



## PROMOTION OF INDIAN KNOWLEDGE SYSTEM THROUGH DIGITAL MEDIA

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**Paper Received On:** 21 APRIL 2026

**Peer Reviewed On:** 25 MAY 2026

**Published On:** 01 JUNE 2026

### Abstract

*The Indian Knowledge System (IKS) refers to the traditional knowledge, wisdom, and practices developed and preserved in India over thousands of years. It includes various fields such as science, mathematics, medicine, philosophy, arts, and culture that have been passed down through generations. The Indian Knowledge System (IKS), encompassing diverse domains such as Linguistics, Ayurveda, Yoga, and Astronomy is formally acknowledged and promoted under the National Education Policy (NEP) 2020. To ensure its long-term preservation, relevance, and integration into modern frameworks, technological intervention is essential. With rapid advancements in digital technologies, these traditional domains are being systematically preserved, disseminated, and repurposed for contemporary relevance. Even after being introduced in Indian classrooms, ICT's revolutionary potential is still untapped, and state-by-state integration varies. While Indian media has played a pivotal role in making IKS more accessible through print, radio, television, and digital platforms, the commercialization and sensationalization of IKS in contemporary media pose challenges to its authenticity. Access, equality, quality, and innovation challenges in education may all be addressed by combining ICT and IKS. In order to establish a culturally grounded and future-ready educational system in India and promote a healthy balance between tradition and modernity in the learning process, it is imperative that ICT be emphasized within the IKS framework. This chapter explores the dynamic relationship between IKS and digital media, examining how media has facilitated the preservation, transformation, and transmission of IKS from oral traditions to the digital age.*

**Key Words:** *Indian Knowledge System, Digital Media, Education, Traditional Knowledge, National Education Policy*

### Introduction:

India is a land of ancient knowledge wisdom and it has a rich history that dates back to ancient times. The ancient texts of India, such as Vedas, Puranas, and Upanishads are considered to be pillars of a rich source of knowledge and wisdom. In ancient India, both formal and informal ways of education system existed. Indigenous education was imparted at home, in temples, pathshalas, tols, chatuspadis and gurukuls. There were people in homes,

villages and temples who guided young children in imbibing pious ways of life. Temples were also the centre of learning and took interest in the promotion of knowledge of our ancient system. Students went to viharas and universities for higher knowledge. Teaching was largely oral and students remembered and meditated upon what was taught in the class.

During that period, the gurus and their shishyas lived together helping each other in day-to-day life. The main objective was to have complete learning, leading a disciplined life and realising one's inner potential. Students lived away from their homes for years together till they achieved their goals. The gurukul was also the place where the relationship of the guru and shishya strengthened with time. While pursuing their education in different disciplines like history, art of debate, law, medicine, etc., the emphasis was not only on the outer dimensions of the discipline but also on enriching inner dimensions of the personality. As a result many famous educational centers came into existence from 2000 BC until the coming of Islamic invaders in India. Among the most notable universities that evolved during this period were situated at Takshashila, Nalanda, Valabhi, Vikramshila, Odantapuri and Jagaddala. These centers of learning have been attracting students and travelers from all over the ancient world from North to South, East to West.

One of the significant principles of the Indian knowledge and system is the emphasis on self realization and self-awareness. This inner exploration is facilitated by practices such as meditation and yoga, which allow individuals to connect with their inner selves and achieve a sense of calmness and clarity. Along with self-realization, Indian knowledge system is also based on the idea of morality and ethics. The concept of dharma, or right conduct, is the underlying principle which governs all actions. The focus is on following our unique path and acting in accordance with our dharma, and ultimately achieving moksha, a state of spiritual liberation. The Indian knowledge system is also grounded in interconnectedness and interdependence. The concept of karma is rooted in this principle, which explains the idea that our actions have consequences, and we are all interconnected in a web of cause and effect. Furthermore, the emphasis is placed on the idea of working together in harmony as a community, ensuring that the greater good is achieved.

In recent times, there has been a renewed interest in reviving and rediscovering traditional knowledge systems in India. This has been driven by a growing recognition of the value and potential of these knowledge systems in addressing contemporary problems. Efforts are being made to document and preserve traditional knowledge, and to integrate it into mainstream education and research. This has been seen during COVID-2019, when

entire global society got benefitted with yoga education and our traditional medical philosophy.

### **Role of Digital Media:**

Digital media technology plays a pivotal role in supporting the preservation, documentation, and revitalization of indigenous languages, such as utilizing audio and video recording devices alongside digital storage and preservation of oral traditions, songs, stories, and other linguistic resources in high quality formats. Additionally, digital media technology offers innovative approaches to learning and teaching indigenous knowledge, with mobile applications, online platforms, and interactive software providing opportunities for self paced language learning, vocabulary acquisition and grammar instruction. These tools often incorporate multimedia elements, such as audio recordings, video tutorials and interactive exercises, which significantly enhance engagement and interactivity in the learning process. Importantly, digital knowledge learning resources can reach a wider audience, including individuals living in remote areas or outside of indigenous communities.

Furthermore, digital media technology facilitates the digitization of existing knowledge resources, including print materials, manuscripts and linguistic analysis materials. Digital platforms, particularly within the realm of social media, offer opportunities for language promotion and community engagement. Various apps and software tools dedicated to revitalization have emerged to bolster the preservation of indigenous knowledge, these resources frequently encompass elements like pronunciation guides, language based games, flashcards and interactive exercises, which actively engage learners in language acquisition. Digital platforms also facilitated community networking and collaboration, connecting indigenous knowledge speakers, educators, and researchers from different parts of the world, allowing for the exchange of knowledge, resources and best practices.

### **The Impact of Technology on Indian Knowledge System:**

Technology has played a significant role in transforming the Indian Knowledge System. With the advent of computers and the internet, access to information has become easier and more convenient. These technologies have also revolutionized the way we learn and communicate.

- ❖ **Easy Access to Information:** Technology has opened up new avenues for acquiring knowledge. The internet has made it possible for students and researchers to access vast amounts of information from all over the world. The use of search engines such as Google has made it easier to find information on any topic. Today, a student in a small village in India can access the same information as a student in a large city.

- ❖ **E-learning:** Technology has also made it possible to learn from anywhere and at any time. E-learning platforms such as Coursera, Udemy, and edX have made it easier for students to learn new skills and acquire knowledge. This has eliminated the need for physical classrooms and has made education more accessible. The growth of e-learning has also led to the development of Massive Open Online Courses (MOOCs). These courses are offered by some of the world's top universities and are available for free. This has made it possible for students to get a world-class education for free.
- ❖ **Digital Libraries:** Digital libraries have also become more prevalent in India. These libraries offer access to digital versions of books, journals, and other educational resources. They also provide access to rare and out-of-print books that may not be available in physical libraries. This has made it easier for researchers to access information and has led to new discoveries and advancements.
- ❖ **Mobile Technology:** The use of mobile technology has also had a significant impact on the Indian knowledge system. Mobile phones have become the primary mode of communication in India. Today, there are more than 1 billion mobile phone users in India, and this number is expected to grow in the coming years. Mobile technology has made it possible for students to access educational content on their phones. This has made education more portable and convenient. Many educational apps are also available on mobile phones, which help students improve their skills and knowledge.
- ❖ **Distance Education:** Distance education has also become more prevalent in India. With the help of technology, students can now earn degrees from universities that are located in different parts of the country or even different countries. This has made higher education more accessible and affordable. However, distance education also has its challenges. Students who opt for distance education have to be self-disciplined and motivated. They also miss out on the social interactions that are an essential part of traditional education.

### **Integration of IKS in NEP 2020 and Educational Policy**

The National Education Policy (NEP 2020) integrates the Indian Knowledge System (IKS) with digital media to promote a holistic, interdisciplinary education that combines traditional wisdom with modern science. This integration includes using digital platforms like DIKSHA, DTH TV channels, and blended learning to deliver content in a way that is both accessible and preserves cultural heritage. The goal is to revitalize IKS, foster a pride in Indian culture,

and equip students with skills for a knowledge-based economy, while also incorporating IKS into the curriculum through reforms and resource development.

- **Digital platforms:** The policy utilizes digital platforms like DIKSHA (the "One Nation, One Digital Platform") to provide a centralized repository for educational resources, including those related to IKS. DTH TV channels are also used for grade-specific learning, increasing accessibility via satellite.
- **Blended learning:** The pandemic accelerated the adoption of blended learning models, which NEP 2020 supports by integrating modern technology tools with traditional teaching methods. This allows for flexible and personalized education that incorporates both IKS and digital content.
- **Curriculum development:** NEP 2020 mandates the integration of IKS into the formal curriculum at all levels of education. This includes developing high-quality, digital content in various languages to support this integration, as outlined in the policy's emphasis on multilingual education.
- **Teacher training:** The policy emphasizes the need for professional development for teachers to equip them with the skills to teach both IKS and modern subjects in a digital and blended learning environment. This ensures they can facilitate the interdisciplinary approach envisioned by the policy.

### **Transformation of the Indian Knowledge System**

The Indian knowledge system has undergone a significant transformation in the past few decades due to the widespread adoption of technology. The impact of technology on Indian knowledge system has been multifaceted, including the democratization of knowledge, the expansion of research and development, and the evolution of communication and collaboration norms.

#### **1. Democratization of Knowledge:**

One of the significant impacts of technology on Indian knowledge system has been the democratization of knowledge. Digital technologies and increased connectivity have resulted in greater accessibility to information and education, which has broken down traditional barriers such as geography and financial affordability. One of the most significant recipients of this democratisation has been the Indian rural population. The E-Pathshala portal, launched by the government in 2015, provides over 10,000 textbooks, audio books, and educational videos to rural schools and students free of cost (Mishra, 2015). Additionally, MOOCs have emerged as a popular platform for online learning. These courses can be accessed by anyone

with an internet connection, and completion certificates are often available at nominal charges. The Indian government has also launched the Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM) programme with the vision of providing affordable education to every Indian citizen. Accordingly, MOOCs and other digital learning platforms have played a critical role in the democratisation of knowledge, making education accessible to a wider population.

## **2. Communication and Collaboration Technology:**

It has revolutionized communication and collaboration in the Indian knowledge system. Online discussion forums, video conferencing, online collaboration tools, and social media have all become crucial channels for research and learning. The use of these tools has led to the exchange of ideas, best practices, and knowledge, resulting in a vibrant and diverse community of Indian scholars and researchers. Furthermore, technology has facilitated international collaborations between Indian and foreign researchers. Online collaboration tools and video conferencing enabled real-time data sharing and analysis, speeding up the research process.

## **3. Expansion of Research and Development:**

Technology has also facilitated the expansion of research and development in India. The adoption of digital technologies and the development of research tools such as data analytics, artificial intelligence, and high-performance computing have helped Indian researchers conduct research more efficiently and effectively. Furthermore, collaborations between Indian and foreign researchers have been strengthened by digital communication platforms, such as video conferencing, email communication, and online collaboration tools.

## **Conclusion:**

The Indian knowledge system has undergone significant transformations in the past few decades due to the impact of technology. Technology has facilitated the democratisation of knowledge, the expansion of research and development, and the evolution of communication and collaboration norms. However, there are several concerns associated with this impact, including the quality of online education and the potential for technology to create disparities in access to education. Future research should examine these concerns, while exploring ways to leverage technology to augment and enhance Indian knowledge systems.

Although, Indian Ancient Knowledge System has had its own values and culture with practical knowledge but now in the current scenario, technology had a profound impact on the Indian knowledge system. It has made education more accessible, portable, and

convenient. The use of technology has also led to the development of new educational tools and resources that were previously unavailable. Overall, technology has had a positive impact on the Indian knowledge system, and it will continue to shape the future of education in India.

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