



THE ROLE OF DIGITAL MEDIA IN PRESERVING INDIAN KNOWLEDGE SYSTEM

Naveen Kumar. M. T., Dr. Chandralekha. J. S.

Research Scholar, Assistant Professor

Department of Studies in Journalism and Mass Communication

Davangere University, Karnataka.

Abstract: The Indian knowledge system is one of the oldest Vedic education system. Modernization and mediated cultural imperialism, has obliterated traditional Indian knowledge system. This trend has led to cultural erosion in India. But in this present digital era, with the help of audio and video podcasts, the Indian knowledge system is being broadcasted to the audience in very unique way. This study is basically a content analysis of various digital media videos and podcasts. The study emphasizes the influence of Indian knowledge system and its varying dimensions. The study reviews podcasts of Prof B. Mahadevan and Br. Ved Chaitanya, discussing Indian Traditional Knowledge system. The study analysed themes and issues ranging from its introduction to that of western cultural influence. The study also examines its impact on the Indian audience in relation to the “Chinfo youtube channel”. The research similarly analyses Dr. Raj Vedam in “Life of Beer Biceps” youtube channel too, which discusses how Indians were scientifically advanced in ancient civilisations. A content analysis on “Echoes of India” an audio podcasts about ancient and medieval Indian civilisations was done in detail. The study also examines the role of digital media in preserving Indian knowledge system and its importance in building Indian education system.

Keywords - Digital Media, Youtube, Podcasts, Videos, Policy, Ancient, Vedic, Cultural, Tradition, Media, Western Education.

I. INTRODUCTION

Across the world, all civilisations have evolved on the basis of indigenous knowledge they gain through experience from senses, what we see, speak, sense, smell and hear. These are the core senses for living beings to survive. But humans have sixth senses which makes them versatile from other living creatures, the sixth sense are the neurons which converge all the senses into one, and create a systematic pattern to choose which is right and wrong to make the decisions and sustain life, like Darwin says “survival of the fittest”(Charles Darwin, *The Origin of Species*, 1859). Survival comes from the decision taken and this is provided by knowledge which created from the experiences that is gained by past sense, which create common sense for the human civilisation. This knowledge system has transformed world civilization from barbarianism to Modern AI driven civilization. The Indian Knowledge System (IKS) is a vast and rich body of knowledge developed over thousands of years. It includes contributions in philosophy, science, medicine, architecture, linguistics, mathematics, and education. In ancient times, knowledge in India was passed through systems such as the Guru Kula, oral traditions, manuscripts, and scholarly debates (Altekar, 1965).

Education was not limited to skill development but also focused on moral values, discipline, and holistic development of individuals (**Scharfe, 2002**). However, during the colonial and post-colonial periods, India experienced a major shift in its education system. Western education models replaced traditional learning methods, leading to reduced attention toward indigenous knowledge (**Viswanathan, 1989**). The rapid growth of globalisation and modernization further increased the dominance of foreign cultural influences. As a result, many traditional practices, languages, and intellectual traditions were ignored or forgotten. This change created a gap between younger generations and their cultural roots (**Kumar, 2014**).

In the present digital era, the internet and mobile technology have created new opportunities to reconnect with traditional wisdom. Digital media platforms have made it easier to share knowledge in audio and visual formats (**Babu, 2026**). Podcasts and videos allow experts to explain complex ideas in a simple manner. These platforms help in reaching diverse audiences, including students, scholars, and the general public. People from different parts of the world can access Indian knowledge without physical limitations. Digital media also encourages interaction and discussion. Unlike printed books, digital content allows viewers to comment, share, and ask questions. This interactive nature has increased curiosity and interest among young learners (**Srinivasan, 2017**). Teachers and scholars now use YouTube, podcasts, and online lectures to spread knowledge outside classrooms and institutions.

However, digital preservation also comes with challenges. Not all information on digital platforms is accurate. There is the risk of misinformation, misinterpretation, and commercial misuse of traditional knowledge (Christen, 2015). Some content may simplify complex ideas or present them without historical context (**Kukubo, 2026**). Therefore, it is important to study whether digital media is genuinely preserving Indian Knowledge System or only presenting surface level information. This research focuses on examining how podcasts and YouTube channels contribute to the preservation of Indian Knowledge System. It analyses selected digital content to understand the themes, methods, and impact on audiences. The study also evaluates the role of digital platforms in strengthening cultural identity and influencing education. Through this research, an effort is made to understand whether digital media can become a reliable space for protecting India's intellectual and cultural heritage.

II. OBJECTIVE OF THE STUDY

1. To examine the presentation of the IKS across selected Youtube channels and podcasts.
2. To identify core themes of culture, science, philosophy, and education within this digital media
3. To analyse how digital spaces actively protect and promote traditional Indian wisdom.
4. To study how online discussions, address western influences on native traditions.
5. To assess the educational value and factual reliability of digital cultural content.

III. RESEARCH METHODOLOGY

This study adopts a qualitative research framework, utilising content analysis as the primary investigative method. The research relies entirely on secondary data sourced from existing digital platforms, specifically focusing on YouTube videos and podcasts dedicated to the Indian Knowledge System. Content analysis was selected because it facilitates a systematic evaluation of underlying themes, semantic meanings, and communication patterns within digital media spaces.

Sources of Data Collection

Data for this investigation is gathered from prominent digital platforms that actively discuss and disseminate the Indian Knowledge System. The selected sources include YouTube channels such as the podcast lectures of Professor B. Mahadevan, teachings by Br. Ved Chaitanya, discussions on Chinfo, and historical science conversations featuring Dr. Raj Vedam on the Beer Biceps channel. Additionally, the study incorporates narrative audio content from the Echoes of India podcast series. To ensure contemporary relevance, the analysis is restricted to publicly available episodes and videos published between the years 2018 and 2024.

Sampling Techniques

The research employs purposive sampling to meticulously select content directly related to traditional Indian knowledge. A total of thirty to forty specific episodes and videos are chosen based on criteria including thematic relevance, duration, audience engagement metrics, and depth of subject focus. Any media content that does not explicitly address the Indian Knowledge System is strictly excluded from the sample.

IV. SIGNIFICANCE OF THE STUDY

Preservation of Traditional Knowledge

This research brings attention to the practical value of digital tools in protecting the Indian Knowledge System. The findings show that modern platforms act as essential channels that allow ancient wisdom to reach a much larger and varied audience today.

Promotion of Cultural Awareness

By studying current video and audio materials, this work reveals how online spaces help build a stronger sense of cultural identity. The results indicate that these digital formats are highly successful at building cultural pride, especially among the youth and the wider public.

Educational Value

This work offers a clear picture of how digital media can support formal university and school education. Digital creators are turning complex Indian traditions into materials that are easy to understand and engaging. This creates a helpful teaching resource that connects ancient philosophy with everyday academic learning.

Understanding Digital Influence

The research closely examines how online media shapes the thoughts of its viewers and listeners. It provides a detailed look at the ways modern ideas and Western thoughts meet, challenge, and mix with native traditions in the digital public space.

Guidance for Content Creators and Policymakers

The study provides practical advice for both media creators and education leaders. It outlines steps for making content that is accurate, reliable, and respectful of culture. The results can also help institutional leaders make better policy choices about protecting digital culture.

This project fills a visible gap in academic writing by looking at very specific audio and video channels focused entirely on the Indian Knowledge System. This direct approach offers an essential understanding of how traditional knowledge actually spreads in the modern digital era.

V. RESEARCH GAP

A review of current scholarship shows that while many studies look at digital culture in a very broad way, there is a clear shortage of organised academic work on specific Indian podcasts and YouTube channels. Most research in this field tends to discuss online media in general terms without looking closely at individual content creators who act as modern teachers of traditional heritage. There is very little research focusing on how these specific internet educators interpret and share old traditions. Because of this, a real academic need exists to study the actual methods and storytelling styles that individual Indian digital channels use to present cultural knowledge to modern audiences.

VI. LIMITATION OF THE STUDY

Certain boundaries exist within this research project. Firstly, the analysis relies entirely on existing digital materials that are already published online, which means it captures a specific public narrative rather than private or traditional learning experiences. Secondly, the project does not include direct surveys or interviews with the audiences who watch or listen to this media. Because of this, the actual impact on the viewer is observed through secondary information rather than direct primary feedback. Finally, the evaluation of cultural and philosophical themes involves a natural degree of subjectivity. This means that

alternative researchers might interpret these traditional narratives in slightly different ways based on their own distinct academic viewpoints and personal perspectives.

VII. RESEARCH FINDING

The investigation into the role of digital media in preserving the Indian Knowledge System (IKS) reveals a profound shift in how traditional wisdom is disseminated and consumed. The transition from conventional academic texts to dynamic digital platforms such as podcasts and video sharing networks has fundamentally altered the pedagogical landscape. Based on the analysis of contemporary digital educators and platforms, several key findings have emerged regarding the intersection of digital media and Indian heritage.

Reframing Ancient Philosophy for Modern Frameworks

A primary finding is that digital audio platforms serve as a vital bridge between ancient epistemology and contemporary professional life. The analysis of management and leadership focused podcasts demonstrates that concepts such as Dharma and ethical governance are no longer confined to spiritual discussions. Instead, they are being successfully translated into practical management models. By applying traditional Indian intellectual traditions to modern corporate and academic environments, these digital efforts provide a structured framework that makes ancient wisdom directly applicable to modern professionals.

Cultural Revivalism and Identity Formation

The data indicates that digital platforms are playing a critical role in fostering cultural revivalism, particularly among younger demographics. Content focused on Vedanta and spiritual philosophy has proven highly effective at communicating complex life values in accessible, everyday language. The findings suggest that these intellectually grounded yet simplified discussions cater to a growing demographic of modern youth who are actively seeking to reconnect with their cultural identity and establish a sense of philosophical grounding in a globalised world.

Ideological Assertion and postcolonial Narratives

Digital media has evolved into a politically conscious arena where cultural identity intersects with social ideology. The review of nationalist and historically focused video channels reveals a deliberate effort to challenge Eurocentric historical narratives. These platforms utilise commentary and debate formats to place Indian civilization's achievements at the centre of the conversation. The finding highlights that digital media is not merely a tool for preservation, but an active mechanism for countering ideological globalisation and asserting a distinct Indian narrative in the global discourse.

Popularising Ancient Science and the Accessibility Compromise

Mainstream media platforms dominated by youth are demonstrating unprecedented success in generating intellectual curiosity around ancient Indian scientific practices, including metallurgy, medicine, architecture, and astronomy. However, the findings reveal a distinct dual effect, while these mainstream interviews effectively popularise historical sciences, they frequently necessitate the oversimplification of complex historical evidence to maintain audience retention. Despite this compromise, such platforms remain one of the most effective catalysts for driving initial public interest in the scientific heritage of India.

Audio Heritage Preservation through Narrative Storytelling

The emergence of narrative podcasting represents a novel form of audio heritage preservation. By moving away from dry academic lectures and employing immersive storytelling, dramatisation, and episodic historical reconstructions, digital creators are able to vividly recreate the sociocultural fabric of ancient and medieval India. While this method significantly enhances audience engagement, the findings suggest that the long term historical reliability of these digital archives would benefit from more rigorous academic citation and source transparency within the narratives.

Institutional Integration and Policy Alignment

Finally, the discourse on educational podcasts featuring academic policymakers highlights a structural shift towards integrating IKS into formal educational frameworks. Discussions surrounding the digitisation of courses and the Academic Bank of Credits indicate that the preservation of Indian knowledge is moving from informal digital spaces into formal institutional policies. These digital conversations reveal a concerted effort

to align traditional Indian scientific and cultural heritage with contemporary global education standards, ensuring that IKS becomes a relevant, skill enhancing component of modern curricula.

Summary of Impact

Ultimately, the findings confirm that digital media is doing more than just archiving the Indian Knowledge System; it is actively translating, debating, and institutionalising it. Through storytelling, critical discourse, and practical application, digital platforms are ensuring that Indian civilisation knowledge remains a living, evolving tradition rather than a static historical artefact.

VIII. CONCLUSION

The Indian Knowledge System is built upon ancient Vedic traditions and holds a deep wealth of philosophy, science, culture, and educational practices. Over many centuries, modern societal changes and Western influences caused a gradual decline in the practice and awareness of these traditional customs across India. However, the rapid growth of digital media has introduced powerful new ways to protect, promote, and share this vital heritage with a much wider public audience.

This research clearly proves that podcasts and video platforms are highly successful at explaining Indian traditions in an engaging and accessible manner. Digital content from scholars such as Professor B Mahadevan and Brother Ved Chaitanya, alongside channels like Chinfo and discussions featuring Doctor Raj Vedam, serve as crucial spaces for modern cultural education. Narrative audio projects like the Echoes of India series further support this mission. Together, these digital platforms simplify highly complex philosophical and scientific ideas while allowing modern listeners to actively engage with their traditional roots.

The findings highlight several major themes across these digital spaces, including the return of cultural pride, the historical scientific achievements of ancient India, and the ongoing effects of global Western education on native customs. The study confirms that digital media plays a massive role in building public awareness and strengthening cultural identity, making it an excellent companion to formal university schooling. Even so, certain challenges remain prominent. Issues such as the spread of unverified facts, the tendency to make deep historical evidence too simple, and a general lack of formal academic checking suggest a strong need for careful media production and better scholarly guidance.

Ultimately, it is evident that digital media acts as a vital instrument for preserving and spreading the Indian Knowledge System. Online videos and audio broadcasts do more than just spark fresh interest in the cultural and intellectual history of the country; they construct a reliable bridge between ancient wisdom and contemporary learning. This research firmly establishes that modern digital platforms have the genuine potential to support continuous education, promote cultural survival, and ensure the active continuation of traditional Indian knowledge for future generations.

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