

## AN EMPIRICAL STUDY ON CHALLENGES AND OPPORTUNITIES FACED BY GIG WORKERS WITH SPECIAL REFERENCE TO THE FAST-FOOD INDUSTRY

**\* Ms. Ravee Rajnikant Naik**

\* Research Students, Vivekanand Education Society's College of Arts, Science and Commerce (Autonomous), Mumbai.

### Abstract:

*This paper studies the integration between traditional knowledge and modern technology/wisdom in today's world. With innovations and technological growth being the higher priority in India, constant support towards these ideas has made us improve our standard of living. But that does not mean we must forget our traditions, beliefs, and practices. A blend of both commodities will help youth achieve enormous success. Youth will bring changes in the world; their talent, dedication, and innovative thoughts will help India achieve our goal, Viksit Bharat. When we blend our traditional knowledge in a modern way, we can teach new things to the youth and the upcoming generations. In this paper, we have asked about their view on traditional knowledge, modern wisdom, the integration of both, their opinions on the ideas of sustainability and many more things. The paper is exploratory. Data analysis is done using Excel and different charts to understand the collected responses. From this paper, we will realise what youth think about integrating both and whether they want to implement these ideas.*

**Keywords:** Traditional Knowledge, Modern wisdom, Youth, Viksit Bharat.

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### Introduction:

The rise of globalisation and the development of modern technology has significantly changed our thinking and living standards. With the introduction of new technology in health care, education, psychology and many more fields, we have seen a drastic change in how we lived and dealt with things in the past. This has unfortunately made us forget about our glorious traditional practices that helped us survive till the 21st century. Modern technology improvements have benefited the human race by allowing us to achieve big dreams, but that has made us ignore our traditional practices in medicine, education, welfare, and habits. This paper focuses on what youth think about our traditional practices and knowledge and what they think about integrating this practice and learning with modern wisdom.

Traditional knowledge does not come under one set of rules and regulations, nor can we define them. Every state, community, region, religion, caste, and family has its own set of different practices that they follow and practice. Every ancient practice has evolved in time to bring people together and comfort them. Even a tiny tribe has its folk, remedies, teaching standards, etc., for its people's benefit. These traditional practices are the total of indigenous and local communities' beliefs, skills, creativity, and experience to support their community to grow further. With growing and developing India, we often think these practices are still helpful as we have started urbanising ourselves to fit global standards. But we do have a solution here; if we blend our practices with the modern technology that today's youth follow and has become the standard to survive, we can develop great innovative ideas that will

help our country grow further.

If done correctly, we can use modern wisdom to uplift and upgrade ourselves and achieve big things. With constant technological upgrades, the youth benefit from and use technology for personal growth in astonishing ways. With work-from-home internships and jobs, online learning, live-home classes, and remote learning, we have also made this possible because of modern technology. This helps youth in remote places of India grow, learn, and earn. Modern technology has also helped in the healthcare sector and many other industries.

While conducting the survey, 20 questions were asked to 100 random people. One question was: *What do you think of Gurukul's style of learning, combined with modern technology, which integrates our culture with modern wisdom?* As shown in the chart below, the respondent's response was largely positive, which gives us a hint that the youth is interested in such blends.

We can take inspiration from ancient practices which were sustainable and affordable. One of the ideas that we can discuss is to bring back Gurukul-style teaching, in which children will learn practical knowledge through theoretical learning. The rules that were followed in gurukul can also be brought back, for example, drinking water from earthen pots, which is sustainable and keeps water cool in summer, as this will reduce the use of fridges and save electricity. Eating banana leaves is also a sustainable practice. Sitting on the floor to have good posture, helping clean the classrooms, expressing gratitude at the start of the lecture, and many more things. However, all these practices are in line with modern teaching and the use of technology. The curriculum will be the same, but the way of teaching will blend both styles. This will give the students the education they need and the feel of ancient Indian practices.

### Literature Review :

- A paper titled, **“Reconciling Modern Knowledge with Ancient Wisdom”**. This paper reflects an academic and cultural journey of reaffirmation, where Western knowledge challenged but did not alter the author's core beliefs. Inspired by Tui Atua Tupua Tamasese's writing on Samoan wisdom and values, the author found renewed commitment to their herotage, embracing the principles of alofa (love) and faaaloalo ( respect) as guiding forces in their lives. (Aveglio, P. F., 2018).
- A paper titled, **“Bridging Ancient Wisdom and Modern Academia: Indian Knowledge Systems In Higher Learning”**. This chapter examines the integration of the Indian Knowledge System (IKS) into higher education, emphasizing its relevance in addressing modern academic and societal issues. It highlights the holistic nature of IKS, focusing on sustainability, interconnectedness, and ethical living, aligning with global educational reforms. The study advocates blending traditional Indian insights with modern science to enhance interdisciplinary learning and ethical leadership. (Chandratreya).

### Objective of the study:

1. To explore the youth's perceptions and understanding of traditional knowledge systems
2. To analyse the awareness and usage of modern technology in the lives of young individuals.
3. To evaluate the youth's acceptance and feasibility of integrating traditional knowledge with modern wisdom.
4. To investigate the interest of youth in adopting a Gurukul-style education system blended with modern technology.
5. To identify practical and innovative approaches for implementing a hybrid system that combines traditional practices with modern advancements in education

**Research Methodology:**

The paper is conducted through random sampling. The data is collected through primary and secondary sources. Primary data has been collected through a well-structured Google questionnaire form. The sampling size is 100. The respondents were asked 20 different questions. The research paper is quantitative, descriptive, and empirical in nature. Charts are used to

**Fig 1 Demographic Statistics**

	Particulars Count
<b>Age</b> 18-20 21-25	Postgraduate
	87 11 2
Above 25	52 48 3
<b>Gender</b> Female Male	92 5
<b>Education Level</b> High School	
Undergraduate	

analyse the data.

**Results and Discussion :**

A Google form containing 20 questions was asked to 100 respondents about their thoughts on integrating traditional practice with modern wisdom. Then, the responses were analysed using different charts to understand the data.

**Fig 2. How familiar are you with traditional knowledge (e.g., cultural practices, herbal medicine, yoga, etc.)?**

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Very Familiar Somewhat Familiar Not Familiar

**Summary:** The pie chart shows that 65% of the youth are " very familiar " with traditional knowledge, 29% are " somewhat familiar," and 6% are "not familiar " with it.

**Fig 3 What does “traditional knowledge” mean to you?**

Viksit Bharat

Knowledge passed down through generations, including cultural practices, customs, and beliefs Ancient scientific methods, such as agriculture and medicine, developed by ancestors A combination of both cultural practices and ancient scientific methods I don't have a clear understanding of traditional knowledge

**Summary:**

The question was asked what traditional knowledge means to the youth answered 45%, "Knowledge passed down through generations, including cultural practices, customs, and beliefs", and 42% responded, "A combination of both cultural practices and ancient scientific methods", 7% answered as "Ancient scientific methods, such as agriculture and medicine, developed by ancestors" and 6% responded as they don't have a clear understanding of traditional knowledge

**Fig 4. Which of the following aspects of traditional knowledge do you think is most valuable?**



**Summary:** In the chart, we can see that 51% of the students said "Connection of nature and environment sustainability", 23% answered "Cultural practices and heritage", 15% responded as "Indigenous knowledge on health and wellness", while the option "Problem-solving techniques and community-based decision" making was answered by 11%.

**Fig 5. Do you believe traditional knowledge is still relevant in the modern world?**

**Viksit Bharat**

Yes, it provides valuable insights into sustainable living

Yes, but it needs to be adapted to modern contexts.

No, it's outdated and no longer applicable

I'm not sure

**Summary:** 49% of the responses were "Yes, it provides valuable insights into sustainable living," 42% were "Yes, but it needs to be adapted to modern contexts," 2% responded as "No, it's outdated and no longer applicable," and 7% said that they were not sure.

**Fig 6. How important do you think modern wisdom (e.g., technological advancements, scientific research) is for societal progress?**

Viksit Bharat



Extremely Important Very Important

Moderately Important Not Important

**Summary:** By looking at the chart, we can see that 43% answered as "Very important", 39% said "Extremely important", 17% as "Moderately important" and 1% as "Not important".

**Fig 7. What does "modern wisdom" mean to you?**

Viksit Bharat

A blend of both scientific advancements and cultural awareness	20
Knowledge that is evidence-based, focusing on solving contemporary challenges	18
Knowledge based on individual freedom, rights and modern societal values	29
Knowledge derived from scientific advancement, research, and technology	33

0 5 10 15 20 25 30 35

**Summary:** The chart shows that 20% answered as "A blend of both scientific advancements and cultural awareness," 18% responded as "Knowledge that is evidence-based, focusing on solving contemporary challenges," 29% said "Knowledge based on individual freedom, rights and modern societal values," and 33% responded as "Knowledge derived from scientific advancement, research, and technology."

**Fig 8. Which area of modern wisdom do you think is most important for the future?**

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Technology and innovation

Social Justice and equality

Climate change and environmental conservation

Mental health and emotional well-being

**Summary:** The chart shows that 30% of the youth think that "Technology and innovation" are most important for the future, 26% responded with "Social justice and equality," 25% said "Mental health and emotional well-being," and 19% answered as "Climate change and environmental conservation."

**Fig 9. Do you think modern education systems are adequately integrating new technologies and scientific knowledge with life skills?**

**Viksit Bharat**

Yes, education is evolving with the time

Yes, but there should be a stronger focus on emotional intelligence and life skills

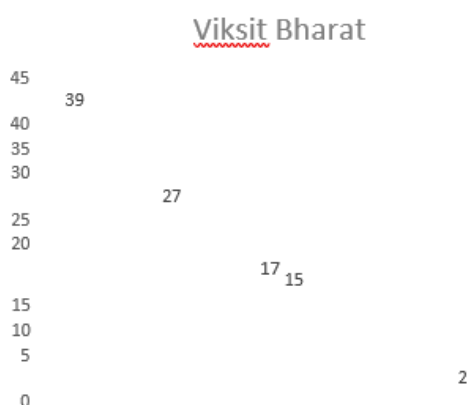
No, education is too focused on exams and not enough on practical wisdom

No, traditional systems do not adapt fast enough to current needs

**Summary:**

40% of the youth think that "Yes, education is evolving with the time; 38% said "Yes, but there should be a stronger focus on emotional intelligence and life skills; 21% answered "No, education is too focused on exams and not enough on practical wisdom and 1% said as "No, traditional systems do not adapt fast enough to current needs"

**Fig 10. Which areas can benefit most from the integration of traditional knowledge and modern wisdom?**



**Summary** When asked which area would benefit most from the integration of traditional knowledge and modern wisdom, the youth answered 39% in the "Healthcare sector," 27% in "Education," 17% in "Technology," 15% in "Environment," and 2% in others.

**Fig 11. Do you believe traditional knowledge still holds relevance in the modern era?**

**Viksit Bharat**

Strongly agree Agree Neutral

Disagree Strongly disagree

**Summary:** We can observe that 31% "strongly agree" that traditional knowledge still holds relevance in the modern era, 47% "Agree," 21% are "Neutral," and 1% answered "Disagree," while no one responded as strongly disagree.

**Fig 12. Do you think that learning about your cultural heritage and traditional knowledge is important for personal growth?**

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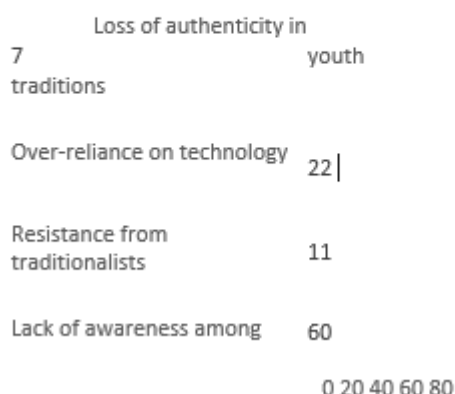
Strongly agree Agree Neutral

Disagree Strongly disagree

**Summary:** 38% answered as "Strongly Agree," 45% as "Agree," 15% as "Neutral," and 2% disagreed. Based on these responses, we can interpret that youth think learning about our cultural heritage and traditional knowledge is essential, as 60% of the total respondents agreed with the question.

**Fig 13. What challenges do you see in integrating traditional knowledge with modern wisdom?**

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**Summary:** The chart shows that the majority of the youth answered "Lack of awareness among youth," which is 60%; 22% as "Over-reliance on technology," 11% as "resistance from traditionalists," and 7% as "Loss of authenticity in traditions."



**Fig 14. How can the youth contribute to this integration?**

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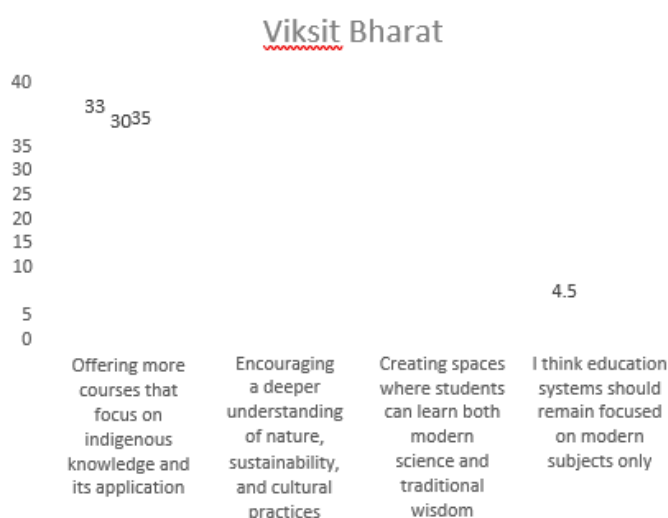
Participating in cultural exchange programs

Researching traditional practices

Volunteering for sustainability projects

Promoting awareness through social media

**Summary:** 37% said by "Participating in cultural exchange programs", 32% "Researching traditional practices", 15% "Volunteering for sustainability projects", and 16% "Promoting awareness through social media".

**Fig 15. What role does education play in bridging the gap between traditional knowledge and modern wisdom?**

**Summary:** Looking at the chart, 33% answered as "offering more courses that focus on Indigenous knowledge and its application," 30% responded as "encouraging a deeper understanding of nature, sustainability, and cultural practices," 35% as "a creative space where students can learn both modern science and traditional wisdom," and 4.5% said as "I think education systems should remain focused on modern subjects only."

**Fig 16. How can digital tools and social media be used to promote the integration of traditional knowledge and modern wisdom?**

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By using online resources to teach sustainable practices and Eco-friendly living

By connecting youth to local and global communities for collaboration on environmental and social issues

By creating platforms for sharing indigenous stories and cultural knowledge

**Summary:**

Observing the chart, 45% responded as "By connecting youth to local and global communities for collaboration on environmental and social issues," 41% as "By using online resources to teach sustainable practices and eco-friendly living," and 14% as "By creating platforms for sharing Indigenous stories and cultural knowledge."



**Fig 17. Do you think that the practice of yoga with a modern touch will attract the interest of the youth?**

**Viksit Bharat**

Strongly Agree Agree Neutral

Disagree Strongly disagree

**Summary:**

Looking at the pie chart, we can say that 38% "strongly agree" with the idea of yoga with a modern touch, 44% responded as "agree", 17% as neutral, and no one disagreed. We can interpret from this data that most respondents liked the idea of practising yoga with a modern touch. This will help India become more fit, and the people's interest won't faint easily.

Yoga has been an integral part of our lives, and the idea of integration will be nice to pass the knowledge further down to the upcoming generations.

**Fig 18. Do you think that the Gurukul style of learning, combined with modern technology, will integrate our culture with modern wisdom?**

**Viksit Bharat**

Strongly Agree Agree Neutral

Disagree Strongly disagree

**Summary:** We can see that 28% strongly agreed to an integrated teaching experience, 45% agree, 22% are neutral, 4% disagree, and 1% strongly disagree. We can interpret this data to show that most people agree that the Gurukul style of learning with a modern touch will integrate both sides. Gurukul's teaching has been carried down for centuries, and again, the same teaching and learning experience will help children gain immense knowledge.

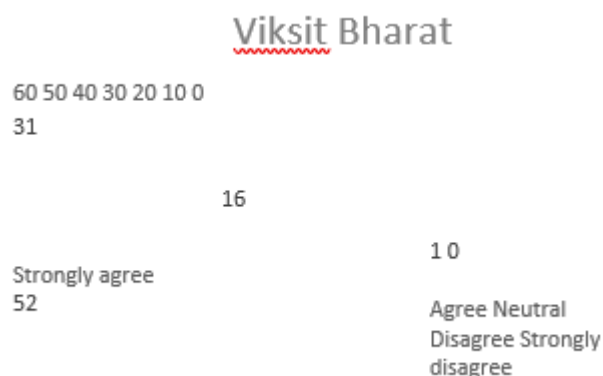
**Fig 19. Will you attend this type of blended learning?**

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**Summary:** When asked if they would attend this, 74% answered "Yes," 21% "No," and 4% "Maybe." The data show that the respondents liked the idea of blended learning.

**Fig 20. Do you think that by combining traditional knowledge with modern wisdom, we can make sustainable lifestyle practices a reality?**



**Summary:** Observing the chart above, 31% responded as "strongly agree," 52% as "agree," 16% as "neutral," and 1% as "disagree." Our ancient practices were all dedicated to nature. Activities were done without harming the surroundings. These practices should be brought back. The respondents also majorly agree with this.

**Fig 21. Would you like to attend events or programs where traditional/ regional knowledge is shared using technology in an engaging manner?**

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Yes No Maybe

#### Summary:

To help people understand our ancient practices, events and programs should be organised engagingly with the help of technology. This will interest people in learning about our history and practices. Over here, 64% responded as "Yes," 12% as "No," and 24% as "Maybe."

#### Conclusion:

To conclude with the study, we can understand that youth is interested in integrating traditional practices and knowledge with modern touch. While many of us think that youth is not interested in traditions and want to live a modern life by looking at the charts, we can confidently say that youth are very well aware of their traditional practices in their house or communities. They would like it if we integrate them with modern technology. This integration will benefit us in two ways: one, we will be able to retain our practices with developing India, which contains its unique essence, and second, we will be able to be on par with the world regarding technology. This integration will also make learning fun for children with the curriculum that they

study.

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