

against the perceived intolerance in the country. Both Khan and Snapdeal became targets of severe criticism, with many people on the social media calling for a boycott

returns etc.—and concluded that the magic moment was when the box arrives.

The new campaign is the culmination of a six-month exercise, says Bahl. Bahl and

customers. “E-commerce will live up to its potential only when we have 250-300 million online shoppers (at present about 50 million). China has about 700 million,” he says.

merce, one needs to re-brand frequently, more often than FMCG players do, which is once in five to seven years. “E-commerce makeover has to be done once in two years,

# Past Perfect, Future Tense

**What is the correct word for research in Hindi? Is it 'anveshan'?** The question came from an IIT-Bombay professor over lunch during a workshop in Nagpur last month. According to Braj Kishore Kuthiala, vice-chancellor of the Bhopal-based Makhanlal Chaturvedi National University of Journalism and Communication (MCNU), “Anveshan means investigation. Shodh will be the correct usage. The roots of the word are in shuddh or pure.”

## Rooted in Indian Values

Purity in education and culture is an enduring quest for Bharatiya Shikshan Mandal (BSM), an offshoot of the Rashtriya Swayamsevak Sangh, and it intends to achieve it by persuading educational institutions and governments to create frameworks that conform to Indian values. BSM, which organised the two-day workshop, has pledged to come out of the “bliss of history” and bring the “stream of knowledge of the past to the ‘present’ to make our future more meaningful and comfortable”.

The gathering of about 130 teachers and seven vice-chancellors of different universities in September followed an international conference in February on ‘Research for Resurgence’, which was inaugurated by the then education minister Smriti Irani and attended by Maharashtra chief minister Devendra Fadnavis, and union ministers Prakash Javdekar, who now oversees the education ministry and transport minister Nitin Gadkari. RSS ideologue S Gurumurthy, NITI Aayog member VK Saraswat and former ISRO chairman Madhavan Nair spoke at the conference.

“Why demonise Indian science? Why demonise what was good in ancient Indian science?” minister Irani had asked at the conclave. “When I say modern physics is exemplification of Indic knowledge, it is seen

as saffronisation attempt, but when I say that this is scientist Oppenheimer’s statement, it becomes acceptable,” she had said.

The September workshop explored ways to infuse research in Indian universities with the cultural purity of ‘Bharatiyata’.

“We have a historic experience that we have to share with the world,” says Mukul Kanitkar, BSM’s deputy organising secretary. He says he learnt the craft of research from Ajit Doval (now national security advisor) at the Vivekananda International Foundation in Delhi where he was secretary before moving to BSM four years ago. Kanitkar, who worked at Vivekananda Kendra in Kanyakumari for 22 years, believes it is a long haul and change would be slow, yet inevitable. It helps that there are several universities that have bought into the BSM’s vision.

“The authorities of six different universities have informed BSM that they are in the process of amending their PhD guidelines to include applicability and social relevance in the essential requisites of the research process. The scholar will have to mention how his research will be useful at the synopsis submission stage,” Kanitkar told ET.

The universities include Maharaja Sayajirao University, Vadodara; Atal Bihari Vajpayee Hindi University, Bhopal; Mahatma Gandhi International Hindi University, Wardha; Maharaja Agrasen University, Himachal Pradesh; Gujarat Technological University, Gandhinagar and Bilaspur University.

The Bhopal-based MCNU already introduced a new guideline insisting that M.Phil and PhD students study and cite from Indian texts. “It is mandatory to cite Indian knowledge traditions in the ‘review of literature’ section in research papers,” the university’s education council resolved in February. The council members felt that with this move MCNU would be setting an example worth



## Some Topics Identified for Research

### PRE-PRIMARY EDUCATION

**Critical Analysis** of training programs for pre-school teachers with reference to Bharatiya culture

**Study of child** tracking method and child development

**Study of values** imbibed in school, home and society

### PRIMARY EDUCATION

**Development of** Bharatiya parameters based assessment and accreditation system for management, governing bodies, schools, teachers and students

**Review of text** books with reference to Bharatiya content

**Review of non-text** books (supplementary to text book) with reference to validity of contents

### POLITICAL SCIENCE AND SOCIOLOGY

**Warfare techniques** in ancient India

**Defining empowerment** of women in Bharatiya way

**Conceptualization of** Ram Rajya: Good governance

**Mahabharat - political system** Chanakya - Global leader of political science

**Study of political thought** process of Deendayal Upadhyaya

**KB Hedgewar's** contribution in nation building

### MEDIA AND JOURNALISM

**Media ethics:** Bharatiya approach

**Media policy** in Narad's devotional voice

**Media policy** of Ramayana

**Media flow** process in the Vedas and Puranas

### UNIVERSITY EDUCATION

**Evaluation and quantification** of achieved objectives at pre-university level (subject understanding/value education/patriotism/ethics/Bharatiyata/determination skill/clarity of thoughts/clarity of goals/vision for life/decision making capability)

**Development of comprehensive** and unbiased mentoring system

# Bharatiya Shikshan Mandal, an offshoot of the Rashtriya Swayamsevak Sangh, has vowed to recast the framework for research and education in India, writes **Dinesh Narayanan**

emulating by the entire education world, the minutes of the meeting show.

For some, Indianising also means changing the medium of study. The Atal Bihari Vajpayee Hindi Vishwavidyalaya in Bhopal started abhiyantri ki or engineering courses in Hindi earlier this month. The university's vice-chancellor Mohanlal Chhipa told ET that about 10 students have signed up.

Now Chhipa is lobbying to start medical courses in Hindi. He wants the government to allow students to write exams in Hindi. "If they can give their entrance tests in Hindi, why cannot they give exams in the same language?" Chhipa, who has built a collection of about 250 books on medicine in Hindi at the university, has made representations to the Centre, including ministers. "Everybody agrees it should be done. But the MCI [Medical Council of India, which oversees medical education] has to decide," he told ET.

MCNU's Kuthiala, who is actively involved in discussions for framing the new education policy, says BSM and like-minded organisations are now agreed on what the policy should be. One of the crucial elements of the policy would be that in primary school, a child should be taught in its mother tongue. In the seventh grade, the state's language should be added and Hindi should be introduced in high school. Children can study English if required for higher studies, he said.

## **A New System**

Set up in 1969, the Nagpur-headquartered BSM believes that India's educational system is "entirely contrary to Indianness" and wants to develop a system anchored in the ancient philosophical and cultural traditions of the country. The current Indian education system traces its origins to Thomas Babington Macaulay, member of the Governor-General's council, whose recommendations formed the basis of the English

Education Act of 1835 introducing western style schooling in the country.

"The resurgence of the nation by performing the activities of research, intellectual enlightenment training, publication and systematization for developing an integral educational system from the primary to the higher levels and that should be based on Bhartiya values, nurtured by Bhartiya culture and be Bharat-centric," BSM's states on its website.

BSM is setting up a 'Research for Resurgence Foundation' that will promote research on Indian themes and has already begun creating a repository of subjects and

**BSM is setting up a foundation that will promote research on Indian themes. The workshop identified 252 'research ideas to build Bharat' in various fields such as education, environment and politics**

resources. The workshop identified 252 'research ideas to build Bharat' in various fields, including education, environment, politics, media, economics and agriculture. Kanitkar told participants to not waste their time and energy trying to establish that ancient Indians flew mercury-powered aircraft but focus on research that would be nationalistic and useful to the society.

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