

Mass Communicator

International Journal of Communication Studies

Indexed/Abstracted: J-Gate, EBSCO Discovery, Summon(Proquest), Google Scholar, Indian Science Abstracts
Indian Citation Index, InfoBase Index (IB Factor 2016 - 2.2), SJIF Impact Factor (2016-4.159)

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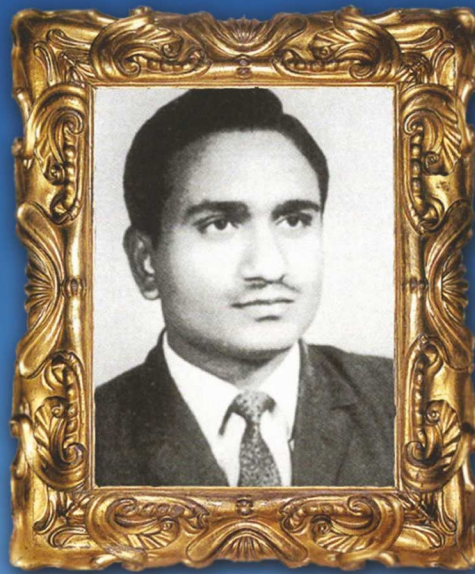
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A TRUE VISIONARY

*“You see things and you say **Why?** But I dream of things that never were and say **Why not?**”*

- George Bernard Shaw



Shri Jagannath Gupta
(1950 - 1980)

*Also a true visionary...who dared to dream!
He lives no more but his dreams live on....and on!*

JIMS (Rohini)	-	1993
JIMS (Kalkaji)	-	1997
JIMS (Vasant Kunj)	-	2003
JIMS (Jaipur)	-	2003
JNIT (Jaipur)	-	2004
JIMS (Greater Noida)	-	2008
Jagannath University (Jaipur)	-	2008
Jagannath University (Bahadurgarh)	-	2013

And more dreams to come!

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Website: www.jimspd.org

Available Online at www.indianjournals.com

RNI No. DELENG/2007/23438

Online ISSN No: 0973-967X

Exclusively Marketed and Distributed by
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Editor's Desk

There are two urges within (wo)man: one, that of union with the other and two, that of resolute defence of differential reality. These urges are not unique to (wo)man. They manifest in various forms at various levels of reality. In the case of inanimate matter, they manifest in the form of the centrifugal and centripetal forces and at the level of human emotions, in the form of love and hate. The entire course of secular human history has been hinged on the playing up of the urge of differentness between man and Nature and man and man. This process of othering has created narratives of colonialism and superiority of one community over another on the grounds of colour, creed and caste. It has led to constant strife between communities and nations over who retains control over the others. The politics of dominance at the local and global level has wreaked havoc upon humankind, depriving it of the peace which is necessary not only for human development but also survival. Despite all the progress (wo)man has made ever since the Renaissance, human civilization has not yet been able to find an authentic solution to curbing this tendency within (wo)man. No doubt, we have come up with intellectual and moral homilies to impress upon people the need to regard the world as one big family and humankind as one and the same despite all differences of caste, creed and colour. Yet, all these have fallen flat in the face of the primeval intensity of this urge to distinguish between the self and the other. This has also led a kind of hiatus between our sermons and our actions, which is too transparent to escape notice. The result is that the world is standing on the edge of a precipice and it needs only a nudge to be hurled into a bottomless pit of death and destruction. The question is, is there no alternative mode of driving home the oneness of humankind and the world as a whole, especially when there is an equally powerful urge of union too within (wo)man? Yes, there is. And it lies in the Indian knowledge system, which the West vulgarised to the detriment of human civilization and survival. The Indian knowledge system bases its discovery of truth not on sensory mind enquiry into reality but on intuition. The tradition of Indian knowledge system is well systemised to chalk out the methods of developing this faculty. Once developed in an individual, (s)he can perceive truth of the inner and external reality directly, without the mediation of the sensory mind. Such a perception is powerful enough to engender in him/her the beneficent attitude of oneness of humankind and the world. Only on right cognition and not moralizing can a transformation of human outlook be worked out and the world be made a place worth living for one and all.

(Ravi K. Dhar)

About the Journal

Mass Communicator: International Journal of Communication Studies has been conceived as an international quarterly peer-reviewed journal with the avowed objectives of stimulating research in communication studies in Indian academia of international level as also to publish research carried out abroad to serve as a window on the multi-dimensional aspects of media and communication research in countries beyond the Indian borders. To this end, the journal is a platform for the publication of outcomes of new and innovative thinking in the subject/profession that follow not only the rigours of academic research methodology but also non-conventional modes of expression such as perspectives and opinion, which often come from media and communication practitioners, be those journalists or development communicators self-interrogating their profession. The scope of research published in the journal is deliberately kept open-ended to facilitate an osmotic interchange of ideas across disciplines with a bearing on media and communication theory.

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NEW MEDIUM, OLD HABITS: USE OF TWITTER DURING 2017 STATE LEGISLATIVE ELECTION CAMPAIGN IN INDIA

Neha Pandey * Dev Vrat Singh**

Politicians utilize media to urge the populace to vote and support them, particularly during elections. Communication has evolved significantly since the dawn of the Internet era, from social media to chat rooms and instant messaging. Social media has become a vital aspect of political communication during election campaigns during the previous two decades. During India's 2014 general election, all political parties and candidates made substantial use of social media to rally voters. Social media has emerged as a critical campaigning tool in India's electoral system. These new media platforms are expected to play a vital role in attracting voters, particularly the new generation of young adults.

As the 2014 Indian Lok Sabha election campaign shows, political players can successfully use social media platforms such as social network sites (SNSs) and microblogging services to broadcast information to voters and connect and discuss with them. Through hand-coded content analysis of tweets, this study aims to obtain insight into the extent of usage of Twitter by both parties (BJP & INC) in the political process and communication techniques during India's 2017 state legislative election campaigns in seven states, also examining how their strategies varied by the state to state. The statistics indicated that BJP candidates were likelier to utilize Twitter than INC candidates, tweeting twice as frequently on average. Additionally, the BJP was more likely to embrace Twitter's multimedia capabilities.

Keywords: Online Political Communication, India, Web 2.0, Social Media, Election Campaign

Thanks to new media, ordinary folks now have a room or platform to express themselves. Political communication, which the ruling class has dominated since its inception, allows more space for ordinary citizens to engage in political debate. In the first version of his book, 'An Introduction to Political Communication, McNair (2004) did not believe the internet to be an essential tool for political communication. However, in his fourth edition of the same book, he explored the geographical reach and consequences of the internet in the context of the 2004 US Presidential Election. He went on to say that the internet has become a standard and must-have instrument for communicating political messages to the general public.

According to McQuail (2010), new media has spawned new forms of communication due to its interactivity and search capabilities and the fact that national borders do not constrain it. He also sees political communication as a continuous news management process and competition to define news events and issues. All political players heavily rely on spin doctors to ensure positive coverage in the daily news and provide their best version of a news story.

Between 2010 and 2012, according to Hong & Nadler (2012), no online tool has infused more furiously into any political action than social media. In a brief period, political actors worldwide have embraced social media as a potent tool for communicating directly with their target audiences. Scholars have discussed the impact of the internet on politics and what it implies for democracy for years (Sunstein 2007; Farrell

2012; Davis 2010). According to Farrell (2012), internet technology has become so ingrained in daily political encounters that studying it is nearly impossible

Elections & Campaigning via Social Media

Campaigning is a strategy or collection of actions to accomplish a specified objective. A political campaign is a deliberate effort to impact the political decision-making of an individual or a group. Political campaigns are often called electoral campaigns in egalitarian cultures, where representatives are chosen or referendums are decided.

Campaigning requires utilizing a variety of channels of communication to convey messages to a diverse range of stakeholders, including local government, the news media, and the general public.

It can be accomplished through letters, rallies, handouts, speeches, and meetings, through newspapers, magazines, radio, television, and the internet, which has grown in popularity over the last decade.

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During the 2008 US presidential election, social media became a critical tool for political campaigning. Candidates have been driven by the rise of social media and web 2.0 to make interaction and interactivity a central component of their election campaigns (Baranowski, 2015). Obama's 2008 presidential campaign will likely be recognized as the first to feature a substantial role in social media. Obama's presidential campaign could be regarded as a watershed moment in the history of political communication.

During the 2008 presidential election, social media shifted from being virtually unknown in politics to becoming a rapidly growing mode of political communication (Woolley, Limperos, & Oliver, 2010). Obama's campaign made substantial use of cutting-edge technology, including an iPhone application that enables users to give, locate Obama's campaign headquarters, and learn about future events.

Additionally, mybarackobama.com now includes a unique function that enables users to customize specific parts based on their preferences. Obama's official website, Mybarackobama.com, was linked to 30 social networking platforms. Additionally, they used short messaging platforms to communicate with almost one million voters. The 2008 presidential election revealed the potential for social media platforms (e.g., Facebook, Twitter, and blogging) to involve people in politics (Smith 2008).

According to the Pew Research Center, more than 55% of the adult population in the United States obtained news and information online and engaged in political debate during the 2008 presidential election (Wattal, Schuff, Mandviwalla, & Williams 2010). According to the Washington Post, 200,000 offline events were coordinated via social networking services, mainly Twitter.

Barack Obama's election campaign was labelled "the largest mobile and social media campaign in history," It had a global impact on political party communication (McCormick 2009). Following the 2008 presidential election in the United States, the Huffington Post's editor-in-chief was reported in a Wired magazine saying, "If it weren't for the internet, Barack Obama would not be President." (2008) (Schiffman).

New Media and Elections in India

The usage of new media in India for the first time occurred during the 2009 general elections. For the election campaign, the political parties used the Interactive Voice Response System (IVRS), Short Message Services (SMS), Internet banners, E-Mails, and Websites, according to Arulchelvan (2010). Voters got recorded phone calls and exciting messages from the leaders sent directly to their mobile phones and e-mails. The influence of new media has also resulted in

development of a new political party in India, namely the Aam Aadmi Party (AAP), which has even gained traction in the country's capital, New Delhi.

AAP's surprising entry into the 2013 State Legislative Election, where it won 28 seats, and another remarkable triumph in the 2015 State Legislative Election, when it won 67 seats out of 70, rejected the notion that India could only be ruled by national political parties like the BJP and the Congress. Ankit Lal, the Aam Aadmi Party's IT chief, told Firstpost that the party was using social networking platforms to engage with residents and strive to solve their concerns.

He stated that they also attempt to implement the Swaraj model in social media. Chopra (2014) looked into how social media was used during the 2014 General Elections. He claimed that the victory of a one-year-old political party, AAP, in the Delhi State Legislative Assembly election in 2013 and the formation of a government in the union territory had proven the importance of social media in influencing voters. On its website, the AAP requested that individuals submit SMS to 08806110335 with the words YES or NO, or phone the same number to express their opinions. The party also disseminated the same video on various social media and web channels. According to the author, AAP created such a social media buzz that other parties, such as the BJP and the Congress, were compelled to form IT cells and hold social media seminars for their members and volunteers.

However, after the proof of social media's substantial involvement in the US presidential election and the advancement of communication technology in India, politicians were pushed to use digital media in the 2014 Lok Sabha elections. The leading politicians from various political parties had their social media accounts. It is fair to assume that social media has become a battleground for political campaigns in India. 'Indian parties are embracing Obama-style campaign methods in important elections,' according to a story published in The Washington Post in April 2014. According to Swamy (2014), 150 million such individuals voted for the first time in India's Lok Sabha election in 2014. The majority of them were connected to social media in some way.

According to Ankit Das, the 2014 Parliamentary election was the country's first social media election, Facebook India's public policy director (Goyal, 2014). The BJP, led by Narendra Modi, made unprecedented use of social media channels. The BJP, like other well-known companies, utilized social media extensively to improve its image.

Even though the Modi wave looked to be based on Facebook and Twitter numbers and trends, there were intense media disputes about whether there was a genuine Modi wave. But it

stood out on Election Day when the BJP spectacularly swept the polls. According to the Election Commission of India's website, the BJP (Bharatiya Janata Party) received 17, 16, 57, 549 votes, accounting for 31% of the total votes cast.

The BJP's social media wing altered the history of India's media and elections. Almost all India's main political parties now rely heavily on social media to communicate with constituents. The rationale for this is not just because they want to increase their following but also because they realize that the internet can be used to mobilize offline participation in events such as the anti-corruption movement, the Nirbhaya case, the Arab Spring, and the Occupy Wall Street Protest.

With the ever-increasing reach of the internet, the 2014 Lok Sabha Election and the 2015 State Legislative Election in New Delhi demonstrated that the country had entered the age of social media campaigning. It is undeniable that today's kids are interested in politics. Even though politicians still campaign with rallies, posters, cutouts, and leaflets, going digital and paying attention to digital platforms has changed the face of Indian politics.

I. Review of Literature

In today's world, any political party's success or failure is primarily determined by its capacity to interact with the general public. The election campaign is an excellent example of how crucial political communication is. Today, all political actors use communication methods to mobilize public opinion to the greatest extent feasible. However, the most significant improvements in information and communication technologies (ICTs) have been practical and have revolutionized how politicians and the public engage. The most important distinction between the new media and the conventional campaign system is that it provides political parties more control over the content of their messages and the speed and timing with which they are distributed. They are not reliant on journalists' agenda-setting process of collecting, structuring, and interpreting data. The ability to send out messages whenever and however they want may theoretically provide political parties more latitude to engage with citizens more spontaneously and focus their campaigns at the constituency level. Since the 1960s and the introduction of television news, agenda-setting has been the subject of intense study.

According to McCombs and Shaw (1972), agenda setting shapes political individuals' public image. They constantly advise people on what they should think, know, and feel about. However, they did say that further research on the advent of networked media is needed to address the ultimate power of mass media. As a result, in this age of the internet, the agenda-setting theory of mass media is still relevant. This

plan gives political parties additional options to pursue, develop, and broadcast their material. One of the most significant advantages for political parties is that they may appeal directly to potential voters via social media, bypassing the media.

According to Maurer (2010), the internet may be used to frame and prime an issue, two critical components of a successful campaign. Technological improvements have aided in expanding political communication's borders, rerouting it toward online communication. It has established a robust academic presence in communication studies and political science. The number of users of social networking sites such as Facebook, Twitter, and YouTube has already surpassed millions in the country. Social media's relevance will only grow from here in "digital India." Nonetheless, it would come down to who has a more effective plan for utilizing this platform.

Previous research has examined how voters use new media and their degrees of political awareness, information, outlooks, and engagement. Several studies have also examined young voters, specifically how they use new media and its effect on them. A literature review indicated numerous studies on the nature and degree of political parties' use of new media. In the Indian context, the researcher has been unable to locate any study that holistically examines new media about political parties' use of new media.

What is needed here is a more comprehensive examination of how parties use Twitter during election season, emphasizing the content component and how political parties act on Twitter platforms. As a result, there is a rising need to collect, evaluate, and summarise politically significant material from new media platforms to understand the Indian context better.

Thus, the current study explores the use of microblogs (Twitter) by certain political parties) and how these are integrated into their total online political communication activities. The study will determine the topics each national political party promotes and communicates to its constituents via various Twitter platforms. Thus, it may benefit all other political parties (rivals) to be aware of one another's political communication techniques and exploit them.

Additionally, the outcome gives a learning opportunity for future campaigns and politicians, allowing them to better grasp their new media communication tools from both an internal and external perspective for effective social movements.

In India, there are various regional and national parties. It was impossible to investigate all national and regional political parties concurrently. As a result, the study focuses on India's two major political parties in this study. Due to India's

multiparty system, social media platforms are home to many political parties and politicians.

Because of the time constraints, this study concentrated exclusively on the Twitter accounts of key political parties, neglecting other social media platforms. Additionally, the impact of tweets on voter intentions has not been quantified, as this may be a distinct area of research. The current study is concerned with the flow of information from political parties to the general public rather than how the public uses this communication to influence political parties.

The broad objectives of this study are:

- To find out the extent of use of the new media by both the selected parties
- To analyze the nature of the content for communicating political messages by BJP & INC political parties in India.

II. Research Design and Methods

Both qualitative and quantitative, methodologies have been used to integrate this study's exploratory and conclusive (descriptive) research designs. The descriptive research design is a naturalistic data-based fact-finding study. It's mainly used to describe a current situation and is more focused on what happened rather than how or why it happened. This research approach is reasonable for this study since it intends to depict the current state of online political communication between the BJP and the INC in India. The study's primary data was gathered using the content analysis method.

Research Questions

Based on the Content Analysis of the Twitter Handle of both the parties

An in-depth examination of the issue is required to better grasp Twitter as a vehicle for political communication in general and how parties use it in particular.

The current study tries to do so by looking into how India's two most potent national political parties use social media during elections, intending to answer the following research questions:

To what extent did both political parties in India use Twitter as a new media technology?

- What is the frequency of tweets posted by both parties?
- What are the different types of tweets?

What is the nature of both political parties' tweets in India?

- What issue(s) or topic(s) are discussed in the tweets? (Theme)
- What are the primary purposes of the parties' tweets? (Behavior)?

What are the different types of new media communication that both political parties use?

- What types of multimedia platforms are being used in messages?

Based on the purposive sampling technique, the Bharatiya Janata Party (BJP) and the Indian National Congress (INC), two national political parties notified by the Election Commission of India (ECI), were chosen for this study. The national political parties were found on the Election Commission of India's website. Political parties in India are classed as federal, state, or regional level parties under a multiparty system.

Many large Indian states were engaged, such as UP, Gujarat, Himachal Pradesh, Punjab, and others, the State Legislative Election of 2017 generated a lot of attention on social media. Almost all politicians and leaders use social media to reach out to voters. To prevent bias, the researcher used a sample of Twitter accounts from both parties' states where state legislative elections took place between January 1st and December 31st, 2017. The research period was not the entire year but rather the period from the date of the election notification published by the Election Commission of India to the last day of polling in each state. Election campaign times were chosen above non-election campaign periods because they are among the most regular and intensive periods for voter communication and interaction with political parties.

Sample Size

The sample was chosen based on a set of inclusion and exclusion criteria. Only verified, blue-checked, and verified Twitter handles from all seven BJP and INC states were used to create the sample. In the study, all posts made in each state throughout the election, as mentioned above period were considered. At the time of data collection, the researcher could not locate NC Manipur's official Twitter handle. As a result, it was left out. As a consequence, the Twitter handles of 27 different states were chosen.

III. Results and Discussion

The study's primary data was gathered from the official Twitter accounts of all seven states represented by both parties. A typology of the type and tweeting behaviour of political parties is presented as a means of examining the extent and methods by which political parties are utilizing the possibilities of social media to communicate with their constituents actively.

During the 2017 State Legislative Election, the study includes a content analysis of tweets from the BJP and INC. The research looked at the following features of tweets (see Figure 1):

- Type (original post)
- Themes (acclaim, attacks, etc.)

- Function (updating, promoting, giving advice, disputing, etc.)
- Topic

The above bar graph displays the distribution of tweets across all the seven states through the official Twitter handle of the respective parties. From the whole data set of BJP posted during the election season, UP handle posted 57.3 per cent, Punjab BJP posted 3.6 per cent, Uttarakhand 18.2 per cent, Manipur 3.6 Gujarat 9.2 per cent, and Himachal Pradesh 7.9 per cent. Whereas from the Twitter handle of INC, UP accounted for 26.4 per cent, Punjab 8.3 per cent, Uttarakhand 9.9 per cent, Goa 21.0 per cent, Gujarat 23.5 per cent, and Himachal Pradesh 11.0 per cent, correspondingly. INC Manipur did not have any verified account; hence data was not taken.

The results confirm all the previous research study, their findings, and the news article that has been produced so far claiming that BJP was the party fighting an election in the virtual realm. The tweeting frequency is not regularly spread among all the states of BJP or of INC. Still, BJP started up a high pitch social media campaign and posted much more tweets which the above table reveals. The two most active Twitter handle of the BJP was UP and Uttarakhand. In UP itself, the number of tweets posted from BJP UP and Uttarakhand's official Twitter handle is four-five times those of INC. Except in Goa, in all the other six states, BJP had a maximum frequency of tweets. Going by the results, out of seven states, BJP got a strong mandate, secured Uttarakhand, UP, Gujarat, Himachal Pradesh, and even formed government in Goa Manipur. On the other hand, even though the Congress party was active on social media platforms, it failed to create an impression, except in the state of Punjab.

- The theme of the Tweets
- Themes in each tweet to learn what kind of information parties are most likely to spread on their Twitter handles to provide more nuisance. The study identified eight themes: attack, acclaim, defend, general, instruction, request, praise, and others. The table below provides a more in-depth look at the theme of tweets from the BJP and INC Twitter handles in various states. The following is a classification of tweets from the BJP and INC Twitter accounts based on nature to determine the parties' tweeting articles. According to a state-by-state analysis, the BJP in Uttar Pradesh has used the acclaimed theme the most, accounting for 38.9% of the total dataset, followed by attacking the opposition party, which accounts for 38.4%. The BJP boasted about their good deeds, claimed to solve problems in the state or constituency by getting involved in people's activities, and promoted their PM and CM's faces. They also attempted to persuade people's ideas and voting

decisions before attacking the opposition party, as the two examples below demonstrate:

- दवा कंपनियों की मनमानी पर सख्त हुई मोदी सरकार। ; @BJP4UP 20 Feb 2017
- अमेठी जिन्होंने गांधी परिवार को हमेशा जिताया, लेकिन आज तक वहां के गांवों में बिजली नहीं है:श्री@AmitShah#ShahAtFranklySpeaking;@BJP4UP21 Feb 2017

Generic themes account for 10% of the total, while requests account for 10.6%. All information updates are counted in generic articles, although request parties asking for citizen support in participation in any event or a call to vote for their own party's candidates are included. However, defending oneself accounts for 0.8 per cent of the time. During content analysis, researchers discovered that the choice to demonetize was one of the reasons the BJP party defended itself during the election campaign, as shown below:

#Live updates: PM Modi addresses Akali-BJP coalition rally in Jalandhar #ModiinPunjab#PunjabPolls#PunjabElections2017;@BJP4Punjab Jan 27 2017

In BJP Punjab, the two central themes were generic and acclaim, with 36.1 and 25.5 per cent of tweets:

- पंजाब चुनाव: आज बीजेपी अध्यक्ष अमित शाह अमृतसर और लुधियाना में रैली करेंगे @AmitShah@BJP4India@Akali_Dal_@officeofssbadal@BJP Punjab 29 Jan 2017
- 3.5 crore youth to be trained under the Sankalp program launched by the government. #BudgetForBetterIndia @BJP Punjab 1 Feb 2017

While in INC Punjab, the attack and acclaim nature of tweets was only used with 75.4 per cent. 23.0 per cent respectively:

- @capt_amarinder promises free #cancer treatment, permanent solution to the problem in #Punjab# cancerbelt#publically#Faridkot@ANI_news @INCPunjab, Jan 31 2017;
- #RahulGandhi in #Lambi: Land for #Dalits#poor in 2 months, jobs for poor in 3, will bring a new law for free medical treatment @OfficeOfRG @INCPunjab, Feb 2 2017;

The data shows that the BJP was more concerned about accolades while the INC was more concerned with updating information on their day-to-day campaign activities.

The primary themes for BJP UK Twitter handles were acclaiming oneself and targeting opposition, with 37.1 percent and 31.7 percent respectively.

- भाजपा देवभूमि उत्तराखंड को मॉडल स्टेट बनाएगी श्री@AmitShahभाजपा अध्यक्ष#BJP4UK @BJP UK 13 Feb, 2017
- बेरोजगारी और भ्रष्टाचार सब यही है कांग्रेस का काम #BJP4UK#PolkholUttarakhand @BJP UK 12 Feb, 2017

Whereas from INC Twitter handle attacking were done at the rate of 42.5 per cent, followed by generic posting updates as the second most preferred theme with 30.4 per cent:

- #Rahul_singh_vijay_sankalp#मोदीजी चाहते हैं कि देश में सिर्फ एक व्यक्ति का राज हो। सबकी आवाज खामोश हो जाए, और बस वे अपने मन की बात कर सके। @INC Uttarakhand 16 Jan 2017
- #AICC ने जारी की#कांग्रेस प्रत्याशियोंकी#अंतिम सूची*#सुमेश्वर: राजेंद्र बरकोटी*#जसपुर: आदेश चौहान** गदरपुर: http://fb.me/5ptnETyIA @INC Uttarakhand 24 Jan 2017

In Goa BJP handle, handful of tweets were of generic in nature, accounts for 70.0 per cent and acclaiming 30.0 per cent, illustrated below:

- Hon'ble Prime Minister @narendramodi will address a public meeting today Saturday 28th January 2016 at 3.30 pm at SAG Ground, Panaji. @BJP Goa, 28 Jan 2017
- Mamta Scheme was started to provide financial assistance to mothers delivering a girl child. #Transforming Goa@BJP Goa, 13 Jan 2017

Whereas, INC Goa had posted generic information 44.9 per cent, acclaim 30.8 per cent, as presented below:

- Reception of Congress Vice President Rahul Gandhi at Goa Airport. @ INCGoa 30 Jan 2017
- Congress is committed to preserve the heritage & culture of Goa. . @ INCGoa 30 Jan 2017

In Manipur, BJP had used tweets attacking nature more, which accounts for 39.4 percent, and generic 37.7 percent. The reason could be that BJP was not ruling in that state. They had a target to hit the ruling government:

- #Congress govt in #Manipur has failed. People stand in line for fuel while #Black Marketing thrives. @BJP Manipur 30 Jan 2017
- Home Minister Shri Rajnath Singh chairs an Inter-Ministerial meeting to review the supply of essential commodities in #Manipur @BJP Manipur 21 Jan 2017

The data of BJP Gujarat seems to be a little different. Unlike all the other states, BJP here had mobilized people to cast vote in their favour. Request theme accounts for the highest frequency with 35.8 percent:

- 9 मीअने14 मीतारीपेआपडोडकमणुंयटनदयावीने उय्यकामकरीनेयतावीये,नीयनोजवायआजडोईशडे- श्री @narendramodiजी#SuratWithModi@BJP Gujarat 7 Dec 2017

followed by acclaim 29.2 per cent :

- જનતાના સુખ અને દુ:ખમાં હંમેશાં ખડેપગે ઉભી રહેતી ભાજપ સરકાર. @BJP Gujarat 6 Dec 2017

and attack 16.5 per cent:

- કોંગ્રેસ પાર્ટી કાન ખોલીને સાંભળી લે, અમે જુદી માટીના માનવી છીએ, ગાંધી અને સરદારની ધરતીનું ધાવણ ધાવીને મોટા થયા છીએ એટલે જ અમે અમારા સંકલ્પમાંથી પાછા નથી વળતા અને અમારો સંકલ્પ છે કે જેમણે આ દેશને અને ગરીબોને લૂટ્યા છે એમણે ગરીબોનું લૂટેલું પાછું આપવું જ પડશે@BJP Gujarat 4 Dec 2017

While INC Gujarat, the maximum number of tweets were from generic themes, i.e. 62.0 per cent:

- Former PM Dr Manmohan Singhji will be in Rajkot today to have a samvaad with teachers, professors and other professionals.@INC Gujarat Dec 6 2017; followed by attack 16.1 per cent:
- Demonetization for a disastrous decision for our economy and our democracy #ManmohanSinghInRajkot @INC Gujarat Dec 7 2017; and acclaim 13.5:
- It was Indira Ji who took many bold decisions; she abolished privy purses, she nationalized our banks; most importantly, none of her choices hurt the poor and the middle classes disproportionately #ManmohanSingh InRajkot@INC Gujarat Dec 7 2017

In Himachal Pradesh, the two central themes used by both BJP & INC had generic pieces most with 52.2 per cent and 62.0 per cent, respectively, as presented below:

- માનનીય @myogiadityanathજી કી આજ કી જનસભાओं का विस्तार। @BJP Himachal 5 Nov 2017;
- માનનીય @myogiadityanathજી કી આજ કી જનસભાओं का विस्तार। @INC Himachal 5 Nov 2017; followed by acclaim 27.2 and 6.7 per cent respectively:
- धूमल जी के नेतृत्व में भाजपा सरकार बनते ही केंद्र की सभी विकास और जन-कल्याण की योजनाओं को अतिशीघ्र कार्यान्वित किया जाएगा@BJP Himachal 6 Nov 2017
- Fifty-two-degree colleges, 34 tech institutes, and 1485 schools opened in the last 5 yrs. Winds of progress are tuned to one call: #VirbhadraForHimachal@INC Himachal Nov 4 2017; And attack theme 3.8 per cent and 23.1 per cent:
- कांग्रेस का 2017 का चुनावी घोषणा पत्र 2012 की फोटोकॉपी है क्योंकि 5 सालों में वीरभद्र जी आपने कोर्ट के चक्करों के अलावा कुछ काम किया ही नहीं।@BJP Himachal 1 Nov 2017
- Dear Himachal, when you vote tomorrow, remember the fateful day of Nov 8, when one man's fancy ruined the common person's life. #BJPMoneyLaunderingDay @INC Himachal 7Nov 2017;

An overall analysis of the table reveals that attack, acclaim, and generic were the top three themes used by the parties in most states. Other themes were not considered, such as mobilization and consulting citizens for their opinion.

Tweet Behaviour

To see if parties were taking advantage of connected representation opportunities, researchers looked at whether parties interacted with voters or broadcast their views. All 6745 tweets were hand-coded using eleven categories for behaviour, as listed below, to better understand both parties' tweeting behaviour. (see Table 1)

- **Updating:** News regarding where a rally is to be held, event schedules, information about party candidates, nominations, and so on.
- **Critiquing:** pointing out flaws in other parties' policies and implementation.
- **Promotion:** showcasing the party's accomplishments and promoting its leader.
- **Acknowledgement:** This included tweets in which a candidate acknowledged, complimented, or congratulated another person or organization on their accomplishments.
- **Mobilizing:** This includes tweets in which a candidate asked for immediate action, such as voting for them, refusing to support any particular political party, or joining the campaign team.
- **Questioning:** Candidates primarily posed questions to opposition party members or journalists.
- **Consulting:** This includes tweets in which a candidate sought public feedback on a particular subject or topic.
- **Condolence:** Tweets expressing sorrow at a mishap, terrible event, or death.
- **Applaud:** praising or motivating another person.
- **Tribute:** Tweets designed to express thanks, admiration, or respect.
- **Any Other:** A tweet that does not fit into one of the categories above.

Category of Tweets: What were the themes discussed on Twitter by the various parties?

Coders categorized the main topic of each tweet to identify the issue. Crime and judicial proceedings, business and economy, education, environment, government, health and social welfare, military and defence, religion, science and technology, terrorism, birth and death anniversaries, national events, infrastructure, campaign and party affairs, and other categories were used to code tweets. Because they intentionally accomplished more than one issue, many tweets fell into many categories rather than mutually exclusive categories. As a result, in circumstances when a tweet included numerous topics, programmers were taught to utilize a series of rules and methods to determine the dominant function, followed by the second dominant subject, which is listed separately in the table below (e.g., the function comprising of the most characters).

- The table 2 below lists the top five topics that both parties have addressed in their respective states. The

interpretation identifies and explores the similarities and differences in each state's choice.(see Table 2)

Typology of Images: It has also been observed that many of the images in microblogs are software-generated or modified images, such as graphics, memes, viral internet images layered with text, cartoons, screenshots, and many others. One of the goals of this research was to determine the types of photographs shared on political party Twitter accounts. The number of research papers devoted to this subject is relatively small. Though few works have been completed, a limited selection of photographs has been provided. Around 800 pictures and tweets were investigated by Thelwail and colleagues (2008). According to the findings, the majority of the photos (two-thirds) were photographed, while 15% were screenshots. As a result, five significant types of picture typology were selected for the study. Hence, five dominant types of image typology were identified for the study.

- **Simple Image:** A single raw click with no post-processing. It might be a portrait of any candidate or still graphics from a rally.
- **Info-graphics:** Text and graphics are used to present data and figures.
- **Cartoons** are hand-drawn drawings or pictures.
- **Graphical Interface Formats (GIFs)**
- **Meme:** A meme is a term used on the internet to describe a widely shared thinking, idea, joke, or notion. It usually takes the shape of an image with text above and below it, but it can also take the form of a video or a link.
- **Any other:** Images that do not fit within the above categories are assigned to one of the different categories.

Figure 1 illustrates the overall proportion of image typology applied by both parties during the 2017 State Legislative Election from the Twitter handle of all the seven states within a stipulated period.

These findings are in line with some of the current investigation results. This table shows that at least one image from the BJP Twitter handle appears in 80.9 per cent of tweets. Simple pictures were used the most, accounting for 48 per cent, followed by infographics (41.0 per cent), Memes (70.0 per cent), GIFs (2.0 per cent), and cartoons (2.0 per cent). On the other hand, INC used photos in some way or another in 50.3 per cent of tweets. Simple images were used in 72.0 per cent of the overall data set, whereas graphics were used in 26.0 per cent. The table shows that the BJP has used more infographics than the INC and has almost maintained a balanced use of both the typology. At the same time, INC stayed back to basic without putting much effort.

The table 3 reveals that the INC party used more multimedia in their tweets. Out of the whole data set of tweets posted on

their Twitter account for all seven states, 8.1 per cent of tweets featured videos in promotional advertisements, testimonials, and live broadcasts of demonstrations. BJP's complete dataset, on the other hand, includes 5.4 per cent of tweets with video elements. When comparing, the INC used videos more than the BJP

IV. Conclusion

The BJP party uses social media far better than any other party in India, with the 2014 Indian Parliamentary Election being one of the best examples. Based on the immediate, quantifiable data acquired from the current study, it is obvious that the BJP posted more on Twitter than the INC.

Parties typically use new media as a broadcast medium to publicize their campaign activities and Web site links rather than to discuss policy. They rarely use new media to facilitate communication between the party and its members and citizens. Nonetheless, they were outspoken in their use of cyber-rhetoric to convey their motivations.

This study aimed to undertake a content analysis of BJP and INC tweets on Twitter to determine the nature and scope of their posts on the microblogging site Twitter. As a result, the focus of this research is not on developing theories but rather on making sense of the massive volumes of data collected and evaluating the visible content. This study aims to obtain answers to issues such as: Do political parties engage in meaningful interaction with voters? What is the extent and frequency of their message posting? What are people talking about on Twitter/Facebook?

With affordable 4G and a plethora of smartphones in the hands of Indian voters, it's safe to assume that political campaigners will use social media. The use of social media for political outreach has expanded in the run-up to the 2017 state assembly elections. Dedicated accounts and sites for the parties in practically every state disseminated photographs, videos, and activities to digitally aware party supporters constantly via social media platforms. Both the INC and the BJP maintained a strong Twitter presence despite this. However, polls show that the BJP has won five of the seven states. The Bharatiya Janata Party (BJP) has had a significant social presence in all seven states from its inception. In the 2017 State Assembly election, the party used new media as a significant campaign weapon to great success. During the election, the BJP led social media in terms of absolute numbers. Prime Minister Narendra Modi was at the centre of the 2017 assembly elections. He was the driving force behind the effort. The image of Narendra Modi was used in all of the pictures to encourage his party's candidates.

The majority of the posts were from rallies and announcements of new projects by the current administration

in each state and the opposition platform. The party also used Twitter to engage and persuade uncertain voters by asking questions. Rallies were being live-streamed on Twitter. Lately, the party and its leader have been attempting to leverage twitter at every event and rally possible.

In the run-up to the election, a mix of cartoons, data graphics, memes was planned, and a request for manifesto proposals from social media followers. The BJP's tweets, according to the study, mainly were about campaign updates and criticism of rival political parties.

It also had the most significant proportion and absolute amount of self-promotion tweets, focusing on excellent administration, growth, and the promise of job prospects to entice new voters to vote. The Gujarat election, which had been supposed to be a cakewalk for the BJP, had suddenly turned into a potentially competitive and exciting race.

The analysis discovered that the INC mostly used twitter platforms for criticism, highlighting the competitive nature of the race. It did not fully use the chance for interpersonal connection by making the greatest possible use of new media, nor did it take advantage of the flexibility of real-time campaign updates to the level that its opponents did. Its application focused on criticizing its opponents, with little or no care for defending its policies or silencing its critics. Congress was initially well behind in this game, though it now appears to be catching up. Parties often linked their tweets from one social media platform to another, tagging party candidates and including photos from the most recent rally or rally itinerary, among other things.

Overall, it was discovered that Twitter was mainly used to provide fast, on-demand information on campaign updates and party promotions to their followers. In conclusion, our data show that Twitter adoption was a significant precursor for campaigning methods. It was effectively used as a tool to provide campaign updates, publicize party accomplishments, and connect with the online community.

Following suggestions are proposed based on the study: According to Statista.com's (2020) statistics study, only 351.6 million Indians had access to mobile phone internet in 2017. In 2018, the country had over 483 million internet users, making it the second-largest internet population. Three hundred ninety million people used their mobile phones to access the Internet, out of 483 million. It increased to 420 million in 2019 and 448 million in 2020. By 2023, it is expected that this number will have risen to more than 500 million.

Since 2014, it has also been evident that India's growing internet and smartphone usage is transforming social media

into a powerful political campaigning tool. To sum up, the researchers acknowledge several limitations and offer recommendations for further research. First, as previously stated, this study focuses solely on communication patterns and strategies during election campaigns rather than during non-election periods. This is one of the most frequent and intensive periods for communication and interaction between voters and political parties during a state-level election. Second, the current study was designed to look into online campaigning using Twitter only.

Future research should incorporate offline and online campaigning into a model of communication pattern and strategy by looking into new channels like Instagram and WhatsApp. It will enable a more thorough understanding of campaigns. Finally, the researchers did not want to discuss the link between online campaigning and election results at the state level for this study. To compensate for the lack of relationship data, future studies might take a sample of users and run a survey in which they are asked to give their location data freely. The impact of an online-offline campaign approach on election results would be strengthened by including this data in a longitudinal research frame, complementing the current findings. Attempt to make further inroads into examining the role of emerging new media platforms in less researched democracies with these advances. Nonetheless, the findings of this study, using a specific data set, shed light on an original and little-understood facet of India's state legislative assembly election of 2017. The study also points to some solid new possibilities for research on how political actors in third-world democracies use the Internet. The current study highlights the use of Twitter by political parties in a growing democracy by expanding the research environment to include Indian politics and elections.

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Figure 1:

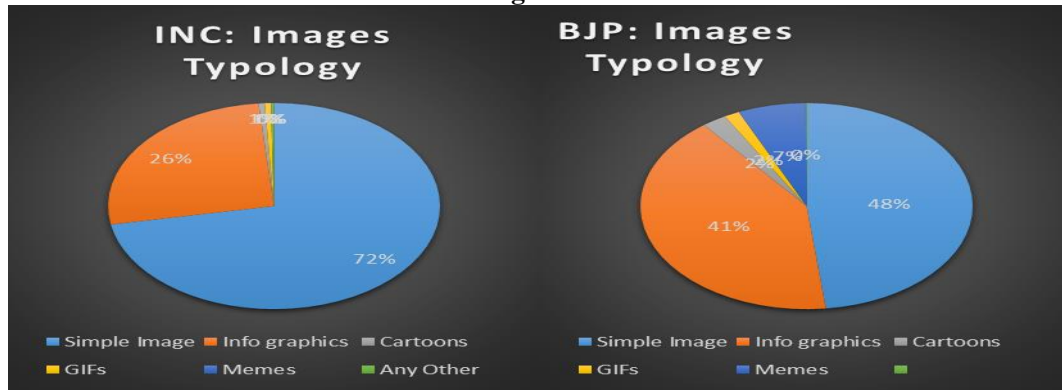


Table 1: Examples of Tweet Behaviour of BJP & INC

Tweet Behaviour	BJP	INC
Updating Information	9 बजे@TimesNowके शो 'Frankly Speaking' में आज देखिये भाजपा के राष्ट्रीय अध्यक्ष श्री@AmitShahका खास इंटरव्यू #ShahAtFranklySpeaking@BJP4UP 21 Feb 2017	लखनऊ ताज होटल में हुई राहुल की कांफ्रेंस प्रेस की जी अखिलेश-पूर्ण .विडियो https://youtu.be/goWPiITXd90 #UPKoYeSaathPasandHaiINCUP 29 Jan 2017
Critiquing	सारे संसाधन होने के बावजूद भी यूपी विकास नहीं हुआ क्योंकि यहां पिछले 15 सालों से सपा रही सरकार की बसपा- है #ShahAtFranklySpeaking@BJP4UP 21 Feb 2017	22 वर्षनाकुशासननीतस्वीर..इवेथशेपरविरतननीशरूयात, डोग्रेससाथेनवसरुजंगजरात! @INC Gujarat 6 Dec 2017
Promoting	अब हिमाचल के सरकारी कर्मचारियों के आएंगे अच्छे दिन, भाजपा सरकार बनते ही मिलेगा 4-9-14 का लाभ! #Himachal WithBJP@BJP4Himachal 6 Nov 2017	"यह गठबंधन उन सभी को जवाब देगा जिन्होंने देश को लाइन में खड़ा कियाजी यादव अखिलेश -",प्रेस कांफ्रेंस,लखनऊ.#UPKoYeSaathPasandHai@OfficeOfRG @INCUP 29 Jan 2017
Acknowledgement	Thank you for turning out in large numbers & ensuring peaceful poll, every single vote of yours counts BJP4Manipur 5 March 2017	राहुलजी अखिलेश- के रोड समर्थन अपार और बनाने सफल को शो-इलकियाँ कुछ की आज धन्यवाद से हृदय का सभी लिए के देने @INCUP 20 Jan 2017
Mobilizing	Together we are building Ek Bharat, Shreshtha Bharat. Come, let's join hands. Pay membership fee online at http://bit.ly/1TkFozC #JoinBJP@BJP4Punjab 16 Jan 2017	Please come out of your homes to vote tomorrow, it's your right: @capt_amarinder to people of #Punjab on election eve @INCIndia@ANI_news @INCPunjab 3 Feb 2017

Questioning	आप ही सोचिए, कौन बनाएगा हमारा भविष्य?#Upelections2017@BJP4UP 14 Feb 2017	#ढोल_की_पोल@BJP4UKउत्तर दे, #स्मार्ट_सिटीसूची में तीन बार प्रस्ताव देने के बाद भी देहरादून का नाम नहीं!उत्तराखंड के साथ अन्याय क्यों? @INC Uttarakhand 26 Jan 2017
Consulting	क्या आप हमसे कुछ कहना चाहते हैं? आप अपनी राय, अपने विचार और सुझाव हमारे साथ इस नंबर पर साझा करें। #AakashaoKaUttarakhand #BJP4UK @BJP UK 27 Jan 2017	LIVE: Shri Sam Pitroda'sSamvad on issues of Urban Development and Environment of Gujarat. Join him and share your ...@INC Gujarat 6 Dec 2017
Condolence	-----	Deeply saddened at the tragic death of 10 soldiers as 4 avalanches hit Jammu & Kashmir. Our prayers are with the bereaved families. @INCUP 26 Jan 2017
Applaud	Punjab is the land of saints, heroes, soldiers and sacrifice: PM Modi in Jalandhar #PunjabPolls#ModiinPunjab @BJP4Punjab 27 Jan 2017	-----
Tribute	महान साहित्यकार कवि माखन लाल चतुर्वेदी की पुण्यतिथि पर शत् शत् नमन।@BJP 29 Jan 2017	Paying tributes to former President, Shri. R. Venkataraman on his death anniversary. @INCUP 27 Jan 2017
Any Other	बेटी है वरदान, इसका करो सम्मान I @BJP UK 24 Jan 2017	Wishing everyone a very happy 68th Republic day. #JaiHind @INCPunjab 27 Jan 2017

Table 2: Frequencies of Top Five Category of the Tweets of BJP & INC across Seven States

Uttar Pradesh				Punjab			
BJP		INC		BJP		INC	
Own Party	861 (30.1)	Own Party Politics	409 (87.9)	Own Party	60 (33.1)	Own Party	58 (39.7)
Ruling Government	345 (12.0)	Infrastructure Development	36 (7.7)	Economy	11 (6.0)	Ruling Government	62 (42.4)
Economy	292 (10.2)	Birth & Anniversary	8 (1.7)	Agriculture	24 (13.3)	National Event & Day	4 (2.7)
Agriculture	220 (7.7)	Ruling Government	5 (1.0)	Infrastructure Development	17 (9.3)	Birth & Anniversary	4 (2.7)
Infrastructure Development	163 (5.7)	National events & Days	3 (0.6)	Government	6 (3.3)	Women	4 (2.7)
Uttarakhand				Gujarat			
BJP		INC		BJP		INC	
Own Party	381 (41.9)	Own Party Politics	92 (52.8)	Own Party	225 (49.1)	Own Party	213 (51.4)
Ruling Government	175 (19.2)	Infrastructure Development	77 (44.2)	Opposition Party	92 (20.0)	Employment	42 (10.1)
Infrastructure Development	67 (7.3)	National Event & Day	3 (1.7)	Ruling Government	46 (10.0)	Ruling Government	25 (6.0)
Corruption	40 (4.4)	Birth & Anniversary	1 (0.5)	Health Care	42 (9.1)	Economy	22 (5.3)
Employment	37 (4.0)	Religion/Festivals	1 (0.5)	Development	37 (8.0)	Youth	18 (4.3)

Himachal Pradesh				Goa				
BJP		INC		BJP		INC		
Own Party Politics	214 (54.4)	Own Party Politics	73 (37.8)	Own Party Politics	8 (80.0)	Own Party Politics	178 (48.2)	
Ruling Government	43 (10.9)	Opposition Party	42 (27.1)	Women	2 (20.0)	Women	71 (19.2)	
Poverty	64 (16.2)	Ruling Government	11 (5.6)	—	—	Opposition Party	30 (8.1)	
Corruption	16 (4.0)	Poverty	9 (4.6)	—	—	Crime	13 (3.5)	
Defence	7 (1.7)	Employment	8 (4.1)	—	—	Religion /Festival	11 (2.9)	
Manipur								
Own Party Politics		Government		Corruption		Infrastructure Development		Employment
85 (47.2)		33 (18.0)		20 (11.1)		15 (8.3)		10 (5.5)

Table : 3 Frequency Distribution of Tweets Having Videos across Political Parties

% of Tweets	BJP	INC
With Videos	272	143
Without Videos	4984	1761
% of Tweets Having Videos	5.4%	8.1%

IMPACT OF SOCIAL MEDIA ON BUYING BEHAVIOR: A STUDY

Tapesh Kiran* Laura Nayere**

This paper aims to study the impact of social media on customers' online purchasing behaviour. Companies use social media marketing to reach their anticipated client base in today's digital world. Even general stores increasingly rely on social media to meet their marketing and branding for selling to their consumers. Social media in today's world has opened up objectives for global organizations to engage with customers through online social interactions. During this study, a sample of 200 respondents from NIT and University Campus, Kurukshetra, was taken to examine social media's impact on consumer purchasing behaviour. The questionnaire focused on the qualities and habits of social media platforms influencing purchasing decisions. The respondents were from three groups, i.e. Students, Teaching and Non-Teaching. The findings suggested that social media use has a positive impact and affects consumer buying behaviour.

Keywords: Digital Marketing; Electronic Commerce; Social Media Marketing; Social Media; and Buying Behaviour.

This study is about the buying preparation of consumer's complex buys that keeps an extraordinary accentuation on how social media impact the method. Here, the complex buying behaviour alludes to the rare acquisitions by the buyer with their tall inclusion that produces a critical brand distinction. Social media is becoming an unused drift (Achille, 2008). Over the final decade, the World Wide Web has seen a burgeoning in client produced web innovations like blogs, social networks and social media websites. Social media has given rise to the online like Facebook, Instagram, YouTube, and Twitter, where individuals can interface with each other and share considerations and the substance. This social media transformation has given different ways of picking up the data on the items and administrations.

The investigates how the abundance of the substance and the client produced data can transform the buying behaviour of the shoppers. A quantitative overview has been done to investigate the angles of the client decision process. This paper examines the effect of social media on buyer behaviour; more particularly, it looks at the impact of social media on the inclination of particular e-shops and online marketing platforms. The comes about uncovered the presence of measurably critical contrasts within the utilize of social media in terms of different statistic variables as well as a generally frail relationship between the social media users and the buy within the e-shop advanced on the social media (Aldo, and Genoveva, 2015).

Internet has altered current communication methods widely and, in particular, the websites on social media. Also, as far as websites are concerned, social media has changed how consumers and vendors communicate. One key benefit of communication is that it allows businesses to prosper by providing access to a global client base, allowing consumers

to survey, select, and purchase products. Social networking sites that are active Marketing is a form of online communication that uses the internet to facilitate social interaction. It's a two-way communication of one kind. Social media marketing allows for the trade of products, goods, and services and the interchange user-generated content (Vinai, 2014).

In 1995, the term "social media" was coined. The first site that helped connect people was classmate.com. After 302, a slew of new social networking sites appeared, including Tripod.com, Six Degrees.com, and others. In the year 1997, the first social website was launched. Following that, many social networking sites popped up, including Whatsapp, YouTube, Facebook, and others. Some of the features of social networking sites include: white cable social networks, the local forums, local forums, content-based social networks, updates, microblogging, and a variety of other features are all available (Wei and Huimin, 2013). Social websites transformed customers' mindsets in a straightforward way. Customers' choices were restricted in traditional marketing mediums, but with the emergence of social websites that conduct marketing, customers now have a vast array of options. As a result, the researchers tested the websites that are social and their impacts on doing marketing to the consumers on matters of decisions making. Over 300 Social

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Networking Sites, according to the report. There are a total of 150 cores throughout the universe. The sites used in networking reunite the earlier acquaintances and assist entirely in mending damaged ties.

Social Media in India

Some characteristics of India's population demonstrate how changes in trends take the course. Some 75% of the entire population is under the age of 35, with 36% falling into the 15 to 24 year age bracket and 39% falling into the 25 to 34-year bracket. If we look at internet users, we can observe that 34 per cent of ladies spend a significant amount of time on social networking websites (Wijaya and Chianasta, 2014). Females between the ages of 35 and 44 are the ones who use it the most. When compared to other countries, India comes out on top. This country's citizens usually spend significantly a lot of time on networking media.

The renowned types of Media such as Facebook have every time held a special place in the hearts of these individuals and continue to be the most popular. For Indian citizens, social media sites are an excellent venue. It may be argued that technical progress has resulted in the current world that has an extensive system of marketing strategies. Since then, things have changed dramatically (Wilner, Kozinets, Valck and Wojnicki, 2010). The way buyers and sellers communicate has altered due to social media marketing. Reduced marketing costs, increased sales, increased traffic, generated leads, enhanced search ranks, development of company partnerships, and many other benefits are available through social media.

Social Media Penetration

Daily, 4,600 images are downgraded and uploaded on Instagram, over one million tweets are exchanged, two and a half million search queries are created, and roughly 48 hours of video is uploaded and downloaded. Various social media marketing platforms are used to buy and sell various goods and items. The main features of social websites are that they now allow customers to rate goods, make numerous suggestions, and find a large number of friends, among other things.

The behaviour of the consumer

The behaviour of a consumer is a challenging phenomenon to pronounce. A study that covers various areas such as groups, products, ideas, and services, among other things, is known as the behaviour of consumers. Consumer buying behaviour, also known as Client behaviour, is the research subject. Many factors influence consumer behaviour, including psychological factors such as learning, beliefs, and attitudes, the elements in marketing including promotion and price, personal factors including income levels and gender and age, and social factors that include family groups in the society.

This study aims to understand how social media can influence a consumer's behaviour. Potential consumers can easily be controlled from the start until the purchase stage and even beyond due to the power of social media.

I. Review of Literature

Staying competitive in today's world is a problem for many company communities, and social media is one tool that may help them do so by attracting customers. According to research, many customers continue to use electronic mail, but it does not provide the same quick reaction as social platforms such as Facebook and WhatsApp. Many customers are drawn to social networking sites. According to many specialists, such as Rajesh Lalwani, the promoter of blog work, every person in business has various commercial chances available, and marketers may use social networks (Anthony, 2014). Many researchers discovered that social media marketing promotes services such as:

- Uploading on YouTube
- Sharing on WhatsApp
- Tweets on twitters
- Advertisement on Facebook
- Monitoring of social media
- More blog development
- Audit of social media

According to several study publications, social websites are a relatively new arena for many customers. According to Belch et al. (2003), social media has provided several approaches to acquiring clients. Numerous specialists' research investigations have revealed the many companies in the real communities that help in building and designing websites, where these site pages contribute to altering the thoughts of customers (Belch et al., 2003). Traditional customers now want to become internet users. Social media is being used not just by the corporate community but also by consumers.

Conventional marketing, such as pamphlets, was used to sell the product in the past, which is now being replaced by markets in the media. According to the reviewed literature, research has been conducted over the last two decades on the impact of advertising on various perspectives and angles, including attitude, demographic profiles, and purchase intention. According to the assessment, the networking sites are undergoing metamorphosis. Several research on the attitudes of people of various ages toward social networking sites has been undertaken. The study gives helpful information to businesses by conveying that businesses should not disrupt customers during their privacy and should create strategies to advertise the products. Companies should solicit consumer input, and good comments may be shared with others via social media. Social media platforms may be used

effectively for product marketing by enlisting customers to engage in activities concerning marketing. Generally, corporations may push information to the consumer instead of dragging customers using media technologies. Because of the involvement of the internet, vendors may communicate around the clock and throughout the world.

In 2007, another new study on social media was released, classifying and observing the behaviour of social networking users. It creates a six-level staircase that may be engaged at various levels. The six stairs are the six stairs: creators, Critics, Joiners, Inactive Spectators, and Collectors. The survey was conducted among US-based consumers who use online production to better understand their customers' behaviour. It demonstrated how social media could be used to attract internet shoppers. The customers' personalities are split into seven separate groups in the current study. Sponge, taking the initial form, is widespread on social media sites worldwide. They are the customers looking for more in-depth information; if they are not happy with one method, they will never stop looking for another. Whereas in the second category, characters are the drain; these consumers absorb essential and good material. The one taking the third category is mentioned, and they are mainly found worldwide (Chiahui, 2015).

The fourth kind is a generalist. These customers are highly astute. They will not accept anything unless they are confident in the facts. They are excellent and kind customers. Chameleon is in the sixth category. They are incredibly deceptive individuals or customers, to put it another way. They do not purchase or sell any goods or services since they lack information. They never ask questions, yet if they are unsure, they do not stop. The observer is in sixth place. Maverick, on the other hand, is in the seventh category. They are highly creative and are always employing their minds. They will never come to a halt or ask inquiries. The world has shrunk to the size of a town. The population factors are changing. These days, the easiest way to access online media networks is the local dialect. Earned branding, rather than sponsored advertising, results from social networking sites.

Customers can communicate with one another more easily thanks to digital marketing. Many experts have offered numerous definitions of online markets; the bureau that concerned advertisements back in 2009 clearly shows the vital mapping on websites. This paper demonstrates that numerous aspects, such as imbibed importance, aid in exchanging knowledge between persons who share information (Charita, 2015). The fundamental purpose of social media is to exchange information and share it among the numerous people participating in it. This demonstrates the magnitude of media involvement through the regular use of diverse consumers. According to researchers, social media is a starfish, and the number of customers using it is growing

daily. It attempted to demonstrate how quickly the networking system is expanding for various technologies that use the services of social websites and networks. It attempts to convey that there are several means for individuals to communicate ideas and opinions, such as the various websites (Charles-Henri, 2012). Several studies have been conducted to investigate user satisfaction with Online Advertising. Social media platforms also offer loyalty programs. According to specific research, Businesses are supposed to commit to the advantages brought by activities in marketing media Platforms by incorporating their target customers as well. The researcher, in this case, conducted a ten-week study and developed a model based on client purchasing decisions made online (Cvijikj, 2010). Every day, millions of chat rooms open, influencing client behaviour. The statistical analysis of the research indicates how these websites are altering customers' minds (Berland Associates and Penn 2010). A study was undertaken to determine how much time consumers spend online purchasing a product. There are several methods accessible on social networking sites for attracting clients. According to specific explanations, networking channels in media attract factors that impact clients. Reviews also indicate that the internet and numerous agencies by which customers live, members of the same peer groups whom they work travel in between, and friends with whom they spend more time impact consumer behaviour. According to reviews, the goal of any businessman is to avail customers by providing good goods and services, where the traditional ways of doing it become absolute, with digital networking on the rise as a result. According to the study, marketers share information offered by various consumers on Online Communities so that future buyers may buy the goods without a doubt (Birol and Erkan, 2011). Millions of customers in India use online Social Networks every day for purchasing and exchanging ideas, feelings, and many other things with one another.

In recent years, the way people shop has evolved and improved. Previously, consumers purchased products and services from one location to another. However, in today's society, this has transformed users' imaginations and thinking. The apparent reason behind this is the issue of digitalization and online channels dealing with the transformation (Oliver, 2013). At the moment, individuals all around the world are acquiring a broad range of commodities and services through online access methods. Many people do their way of life in many ways online, and they are found in the media such as Facebook all-round the day. Demonstrating that social media is currently dynamic. Many end-users update their photos and photographs on Instagram in seconds (Pandya, 2012).

According to the poll, on each particular day, several individuals create accounts on Facebook, blogs and other marketing platforms to advertise to customers. These days, networking kind of sites are a very effective marketing tool.

According to studies, before purchasing any goods, the consumer always does a survey. It depends on the goods, so if they want to make purchases from the circle of the family or whether they anticipate buying from a store. There are many sorts of Internet users that conduct surveys before purchasing any goods. Indeed, the go-ahead is to read reviews published by different individuals on digital networking media (Bhatt and Bagga, 2013).

The internet has impacted the lives of millions of customers over the last twelve years (Anthony, 2014). The internet has revolutionized customers' lives from conventional to contemporary and computerized. These social websites impact consumers as the internet's usefulness grows in every aspect of life. People used to converse on the phone and write inland letters before the emergence of social networking sites, which have now entirely altered. Calling someone by the consumer has been made more accessible and fastest. Currently, customers are using networking sites for personal and corporate objectives while communicating with one another. The emergence of marketing channels as sites through media like blogs and other online forms has made it easier to drive advertisement and reach new markets. They aim to provide extraordinarily and exclusively important platforms with modernization to sustain. Because of the emergence of media for the betterment of marketing, the community dealing with business has an edge which is above those that use traditional ways. Consumers' preferences have shifted in the current period; they demand high-quality items at affordable prices without wasting a lot of time since sites in the media have the finest, and social networking sites are the most acceptable method to watch and analyze customer behaviour. Understanding consumer behaviour is not a simple process. However, media have certain elements that busy themselves in altering the customers' mindsets, such as sharing information, internet debate, image sharing, and many other things.

It is digital technology marketing organization that publishes developing digital channels, customer behaviour, and adoption. It demonstrates how contemporary technologies may influence customer behaviour. According to his assessment, with the use of repeating communications, electronic mails are the many different sorts of platforms that may affect customers' minds and behaviour. There are five emerging technologies: blogs, messaging, message boards, advertising, and podcasting. This analysis demonstrated the various incentives firms give and how these offerings affect consumers' perceptions of social media. Consumers are becoming more informed, but not all.

According to Abhijeet's research, maintaining customers is a powerful technology that must be embraced, and many firms must produce this initiative. Supporting customers via

marketing is an art that assists numerous activities such as sales, service, and marketing. The article mentions that it is not much a product, such as products and services, that attracts customers, but instead marketing policy and how marketing attracts people. According to the survey, the company's profitability will grow if consumers are appropriately kept. The essay demonstrated that the internet had a significant edge in attracting and retaining clients (Chiahui, 2015). It is a fresh avenue for various company houses and clients to maintain relationships with business class individuals. In today's society, E-service is a significant idea that has been introduced. For example, corporations will provide a refund within two weeks if consumers are dissatisfied with the goods they purchased. It has provided an insight into the current scenario, which has gone through globalization and liberalization since it demonstrates how contemporary technologies may influence customer behaviour. According to his assessment, with the use of repeating communications, electronic mails are the many different sorts of platforms that may affect customers' minds and behaviour.

Objectives of the Study

The following are the study's major and primary objectives:

- Learning about the notion of social media.
- To compare and contrast the numerous channels consumers prefer for purchasing decisions with established media.
- Examine the influence of social media on purchaser buying patterns
- Determine which social media platform is most popular among clients.
- Investigating the effect of social media on customers.

II. Research Design and Methods

The study has attempted to collect data based on various characteristics and has chosen the following places from the Kurukshetra district: The researcher has chosen NIT and the University Campus as their locations. Data were collected from several groups of males and females to create a demographic ratio. Range of age groups: Social networks and any other form of reaching the public through websites are being rampant among people of all ages and from every corner of the city and town, with the majority of teenagers and virtually all ages now going online. As a result, those between the ages of 18 and 55 are considered. The study period of this research was in the year 2022. Occupation. Data from various pupils, service class employees, professionals, and even diverse business income earners are used to determine employment.

The study applied simple random sampling for selecting the 200 respondents which is 10 percent of the population of NIT

and University campus, Kurukshetra district. 10 percent sample of 2000 students was selected.

Hypothesis of the Study

- H: ALL Social media platforms are not preferred by individuals for purchasing decisions
- H: ALL Social media platforms are preference by individuals for purchasing decisions
- H: There is an optimistic impression of social media on buying behaviour of individuals
- H: There is no optimistic impression of social media on buying behaviour of individuals
- H: Marketing through social media is not preferred compared to traditional channels of marketing
- H: Marketing through social media is preferred compared to traditional channels of marketing

III. Results and Discussion

Among 200 respondents, 106 were male and 94 were female. Among the males, 63 were from university campus and 43 from NIT. Among the females 70 were from university campus and 24 were from NIT.(Table 1)

On the professional profile, among 200 respondents, 100 were students while teaching and non-teaching were 50 each. 63 students were from university campus while 37 students were from NIT. 34 and 16 teaching staff were from university campus and NIT respectively while 36 and 14 non-teaching staff from university campus and NIT respectively (Table 2)

On usage of social media, 125 and 63 respondent from university campus and NIT agreed on using social media while 8 and 4 respondent from university campus and NIT respectively declined on usage of social media.(Table 3)

On usage of social media by professional profile, among 200 respondents, 67 students from University campus and 37 students from NIT used social media.37 and 16 teaching staff who agreed were from university campus and NIT respectively while 29 and 14 non –teaching staff from University campus and NIT respectively.(Table 4)

On trust of social media platforms, among the 200 respondents, 90 trusted and 43 has trust issues from university campus and 36 trusted and 31 had trust issues from NIT.(Table 5)

On the usage of social media, our study collected data on daily, 2 to 3 days, 4 to 5 days usage and those who never used social media. From university campus, 106 were daily, 6 used 2 to 3 days, 20 used 4 to 5 days and only one who never used social media. In NIT 67 were daily users of social media and those were all the respondents from NIT.(Table 6)

On the daily usage of social media, we categorized into 15 minutes, 30 minutes, 1 hour, 2 hours and more than two hours usage per day. In university campus among the 133 respondents 23 spent 15 minutes, 28 spent 30 minutes, 53 spent 1 hour, 12 spent 2 hours and 17 spent more than 2 hours in social media platforms daily. In NIT among the 67 respondents 37 spent 30 minutes, 12 spent 30 minutes, 10 spent 1 hour, 6 spent 2 hours and 2 spent more than 2 hours in social media platforms daily. (Table 7)

Among 133 respondents from university campus, 96 paid attention to advertisements on the social media platforms while 37 did not. On the other hand in NIT, Among 67 respondents fs, 52 paid attention to advertisements on the social media platforms while 15 did not(Table 8)

On preference ratings out of 10 with 10 being the most preferred of NIT campus, data showed that on rating 1, Facebook and WhatsApp had 22 each, Instagram 19, YouTube, 17, Twitter 16 and LinkedIn 15. On rating 2, Facebook and WhatsApp had 25 each, Instagram 6, YouTube, 4, Twitter 15 and LinkedIn 10. On rating 3, Facebook had 41, WhatsApp 16, Instagram 14, YouTube, 19, Twitter and LinkedIn 16 each. On rating 4, Facebook and WhatsApp had 4 each, Instagram 16, YouTube, 9, Twitter 10 and LinkedIn 18. On rating 5, Facebook, WhatsApp, Instagram and YouTube did not have ratings, Twitter 2 and LinkedIn 1. On rating 6, Facebook, WhatsApp, Instagram and YouTube did not have ratings, Twitter 6 and LinkedIn 3. On rating 7, Facebook, WhatsApp, Instagram, YouTube and Twitter did not have ratings but LinkedIn had 2. On rating 8, Facebook and WhatsApp did not have ratings, Instagram, YouTube, Twitter and LinkedIn 6 each. None had ratings on rating 9. And only Instagram and YouTube had 3 respondents' ratings on each on rating 10. (Table 9)

On preference ratings out of 10 with 10 being the most preferred of University Campus, data showed that on rating 1, Facebook had 33, WhatsApp 12 each, Instagram 19, YouTube, 4, Twitter 24 and LinkedIn 27. On rating 2, Facebook had 31, WhatsApp 25, Instagram 30, YouTube, 12, Twitter 30 and LinkedIn 38. On rating 3, Facebook had 26, WhatsApp 24, Instagram 28, YouTube, 33, Twitter, 20 and LinkedIn 23. On rating 4, Facebook had 20, WhatsApp 23, Instagram 18, YouTube, 36, Twitter 22 and LinkedIn 17. On rating 5, WhatsApp had 10, Instagram, 8, YouTube, 9 and Twitter 14 while Facebook and LinkedIn did not have ratings. On rating 6, WhatsApp had 6, Instagram, 3, YouTube, 3, Twitter 6 and LinkedIn 4 while Facebook and Twitter did not have ratings. On rating 7, Facebook had 2, YouTube, 10, Twitter 7 and LinkedIn 5 while WhatsApp and Instagram did not have ratings. On rating 8, Facebook had 11, WhatsApp, 15, Instagram 5, Twitter 9 and LinkedIn 7 while Youtube did not have ratings On rating 9, WhatsApp had 12, Instagram,

14, YouTube, 11, and LinkedIn 5 while Facebook and Twitter did not have ratings. Finally on rating 10 which is most preferred Facebook had 9, WhatsApp 5 each, Instagram 7, YouTube, 11, Twitter 6 and LinkedIn.(Table 10)

So as to understand why people use social media platforms, most of the respondents reason is finding new connections with 52 from university campus and 21 from NIT, 46 from university campus and 27 from NIT watch to catch up upon latest news and gossips, 24 from university campus and 11 from NIT used social media to fetch information on products and remaining 11 from university campus and 8 from NIT used the social media platforms to get informed on brands. (Table 11)

On the response of the buying decisions effects by social media, we categorized the responses into sharply agree, agree (medium), neither agree not disagree, disagree and sharply disagree. In University campus 4 sharply agree, 80 agree (medium), 30 neither agree not disagree, 19disagree and non-sharply disagree. In NIT 9 sharply agree, 33 agree (medium), 15 neither agree not disagree, 4 disagree and 6 sharply disagree(Table 12)

We collected data on the frequency of no of times that respondents viewed the ads and categorized in terms of 1, 1 to 5, 4 to 5, 4-6 and more than 6 times. University campus respondents, only 30 watched once, 69 watched 1 to 5 times, 21 watched 5 to 6 times and 23 watched more than 6 times. NIT respondents, only 14 watched once, 22 watched 1 to 5 times, 21 watched 5 to 6 times and 10 watched more than 6 times(Table 13)

On the impact of social media ads if it educated the respondent, 103 said yes and 30 no in university campus while 60 said yes and 7 said no in NIT. (Table 14)

We also collected data so as to understand how often people remember the ads. In university campus, 6 respondents remembered very much, 53 sometimes, 47 said they were average and 26 not at all. In university campus, 6 respondents remembered very much, 53 sometimes, 47 said they were average and 26 not at all. In NIT, 13 respondents remembered very much, 37 sometimes, 7 said they were average and 10 not at all. (Table 15)

On the decision on preference buying, 133 respondents from university campus responded as; 15 respondent's decisions were implicated by company websites, 40 by advertising, 66 by social media and 12 by friends and relatives. On the other in NIT 10 respondent's decisions were implicated by company websites, 20 by advertising, 27 by social media and 10 by friends and relatives. (Table 16)

IV. Conclusion

The study deals with online buying behaviour and the use of social media platforms among the respondents. Findings reveal that people are customary to use social media platforms. The finding showed that Facebook, Whatsapp, and YouTube are the most used by the masses in this study. It's also concluded that they mostly use these platforms for making friends and getting the pieces information about their surroundings. In the next level of finding, most people believe in the information they get on social media platforms, especially the advertisements.

The study reveals that the respondents spent their time of at least more than 30 minutes on these platforms. And most of the respondents pay attention to advertisements on social media platforms.

Maximum respondents believe that the advertisements educate them, and they remember the advertisements about the product which they experienced on social media platforms. The study also concluded that a maximum number of people believe and admit that their buying sections for a product are affected by advertisements they see on social media platforms.

Therefore, it can be concluded that today in this digital world, more buyers are now on social media networks than ever before. Consumers are looking for reviews and recommendations. Therefore, it's essential to have a prominent online presence on various social media platforms. Social media has the power to influence potential customers from the start until the stage of the purchase and beyond as well. To start, consumers need awareness of your brand and its offering. At a later stage, when they begin to narrow down their choices, you need social media platforms to convince their choice. A constant dialogue between the customer and the brand is essential to keep the relationship strong. Engaging and informative content on social media advertisements can glue the customers to your brand. Especially in the eCommerce landscape, advertising on social media is one of the most efficient and effective ways to reach your target audience and turn them into customers. No other advertising avenue can deliver consistent, scalable leads as social advertising.

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Table 1: No. Gender Profile of the respondents

	Male	Female	Total
NIT	43	24	67
University Campus	63	70	133
Total	106	94	200

Table 2: Professional Profile of Respondents

	Students	Teaching	Non Teaching	Total
NIT	37	16	14	67
University Campus	63	34	36	133
Total	100	50	50	200

Table 3: No. Use of Social Media of respondents

	Yes	No	Total
NIT	63	4	67
University Campus	125	8	133
Total	188	12	200

Table 4: Use of Social Media by their profession.

	Students	Teaching	Non Teaching	Total
NIT	37	16	14	67
University Campus	67	37	29	133
Total	104	53	43	200

Table 5: No. Respondents Trust on Social Media Platforms.

	Yes	No	Total
NIT	36	31	67
University Campus	90	43	133
Total	126	74	200

Table 6: Timing (Day wise) on Use of Social Media Platforms.

	Daily	2 To 3 Days	4 To 5 Days	Never	Total
NIT	67	0	0	0	67
University Campus	106	6	20	1	133
Total	173	6	20	1	200

Table 7: Timing (Hours/Per Day) Use of Social Media Platforms

Time	No. of Students using social media in University Campus/day	No. of students using Social Media in NIT/day	Total students as per usage
15 minutes	23	37	60
30 minutes	28	12	40
1 hour	53	10	63
2 hour	12	6	18
More than 2 hours	17	2	19
Total students in Campus	133	67	200

Table 8: Pay attention on advertisements by the Users on Social Media Platforms

	Yes	No	Total
NIT	52	15	67
University Campus	96	37	133
Total	148	52	200

Table 9: NIT respondents Preference Rating of various Social Media Platforms

	1	2	3	4	5	6	7	8	9	10
Facebook	22	25	41	4	*	*	*	*	*	*
Whatsapp	22	25	16	4	*	*	*	*	*	*
Instagram	19	6	14	16	*	*	*	6	*	3
You Tube	17	4	19	9	*	*	*	6	*	3
Twitter	16	15	12	10	2	6	*	6	*	*
LinkedIn	15	10	12	18	1	3	2	6	*	*

Table 10: Preference rating of social media sites

	1	2	3	4	5	6	7	8	9	10
Facebook	33	31	26	20	*	*	2	11	*	9
Whatsapp	12	25	24	23	10	6	*	15	12	5
Instagram	19	30	28	18	8	3	*	5	14	7
You Tube	4	12	33	36	9	6	10	*	11	11
Twitter	24	30	20	22	14	*	7	9	*	6
LinkedIn	27	38	23	17	*	4	5	7	5	6

Table 11: Reasons for using social media

	Finding's New Connection	Getting Inform on Brands	Getting Information on Products	Catching upon the Latest News/ Gossips	Total
NIT	21	8	11	27	67
University Campus	52	11	24	46	133
Total	73	19	35	73	200

Table 12: Is the social media effect your buying decisions.

	Sharply Agree	Agree	Neither Agree/ Nor Disagree	Disagree	Sharply Disagree	Total
NIT	9	33	15	4	6	67
University	4	80	30	19	0	133
Total	13	113	45	23	6	200

Table 13: Frequency of viewing or reading the advt.on social media

	One Advt.	1 To 5	4 To 5	More Than 6	Total
NIT	14	22	21	10	67
University	30	69	21	13	133
Total	44	91	42	23	200

Table 14: Is advt. educate you about the product

	Yes	No	Total
NIT	60	7	67
University	103	30	133
Total	163	37	200

Table 15: How much do you remember the Ads

	Very Much	Some Time	Medium	Not at all	Total
NIT	13	37	7	10	67
University Campus	6	53	47	26	132
Total	19	90	54	36	199

Table 16: Preferred source of information for your buying decisions.

	Company Websites	Advertising	Social Media	Friends /Relatives	Total
NIT	10	20	27	10	67
University Campus	15	40	66	12	133
Total	25	60	93	22	200

GENDER INEQUALITY IN INDIA: A BIBLIOMETRIC ANALYSIS

Swetabh*

Throughout India, gender inequality persists, despite the increasing growth rate and ample policy initiatives to promote gender equality. The denial of equality of the sexes not only inhibits the exposure of females to educational opportunities and various resources but as well as holds back the future generation's prospective growth potential. Gender-based preferential discrimination has been observed since childhood. The girls are seen as being liabilities and burdens. Government policies have strengthened; however, gender differences haven't yet stopped as well as the child sex imbalance has increased much. Improvements in attitude towards girls/women are instead significant. Unless women are treated with equality and have equal privileges, only then can human society be rather beneficial? Through education, a nationwide understanding can be developed for achieving the advantageous results of gender equality between men and women. This article attempted to evaluate the gender inequality issue that prevails in the Indian subcontinent. The paper utilizes bibliometric analysis to compare India's situation with respect to other countries in Asia. The report not only explores the magnitude, policy implications and causes of this central issue, however, in this system and also proposes ideological steps to minimize gender inequalities in India.

Keywords: Gender Inequality Education, Asia, India, China, Discrimination, Network

One of the realities that are relevant to Indian society, along with many other societies, is the inequality concerning Gender. The difference among all those societies could be of a high degree. At the same time, it is the reality of all the sectors of those societies, too (S. S. Raju).

Whether we talk of education, or we talk of the economy, or we talk about political participation everywhere, Gender has a role. Throughout the country, at home, at school, on television, in government and social domain, or at work, gender inequality has become so entwined that most individuals still don't even understand or notice its consequences. Of course, until and unless they are another of the several victims for whom their everyday lives are full of biases and gender (or sex-based) discrimination.

Gender discrimination is a plain fact in India and neighbouring Asian countries. Women do exhibit a remarkable performance in various areas of operation in today's world. Several Indian women often undergo discrimination against women and oppression in different fields of activity.

In the report of the Gender Gap Index (GGI) (see Figure-1) issued by the World Economic Forum, India holds the 140th position among 156 nations in the world (PIB). According to the UNDP studies, in 2019, 52% of Indian females over 15 years of age are working, contrasted with 85.9 % of males.

However, this ratio goes to 60.5 per cent in China, 21.9 per cent in Pakistan and 35.4 per cent in Sri Lanka (WEP). For each hundred thousand childbirths, 133 women have died

while giving birth in India Moreover, on average, every day, 39,000 girls become victims of child marriage (i.e. approximately 27 girls get married every minute) before attaining the legal age of 18 (WEP). This paper attempts to identify the causes of gender discrimination and proposes actions to eliminate this significant issue. Despite social upliftment, sex equality in most regions is not yet achieved. Throughout contemporary society, the primary reason for sexual discrimination is its patriarchal dominance (Sultana, 2012). In India, gender-driven community measures indicate imposing gender ratios from the child's birth. Girls are deprived of the benefits of proper health, education and other privileges (Bureau of International Information Programs & United States Department of State, 2012). Moreover, girl child deaths and underage marriages are common. On accounts of contrary levels, women's marginalization leads to very little access to freedom, healthcare, education, jobs, and good salaries. In spite of all of this, India, as well as its population, has a great responsibility to promote equality, deliver fundamental rights and educate and support women for a healthy and prosperous future.

Gender Inequality in higher education and India

In spite of higher economic inflation rates in past years, gender discrimination or the gender pay gap remains an enormous problem in India (Nilanjana Chakraborty, 2019).

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Current practices and standards of masculinity also reduced females in homes and places of work in inferior positions. According to The Times Higher Education World University Rankings 2021, approximately 43 institutions out of 200 higher education institutions in the world are being led by women (Times Higher Education). In disparity, the figure of a woman headship in India decorates a miserable image altogether. While few hold the post of mid-ranking Officers like Deans, HOD and Controller of Examination, less than 7 per cent of Vice-Chancellors in India are women (Kumar).

Considering the discussion above on gender inequality, the current research is an attempt to deep dive into this area and gain an in-depth understanding.

The purpose of the research is objective.

- To gauge further the plausible indicators contributing to gender inequality.
- To provide suggestive measures to minimize gender inequalities.

I. Review of Literature

(Jayachandran, 2015) in his paper "The roots of gender inequality in Developing Countries," he has exhibited the underlying foundations of sex imbalance in creating nations. This paper likewise examined the few instruments through which the financial advancement could improve the overall results of ladies, and sexual orientation holes can be decreased as the nation develops.

(Jha and Nagar, 2015) has featured their article with the condition of sexual orientation grounded disparity in advanced India. The article has provided sexual orientation imbalance with the assistance of certain realities and figures and speaks to the disparity rehearsed in India and its examination with other Asian and Western nations.

(Ahmed 2017) has attempted to discover a few variables, for example, instructive status, work support, and level of sexual orientation imbalance and proposed a few significant methodologies suggestions in order to diminish the sex disparity to advance the denied ladies of the particular area.

(E. Raju, 2014) inspected sex separation in India based upon statistics, social, financial and political settings. The paper widely talks about the subject of sexual orientation differences, women empowerment & reformative comfort among females in India. They also talked about a few actions undertaken by the International and national associations.

(Rustagi, 2005) completed up the ridge capability of financial development and expanding ladies' monetary investment

towards killing sex disparities in pay and wages, except if encouraged thoughtful endeavours at modifying dispositions towards women's job and commitment that are harboured by various operators inside the work advertise.

Regardless of the fact that the Indian Constitution provides male and female with the very similar privileges and advantages and similar acquisitions to improve the position of women in the society, aside from the construct that the law ensures women the rights and privileges, it is still far from achieving that benefit of the greatest proportion of women. The anti-female mentality and discrimination in culture force women to reduce their chances to succeed within the fundamental precept structure, such as overly domestic duty.

II. Research Design and Methods

Bibliometric Analysis is basically a method which uses statistics to analyze papers, books, articles, etc. (Global Publisher of Timely Knowledge). It is an arithmetical study of the publications created by individuals or organizations in a definite period and in a definite section and the associations between these publications.

This study plays an essential part in understanding the evolution of emerging, fast-moving research in a specific field. For Bibliometric analysis, documents are required from different bibliographical databases like Web of Science, Scopus etc. (FILIP MATUTINOVIĆ et al.). The documents are further analyzed through statistics, and various graphical representations are made to understand the evolution and structure of the domain.

For this study, being the central abstract and citation catalogue of peer-reviewed articles, the Scopus databank was used. The Scopus hunt included the following keywords, "Gender Inequality", Higher Education AND Asia. The literature consists of articles published between the years 1988 to 2022. The search was TITLE- ABS- KEY, which means that title, abstract and keywords are searched for the relevant articles. Scopus revealed 1070 articles published in this field. (Year wise number of articles published is shown in Figure 2.

For this paper, a Co-word analysis was done by using VOS viewer to find out the interlinkages between the keywords. Co-word analysis is a process of analyzing the co-occurrence of keywords as well as the relationship between them (Wang et al., 2011). Later, with the help of VOS viewer network generated map is generated, which actually shows the strength of linkages between keywords. Based on the analysis, 9 clusters were formed for 114 keywords with total link strength of 1253. Figure 3 and Figure 4 exhibit the network visualization and density visualization of the keywords.

III. Results and Discussion

Understanding Gender Inequality Issues in India

In the network and density map (Figure 3 and 4), we observe that India and China are the only countries with many linkages within keywords. One can understand that this is due to the higher population. Talking about India, it gets a link with 34 keywords, whereas China links with 28 keywords. We get the following result when we analyze and compare the keywords with which both countries are connected.

Children, HIV/AIDS, Social Capital, Inequalities, Son-preference, Class, Social Capital, Economic Development, Education, Employment, Food Security, China, Asia, Gender, Power, Policy, Discrimination, Equity, Women, Empowerment, Labor Market, Stem, Health Inequalities, Gender Gap, Higher Education, Depression, South Asia. Caste, Socio-Economic Status, Gender Inequality, Religion, HIV, Development

India-

Children, HIV/AIDS, Social Capital, Inequalities, Son-preference, Class, Social Capital, Economic Development, Education, Employment, Food Security, China, Asia, Gender, Power, Policy, Discrimination, Equity, Women, Empowerment, Labor Market, Stem, Health Inequalities, Gender Gap, Higher Education, Depression, South Asia. Caste, Socio-Economic Status, Gender Inequality, Religion, hiv, Development

China-

Sustainable Development, Career, Entrepreneurship, Inclusion, Diversity, Ethnicity, Sexual Harassment, Gender Equality, Gender Roles, Discrimination, Poverty, Asia, India, Socio- Economic Status, Education, Health Inequality, Income, Class, Gender Discrimination, Son-Preference, Human Capital, Policy, Intersectionality, Empowerment, Equality, Human Development.

Going through the analysis of keywords between India and China, it is visible that on the one hand, where India is linked with negative words like Inequalities, Discrimination, Food Security, Gender Gap, Depression, Caste, Gender Inequality and Religion; China is linked with positive keywords like Career, Entrepreneurship, Education, Inclusion, Diversity, Income, Equality, Gender Equality and Human Development. It can be analyzed that in India, male dominance was always the source of gender inequality. A woman always wants a

husband and family support, at least in India. Females are guided by their patriarchal instincts to walk down their faces. Everything was learned and studied from day to day. The opposing parties claim women are born to serve in the home and handle children and families when the representation of a female is rendered in Parliament.

Notwithstanding the numerous contributions to our culture, the community and their communities, in several parts of the world, females are treated as financial and economic responsible.

Gender Inequality in Social aspect (Labor Market)

Throughout the contemporary period, women have actively engaged in social and labour practices. For example, women make up around 74% of the workforce in the agricultural sector; given the missions and the active participation of reformers and female activists who campaign for social and economic rights, and wage equality, the income disparity among men and women throughout the Indian economies.

Economic Inequality

The absence of sex balance not just restrains ladies' entrance to assets and openings yet in addition risks the existence possibilities of things to come age. To provide one model, the partition of effort as designated by "sex-jobs" for the most part confines ladies to household work and confines their entry to physical and communal possessions and speculation in radical, financial and communal rudimentary management.

It is important to note that education is the sole indicator which can eradicate gender disparities at all ranks. But, at present, the education within a given time period is low. Though the indicators to display growth in reaching out to the goal range from:

- Empowering women and providing equal fundamental rights without gender disparity,
- Closing the gender gap in education and other socio-economic zones at all stages.
- Growing women's portion of remuneration engagement in the non-priority segment, and
- Cumulative participation and amount of seats seized by women in Parliament.

Education, employment, and political participation act as the key pointers in order to measure the significant accomplishment of uplifting sexual impartiality and empowering females.

Cumulative secondary education registration is projected at 34.6 million every year among India's 422 million younger generations. In this event, colleges offer various opportunities to impact several younger people. Emma Watson, the UN Women's Ambassador for Global Goodwill, says: "universities are tiny utopias, a miniature model of how the whole society could look."

IV. Conclusion

Indian society is deeply affected by gender disparities. Though it is a worldwide phenomenon, it has extended its tentacles extensively in patriarchal Indian society. Gender discrimination for women starts with female feticide prior to her birth which results in a worsening of child sex ratio. Despite economic advancement, gender equality has not been attained. The discrepancy in conduct on the base of sex is found precisely in the juvenile. The data was collected using secondary sources. The educated people should improve a nationwide awareness of the optimistic effects of gender equality. In today's world, there is a need for change in the insight toward females. Society would have profited only if females were treated similarly and were not underprivileged.

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CONTENT ANALYSIS OF MINORITY KILLINGS IN KASHMIR

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The history of Kashmir saw one of biggest transformation in post- Independence era on August 5, 2019. The Union Home Minister, Amit Shah stated in the Rajya Sabha that the BJP Government at Centre has decided to abrogate Article 370 of the constitution and revoke the special status granted to the state of Jammu and Kashmir (J&K). The Jammu and Kashmir Reorganisation Bill was also passed by the Rajya Sabha on the same day which recommended that the state of Jammu & Kashmir should be the bifurcated into two union territories, Ladakh and Jammu-Kashmir.

As the valley lost its special status, the Modi government introduced a series of policies for the development of the state and some benefits were given to the minority population of the Kashmir. These benefits for the minority also included the Kashmiri Pandit population living in several parts of India. These comprised introduction of domicile certificates for anyone across the Indian continent, who is a domicile of Kashmir, amendments to land ownership rights, and online portal for property-related grievances specifically for Kashmiri Pandits, who sold their houses in haste or because of pressure from their Muslim counterparts who wanted to buy their property after they left Kashmir. These policies then engendered resentment amongst the majority population in Kashmir and with the increased number of homegrown terrorists in the valley; this resentment endangered the lives of the minority community living in the Kashmir valley. The onset of autumn in 2021 in Kashmir which usually is picturesque scenery of golden- crimson colors of the chinar leaves saw bloody color on the streets; 22 killings took place in 12 days in the October month. These killings created a stir at the local as well as at the national level. This analysis the issues involved and how the national newspaper reported these minority killings through content analysis.

Keywords: Minority Killings, Kashmiri Pandits, Terrorism, Kashmir Conflict, Militants, Homegrown Terrorists

The peak of militancy in Kashmir started in the later years of 1980s. The success of the Afghan Jihad, inspired the desire of Pakistan to capture Kashmir and Pakistan started its insurgency campaign in J&K; by sending terrorists via LoC (line of control) and instigate general Muslim population of Kashmir against the Indian rule. In the year of 1987, the elections in Kashmir were rigged which fuelled the outrage of the youth living in the valley and many youngsters from Kashmir started crossing LoC, where they used to get Guns, ammunition and special training in the camps. One of the very first militant organization in Kashmir was Jammu Kashmir Liberation Front (JKLF) which brainwashed and then conscripted and trained the Kashmiri youngsters. This militancy has now lasted for more than three decades with no relief to the common man living in Kashmir.

“The attacks on Indian security forces increased by 2,000 percent in 1990, with 1,098 incidents of violence recorded in that year, compared to 49 in 1989. In subsequent years, attacks on the forces increased progressively, with 5,500 of them witnessed during 1991 and 1992. In 1991 alone, 2,000 incidents of violence against Indian forces were reported; the number increased to 3,413 in 1992, the highest recorded in J&K. From 1993 onwards, the number of attacks on security forces gradually decreased and came down to 806 attacks in 2005” (Shah, 2020).

“Data from the Ministry of Home Affairs of India shows that by 2012, the number of incidents was down to 220, marking a

drastic change in J&K. By government-specified standards, 2012 can be considered the year when the Valley returned to normalcy. Around 1.3 million tourists visited J&K, and the local people started converting their houses into hotels and lodges to accommodate these visitors. The fear of militancy and militant violence seemed to have ended. The change in the overall environment is also reflected in the number of casualties recorded since 1989: 92 in 1992 and 4,507 (the highest ever) in 2001. Following 2001, the number started to decline significantly, with the lowest number of deaths since 1990 recorded in 2012” (Shah, 2020).

In the early 2000s, there was a big change in the number of militancy related incidents in Valley; young and old everyone had become embittered with the idea of Azadi and bloodshed in Kashmir. People started realizing that they need a Government which can aid to their cause and create opportunities for people of Kashmir. The common man wanted a democratic solution for the ongoing conflict, and when the elections took place in the year 2002, the locals completely supported it.

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Slowly locals also started to distant themselves from the terrorists and terrorist found it hard to get inside the local houses and get any kind of food, lodging and support from them.

Till 2008, the local scenario stood unchanged, the homegrown terrorists were very less in number compared to the outsiders. Year 2012 and 2013 saw less number of locals getting recruited by terrorist organizations but post 2014 it again started increasing.

Local Youth Recruited to Militancy (2010–18) (Shah, 2020)

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Recruitment	54	23	21	16	53	66	88	136	218

With years, militants in J& K also became tech saavy, they started posting online videos with guns in hand, made social media profiles and a new breed of young militants enthralled Kashmir. Finding themselves in almost every mobile phone of valley, sort of added glamor to their job and it also helped them reach a wider audience and click to like-minded youngsters.

In 2015-16, one such tech-saavy militant was Burhan Wani, he became popular among the public due to his various viral videos where he coerced the young to take up arms and fight against India. In August 2015, he released a video where he asked youngsters to join his fight for Jihad and save Kashmir from “Kafirs”. As he was able to recruit high numbers of local youth in HM, he was designated as a “top recruiter” by Intelligence agencies. As per an article from “The print” he with his persuasiveness had helped 30 local boys from south Kashmir to join ranks of HM. These new recruits were mostly used for social media presence and preplanned, deadly attacks were always carried out by the their other counterparts - LeT cadres from Pakistan, who are basically well-trained. Both LeT and JeM cadres are skilled and superior to other militant organizations as they go through comprehensive physical training programs such as Daur-e-Aam and Daura-e-Khas, at the camps located in Pakistan.

Wani lasted only 15 minutes when security agencies cornered him, he didn’t have much physical training with guns like hard core LeT/ JeM terrorists. The local recruited by terror groups nowadays are best known to show their fortitude by posting videos and selfies with automatic guns, on social media platforms and whats up groups. That’s why they are being called new-age militants.

In the later years of 90s, Kashmiris had become totally disgruntled with daily violence and terrorism in the valley and stopped providing shelter to the foreign militants in their

houses. Such steps by them made it extremely problematic for the LeT cadre to continue their operations, thus threatening their survival. To turn the tide in their favor they started to recruit local Kashmiris, which helped them regain the support of the people. Additionally, LeT slowly made a social media presence for such locals by circulating their pictures and videos to carry out their terror activities.

As the locals started supporting LeT and JeM, they started to project themselves to Kashmiris as their own. LeT further started to represent itself as a rebellious group fighting for Kashmiris and their land. So a militant group which at the start consisted of mostly ethnic Punjabis, who were hired from south Pakistan now changed to a group having both – Pakistani’s and local Kashmiri Muslims —this group now acted as a lethal amalgamation of well-trained Pakistani cadre, helping Pakistan to carry a Kashmiri façade and at the same time it completely could evade global outcry and condemnations due to terror activities.

A similar pattern was followed by the JeM too, On 1 January 2018 they came back from the shadows and revived their status in the Valley by recruiting local youth. They organized a deadly attack on CRPF troopers where the attackers were Fardeen Khanday, a suicide bomber just a 16-year-old and the other was a hardcore militant from Pakistan. After the attack a video of Fardeen was circulated using the social media to give the attack a local facade, even though the mastermind of the attack was the other Pakistani attacker. He was employed with JeM since long, named, Noor Muhammad Trali, he had in actual trained the local Kashmiri for this attack.

While studying the research paper by Khalid Shah it can be deduced that from January, 2017 to June, 2019; a total of 393 homegrown terrorists were killed in encounters by the security forces in J&K, and out of these approximately 43 percent of homegrown terrorists joined the LeT and JeM, and the rest of 45 percent were recruited by HM. The other militant groups which recruit locals are small groups like Ansar Ghazwat-ul-Hind (AGH), Islamic State of Jammu and Kashmir (ISJK) and Tehreek ul-Mujahideen (TuM) . HM has always over the years focused on recruiting only the young Kashmiris in the force. All these terrorist groups have created a domain in restive South Kashmir districts namely Pulwama, Shopian, Kulgam and Anantnag. Here they easily get support from the common people as their children are part of these terror groups.

Of these south Kashmir districts - Pulwama which was home to militant Burhan wani has since 2014 added maximum number of militants to various terror groups like LeT, JeM, HM, AGH, ISJK, and TuM. As South Kashmir has become breeding ground for local terrorists, foreign terrorist also find the environment there feasible - from taking shelter to gain logistic support from the locals.

The objective of the study is to; analyse the news covered by national English daily on the minority killings in Kashmir post abrogation of Article 370, and to examine whether slant of news coverage is positive or negative.

I. Research Design and Methods

The sample for the content analysis consists of one major national daily newspaper namely - "Times of India" Delhi edition. All the news for a time period i.e October 2, 2021 to October 9, 2021 has been covered and further analysed and interpreted.

The vital factors that influence credibility of this newspaper include their readership, circulation, influence on the audience and advertising revenue. It is widely used as the powerful medium to disseminate any centrally or state sponsored programme or news which inversely influences public opinion. Moreover, the newspaper is having a larger reader base on social media which makes it popular among the masses.

II. Results and Discussion

To explore and analyse the framing on the news coverage which involved killings of minority people in Kashmir, this research studied the newspaper "Times of India". In total, the newspaper 'Times of India' carried out 8 stories in eight days. Framing involved listing all positive and negative words and phrases written in the stories and analysing stories on the basis of these frames. If a story had more positive words or phrases it was considered positive slant and if it had more negative words or phrases it was considered as negative slant.

Post the abrogation of Article 370, in the month of October 2021, 44 killings took place in Kashmir valley, making this month one of the most violent months of recent times. The violence started with killing of minorities and in-turn security forces also killed some deadly terrorists in the valley. In all some 19 terrorists, 13 civilians —which consisted of three individuals of minority community and five non-locals — and 12 Indian security force troops were killed in different terror related activities across Kashmir.

The killings started from October 1, when one homegrown terrorist associated to Pakistan-based LeT organisation in the Rakhama area of South Kashmir's Shopian district was killed by the Indian troops.

The very next day on October 2, two civilians in Srinagar were brutally shot dead by the militants. Three days post this incident on October 5, three more civilians, which included a well-known Kashmiri Pandit Chemist and a non-local street seller, were shot at close range by the terrorists. The Times of

India reported about this news on October 7, 2021 on front page lower left section.

Two days later again on October 7, a female Sikh principal, and a Hindu teacher were first identified using their identity cards in a Government school (situated at Safa Kadal, Srinagar), and then both were shot dead by the terrorists. On the same evening, in south Kashmir's Anantnag district, a civilian was killed in firing by CRPF forces when the driver was asked to stop at a check point but still tried to flee the spot. The killings of the minorities were finally printed as the Front page headline by the Times of India newspaper on October 8, 2021. It clearly states it took seven civilian killings in Kashmir to make it to the headline of a national newspaper like Times of India. Before that news was mostly covered in nation news section (inside-mid page) of the Times of India newspaper.

III. Conclusion

While the current situation in Kashmir is very volatile, it is the responsibility of media to bridge the gap between the masses and Government and act as real positive protagonist and disseminate the right information with objectivity. Post abrogation of article 370, and after such minority killings in Kashmir, the tourism in Kashmir Valley was dwindling, but this year the month of March 2022 was record breaking. As per the official figures from the Kashmir tourism department this is the first time in 10 years that Kashmir recorded highest number of tourists- around 1.8 lakh (March month). Tourism can be revival point for Kashmir and it has tremendous potential to become a tourist hub.

The UT of J&K is now being projected as a model of socio-economic development for India as per a latest report of Times of India. To achieve this objective, for rural sector, Government has allocated about Rs 4,627.85 crore under capital expenditure for the year 2022-23 which is Rs 327.40 crore more than the previous year's budget allocation. With such financial initiatives, the Government at Centre and its representatives has been receiving mixed reviews from the various political parties and the Media conglomerates.

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Positive Slant	Negative Slant
Mega outreach program	Terror strikes
Cultural heritage	Terror attacks
Sufi culture	Opened fire
Development initiatives	Killing of innocent
Tourism potential	Pakistan sponsored terror
Expression of fortitude	Deadly silence
Education	So-called Kashmiri sympathizer
Fight with education	Civilians dead
Silent majority	Targeted killings
Communal harmony	Religious minorities
	ISI backed terrorist groups
	Zero tolerance
	Selective killings
	Minuscule minority
	Fresh attacks on minorities
	Triggered exodus
	Leave home
	Targeted killings
	Forced to migrate
	Return of 1990s
	Iron hand

Figure 1: Percentage of news with positive slant

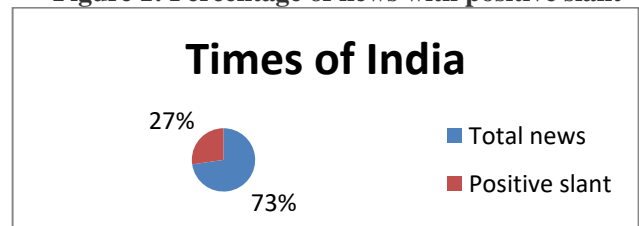
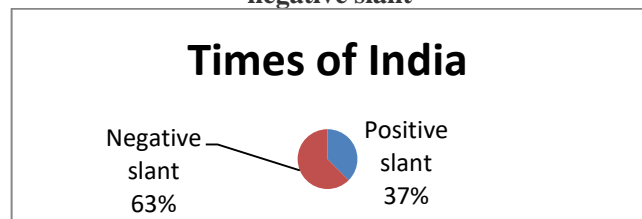


Figure 2: Percentage of news with positive and negative slant



FILM STARS AND SOCIAL MEDIA IN INDIA: TRAVERSING THE SPACE OF VIRTUAL FANDOM

Manish Prakash*

Social media is one of the most important tools of mass communication nowadays. It has not only transformed the entire world with its vast reach but has also witnessed a lot of criticism for its misuse. In the contemporary scenario, social media has attained the status of 'social reality' as it has touched almost all the areas of society. The social networking sites like Facebook, Twitter, and Instagram have changed the way we communicate with our friends and family and share our ideas, photographs, videos etc., nowadays. Since they have an extensive reach, they also make for a better understanding of the various issues discussed on such platforms. To understand it better, the study tried to borrow certain ideas from the author Lev Manovich who has written on 'the language of new media, which is quite handy for the paper. Specifically, my paper attempts to understand the language of social media in the contemporary context and does an in-depth analysis of the sites like Facebook, Twitter and Instagram. For the same, the study also tries to assess the impact of these sites on the cine-goers due to the uploading of the pictures, stills, videos, and updates about the shoots by the celebrities before the release of the film. This not only raises the curiosity quotient of the movie, but people eagerly await the film's release. Therefore, the paper attempts to analyze the 'celebrity culture' and their several posts on social networking sites in the contemporary context, especially in India.

Keywords: Celebrities, Social Media, Buzz, New Media, Contemporary.

Lev Manovich, in his book 'The Language of New Media' mentions that "a hundred years after cinema's birth, cinematic ways of seeing the world, of structuring time, of narrating a story, of linking one experience to the next, are being extended to become the basic ways in which computer users access and interact with all cultural data".

Being a country of various religions, castes and ethnicities, India made a slow but steady inroad in the internet world but has become a name to reckon with on the international platform. With the advent of computers, the world has made a significant leap in the web world and has made a revolutionary change entirely. The internet becoming one of the essential things worldwide has made people get in touch with each other and access any information from any part of the world. Social networking sites have become a rage in the world but impacted the Indian circuit a lot as most people have become glued to their respective screens for its benefit. With the entry of Orkut in 2005 in India, people found it very easy to connect with the lost friends and family on it. But, with the launch of Facebook in 2006, the social networking world in India underwent a complete metamorphosis. Subsequently, Twitter was launched in 2007 in India, which further made social networking more viable as an option and ordinary people, along with celebrities, jumped on the bandwagon. Social networking sites like Facebook, Twitter, and Instagram made their foray into the entire world, but with the launch of these sites in India, people have become addicted to their usage. Blogs made for sharing ideas, one's creativity and interesting anecdotes from a person's life also became popular due to their huge popularity in the internet

world. Apart from the blogs written by the common masses, celebrities' blogs became quite popular, especially Amitabh Bachchan, one of the biggest icons of Hindi cinema. In politics, especially during elections, sports and celebrities from the film industry have often used social networking sites for sharing their respective information and uploading their latest updates which have become the norm of the day. In the film industry, especially in India, superstars like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, and Hrithik Roshan have always resorted to promoting their films on social networking sites. Apart from the promotion of the films, they upload the shooting stills, shoot videos and share interesting anecdotes about the film on social networking sites. Although there have been several debates and controversies about the relationship of celebrities with the social networking sites but my area of focus is the 'desperation' and 'dependence' of the celebrities on these sites for the promotion of their films.

Sean Redmond, in his book "Celebrity and the Media", argues that "the celebrity culture has become so entwined with the practices, behaviours and rituals of everyday life in much of the western world that one can argue they exist symbiotically interdependent on one another. He further adds that we experience the world and our place in it through celebrity; each and every social, cultural and economic encounter is

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connected to famed individuals and the associated products, services and industries they are connected with. Here, I argue that although celebrity culture has become associated with our day-to-day life, we can't resist the urge to ignore them and move away from the addictive phase.

Film Stars and Social Media:

According to a recent survey, Amitabh Bachchan has been declared the "social media person of the year" by the internet and mobile association of India. He usually uses his Facebook and Twitter account to give the details about his shooting schedules, stills from the film and his thoughts on the film. The recent update is about the shooting still of the recent film 'Piku' directed by Sujoy Ghosh. The photograph showed Amitabh Bachchan cycling on the streets of Kolkata wearing a hat and kurta. He also uploaded an exciting update about the shooting with his co-stars like Deepika Padukone. Even on his Facebook account, he keeps on updating about the regular happenings in his life like his own birthday celebration, his family attending the wedding function of a friend or the photographs of his granddaughter Aaradhya Bachchan. This is not the end of his update about the happenings in his life; he also writes a very interesting piece on his blog, which is followed by a considerable number of people.

Apart from Amitabh Bachchan, other stars also update the happenings around their life on social networking sites. Shah Rukh Khan comes a close second in the list as he joined Twitter only in 2010 on his close friend Karan Johar's request but is now a hugely followed star on this site. Aamir Khan, regarded as the 'new symbol of corporate social responsibility', is also a hugely popular star on social networking sites. He is one of the most sought stars on social networking sites. Even Salman Khan, the hugely popular star of the masses, is also one of the most recognized stars on the social circuit. Salman, a huge star amongst the masses, has utilized social media's reach to the best and is regarded as the person who has promoted the films on his social accounts and taken the initiative to help the poor people through his charity organization. Ranbir Kapoor is the latest star to join the social network bandwagon. He joined Twitter on 19th January 2015 after saying no to the social network sites since his debut in 2008 with the film 'Saawariya'. It is the best way to understand the feelings and opinions of the people through these accounts as they have a say in commenting on the latest film of the stars, which are in the public domain after the release of the film. The latest happenings on the sets, incidents from the film shooting location, and interesting anecdotes raise the curiosity level of the film but make the celebrities depend on its wide reach a lot. The method used to understand this new 'phenomenon' will be dealt with in detail in the subsequent paragraphs.

G. Lovink (2012) argues that web 2.0, a term popularized by Tim O'Reilly, was a commercial regrouping of silicon valley

companies in the aftermath of the dot.com crash. Venture capitalism saw a new opportunity for significant returns on investment. The question of how to make money from the internet, which was limited in web 1.0 to subscription, advertising and lost readers for other arms of corporate business, was solved by web 2.0 by data mining and selling data to third parties. Control of distribution channels through search algorithms meant that online socializing and uploading and downloading information could be monetized by Google, Apple, Amazon and eBay.

Loneliness v/s Liveliness:

To understand the various discourses around the celebrities and the use of the social networking sites, and the symbiotic relationship between the celebrities and social networks, the opinions of several authors have been taken into consideration to analyze this new trend which is taking the world by storm. The renowned actress of India, Deepika Padukone, remarked in a recent interview that she suffered from 'depression' which takes us back to the Parveen Babi days of Hindi cinema in which she complained about the schizophrenic attack. The statement hints toward the kind of life celebrities live in the present digital world where every country is connected to each other like a web.

According to Donna Rockwell and David Giles (2009), the effect of fame and fandom on the celebrity is experienced as a progression through four phases. First, there is a period of love/hate towards the experience of being a celebrity second; there is an addiction phase where being famous is experienced as an intoxicating fix, third there is an acceptance phase that requires a permanent change in everyday life routines to accommodate the public and private, positive and negative demands of being famous. Finally, there is an adaptation phase where new behaviours are developed to deal with the highs and lows of fame to create life patterns that work for the celebrity in question. Here, I argue that although the authors have tried to emphasize the 'loneliness' aspect of celebrity culture, my paper focuses on the 'liveliness of the celebrities on the social networking sites.

In a recent interaction at the world economic forum at Davos, the co-founder of the world's biggest search engine, Google, Mr Eric Schmidt, mentioned that the internet will 'disappear' after a few years. The reason attributed was the people's addictiveness to the new forms of technology that one would lose the urge to know and get 'connected' and bring monotony to one's life.

Last but not least, the paper tries to delve deeper into the several issues and situations faced by celebrities on social networking sites. In order to understand this, it also makes use of the various discourses on the internet about the visibility of celebrities on social networking sites. Therefore, it makes an attempt to analyze the necessary buzz around the films

through various social networking sites, which has become the need of the hour nowadays. I remember one of the lines from Woody Allen's 2011 film *Midnight in Paris*, "Nostalgia is denial, denial of the painful present". The pace with which we are moving forward will make us look back and get immersed in our nostalgic moments. Since there was a mystery behind the celebrities in the older times, that mystery is no longer an option nowadays. Most celebrities are constantly in touch with their respective fans on social networking sites.

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COVERAGE OF MATERNAL HEALTH ISSUES DURING THE COVID 19 PANDEMIC: A STUDY OF UTTARAKHAND IN INDIA

Kamna Kandpal* Piyashi Dutta**

The COVID-19 pandemic impacted maternal health and health care services. Studies have argued that disruptions in public health result in damage leading to implications for vulnerable populations. Besides that, during the lockdown period, maternal health services dropped down at a significant rate leading to maternal mortality and morbidity in Uttarakhand. Government restricted the movement of the population by halting non-essential services, reducing public transport, and barriers to health care access. The hospital beds were overburdened with infected patients. There were differences observed in the maternal health care provided to the patients in the rural areas in comparison to urban counterparts. The digitalization era made it possible for the urban masses to avail of online consultation, whereas in the rural areas, the condition worsened due to a lack of technology, access, and connectivity. The print Media reflected maternal health issues due to restrictions in movement in different regions in Uttarakhand, namely, Haldwani, Berinag, Bajpur, Kashipur, and Sitarganj. The local communities had to face the challenges and bear loss due to preventable maternal deaths. This paper is an attempt to analyze the maternal health cases presented in local newspapers during the pandemic. The qualitative case studies from the local newspapers, Amar Ujala & The Hindustan, circulated in the regions of Uttarakhand, are mentioned in the study. The arguments in the study are presented based on content analysis from the period March 2020-April 2021.

Keywords: Maternal health, Maternal Mortality, Uttarakhand, COVID-19, Pandemic, Print Media, Medical Health Care

India is a developing countries. The people staying in far stretched regions have different health needs based on demographic and geographic attributes. Maternal and child health is of utmost importance, especially in rural villages and urban slums. The health of mother wasn't a focus for policymakers and researchers until 1985, when a seminal paper titled "Maternal Health – a neglected tragedy" focused on newborns and childbirth while neglecting the health of the mother. They called on multi-lateral agencies, particularly world health organizations, to reduce maternal mortality, morbidity, and contraceptive practices (Thomas,2013).

The Maternal phase is an essential journey in the life of women. The women experience physical, emotional, and psychological changes in her overall well-being. The period when a woman is declared pregnant until the child is born demands nutritional and medical care to avoid the preventable death of the mother and the offspring. A lot of maternal deaths occur due to negligence by the families, particularly those who belong to the lower sections of the society with poor-economic backgrounds in rural areas.

According to the Report, 808 women died due to complications of pregnancy and childbirth. Maternal deaths are preventable. Studies have argued that deaths occur in low-resource settings. This emphasizes areas that lag in resources and facilities in the context of maternal health. Secondly, The Report argued that the primary cause of maternal death as hypertension, haemorrhage, hypertension, and infection as

direct causes of maternal deaths. Thirdly, the report argued that the risk of women dying in low resource settings is 130 times higher than in high resource settings (WHO, 2022).

Maternal health is a major cause of concern. Maternal health is considered an important factor in determining the progress of any country. The argument is that the well-being and survival of mothers are crucial and central to social, economic, and developmental challenges. Healthy People (2020) argues that the risk of maternal and infant mortality and complications related to pregnancy could be reduced by increasing access to quality prenatal and postnatal care. Secondly, the study also argued that multiple indirect factors influence maternal health, such as social and environmental factors, education, employability, and availability of resources that influence maternal health.

Elaborating on Vora et al. (2009) 'The maternal health situation in India-A case study' highlights maternal mortality varies according to the vast geographical attributes and the socio-cultural diversity. It argues that it isn't possible to implement health reforms uniformly. The case study was

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conducted to analyze the trends associated with maternal mortality at the national level, implementation of National maternal health programmes, and innovative strategies. It argued that the north Indian states contribute disproportionately to a large number of deaths. In a similar study, Hamal et al. (2020) argued that maternal health remains a problem in India as there are inequities in maternal health service use. The researcher attempts to study maternal health inequities due to maternal health services delays in different regions of the country.

According to the NHFS-4 (2015-2017) data, northern states like Assam, Uttar Pradesh, and Rajasthan (328, 292, and 255 maternal deaths per 100,000 live births) compared to Southern states Kerala (66) and Tamil Nadu (99). Uttarakhand has been marked as a low-performing state in the context of maternal health. The rural residents of Uttarakhand often encounter cultural, demographic, and geographic barriers that limit their ability to obtain optimum healthcare. There are a lot of underlying reasons that limit their access to health facilities at the appropriate time. The number of factors that are responsible for the inadequacy in reach and attainment of the healthcare benefits involves financial crisis, lack of confidence, poor communication skills, improperly constructed roads, poor transport facilities, lack of healthcare equipment, and absence of medical staff during an emergency.

Besides that, Studies have argued for disruption in maternal health care amid COVID-19. Nautiyal et al. (2012), in the study 'Women issues in newspapers in Uttarakhand', emphasized the improved and increased reporting of women's health issues in media, particularly in print. The Report Public health Policy focuses on women's health. The study argued that the literacy of females is lower than males in Uttarakhand. Secondly, the study argued for fair gender emancipation and a higher probability of health-seeking behaviour in women in Uttarakhand. The state faced disruptions occurred due to the supply and demand of healthcare and shortages of available resources. The print media played an extensive role in highlighting the issues related to maternal health care. This paper assesses disruption in maternal health services and maternal health issues during the COVID-19 pandemic. The paper examines two local newspapers' coverage of maternal health issues in Uttarakhand.

Following are the objectives:

- To identify the news articles that focused on maternal health issues amid COVID-19,
- To analyze the influence of COVID-19 on maternal health in Uttarakhand.

Uttarakhand is a hilly state in the northern part of India. The census of 2011 mentioned 69.77% of the people residing in

rural areas. The gender ratio is 963 females /1000males. The birth rate in the state is 18.6%, with the overall fertility rate being 2.3. The state has a maternal mortality rate of 188 and an infant mortality rate of 43. For conducting the study, daily local Hindi -language newspapers: Amar Ujala and The Hindustan, were analyzed. Amar Ujala and Hindustan are the Hindi language daily newspapers published in India. Amar Ujala and Hindustan have 21 editions in six states, out of which one of the states is Uttarakhand. The analysis includes reported maternal cases published in the newspapers from the different regions of the Kumaon, including Kashipur, Haldwani, Berinag, Bajpur, and Sitarganj. The content analysis of 100 articles was conducted for a period from March 2020- to March 2021. The Qualitative case studies were then identified based on the content analysis of the maternal health articles on the (time-frame) mentioned.

Highlighting the impact of Print Media in coverage of women's health issues amid COVID-19

Covid-19 pandemic has resulted in the growing cases of maternal mortality and the high risks associated with the infection spreading from the mother to the child. This raises the question of the negligence of the family members and the careless approach of the concerned authorities towards ensuring safe motherhood and delivery of the newborn. The lack of equipment and resources in the low resource setting states draws concern toward maternal deaths.

During the pandemic, news media played a crucial role in communicating public health and health information. Traditional newspapers played an effective role in coverage of maternal health issues due to increasing misinformation and limited transmission of services.

Waithaka (2013), in the study 'Print media coverage of free maternal healthcare issues by the Daily Nation', argued that Mass media plays an important role in the dissemination of health messages. Print media is considered an important tool in the coverage of health issues and act as a watchdog in implementing government policies.

Print Media has played an effective role in imparting health education to the masses in rural regions of Uttarakhand. Health education seeks to change individual behaviour towards adopting healthy behaviour. Amid the COVID-19 pandemic, print media played an effective role in coverage of disruptions in maternal health services and in informing about maternal health cases to the local masses.

Wakefield (2010), in the study 'Use of mass media to change health behaviour', argued upon the role of mass media campaigns through routine use of existing media such as newspapers, radio, and television. The study argued that mass media campaigns have negative or positive changes in health

behaviour across populations. Secondly, the study emphasized mass media campaigns dissemination of focused messages to large audiences repeatedly at a low cost per head.

Print media highlighted Maternal COVID-19 suspects or confirmed should continue to attend antenatal care visits. It's important to ensure that a skilled health provider accompanies women in rural to the primary health centres to optimize health outcomes. COVID -19 has negative implications leading to an increase in casualties and maternal deaths. Therefore, life-saving interventions have played a significant role in treatable and preventable conditions.

Kumar et al. (2020), in the study 'Reproductive, Maternal and Child health services in the wake of COVID-19: insights from India', mentioned COVID-19 pandemic led to a systematic human development crisis. It also emphasized that the worst hit is low- and middle-income countries. The countries have been straining hard to meet the health needs of the population and achieve targets mentioned under sustainable development goals by 2030. The study also argued that during the pandemic medical infrastructure, human resources, and equipment were directed toward addressing the COVID-19 crisis. In a similar study, Aranda et al. (2022), in the study 'Disruptions in maternal health service use during the COVID-19 pandemic: experiences from 37 health facilities in low-income and middle-income countries, argued that disruption in maternal health services had been a major cause of concern. The study also argued medical health disruptions occur due to supply and demand sides of healthcare and are related to shortages in healthcare-related to fear of COVID-19 contractions.

Case Studies– An Analysis from the two local newspapers

The COVID-19 pandemic impacted the economic, social, and health sectors of different regions in Uttarakhand. Uttarakhand is one such state that has experienced difficulties in accessing healthcare due to transport disruptions, casualties, and infection in the lockdown period. The stories highlighted the gruesome condition of the women natives of Uttarakhand, highlighting cultural barriers, unavailability of medical healthcare equipment, lack of Geographical proximity, poorly constructed roads, and corona-infected women during the lockdown and the unavoidable circumstances in the pandemic phase.

Case 1-Pregnant women lost life due to the family adopting a traditional method of unskilled home delivery by Dai (traditional midwifery) in Kashipur.

The family of the pregnant woman refused to opt for the prescribed cesarean procedure for delivery but rather opted for the traditional method of delivery by the village old lady referred to as 'dai' (traditional midwifery). However, due to excessive blood loss, the women couldn't survive.

This argued upon the lack of support of family members and the traditional method of home delivery that led to maternal mortality over institutional delivery.

Case 2- A COVID-19 tested pregnant lady ran away from the government hospital causality Port in Haldwani.

COVID-19-positive pregnant women left the hospital without any prior information to hospital administration. A police complaint was being lodged as the woman was admitted to the maternity ward by family members. The team of women health officials could trace her nearby Badarpur. Earlier, the women were sent to BD Pandey hospital for a corona test. When the test was found positive, she was prescribed delivery through a caesarian though the woman insisted on normal delivery, so the woman eloped the hospital ward.

The case argued upon the fear of cesarean delivery over the normal, which is more prevalent in rural women. However, the women risked one's own life and newborn by taking this drastic step. Secondly, the women lagged information about health risks associated with infant mortality as well as the benefits of the operative procedures for the delivery.

Case 3 –A Pregnant lady lost her life due to a lack of medical health equipment like ICU, resources, and availability of skilled health professionals in Berinag.

A pregnant lady was referred from Berinaag to Almora due to severe labour pain. The hospital in Almora had no ICU facility, and the doctors refused to take the case. Due to the longer distance in covering one region to another, the 9-month infant couldn't survive. Surgery was conducted in a hospital in Haldwani as there were risks associated with the mother's health.

This case argued upon the lack of available healthcare equipment in rural primary health care centres. The distance often takes hours to cover whenever a case is referred from the sub-districts to the district hospitals. The causality often leads to the death of the infant and the mother in such cases.

Case 4- Missing sample of the COVID-19 positive maternal from the Path lab in Haldwani.

The case argued that Pregnant women had to give the corona test twice due to mishandling of the previous sample by the staff. The women delivered the child beforehand in the hospital. Later the woman was diagnosed with corona positive.

Case 5- Pregnant Woman from Bajpur lost her life due to COVID-19.

A 34-year-old lady lost her life as she was detected to be corona positive. The woman showed signs of illness and was diagnosed with pneumonia too.

The case argued that underlying health illnesses and diseases apart from the COVID-19 infection resulted in maternal mortality. The immunity system needs to be strong and nutritional inputs need to be well-taken care of.

Case 6- A Pregnant lady accidentally delivered the newborn in an ambulance due to increased labour pain as the roads were improperly constructed in Sitarganj.

The case highlighted potholes on the road that took a longer duration to reach the hospital. The distance from sidcul to sisona was longer. The lady, due to increased labour pain, delivered the infant in the ambulance itself. The delivery took place in the presence of the ambulance technician. Both the infant and maternal were safe.

The argument is that improperly constructed roads and negligence of the authorities towards road construction. The poor network led to a longer duration to reach the destination and marked unsafe for maternal and infant life.

COVID -19 posed threats and serious health risks to the women in different regions of Uttarakhand. The statistical data from worldwide represented maternal cases that increased manifold in the lower and middle-income nations. The local newspapers depicted the scenario of COVID-19 on the health of the women. Studies also depicted the obstacle in achieving the sustainable development goal objectives by 2030 due to the negative implications of the COVID-19 on maternal health. The print media highlighted maternal health cases due to rural areas in Uttarakhand and road transport being inaccessible. Roads are often not properly constructed in far stretched regions. During an emergency, it becomes a difficult task for the residents of the rural areas to avail timely healthcare facilities. The primary health centre is often not equipped with all the medical equipment. The pregnant women are often transferred from the village to the district to avail the service. There was a lack of infection testing kits, and medical professionals were also not available at the time of emergency. There were cases highlighted in local newspapers that depicted the negative implications of COVID-19 on maternal health in Uttarkhand. Each story depicted a different case that was preventable but due to negligence of the medical units and no appropriate measures adopted at the right time led to maternal mortality. Hence, there is a need to strategize the policies in a manner that maternal and child health could be prevented. Institutional deliveries must be prioritized over the traditional home delivery system. The communication needs to be well established between the women, health professionals, and the antenatal care providers working for the community. The strict approach and timely management of the cases with no discrepancy so that the maternal deaths could be prevented during emergencies.

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