"TOWARDS VIKSIT BHARAT @ 2047: DR. B. R. AMBEDKAR'S CONSTITUTIONAL VISION AND ITS ENDURING RELEVANCE IN THE ERA OF DIGITAL MARKETING"

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Abstract:

The journey towards Viksit Bharat@2047 requires a revisit to the foundational constitutional ideals propounded by Dr. B. R. Ambedkar: justice, liberty, equality, and fraternity. These ideals remain ever relevant in the digital age, where public communication, civic participation, and consumption of information are increasingly mediated by digital platforms. The emergence of digital marketing and AI-powered platforms, for instance, has dramatically impacted the way in which citizens grasp rights, engage with governance, and mobilize around social transformation. This paper develops a discussion on how Ambedkar's constitutional vision resonates with the emergent communication ecology in contemporary India. The paper also examines how digital marketing strategies-targeted campaigns, social media outreach, behaviour analytics, and AI-driven content delivery-could be leveraged in advancing constitutional awareness among citizens and youth.

The paper focuses on analyzing three crucial dimensions: first, the philosophical roots of Ambedkar's vision and its continued relevance in the formation of democratic ethos in India; second, how digital marketing tools can be used to raise awareness about constitutional rights and government programs; and lastly, the role AI-based systems can play in promoting behavioural change to reinforce civic responsibility and democratic participation. The paper also evaluates challenges such as misinformation, algorithmic bias, and the uneven digital divide that threaten to dilute Ambedkar's ideals in the contemporary media environment.

This paper draws on an important conjunction of constitutional principles and technological possibilities to argue that digital marketing, when used ethically, can be a powerful medium for fostering an informed, empowered, and constitutionally aware citizenry. Positioning Ambedkar's vision as a guiding framework toward India's technological future, this paper proposes strategic policy directions to ensure the use of AI and Digital Outreach in a manner aimed at enhancing equity, protecting rights, and contributing toward the making of a socially just Viksit Bharat by 2047.

The most significant turning point in the country's regulatory structure in India is the enactment of four critical labor laws designed to simplify and modernize the complex web of existing labor laws. This article provides a detailed analysis of the recently introduced Wage, Social Security, Occupational Safety, Health and Working Conditions, and Industrial Relations Code. After careful analysis, the article reveals the consequences of these codes for workers' wages, social benefits, working conditions, and labor relations.

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1. Introduction:

The long-term vision of India for the future, known as Viksit Bharat@2047, basically entails building an equitable, progressive, and inclusive society. In actuality, this is nothing new. This has been the ideal embodied in the Indian Constitution since it was drafted under the direction of Dr. B. R. Ambedkar. His dedication to equality, social justice, and democratic engagement gave the nation a moral and legal foundation. Ambedkar's constitutional vision is now more relevant in light of India's rapid digitization, altered communication patterns, and widespread use of technology. After all, this generation mostly uses digital platforms to connect with institutions, public discourse, and governance. This highlights the necessity of assessing how to safeguard and advance constitutional values in this novel setting.

AI and digital marketing have developed into effective instruments for influencing social behaviour and public opinion. Digital tactics are being used more and more by governments, academic institutions, and civil society organizations to educate the public and promote democratic participation.

Civic engagement will undoubtedly be made easier by new technologies, with constitutional rights becoming more accessible and intelligible to a greater number of people - mostly among India's youth, who are the country's largest and most tech-savvy demographic. However, healthy democratic discourse is put to the test by the proliferation of false information, algorithmic biases, and the commercialization of digital platforms.

This essay examines the relationship between Ambedkar's constitutional ideals and India's current technological environment. It makes the case that Ambedkar's vision of a just society can be effectively promoted through the ethical and deliberate use of digital marketing. By offering targeted information sharing, individualized awareness campaigns, and improved citizen engagement, AI-driven communications can maximize this potential. In conclusion, a careful strategy grounded in Ambedkar's philosophy is required to develop the country through technology. This philosophy places a strong emphasis on moral responsibility, education, and reasoning. The opportunities and difficulties at this intersection are examined in this work. By analyzing digital change through Ambedkar's lens, the paper offers a deeper understanding of how India can link constitutional values with technological advancement.

But using technology for nation-building necessitates critical analysis based on Ambedkarite philosophy, which placed a strong emphasis on morality, education, and reason. As a result, this study assesses the opportunities and difficulties that arise at this intersection.

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The paper advances a better understanding of how India can reconcile constitutional values with technological advancement on its path to Viksit Bharat@2047 by placing digital transformation within Ambedkar's philosophical framework.

2. Literature Review:

In the scholarly discourses of his constitutional philosophy, Dr. B. R. Ambedkar was deeply committed to justice, equality, and democratic participation. As documented by scholars, Ambedkar recognized that the Constitution serves as a moral guide enabling India towards social change rather than just a simple legal document (Zelliot 112). His ideas regarding social justice, with particular emphasis on caste-based prejudice and the need for institutional safeguards, continue to be pertinent to contemporary policy debate. Scholars such as Rodrigues argue that this was essentially a forward-looking vision, in the sense that further social reform would be required for democratic stability to be sustained (Rodrigues 54). These positions provide the theoretical background against which his relevance in the digital age is assessed.

Research on digital transformation in India emphasizes the expanding role of technology tools in public engagement, communication, and governance in tandem with constitutional studies. According to academics, digital marketing is a crucial tool for influencing social behaviour and public awareness, particularly in younger demographics (Kumar 201). Studies reveal that government organizations are depending more and more on social media campaigns, targeted advertisements, and digital storytelling to engage citizens as India's digital penetration grows quickly (Mehta 89). Ambedkar's emphasis on education as a means of empowerment is closely aligned with the identification of digital literacy as a critical factor influencing citizens' understanding of their rights and access to information.

Digital communication has become even more expansive thanks to artificial intelligence. Recent research demonstrates how AI-powered recommendation systems influence public opinion, individual behaviour, and information access (Tripathi 45). While AI can personalize education and make civic knowledge more accessible, it can also reinforce bias and create echo chambers if it is not ethically monitored, according to scholars who express both optimism and concern (Gupta and Singh 72). Ambedkar's concerns about structural injustices and the necessity of being vigilant in defending democratic values are reflected in the dual nature of AI.

The use of digital platforms to raise constitutional awareness has also been investigated by a number of researchers. Research indicates that youth-oriented online initiatives greatly enhance comprehension of basic rights and responsibilities (Rao 133). Digital tools can

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promote participation and transparency, as demonstrated by government initiatives such as Digital India and MyGov (Sharma 67). These conversations bolster the claim that responsible use of technology can enhance constitutional democracy.

Although existing literature covers Ambedkar's vision, digital marketing practices, and AI-driven communication separately, limited academic work examines their intersection. There is a distinct gap in analysing how Ambedkarite thought can guide ethical digital communication or how digital marketing can support constitutional literacy in pursuit of Viksit Bharat@2047. In order to close this gap, this paper proposes an integrated framework for utilizing technology to further Ambedkar's ideals in modern India by combining insights from constitutional studies, digital communication research, and AI ethics.

3. Dr. B. R. Ambedkar's Constitutional Vision:

Dr. B. R. Ambedkar saw the Constitution as a transformative instrument intended to create a society that is just and equal. His strategy was based on the idea that social and economic democracy must complement political democracy. Ambedkar's views on liberty, equality, and fraternity were useful precepts intended to direct day-to-day governance rather than impersonal ideals. According to him, these principles are the "lifeblood of democracy," guaranteeing that people have rights and dignity (Rodrigues 55).

Understanding Ambedkar's vision requires an understanding of constitutional morality. It places a strong emphasis on accountability in public life, respect for democratic processes, and moral leadership. He believed that if institutions were opaque or if people were still unaware of their rights, democracy would not succeed. Many academics point out that Ambedkar created safeguards to protect vulnerable communities because he foresaw issues that India would face, including social exclusion, unequal access to opportunities, and the abuse of power (Zelliot 118).

Ambedkar's emphasis on social reform and education is another crucial aspect of his vision. He thought that having knowledge enabled people to engage in meaningful democratic participation. Because social participation in today's digital society is defined by information access, his ideas are especially pertinent.

In conclusion, Ambedkar's constitutional philosophy offers modern India a structural and moral basis. His principles are still essential for assessing the effects of emerging technologies on equality, representation, and democratic engagement, such as digital marketing and AI-driven communication.

4. Ambedkar's Ideas and Modern Digital India:

The digital revolution in India provides a fresh perspective on Ambedkar's theories. Millions of citizens now communicate with the government online thanks to the growth of smartphones, internet access, and digital services. This change has reduced barriers that previously prevented marginalized communities from fully engaging in public life by increasing access to information.

Initiatives in Digital India seek to advance digital literacy, enhance governance, and democratize information. These objectives closely correspond with Ambedkar's focus on equality, education, and state accountability. According to academics, digital platforms serve as contemporary instruments of empowerment by providing areas for citizens to access state services, learn, and voice their opinions (Mehta 91).

Ambedkar's views on participation and discourse are also reflected in social media and digital communication. Young people create new forms of civic engagement by participating in discussions about rights, reforms, and public policy. But Ambedkar would also have acknowledged the difficulties that digital environments bring, like false information, skewed narratives, and unequal access to digital resources.

Despite these reservations, the digital age presents previously unheard-of chances to further Ambedkar's goals. By elevating underrepresented voices, encouraging government transparency, and opening up new avenues for community involvement, technology can advance social justice.

5. Intersections Between Ambedkar's Ideals and Digital Marketing:

Ambedkar's ideas have a significant impact on public opinion and behaviour, making their application in digital marketing essential. His focus on justice and equality is in line with the need for inclusive communication, whereby campaigns guarantee that communities from various backgrounds are represented and that information is accessible in an equitable manner. Different digital platforms can use multilingual content, accessible design, and focused outreach to underserved communities to close knowledge gaps.

Ambedkar's idea of constitutional morality aligns with digital marketing ethics. Ambedkar frequently advocated for accountability and transparency in light of the pervasiveness of false information, misleading advertising, and data privacy concerns. Responsible communication is crucial in a society where algorithms influence what people see and think.

Digital marketing also intersects with Ambedkar's advocacy for education and empowerment. Informed citizenship can be supported by campaigns aimed at increasing public

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awareness of social issues, government programs, and rights. When brands and public institutions create campaigns around diversity, equality, and social justice, they reinforce values Ambedkar championed throughout his life.

As a result, digital marketing is a tool for business as well as a medium that has the power to either positively or negatively impact society. It can be a potent tool for advancing justice, dignity, and democratic engagement when guided by Ambedkarite ideals.

6. Digital Platforms and Youth Constitutional Awareness:

Youth in India are an important target audience for constitutional awareness campaigns because they are the country's most active digital platform users. Young people's understanding of their rights and responsibilities is greatly influenced by social media, online learning applications, and short-form content.

Videos, info graphics, influencer partnerships, and interactive tests are examples of digital marketing tools that make constitutional ideas more interesting and relatable. According to studies, young people react favourably to visual and simplified content formats that simplify difficult subjects like equality, civic responsibilities, and fundamental rights (Rao 139).

By customizing content recommendations, AI-driven systems improve this learning process. Based on user interests, platforms can recommend government updates, educational materials, or civic information. Digital assistants and chat-bots also assist young users in getting trustworthy responses to inquiries regarding government services, laws, and rights.

Youth are simultaneously exposed to biased content, divisive viewpoints, and false information. They might find it difficult to identify reliable sources if they lack digital literacy. This problem highlights the necessity of campaigns that encourage critical thinking, which Ambedkar believed was crucial to engaging in democracy.

All things considered, digital platforms have enormous potential for developing knowledgeable youth. India can fortify the democratic spirit Ambedkar envisioned by fusing compelling digital tactics with moral communication.

7. Case Examples from India:

Digital tools can both support and undermine Ambedkar's constitutional ideals, as demonstrated by real-world examples from Indian initiatives. One instructive example is the My-Gov platform, which hosts consultations, public policy discussions, and focused awareness campaigns with the goal of fostering citizen-government dialogue. The platform embodies Ambedkar's emphasis on democratic engagement and public reasoning by facilitating direct citizen feedback and participatory campaigns (Rao 48). My-Gov's outreach helps close

knowledge gaps and promotes inclusive participation when it has been modified for local languages and youth-friendly formats.

Another encouraging example is the multilingual awareness campaigns run by Digital India. In order to reach underprivileged groups, campaigns outlining welfare programs - such as health insurance rollouts or agricultural support programs - use social marketing, short videos, and regional content. These tactics support Ambedkar's belief that social empowerment requires access to knowledge (Mehta 142). Similar to this, the quick adoption of UPI and associated fintech innovations shows how digital platforms can promote economic inclusion: low-cost digital payments have made it possible for small businesses and entrepreneurs from the unorganized sector to join the formal digital economy, which is in line with Ambedkar's objectives for economic democracy.

AI-driven accessibility tools, such as screen readers, speech-to-text services, and regional language translators, have significantly enhanced access for individuals with disabilities and non-native English speakers. These tools support dignity and increase participation, which is consistent with Ambedkar's demand for equal opportunity (Ambedkar 57). Digital campaigns led by NGOs and students on topics like affirmative action and gender justice have also demonstrated how social movements can use digital marketing to mobilize public opinion and put pressure on institutions to change (Joshi 89).

Contrasting examples, however, portend dire consequences. Certain groups have been denied access to opportunities and information due to instances of algorithmic bias in job-targeting advertisements and unclear moderation policies, which have replicated offline disparities online (Nair 55). The same platforms that empower people can also deceive, undermining constitutional morality, as evidenced by viral disinformation campaigns.

These examples highlight a straightforward conclusion: digital tools can advance Ambedkarite values if they are carefully created and executed by having globally accessible, transparent, and accountable. Without those security measures, they run the risk of maintaining the very exclusions that Ambedkar aimed to remove.

8. Towards Viksit Bharat @ 2047: Policy and Future Directions:

A policy framework that links technological advancement with Ambedkar's rights-based constitutional values is necessary to achieve Viksit Bharat@2047. Establishing a robust data security and privacy system that guarantees citizens' private information is used with explicit consent and accountability is a top priority. This is consistent with Ambedkar's view that institutions must protect people's dignity and stop power abuse (Ambedkar 76).

Increasing digital inclusion and literacy is a second critical path. Even though India's digital infrastructure has expanded quickly, disparities still exist among women, in rural areas, and in marginalized communities. To guarantee equitable participation in the digital economy, targeted programs that provide multilingual content, critical media literacy training, and regional digital access centers are required. Scholars observe that Ambedkar's social views revolves around education as empowerment (Kumar 201).

Algorithmic transparency and fairness should then be the norm. Citizens' perceptions, knowledge, and beliefs are increasingly shaped by digital platforms and advertising systems. Reducing bias and preventing the exclusion of vulnerable groups can be achieved by mandating independent audits and requiring platforms to explain how recommendation systems work (Nair 55). This is a modern-day reaction to Ambedkar's cautions regarding structural injustice.

India also needs to encourage moral digital marketing. Commercial and governmental campaigns can be made more socially responsible by establishing clear guidelines on respectful targeting, accurate representations, and accessible content. Acknowledging or rewarding initiatives that involve marginalized groups can enhance inclusive communication even more (Sharma and Tripathi 118).

Lastly, multi-stakeholder governance holds the key to long-term progress. Transparency and shared responsibility are encouraged when civil society, technologists, legal experts, and community representatives contribute to discussions about digital policy. This cooperative technique reflects Ambedkar's views on institutional accountability and participatory democracy (Rao 52).

These policy directions, which highlight equality, transparency, and citizen empowerment, guarantee that digital technologies reinforce Ambedkar's constitutional vision rather than overshadow it, leading India towards a more inclusive and digitally empowered Viksit Bharat@2047.

9. Conclusion:

A strong moral foundation for directing India's digital future is provided by Dr. B. R. Ambedkar's constitutional vision. As the country approaches Viksit Bharat@2047, digital marketing and artificial intelligence play an ever-more-important role in shaping public awareness, information access, and social engagement. By facilitating equal access to digital opportunities, encouraging inclusive communication, and raising awareness of constitutional rights, these tools, when used responsibly, can strengthen democratic values. Such advancements are consistent with Ambedkar's view that just institutions and informed citizens are necessary for social change.

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But issues like algorithmic bias, digital inequality, and personal data misuse underscore the need for more ethical governance and accountability. Ambedkar emphasized that justice, openness, and respect for human dignity must be the cornerstones of democracy. To make sure that technology promotes empowerment rather than widening already existing gaps, it is crucial to extend these principles into the digital sphere.

Essentially, India's path to 2047 needs to strike a balance between constitutional morality and innovation. Digital marketing becomes a useful tool for nation-building - one that moves the nation closer to Ambedkar's vision of a just and socially progressive India - when it is consistent with the values of equality, inclusion, and fairness.

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