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Book of Abstract

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Book of Abstract

25ISAWG0101 Levine, Jeremy ; PhD Program in Sociology, Stony Brook University, United States; **The Evolving Role of the Nation-State in the 21st Century: A Case Study of Morocco, Saudi Arabia, and the United Arab Emirates**

When the Cold War officially came to an end following the collapse of the Soviet Union, capitalism spread at an unprecedented rate, and the world, largely due to the Internet and fiber optic cables, became more interconnected than ever before. Financial markets became more global, and multinational corporations expanded their presence in former Soviet republics and countries in Asia, like India and China. Technology has especially allowed and facilitated large-scale levels of telecommunications and movement of capital, especially when it comes to smartphones, social media, and the global news media.

This neoliberal model of capitalism that spread was expected by many scholars to result in a decline in the role of the state in many countries, much like it had in the United States beginning with Ronald Reagan and the United Kingdom with Margaret Thatcher. Both the United States and Great Britain experienced high levels of deregulation and privatization, which they then prescribed to other countries throughout the 1980s and 1990s, leading up to the start of the twenty-first century.

But in the Middle East and especially in countries like Morocco, Saudi Arabia, and the United Arab Emirates, free market reforms have not coincided with a decline in the role of the state. In fact, within these nation-states, the government structures remain either kingdoms or monarchies in a slightly different sense, and the state plays an active role in the marketplace. What some scholars have called state capitalism, or authoritarian capitalism, the state is an active participant in the marketplace both domestically and internationally, and does not see its place in society diminish as capitalism and globalization become further entrenched.

This paper seeks to explore this phenomenon that not only describes this occurrence in countries like Morocco, Saudi Arabia, and the United Arab Emirates, but also attempts to explain how and why these state apparatuses choose to do so and how they can adapt and evolve as the global economy, technology, media, and more continue to change around them.

25ISAWG0102 García, Rubén Tamboleo, Autonomous University of Madrid, Spain, **Globalization and Illicit Trade: Social Drivers in the New World Order – Insights from Spain.**

This paper examines the intricate relationship between globalization and illicit trade, focusing on Spain's pivotal role in global illicit networks within the evolving landscape of the new world order. As a strategic gateway between Europe, Africa, and Latin America, Spain's geographic and historical position amplifies its significance in the study of illicit trade, including drug trafficking, counterfeit goods, and human smuggling. The chapter investigates the social drivers—economic disparities,

cultural norms, and migration dynamics—that fuel these activities, contextualizing them within globalization's impact on trade, technology, and mobility. Employing rational choice, social learning, and strain theories, the chapter explores individual motivations for engaging in illicit trade, such as economic survival and social pressures, intensified by global market demands and connectivity. In Spain, cultural tolerance for informal economies, rooted in historical practices, facilitates illicit activities, while globalization's effects—open borders, digital markets, and global supply chains—create new opportunities for trade in drugs, counterfeit products, and human trafficking. Case studies, including cocaine smuggling through Spanish ports, counterfeit luxury goods markets, and migrant exploitation networks, highlight how global economic integration and weak governance intersect with local social structures to sustain illicit trade. Our paper with our personal experience emphasizes Spain's unique position as a cultural and economic bridge, where historical ties to Latin America and proximity to Africa shape trafficking patterns, also the cultural values specially. Economic inequality drives individuals into illicit markets, while cultural factors, such as the normalization of "grey" economies, reduce social stigma. Globalization further complicates enforcement through anonymized digital transactions and international networks, challenging traditional regulatory frameworks. The analysis reveals that addressing illicit trade requires tackling both individual incentives and cultural contexts. Policy recommendations include economic development to reduce desperation-driven participation, alongside culturally sensitive interventions to shift norms. However, the globalized nature of trade demands coordinated international efforts, as local solutions alone are insufficient. The chapter concludes that Spain's experience underscores the need for a nuanced approach to illicit trade, balancing enforcement with other insights, and calls for further research into cross-cultural dynamics and global regulatory strategies to disrupt these networks effectively.

25ISAWG0103 Zanetta L. Jansen Associate Prof Zanetta L. Jansen, Department of Sociology, University of South Africa, Pretoria, South Africa; **Artificial intelligence (AI), Geopolitics, Fake news and Alternative media**

This paper starts with an in-depth overview of alternative media and/ or alternative journalism. This umbrella term, "alternative", can mean different things in different soci-political contexts. Within the context of South African society, alternative media and journalism played a highly significant and liberatory role from autocratic neo-nazi vestiges of apartheid. Relevant to this was the ability of the South African alternative media to convey the message of the internal dynamics of racial slavery and racial laws impinging on human rights and freedom in the country to a wide international audience, which arguably led to the imposition of financial, cultural and political sanctions against the apartheid government and led to its implosion. The paper offers valuable insights into media freedom and journalistic action from the case study of this country that are still highly relevant and applicable today – with media reporting on the Middle East war in Gaza, the dictum that 'the first casualty in

war time is truth' is interrogated. This is where the relevance of AI becomes significant. The social media video made by USA President Donald Trump of himself and Israeli Prime Minister, Benjamin Netanyahu, carving up the Gaza strip setting up a riviera of hotels, clubs and such generated by AI, will be interrogated within the context of 21st century geopolitics.

25ISAWG0104 Orekhov, Andrei *Professor of Peoples' Friendship University of Russia (Moscow, Russia)* **Social Sciences in Contexts of Contemporary Geopolitical Challenges.**

The world of social sciences is similar to the world of peoples and reflects similar geopolitical problems which are in global movement among nations. For instance, there is a problem of "ideological booking" for social scientists. "Ideological booking" is deriving from state or lobbing some other political forces requirement to social sciences and social scientists to construct and approve some ideology which justify the actions of state (or some other political forces), - in spite of principles of scientific ethics and disinteresity. "Scientific ideology" is impossible; this concept is oxymoron, meaningless combination of words. Social scientists must reject some "ideological booking" and oppose the ideological pressure with help of "cognitive resistance" and "scientific compulsion". "Cognitive resistance" is specific type of counteraction to something or somebody based on using of advantage in knowledge, intellect, and rationality. "Scientific compulsion" is very highest type of "cognitive resistance" when social scientists, using their advantage in knowledge, intellect, and scientific rationality, not only resist to external political and ideological pressure, but also, consolidating themselves as specific social group, force ruling subject to take decisions, advantageous both for social sciences and sciences as whole.

Contemporary geopolitical challenges in most cases divide the world of social sciences on the "northern" social sciences and the "southern" social sciences. For instance, southern social theory is opposed to northern social theory in sociology and other social sciences (e.g. in social and political philosophy). This opposition was researched, for instance, R.Connel. Another geopolitical context can be considered through the problems of social ontology. For instance, we have introduced the notion of "ontological fact" which embraces geopolitical contexts. Ontological fact is empirical knowledge about processes and interactions occurring in society, which is epistemologically, ideologically and geopolitically selected, filtered and interpreted by a particular ontological program (or by a particular social ontologist) which serves as an "empirical base" of evidence for any social ontological concept.

Therefore, different geopolitical vectors and trends saturate with all massive of social sciences. Social scientists should not accept geopolitical challenges passively but they react actively on them. Above-mentioned "cognitive resistance" is such basic principle for this reaction.

25ISAWG0105 Maracha, Viacheslav (Slava) , PhD in Philosophy; Associate Professor at the Russian Presidential Academy of National Economy and Public Administration, the Financial University under the Government of the Russian Federation, and the Higher Engineering School of the National Research Nuclear University MEPhI; Vice President of the National Guild of Professional Consultants, Moscow, Russia, **Are Habermas' principles of the "ideal speech situation" applicable to the global media sphere?**

One of the foundations of modern civil society is public communication, for which Jurgen Habermas proposed *the principles of the "ideal speech situation".* These principles help to avoid a "war of all against all" in public communication and create conditions for achieving mutual understanding on socially significant issues.

Even more relevant is the application of Habermas' principles to the activities of professional bloggers, journalists, and media outlets, whose audiences are much broader than those of individual citizens communicating with each other or writing on social networks. But if globalization, migration flows, and transnational media groups blur the boundaries of national civil societies and communication fields, a legitimate question arises: *are Habermas' principles applicable to the global media sphere?*

Today, the challenge to freedom of speech comes not only from authoritarian regimes, but also from *mainstream publications in the "liberal" media sphere, which control the global "agenda" and impose certain narratives on the audience.* This turns liberalism into a type of totalitarian ideology, and the media sphere into a field of "hybrid warfare" with the help of fake news and the suppression of dissent, which contradicts the values of classical liberalism. *The essence of the challenge is the possibility of suppressing alternative points of view under "liberal" slogans.* In the global context it generates "weapons of mass destruction", which give some countries advantages in "hybrid wars" and significantly affect the geopolitical situation.

How "liberal" censorship works without the formal-institutional introduction of censorship? The key mechanism is the "production of events," which allows the formation of the desired worldview without direct falsifications. Basic facts are "formatted" and presented within the given ontological framework, and deviations are blocked. The absence of formal censorship is compensated by "cancel culture," which gives rise to self-censorship. Independence and pluralism retreat under the pressure of media formatting and dogmatic thinking, which devalues the institution of reputation.

Thus, *the "liberal" media sphere is becoming a space for "hybrid warfare", creating a strategic challenge to global security.* The response should be joint efforts of independent journalists, publications and states of the "global majority" to protect genuine freedom of speech and pluralism of opinions.

25ISAWG0106 Ray, Antara Associate Professor, Department of Sociology, Presidency University, Kolkata, **West Bengal at the Crossroads: A Geopolitical Analysis of Community Structure and Electoral Behaviour**

This paper explores the intricate relationship between community structure, geopolitical factors, and electoral behaviour in West Bengal. Titled "West Bengal at the Crossroads," the study positions the state within a critical juncture of India's political landscape, characterized by shifting alliances and intense electoral competition. We argue that traditional sociological approaches, which often isolate class, caste, or religious identity, are insufficient to explain the state's complex voting patterns. Instead, we propose a more holistic geopolitically informed sociological perspective.

We contend that West Bengal's unique geopolitical position has fundamentally shaped its community structures. The state's shared borders with multiple countries and its history of significant migrations—both internal and cross-border—have created a diverse mosaic of communities. Each of these groups possesses distinct socio-cultural characteristics, historical memories, and political aspirations. The study analyzes how proximity to these borders influences local community dynamics, from economic opportunities and land use to the formation of ethnic and religious identities. For example, we investigate how demographic shifts in border districts, influenced by migration and trade, have altered local dynamics and reshaped electoral narratives and outcomes.

Methodologically, this research employs a qualitative, interpretive approach based on sociological theory. We synthesize existing literature, historical documents, and ethnographic accounts to construct a detailed picture of community formations in West Bengal. The analysis focuses on the social construction of identity, examining how political actors and parties use geopolitical anxieties and community-specific narratives to mobilize voters. The paper will utilize key case studies from different regions of the state—such as the dynamics of North Bengal, with its diverse ethnic groups, versus the socio-economic complexities of South Bengal—to illustrate these connections.

The findings are expected to show that electoral behaviour in West Bengal is not a singular phenomenon but a multifaceted outcome of the interplay between community structure and geopolitical realities. This paper aims to contribute a more nuanced understanding to political sociology by demonstrating that a geopolitical lens is essential for comprehending the social processes underpinning electoral choices. It offers valuable insights for sociologists and political scientists interested in the intersection of geography, identity, and politics in South Asia.

25ISAWG0107 Thakur, Aastha M.A. (Sociology), Jawaharlal Nehru University, New Delhi, **Technology Transfer and Neo-imperial Dependencies: Media Narratives in Post-Colonial India.**

India's unique position in the global geopolitics is shaped not only by its recurrent tensions with its immediate neighbours- Pakistan and China, which sometimes lead to armed conflict but also by its strategic engagement with the Global North. Technology Transfer from the Global North, particularly in the form of weapons, has emerged as a central aspect of India's efforts to protect its national interests. These transfers raise essential concerns related to sovereignty and neo-imperialist tendencies. With the rapid spread of Information and Communication Technologies (ICTs) around the world, both mainstream and social media now play a significant role in shaping perceptions of such technology transfers. In this context, it becomes crucial to study the nature of these technology transfers and their media representations to uncover different kinds of prevalent narratives.

This paper engages with three questions. First, how has the technology transfer to India unfolded in the postcolonial period under globalisation? Second, in what ways have these technology transfers led to the production of neo-imperialist tendencies? Third, what narratives are being constructed by the mainstream and social media in India around such technology transfer, especially in the context of India's relations with Pakistan and China? For this paper, technology transfer refers to the transfer of technology to enhance a nation-state's military capacity. The inquiry draws on Wallerstein's World System Theory to understand the imperialistic undercurrents and power differentials in the technology transfers. Stuart Hall's theory of media representation is utilised to analyse how media construct narratives around these technology transfers.

The inquiry utilises secondary sources of data, including Indian newspaper articles, televised debates, and social media platforms such as independent YouTube channels (not affiliated with mainstream media houses), Twitter threads, and online blogs. Critical discourse analysis is employed to analyse the data, focusing on the words, metaphors, and rhetoric used to describe these technology transfers. The study argues that technology transfer from the Global North has entrenched India in core-periphery dynamics, which reflects the legacy of British imperialism. Furthermore, there exist differences in the narratives constructed in mainstream and social media. Mainstream media presents these technology transfers as evidence of national prowess and competitiveness in military strength vis-a-vis Pakistan and China. In contrast, social media produces a fragmented narrative ranging from hyper-nationalist celebrations to critiques of the dependency these transfers create for India.

Keywords: Technology Transfer, World System Theory, Media Representation Theory, Critical Discourse Analysis

25ISAWG0108 Priyadarshini, Shaloo M.A. Sociology, Independent Researchern JNU, New Delhi; **Surveillance and Media Framing of Global Conflicts in Indian Narratives on the Israel–Gaza War**

The 2023–24 Israel–Gaza war unfolded not only as a military conflict but also as a battle of narratives across global and local media spheres. In India, the conflict was refracted through mainstream media framing and social media discourses, shaped further by practices of digital surveillance and algorithmic visibility. This paper investigates how Indian newspapers, television debates, and Twitter/X discussions framed the Israel–Gaza war, asking how global conflicts are reconstructed in local contexts.

Theoretically, the study draws on framing theory (Entman, 1993), scholarship on global communication flows (Castells, 2009), and critical work on surveillance capitalism (Zuboff, 2019; Lyon, 2018). Media framing studies show that conflicts are not neutrally reported but are selectively constructed to privilege particular narratives (Kaur & Arora, 2025; Zanuddin & Almahallawi, 2018). Surveillance perspectives further highlight how algorithmic infrastructures shape visibility online, privileging some voices while silencing others (Couldry & Mejias, 2019; Human Rights Watch, 2021).

The paper employs a content analysis of Indian newspapers (*The Hindu, Times of India, Hindustan Times*) and television debates (NDTV, Republic TV), combined with a discourse analysis of Twitter/X hashtags (#IndiaWithIsrael, #StandWithPalestine, #FreePalestine). It asks: (i) How is the Israel–Gaza war framed by Indian mainstream media in relation to nationalism, security, and foreign policy? (ii) How do Twitter/X narratives reinforce or contest these frames? (iii) How do surveillance infrastructures and algorithmic curation shape which narratives become dominant in the Indian public sphere?

Preliminary findings suggest a duality. Mainstream news media largely reproduce a securitized, pro-Israel framing, aligning the conflict with India's own fight against terrorism (The Diplomat, 2023). Social media, by contrast, presents fragmented discourses, with humanitarian and pro-Palestine perspectives competing with nationalist solidarities. However, algorithmic surveillance practices, including trending manipulation and content suppression, often amplify pro-Israel hashtags while limiting pro-Palestine visibility (Guardian, 2024; HRW, 2021).

The paper argues that the Israel–Gaza war, as mediated in India, exemplifies how global conflicts are localized through media and surveillance systems. It highlights that in the digital age, sovereignty, security, and solidarity are not only negotiated in battlefields or diplomatic arenas but also in the mediated, surveilled spaces where conflicts are narrated and contested.

Keywords: Media framing, surveillance, Israel–Gaza war, social media, India, nationalism

25ISAWG0109 Bharadwaj, Asmita Research Scholar, Centre for Political Studies, Jawaharlal Nehru University, New Delhi-110067; **The Space Land Grab: Geostationary Orbit Allocation and the Crisis of International Space Law.**

Contemporary international relations are experiencing a "space land grab" of unprecedented proportions, as nation-States engage in a competition for geostationary orbital slots and convert what we previously considered to be the "common heritage of mankind" into contested territorial holdings. This study illustrates how an otherwise technical orbital slot allocation proceeding by the International Telecommunication Union (ITU) has evolved into a highly-regarded means of projecting geopolitical power relations that challenges the existing international space law order.

The findings of this study reveal that advanced space-faring nations continue to colonize space, taking advantage of procedural loopholes in the ITU coordination system. These orbital colonial claims are particularly concerning because they create novel technological dependencies where developing nations negotiate their rights to space-based services, and they must rely on the established or legacy space powers, reinforcing terrestrial imbalances seen in global politics. This study employed a detailed analysis of data on ITU filings (1980-2024) and a selection of bilateral space agreements to demonstrate three key dynamics that have emerged in relation to advanced space-faring nations and their emerging counterparts. First, advanced space-faring nations are appropriating prime orbital real estate, to the point of creating artificial scarcity of what is otherwise an abundant resource. Second, they have weaponized technical rule sets to exclude emerging space nations or develop relations for accessing prime orbital positions. Finally, we see that mega-constellations are developing in commercial space, signalling that we are shifting away from nation-state models of space appropriations and hierarchies. These dynamics highlight useful insights into how outdated and pre-spatialized notions of sovereignty, political geography, and competition over resources are being redefined in the expanding spatial empire that is Outer Space. The analysis reveals a model of orbital slot control as a new kind of strategic asset, akin to territorial waters or exclusive economic zones, that operates outside any recognized, conventional authority of international law.

Keywords: Outer Space, geopolitics, Satellites, Space Governance, Geostationary Orbit

25ISAWG0110 Trivedi, Siddharth PhD Candidate, Centre for Political Studies, Jawaharlal Nehru University, New Delhi; **A Critical Discourse Analysis of Foreign Media Representation of India: A Case Study of the Pahalgam Attack.**

This study aims to propose a critical analysis of foreign media's representation of India's geopolitical complexities and internal affairs, placing the unfortunate and atrocious Pahalgam Terror attack as a case study. This research builds upon the theoretical foundation that the institution of media and its discourse is not a neutral, unbiased reflection of reality, but instead a dynamic field

where geopolitics hugely affects a country's global standing. The primordial aim of the proposed study is to deconstruct and critically analyse how foreign news media outlets contextualise, frame, and narrate the geopolitical conflicts and internal affairs of India, as well as how these narratives intersect with and are influenced by broader geopolitical perceptions of India's rising international stature.

The methodological framework is a multi-layered approach focusing on Norman Fairclough's three-dimensional model of CDA and Michel Foucault's discourse analysis, which explores the connection between knowledge, power, and practice. At the micro-level, the analysis will profoundly examine the linguistic and terminological choices of these media outlets, such as the ideological implications of using "militant" versus "terrorist" to describe perpetrators, and at the macro-level, the analysis will connect these practices to a wider geopolitical context, including existing narratives on religious tensions within India and geopolitical friction between India and Western powers.

The study aims to demonstrate, through this thorough, multi-method qualitative analysis, that the purported bias in foreign media is a complex phenomenon with strategic and ideological underpinnings rather than a straightforward sentiment. According to the research, foreign media can unintentionally elevate a narrative of political grievance by using a "peace frame" or "human rights lens" that situates the Pahalgam attack within the larger historical conflict. This subtly minimizes the acts of terrorism that India's neighbour has fostered and carried out. By critically examining patterns of foreign media's coverage and representation of India's geopolitical situation, this work ultimately seeks to offer a nuanced understanding of the complex relationship between media, power, and international relations, adding an important scholarly perspective to a highly contentious subject.

Keywords: Critical Discourse Analysis, Foreign Media Representation, Geopolitics, India–Pakistan Relations, Terrorism

25ISAWG0111 Mukherjee, Ayana University of Delhi **India's Saintly Self, its Monstrous Other: Social Media and the Manufacturing of the 'Enemy' as a Geopolitical Identity.**

The emergence of global networking sites such as Facebook, Instagram, X, Threads has given the public an illusory sense of control over the forms of knowledge they perceive, promote, as well as produce. However, in practice, these social media platforms are situated within a complex web of information, disinformation, propaganda, and activism, with their relevance ranging from providing temporal entertainment to moulding public opinion. These platforms, despite appearing as boundless sites of transnational network, have increasingly become conducive environments for nation-states to promote an essence of nationalism, often rooted in the dissemination of divisive ideologies. Being a digital space characterised by active participation and community building, the governments across the world have thoroughly invested themselves in exercising control over the types of information spread and the narratives constructed. Almost every major news outlet, not

only has a significant presence on social media platforms, but journalistic facts are even sensationalised and substituted with political agenda.

This paper explores how in recent times of major geopolitical crises, social media has become a space for promoting sentiments of hatred, communalism and ethnocentrism. Focusing on the major India-Pakistan tension in the very beginning of 2025, as a case study, the paper examines the role of these platforms in amplifying the abstraction of an 'enemy' by use of biased language, AI generated clickbait and deepfakes. From inflammatory hashtags to declarations of war, the people of both India and Pakistan, were drawn into a war-mongering discourse of celebration and valorisation of revenge. Drawing from Said's concept of 'othering' and Chomsky's theory of manufacturing consent, the paper highlights how the state, media as well as the people, participate in a mass culture of dehumanisation of the manufactured 'enemy', creating narratives of worthy and unworthy victims. Building on Foucault's theory of discipline, it further addresses how the public themselves become active propagators of these constructed narratives by becoming agents of disciplinary control, enforcing conformity on the voices of dissent. The digital space thereby transforms the citizens into both the audience as well as the enforcers of the state's nationalist propaganda, where war is valorised against an invisible 'enemy' and dissent is branded as 'anti-national'.

Keywords: Geopolitics of Media, Digital Nationalism, Dehumanisation, Social media Propaganda

25ISAWG0112 Kausar Research Scholar, Department of Sociology, Ishwar Saran PG College, University of Allahabad, Prayagraj; **Crisis of Modernity and Changing World Order.**

The twenty-first century is engulfed by a profound crisis of modernity, which has begun to reshape the global political, economic and cultural order. Modernity, once associated with the promises of rationality, progress, science and liberal democracy, is today facing a number of contradictions and discontents. This crisis is visible at many levels—the decline of liberal democratic values, the inequalities generated by global capitalism, the ecological destruction associated with industrial development and the sense of alienation generated by hyper-technological societies. All these trends make it clear that modernity's concept of universal progress now suffers from limitations and deep contradictions.

The changing world order directly reflects this crisis. The decline of Western dominance and the rise of Asia and the global South mark a transition from unipolarity to multipolarity. At the same time, international institutions based on modernist notions of liberal internationalism and universalism are falling apart, as nationalist, populist and authoritarian tendencies continue to gain strength. Economic globalisation, once seen as a vehicle for prosperity, has come under fire for increasing inequality, dependency and instability. Environmental crises—such as climate change, pandemics and resource depletion—further illustrate the instability of the modern development paradigm.

The cultural dimension of the crisis of modernity is also important. Disillusionment with Enlightenment rationality, as well as post-colonial perspectives, Indigenous knowledge traditions and feminist discourses challenge the Eurocentric and patriarchal roots of modernity. The digital revolution and artificial intelligence further complicate this discourse as they create new domains of power and domination, as well as opportunities for global connectivity and resistance.

This research argues that the crisis of modernity and the changing world order are interconnected processes. The disintegration of the modernist consensus accelerates geopolitical realignments, while the transformation of global power structures deepens the legitimacy crisis of modernity. The solution to these challenges lies in rethinking the concepts of progress, justice and sustainability and in the search for plural modernities that recognise diverse cultural contexts and ecological limits. The future of world order will depend on how societies cope with global changes in power, technology and values while balancing the promises and failures of modernity.

Key words: crisis of modernity, world order, multipolarity, globalisation, liberal internationalism, post-colonial discourse, sustainability, geopolitics

25ISAWG0113 Sinha, Aparna Independent Researcher, Coochbihar, West Bengal; **Global Geopolitics and Local Modernities: Tea, Trade, and the Lives of Plantation Workers.**

Global geopolitics is about who controls what, where, and why, and how that shapes the future of the world order, but from a sociological lens, that is not just how states and leaders think, but how it filters down into the lives of ordinary people. Global geopolitics often reinforces a core-periphery structure. (World System Theory, I Wallenstein). For instance, Plantation workers are part of this periphery—their hard labor sustains global consumption, but they remain economically and socially marginalized. The idea of Local modernities refers to how marginalized communities engage with, reinterpret, and recreate the promises and contradictions of modern life in their own specific contexts. Modernity promised industrial progress and upward mobility, but for plantation workers, it often translates into exploitation, displacement, and climate-induced vulnerabilities. Tea has long been more than a beverage. It is a commodity deeply entangled with empire, global trade, and shifting geopolitics. In the Dooars region of West Bengal, tea plantations continue to serve as sites where the Global political economy intersects with social lives. This paper examines how plantation workers – descendants of communities displaced and marginalized during colonial times— negotiate their everyday existence in the context of global market fluctuations, climate change, and the ongoing restructuring of the tea industry. Drawing on Sociological perspectives, the paper highlights three interlinked dimensions: First, the global geopolitics of Tea trade, including liberalization policies, corporate consolidation, and international price volatility, which directly shape wages, labour relations, and the survival of estates. Second, the ecological crisis, as climate change alters rainfall patterns and productivity, deepens the vulnerability of workers whose livelihoods are already precarious.

Third, the lived experiences of workers themselves, particularly how they fashion local modernities through aspirations for education, gendered roles within families, collective resistance, and reimagining of dignity and mobility. This paper examines the intersection of global geopolitics and Local modernities through the case of Tea Plantation Workers, particularly in the Dooars region of West Bengal.

Keywords: Local Modernities, Tea Plantation workers, Global Geopolitics.

25ISAWG0114 Bajpai, Suyash Sagar Subject Expert (Sociology), Maharaja Chhatrasal Bundelkhand Vishwavidyalaya, Chhatarpur (M.P.); **Mediated Borders: Social Media, Mainstream Narratives and Local Electoral Dynamics in India's Peripheral Regions.**

This paper investigates how mainstream and social media narratives shape local geopolitical conflicts and electoral behaviour in peripheral regions of India. Drawing on the premise that globalization has produced multiple, competing media environments, the study asks: (1) How do mainstream and social media frame local geopolitical tensions? (2) To what extent do these frames influence citizens' perceptions of security, identity, and voting choices? Combining content analysis of 480 news items (national TV, print, major news websites) and 1,200 social media posts (Twitter, regional Facebook groups, and WhatsApp public channels) with a survey of 420 voters across two border-adjacent districts and 24 semi-structured interviews (journalists, local leaders, activists), the paper uses a mixed-methods triangulation design. Findings reveal systematic differences: mainstream outlets emphasize state-centric narratives and strategic interests, while social media foregrounds localized grievances, emotive frames, and alternative factlines. These divergent narratives interact to produce politicized local imaginaries that significantly correlate with shifts in electoral preferences and trust in state institutions. The paper argues that media plurality—rather than simple amplification of elite frames—creates new local-global feedback loops that recalibrate nation-state authority in contested spaces. Empirically grounded and theoretically informed, the study contributes to debates on globalization and media narratives, geopolitics and electoral behaviour, and the changing capacities of nation-states to manage internal conflicts.

Keywords: media framing; geopolitics; social media; electoral behaviour; nation-state.

25ISAWG0115 Shanker, Deepthi Associate Professor, Department of Sociology; Central University of Odisha, Koreput, Odisha; **Globalisation, Geo-Politics and Media Narratives.**

The complex intersection of geopolitics, media narratives, and globalization increasingly shapes the contemporary world order. Globalisation has fostered economic and cultural interdependence, yet geopolitical contentions and rivalries continue to define global power relations. Media, both traditional and digital, play a critical role in constructing and circulating narratives that reflect and reshape these dynamics at local and global levels. Media functions as a mirror and also as a mediator, constructing, disseminating, and often contesting dominant global and local discourses.

For instance, Western and Eastern media outlets often present contrasting portrayals of events such as: the Russia–Ukraine war, the Israel–Palestine conflict, the rise of China in global trade, or the recent 'Operation Sindhur' (India launched missile strikes on Pakistan in response to the terrorist attack of Pakistan on Pahalgam, India) etc., revealing how media becomes a tool of soft power and ideological framing. The paper also examines how traditional and digital media frame global conflicts, economic dependencies, and cultural exchanges, thereby contributing to the politics of representation in a globalised era. The proliferation of digital platforms like X (formerly Twitter), YouTube, and TikTok has further decentralised narrative control, enabling both state actors and grassroots movements to engage in "information wars." Examples include social media's role in the 'Arab Spring', the 'BlackLivesMatter Movement', and 'India's digital diplomacy' initiatives. Through a sociological lens, this paper argues that the media is not merely a conduit of information but a critical arena of geopolitical contestation, where narratives shape perceptions of legitimacy, identity, and global order in the age of globalisation.

Key Words: Geo-politics, Globalisation, Media Narratives, Power, Representation, Digital Media, Global Discourse

25ISAWG0116 Sarkar, Ananya Assistant Professor, Surendranath College for Women, Kolkata;
Hallyu consumption among schoolgirls: A study in Kolkata

Hallyu, or Korean cultural content is a major geopolitical soft power tool for South Korea, which is strategically used by the Korean government to boost its global influence, economic strength, and diplomatic relations through the export of its cultural products like K-pop, K-drama, K-food and K-fashion. Post-Covid, the number of Indian consumers who consume Hallyu content has skyrocketed, and young female consumers in particular are seen to engage with diverse categories of Hallyu content and even children are not far behind. The spread of K-culture among school children has been largely through the infrastructure provided by the global communication system like digital entertainment platforms, online shopping sites and social media. In Kolkata, the surge is at an all-time high at the moment with institutional authorities taking note of the fandom and interest, as is illustrated by the fact that a highly reputed collegiate school has opened a certificate course in Korean language early this year.

This qualitative study on pre-teen girl students of a number of reputed schools in Kolkata attempts to shed light on the avenues of, and the extent of their involvement with the Hallyu-wave and how it relates to their identity. It also explores how their interest in such K-products shapes their awareness of, and early attitude towards South Korea as a nation beyond the K-cultural exports.

Key words: **Hallyu-wave, K-culture, soft-power, pre-adolescent female, fandom, identity, early attitude**

25ISAWG0117 Sharpley, Nelly Vuyokazi South Africa Project Action and Change Leader for building better for women–University of KwaZulu-Natal Durban, South Africa; **Building Better for Women in a Post-Covid World: Marginalized Communities and Women's Struggles, Efforts and Lessons**

This presentation examines the diverse challenges and resilient responses of women from marginalised communities in the post-COVID world. It addresses how the pandemic worsened existing inequalities related to gender, race, and socioeconomic status, disproportionately affecting women's health, economic security, and social participation.

Through case studies and community-led initiatives, the discussion highlights the struggles women face in accessing resources, maintaining their livelihoods, and reclaiming their agency amid systemic barriers. Additionally, the presentation reflects on the lessons learned, emphasising the importance of inclusive policy frameworks, gender-responsive health promotion, and community solidarity as essential components for building more equitable and sustainable futures. By centring the voices and experiences of marginalised women, this work provides valuable insights for international stakeholders committed to promoting gender justice in post-pandemic recovery efforts.
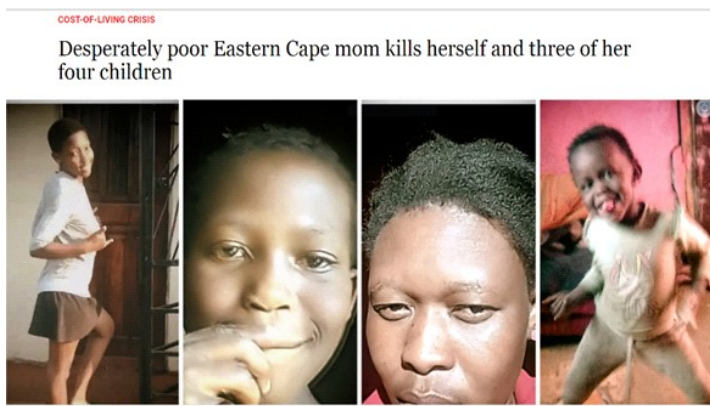
25ISAWG0118 Kumari, Sushmita Research Scholar, Department of Mass Communication and Media, Central University Of South Bihar, Gaya Ji.; **Role of Indian Media's Coverage in Crisis like War Since onset of Russia-Ukraine War and its Impact on Indian Geopolitics.**

Recognized as the fourth estate of democracy, the media holds substantial power in influencing both domestic and global narratives. Historically, its impact on public opinion and state policy has been profound and a classic example being the **Vietnam War**, where televised coverage reshaped societal attitudes and guided U.S. geopolitical decisions. The present study aims to explore the manner in which Indian media has represented major international crises, with particular reference to the **Russia–Ukraine conflict**. It further seeks to evaluate how such portrayals correspond with India's political outlook and contribute to shaping its **geopolitical approach.** Adopting a **mixed-**

method framework, the research integrates experiential surveys, interviews with domain experts, and a systematic content analysis of selected media narratives to examine their framing, tone, and thematic orientation. Initial insights indicate that Indian media coverage largely mirrors India's stance of strategic neutrality, while simultaneously reflecting underlying national political considerations. The study highlights the expanding influence of media in defining India's geopolitical posture and shaping public perceptions of global conflicts, thereby illuminating the complex relationship between media discourse, diplomacy, and national interest.

25ISAWG0119 Joshi, Shivankar (Research Scholar, University School of Mass Communication, Guru Gobind Singh Indraprastha University, EDC, Delhi)**, Anirban Ghosh** (Research Scholar, University School of Mass Communication, Guru Gobind Singh Indraprastha University, EDC, Delhi) **and Sarvesh Dutt Tripathi** (Associate Professor, University School of Mass Communication, Guru Gobind Singh Indraprastha University, EDC, Delhi); **Framing Friction and Friendship: Editorial Narratives of the India-Maldives Relationship in Indian, Chinese, and Maldivian Newspapers.**

Geopolitics today unfolds as much in newsrooms as in diplomatic corridors and therefore this paper explores how mainstream newspapers in India, China, and the Maldives represented the deterioration and later resumption of India - Maldives relations an episode that encapsulates the shifting power dynamics of the Indian Ocean region. By analysing editorials and opinion columns from *The Hindu*, *The Indian Express*, *China Daily*, *Global Times*, *Mihaaru*, and *Sun Online*, the study investigates how each country's press framed the relationship during two distinct phases: the pro-China tilt under Abdulla Yameen (2013–2018) and the reapprochement following Ibrahim Mohamed Solih's election in 2018 to President Muizzu's controversial election in 2023 on the plank of anti-India sentiment to present calming of tempers.

Using Framing Theory and Securitization Theory as analytical lenses, the research identifies the interpretive frames through which the bilateral relationship was constructed—security, sovereignty, development, democracy, and influence. A thematic analysis reveals that Indian editorials emphasized strategic balance and regional stability, Chinese outlets foregrounded development cooperation and mutual benefit, while Maldivian newspapers negotiated narratives of autonomy and domestic political legitimacy.

These patterns illustrate how media narratives operate as geopolitical instruments, translating diplomatic tensions into public meaning. In line with the conference theme, the study situates these representations within the broader global communication system, where traditional and digital platforms shape perceptions of regional alliances and rivalries. The findings suggest that editorial discourse not only mirrors but also mediates geopolitical realities, contributing to the symbolic reconfiguration of power among small and large nation-states in the era of globalization.

25ISAWG0120 Rumba, Pemsang Dolmo Disaster Vulnerability and Digital Exclusion: A Study of Connectivity and Governance in Darjeeling, West Bengal

The study explores how limited digital access and connectivity affects disaster response, governance, and everyday life in Darjeeling when communication, coordination, and state visibility fail during recurring landslides leading to experience physical isolation, untimely information and lack of support from the government for the local communities. The paper aims to understand how these connectivity challenges shape vulnerability and resilience in a remote disaster-prone area along with exploring how such infrastructural gaps reflect deeper patterns of inequality and neglect in India's borderland regions.

The research uses a mixed-methods approach combining both quantitative spatial data with qualitative field evidence. Quantitatively, it applies GIS-based mapping, mobile signal data, and Digital Access and Preparedness Index (DAPI) to analyse variations in mobile and internet connectivity across different hill areas. Qualitatively, the research draws on semi-structured interviews and focus group discussions with rural youth, women, and local officials to document the lived realities of communication breakdown during landslides. Analytical framing is informed by postcolonial geopolitics, feminist political ecology, and digital sociology, situating digital connectivity as a socio-political resource. The study will also examine policy documents and government reports to evaluate how disaster management address digital and infrastructural inequalities.

The findings show a clear prototype where villages which are located farther from the town area of Darjeeling face longer and more frequent network failures. This lack of connectivity often delays rescue operations and restrict access to relief information reinforcing a sense of abandonment among affected communities. However, local actors innovate through informal systems, offline message transfers, community radios, and peer networks to sustain social resilience. These findings highlight that digital inequality, connectivity challenges are not only technical problems but also political and social, tied to uneven infrastructural development and the marginal positioning of Himalayan regions within the Indian state.

By using mixed method, this paper contributes to sociological and policy debates by showing communication access is directly connected to disaster vulnerability and digital exclusion as a governance challenge in climate vulnerable regions. It argues that improving digital and network infrastructure in mountain regions such as Darjeeling is essential for building fair and responsive disaster management systems.

Keywords: Digital exclusion, disaster, GIS mapping, resilience Darjeeling, governance, connectivity challenges, mixed methods, inequality.

25ISAWG0121 Dubey, Aman Research Scholar, University School of Mass Communication, Guru Gobind Singh Indraprastha University, EDC, Delhi; and Tripathi, Sarvesh Dutt, Associate Professor, University School of Mass Communication, Guru Gobind Singh Indraprastha University, EDC, Delh **Health information and digital literacy: Uncovering the impact of digital divide among rural communities of Delhi**

The government of India has digitized the delivery of various healthcare services and linked it to the smartphones of the Community Health Workers (ASHA, ANM, and Anganwadi workers), who are responsible for providing healthcare services to the rural communities. However, the existing digital divide hampers the dissemination of health care information among the rural communities. The issue of digital health literacy also impacts the exchange of information among the health beneficiaries.

In this study, the researcher explores the existing digital inequality and its drivers among the health beneficiaries living in the villages of rural Delhi. The author also looked into how digital literacy affects access to healthcare information.

In this exploratory study, the author collected qualitative data by conducting 12 focus group discussions (FGDs) with a total of 82 health beneficiaries who are residents of the villages. The villages were chosen using the purposive sampling method. The selection of health beneficiaries, which includes pregnant women, lactating mothers, and adolescent girls, was done randomly from the village. The data sets were thematically analyzed using Braun and Clark's thematic data analysis method.

The study found disparities in the access of mobile devices among health beneficiaries. Factors such as the socioeconomic conditions, education, occupation, digital skills, health information literacy, and sociocultural aspects affect the ownership and usage of smartphones among beneficiaries. However, women beneficiaries who are young and educated have more access to smartphones. They assimilate health information using their personal or husband's smartphone. These beneficiaries consume information in the form of text, audio, short videos and long videos on various internet-based platforms such as Google Search, YouTube, Instagram, WhatsApp, etc. However, the existing disparities in digital literacy are impacting the access of healthcare information among health beneficiaries, which results in a lack of knowledge about the health care of family members in a rural setting where healthcare facilities are limited.

Keywords: Digital divide, digital literacy, health information, rural community, health beneficiaries

25ISAWG0122 Vatsa, Mohit Kishore Assistant Professor of Fashion Communication at the National Institute of Fashion Technology, Varanasi; **Indian Farmers Protest (2020 -21) as a Geopolitical Event : Government Narratives, Social Media and International Dimensions**

In contemporary India, internal geopolitics is defined by a digressive war waged between the government narrative set by the state-aligned traditional media and decentralised digital networks of social media content creators and users. In today's India significant geopolitical conflicts are increasingly fought not over territory but over narrative sovereignty. This paper examines the 2020-2021 Farmers' Protest as a critical case study in internal geopolitics, where the Indian government's media strategy, executed through abiding national television channels, was directly challenged by a sophisticated digital counter-narrative that subsequently captured global attention. The protest became a watershed moment in understanding how domestic policy disputes are transformed into international geopolitical issues through the interplay of traditional and social media.

The conflict was defined by a stark battle to control the national narrative. The government and its allied mainstream media crafted a dominant frame, positioning the farm laws as a "necessary modernising reform" and systematically labelling dissent as the work of "misguided" and "anti-national" elements. This centralised narrative, broadcast into millions of homes, aimed to establish a singular, state-sanctioned truth.

Initially absent from the mainstream, the agenda was brought into notice by the farmers using social media, using YouTube and Instagram to bring their movement and agenda into the nation's notice, creating a parallel information sphere, forcing the mainstream media to capture it. Their narrative reframed the laws as a "corporate takeover" and an "existential threat" to their livelihood, portraying their resistance as a defence of democratic rights. This was not merely a difference of opinion but a fundamental struggle to define the reality of the conflict.

The battle was ultimately globalised when figures like Greta Thunberg and Rihanna amplified the farmers' digital frame, forcing the Indian government to pivot its narrative once more—this time to decry "foreign interference" and assert national sovereignty.

This domestic framing battle was globalised when international figures like Greta Thunberg and Rihanna shared the protesters' digital frame, lending it unprecedented visibility.

The Indian government and its media allies were then compelled to re-frame the issue once more, this time as a matter of national sovereignty and "foreign interference," revealing the intense vulnerability of the state to transnational digital narratives. The protest illustrates that internal geopolitics is no longer confined to territory but is a battle for discursive sovereignty, where social media platforms have become the decisive battleground in defining political reality.

25ISAWG01223 Kumar, Vishal (PhD Scholar,**) and Sommath Bera,** Central University of South Bihar, **Impact of Globalization on shaping disaster risk in South Asia: A systematic review.**

Globalization has transformed the economic, social, and environmental landscape of South Asia, simultaneously accelerating development and deepening vulnerability to disasters. This

systematic review synthesizes current evidence on how globalization influences disaster risk in South Asia through interconnected pathways of urbanization, economic integration, migration, and governance transformation. Using PRISMA-guided methods, peer-reviewed studies published between 2000 and 2025 were examined across Scopus, Web of Science, and Google Scholar. The findings reveal that rapid globalization—manifested in trade liberalization, infrastructure expansion, and cross-border capital flows—has intensified exposure to hydrometeorological and geophysical hazards, particularly floods, cyclones, and heat extremes. Urban growth driven by global investment has often encroached upon ecologically sensitive floodplains and coastal zones, while rural outmigration and informal urban settlements have heightened social vulnerability. Conversely, globalization has facilitated the diffusion of disaster risk reduction (DRR) technologies, early warning systems, and transnational adaptation finance, though their implementation remains uneven across countries. The review identifies governance fragmentation, inequality, and dependence on external funding as critical barriers limiting risk reduction outcomes. Overall, the analysis underscores that the globalization–disaster nexus in South Asia is characterized by a paradox of progress—where economic integration fuels both resilience innovation and risk accumulation. The study calls for regionally coordinated, equity-centered strategies that align globalization processes with sustainable disaster risk governance and climate adaptation priorities.

Keywords: Globalization; Disaster Risk; South Asia; Systematic Review; Urbanization; Vulnerability; Governance

25ISAWG01224 हरेन्द्र आजाद (शोधार्थी) एवं निखिल आनंद गिरि, सहायक प्राध्यापक; बिहार फिल्म प्रोत्साहन नीति 2024 का एक आलोचनात्मक विश्लेषण: क्षेत्रीय फिल्म उद्योग पर प्रभाव और संभावनाएं।

यह अनुसंधान पत्र बिहार सरकार द्वारा हाल ही में अनुमोदित बिहार फिल्म प्रोत्साहन नीति 2024 का एक गहन आलोचनात्मक विश्लेषण प्रस्तुत करता है। इसमें नीति के प्रमुख प्रावधानों, जैसे कि वित्तीय अनुदान, बुनियादी ढांचा विकास, और प्रशासनिक सहायता की जांच की गयी है। इस रिसर्च पेपर का उद्देश्य क्षेत्रीय फिल्म उद्योग पर इस नीति के संभावित प्रभाव का मूल्यांकन करना, इसकी शक्तियों और कमजारियों की पहचान करना, और अन्य भारतीय राज्यों की सफल नीतियों के साथ तुलना करना है।

25ISAWG01225 Singh, Namit V. Assistant Professor, Department of New Media Commuication, IIMC, New Delhi **and Pawan Koundal,** Associate Professor, Department of New Media Commuication, IIMC, New Delhi; **Mediated Frontiers: Digital Platforms, Narrative Power and Geopolitics of Communication**

The expanding global communications technologies have dynamically reshaped geopolitics as far as the narratives that are constructed, challenged, and celebrated within and beyond the borders of a specific country. The digital world, particularly social media, has served as a game-

changer in the interplay of geopolitics, state authority, and the local and global audiences. Using critical media studies, the given paper analyses global media systems as a geopolitically negotiated arena within which state and non-state actors work to shape the public, policy, and public discourse and narrative on memory. The paper addresses the fundamental question of the traction media narratives acquire in cross-digital space and how algorithms influence as well as frame perceptions of conflicts, identity, and sovereignty. The study also analyses the tensions in the social media, mainstream media nexus where state information and its narratives, as well as the counter-narratives, are produced, functioning to create and parallel media ecologies that shape the geopolitical order. Based on media globalisation literature and the scholarship on communication technology and narrative framing, the paper argues that media infrastructure has become foundational within the soft power geopolitical posturing as a legitimising resource within the home country and a strong global influence. The paper also explores how these developments are placed within the larger scope of discussions involving media ethics, the governance of digital platforms, geopolitical tussles, and how digital technology exacerbates global power asymmetries, while simultaneously providing room for new actors and new activism. The study is interdisciplinary in nature and attempts to understand how the media is not just a simple reflection of the global geopolitics but also serves as an important site for geopolitical formation.

Keywords: Media Narrative, Geopolitics, Digital Platforms, Global Communication, Soft Power.

25ISAWG01226 Tiwari, Preeti Global Research and Educational Foundation India; Ghaziabad, 201017, India; **The Role of the Nation State in a Globalized World: From a Solid Modernity to Liquid Modernity.**

The notion of 'nation state' has been one of the core features of modern industrial society. A nation-state is viewed as a political entity in which the state (a centralized political organization ruling over a population within a territory) and the nation (a community based on a common identity) are broadly or ideally congruent. The relationship between nation, nationalism, and nation-state is complex, and there are divergent views among scholars in this regard. However, most of the theories view the nation-state as a 19th-century European phenomenon facilitated by developments such as state-mandated education, mass literacy, and mass media. In the post-colonial period, the thrust of development motivated the intellectuals and policy-makers of ex-colonial countries to adopt the ideals of a modern industrial society and a strong nation-state. The forces of globalization and revolutions in communication technologies and media have established a globalized world. These profound changes have implications for the nation-states in the entire world. The social theorists, particularly Zygmunt Bauman, argue that these changes are a result of a shift in the form of modernity. Bauman argues that modernity evolved in Europe, and was solid modernity, which has now been transformed into liquid modernity. This also has implications for the nation-states. The nation-states

today are light and free in comparison to the earlier forms of modernity. The present paper makes a distinction between solid and liquid modernity according to Bauman and critically examines the changes in the form of nation-states as discussed by Bauman.

Keywords: Solid Modernity, Liquid Modernity, Globalization, Nation-State

25ISAWG01227 Kaur, Sudeep Independent Researcher, 182 Namrata Awas, Bajrang Nagar, Kota, Rajasthan, India -324001 and **Sukhdeep Kaur** Department of Physics, Guru Nanak Dev University, Amritsar, Punjab, India- 143005; **Transformative Modalities of Social Media Utilization by Indian Women in a Globalizing World.**

In the era of globalization, social media has emerged as a pivotal conduit for the modernization and empowerment of women, facilitating their expanded public engagement and amplifying the visibility of their voices within contemporary society. Functioning as an accessible and versatile digital arena, social media enables women to participate meaningfully in diverse dialogues while enriching their knowledge across multiple domains—including health, education, lifestyle transformations, cultural reorientation, entrepreneurship, and political discourse.

For housewives, social media functions as a vital medium for maintaining interpersonal connections, accessing real-time news updates, and engaging in virtual socialization. Platforms such as TikTok and Instagram allow them to create and share creative content, while various digital interfaces support entrepreneurial pursuits, online businesses, and pathways toward financial independence. Moreover, WhatsApp groups—particularly those managed by school teachers— serve as accessible channels for acquiring information related to their children's academic activities and domestic responsibilities.

Through these diverse engagements, housewives have been able to strengthen personal relationships, cultivate emotional support networks, establish supplementary online income streams, and enhance their knowledge base, thereby contributing to their overall empowerment and social integration in the digital age.

25ISAWG01228 Chauhan, **Shreepal** Prof.essor and Dean, Faculty of Arts, Humanities and Social Sciences, Motherhood University, Roorkee (UK); **Globalization and Spiritualism: From Local to Global (A Case Study of AWGP)**

The Akhil Vishwa Gayatri Pariwar (AWGP) is a movement of thought transformation, a movement which puts consciousness first and in accordance with the transformational approach, a movement that initiates change from the inside-out. The AWGP's motto, "Hum Badlenge, Yug Badlega; Hum Sudhrenge, Yug Sudhrega," meaning "If we transform oursalves, the era will be transform; if we reform ourselves, the era will be reform," is chanted daily at gatherings with complete confidence in the arrival of the statement's full fruition. The passion of this movement's volunteers is characterize both by the commitment of a religious movement and by the sense of purpose of a political uprising. The purpose of the AWGP is the transition to the New Era and the

creation of a new divinized human culture. Part of this Mission's successes reflected in its explosive expansion. Conservative estimates suggest that approximately 90,000,000 members are currently engaged in the organization's many social services initiatives or in the outreach work for sharing the methodology for personal and social transformation throughout the world. The story of how the AWGP has increased so rapidly since it's inauguration in 1958 is a testament of both the power of Pt. Shriram Sharma Acharya's vision and to the need for the solution he provided.

The present paper makes an attempt to analyses the emergence and rise of Akhil Vishwa Gayatri Parivar (AWGP) as spiritual movement from local level to global level in terms of four major turning points in the organization's history. These are: 1. The publication of the first edition of the Mission's Akhand Jyoti Magazine, 2. The Grand Fire Ceremony of 1958, 3. Creation of the Shantikunj Ashram Complex in 1971, and 4. Spread of movement across the boundary of the country as a global social reform movement.

Keywords: Globalization, Spiritual Movement, Spiritualism, Thought Revolution.

25ISAWG01229 Saksena, Rachna Atri Institute For Social Action And Research, Delhi, India; **The Trajectory of Urbanization in National Capital Region in India: A Case Study of Ghaziabad**

The paper maps the key milestones of the urbanisation process in the National Capital Region and constructs the emerging web of social and spatial patterns, drawing on Simmel's (1950) notion of urban life as a dynamic and intersecting set of relationships. Focusing specifically on Ghaziabad, the study traces the transitions and transformations that have accompanied its evolution from a peripheral township into a rapidly expanding urban centre. It examines how industrialisation-driven urbanisation has reshaped the social structure of the town, influencing patterns of mobility, sociability, and everyday interaction. Grounded in M. N. S. Rao's theoretical perspectives on urbanisation, the research analyses the implications of rapid industrial expansion along key corridors such as Sahibabad, Raj Nagar Extension, and the NH-24 belt on the livability and social fabric of Ghaziabad. By exploring the interplay between industrial growth, migration flows, changing family forms, and the reconfiguration of traditional identities, the paper highlights the complex processes through which urbanisation influences both community life and individual experiences. The study ultimately demonstrates that Ghaziabad's transformation reflects broader patterns of urban change in contemporary India, where economic development, demographic shifts, and social restructuring intersect to produce new urban realities.

Keywords: National capital region, urbanization, globalization