

Major Project Report

SJMJ804A

Submitted

In partial fulfillment of the requirements of the degree of
Master of Arts (Journalism and Mass Communication)

By

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Roll No. 2009670001

Under the supervision of

Dr. Sarina

Assistant Professor

School of Journalism and Mass Communication

K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

June 2022

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K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



Study of social feasibility of electric vehicles in India

Presented to the faculty of

K.R. MANGALAM UNIVERSITY

In partial fulfillment of the requirement for the degree

MASTERS IN JOURNALISM AND MASS COMMUNICATION

Student Declaration:

I declare that I, **Shashank Vashisth**, the undersigned, have completed this work and that I have not used any other than permitted reference sources or materials nor engaged in any plagiarism. All references and other sources used by me have been appropriately acknowledged in the work. I further declare that the work has not been submitted for the purpose of academic examination, either in its original or similar form, anywhere else.

18 June 2022, Gurugram

Shashank

Signature

Place / Date

Mentor Declaration:

I, the undersigned, verify that this document meets K.R. Mangalam University academic standards.

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Mrs. Sarina place/date

PREFACE

This thesis could not be completed without the support of many individuals. I want to express my sincere gratitude towards all of them.

Firstly, I would like to thank to all the researchers who really helped me out to make my thesis as their research helped me out to know how will electric vehicles going to impact people in near future and also to understand more about electric vehicles.

Secondly, I would express my gratitude and thanks to my mentor Mrs. Sarina for imparting her knowledge and experience in my study.

I am thankful to K.R. Mangalam University for giving me this opportunity to pursue my research.

I thank and appreciate faculty members, family and colleagues for supporting and encouraged me throughout my research.

In last I would like to appreciate the government for launching electric vehicles in India for the betterment of environment in future.



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FOREWARD

As many of us know that air pollution is increasing day by day and major cause of pollution is emission created by conventional vehicles as we have an option to replace it with electric vehicles but how will it going to impact a common person in India. This is what author is trying to elaborate the challenges, difficulties, advantages and many more things through his study. Study on Social feasibility of electric vehicles in India will going to let us know the different point of view people on electric vehicles.

On the basis of many researches author has discovered many theories about how electric vehicles will create lots of complications and as well as benefits for both government and people in future.

Author major motive is to let people know that the air pollution can be reduced by choosing an alternative of conventional vehicles which is electric vehicles but for that we all have to take steps from our side and it's true that in beginning it will going to create some problem but we all have to adjust with it and should take steps forward towards making our cities and town clean and green.




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TOPIC:

STUDY OF SOCIAL FEASIBILITY OF ELECTRIC VEHICLE IN INDIA

EXECUTIVE SUMMARY

In India today there are many problems that need to be resolved but the major problem is air pollution. As we all suffering from it last many years and air pollution causing many diseases which are harming nature and human beings. The one of the major reason of air pollution is pollution caused by conventional vehicle. Carbon emission vehicles cause lots of air pollution in India which harms our environment. In March 2013 India's first electric vehicle launched in Delhi after 26% government subsidy granted and it is known as e20 which will help to keep our town and cities clean and green. In general, electric vehicles produce fewer emissions that contribute to climate change and smog than conventional vehicles.

Electric vehicles also have a good impact globally and people there are taking steps forward to make environment good by shifting towards electric vehicles. As they help to improve both noise and air pollution. Indians are also trying to shift to electric vehicles as they are getting more aware about vehicles which help to improve environment and keep their cities and towns clean and green.

CHAPTER 1

1. INTRODUCTION

1.1. Background of the problem

All vehicles produce emissions which cause air pollution and harm the environment. However, electric vehicle typically produce less emission than conventional vehicle because most emissions are low for electricity generation than burning gasoline or diesel. By 2023, in Delhi there will be one-fourth electric vehicle on road to making a step towards reducing the air pollution. In many cities electric vehicle are running estimated is done around 5,000 vehicles are electric which are running in India. Battery charging and swapping stations will setup all across these cities with private sector participation at existing public parking zones, bus depots and terminals, metro stations and etc. As for the private charging stations, the government will give 100 per cent subsidy on installation of charging point up to ₹30,000 per charging point for the first 10,000 points in residential or non-residential buildings. This is for those people who owns transportation business and who have trucks and buses which are used for commercial use. These are some steps which government will apply to make control on pollution.

But as we know electric vehicles cost will be very high and cost of maintenance will also be very high and its parts and services of electric vehicles will also cost very high which will hit the pockets of people very badly. Setting up the infrastructure for electric vehicles will also cost government. So, all these will



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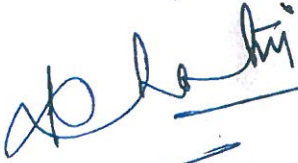
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APPROVAL SHEET

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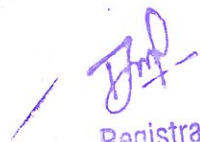
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DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea in my submission. I understand that my violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not have been properly cited or from whom proper permission has not been taken when needed.

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Acknowledgment

This report has been prepared for the Major Project that has been done in 2 years of course. In order to study the practical and theoretical aspects of the course in the real field to fulfill the requirements of the course of Master's in Journalism and Mass Communication.

The main aim of this Major Project is to be familiar with the practical work and how the media industry works with clarifying the career goals in mind. I have successfully completed my Major Project and have prepared the report from the experience which I have gained during my course.

I would like to express gratitude and thanks to our Dean Dr. Neeraj Khattri for giving his valuable time and given me chance to learn something despite having busy schedule. My special thanks to Assistant Professor Dr. Sarina for her guidance, cooperative support and giving me so much exposure during the making of my Major Project. I would also like to thank my mentor for providing this opportunity. This Major Project made me more confident as a person and made me learn a lot.

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Research Work

Research paper – 1

Mobile revolution

Introduction

The mobile revolution is a term used to describe the rapid and significant shift in the ways people access and use information and communication technology. Starting from the early 2000s, mobile devices and their associated technologies have revolutionized the way people live and work, and have transformed societies around the world. The introduction of smartphones, tablets, wearable devices, and other mobile technologies has created a new era of connectivity, mobility, and accessibility. This revolution has transformed the way people communicate, consume information, buy and sell products and services, and conduct business. With the increasing rate of innovation and emerging technologies, the mobile revolution is still ongoing, and is likely to continue to shape the way we live and work in the future.

The mobile revolution is a term used to describe the rapid and widespread adoption of mobile devices, such as smartphones and tablets, and their impact on society. This technological shift has completely transformed the way we live, work, and communicate with each other. With the rise of mobile technology, we now have the ability to stay connected to the world around us at all times, no matter where we are. This has led to major changes in the way we consume media, communicate with each other, and do business. In this era of mobile devices, we are witnessing a new chapter in the history of technology, and the impact of this revolution will continue to shape our world for years to come.

The mobile revolution has completely changed the way we live our lives. With the widespread adoption of smartphones and tablets, we are now able to stay connected to the world around us 24/7, no matter where we are. This has led to a major shift in the way we consume information, communicate with each other, and even do business.

One of the biggest impacts of the mobile revolution has been on the way we consume media. With the rise of streaming services and mobile-friendly websites, we can now watch movies, TV shows,



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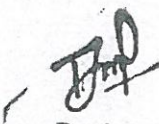
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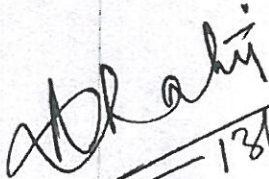
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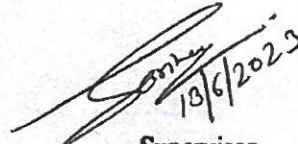

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DECLARATION

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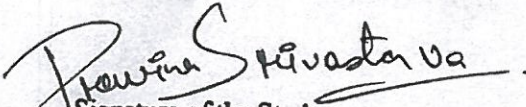
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Certificate

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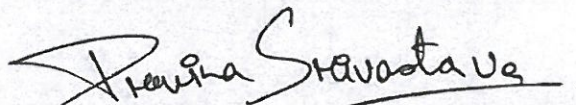
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Research Work

**Inclusion of diversity in print media: A study of leading Indian newspaper coverage of
LGBTQ**

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ABSTRACT

The Indian High Court made a landmark judgment decriminalizing Section 377 of the Indian Penal Code in 2018. This decision set the stage for India's ascent to prominence, propelling society toward progressive diversity and inclusiveness. The Left-Front Government of Kerala decided in January 2021 to include the transgender option in all gender applications for a more inclusive approach to the marginalized community; with this and many other examples of acceptance of equality, people began a dialogue to inform and educate society about the change and progression.

Indian cinema began portraying LGBTQ themes on wide screens with the assistance of films such as 'Ek Ladki Ko Dekha to Aisa Laga', 'Shubh Mangal Zyada Savdhan', 'Aligarh', and others. The fourth pillar, media, is also responsible for alerting people of the sensitivity of these topics by covering them. In 2019, the Times of India broke new ground by classifying LGBTQ people. Even though news platforms have blossomed with specific LGBTQ features, paper is still gasping. It is critical to measure the representation or coverage of minorities in the media. The researcher will attempt to investigate the coverage of LGBTQ problems in print media in this research paper. However, we intend to highlight the impact on LGBTQ people through print media by selecting two of India's most widely read newspapers, 'The Hindu' and 'The Times of India.'

Major Project

Project report submitted

In partial fulfilment of the requirements of the degree of

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in

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by

Prachi Agrawal

2109670003

Under the Supervision of

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DECLARATION

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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CERTIFICATE

It is certified that the work contained in the project report titled "Major Project," by the following student:

Prachi Agrawal

Name of the Student
Prachi Agrawal

Roll Number
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This is to certify that above title "Major Project" been carried out under my/our supervision and that this work has not been submitted elsewhere for a degree.

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ACKNOWLEDGEMENT

It gives me immense pleasure to express my deepest sense of gratitude and sincere thanks to my highly respected and esteemed guide **Dr. Sarina**, for her valuable guidance, encouragement and help for completing this work. His/Their useful suggestions for this whole work and co-operative behaviour are sincerely acknowledged.

I also wish to express my gratitude to **Dr. Sarina** for his kind hearted support. I am also grateful to my teachers for their constant support and guidance.

I also wish to express my indebtedness to my parents as well as my family member whose blessings and support always helped me to face the challenges ahead.

At the end I would like to express my sincere thanks to all my friends and others who helped me directly or indirectly during this project work.

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Chapter- Future Trends in Advertising and Brand Communication

MISS. PRACHI AGRAWAL

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INTRODUCTION

Brand Communication is an important part and tool of brand management by which the companies inform, persuade, enlighten, teach, remind, and enrich the knowledge of their stakeholders about the brand, its strengths, values, fundamentals, and its offerings of products and services.

The company's stakeholders are influenced by brand communication. Employees, consumers, investors, and sponsors are all stakeholders since they are inextricably linked to the brand, and it is the management's primary responsibility to communicate with them on a regular basis about the brand's events and critical topics. It serves as the brand's voice, therefore strengthening long-term relationships with stakeholders.

Brand communication is a critical component of brand management and strategy, and it is critical to have a deliberate and healthy interaction with stakeholders. It is one of the promotional tools and methods used by the brand to affect customers' perceptions of the brand, the firm as a whole, and its product and service offerings.

It is the act of conveying and delivering relevant and targeted brand messages to stakeholders. It combines the use of traditional media channels such as newspapers and



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