44. Bridging Tradition and Modernity: The Role of Media in Promoting Indian Knowledge Systems through Government Reforms

Dr. Nithish P
Research Scholar
Department of Communication
Bangalore University

Abstract

India's rich heritage of knowledge systems, rooted in ancient traditions such as Ayurveda, Yoga, Vedanta, and traditional arts, has historically played a significant role in shaping cultural identity and intellectual thought. However, with the advent of modern education systems, these indigenous knowledge systems were often marginalized or overlooked. In recent years, the Government of India has undertaken significant policy initiatives and educational reforms to revitalize and integrate Indian Knowledge Systems (IKS) into the mainstream curriculum, promoting them as a valuable resource for global knowledge. This paper explores the role of media in promoting these government reforms and bridging the gap between tradition and modernity. As a powerful tool for communication and dissemination, media—encompassing television, radio, print, and digital platforms—has the potential to raise awareness and influence public perception regarding the significance of Indian Knowledge Systems. By analyzing media campaigns, educational broadcasts, and digital initiatives, this study investigates how media has contributed to the broader acceptance and integration of IKS in educational and policy frameworks. The research highlights how media has not only facilitated greater public engagement with government initiatives but also helped modernize the image of traditional knowledge systems, making them accessible and appealing to younger, tech-savvy generations. Through case studies of successful media collaborations with government bodies, the paper underscores the importance of strategic media involvement in ensuring the effective implementation of IKS reforms. Ultimately, the study argues that media, when used thoughtfully, can act as a bridge between India's rich knowledge traditions and its modern educational landscape, helping to preserve cultural heritage while promoting innovation and global relevance.

Keywords: Media, Indian Knowledge System, Government Reforms, Global Relevance

Introduction:
India's extensive cultural history, grounded in its ancient knowledge systems, includes a wide array of intellectual, academic, and artistic traditions. These knowledge systems—encompassing Ayurveda, Yoga, mathematics,astronomy, and others—possess considerable significance not just

for India but also for the world society. As modern cultures progress, the significance and implementation of these historical rituals sometimes require modification to conform to contemporary living. This chapter examines the relationship between ancient and contemporary culture in India, emphasising the significance of media and governmental changes in advancing Indian knowledge systems (IKS) while reconciling cultural legacy with the exigencies of a swiftly modernising society. India's profound cultural heritage exemplifies its longstanding customs in science, philosophy, the arts, and comprehensive practices. Indian Knowledge Systems (IKS) provide significant insights into mankind, health, and the world through Yoga, Ayurveda, classical dance forms, intellectual literature, and architectural marvels. These customs were essential to ancient Indian culture and have affected civilisations worldwide for ages. In a more globalised world, where modernity sometimes eclipses ancient practices, the significance of Indigenous Knowledge Systems may appear remote to modern civilisation. Numerous young individuals today may acknowledge the historical significance of these traditions yet find it challenging to comprehend their relevance in a rapid, technology-oriented environment. The problem is to conserve these historical systems while contextualising and adapting them for contemporary living without compromising their original character. By incorporating IKS into conventional education and public dialogue, India may cultivate a revitalised respect for its cultural heritage. This integration seeks to harmonise ancient knowledge with contemporary discoveries rather than juxtaposing the past against modernity. Government actions and competent media coverage can facilitate the evolution of Indian knowledge, fostering a coexistence of tradition and modernity.

The incorporation of Indigenous Knowledge Systems (IKS) in the National Education Policy (NEP) 2020 represents a significant advancement towards this objective. NEP 2020 advocates for a multidisciplinary framework, integrating traditional fields like Ayurveda, Yoga, and classical arts into the educational program to foster sustainable practices and a robust cultural identity, while utilising media and digital platforms to enhance the accessibility of IKS across the nation (Gaur, 2024). These reforms seek to provide a basis for a society that respects its legacy while progressing into the future by offering frameworks for the investigation, learning, and application of conventional wisdom in contemporary contexts. Likewise, media significantly influences the redefinition of India's heritage in a manner that resonates with contemporary generations. Documentaries, social media initiatives, and digital narratives facilitate the understanding of how principles from Indian philosophy, wellness practices, and ecological principles are profoundly pertinent to contemporary issues, ranging from emotional wellness to environmental sustainability.

Embracing India's cultural heritage in the contemporary environment constitutes an act of synthesising, whereby the traditional enhances the modern, and the contemporary offers fresh insights into the ancient. This synergy allows India to maintain its distinct cultural identity while actively interacting with the global community.

Historical Significance of Indian Knowledge Systems (IKS)

Indian Knowledge Systems (IKS) comprise a comprehensive array of cognitive, spiritual, and scientific traditions that extend back millennia, providing significant insights into several domains like medicine, mathematics, astronomy, philosophy, and government. Grounded on ancient scriptures such as the Vedas, Upanishads, Puranas, and epics like the Mahabharata and Ramayana, IKS embodies the collective knowledge of Indian civilisation. The rich cultural tradition and historical legacy of India have produced a significant and diversified corpus of knowledge known as Indian Knowledge Systems (Sehgal, 2023). These works not only influenced the knowledge and lifestyle of the Indian subcontinent but also enriched worldwide intellectual history, impacting areas throughout the region of Asia, the Middle East, and Europe.

Ayurveda, the ancient medical system that prioritises holistic health and equilibrium among mind, body, and environment, is a fundamental aspect of IKS. In contrast to several contemporary medical methodologies, Ayurveda emphasises preventative healthcare and individualised therapies, grounded in environmental practices and dietary recommendations. It has garnered increased global interest, particularly as individuals seek unconventional and sustainable health treatments.

Yoga, originating from Vedic traditions, integrates physical, mental, and spiritual disciplines. It was created to attain peace and self-actualization, and it is today recognised globally as an effective instrument for physical health as well as mental wellness. Ancient Indian mathematicians, notably Aryabhata and Brahmagupta, made substantial contributions by introducing ideas such as zero, algebra, and trigonometry, that underpin contemporary mathematics and science.

Indian astronomy was a significant domain within IKS, with ancient thinkers formulating advanced comprehensions of celestial bodies and their trajectories. This information was utilised in everyday life, including agricultural and religious ceremonies, and facilitated the development of calendars and timekeeping systems that remain in use today. Indian philosophers such as Adi Shankaracharya, Gautama Buddha, and Mahavira have profoundly impacted ethical, metaphysical, and social philosophy, leaving enduring repercussions on world philosophical traditions.

The historical importance of IKS resides in both its intellectual contributions and its comprehensive perspective on knowledge. In contrast to several contemporary systems that segregate subjects, IKS regarded learning as an interwoven network, whereby science, philosophy, art, and theology mutually enhanced one another. This holistic approach cultivated a distinctive comprehension of life and awareness that continues to resonate today.

In the contemporary day, as the globe faces difficulties pertaining to environmental sustainability, mental health, and ethical governance, the significance of Indigenous Knowledge Systems (IKS) is widely acknowledged. By examining these historical systems as a whole India and the global community may use enduring behaviours and insights that provide sustainable and humane lifestyles. Reforms to government institutions and education initiatives in India are essential for

maintaining, revitalising, and integrating Indigenous Knowledge Systems within contemporary contexts, guaranteeing that this priceless cultural and intellectual legacy continues to benefit society for future generations.

Government Reforms to Promote IKS

In the last few decades, the Indian government has taken deliberate initiatives to advance IKS through many reforms. Principal activities encompass the formation of the Indian Knowledge Systems Division under the Ministry of Education, the incorporation of IKS in the National Education Policy (NEP) 2020, and the implementation of traditional knowledge courses in universities and schools. These changes seek to save, record, and distribute ancient knowledge, rendering it available to a new generation. The government has promoted study on IKS by allocating funds for researchers to investigate areas such as Ayurveda, Indian astronomy, linguistics, and philosophy, thereby enhancing academic interest and validating these disciplines within mainstream education.

- **Establishing the Indian Knowledge Systems Division:** The formation of the Indian Knowledge Systems Division inside the Ministry of Education has been a crucial innovation in advancing IKS. This branch is tasked with researching, documenting, and promoting traditional Indian knowledge in many domains including as medicine, languages, philosophy, and environmental science. The division facilitates collaborative initiatives with universities, cultural organisations, and international organisations to promote research that integrates Indigenous Knowledge Systems with modern science, ensuring its accessibility and credibility in current situations. This division coordinates activities across many sectors to establish a comprehensive framework that promotes the integration of IKS throughout various fields.

- **Inclusion of IKS in the National Education Policy (NEP) 2020:** The National Education Policy (NEP) 2020 signifies a pivotal advancement in integrating Indigenous Knowledge Systems (IKS) into conventional education. The NEP 2020 advocates for the incorporation of traditional Indian knowledge into educational curriculum at both school and university levels, with the objective of enhancing young people's awareness of their cultural history. The strategy underscores the need of introducing students to disciplines that encompass Indian philosophy, traditional arts, Sanskrit, and indigenous scientific achievements, ensuring that IKS is accorded equal regard with other global knowledge systems. The introduction of IKS throughout different educational tiers in NEP 2020 fosters pride in Indian history while enabling students to interact with pertinent information that tackles modern global issues.

- **Research Funding and Scholarships for IKS Studies:** The government has implemented many financing schemes and scholarships to promote academic study on Indigenous Knowledge Systems (IKS). Research funding are allocated to academics investigating Ayurveda, Yoga, ancient Indian mathematics, and other Indigenous Knowledge Systems, focussing on generating rigorous research that enhances both Indian and world knowledge repositories. This funding further facilitates translation initiatives to render ancient books available to a wider audience, alongside studies that investigate the applicability of these works to contemporary scientific and societal challenges. Through investment in research in academia, the government is legitimising Indigenous Knowledge Systems (IKS) as a significant academic topic, hence generating new job opportunities for students and researchers in this field.

- **Establishing IKS Centers in Educational Institutions**: The government has initiated the establishment of Indian Knowledge Systems Centres in leading institutions around India. These centres function as focal points for research, education, and outreach, providing specialised courses in areas such as Vedic mathematics, ancient Indian the study of philosophy, and traditional agricultural methods. They partner with faculty from other disciplines to incorporate IKS ideas into fields such as contemporary health, science of the environment, and sustainable economic growth. Furthermore, these centres seek to coordinate conferences, publish journals, and provide public lectures, therefore enhancing knowledge and respect for Indigenous Knowledge Systems across both the academic community and the general public.

- **International Promotion of IKS:** The actions of the Indian government have transcended national boundaries. Events like the International Day of Yoga, endorsed by the government and acknowledged by the United Nations, function as venues to disseminate Yoga and other Indigenous Knowledge Systems practices to a worldwide audience. These worldwide efforts underscore India's contributions to global well-being and promote cross-cultural interactions. The Ministry of External Affairs has collaborated with Indian embassies around to provide exhibits, workshops, and seminars that highlight the significance of IKS in tackling contemporary concerns, including mental wellness and environmental conservation.

- **Integration of IKS in Health and Wellness Policies:** The Ministry of AYUSH has played a pivotal role in advancing Indian traditional medical systems, including Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homoeopathy, in response to the increasing global interest in holistic health and wellbeing. The Ministry has endeavoured to develop norms concerning Ayurveda and Yoga practices, facilitating their validity and broader adoption within healthcare institutions. It has cooperated with the World Health Organisation

(WHO) to establish criteria for traditional medicine, therefore assuring reliability and security in Ayurvedic procedures. This integration enhances India's status as a global wellness hub while providing sustainable and preventative healthcare solutions.

- **Digitization and Documentation of Ancient Texts:** The government has prioritised the digitisation of historical manuscripts and writings, many of which are housed in libraries, temples, and personal collections nationwide, in order to protect IKS for future generations. Initiatives like as the National Mission for Manuscripts seek to catalogue, digitise, and preserve these writings, therefore facilitating access for academic research and public exhibition. This digitisation initiative is crucial for preserving India's cultural history, as numerous manuscripts are delicate and vulnerable to deterioration over time. The government facilitates the preservation and democratisation of information by providing these resources online.

- **Media Campaigns and Public Outreach:** Acknowledging the influence of media on public opinion, the government has initiated initiatives to enhance awareness of the significance of IKS. Social media channels, television broadcasts, and public service announcements are utilised to emphasise the pragmatic advantages of Indigenous Knowledge Systems in everyday life. These commercials elucidate ancient processes, making them familiar and accessible to a broader audience. The government's initiatives to promote Indigenous Knowledge Systems via media have also motivated the business sector to produce material centred on traditional Indian activities, therefore enhancing their reach and significance.

Media as a Catalyst for Cultural Integration

In a globalised and technologically interconnected society, media has become a potent agent in influencing narratives, overcoming cultural divides, and enhancing awareness. In India, media is crucial for cultural integration by emphasising Indian Knowledge Systems (IKS) and delivering them in ways that appeal to contemporary audiences. Indian media have the capacity to raise traditional knowledge—such as Ayurveda, The practice of yoga, Indian philosophy, traditional arts, and indigenous sciences—through cinema, television, social media, internet platforms, and print to both national and worldwide prominence. This section examines the role of media as a catalyst in merging old systems with modern living and linking them to audiences both within and outside India.

- **The Role of Media in Bridging Tradition and Modernity:**

Media serves as an accessible conduit between India's extensive cultural past and the interests of newer, globalised generations. Numerous youthful Indians may perceive conventional activities as

antiquated or insignificant; nonetheless, the innovative and captivating methods employed by media to showcase Indigenous Knowledge Systems provide a novel viewpoint on their worth. Utilising narrative genres such as documentaries, podcasts, short-form films, and social media postings, the media may elucidate intricate concepts and demonstrate their significance in a contemporary context. These initiatives seek to contest and reframe historical narratives while establishing Indian traditions as congruent with and pertinent to global academic norms (Breakthrough India, 2022). A documentary about Ayurveda may elucidate its historical origins while also presenting testimony from those who have experienced advantages from Ayurvedic wellness practices in contemporary contexts. Social media has played a crucial role in this insertion, with platforms like as Instagram, Twitter, and YouTube providing a venue for influencers, health professionals, and cultural authorities to disseminate traditional information in engaging, easily comprehensible formats. Yoga has attained significant appeal as influencers illustrate how its ancient principles may effectively tackle modern challenges such as anxiousness, physical fitness, and mindfulness, hence igniting a resurgence of interest in IKS among younger generations.

- **Mainstream Representation of IKS in Popular Media:** The promotion of IKS has also been greatly aided by television shows, films, and streaming services. Films such as Dangal, which emphasises the traditional wrestling technique of kushti, and Padmaavat, which examines Rajput customs and ideals, elevate lesser-known facets of Indian history to popular prominence. Television programs focussing on Ayurveda, Indian food, or spiritual activities have gained popularity, highlighting the significance of ancient traditions in a manner that appeals to many audiences. These programs frequently incorporate expert analyses, historical contexts, and practical applications, rendering Indigenous Knowledge Systems pertinent and applicable to modern life. Streaming services such as Netflix and Amazon Prime have began showcasing documentaries and videos that examine Indian philosophy, health traditions, and cultural history. Featuring subtitles and superior production quality, these services render IKS accessible to a worldwide audience, encouraging everyone globally to enjoy and learn from India's traditions.

- **The Power of Social Media in Promoting IKS**: In India and throughout the world, social media has completely changed how conventional knowledge is disseminated. Platforms such as Facebook, Instagram, and Twitter facilitate interactive interaction, enabling people to remark, share, and actively partake in debates around IKS. International Yoga Day, endorsed by the Indian government and globally promoted, garners substantial engagement on social media annually, connecting individuals globally in the practice of Yoga. Likewise, hashtags such as #Ayurveda or Indian Philosophy enable visitors to access information pertaining to traditional Indian traditions, fostering worldwide engagement

and appreciation for these systems. Influencers, wellness coaches, and educators advocating for IKS on social media have significantly contributed to rendering Indian customs "trendy" while enlightening audiences about their profound significance and uses. Content forms such as Reels, TikToks, and Stories facilitate the dissemination of concise information, enabling individuals to explore new dimensions of IKS in a relaxed yet significant manner. Social media integrates instructional information with visual aesthetics, effectively bridging the generational divide and rendering historical knowledge pertinent and accessible for electronic natives.

- **Interactive and Immersive Formats for Learning:** Progress in digital media has facilitated interactive formats such as virtual reality (VR), augmented reality (AR), and gamified experiences that offer immersive educational opportunities. For instance, virtual reality experiences may immerse viewers in historic Indian locations, enabling them to see traditional traditions such as temple rites, classical dance styles, or conventional agricultural methods as though they were physically present. Interactive digital platforms provide virtual classes on subjects like Vedic mathematics and Ayurvedic cookery, enabling users to interact with Indigenous Knowledge Systems at their own speed. These digital encounters render the study of IKS more captivating and unforgettable, providing a profound comprehension that transcends the passive intake. By engaging audiences with India's cultural history through interactive forms, media fosters a profound awareness and comprehension of IKS, connecting ancient traditions with contemporary educational approaches.

- **The Role of Journalism in Demystifying IKS:** Journalism plays a crucial role in legitimising Indigenous Knowledge Systems (IKS) by offering a trustworthy and impartial perspective that enables the public to comprehend its significance. Journalists and media organisations, both domestic and global, have begun reporting on IKS subjects with an equitable perspective, using scientific research, expert interviews, and historical analyses. In this manner, journalism rectifies misunderstandings and offers evidence-based insights into the advantages and disadvantages of conventional procedures. This type of media coverage is especially important in fields like Ayurveda, where scientific research and medical perspectives are essential for integrating traditional knowledge with modern science. Publications and reports on IKS subjects in mainstream and scientific journals foster open dialogue on these practices, aiding in the distinction between reality and fiction while advancing a logical comprehension of traditional knowledge.

- **Challenges and Responsibilities of Media in Representing IKS:** Although media may positively promote Indigenous Knowledge Systems (IKS), it also has the obligation to depict these systems properly and with respect. Streamlining intricate traditions for widespread appeal may result in simplicity, distortion, or commercialisation, hence

jeopardising the integrity of traditional practices. Yoga is often depicted just as a physical activity, neglecting its spiritual and intellectual aspects. Likewise, Ayurveda is occasionally marketed as an expedient remedy instead than a comprehensive health system necessitating individualised treatment and lifestyle modifications. To circumvent these challenges, media organisations must engage with IKS specialists, historians, and practitioners to guarantee ethical portrayal. This encompasses comprehensive study, awareness of cultural subtleties, and a dedication to enlightening viewers rather than simply amusing them.

Case Studies: Media Campaigns Promoting IKS

Numerous effective media initiatives have illustrated the capacity to popularise IKS. The International Day of Yoga, which has attained worldwide prominence mostly via media endorsement, underscores the universal allure of Yoga. Likewise, Ayurveda, once considered niche, has attained recognition as an alternative medical system, in part due to the media's involvement in distributing scientific data that substantiates its methods. Media channels have demonstrated that ancient Indian knowledge may appeal to global audiences and positively impact health, wellness, and lifestyle sectors through such initiatives.

Challenges in Media Representation of IKS

Although media serves as a potent instrument for advancing Indigenous Knowledge Systems, it encounters several obstacles. The intricacy of IKS concepts, sometimes necessitating profound comprehension and contextual awareness, can be challenging to communicate through concise media methods. Misrepresentation, simplicity, and commercialisation can undermine the integrity of these established systems, transforming them into mere superficial trends instead of esteemed disciplines. Consequently, the informed public understands power dynamics, distortions, beliefs, stereotypes, and concealed divisions. Thus, conveying socio-political topics via media entails several battles and disputes. These challenges pertain to either representation, as discussed by Shohat and Stam (2014), or identity status, as articulated by Rousiley (2014). Moreover, there exists the peril of commercialisation, wherein IKS components are commercialised without adequate respect for their historical and cultural significance. These problems underscore the necessity for a responsible and educated methodology in the media coverage of Indigenous Knowledge Systems (IKS).

Strategies for Effective Media Engagement

A strategic strategy is required for media to effectively promote Indian Knowledge Systems (IKS) and foster cultural integration. Successful media interaction necessitates comprehending varied audiences, utilising appropriate platforms, creating genuine content, and assessing effect. Through the implementation of targeted tactics, media may both respect the profundity of Indigenous Knowledge Systems and render it accessible to contemporary global audiences. The utilisation of social media is on the rise and affects many aspects of contemporary culture (Dubose, 2011).

Several essential tactics can augment media interaction and facilitate the effective marketing of IKS.

• **Content Creation Focused on the Audience:**

 Comprehending the needs, interests, and preferences of diverse audiences is essential for effective media interaction. Diverse populations exhibit varying degrees of awareness and interest in Indigenous Knowledge Systems (IKS); for example, youthful urban audiences may choose concise, visually captivating information, whereas academic or professional audiences could value comprehensive studies or films. Developing customised content for each target category enhances relevance and effectiveness. Segmenting viewers by age, region, and interest can inform the content's style and presentation. Social media campaigns featuring vivid images, infographics, and concise films may engage younger audiences, but experts and scholars may prefer long-form essays, research papers, and instructive documentaries. Customised material guarantees that IKS is delivered in manners that are perceived as accessible and pertinent to various demographics.

• **Employing Multi-Platform Strategies:**

Successful media interaction in the contemporary digital landscape necessitates a multi-platform strategy encompassing social media, television, radio, print, and internet mediums. Every platform provides distinct opportunity to showcase IKS in innovative ways. Platforms such as Instagram and YouTube can feature concise, visually engaging films on Ayurveda or Yoga, whilst blogs and podcasts might offer more in-depth analyses of Indian philosophy or ancient sciences. Social media sites such as Instagram and Twitter provide interactive interaction, enabling viewers to pose enquiries, share experiences, and partake in conversations. Simultaneously, television documentaries and streaming platforms such as Netflix and Amazon Prime may provide extended, narrative-focused material that thoroughly explores certain facets of Indigenous Knowledge Systems, such as old architecture or the history of Sanskrit. This multi-platform presence broadens reach and guarantees that people engage with IKS through their chosen channels, enhancing awareness and interaction.

• **Engaging with Influencers and Thought Leaders:**

Partnerships with esteemed individuals in wellness, health, education, and spirituality may enhance credibility and expand the audience for IKS-focused material. Wellness influencers practicing Yoga, traditional medical specialists, researchers of Indian philosophy, and cultural practitioners may connect traditional knowledge with contemporary audiences by disseminating their expertise in accessible manners. Influencers and thought leaders may stimulate interest by sharing their own experiences with Indigenous Knowledge Systems, rendering these old techniques more relatable and accessible. A Yoga influencer may talk on the mental health advantages of ancient meditation techniques, whilst a historian can provide perspectives on the significance of old Indian government frameworks in contemporary politics. These partnerships enhance the message and attract followers who have confidence in these individuals.

• **Compelling Visual Narratives and Superior Production Quality:**

Visual storytelling is essential for conveying the core of Indigenous Knowledge Systems, particularly to younger audiences with potentially restricted attention spans. Superior production—employing clear graphics, animations, and expert editing—enhances content engagement and facilitates consumption. High-quality documentaries, short movies, and virtual tours may provide immersive experiences that immerse viewers in India's cultural history. An animated series elucidating Vedic mathematics for children or a visually engaging documentary on Ayurveda may captivate broad audiences by distilling intricate topics via attractive images. Investing in high-quality production enables media material to convey the complexity and depth of Indigenous Knowledge Systems while maintaining audience engagement and awareness.

• **Educational Campaigns and Interactive Content:**

Educational campaigns offer significant opportunity for audiences to actively acquire knowledge and engage with Indigenous Knowledge Systems (IKS). Interactive forms, like quizzes, polls, and Q&A sessions, enhance the dynamism and enjoyment of learning. A quiz on Ayurveda's doshas might enable users to identify their distinct constitution and get insights into Ayurveda's principles of balanced life. Online workshops, live webinars, and virtual courses on subjects such as Yoga, traditional Indian cuisine, or Sanskrit may offer practical experiences. These interactive methods enable audiences to immediately implement their learning, rendering IKS more significant and individualised.

• **Storytelling with Personal tales:**

Personal tales and testimonials serve as potent instruments for fostering connections and establishing trust. Narratives of individuals who have had beneficial transformations via activities such as Yoga, Ayurvedic treatment, or Vedic astrology can render these ancient systems more pertinent and credible to contemporary audiences. Testimonies from individuals who have integrated Indigenous Knowledge Systems into their everyday routines or derived benefits from traditional practices inspire others to investigate these frameworks independently. Media content incorporating testimonials, case studies, or practitioner interviews can elicit a powerful emotional response. A series of videos showcasing individuals who have included Ayurvedic techniques into their health regimens might motivate viewers to investigate these approaches for themselves.

• **Emphasizing the Scientific and Contemporary Significance of Indigenous Knowledge Systems (IKS):**

Although the traditional and spiritual dimensions of Indigenous Knowledge Systems (IKS) are vital, emphasising their scientific significance in contemporary society enhances legitimacy, particularly for audiences pursuing evidence-based methodologies. Empirical papers, interviews with researchers, and joint studies with practitioners of modern medicine can illustrate the congruence between concepts from Ayurveda, Yoga, and Indian mathematics and present scientific knowledge. Demonstrating how IKS provides sustainable, environmentally-friendly

practices or alternative healthcare solutions might attract audiences focused on health and ecological concerns. For example, illustrating the ecological advantages of old agricultural techniques or the psychological benefits of mindfulness practices may render Indigenous Knowledge Systems pertinent to urgent modern challenges.

• **Evaluating and Assessing Engagement**:

Monitoring engagement metrics—such as views, shares, likes, comments, and completion rates—assists in evaluating the efficacy of IKS material. Evaluating these indicators allows media organisations to discern which content kinds most effectively engage audiences and modify their strategy appropriately. Survey feedback and comments offer insights into audience impressions, enabling artists to adjust their strategies to more effectively address audience requirements and preferences. Employing analytics tools across several platforms guarantees that media engagement initiatives are guided by real-time data, enabling ongoing enhancement and adaptation of content to optimise effect.

• **Collaborations with Educational Institutions and Cultural Organisations:**

Engaging with educational institutions, museums, and cultural organisations may augment the dissemination and veracity of IKS information. Educational institutions can integrate media information on Indigenous Knowledge Systems into their curricula, while museums can organise exhibitions using multimedia components that examine Indian culture and knowledge. Cultural organisations, both domestically in India and globally, offer credibility and resources for the production of high-quality material. Collaborations with these organisations may enhance worldwide outreach, ensuring that IKS is acknowledged on the international arena as a reputable, academically endorsed knowledge system.

Impact of Media-Driven Government Reforms on Indian Society

The cooperative initiatives between media and government have begun to have beneficial results for Indian society. The incorporation of IKS into mainstream media narratives is fostering increased knowledge and acceptance of traditional practices among younger generations. Educational institutions are progressively integrating Indigenous Knowledge Systems into their curricula, cultivating a feeling of pride in India's heritage. The global influence of digital media has established IKS as a significant resource for sustainable living, health, and spirituality internationally. This enhances India's cultural identity while fostering economic growth by creating new markets for wellness tourism, traditional crafts, and Ayurvedic items.

Conclusion:

Media and government reforms together facilitate the preservation and promotion of Indian knowledge systems, therefore reconciling tradition with modernity. Government programs offer the necessary structural support for the integration of Indigenous Knowledge Systems (IKS) into

education and policy, while media enhances these efforts by disseminating information to the public, influencing views, and fostering a worldwide awareness for India's legacy. Through the integration of successful media engagement techniques, media may act as a formidable catalyst in revitalising and advocating Indian Knowledge Systems. A comprehensive strategy that includes audience-focused content, strategic partnerships, superior storytelling, and data-informed analysis guarantees that IKS is conveyed honestly, engagingly, and efficiently. Utilising appropriate tactics, media may connect the past with the present, rendering India's ancient knowledge accessible and pertinent to many audiences, both domestically and globally. Through persistent and deliberate involvement, media may foster a society where the richness of Indian heritage persists in inspiring, educating, and connecting individuals. Collectively, these factors provide a balanced strategy for modernisation that respects and safeguards India's illustrious heritage while addressing the requirements of a globalised society. The success of this initiative will depend on sustained cooperation, creativity, and reverence for the profound cultural wisdom inherent in Indian knowledge systems.

References:

- Breakthrough India. (2022). Indian Knowledge Systems: A critical examination of historical claims and modern integration. *Breakthrough Journal*, 22(3).
- Dubose, C. O. (2011). The social media revolution. Radiologic Technology, 83(2), 112–119.
- Gaur, S. (2024). Integrating Indian knowledge systems into modern education: An analysis of the National Education Policy (NEP) 2020. *EPRA International Journal of Multidisciplinary Research*, 10(6).
- Rousiley, M. (2014). Mass Media Representation, Identity-Building and Social Conflicts: Towards a Recodnition-Theoritical Approach. In: Recognition and the Media. Palgrave Macmillan, London. https://doi.org/10.1 057/9781137310439_3.
- Sehgal, G. (2023, August 30). Refocusing Indian education system in the perspective of ancient Indian education system. GSC Online Press, 19(2), 861-864. https://doi.org/10.30574/wjarr.2023.19.2.1673.
- Shohat, E., & Stam, R. (2014). Unthinking Eurocentrism; Multiculturalism and the Media. London: Routledge. https://doi.org/10.43 24/9781315771441.