generally assumed that such diversity might impact on their ability to function in the changing environment. At university level it has been found that even if students are offered access to ICT and the opportunity to build computer and information literacy skills, that stills seems to be a divide when putting these skills to use.(Behera,j.k, p.139).

Barriers of Digital Divide in India:-

Expensive ICT& devices: One of the major hindrance in ICT is the cost of the technology. One section of the society i.e. upper class is able to aces and afford where as other i.e. Middle class or lower middle class families in India are still not able to bear the cost of information and communication technologies. The reason for this is household income and expenditure. The price of devices and services has to be in a way that accommodates everyone's budget. The price war has always has been a crucial player in the Indian market. The case of Freedom 251 mobile phone and Reliance Jio free network for free calling, internet accessibility and allied services of the network signify the importance of price war. The number of customer registered for Freedom 251 were 7.35cr. In the same way, Number of reliance Jio customers

in its first month crossed 16 million users and left other telecom services providers far behind in its kind of service. To compete this Jio scheme other telecom services providers had to give 4G internet at lower rates to sustain with their customers. In this Reliance Jio case, only providing calling and providing free 4G internet did not solve the problem of a common man. Technological enhanced devices were a major concern. However they tried to manage this with their lyf mobile handset. Still unaffordability of technology and device is matter of concern in collaborating.

Low technical skill and literacy rate: Accessibility only doesn't help out to be engaged with ICT. Being able to afford the cost of ICT but not being skilful enough to operate and utilize the technology by a person is subject of concern as it acts as a hindrance for digital engagement. There is a generation which is struggling just to know how to use a communication device whereas the other one is brought up with the technological advancement. Technical skills i.e. how to operate a device/ technology to communicate and to participate in the process of social engagement through technology. A step toward cashless economy and demonetisation is facing the serious challenges of low literacy rate and technical skill.

Geographical barriers: India is full of geographical diversity. Information and communication technology providers claim for access even in remote areas irrespective of geographical and climate conditions. But the ground realities are bit different. Many regions are still not in network coverage. In some of those areas many small enterprises are functioning. For example, in Himachal Pradesh; an enterprise Airjaldi is providing internet services. This internet service is again in a very specific region of Himachal Pradesh. Some district of the state have region with difficult or no ICT accessibility like chamba, kinnaur, lahaul spiti.

Language: Linguistic assortment is not allowing people to be in the mainstream of development. Apart from the constitutional approved languages, a huge number of dialects are in practice at grass root level. Labelling a region with a particular language and broadcasting in the same does not mean that the communicator is reaching to the last person in the audience. The purpose of communication will not fulfilled until the message is not the dialect which is used by the local people. Many community of remote areas not able to be part of inclusive society only because of this language barrier.

These are some major barriers of digital divide which do not countenance the citizen to socially interact and to take part in the development process. In the case of Kugti and Bharmour, it was found that if people from Kugti are backward, one of the main reason is information inaccessibility. Delay in information receiving and feedback is a major hindrance for Kugti people. The union government initiative like e-governance and m-governance are not in the access of digitally divided society.

Digitally inclusive society and development:

Digitally inclusive society highlights the path to development. As ICTs give every chance to contribute in development process. Citizens will be able to participate from their native place

as they need not to come physically to participate in policy formulation and implementation. Not only this, ICTs provide a platform to get effectively engaged with normal life routine works from Health to Education and Agriculture to weather forecast. Now a person does not need to go to health institutions for consultation or Interactive voice response system (IVRS) will assist him. ICTs can make the education and learning process easier. From open and distance learning to the topics of prescribed syllabus, general awareness to specific competition exam preparation series ICTs assisting with every possible method. Sustainable livelihoods and improved well-being through growth and poverty reduction can be addressed through ICTs. According to weather, what and how a crop should reap, what kind of fertilisers, soil and water treatment to be used to gain better agriculture production without harming the environment and health. Mobile message services for farmers will be helpful in reduction of risk and vulnerabilities of farming communities. ICT initiative like Mother Child tracking system (MCTS) for pregnant ladies for all health updates for better care and reminders for vaccines. M-governance for transparent and easy bureaucracy to track requisite information seems possible with ICTs. To make the way possible to sustainable development emphasis should be given on making all these services available to every citizen of the society without any discrimination of class, caste, creed and culture.

Conclusion:

It is widely accepted that ICTs accelerate the speed of development. World Summit on the Information Society (WSIS) has expressed the importance of ICTs and internet in development and establishing base for economic and social progress infrastructure providing tools for programme in health, education and finance sector. Technical development and services of ICTs have emphasized the ICT capabilities to achieve sustainable development goals.

The ICTs provides the underpinning platform for the growth of an emerging digital economy, in which production, distribution and consumption depend on broadband networks and services. It will, therefore, be a critical enabler of sustainable development. In India, sustainable development phenomenon can be observed in a different perspective as the demographic conditions are very different from the American and European continent. Large population over diversified geographic conditions, economical class divide and initiatives for citizen engagement need to be addressed more strongly. Information and communication technologies can be used more effectively so citizens must be equipped and trained properly. For this, many initiative can be taken up such as ICTs training in education institution. Open and distance learning and blended mode of learning should be encouraged. Government bureaucracy & frontline workers must approach to the last citizen and guide him/her about how ICT can empower them to be more participatory in the policy formulation and development initiatives. Citizens need to be convinced to shift from traditional system of Information and communication technologies based system then only ICTs can help in achieving sustainable development goals.

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ROLE OF CELLULAR PHONE IN RURAL DEVELOPMENT IN INDIA**Dr. Sanjeev Gupta:** Sr. Asst. Professor, MCRPV, Bhopal, India**Mr. Arvind Kumar Pal:** Research Scholar, MCRPV, Bhopal India**Introduction**

According to Census report 2011 nearly 70 per cent of the India's population lives in rural areas. Out of 121 crore population, 83.3 crore live in rural areas while 37.7 crore stay in urban areas. Development of rural people will only lead to the real development of India. Nowadays cellular phone is playing a vital role in solving people problems like monitoring of crops, reaching out to potential markets, from last mile delivery of government and private services to addressing domestic violence issues ingeniously, mobile phones are being used in a host of ways to uplift and empower rural India. Think for a need you will have an app for that need. The smartphones are loaded with the apps. The apps plays very important role in helping rural and urban people.

World is looking India as a centre of big mobile phone market. Technologies in mobile phone are upgrading every instance all across the globe. Everyday new research and development taking place around the world in the field of mobile phone. Mobile phone is a very essential technology not only in Urban but also in rural areas.

More than 850 million active mobile subscribers in India, the next growth segment is rural areas, believed by mobile app developers, and the key to success is innovation. Translating human needs into effective tools paves the way for a host of apps that are expected to debut on your handsets soon: Helping farmers remotely control motors, teach new languages and even narrate bedtime stories to children in local languages are some of the targets of mobile app developers.

The rapid technological growth makes ease of use and the falling call rate, cost of mobile phones and user friendly tool makes the mobile in reach of common men. Cellular device ownership is increasing very rapidly in India.

This paper explores the role of smart phone in rural development in the country.

History of Telecom Sector

World's 2nd largest Internet users are residing in India and Telecommunication network of India is the largest in the world by number of telephone users with 1.053 billion subscribers.

Indian telecom industry underwent a high pace after new economic reform (Liberalisation, Privatisation and Globalisation) reform in the year 1991. The Indian telecome industry grown over 20 times in just one decade, from under 37 million subscribers in 2001 to 846 million in the year 2011.

Source: (TRAI Jan-March 2016)

RURAL wireless 42.01%

URBAN wireless	55.61%
RURAL wireline	0.41%
URBAN wireline	1.97%

Out of the total subscription, the share of the Rural subscription increased from 42.04% at the end of Dec-15 to 42.42% at the end of Mar-16.

Mobile Apps transforming Rural India

Dimagi APP

Dimagi app is launched for ASHAs works to reduce maternal and new born deaths in Uttar Pradesh. The main aim of this app is to increase and improve the quality of visits of ASHAs to the pregnant women and newborn children in the villages.

Dimagi app monitors the performance of ASHA workers effectively. So far 1.39 million pregnant women and children have taken advantage from this app.

Kisan Suvidha App

Information like weather updates, crop prices and expert advice were the biggest problems of Indian farmers. Prime Minister Narendra Modi launched 'Kisan Suvidha' app to facilitate farmers.

India is the second largest mobile phone market in the world with 87 million mobile internet users in Rural India. Kisan Suvidha app provides information on five critical parameters—weather, input dealers, market price, plant protection and expert advisories.

Before purchasing the Agriculture produce from dealers who's contact details are also available on Kisan Suvidha app they can compare the prices and availability before heading to purchase these inputs. This app is developed by Agriculture Ministry.

Arogya Sakhi

Villagers across the nation cover long distances to access the medical facility. Many casualties reported because the lack of first aid and in time medicine. This mobile app helps rural women entrepreneurs deliver preventive health care at rural doorsteps.

ArogyaSakhi activists visits rural homes with latest medicine and equipments like glucometers, blood pressure checking machine and collect data from the village women. Doctors can also access the same data at any location who could provide relevant advice to the patients remotely.

Mobile app to monitor rural employment

A mobile application developed by the Karnataka Rural Development and Panchayat Raj Department has drawn the attention of the Union government.

'MGNREGA M-platform,' app allows the continuous progress at all stages. This will increase the transparency in the system, decrease fund diversion and middlemen interference. It will also ensure electronic payment of wages to workers of MANREGA by transferring data to the central server.

'Himmat'

Delhi Police launch 'Himmat' app for the safety for women on Jan 1, 2015. It is freely available on Delhi Police official website (www.delhipolice.nic.in) for Android mobile phones. This app will be also available on other platforms in future.

In the same direction largest populated state Uttar Pradesh police has also launch the similar kind of mobile app with the 'Nirbhaya' name for the women safety. This app is presently launch only in Noida by Noida Police.

E-pathshala

e-Pathshala provides lots of educational resource online. This is an online digital platform on which all subject books and materials are available. It is mainly useful for school children and teachers. It is very useful for student who stays at distant rural area where no good teacher or books is in access. E-Pathshala is a well researched innovative and comprehensive pedagogy of learning through technology.

E-CHOUPAL

E-Choupal initiative links directly with rural farmers for the procurement of agricultural and aquaculture products. Village Internet kiosks managed by farmers (called sanchalaks) enable the agricultural community access to information in local languages on the weather and market prices, disseminate knowledge on scientific farm practices and land risk management, and facilitate the sale of farm inputs.

DigiLocker

Indian Government launch "digital locker" service to to provide a secure dedicated personal electronic space for storing the documents of Indian resident.

The storage space is extended to 1GB is linked to the Unique Identification Authority of India (Aadhaar number) of the user. The space can be utilized for storing personal documents like University certificates, Permanent account number (PAN) cards, voter id cards, etc., and the URIs of the e-documents issued by various issuer departments. This is launched to facilitate for e-signing, minimize the use of physical documents, to provide authenticity of the documents, reduce expenses of govt.

This locker helps the rural and urban youth to keep their documents on the digital platform. As these documents are required some time in a very short span of time so can be access from anywhere on just a click.

eduVARTA: Notifying rural youth about various jobs

In Rural areas, students not get the right job oppurtunities due to lack of information. India is growing with a large base of mobile internet users mostly the youth. Indian youth have access to mobile phones this app has decided to start an app who notify the unemployed youth about various job, educational, career oriented information through sms alert with the help of eduVarta. This service has presently One lakh 20 thousand beneficiaries.

Hello Sakhi: Supporting victims of domestic violence

A report says, nearly 70 percent Indian women are victims of domestic violence, The “Hello Sakhi” initiative by Kutch Mahila Vikas Sangathan (KMVS) and the Gujarat police is helping the victims of domestic violence through mobile phones.

This mobile app support women in distress and helping them with legal assistance, counseling and rehabilitation support.

Hello Sakhi service is in reached till date to over 11,000 women across 940 villages so far in Gujarat.

A familiar voice at the other side of the phone assure to help is all the women in need ask for.

Public–Private Initiatives

The Ministry of Agriculture is working with IFFCO to serve the farming community through the IKSL initiative. IFFCO Kisan Sanchar Limited, which is a mobile telephone information service to empower people in rural India delivered by the Indian Farmers Fertiliser Cooperative Limited, Bharti Airtel, a mobile network operator and Star Global Resources Ltd, a non-banking finance company.

Market Information (Commodity Prices And Stocks)

To stabilize the rising prices in the country the Ministry of Agriculture has linked wholesale agricultural produce markets through its Agricultural Marketing Information Network (AGMARKNET)¹⁴ initiative.

Nearly 3000 markets around the country connected to AGMARKET database. It is used to input real time information from the markets, which then makes market price information through a call centre and through a Web site.

Advisory Services

Real-time advisory for agriculture is one of the most challenging information services. The creation of a comprehensive knowledge bank and the availability of qualified agricultural officers to address farmers’ queries constitute a heavy investment at the onset but in the long run they reduce costs and increase efficiency. The knowledge bank can also be accessed by farmers and extension workers in the field to support their diagnosing of problems or decision-making. The following were cited during the workshop discussion as examples of such systems.

Early Warning Systems (Natural Disasters, Pest Outbreaks Etc.)

Information is the key to preparedness; for agriculture, this could mean the difference between a successful or a failed harvest. Many effective models of early warning and disaster information systems to mitigate risks are found around the world, especially for natural disasters, such as tsunami, flood and earthquake warnings. In many instances, combined information advisories culled from very localized information received from people in close vicinity to an event is used to generate information/warning services. One of the most effective ways to disseminate such information is through the use of SMS. However, the

challenge of using various language character sets in certain mobile handsets remains a problem.

Chinh India

This mobile app engages and educates children in a unique way. It is an tool which gives platform for the young one to show case their hidden talent in shooting small films. The films educate students which are made by other students. The main aim of this app is to enable child to think critically, and communicate effectively.

Kissan Call Centre

Kissan Call Centre provides advisory service to farmers. It is an national initiative taken by the central government. It is operated by an outsourced company called IKSL. Several private sectors have created their own knowledge banks to support agriculture extension services, such as Reuters Market Light, Nokia Life, ITC (e-Choupal), IIT Bombay, (aAQUA), Krishi Vigyan Kendra Baramati and Vigyan Ashram, AGROPEDIA.

Sehat Saathi

IIT Kanpur has develop telemedicine system at its Media Lab Asia research hub. This technology can be used to extend medical care to the patients in the rural areas of the country. This model provides for front-end contact through a suitably trained non-medical professional; back end support from doctors, pathologists and other health professionals for diagnosis and treatment.

Conclusion

The paper highlights significant potential for mobile technologies role in facilitating rural people. Mobile-services focus on farming and market information, services are becoming more comprehensive, offering more diverse and multiple functions that support farmers at different stages of agricultural production – a trend that will need to continue to increase the effectiveness of m-services in agriculture.

According to Center for Knowledge Societies (CKS), Mobile Technology boosts economic and social life in rural India. Mobile sector develops local entrepreneurs and creating greater access to social services.

Music, videos and Entertainment content on mobile is significantly high in rural India. Smart phone has huge potential to transform rural people lives by providing timely weather updates.

Mobile phone has potential to change rural lives in many ways. However rural communities mostly favour online entertainment, the future for rural market digitization looks bright as weather, farming and news sites are gaining eminence in the rural market. No one can deny that Rural internet market have huge demand and potential for growth. Mobile phone has helped to increase the transparency of governance with the introduction of e-governance in India.

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ROLE OF NEW MEDIA IN DEVELOPMENT OF INDIAN LIBRARIES

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Abstract:

New media or computers started creeping in the Indian Society around 1986. Thus, it is definitely proving to be a significant technological revolution dawning an era of e-generation. As an agent of immense change it is the opted tool for greater specialization in curriculum through experiential learning and has broken the barriers of traditional media which confined to just providing content without allowing the readers or viewers from participation. It has revamped the educational world through content sharing and constant updating and upgrading of the information creating sweeping changes in the learning process. Today we can witness a drastic shift in learning which had confined to classrooms and library to the world of technology. No doubt the electronic era of the 21st century has brought changes to the library services and also particularly in India. The libraries in India have been challenged like never before to render more pro-active and more value added services to meet the ever changing needs of the patrons. Due to revolutions libraries have witnessed the changes and from the traditional practices libraries are shifting to automated libraries. Thus, the present paper is therefore, an attempt to study the new media's role in development of Indian libraries.

Keywords: New media, e-generation, technologies, development, library, public library, academic library, library services.

Introduction

The technological advancement i.e. the emergence of new media in the latter part of 20th century is the fusion of traditional media with the computer technology and has bombarded the education sector with expansive information and data. Presently India is riding high on new media which has ushered with new range of opportunities and with its immense potentiality it is expected to bridge the gap created by the traditional media.

Libraries were established in ancient India mainly by the patronage extended by emperors, major capitalists, and scholars. (Joshi and Panda, 1989, pp. 60-72) evaluate the services of technical libraries and pointed out the need for trained manpower, more efficient management and introduction of computer based library systems and services.

In the recent years a number of changes have taken place in libraries such as expand of Web-based services, changes in libraries', appraisal of education, knowledge and skills, etc. The Websites for libraries are essential in today's environment as it supports library services in a better way. (Balas, 2000, pp. 56-59) discusses some of the issues involved in designing the Websites for libraries, including: moving from print design to web design, the use of tools available online, etc. Similar views are expressed by (Jeevans, 2000, pp. 169-177). Library online tools and Websites are one of the most and important services made today. More or

less social media has gradually crept into the library with social sites such as Facebook, MySpace, You Tube, Flickr, Library Thing, etc. Hence, through this media, strategies for the enhancement of library services have been proffered (Chauhan, 2013).

The Information Technology has made its impact on the academic library in recent years in India. Modern academic libraries are conglomeration of printed books and journals as well as electronic resources (e-resources) where both forms of the documents can be stored, retrieved and delivered as when required. The reference service is one of the library's primary services besides acquisitions, classification, cataloguing and physical planning. Kumar et al. (2010) present the shifting of academic libraries from the traditional form to networked information services. The library can offer special services through the blogs. They describe the types of blogs, blogs for library. They speak on, how blogs can be used for extending the library services and support dedicated users.

The library services are redefined with changing Information Technology environment. Communication, resources sharing among other libraries become easy. (Chopra and Mukherjee, 2000, pp. 49-51) trace the need of networking among academic libraries by pointing out its basic targets. This highlights the situation of networking among the academic libraries of Jabalpur, India, before and after 1995. (Sridhar, 2000, pp. 28-41) explains the purpose of modernization of library services through the introduction of information technology (IT) and indicates the unlimited potential of IT for modernizing the library services. To modernize the libraries, information professionals are adapting technologies as well as to satisfy user's expectations from libraries. Therefore, the libraries need to proactively embrace the new technologies and face the challenges for better services delivery.

Growth and Development of Indian Libraries:

In sixth century A.D there were many well-developed libraries and even the Mughal period gave a further stimulus to the growth of libraries. The names of Maharaja Sawai Man Singh of Jaipur and Maharaja Ranjit Singh of Punjab are remembered with appreciation in the history of library services in India.

In 1808, the Government of Bombay proposed to register libraries, which were to be given copies of books published from the "funds for the encouragement of literature" (Dutta, 1970, p. 100). According to the "Sinha Committee", this was the beginning of the first phase of public library development in India. These public libraries have always been the door to learning as they serve a great majority of the populations. During the first half of the 19th century, the three presidency towns of Bombay, Calcutta, and Madras had public libraries (Jagdish, 1979, p. 19). But, later the public library at Calcutta was developed into the National Library of India. Simultaneously, many subscription libraries were started in many Indian cities but these libraries were not public libraries in the true sense. In the early 19th century when the libraries were began to develop in India they were western product but later the first three decades of the 20th century can be looked on as the golden age of the Indian library system. On January 31, 1902, the Imperial Library Act was passed and in 1906, Lord Curzon transformed the Calcutta Public Library into an Imperial Library. During 1937,

with the existence of democratic governments another phase of the library movement began. Between 1937 and 1942, a number of village libraries and travelling libraries came into existence in Assam, Bihar and Punjab (Verma and Agarwal, 1994, p. 6).

After independence though the growth of libraries was remarkable in general but it was not remarkable as that of academic and special libraries. However, the public library is still lacking on several fronts but it was considerably seem to be improved during the post-independence period (Zahid Ashraf Wani). The Delhi public library founded in 1951, whose purpose was to adapt 'modern techniques to Indian conditions' and to serve as a model public library for Asia deserves special mention as it was the first UNESCO Public Library Pilot Project under the joint auspices of UNESCO and Government of India (Verma and Agarwal, 1994, p. 8).

It is to be mentioned that in between 1951-1955 in the first five-year plan for educational development included a proposal for 'Improvement of Library Service.' This proposal envisioned a network of libraries throughout the country, which was coordinated by National Central Library at New Delhi (Planning Commission of India, 1952). However, on May 22, 1972, the Central Government established the Raja Ram Mohan Roy Library Foundation (RRRLF) at Calcutta to develop libraries specially the rural libraries. Also, in between 1997-2002 many funds were provided from central grants to the Connemara Library, Chennai, Thanjavur Maharaja SerovjiSarasvatiMahal Library, Thanjavur and the State Central Library, Mumbai for modernizing and computerization of the library.

Library and Information Networks and Network Based Services:

Library networks are essential for resource sharing which can be developed by using Information Technology. It can be developed on various levels to achieve resource sharing like local library networks, national library networks, etc. There are many library networks developed in India which are provides enhanced library services based on network.

Juneja (1986) in 'Networking and Libraries' described the development of networking in India with special emphasis on project INDONET. In promoting information, Kaul (1992) presents a systematic study of library networks and analysis the efforts made in India especially the contribution of NISSAT and UGC. He also highlighted global view of library networks, automation of Indian libraries and Indian library networks like CALIBNET, DELNET and INFLIBNET. It also covers hardware and software issues, network architecture, communication links, bibliographic standards, etc.

(Murthy, 1996, pp. 3-9) in his paper describes the development of library networks in India. He also describes about the present scenario of library networking and the problems facing in operating the library networks which includes software, archiving data, operating large databases, online searching, price of the internet, lack of knowledge, standardization and training facilities, etc. Murthy has also suggested possible solutions to solve the problems and suggested opinions for developing good library networking.

Rao (2001) in his article has discussed the changes that are faced by libraries and information centers in India and has suggested the need to undergo the change. He has also highlighted the role of Information Communication Technology (ICT) in transforming traditional libraries and information centre into a digital mode and illustrated that promotion of resource sharing among library members and the development of a network of libraries is very essential.

Agarwal (2002) in his book explored the basic aspects of library networking and its need, where as Baruah (2002) described the advent of computer networking, which is an accepted part of the library and information.

(Gulati, 2004, pp. 335-350) in his paper has studied the status of information and communication technologies usage in Indian libraries with reference to special libraries and the efforts made by various institutions to propagate e- information products and services.

Jebaraj (2004) in his scholarly communication has described about the concepts of networks development in India. In his paper he has divided library networks into general network, specialized network and metropolitan network. His paper also detailed out the developments of library networks in India like NICNET, INDONET, VIKRAM, CALIBNET, BONET, DELNET, ADINET, MYLIBNET, DESINET, SIRNET, VIDYANET, BTISNET, INFLIBNET, MANLIBNET, BALNET.

(Rumeia, 2004, pp. 283-290) pointed out that libraries plays vital role in terms of promoting and sharing of access to information. The author illustrated that although the traditional methods of literature indexing and accessing continues to exist and develop, library networking might become the new model and the direction for the development of the library.

Sinha, (2004) studied the status of automation and networking of libraries of North East region of India. The researcher has evaluated automation and networking services in twelve libraries that had financial assistance under INFLIBNET program.

Meitei and ThPurnima (2006) in their paper discussed the term library network as an essential component in information society. Their paper highlights the scenario of rural libraries in the state of Manipur and elaborated the conceptual ideas for setting up a proposed model of 'Rural Library Information Network System' for powering the masses for the construction of knowledge based society and also the importance of ICT which is a key to bridging new digital connections in the rural areas of Manipur in this global digital information age.

(Karn and Das, 2009, pp. 698-700) in their paper 'Information and Library Network (INFLIBNET): A Boon for Higher Education in India', described the growth of library and information networks in India. They also described about the INFLIBNET and its mission – vision, aims – objectives, activities and services. They said that INFLIBNET has facilitated automation and networking of academic libraries for resource sharing using network and provided access to information.

Kumar and Kanamadi (2004) conducted a study on IT based services on the basis of user requirements and satisfaction in the university libraries in the Karnataka state. Their study revealed that these libraries have traditional and modern infrastructure. They also revealed that IT facilities and network facilities are available in most of the university libraries and most of them were participating in the one/other network system for sharing the resources.

Summary

During sixth century A.D there were many well-developed libraries. Even the Mughal period gave a further stimulus to the growth of libraries. In 1808, the Government of Bombay proposed to register libraries. According to the "Sinha Committee", this was the beginning of the first phase of public library development in India. Between 1937 and 1942, a number of village libraries and travelling libraries came into existence in Assam, Bihar and Punjab.

After independence though the growth of libraries was remarkable in general but it was not remarkable as that of academic and special libraries. The public library was considerably seemed to be improved during the post-independence period. The Delhi public library founded in 1951 was the first UNESCO Public Library Pilot Project under the joint auspices of UNESCO and Government of India whose purpose was to adapt 'modern techniques to Indian conditions'. Also, in the first five-year plan an educational development included a proposal for 'Improvement of Library Service.'

The first three decades of the 20th century has been looked on as the golden age of the Indian library system. Later, with the emergence of new media a number of changes have taken place in libraries such as expand of Web-based services, changes in libraries', appraisal of education, knowledge and skills, etc. More or less social media has also gradually crept into many libraries with social sites such as Facebook, MySpace, You Tube, Flickr, Library Thing, etc.

Many efforts have been made for the development of libraries. NISSAT, UGC, made efforts in developing library networks in different sectors in India viz., PUNENET, BONET, ADINET, CALIBNET, DELNET, etc. INFLIBNET at city and national level and Asian networks at regional level are also established in passage of time.

In the recent years the Information Technology has made its impact on the academic library in India. Hence, library offers special services through the blogs. Further, Information Communication Technology (ICT) is playing an important role in transforming traditional libraries and information centre into a digital mode especially in rural areas.

The library services are also redefined with changing Information Technology environment. Thus, to modernize the libraries, information professionals are adapting technologies as well as to satisfy user's expectations from libraries.

Conclusion

The new media technology in education is creating a genre of outreach learning and contributing for the future global leaders. In the changing academic environment the libraries have to develop their electronic resources with the existing print sources. The internet has enabled academic libraries to widen their services and also traditional print based collections. Though, it is not surprising that the academic library has witnessed more technological change over the past decade than perhaps any other campus area. But still there is an urgent need for all the libraries to adopt the new technology and social networking tools in their services as a strategy to embrace change while promoting a participatory role for library users in knowledge creation.

In the technological library, there should no longer be any justification for the criticism that librarians too often treat users as 'adversaries rather than as allies'. In today's networked information environment, any library action must be part of a wider campus infrastructure committed to furthering new educational approaches. Above all there must be strong communication and an effective partnership between the institution's library and its computing service. In developing digital library infrastructure, there must be a tendency to assume that each institution must develop a full complement of capabilities. Consequently, collaborative development of tools, services, and capabilities will be far more common in the future.

For at least the next decade or so, the library as a building with four walls will continue to exist. Thus, certain investments must be made if the library is to emerge as a player in the changing environment. To be successful, the libraries should pay more attention to the development trends of information society that would enable to adjust their development strategies to social information needs. With the advent of digital technology and internet connectivity, the library scenario of our country is changing very rapidly to meet their users need in fast growth digital world.

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Hypertext, Interactivity and AI:Paradigm Shifts in the Mode of E-Learning

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Abstract

Changing technologies have evolved the mode of interaction of people through a compression of time and space. In this very process of change, the nature of engagement of the people has become more and more personalized, interactive and instantaneous. From the Egyptian times of the use of Papyrus to the modern digital technologies, media tools have provided a far greater scope in the access of information and creation of knowledge. In the case of digital media, the process of learning has become highly dynamic with the rising levels of interactivity and the utilization of hypertext which has led to a process of digital convergence. Now with the integration of AI, e-learning is expected to achieve a different mantle in terms of engagement. The paper primarily focuses on highlighting the transformational trends that have taken place in respect to e-learning platforms from the use of hypertext to increasing the mode of interactivity and finally the integration of AI for a more personalized form of learning. The paper further illuminates upon the future scope of e-learning platforms and how the integration of AI can be seen as a transformational shift in the mode of engagement in various e-learning platforms.

Keywords: Text, Hyper-Text, Digital Convergence, E-Learning, Artificial Intelligence, Interactivity, Instantaneity.

Introduction

The process of learning be it in India or across the globe was initially confined to few hands from which a process of trickle down has commenced for other sections of the society. Knowledge building and sharing especially in terms of education was seen as a luxury as it could only be accessed by a particular class having an enormous socio-economic capital within the society. In the case of Europe, the nobles and the ruling elites were fortunate to have access to education and knowledge. Similarly in the case of India, the Indian princes and the aristocrats were the ones who were first to acquire education and knowledge about their history, politics, economics and the overall process of governing the state. This provided them an upper hand in terms of actively participating in the formation of rational arguments and decoding of related information to control and regulate their empire. Even in the case of Egypt, the use of Papyrus as a tool for information dissemination was largely controlled by those who had access to vast knowledge. It was a communicating tool used to share information concerning the ruling classes to the military tactics and other forms of classified information. However, this trend began to alter with time as the technology did not remain

static, rather it transformed dynamically and along with it many other social and cultural factors too evolved within society.

The advent of Guttenberg Press (1440-50) was a major technological transformation in terms of massification of information. The printing of the Holy Bible in 1452 and its replication helped in breaking the barriers of superficiality about Christianity as a religion. Earlier due to the access to Holy Bible being restricted to few hands, the population was largely dependent upon the holy priests for the interpretation which to a greater extent depended upon the social and cultural mind-set of these information disseminators. For the first time it was observed that a homogenous form of the information was being received by the heterogeneous population which could develop its own rational understanding in a transparent manner.

Similarly in many other societies, technology played a pivotal role in terms of empowering the citizens about the idea of rationality by making the access to information and education inclusive from exclusive. Mass media, in that context, was seen as a positive development especially in terms of educating the masses about different forms of information. The most contemporary and the prominent form of mass media has been new media.

India as a country has been blessed with a rich cultural diversity where rationality has been multifarious. However, the shaping of rationality within the society has undergone different stages of struggle especially in terms of access to education. Even in the contemporary India, we are still facing the problem of accessibility to education because of which the literacy rate in India is still comparably low (75% as of 2011) as per the global standards. However, the remarkable aspect worth noticing in India is the youth literacy rate which is close to 87% (2011). This is, to an extent, possible because of youth's access to new media through which they can educate themselves through different data-banks and other sources. It is important to highlight the fact that mere technological advancement was not sufficient enough for overall development. Accessibility too has a crucial role to play. In the case of India despite the issues of digital-divide and digital inequality, the percentage of access to new media technologies by the youth clearly indicates that they are in much better position to acquire and process different kinds of information concerning their social surrounding.

The most noticeable feature of new media is the integration of hypertext which is now being complemented with artificial intelligence. Hypertext is a form of visual-representation of language which is completely dynamic and fluid. It possesses the capability to integrate both visual and audio with the text thereby, making the access to information possible for different strata of the public. With the integration of AI, the process of communication is not only becoming highly personalized but also inter-personal through which exact specific informational requirements of the public can be met easily. There is a more human-centric approach in the virtual space regarding information development and its interactivity.

The use of new media as a platform for e-learning has been a very innovative step in the field of education as it has provided the possibility to reach out to various cultural communities

which have their own distinct wants regarding education and in that context the information can be moulded as per the required cultural characteristic be it language, understanding and even engagement. This space for knowledge generation is being complemented with different forms of closely related visual and audio data which provides the audience a far more simplified understanding of complex processes of the society. Along with that, the integration of AI further amplifies the scope for feedback which is more human-like and creates the desire to revisit the platform due to its personalized and far more dynamic interaction.

Interactive Learning and Hypertext

When it comes to learning in the 21st century India, the telecommunication boom post globalization has brought about a tremendous change in the forms of learning and teaching pedagogy. The coming of new communication technologies such as the internet and smartphones, have greatly enhanced the mode of accessibility of information for the people. Apart from that, the shift from Web 1.0 to Web 2.0 and its later evolved platforms have made a considerable change in the means of interactivity and instantaneity of information.

Hypertext in this context, utilized within webpages, have a considerable role to play. Hypertext can be understood as a form of text which utilizes hyperlinks within the text and other static graphics to make the interaction with the user fluid and dynamic. It helps in creating a chain of information which is linked with each other so as to provide a broader perspective to the user. There is a non-linear form of interaction where the users can control the extent to which they would like to be exposed to the information. The moment of saturation or information overload for the user can result in him/her stopping the further consumption of such information chains. The advantage of such a process is that information unlike in the text-books is no longer static. It can be easily bridged with other potential sources thereby, making the overall understanding of the topic far more holistic in comparison with the conventional forms of learning. There is a shift from the teacher-centric mode of learning to a more personalized form of student-centric form of learning.

We are now in a stage of information development where not only information creators have a pivotal role to play but the information designers too have a significant role in terms of designing the learning platform in a manner which makes the overall process of understanding highly simplified and engaging. At the same time, the designers of information also have a critical role to play in terms of connecting the right kind of information nodes which can help in developing a constructive network of information for the users. For instance, platforms such as “moocs.org”, “IIMBx MOOCs”, etc., are some of the examples where not only the development of content but also the design has a significant role to play to ensure long term student engagement on such platforms.

Although the nature of information display in such spaces appear hierarchical but in reality they are completely multi-path and web like where the hierarchical structure is dynamic and fluid in terms of operation. For instance, a page on the internet may showcase a set of information which from a hierarchical point of view will be placed first, but the content is

integrated and sub-integrated with each other like a complex web of networks connected with multiple nodes of information sources. All this is governed by the hypertext through the use of hyperlinks.

Apart from that, another important aspect through which hypertext helps in the overall mode of interactive learning is that each piece of information is completely independent from its source. That is unlike in a book where the piece of information is bound within the physical space, the information within the digital space is entirely free from its source. It can be extracted and shaped to form a newer piece of information with multiple other sources which can help in verifying multi-dimensional processes of the society. Another important aspect of hypertext as indicated by Patterson (2000) is that, "Hypertext gives permission to the readers to insert themselves into the meaning construction process and write a text in a way that is often different from the way the author foresaw". Hypertext enables greater recall ability due to the visuals associated with the text. The idea of memory and imagination becomes far more specific to the context. This in comparison with the text in books fades after a point of time as it is entirely dependent upon imagination which is constantly evolving due to changing interpretation and social settings. For instance, if we examine the online version of Britannica encyclopaedia and open a section of information concerned about the history of Paris. Then the information provided to us will be both in the form of textual and visual history where the exact images included within the text can help in recalling the brief glimpses of the history. Apart from that, the visual information also complements in the ways of providing a more personalized experience about the subject under study as the visual information allows the user to virtually visit the key places which otherwise through text would provide a different interpretation.

In addition to that, the flow of information via hypertext is a form of narrative where the author or creator of information is playing the role of a choreographer, deciding upon which piece of information to be presented and that too in what sequence (Patterson, 2000). The reader here is also being empowered to share feedback which is instantaneous. The information on the basis of feedback can be instantly verified, cross-checked and further modified to suit the cultural needs of different audiences. As a result, it leads to a far greater engagement on the virtual space in comparison with the physical which can be very consuming due to the inter-personal interaction with a larger number of target audiences.

For instance, taking the case of different e-learning platforms such as "eduuncle.com", "studynation360.com", "zigya.com", "swayam.com" and "shiksha.com, etc., there is a degree of multi-linearity and multi-vocality associated with the platform along with interactivity through hypertext. As a result, the nature of engagement is entirely different and constantly in the process of advancement which makes the platform engaging for the users in the case of e-learning.

In the case of India, different open educational resources (OER) are entirely dependent upon hypertext as it is providing such platforms a means to gamify the learning experience for a dynamic engagement and promoting a mode of adaptive learning where IT tools are getting

shaped to become interactive teaching devices. The current trends are now gradually moving towards the incorporation of artificial intelligence for further enhancement of e-learning on new media platforms.

Interactive Learning and Artificial Intelligence

E-learning post the development in information and communication technologies is argued to be one of the best learning methods due to its capabilities for allowing greater retention of information for the user (Anderson, 2018). E-learning has helped in breaking the geographical boundaries for knowledge transfer and accessibility for people of different ethnicities at any given point of time.

Artificial intelligence within the domain of e-learning can be seen as an independent entity which is being governed entirely by the flow of information and focuses on creation of a human like interaction where the machine is behaving and operating exactly as a human. Machine learning, in this context, is an application that provides the ability to learn and improve from the experience automatically without the need for explicit programming.

Artificial intelligence allows the machines to learn from its own data and take appropriate action without the need for human control or any kind of coding algorithm. Machine learning here is seen as the subset of artificial intelligence. It gradually shapes into AI. The advantage of artificial intelligence integrated with different e-learning platforms is that it enables a far better bridging of data networks due to AI being far more responsive and easy to adapt with the changing threads of data. AI is also providing the scope for far better optimization of the learning programme and its structures on the basis of the meta-data. Even the delivery of the e-learning programme can be better optimized for the users through AI. However, the most pivotal aspects of AI integration in e-learning are:

- a) The degree of personalization which can help in fulfilling the educational needs of students of various social and cultural backgrounds.
- b) The nature of engagement of the programme can be easily altered on the basis of progress of the student to the difficulties and challenges in understanding of the programme.
- c) AI can help in deciding if the programme requires further bridging of the data networks which can help in enhancing the scope of knowledge retention and its practical implications.
- d) Lastly, AI can help in playing the role of a human assist who can actively clear any related queries of the students regarding the e-learning programme.

Another important aspect of AI which is argued to benefit the e-learning platforms is the aspect of emotion. In terms of emotion of the respective users, most of the e-learning platforms are not better adjusted to understand the emotional process that the student or the user is going through during the course of the e-learning programme. Despite the fact hypertext is being extensively used, but the degree of response towards the student's attempt or the failure is approached in a more static and rigid manner. This form of approach may not be suitable in every situation. As a result, a human intervention in such process may be

required. However, it may become quite overloading to engage with each and every student at an individual level in the digital spaces. As a result, AI can help in terms of interpreting the feedback of the user in order to understand his/her emotional status and respond back accordingly and at times provide some degree of console and counselling to the user during his/her emotional experience in the course of the programme.

In terms of the pedagogical engagement, it is important to understand that there are different modes of engagement on the basis of which the AI selects its nature of action. For instance, under the expert model, the AI will compare the user's acquired knowledge with the expert knowledge to understand the areas where the user is lagging behind or is unable to comprehend (Sadakthulla, 2014). The learner model allows the AI to evaluate the user's performance to determine the level of knowledge, perceptual abilities and the learning skills. Under the interface model, the AI can provide a wide range of options through which the user can decide how he/she would like to engage with the e-learning programme. Lastly, the instructional model will help the AI in providing any form of assistance to the user in the form of instructions if need be (Sadakthulla, 2014).

However, the most important aspect of AI in terms of e-learning platforms is the scope for greater interoperability on different platforms and medium. AI can help in easily calibrating the digital space for effective functioning of the e-learning programme on various tools such as smartphones, tablets, notepads etc. AI can also be seen to play a far greater role in the process of gamification of learning and augmented realities where the both the nature of engagement is becoming highly dynamic and there is a blurring of boundary between the physical and virtual reality. The mode of learning can be gamified and the degree of challenge can be easily assessed by the AI on the basis of the performance level of the users.

However, despite the possibilities the principle challenge that remains is the fact that AI is still in its infancy stage. It has not transcended from "Narrow AI" to "General AI" which is far more responsive to data. Another key challenge that comes about is the issue of overload. The calibration of the AI has to be done in a manner that it is easily able to identify the stage of overload for the user. Since the data is being largely shared in the form of hypertext, the information does not have a concrete end. It can be extended like a web of network with countless number of nodes. What is pivotal is the need for human like intervention to assess the situation of overload. Lastly, AI also has to be sensitive towards the idea of inter-disciplinary approach. In inter-disciplinary form of learning and engagement the different degrees of information should converge and help in developing an understanding about its correlation. A situation of information overlap may create issues in terms of formulation of knowledge for the user. Static definitions explaining each and every concept have to be interlinked in order to have a multi-disciplinary understanding about the social phenomena and AI needs to assess the different ways through which such forms of connection can be built without compromising on the understanding and engagement of the students.

Conclusion

The process of learning within the society has evolved with the evolution of technology. Information is gradually moving away from the domain of exclusivity to inclusivity. Apart from that, there is a degree of convergence in the nature of information as each form is overlapping the other at some stage. Knowledge generation and its sharing has become a lot more fluid with the incorporation of new media. The gradual shift towards the utilization of AI can be seen as another important step in the field of learning through digital technologies. However, the platforms are still not dynamic in absolute. The mode of engagement is static to some degree which makes the scope for interactivity a challenging process especially when the nature of information is highly complex. There are elements of human-centric approach which are missing that can ensure the levels of engagement for the student on such platforms remain consistent and sound in the long-run. As a result, despite the easy availability of information, there emerges a challenge as how to keep the audience glued to the particular piece of information for a given time.

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