

Vande Bharat: A Symbol of Unity

In a powerful move to celebrate national integration and the spirit of unity, a symbolic journey aboard the Vande Bharat Express from Katra to Srinagar has been proposed, aiming to promote the idea of "Ek Bharat, Shreshtha Bharat."

The Vande Bharat Express, India's flagship semi-high-speed train, represents more than just modern infrastructure-it reflects the country's stride towards technological progress, connectivity, and inclusive development.

Traveling from Katra, the gateway to the holy shrine of Mata Vaishno Devi, to Srinagar, the cultural and political heart of the Kashmir Valley, this journey is meant to highlight India's diversity and shared heritage.

The purpose of the initiative is both symbolic and strategic. Symbolically, the journey will serve as a message of peace, progress, and unity, reminding citizens across India that despite regional and linguistic differences, the fabric of the nation remains tightly woven with shared aspirations and mutual respect.

Participants of the journey would include youth groups, social activists, cultural ambassadors, and educators, all carrying the unified message of "Kashmir to Kanyakumari - India is One." The train is expected to host cultural programs, discussions, and community engagement activities during the ride, transforming it into a moving festival of Indian unity.

The Vande Bharat Express, with its modern facilities and efficient schedule, symbolizes this transformation and the promise of a peaceful, prosperous future for the region.

Engage with Artificial Intelligence (AI)-Safely and Lawfully

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Artificial Intelligence (AI) is the simulation of human intelligence by machines, enabling them to perform tasks like learning, reasoning, and problem-solving. It allows systems to mimic human thinking and improve through data-driven experience. Artificial Intelligence (AI) is reshaping our world, transforming how we live, think, and decide.

Legally Speaking, Who Is Accountable? Current laws are clear: The user is responsible, not the AI. If a legal brief drafted by AI misguides a client, the liability is on the lawyer.

shifted to a machine. Legal scholar Prof. Frank Pasquale cautions: "The myth of algorithmic infallibility is dangerous. Machines do not bear responsibility-humans do." In 2023, a U.S. lawyer learned this the hard way when AI generated case citations, used in a court filing, proved fictional. The court imposed sanctions. This case echoes globally: AI is not a legal authority.

Artificial Intelligence is no longer just a technological innovation-it is the defining force shaping the destiny of humanity and the world the next generation will inherit.

activity, governance, and even our very values. Tomorrow's youth face an unprecedented challenge and opportunity. They must not only master coding and data but also embody ethics, empathy, and critical thinking.

AI offers a promise of boundless empowerment, innovation, and inclusion. But this promise is fragile. Without wise guidance, AI risks becoming a tool that deepens divides, entrenches biases, and concentrates power in the hands of the few.

Prime Minister Narendra Modi powerfully articulates this urgent responsibility: "We must not see AI as a magic tool, but as a force we must understand, challenge, and guide-

because only when AI is rooted in human values can it truly serve humanity." AI is neither master nor slave-it is a mirror reflecting the values we program into it. The next generation stands at a crossroads where they can either hand over the future to blind algorithms or wield AI as a force for justice, peace, and progress.

India stands at the cusp of an AI-driven era, but without dedicated regulation, the risks of misuse and overdependence are growing. There is an urgent need for AI disclosure norms, professional liability laws, and sector-specific regulation for domains like law, healthcare, and finance.

CORPORATE SOCIAL RESPONSIBILITY-PARADOXICAL LEARNINGS FOR SOCIETY

PROF. K.S. CHANDRASEKAR



Corporate Social Responsibility is defined as "a commitment to improve community well-being through discretionary business practices and contributions of corporate resources". Some of the benefits of being socially responsible include, enhanced company and brand image, increased market share, lower operating costs, and easier to attract investors.

Ethical dilemmas in business arise in two contexts: First, when there is a difference between the needs of the three aforementioned groups (the company, the industry, and society) a conflict may arise. Second and ethical conflict may arise when one's personal values conflict with the organization. In either case, a conflict of interest is a possible outcome.

Ethical dilemmas facing marketing professionals today fall into one of three categories: tobacco and alcohol promoting, consumer privacy, and green marketing. Standards for ethical marketing guide business in efforts to do the right thing. Such standards have four functions: To help identify acceptable practices, foster internal control, avoids confusion, and facilitates a basis for discussion.

control of land use. Many companies are finding that consumers are willing to pay more for a green product. The last three decades have seen a progressive increase in worldwide environmental consciousness. This has been driven by a number of factors from increased media coverage to rising evidence of environmental problems such as the depletion of the ozone layer, acidification of rivers and forest degradation, global warming, the rise of pressure group activity, tougher legislation and major industrial disasters.

tory of development, however, cannot be sustained indefinitely. According to researchers, the physical environment has limited resources and limited capacity to absorb pollution and waste. The underlying cause of society's current unsustainability relates to the way in which economics and technology have come to dominate our thinking about business and the environment.

economy must partly be driven from the business community, which means they must proactively integrate eco-performance into the strategies, systems and cultures of the organization. For example, Toyota has become quite successful with their hybrid cars. As there is very high competition among the marketers in India and that has been necessitated due to the fact that consumerism is on the high and the importance of marketing is known to people.

Building a Knowledge Nation: Modi Govt's 11-Year Higher Education Journey

PROF. DINESH CHANDRA RAI

Since May 2014, the Modi government has spearheaded a transformative era in India, driving progress across economic, social, and educational domains. Initiatives like Digital India, Make in India, and Swachh Bharat have elevated India's global standing, building innovation, inclusivity, and sustainable development.

These institutions have set benchmarks for academic excellence, inspiring others to adopt similar strategies, such as establishing research centers focused on national priorities like sustainable development and artificial intelligence. Inclusivity and Access to Education Inclusivity has been a cornerstone of the Modi government's higher education reforms.

ment systems, and green curricula. These efforts have fostered environmental consciousness among students and faculty, aligning with global sustainability goals and NEP 2020's emphasis on holistic education. Research and Innovation: A National Priority The Modi government's focus on research has positioned India as a global leader in academic output. Research publications have grown from 87,000 in 2014 to over 150,000 by 2024 (Scopus data), reflecting a 10% annual growth rate.

produced high-impact research, with a 30% increase in citations since 2019, reflecting India's growing influence in global academia. NEP 2020: A Paradigm Shift in Higher Education The National Education Policy 2020 has been a cornerstone of the Modi government's higher education reforms, introducing a holistic, flexible, and research-oriented framework. By emphasizing multidisciplinary education, NEP 2020 has encouraged institutions to offer integrated programs, such as combined degrees in science and humanities, preparing students for complex global challenges.

such as climate-resilient agriculture and water management. Faculty and students have filed numerous patents, contributing to India's innovation ecosystem. NEP 2020's focus on civic engagement has also inspired universities to integrate community-based projects into curricula, fostering socially responsible graduates. Statistical Milestones Institutional Growth: 23 IITs, 20 IIMs, 22 Northeast universities, one university weekly, two colleges daily by 2025. Enrollment: 18% increase in female GER (2015-2020). Global Rankings: 71 universities in The World University Rankings (2025), three in top-200 QS. Funding: Rs 30,000 crore in HEFA loans, Rs 1 lakh crore via RISE by 2022. Medical Education: 53% increase in MBBS seats, 80% in postgraduate seats. Research Output: 150,000 papers annually by 2024, 50% rise in patents.

The Modi government's 11-year tenure has revolutionized Indian higher education through strategic institutional expansion, innovative funding, inclusivity, sustainability, and a robust focus on research. NEP 2020 has provided a visionary framework, enabling institutions to transform teaching, research, and civic engagement. With 71 universities in global rankings, 150,000 annual research papers, and 1,200 university-incubated start-ups by 2025, India has emerged as a global academic leader. These reforms have empowered students to drive innovation and address global challenges, ensuring a prosperous and sustainable future for the nation.

Institutional Expansion and Infrastructure Development The Modi government's commitment to expanding higher education access is evident in the remarkable growth of premier institutions. Since 2014, the government has established 23 Indian Institutes of Technology (IITs), 20 Indian Institutes of Management (IIMs), and numerous Indian Institutes of Information Technology (IIITs), National Institutes of Technology (NITs), and National Institutes of Design (NIDs). This translates to an average of one new IIT and IIM annually, a significant step toward democratizing access to world-class education. Furthermore, the gov-

Higher Education Finance Agency (HEFA), established in 2017, has approved Rs 30,000 crore in loans for infrastructure development, including Rs 2,066 crore for six engineering colleges. The Revitalising Infrastructure and Systems in Education (RISE) program, launched in 2018, has channeled Rs 1 lakh crore to modernize facilities, with a 19% budget increase in 2017 enabling investments in advanced research labs, digital classrooms, and sustainable campuses. These investments have transformed institutions into hubs of innovation, aligning with NEP 2020's emphasis on technology-driven education. The Institutions of Eminence (IoE) scheme, introduced in 2016, has been pivotal in fostering global competitiveness. By providing 20 select institutions with Rs 1,000 crore for public ones, the scheme has enabled cutting-edge research and international collaborations.

Sustainability, a key government priority, has been integrated into higher education through initiatives like Swachh Bharat Abhiyan. Universities have adopted eco-friendly practices, including solar-powered campuses, waste manage-

ment systems, and green curricula. These efforts have fostered environmental consciousness among students and faculty, aligning with global sustainability goals and NEP 2020's emphasis on holistic education. Research and Innovation: A National Priority The Modi government's focus on research has positioned India as a global leader in academic output. Research publications have grown from 87,000 in 2014 to over 150,000 by 2024 (Scopus data), reflecting a 10% annual growth rate. Patent applications from universities have surged by 50%, supported by the National Research Foundation (NRF) and its Rs 50,000 crore funding. The Scheme for Promotion of Academic and Research Collaboration (SPARC) has doubled international collaborations, with 1,000 joint projects fostering knowledge exchange with leading global institutions. The Atal Innovation Mission has been instrumental in promoting entrepreneurship, with 1,200 university-incubated start-ups by 2025, driving innovations in healthcare, agriculture, and clean energy. These start-ups have created thousands of jobs and contributed to India's knowledge economy. For example, university-led innovations in precision agriculture have improved crop yields in rural areas, aligning with the government's vision of sustainable development. NEP 2020 has further amplified research efforts by promoting interdisciplinary studies and industry-academia partnerships. Institutions have established research clusters focusing on emerging fields like artificial intelligence, renewable energy, and biotechnology. These clusters have

During disruptions like the COVID-19 pandemic, these platforms ensured uninterrupted learning, aligning with NEP's push for technology integration. Additionally, the policy's emphasis on vocational education has led to new courses in data analytics, cybersecurity, and renewable energy, with thousands of students gaining skills for emerging industries. Research under NEP 2020 has been prioritized through interdisciplinary research centers and increased funding. For instance, institutions have secured significant grants from NRF to address regional and national challenges,

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