

To,

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Subject: Response (counter comments) to consultation paper on “Review of Telecom Consumers Protection Regulations (TCPR), 2012.” against comments of “Vodafone Idea Limited (VIL)”, “Reliance Jio Infocomm Limited (RJIL)”, “Bharti Airtel Limited (BAL)”

Dear Sir,

This is reference to TRAI’s consultation paper on “Review of Telecom Consumers Protection Regulations (TCPR), 2012.” dated 26-07-2024

In this regard, please find enclosed my response (counter comments against comments of - “Vodafone Idea Limited (VIL)”, “Reliance Jio Infocomm Limited (RJIL)”, “Bharti Airtel Limited (BAL)”) for your kind consideration.

My request to you. Please consider this document as comment as well. Actually due to some mis understanding i thought that last date for comments is 23 august 2024.

This document have both things. comments and counter comments.

Thank you.

analysis about data plans:

Current plans don't align with the preferences of elderly people. Many people do not use data services, they only use calls only, that too when necessary. Most of the people do not use SMS

either. So selling all things (calls, sms and data) together is a very costly affair for common people.

Let us take a practical example .

Suppose you are attending a marriage program. All guests are served food. But there is no buffer system. Instead some people are serving all prepared dishes after guests sit in a row. Suppose a total of 10 items e.g. barfi, rasgulla, jalebi, poori .. etc, are made. They are serving all dishes to all guests. One can't deny any item, even if he doesn't like that item and doctor's too have asked him not to eat that sweet but still he has to put it on his plate. Out of 10 items, he ate only 6 items and remaining 4 items were untouched in his plate and those 4 sweets went to waste. Alas if there could have been the buffer system. In that case, that person has not picked those items in the first place, thus saving the food and the other person could have eaten those sweet items who truly enjoys those sweets.

So selling calls, sms, data plans bundled together is very similar to the above story.

Many people do not use SMS but they pay for it and that money goes to waste.

Many people do not use data services also but they pay for it and that money too gets wasted.

For the last 6 years, I have not sent any meaningful sms to anyone. I use some sms for upi Id activation only.

You can ask these telecom companies that - share the details about - how much sms a person has sent in the last 6 years. Then my assumption is that - there will be around more than 99% people who have not sent any meaningful message in the last 6 years.

So there should be a separate sms plan eg in 20 rupees there can be allowed around 20 sms and validity for that sms plan should be atleast 365 days.

Similarly there should be plans for data services as well.

For eg in 150 rupees there can be around 30gb internet and validity should be atleast 365 days.

Similarly there should be plans for voice calling as well. For eg in 150 rupees users can be allowed for at least 30 days. Yes, here I did not ask for 365 days validity because I understand it is important for telcos to earn money on a regular basis to keep things/operations floated.

Current plan of unlimited voice is too much overrated. I believe many people do not talk more than 30 minutes in a day. So I think it will be better to restore the previous plan where the user 'pays per second' and 'per minute'. In that scenario people will not become too much glued to their mobile phones. Yes prices can be fixed in such a way so that the 'average revenue per person' is maintained and telco companies too should earn some profits.

I read one argument written by a telco company - where they said that they also offer a voice only plan where the price was around 199 rupees for 28 days. Where the user gets unlimited talktime and 2gb internet per plan (not per day). But that plan was listed on their website and app only. It was not listed on famous recharge applications eg 'amazon pay' . So most users never know that this plan exists. So please make a rule that if a third party app/website is selling recharge plans, then it has to offer all plans. It should not selectively hide certain plans. Either offer all or do not offer anything at all. Actually it was done deliberately so that most users recharge with a data plan and then they do endless dumb scrolling in their mobile phone.

I swear, life was so beautiful before this freebie internet was launched. After this freebie internet launched, people got addicted to it. Now everyone is regretting it.

Let me share a true story of my friend.

My friend lives in our native village. He just does some jobs and gets payment, but his job is not regular. He has a mobile phone and two sim. He activates the internet in 1 sim and does dump scrolling, binge watching all day. Once the 1.5gb internet is finished from his 1st sim then he starts the internet in the 2nd sim and again does the dumb scrolling, binge watching etc. and doing so he goes to sleep after 12am everyday.

Even childrens of very young age are also addicted to this free (bundled) internet. People are busy without business. They are up till late night without any valid reason. The only reason is - there is some internet left in their mobile.

The telco companies are making youth addicted to the mobile-data/internet. Why data plans are glued to voice plans. Why can't we purchase data and voice plans independently? One telco has one such plan, where in 199 rupees we get unlimited calling and 2gb data for 28 days. Previously this plan was about 155 rupees. But this plan is for 28 days only. We can't take such a plan for 3/6/12 months because there is no such plan. If such a plan, for eg a plan where the telco company offers unlimited calling for 12 months (for eg 2300 rupees), in that case we could have purchased that plan, and we could have taken data add-on plans. Since now our main plan has a 12 month validity, so added add-on plans will also have the same validity. We could have used less internet in that case. But currently there is no such plan. Also why is the user forced to consume 1.5gb of internet daily? Why do the remaining internet laps? It should remain valid for at least 12 months.

The reality is telco companies want to eat your time, attention as much as possible. That is how advertiser's earn more money. These companies want to make the entire nation a doomed nation. Nowadays people are consuming, scrolling the internet without any realization. If you ask a person - what are you doing on your mobile? He will say that - I am surfing the internet. Next you can ask - For what you are searching for? He will reply - I don't know. Next you can ask - In how many minutes or hours, you will complete this internet surfing? The answer will be - as long as there is left a single byte of my recharge plan (1.5gb internet) today. The

consequences are visible everywhere - more brutal rapes, murders, killings are happening. More child pocso cases are happening. More road accidents are happening. More drug peddling is happening. Punjab is like - gone in the wave of drug consumption. More thefts are happening. More custodial deaths are happening.

More people are falling ill. More cases of liver, kidney failure are happening. More people are suffering with mental health issues. More people are suffering with physical health issues. More cases of 'live in relationships' are happening. More cases of divorce are happening. More cases of IVF are happening. More cases of male/female infertil*ty is happening. More cases of dowry harassments are happening. More cases of married women su*c*des are happening. Likewise the list goes on

If we try to find the root cause - the root cause is - this cheap internet, this forced glued internet which we don't need in the first place. But since these companies have to make you mentally handicapped, that's why they sell this internet forcefully with voice plans. Without this bl**dy internet - you will be more mindful, you will start keeping better thoughts in your mind, you will start sleeping and rising early, you will start daily workout exercises,

You will start talking more immersively with your family-members/relatives/friends, thus your friendship will flourish more. You might stop eating junk/fast food, thus you will fall less ill or no ill at all. Less illness will reduce the earnings of many doctors and pharma companies. They don't want that to happen. That's why they sell the internet forcefully, so that you can be kept deprived of the colors of a good mindful life.

Without cheap internet you will stop playing fantasy betting apps (eg. fantasy cricket, fantasy football etc). If this forced internet can be stopped, then 80% of the cyber crime, money frauds will also stop automatically.

The regulatory authority should intervene here and separate all data plans from voice plans. Also incoming SMS should be free for everyone, because the person who is sending the SMS, he has a valid plan, he is already spending money on sending that sms. Why should the receiver also spend the same money? Why is the receiver also forced to have a valid recharge plan to just receive a sms? Even if he should have a plan, why can't he take a small sms pack , for eg 5-sms message pack plan only, or 10-sms message pack only.

Or the government should make it compulsory to deliver the incoming SMS (even when the recharge plan is expired) which are sent by banks, aadhar service etc. because these are the necessary services and without OTP these do not proceed further.

No state or central govt is paying attention to these burning issues. They are just busy in doing their business, some are busy in doing the corruption at a deeper level.

The Lack of Education on Internet Addiction

The internet offers numerous forms of addiction, yet telecom companies have largely failed to educate their customers about the dangers and harmful effects of excessive internet use. Despite the growing evidence of internet addiction and its negative impacts on mental and physical health, there is a notable absence of educational efforts from these companies.

Telecom companies should play a proactive role in informing the public about the risks associated with excessive internet usage. This includes providing information on the potential for addiction, the impact on mental health, and strategies for maintaining a balanced digital lifestyle. By neglecting this responsibility, these companies contribute to the perpetuation of internet addiction and its associated problems.

Educating users about these issues is crucial for fostering a more informed and responsible approach to internet use. Telecom companies should integrate educational initiatives into their services, helping customers understand the importance of managing their digital consumption and mitigating potential harm.

A Call to Action for the Protection of Future Generations

I believe that you, too, have children, and as such, I urge you to take immediate action to address this growing issue of internet addiction. The internet, if left unchecked, can become a pervasive "cancer" that negatively impacts everyone, including the younger generation. It is imperative to act before it causes widespread harm.

We need to implement measures that protect children and future generations from the detrimental effects of excessive internet use. By taking decisive steps now, we can prevent the internet from becoming an even greater threat to our society and ensure a healthier, more balanced digital environment for all.

A Reflection on Freedom and Internet Addiction

One might reflect that if the freedom fighters who fought for India's independence had known that future generations would become enslaved by the internet, they might have questioned the true value of their struggle. The irony is that while our forebears fought for our liberation from colonial rule, we now face a new form of bondage—one that chains us to screens and digital distractions.

This reflection highlights the urgent need to address internet addiction as a significant modern challenge. The very freedom we secured is now being compromised by the unchecked proliferation of internet use. It is essential to reclaim the freedom to live balanced, healthy lives, free from the overwhelming grasp of digital dependency.

We gained freedom from colonial rulers only to become enslaved by digital addiction. What a profound irony. This reflection highlights the urgent need to address internet addiction as a significant modern challenge. The very freedom we secured is now being compromised by the unchecked proliferation of internet use. It is essential to reclaim the freedom to live balanced, healthy lives, free from the overwhelming grasp of digital dependency.

The Burden of Internet Addiction on Global Well-being

The birth of a human being is a remarkable event, one that occurs after overcoming numerous challenges. From conception, many potential obstacles could lead to abortion due to various factors, including health complications or unforeseen circumstances. If the pregnancy continues, there is still a risk of complications during childbirth, which could be life-threatening for both the mother and the child. Even after birth, a child faces numerous risks — illnesses, accidents, natural disasters like floods or lightning strikes, and many other threats. Yet, through sheer resilience and often a bit of luck, a child survives these early years and reaches the age of around ten.

This brings us to an important point: how much effort, care, and resources go into raising a human being to this stage. It involves not just the parents and family but also the community, healthcare systems, and even societal structures that provide safety and education. However, after overcoming all these obstacles and reaching a certain level of maturity, what do many individuals end up doing? They become addicted to the internet, spending countless hours online. This is a classic example of how immense efforts and resources can be squandered.

The Environmental Impact of Internet Use

Moreover, the widespread use of the internet has its own direct and indirect environmental consequences, contributing to global warming. Data centers, which are the backbone of the internet, consume a massive amount of electricity to operate and cool down their servers. Most of this electricity comes from non-renewable sources, leading to significant carbon emissions. Every time a person streams a video, sends an email, or posts on social media, it adds up to a considerable carbon footprint. This digital footprint is often overlooked, yet it is a growing concern as our reliance on the internet increases.

Psychological and Social Side Effects

Internet addiction also has profound psychological and social side effects. Studies have shown that excessive internet use can lead to various mental health issues, including anxiety, depression, and a decline in social skills. People addicted to the internet often experience reduced face-to-face interactions, which are crucial for developing empathy and emotional intelligence. This not only affects their personal lives but also their ability to function effectively in social and professional environments.

Impact on Physical Health

The physical health effects of internet addiction are equally concerning. Prolonged screen time is associated with a sedentary lifestyle, leading to obesity, poor posture, and a higher risk of cardiovascular diseases. Additionally, blue light emitted from screens can disrupt sleep patterns, resulting in insomnia and other sleep disorders.

Economic Implications

From an economic perspective, internet addiction can lead to decreased productivity. Many people find themselves distracted by social media, online games, or other digital content during working hours, which reduces their efficiency and focus. This has a ripple effect, leading to potential financial losses for companies and affecting the overall economy.

A Call for a Balanced Approach

In conclusion, while the internet is an invaluable tool for communication, education, and entertainment, its overuse and addiction can lead to a waste of human potential and significant side effects on both individuals and the environment. It is crucial to adopt a balanced approach to internet use, promoting digital literacy and encouraging healthier, more sustainable habits. Society must recognize the importance of moderating internet consumption to preserve the well-being of individuals and the planet.

Electricity Consumption and Resource Waste

The internet is flooded with vast amounts of content, much of which can be described as "cringe" or low-quality material posted on social media. This seemingly trivial content is not without consequence. Every piece of content uploaded online must be stored in data centers, which require significant amounts of electricity to maintain. These data centers perform numerous read and write operations on disks, which not only consume energy but also lead to faster wear and tear of the hardware.

Moreover, the transmission of this data over the internet involves extensive use of optical fibers. The continuous heavy flow of data contributes to the faster degradation of these communication lines, necessitating more frequent replacements and repairs, which further escalates resource consumption.

Additionally, many people consume this low-quality content on their laptops, smartphones, or other electronic devices, all of which operate on electricity. When vast amounts of electricity are consumed to power devices for viewing such content, it represents a significant waste of resources that could otherwise be utilized for more meaningful and productive purposes.

Too Much Cringe Content on Social Media

The internet, particularly social media platforms, is overflowing with what can be described as "cringe" content—content that is often perceived as awkward, embarrassing, or lacking in

substance. This type of content is not just a source of entertainment but has become a trend that many people, especially the youth, eagerly participate in. The pursuit of likes, shares, and viral fame often drives users to create and share content that may not offer any educational or cultural value. This emphasis on superficial engagement metrics promotes a culture where attention is given more to shocking or low-quality content rather than to meaningful discussions or valuable information. This not only dilutes the quality of content available on these platforms but also distracts users from more enriching and constructive activities.

Youth is Becoming Directionless

The rise of internet addiction and the lure of social media have profound implications for the younger generation. As they spend increasing amounts of time online, often consuming content that lacks substance, many young people are losing a sense of direction in their lives. Instead of focusing on their studies, personal growth, or career development, they are drawn into the endless cycle of scrolling through feeds, watching viral videos, or engaging in meaningless online debates. This constant distraction can prevent them from developing critical thinking skills, setting personal goals, and working towards their futures. The result is a generation that may feel disoriented, lacking clear direction, and less motivated to pursue productive endeavors.

The Rise of Online Betting Due to Cheap Bundled Internet

The availability of cheap, bundled internet packages has made online gambling and betting apps more accessible than ever before. These platforms are designed to be highly addictive, often using sophisticated algorithms to keep users engaged and spending money. The allure of quick earnings from betting can lead people, especially young adults, into a dangerous cycle of gambling. This not only results in financial losses but can also cause significant mental health issues, such as anxiety and depression, as people chase their losses or become consumed by the desire to win big. The ease of access and constant connectivity facilitated by cheap internet has made this issue more pervasive, leading to growing concerns about the impact of online betting on individuals and society as a whole.

The Hijacking of the Brain

Our brains are highly adaptable and can be shaped by the things we see, hear, and do repeatedly. Unfortunately, the brain does not inherently distinguish between good and bad influences; it simply adapts to what it is exposed to most frequently. The internet is filled with content that promotes aggression, violence, and other negative behaviors. When individuals consume this type of content repeatedly, they can begin to emulate these behaviors without even realizing it.

One tragic example illustrates the potential consequences of this phenomenon. A man, who appeared to be living a peaceful life with his 28-year-old wife and two beautiful children, suddenly drove his motorcycle into a river, taking his entire family with him. The investigation revealed signs of struggle, indicating that the wife tried desperately to escape but was unable to.

All of them perished. While the details of why this happened are unclear, it is possible that the man's brain was "hijacked" by the content he consumed online. Exposure to certain types of videos or information on the internet may have influenced his thoughts and actions in ways that led to this horrific outcome.

This example underscores the dangers of unchecked internet use, where repeated exposure to harmful content can lead to drastic changes in behavior, often without the individual or those around them realizing what is happening. It highlights the need for greater awareness of the impact that digital content can have on our minds and the importance of consuming content responsibly.

Digital Dementia and Its Consequences

The term "digital dementia" refers to a deterioration in cognitive abilities due to the overuse of digital technology, such as smartphones, computers, and tablets. Many people, especially the younger generation, are increasingly showing symptoms similar to those of dementia, such as memory problems, lack of concentration, and cognitive decline. This condition is exacerbated by the constant bombardment of information and the habit of multitasking online, which impairs the brain's ability to focus and retain information.

Moreover, excessive use of digital devices and prolonged exposure to screens often lead to various health issues, including sleep disorders. The blue light emitted by screens can disrupt the natural sleep cycle, leading to insomnia or poor-quality sleep. Lack of sleep, in turn, hampers the body's natural cleaning processes, which are essential for maintaining brain health and overall well-being. Without adequate rest, the body struggles to perform essential functions, leading to an accumulation of toxins that can affect both physical and mental health.

The impact of digital addiction extends beyond physical health to emotional and social well-being. For example, the excessive use of digital devices has been linked to a failure in maintaining healthy relationships. Many people find themselves prioritizing virtual interactions over real-life connections, leading to a breakdown in communication and intimacy. This disconnect can escalate into more severe problems such as domestic violence or other forms of aggressive behavior.

Additionally, the lack of sufficient sleep due to excessive screen time can cause significant hormone disruption. This disruption can lead to behavioral changes where individuals may start acting impulsively or aggressively, similar to animalistic behavior. The loss of self-control and the inability to manage emotions effectively are often the result of poor sleep hygiene, compounded by the negative influence of consuming harmful online content.

Online Scams

The surge in internet accessibility, fueled by cheap bundled internet packages, has also led to a significant increase in online scams. Scammers exploit the widespread use of digital platforms and financial technologies, such as UPI (Unified Payments Interface), to deceive unsuspecting

users. These scams range from phishing attacks and fraudulent apps to sophisticated schemes that manipulate banking systems, leading to substantial financial losses for individuals.

One way to mitigate such scams could have been through better regulatory measures. For instance, the National Payments Corporation of India (NPCI) could have implemented a distance check between bank accounts to prevent fraudulent transactions. If transactions were allowed only between accounts located within a physical proximity of less than 300 kilometers, it could significantly reduce the chances of remote scammers exploiting the system. However, in the rush to roll out these digital payment solutions, such preventative measures were overlooked. This oversight has allowed scammers to exploit the system more easily, highlighting the need for more comprehensive planning and security measures in digital financial services.

Vulnerability of Teenagers to Illegal Activities

The internet has become a double-edged sword for teenagers, offering both opportunities for learning and development and exposing them to significant risks. Many teenage boys and girls are increasingly falling prey to various illegal activities, such as human trafficking, online grooming, and other forms of exploitation. The anonymity and vast reach of the internet provide a fertile ground for criminals to target and manipulate vulnerable youth. These predators often use social media platforms, chat rooms, and even seemingly innocuous online games to establish contact, build trust, and eventually lure teenagers into dangerous and illegal situations.

Once targeted, these teenagers can find themselves trapped in a cycle of exploitation, forced into activities such as trafficking, drug abuse, or illegal labor. The psychological manipulation involved can be subtle but effective, often involving threats, coercion, or the promise of money and a better lifestyle. Unfortunately, many young people, driven by a lack of experience and guidance, may not fully understand the dangers they are getting into until it is too late.

This increasing trend of teenagers becoming victims of online predators and illegal activities underscores the urgent need for stronger online protections, better parental supervision, and comprehensive digital literacy programs. Educating young people about the potential dangers of online interactions and providing them with the tools to protect themselves can help reduce the risks and keep them safe from falling into such illegal traps.

A Call to Action: Protecting Our Children's Innocence

I believe that many of you reading this have families and children of your own. As a society, it is our collective responsibility to ensure that the internet and digital technology do not rob our children of their innocence and the joys of a true childhood. Kindly, sir or madam, take corrective measures to guide the younger generation towards healthier digital habits. Encourage them to step away from screens and engage in real-world activities and play that every child deserves.

Children should be climbing trees, playing with their friends in the park, and experiencing the world around them with wonder and curiosity—not losing themselves in the virtual world of screens. Let us work together to give our children back their childhood, filled with laughter,

creativity, and genuine human connection, far away from the harmful effects of excessive internet use and digital addiction.

The Role of Telecom Companies in Promoting Internet Addiction

Telecom companies have a significant role in the increasing rates of internet addiction across the nation. Many of these companies aim to turn the entire population into data addicts, driven by the pursuit of profit. They offer cheap bundled internet packages that encourage excessive data consumption, making it easy for users to stay connected at all times. Some telecom companies even have strategic partnerships with major social media platforms and apps, further incentivizing users to remain online for longer periods.

These collaborations are often designed to promote the use of certain apps by offering free or discounted data for specific services, effectively hooking users to those platforms. The more time people spend online, the more data they consume, and the more profit these telecom companies make. However, this relentless push for increased data usage has severe side effects, including promoting internet addiction, reducing productivity, and negatively impacting mental health and social relationships.

As these companies prioritize their financial gains over the well-being of the public, it becomes crucial for regulatory bodies and society to recognize this tactic and take appropriate actions to safeguard the mental and physical health of individuals, especially the younger generation, from becoming data addicts.

A Plea to Save the Nation

The increasing dependency on mobile phones and the internet has reached a point where even solemn occasions, such as funerals, are not spared. It is not uncommon to see people glued to their screens, scrolling through social media apps and web pages, even during such sensitive and respectful moments. This behavior reflects a deep-seated addiction and a troubling shift in societal values, where digital engagement is prioritized over real-world experiences and human connection.

I urge you to see through the baseless arguments presented by greedy telecom companies, whose primary concern is profit, not the well-being of the nation. Do not be swayed by their tactics or promotional schemes that encourage relentless internet use. Instead, take decisive actions that prioritize the interests of the country and its people. Promote policies that safeguard mental health, encourage meaningful human interaction, and preserve the dignity and culture of our society.

Together, we can work to reverse this trend, reduce the harmful effects of excessive internet use, and protect our nation's future from the negative impacts of digital addiction.

Questioning the Motives of Telecom Companies

It is time to pose a critical question to these telecom companies: What harm would occur if bundled data plans were separated? If users genuinely need data, they can easily purchase a plan that suits their requirements. Should they exhaust their data for any reason, they have the option to top up as needed. Why, then, are these telecom companies so concerned about offering bundled plans that encourage excessive use?

The answer likely lies in their desire to maximize profits by promoting higher data consumption. By bundling plans, these companies create a system that subtly encourages users to spend more time online, often beyond their actual needs. This strategy not only fosters internet addiction but also detracts from the quality of life, mental health, and productivity of the users.

It is crucial to challenge these companies to prioritize responsible business practices that align with the nation's interests rather than purely focusing on profit. Encouraging users to consume data more consciously would not only be a more ethical approach but would also foster a healthier, more balanced relationship with digital technology.

Limiting Internet Usage for Better Health and Well-being

To protect the health and well-being of individuals, there should be a restriction on mobile internet usage between 6 PM to 8 AM. During these hours, people need to sleep peacefully, allowing their bodies to undergo deep cleaning and rejuvenation. However, if a person is deprived of sleep due to internet addiction, it can lead to hormonal imbalances, significantly affecting their mental and physical health. Once hormones become imbalanced, individuals may begin to exhibit erratic behavior, similar to wild creatures. Protecting the quiet solitude of the morning is crucial; there is no need for 24/7 internet access. Those who require internet for their tasks can accomplish their work between 8 AM and 6 PM, similar to standard office hours.

We must also discourage the use of mobile internet first thing in the morning. Starting the day with immediate exposure to the internet can create frustration, negatively impacting a person's mood and productivity throughout the day. It is essential to start the day with calm and focus, not with the overwhelming barrage of digital content.

Proposed Internet Plans to Encourage Responsible Use

To promote more responsible internet usage, it may be beneficial to introduce several distinct internet plans that limit access during specific hours. Here is a proposed structure:

Plan 1: This plan would be active between 8 AM to 6 PM, providing adequate internet access for daily tasks, work, and essential activities.

Plan 2: This plan would cover the period between 6 PM to 9 PM. It should be priced slightly higher than Plan 1 to discourage excessive evening use.

Plan 3: This plan would be available from 9 PM to 12 AM. It should be more expensive than Plan 2, reflecting the increased need for moderation during late-night hours.

Plan 4: This plan would function from 12 AM to 6 AM and would be the most expensive, as it targets hours when internet use should be minimized to promote restful sleep.

Plan 5: This plan would operate between 6 AM to 8 AM, also priced higher than Plan 4, to discourage early morning internet use and encourage a healthy start to the day.

The objective of these plans is to promote less internet usage and allow users to choose a plan that best fits their needs. These plans should exist to provide structured, responsible internet usage options. Telecom companies already have the capability to track data usage by the byte and adjust speeds when a plan is exhausted. Implementing time-framed data consumption plans would only require minor software adjustments, making this a feasible approach.

In conclusion, by restructuring internet plans and imposing reasonable restrictions on mobile internet usage, we can promote healthier lifestyles and mitigate the negative impacts of internet addiction. Telecom companies should consider these measures not just from a business perspective, but from a societal and health perspective as well. It is crucial to prioritize the mental and physical well-being of the nation over profits and to ensure that future generations are not robbed of their health and happiness due to unchecked internet addiction.

The Devaluation of the Internet Due to Excessive Use

The prevalence of cheap internet has flooded social media with an overwhelming amount of useless reels and videos. These platforms are inundated with content that adds little to no value, often focused on trivial or meaningless activities. This phenomenon is a direct consequence of the low cost of internet access, which has made it easy for anyone to create and share content without much thought or effort. When a product becomes too cheap, it often loses its inherent value, leading to misuse and overconsumption.

The internet, once a powerful tool for education, communication, and innovation, is increasingly becoming a playground for mindless entertainment. The quality of content is diluted when the focus shifts from meaningful interactions to sheer quantity and frivolity. This trend not only wastes valuable digital resources but also encourages addictive behaviors, particularly among the youth, who spend countless hours scrolling through an endless feed of low-quality content.

To restore the value of the internet, it is essential to strike a balance between accessibility and responsible use. Higher pricing or tiered data plans could help curb excessive consumption and encourage users to be more mindful of how they spend their time online. This approach would promote a healthier digital environment, where content creation is driven by quality and purpose, rather than the pursuit of cheap entertainment.

The Cascading Effect on Physical Activity and Social Interaction

The widespread addiction to the internet creates a cascading effect that significantly impacts physical activity and social interactions, particularly among children. As friends, adults, and family members become increasingly engrossed in their screens, spending countless hours online, there is a noticeable decline in outdoor games and physical activities. This lack of engagement in outdoor activities means that children often find themselves with no one to play with outside.

In the absence of active playmates and outdoor games, children are left with few options. As a last resort, they too turn to screens—whether it's mobile phones, televisions, or the internet. This dependency on digital entertainment becomes a substitute for physical play, further entrenching the cycle of internet addiction across all age groups.

This shift not only impacts children's physical health, contributing to sedentary lifestyles and related health issues but also affects their social development. The natural interactions and learning experiences that come from playing games and engaging with peers in real life are replaced by isolated screen time. To break this cycle, it is crucial to encourage more outdoor activities and social interaction, reducing the dependency on digital devices and fostering a healthier, more balanced lifestyle for all.

Balancing Profit with Public Well-being

We have no inherent issue with telecom companies making a profit. It is understandable and acceptable for companies to earn revenue from the services they provide. However, the core issue lies in the fact that these companies have, in many cases, compromised our peace of mind, disrupted our sleep, and negatively impacted our overall well-being.

What we seek is not a removal of profit but a restoration of our peace of mind and the quality of our sleep. We want to regain control over our lives without the detrimental effects of excessive internet usage. The objective is to create a digital environment where the well-being of individuals is prioritized, allowing people to live healthier and more balanced lives.

In summary, telecom companies can continue to earn their profits, but it is essential that they address the negative impacts their services have on mental and physical health. Restoring our peace of mind and improving our quality of sleep should be a fundamental part of this process.

<https://www.humanetech.com/podcast>

[Center for Humane Technology](#)

watch the social media dilemma movie

<https://www.humanetech.com/the-social-dilemma>

A Cautionary Tale: The Movie "Bakasura"

The dangers of excessive internet use and digital addiction are not just theoretical concerns; they have been vividly depicted in recent media as well. A movie titled *Bakasura*, available on Amazon Prime Video in Hindi, provides a stark portrayal of the real harm caused by the internet. This film explores the dark side of internet addiction, revealing the profound psychological, social, and physical consequences that can arise from overindulgence in the digital world.

I highly recommend watching *Bakasura* to better understand these issues. The movie serves as a powerful reminder of the pervasive impact of internet addiction on our lives and offers a compelling narrative that highlights the importance of taking corrective measures to safeguard our well-being and that of our loved ones.

Weighing the Pros and Cons of Internet Access

Some may argue that the internet has brought numerous benefits, providing access to information, communication, education, and countless other resources. While it is true that the internet offers many positive points, this argument only tells part of the story. If the internet has created 10 positive effects, it has also led to 100 negative consequences, resulting in a net impact of 90 negative points on society.

The problem is not the internet itself but the ease of access and the lack of moderation in its use. The solution is not to eliminate the internet but to prevent it from becoming so cheap and readily available that everyone, regardless of need, becomes addicted to it. Internet access should be decoupled, meaning that only those who genuinely require it for work, education, or essential communication should have access, while those who use it frivolously or excessively should face more restrictions. This approach would help ensure that the benefits of the internet are preserved, while the negative impacts are minimized.

Challenging the Argument for Unrestricted Internet Access

I recently came across an argument from a telecom company claiming that the internet has become an integral part of everyone's life, and thus, it would be difficult to live without it. While it is true that the internet has become a significant part of modern life, this does not mean that it must be available without restrictions. Internet access can remain an integral part of life even with separated data plans.

We are not advocating for an outright ban on the internet. Instead, we are calling for a restructuring of data plans—making them separate, with at least 365 days of validity without any lapses. This change would encourage people to use the internet more wisely, rather than indulging in unnecessary and addictive browsing.

Most people today are heavily addicted to the internet, but even if it were to be restricted or limited, people could still live meaningful and fulfilling lives. The natural rhythms of life—the rising of the sun, the coming of the night—would continue as usual. Life existed and thrived long

before the advent of the internet, and it can still be meaningful and rich without constant digital distraction.

The Impact of Adult Content on Society

A significant concern with unrestricted mobile internet access is the prevalence of adult content consumption. It is estimated that a substantial portion of internet usage, possibly over 50%, is dedicated to watching adult movies. Exposure to such content can have severe psychological effects, including the erosion of personal character and an increase in harmful behaviors.

The consumption of adult content is associated with a rise in crimes such as rape, murder, and other forms of sexual violence. Cases under the Protection of Children from Sexual Offences (POCSO) Act are also increasing, affecting all age groups, including toddlers. The distressing news about these crimes deeply affects me, and I often wonder if there was something more I could have done to prevent these issues. This is a primary reason why I have dedicated so much effort to preparing this document.

It is evident that telco companies have not taken adequate measures to prevent or reduce access to adult content. This negligence reflects a disregard for the societal impacts of their services. Therefore, I urge that measures be implemented to curb the availability of such content. It is crucial for telecom companies to take responsibility and prioritize societal well-being over profit.

Please read through all the points carefully and consider implementing the necessary changes. Our collective efforts can help create a safer, more responsible digital environment.

Adjusting Data Renewal Timing

My emphasis is that the timing for data renewal should also be reconsidered. Currently, data renewal often happens between 12 AM to 1 AM, which leads many people to stay awake until the renewal occurs. As a result, they often consume a significant portion of their data right after renewal, frequently staying up until 2 AM or 3 AM before going to sleep.

To address this issue, data renewal should be scheduled around 8 AM each day. This change would help align data refresh with the start of the day, encouraging healthier sleep patterns and reducing the temptation to stay up late consuming data. Adjusting the renewal time could contribute to a more balanced and responsible use of internet resources.

Data Usage Flexibility and Expiry

Additionally, data should not expire if a user does not consume all of it within the given time frame. Users should be allowed to carry over unused data and use it later, with a suggested validity of up to one year. This flexibility would ensure that users get the full value of their purchase and would reduce the pressure to consume data quickly, potentially leading to more balanced and less compulsive internet use.

Addressing the Issue of Blackmail and Privacy Violations

Another serious concern with unrestricted internet access is the misuse of private videos and images. Many individuals record private moments of others—whether women, girls, or men—without their consent. Once these videos are recorded, they are often used to blackmail the individuals depicted. The perpetrators may demand money, romance, or other forms of compliance, threatening to post the videos online if their demands are not met.

This form of blackmail causes significant distress and suffering. Tragically, some individuals have resorted to suicide as a result of these threats and the resultant emotional trauma. If internet usage had been restricted and regulated with separate data plans, the circulation and reach of such videos could have been limited. The restricted access could potentially intercept or reduce the spread of these videos, thereby lessening the harm caused by such malicious activities.

Addressing these issues requires a comprehensive approach to internet regulation and protection. Implementing measures to limit the availability and spread of such content can help mitigate these risks and protect individuals' privacy and well-being.

Implementing Culling Mechanisms for Online Content

Much like weeding out unwanted plants from a field to ensure that essential crops receive adequate nutrients, a similar approach is necessary for managing online content. With the proliferation of low-quality and inappropriate content on the internet, periodic culling is essential to maintain the quality and relevance of online platforms.

Automated tools and algorithms can be developed to detect and filter out cringe-worthy or harmful content. Additionally, user-generated reports and flags can help identify inappropriate material. Once such content is flagged, it should be promptly reviewed, removed, and the uploader warned not to post similar content in the future. Continued violation should lead to banning the user from the platform. This proactive approach would discourage the creation and sharing of such content, as users would be aware of the consequences of posting low-quality material.

Current algorithms on many social media platforms often promote sensational or low-quality content. These algorithms should be adjusted to prioritize more meaningful and constructive content, reducing the visibility of content that adds little value.

Implementing a culling mechanism for online videos, posts, and other content is crucial for improving the overall quality of the internet. By removing harmful or irrelevant content, we can foster a more positive and productive online environment.

Addressing the Argument for Bundled Data Plans

There is an argument put forth by some telecom companies: "Taking away the benefit of bundled data will not only deprive consumers of the benefits of digital empowerment but also cause India to fall behind in digital leadership. Hence, data should continue to be bundled in telecom plans so that India remains on the path to global digital leadership."

However, this argument is clearly biased towards their own profits. Why would India fall behind simply by encouraging healthier internet usage habits? We are not advocating for banning internet access. Instead, we are suggesting that people be more mindful of their usage. Those who need internet access can still recharge with a corresponding data plan. Where is the problem in that?

To those who advocate for bundled plans, please consider the plight of children suffering from internet and mobile addiction. I have provided links to videos showcasing the devastating impact of this addiction. If these cries do not change your perspective, then it seems your heart is made of stone. For the sake of those children, let us separate voice and data plans and promote healthier digital habits.

Rebuttal to the Convenience Argument for Bundled Offerings

Another argument put forward is: "The convenience of bundled offerings has taken away the hassles of frequent recharges for different services. Among the beneficiaries of this tariff evolution have been elderly consumers. It must be noted that when TCPR was introduced in 2012, the customer had to undergo individual recharges for talk-time, rate-cutter, data STV, SMS STVs. Customers had to recharge again & again and separately. Today's bundled offerings have removed this friction and created massive consumer convenience, and, with unlimited voice, have led to consumers today using these products heavily.

In view of the above, we submit that the current bundled tariff plans are well-aligned with the needs and preferences of elderly individuals as well as various segments of consumers at large. The simplicity, affordability, and essential services like unlimited voice calls match the typical usage patterns of elderly users, and there are additional options of long-term plans and enhanced customer support to address any differing needs of such consumer segments."

This argument is also heavily biased. How do they know that people actually like such plans? In my conversations with more than 100 people, almost everyone expressed that internet should be available in separate plans, allowing them to recharge only for calls and have a separate plan for limited internet access.

They speak about convenience, but this so-called convenience has come at the cost of mental agony, lost peace of mind, broken relationships, failed marriages, lost childhoods, and more. If someone requires proof or stories to counter their baseless arguments, I can provide more than 100 real incidents that demonstrate the negative impacts of these bundled offerings. The

supposed "convenience" is causing more harm than good, and it's time to rethink these plans in a way that truly benefits consumers.

Sweet Beginnings, Bitter Ends: What Sugar Teaches Us About Internet Use

An instructive example from history is the case of the sugar industry in India around the year 2000. During this period, the government began distributing sugar through the Public Distribution System (PDS) at highly subsidized rates. Under this scheme, most households received a fixed amount of sugar each month at very affordable prices. This initiative, intended to make sugar accessible to all, inadvertently shifted consumer behavior. People began to consume more sugar, incorporating it into various foods like tea, sweets, and desserts at a higher rate than before. Prior to this intervention, the consumption of sugar was relatively moderate because it was not as readily available or affordable.

The government's distribution scheme continued for several years, and over time, people became accustomed to using sugar liberally in their diets. They grew dependent on it, and it became a staple in daily consumption habits. When the government eventually stopped distributing sugar via the PDS, the public had already developed a strong attachment to it. As a result, even in the absence of subsidies, people continued to buy sugar at market rates, unable to break the habit that had formed.

This widespread sugar consumption has had long-term health consequences. Today, around 33% of elderly people are either pre-diabetic or diabetic. This situation could have been avoided if the initial distribution of sugar had been more carefully considered and limited. It highlights the importance of preventing harmful behaviors before they become ingrained and difficult to control. If the government had not encouraged such widespread use of sugar through its distribution policies, perhaps the population would not have developed such a strong dependency on it, and the health impacts would have been less severe.

This scenario draws a striking parallel to the current situation with internet usage. Just as people became dependent on sugar due to its initial widespread availability and affordability, the same is happening with the internet today. Cheap internet plans and widespread access have led to a surge in internet addiction, with people becoming increasingly reliant on digital connectivity for even the smallest aspects of daily life. If we do not take steps to manage this dependency now, we risk facing a situation similar to the sugar addiction crisis—where harmful behaviors become the norm, and breaking the habit becomes nearly impossible.

The lesson here is clear: it is crucial to intervene and manage potentially harmful behaviors early on, before they spiral out of control. In the case of the internet, this means promoting responsible use, limiting excessive consumption, and ensuring that access is granted in a controlled manner. Otherwise, we may find ourselves dealing with a new form of addiction that could have been avoided with foresight and preventive measures.

Question 1: How do current tariff plans offered by telecom service providers align with the preferences and usage patterns of consumers, particularly elderly individuals? Please Justify with rationale.

Answer: please check my [detailed answer](#) (analysis about data plans) for it. There a few points as well.

Current plans don't align with the preferences of elderly people. Many people do not use data services, they only use calls only, that too when necessary. Most of the people do not use SMS either. So selling all things (calls, sms and data) together is a very costly affair for common people.

Let us take a practical example .

Suppose you are attending a marriage program. All guests are served food. But there is no buffer system. Instead some people are serving all prepared dishes after guests sit in a row. Suppose a total of 10 items e.g. barfi, rasgulla, jalebi, poori .. etc, are made. They are serving all dishes to all guests. One can't deny any item, even if he doesn't like that item and doctor's too have asked him not to eat that sweet but still he has to put it on his plate. Out of 10 items, he ate only 6 items and remaining 4 items were untouched in his plate and those 4 sweets went to waste. Alas if there could have been the buffer system. In that case, that person has not picked those items in the first place, thus saving the food and the other person could have eaten those sweet items who truly enjoys those sweets.

So selling calls, sms, data plans bundled together is very similar to the above story.

Many people do not use SMS but they pay for it and that money goes to waste.

Many people do not use data services also but they pay for it and that money too gets wasted.

For the last 6 years, I have not sent any meaningful sms to anyone. I use some sms for upi Id activation only.

You can ask these telecom companies that - share the details about - how much sms a person has sent in the last 6 years. Then my assumption is that - there will be around more than 99% people who have not sent any meaningful message in the last 6 years.

So there should be a separate sms plan eg in 20 rupees there can be allowed around 20 sms and validity for that sms plan should be atleast 365 days.

Similarly there should be plans for data services as well.

For eg in 150 rupees there can be around 30gb internet and validity should be atleast 365 days.

Similarly there should be plans for voice calling as well. For eg in 150 rupees users can be allowed for at least 30 days. Yes, here I did not ask for 365 days validity because I understand it is important for telcos to earn money on a regular basis to keep things/operations floated.

Current plan of unlimited voice is too much overrated. I believe many people do not talk more than 30 minutes in a day. So I think it will be better to restore the previous plan where the user 'pays per second' and 'per minute'. In that scenario people will not become too much glued to their mobile phones. Yes prices can be fixed in such a way so that the 'average revenue per person' is maintained and telco companies too should earn some profits.

I read one argument written by a telco company - where they said that they also offer a voice only plan where the price was around 199 rupees for 28 days. Where the user gets unlimited talktime and 2gb internet per plan (not per day). But that plan was listed on their website and app only. It was not listed on famous recharge applications eg 'amazon pay' . So most users never know that this plan exists. So please make a rule that if a third party app/website is selling recharge plans, then it has to offer all plans. It should not selectively hide certain plans. Either offer all or do not offer anything at all. Actually it was done deliberately so that most users recharge with a data plan and then they do endless dumb scrolling in their mobile phone.

I swear, life was so beautiful before this freebie internet was launched. After this freebie internet launched, people got addicted to it. Now everyone is regretting it.

Let me share a true story of my friend.

My friend lives in our native village. He just does some jobs and gets payment, but his job is not regular. He has a mobile phone and two sim. He activates the internet in 1 sim and does dumb scrolling, binge watching all day. Once the 1.5gb internet is finished from his 1st sim then he starts the internet in the 2nd sim and again does the dumb scrolling, binge watching etc. and doing so he goes to sleep after 12am everyday.

Even childrens of very young age are also addicted to this free (bundled) internet. People are busy without business. They are up till late night without any valid reason. The only reason is - there is some internet left in their mobile.

The telco companies are making youth addicted to the mobile-data/internet. Why data plans are glued to voice plans. Why can't we purchase data and voice plans independently? One telco has one such plan, where in 199 rupees we get unlimited calling and 2gb data for 28 days. Previously this plan was about 155 rupees. But this plan is for 28 days only. We can't take such a plan for 3/6/12 months because there is no such plan. If such a plan, for eg a plan where the

telco company offers unlimited calling for 12 months (for eg 2300 rupees), in that case we could have purchased that plan, and we could have taken data add-on plans. Since now our main plan has a 12 month validity, so added add-on plans will also have the same validity. We could have used less internet in that case. But currently there is no such plan. Also why is the user forced to consume 1.5gb of internet daily? Why do the remaining internet laps? It should remain valid for at least 12 months.

The reality is telco companies want to eat your time, attention as much as possible. That is how advertiser's earn more money. These companies want to make the entire nation a doomed nation. Nowadays people are consuming, scrolling the internet without any realization. If you ask a person - what are you doing on your mobile? He will say that - I am surfing the internet. Next you can ask - For what you are searching for? He will reply - I don't know. Next you can ask - In how many minutes or hours, you will complete this internet surfing? The answer will be - as long as there is left a single byte of my recharge plan (1.5gb internet) today. The consequences are visible everywhere - more brutal rapes, murders, killings are happening. More child pocso cases are happening. More road accidents are happening. More drug peddling is happening. Punjab is like - gone in the wave of drug consumption. More thefts are happening. More custodial deaths are happening.

More people are falling ill. More cases of liver, kidney failure are happening. More people are suffering with mental health issues. More people are suffering with physical health issues. More cases of 'live in relationships' are happening. More cases of divorce are happening. More cases of IVF are happening. More cases of male/female infertil*ty is happening. More cases of dowry harassments are happening. More cases of married women su*c*des are happening. Likewise the list goes on

If we try to find the root cause - the root cause is - this cheap internet, this forced glued internet which we don't need in the first place. But since these companies have to make you mentally handicapped, that's why they sell this internet forcefully with voice plans. Without this bl**dy internet - you will be more mindful, you will start keeping better thoughts in your mind, you will start sleeping and rising early, you will start daily workout exercises,

You will start talking more immersively with your family-members/relatives/friends, thus your friendship will flourish more. You might stop eating junk/fast food, thus you will fall less ill or no ill at all. Less illness will reduce the earnings of many doctors and pharma companies. They don't want that to happen. That's why they sell the internet forcefully, so that you can be kept deprived of the colors of a good mindful life.

Without cheap internet you will stop playing fantasy betting apps (eg. fantasy cricket, fantasy football etc). If this forced internet can be stopped, then 80% of the cyber crime, money frauds will also stop automatically.

The regulatory authority should intervene here and separate all data plans from voice plans. Also incoming SMS should be free for everyone, because the person who is sending the SMS,

he has a valid plan, he is already spending money on sending that sms. Why should the receiver also spend the same money? Why is the receiver also forced to have a valid recharge plan to just receive a sms? Even if he should have a plan, why can't he take a small sms pack , for eg 5-sms message pack plan only, or 10-sms message pack only.

Or the government should make it compulsory to deliver the incoming SMS (even when the recharge plan is expired) which are sent by banks, aadhar service etc. because these are the necessary services and without OTP these do not proceed further.

No state or central govt is paying attention to these burning issues. They are just busy in doing their business, some are busy in doing the corruption at a deeper level.

Question 2: Is there a need for separate plans for Voice & SMS and data to meet the specific requirements of subscribers. Please justify with reasons.

Answer: yes, it is need of the hour. All these plans should be separated (de coupled). There should be separate plan for voice. There should be separate plan for SMS. There should be separate plan for data plans as well. The data plan should be definiely separated, if needed you can keep voice and sms together.

i have written detailed answer in my above analysis section. please check my [detailed answer \(analysis about data plans:\)](#) for it. There a few poins as well.

The forceful selling should be stop immediately.

The Lack of Education on Internet Addiction

The internet offers numerous forms of addiction, yet telecom companies have largely failed to educate their customers about the dangers and harmful effects of excessive internet use. Despite the growing evidence of internet addiction and its negative impacts on mental and physical health, there is a notable absence of educational efforts from these companies.

Telecom companies should play a proactive role in informing the public about the risks associated with excessive internet usage. This includes providing information on the potential for addiction, the impact on mental health, and strategies for maintaining a balanced digital lifestyle. By neglecting this responsibility, these companies contribute to the perpetuation of internet addiction and its associated problems.

Educating users about these issues is crucial for fostering a more informed and responsible approach to internet use. Telecom companies should integrate educational initiatives into their services, helping customers understand the importance of managing their digital consumption and mitigating potential harm

A Call to Action for the Protection of Future Generations

I believe that you, too, have children, and as such, I urge you to take immediate action to address this growing issue of internet addiction. The internet, if left unchecked, can become a pervasive "cancer" that negatively impacts everyone, including the younger generation. It is imperative to act before it causes widespread harm.

We need to implement measures that protect children and future generations from the detrimental effects of excessive internet use. By taking decisive steps now, we can prevent the internet from becoming an even greater threat to our society and ensure a healthier, more balanced digital environment for all.

A Reflection on Freedom and Internet Addiction

One might reflect that if the freedom fighters who fought for India's independence had known that future generations would become enslaved by the internet, they might have questioned the true value of their struggle. The irony is that while our forebears fought for our liberation from colonial rule, we now face a new form of bondage—one that chains us to screens and digital distractions.

This reflection highlights the urgent need to address internet addiction as a significant modern challenge. The very freedom we secured is now being compromised by the unchecked proliferation of internet use. It is essential to reclaim the freedom to live balanced, healthy lives, free from the overwhelming grasp of digital dependency.

We gained freedom from colonial rulers only to become enslaved by digital addiction. What a profound irony. This reflection highlights the urgent need to address internet addiction as a significant modern challenge. The very freedom we secured is now being compromised by the unchecked proliferation of internet use. It is essential to reclaim the freedom to live balanced, healthy lives, free from the overwhelming grasp of digital dependency.

The Burden of Internet Addiction on Global Well-being

The birth of a human being is a remarkable event, one that occurs after overcoming numerous challenges. From conception, many potential obstacles could lead to abortion due to various factors, including health complications or unforeseen circumstances. If the pregnancy continues, there is still a risk of complications during childbirth, which could be life-threatening for both the mother and the child. Even after birth, a child faces numerous risks — illnesses, accidents, natural disasters like floods or lightning strikes, and many other threats. Yet, through sheer resilience and often a bit of luck, a child survives these early years and reaches the age of around ten.

This brings us to an important point: how much effort, care, and resources go into raising a human being to this stage. It involves not just the parents and family but also the community, healthcare systems, and even societal structures that provide safety and education. However, after overcoming all these obstacles and reaching a certain level of maturity, what do many individuals end up doing? They become addicted to the internet, spending countless hours online. This is a classic example of how immense efforts and resources can be squandered.

The Environmental Impact of Internet Use

Moreover, the widespread use of the internet has its own direct and indirect environmental consequences, contributing to global warming. Data centers, which are the backbone of the internet, consume a massive amount of electricity to operate and cool down their servers. Most of this electricity comes from non-renewable sources, leading to significant carbon emissions. Every time a person streams a video, sends an email, or posts on social media, it adds up to a considerable carbon footprint. This digital footprint is often overlooked, yet it is a growing concern as our reliance on the internet increases.

Psychological and Social Side Effects

Internet addiction also has profound psychological and social side effects. Studies have shown that excessive internet use can lead to various mental health issues, including anxiety, depression, and a decline in social skills. People addicted to the internet often experience reduced face-to-face interactions, which are crucial for developing empathy and emotional intelligence. This not only affects their personal lives but also their ability to function effectively in social and professional environments.

Impact on Physical Health

The physical health effects of internet addiction are equally concerning. Prolonged screen time is associated with a sedentary lifestyle, leading to obesity, poor posture, and a higher risk of cardiovascular diseases. Additionally, blue light emitted from screens can disrupt sleep patterns, resulting in insomnia and other sleep disorders.

Economic Implications

From an economic perspective, internet addiction can lead to decreased productivity. Many people find themselves distracted by social media, online games, or other digital content during working hours, which reduces their efficiency and focus. This has a ripple effect, leading to potential financial losses for companies and affecting the overall economy.

A Call for a Balanced Approach

In conclusion, while the internet is an invaluable tool for communication, education, and entertainment, its overuse and addiction can lead to a waste of human potential and significant side effects on both individuals and the environment. It is crucial to adopt a balanced approach to internet use, promoting digital literacy and encouraging healthier, more sustainable habits. Society must recognize the importance of moderating internet consumption to preserve the well-being of individuals and the planet.

Electricity Consumption and Resource Waste

The internet is flooded with vast amounts of content, much of which can be described as "cringe" or low-quality material posted on social media. This seemingly trivial content is not without consequence. Every piece of content uploaded online must be stored in data centers, which require significant amounts of electricity to maintain. These data centers perform numerous read and write operations on disks, which not only consume energy but also lead to faster wear and tear of the hardware.

Moreover, the transmission of this data over the internet involves extensive use of optical fibers. The continuous heavy flow of data contributes to the faster degradation of these communication lines, necessitating more frequent replacements and repairs, which further escalates resource consumption.

Additionally, many people consume this low-quality content on their laptops, smartphones, or other electronic devices, all of which operate on electricity. When vast amounts of electricity are consumed to power devices for viewing such content, it represents a significant waste of resources that could otherwise be utilized for more meaningful and productive purposes.

Too Much Cringe Content on Social Media

The internet, particularly social media platforms, is overflowing with what can be described as "cringe" content—content that is often perceived as awkward, embarrassing, or lacking in substance. This type of content is not just a source of entertainment but has become a trend that many people, especially the youth, eagerly participate in. The pursuit of likes, shares, and viral fame often drives users to create and share content that may not offer any educational or cultural value. This emphasis on superficial engagement metrics promotes a culture where attention is given more to shocking or low-quality content rather than to meaningful discussions or valuable information. This not only dilutes the quality of content available on these platforms but also distracts users from more enriching and constructive activities.

Youth is Becoming Directionless

The rise of internet addiction and the lure of social media have profound implications for the younger generation. As they spend increasing amounts of time online, often consuming content that lacks substance, many young people are losing a sense of direction in their lives. Instead of focusing on their studies, personal growth, or career development, they are drawn into the

endless cycle of scrolling through feeds, watching viral videos, or engaging in meaningless online debates. This constant distraction can prevent them from developing critical thinking skills, setting personal goals, and working towards their futures. The result is a generation that may feel disoriented, lacking clear direction, and less motivated to pursue productive endeavors.

The Rise of Online Betting Due to Cheap Bundled Internet

The availability of cheap, bundled internet packages has made online gambling and betting apps more accessible than ever before. These platforms are designed to be highly addictive, often using sophisticated algorithms to keep users engaged and spending money. The allure of quick earnings from betting can lead people, especially young adults, into a dangerous cycle of gambling. This not only results in financial losses but can also cause significant mental health issues, such as anxiety and depression, as people chase their losses or become consumed by the desire to win big. The ease of access and constant connectivity facilitated by cheap internet has made this issue more pervasive, leading to growing concerns about the impact of online betting on individuals and society as a whole.

Question 3: Whether the maximum validity of Special Tariff Vouchers (STVs) and Combo Vouchers (CVs) for consumers Should it be increased? Please Justify your response with reasons.

Answer: Yes, the maximum validity of Special Tariff Vouchers (STVs) and Combo Vouchers (CVs) should be increased.

There are several reasons for this:

1. **Value for Money:**

Consumers pay upfront for these services with the expectation of being able to use the full extent of the data and other benefits they have purchased. If the validity period is too short, there is a high chance that consumers may not fully utilize the services they have paid for, leading to leftover data or unused benefits. Extending the validity period would ensure that consumers receive the full value of their purchase.

2. **Flexibility and Convenience:**

Extending the validity of STVs and CVs allows for greater flexibility in usage. Consumers' needs and circumstances can vary significantly over time. For instance, someone might not have the time or need to use the internet intensively within a short validity period due to travel, work commitments, or personal reasons. Having a longer validity period accommodates these variations, providing more convenience and a better user experience.

3. Encourages Responsible Usage:

When users know they have a longer period to use their data, they are likely to manage their consumption more responsibly. Shorter validity periods can sometimes lead to a "use-it-or-lose-it" mentality, where consumers may feel pressured to use up their data or services hastily, sometimes for unnecessary activities, just to avoid waste. A longer validity period could promote more thoughtful and balanced usage of digital services.

4. Reduces Financial Burden:

Extending the validity period would also reduce the financial burden on consumers. Instead of feeling compelled to purchase new vouchers frequently, consumers can stretch their usage over a longer period. This would be especially beneficial for low-income consumers and those who use data services sparingly.

5. Improved Consumer Satisfaction:

Offering longer validity periods aligns with the principles of fairness and customer-centric service. It shows that telecom companies value their customers' needs and are willing to provide services that cater to diverse usage patterns. This approach is likely to improve consumer satisfaction and loyalty, which can ultimately benefit telecom companies in the long run.

In conclusion, increasing the validity period for STVs and CVs not only offers better value for consumers but also aligns with principles of fairness, flexibility, and responsible usage. It is a customer-friendly approach that can lead to greater satisfaction and better outcomes for both consumers and service providers.

Question 4: Are there specific consumer segments that would benefit from longer validity periods for Special Tariff Vouchers (STVs) and Combo Vouchers (CVs)? Please Justify along with rationale.

Answer: Yes, specific consumer segments would indeed benefit from longer validity periods for Special Tariff Vouchers (STVs) and Combo Vouchers (CVs). However, it is important to consider that different consumer needs could be better served by doing away with Combo Vouchers (CVs) altogether and offering separate plans for different services such as calling, SMS, and data. Here's the rationale:

1. Elderly Consumers:

Many elderly users primarily use their phones for voice calls and occasionally for SMS. They may not need extensive data services or might use data very sparingly. For this segment, longer validity periods for calling plans and SMS

plans would be more beneficial. This ensures they do not have to frequently recharge or worry about unused data expiring, which they may never utilize. It also aligns better with their limited and specific needs.

2. Low-Income and Infrequent Users:

Consumers who are on a tight budget or who use their mobile services infrequently would greatly benefit from separate plans with longer validity. These users often seek the most economical options and may not use enough data or SMS to justify a bundled plan. Separate plans with extended validity would allow them to purchase only what they need and use it over a longer period, providing them better value for money and reducing financial strain.

3. Students and Young Adults:

While students and young adults may use data services more frequently, their usage patterns can be highly variable. They might have periods of high usage (such as during online classes or exams) and periods of low usage (such as during vacations or exams). Longer validity periods for data plans would offer them flexibility, allowing them to manage their budgets better and avoid frequent recharges.

4. Rural and Remote Area Users:

Users in rural or remote areas often face challenges with network availability and may not use mobile data services consistently. For them, having longer validity periods for STVs or CVs would mean they can use the services as and when the network is available without worrying about the plan expiring. This is particularly useful in areas with intermittent connectivity.

5. Professionals with Sporadic Usage Needs:

Many professionals, such as freelancers, consultants, or field workers, have sporadic usage patterns. They might need heavy data on certain days for remote work or client meetings and very little on others. Longer validity plans would allow these professionals to optimize their usage based on their work schedule without the need for frequent top-ups.

6. Users Who Prefer Separate Services:

Many users prefer having separate plans for calls, SMS, and data based on their individual usage patterns. They may not require SMS services at all or might only need a minimal amount of data. Offering separate plans with longer validity for each service would cater to these users' specific needs, avoiding the unnecessary purchase of bundled services that they do not use, ultimately saving costs.

7. Encouraging Responsible Usage:

Having separate plans for calling, SMS, and data with longer validity periods would promote responsible usage among all consumer segments. It would allow them to

buy exactly what they need without being pressured into consuming more than necessary just to avoid the expiry of unused services.

In conclusion, while extending the validity of STVs and CVs could benefit several consumer segments, moving away from Combo Vouchers and offering separate, long-validity plans for calls, SMS, and data would provide more tailored, flexible, and economical options for consumers. This approach would better cater to diverse needs, enhance customer satisfaction, and foster a more responsible and considered use of mobile services.

Question 5: In the current scenario, where dealers are doing recharge of vouchers online instead of selling physical vouchers. How relevant is color coding of physical vouchers? Please justify with reasons.

Answer: In the current scenario, where dealers predominantly perform recharges online instead of selling physical vouchers, the relevance of color coding for physical vouchers may seem reduced. However, there are still compelling reasons to maintain and even encourage the use of color-coded physical vouchers.

1. **Accessibility for Elderly and Technologically Challenged Users:** Many elderly individuals and those who are not comfortable with technology often struggle with online recharge processes. Physical vouchers with distinct color codes, such as green for call plans, yellow for SMS plans, and red for data plans, would make it easier for these users to understand and purchase the specific services they need. For example, a green-colored voucher would immediately indicate a call plan, simplifying the process for users who might otherwise find online options overwhelming or confusing.
2. **Enhanced User Experience and Clarity:** The use of color-coded physical vouchers provides a straightforward and user-friendly way for consumers to differentiate between various types of services. This visual distinction minimizes the risk of purchasing the wrong voucher and enhances the overall user experience. A simple color-coded system can also serve as an educational tool for users to better understand their options and make informed choices about their mobile services.
3. **Inclusivity and Customer Choice:** Offering physical vouchers alongside online options respects the diverse preferences and capabilities of different consumer segments. While some may prefer the convenience of online recharges, others, especially those who may not have access to smartphones or stable internet connections, could greatly benefit from the option of physical vouchers. This inclusivity ensures that no segment of the population is left out or forced into a system that may not suit their needs or comfort levels.

4. **Reducing Vulnerability to Online Frauds:** One of the significant risks associated with encouraging online-only recharges is the potential for increased exposure to online scams and frauds. Elderly users, in particular, are more vulnerable to such threats. By allowing physical vouchers, which do not require internet access to use, we reduce the likelihood of these users falling victim to online fraud. In fact, if elderly users had access to separate physical vouchers, such as a call-only plan, they could avoid data plans altogether, thereby significantly reducing their exposure to online threats.
5. **Supporting Digital Literacy Gradually:** While it is essential to promote digital literacy and encourage people to engage in online activities, it is equally important to recognize that not everyone is ready or willing to make this transition immediately. Forcing users into online recharge systems may lead to frustration and reluctance to adopt other digital services. Physical vouchers provide a bridge, allowing users to transition at their own pace while still having access to necessary services.
6. **Encouraging Responsible Usage:** If physical vouchers were available separately for calls, SMS, and data, it would encourage more responsible and deliberate usage. Users would only purchase what they need, reducing wastage and overconsumption. For example, if an elderly user only needs a call plan, they could easily buy a green-colored call voucher without worrying about unused data or SMS services.
7. **Testing Market Preferences:** Introducing color-coded physical vouchers could be implemented on a trial basis to gauge consumer response. This approach would provide valuable insights into consumer preferences and behaviors. If successful, it could become a standard practice, offering a balanced approach between digital and traditional methods of accessing telecom services.

Conclusion: The arguments against physical vouchers and color coding, often put forth by telecom companies, seem primarily motivated by their desire to push all users towards online services. However, such a strategy overlooks the diverse needs of consumers, especially those who are not tech-savvy or comfortable with online transactions. Retaining physical vouchers, along with online recharge options, would ensure inclusivity, safety, and customer satisfaction, ultimately serving a broader consumer base effectively.

One telco has argued that reverting to a physical voucher system with color-coded vouchers would require tremendous efforts to educate the public on how to use them. However, this argument is misleading and does not hold up to scrutiny. Before the widespread adoption of online recharges, physical vouchers were the standard method for topping up mobile phones, and people across various demographics, including elderly individuals and those in rural areas, were already familiar with how to use them. The process is straightforward: purchase a voucher, scratch off the code, and enter it into the phone. There is no need for extensive education or publicity because this method has been in use for years. The familiarity and simplicity of physical vouchers would actually make it easier for people, especially those who are not tech-savvy, to manage their mobile plans without needing assistance. Furthermore, a return to

physical vouchers could enhance security and reduce the risk of online fraud, a concern that is especially pertinent for elderly users who may be more vulnerable to scams. This approach would empower users by giving them more control over their mobile usage without forcing them to navigate the complexities of online systems.

The argument that educating people about physical vouchers would be a significant burden seems more like an excuse to maintain the status quo, where online recharges encourage increased data usage and generate more profit for telcos. The focus should be on user convenience and safety, not just on maximizing profit.

Question 6: Whether color coding can be introduced in digital mode to enhance consumer convenience and clarity?

Please Justify your response with rationale.

Yes, color coding can be effectively introduced in digital modes to enhance consumer convenience and clarity. Using the same color schemes digitally as with physical vouchers—such as green for call plans, yellow for SMS plans, and red for data plans—would help consumers easily differentiate between various types of services. This would simplify the process of selecting and purchasing the correct plan, especially for users who are not as familiar with digital interfaces or who may find text-based descriptions confusing.

Color coding in digital formats can reduce errors and improve the overall user experience. For instance, when users are scrolling through different plan options on a mobile app or website, a color-coded system would allow them to quickly identify their desired service type without needing to read through extensive details. This is particularly beneficial for elderly users or those with limited literacy, as visual cues are often more intuitive and easier to understand than text alone.

Moreover, implementing color coding in digital platforms is a low-cost solution that would not require significant changes to the existing digital infrastructure. It would simply involve assigning specific colors to different types of plans within the user interface. This minor adjustment could have a major positive impact on user satisfaction and reduce the likelihood of selecting the wrong plan by mistake.

Additionally, color coding could be used to highlight important information, such as plan expiry dates or promotions, making it easier for users to manage their services effectively. By incorporating such visual elements, telecom companies could make their digital services more

accessible and user-friendly, particularly for demographics that might find technology challenging to navigate.

In summary, the introduction of color coding in digital modes is a straightforward yet powerful tool that could greatly enhance consumer convenience, reduce confusion, and improve the overall customer experience.

Sweet Beginnings, Bitter Ends: What Sugar Teaches Us About Internet Use

An instructive example from history is the case of the sugar industry in India around the year 2000. During this period, the government began distributing sugar through the Public Distribution System (PDS) at highly subsidized rates. Under this scheme, most households received a fixed amount of sugar each month at very affordable prices. This initiative, intended to make sugar accessible to all, inadvertently shifted consumer behavior. People began to consume more sugar, incorporating it into various foods like tea, sweets, and desserts at a higher rate than before. Prior to this intervention, the consumption of sugar was relatively moderate because it was not as readily available or affordable.

The government's distribution scheme continued for several years, and over time, people became accustomed to using sugar liberally in their diets. They grew dependent on it, and it became a staple in daily consumption habits. When the government eventually stopped distributing sugar via the PDS, the public had already developed a strong attachment to it. As a result, even in the absence of subsidies, people continued to buy sugar at market rates, unable to break the habit that had formed.

This widespread sugar consumption has had long-term health consequences. Today, around 33% of elderly people are either pre-diabetic or diabetic. This situation could have been avoided if the initial distribution of sugar had been more carefully considered and limited. It highlights the importance of preventing harmful behaviors before they become ingrained and difficult to control. If the government had not encouraged such widespread use of sugar through its distribution policies, perhaps the population would not have developed such a strong dependency on it, and the health impacts would have been less severe.

This scenario draws a striking parallel to the current situation with internet usage. Just as people became dependent on sugar due to its initial widespread availability and affordability, the same is happening with the internet today. Cheap internet plans and widespread access have led to a surge in internet addiction, with people becoming increasingly reliant on digital connectivity for even the smallest aspects of daily life. If we do not take steps to manage this dependency now, we risk facing a situation similar to the sugar addiction crisis—where harmful behaviors become the norm, and breaking the habit becomes nearly impossible.

The lesson here is clear: it is crucial to intervene and manage potentially harmful behaviors early on, before they spiral out of control. In the case of the internet, this means promoting responsible use, limiting excessive consumption, and ensuring that access is granted in a

controlled manner. Otherwise, we may find ourselves dealing with a new form of addiction that could have been avoided with foresight and preventive measures.

Question 7: In the present situation where recharge of vouchers is carried out through digital mode, is there any relevance of reserving denomination of Rupees Ten and multiple thereof only for Top up Vouchers. Please Justify with reasons.

Answer: Yes, reserving denominations in multiples of ten (such as 10, 20, 30, etc.) for Top-up Vouchers would be beneficial. Currently, most recharge plans are priced just below a round number, such as 99, 139, or 179. This pricing strategy creates a psychological illusion of a lower cost. For example, when a recharge plan is priced at 299 rupees, it seems less than 300 rupees, tricking the consumer into perceiving it as more affordable. This is a common marketing tactic used by companies to manipulate consumer perception and encourage purchases. By adopting straightforward denominations like 100, 200, or 300, we can eliminate these deceptive pricing strategies and make the costs more transparent and honest for consumers.

Some telecom companies have argued in favor of maintaining these odd-numbered denominations, but these arguments are biased and mainly serve their interests. Adopting round numbers for recharge plans would make the pricing more straightforward and easier for consumers to understand, ultimately fostering trust and clarity in the market.

Question 8: Whether all types of vouchers can be allowed to be offered in any denomination of the choice of service provider? Please Justify along with rationale

While telco's response highlights the evolution of telecom services and the dominance of bundled offers, it overlooks several critical points:

1. Consumer Choice and Transparency:

The argument that Top-ups and Combo Vouchers have lost relevance due to the popularity of bundled options does not address the fundamental issue of consumer choice and transparency. Allowing all types of vouchers to be offered in any denomination would provide consumers with greater flexibility and clarity. It would enable users to choose precisely what they need, avoiding unnecessary expenditures on bundled services they may not use.

2. Diverse Consumer Needs:

The market is diverse, and not all consumers benefit equally from bundled plans. For elderly users or those who use minimal services, the flexibility to choose vouchers in denominations that suit their exact needs is crucial. The argument that less than 1% of recharges are for Top-ups and Combo Vouchers does not account for the specific needs of these consumer segments who prefer straightforward, non-bundled options.

3. Avoiding Psychological Pricing Tricks:

The response acknowledges that the market has evolved but does not address the psychological impact of pricing strategies. Allowing flexible denominations would eliminate misleading pricing practices that exploit consumers' perceptions, such as pricing just below a round number.

4. Market Dynamics and Adaptation:

The argument assumes that current trends should dictate all future policies. However, regulatory frameworks should adapt to changing consumer preferences and market conditions rather than rigidly adhering to outdated guidelines. The existence of new technologies and services should not preclude the need for transparent and consumer-friendly pricing options.

5. Relevance to All Users:

The response's focus on the diminishing relevance of Top-ups and Combo Vouchers overlooks the importance of maintaining options for users who still find them relevant. Eliminating these options could disadvantage certain user groups who prefer or need separate top-up services for specific reasons.

In summary, allowing vouchers in any denomination would enhance consumer choice, transparency, and fairness in the market. It would accommodate diverse consumer needs and mitigate the impact of misleading pricing strategies, benefiting the overall user experience in the telecom sector.

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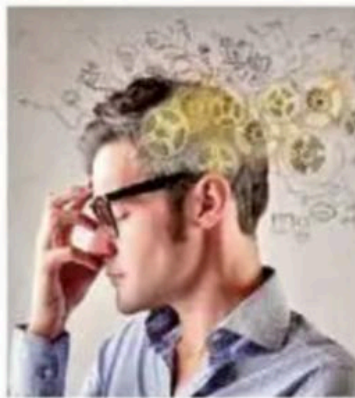
स्वास्थ्य • याददाश्त, एकाग्रता और सीखने की क्षमता घट रही है

फोन से लगातार मिल रही जानकारी से 'डिजिटल डिमेंशिया' का जोखिम

एजेंसी | लंदन

4 घंटे स्क्रीन टाइम से वैस्कुलर डिमेंशिया हो सकता है

पिछले एक दशक में दैनिक जीवन में फोन का इस्तेमाल काफी तेजी से बढ़ा है। इससे हमारे मानसिक स्वास्थ्य पर होने वाले बुरे प्रभावों में से एक 'डिजिटल डिमेंशिया' में तेजी से वृद्धि हो रही है। यह अत्यधिक स्क्रीन टाइम यानी की स्मार्टफोन के इस्तेमाल से दिमाग में होने वाले नकारात्मक परिवर्तनों का वर्णन करता है। इसमें फोन पर लगातार कई तरह की सामग्री स्कॉल करने, पढ़ने, देखने और इस सभी जानकारी को समझने व संसाधित करने की कोशिश के कारण याददाश्त, एकाग्रता और सीखने की क्षमता कम होना शामिल है। डिजिटल डिमेंशिया, जर्मन न्यूरोसाइंटिस्ट और मनोचिकित्सक मैन्फ्रेड स्पिट्जर द्वारा 2012 में गढ़ा गया शब्द है। डिजिटल डिमेंशिया का आधिकारिक तौर पर फिलहाल कोई निदान या उपचार नहीं है।



ब्रिटेन में 2023 में किए गए अध्ययन के मुताबिक, दिन में 4 घंटे से अधिक के स्क्रीन टाइम से वैस्कुलर डिमेंशिया और अल्जाइमर का जोखिम बढ़ सकता है। वैस्कुलर डिमेंशिया मस्तिष्क में रक्त के प्रवाह में कमी के कारण होता है। यह मस्तिष्क कोशिकाओं को नुकसान पहुंचाता है और अंततः उन्हें नष्ट कर देता है।

फोन का इस्तेमाल सीमित करने पर विचार करें

- **नोटिफिकेशन को कम करें:** फोन के लगातार इस्तेमाल से बचने का एक तरीका नोटिफिकेशन की संख्या कम करना है। अगर कोई नोटिफिकेशन जरूरी नहीं है, तो उसे पूरी बंद करने पर विचार करें।
- **ध्यान केंद्रित करने के लिए अन्य चीजें खोजें:** समय गुजारने के लिए फोन सबसे आसान इस्तेमाल किए जाने वाला उपकरण

है। इसके बजाय किताब पढ़ने, व्यायाम, टहलने आदि पर जाने का प्रयास करें।

- **फोन के इस्तेमाल के लिए समय सीमा तय करें:** स्क्रीन टाइम कम करने का मकसद फोन से छुटकारा पाना नहीं है। हर रोज स्कॉल करने, वीडियो देखने, गेम खेलने के लिए कुछ समय निकालने पर विचार करें।

भास्कर खास • लत लग गई: ऑनलाइन होते ही दिनचर्या बदली... बच्चे मोबाइल से चिपके, हिंसक वीडियो गेम खेल रहे अमेजन के घने जंगलों में बसी जनजाति तक इंटरनेट पहुंचा; शिकार और काम भूल चैटिंग-रील्स में डूबे युवा... 9 माह में ही पूरी संस्कृति खतरे में

• The New York Times
दैनिक भास्कर से विशेष अनुबंध के तहत

व्हासीटिया। धरती के सबसे अलग-थलग अमेजन के घने जंगल स्थित दूरदराज के इलाके में मारुबो जनजाति के लोग सैकड़ों वर्षों से रह रहे हैं। वे ब्राजील में इटुई नदी के किनारे सैकड़ों किलोमीटर तक फैली झोपड़ियों में रहते हैं। यहाँ तक पहुंचने में पैदल एक सप्ताह तक का वक्त लग जाता है। इनकी भाषा दुनिया से अलग है। जंगल के देवी-देवताओं से जुड़ने के लिए विशेष नृत्य करते हैं। जश्न मनाया हो तो जंगली स्माइलर मंकी का सूप पीते हैं। यहाँ के बुजुर्गों को दुनिया से दूर रहकर अपनी जीवनशैली बचाए रखने पर गर्व है। पर, बीते सितंबर इलॉन मस्क की बंदौलत मारुबो के गांवों में सैटेलाइट से हाई-स्पीड इंटरनेट पहुंचा। अब महज 9

अब सीमाएं तय कीं: सीमित वक़्त के लिए ही इंटरनेट, शिक्षा पर फोकस



मारुबो नेता जल्द ही समझ गए हैं कि उन्हें कुछ सख्त कदम उठाने की जरूरत है। इसके तहत उन्होंने अनुशासन लागू किया है। इंटरनेट अब सुबह सिर्फ 2 घंटे, शाम को 5 घंटे और सिर्फ रविवार को पूरे दिन चालू रहेगा। इस दौरान, मारुबो नेता गांवों में स्वास्थ्य संबंधी मुद्दों और पर्यावरण विनाश के बारे में सचेत करते हैं। यहाँ के शिक्षक अलग-अलग गांवों के छात्रों को इसकी मदद से पढ़ने के लिए जुटा रहे हैं। साथ ही, युवाओं को इसके दुरुपयोग को लेकर सतर्क किया जा रहा है।

महोने में ही इनकी पूरी संस्कृति पर संकट के बादल मंडराने का खतरा पैदा हो गया है।

दरअसल, दो हजार की आबादी वाली इस जनजाति के लोगों के विकास के लिए स्टारलिनक का नेटवर्क पहुंचाया गया। इसकी मदद से विपैले सांप के काटने पर वे तत्काल सहायता

के लिए कॉल कर सकते हैं। दूर के रिश्तेदारों की खबर तुरंत मिलने लगी। पढ़ाई के लिए ऑनलाइन क्लास के फायदे बताए गए। सब बहुत खुश थे। हालांकि, बहुत जल्द ही यहाँ के हालात बिगड़ गए। लोगों की दिनचर्या ही बदल गई है। मारुबो लोगों के लीडर अल्फ्रेडो

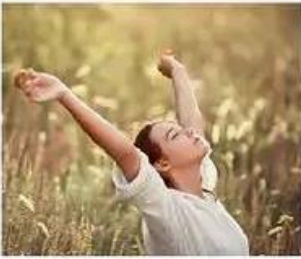
मारुबो ने बताया कि अब युवा पूरे दिन झुले में लेंटे रहते हैं और अपने फोन से चिपके रहते हैं। वॉट्सएप-इंस्टाग्राम पर अजनबियों से गपशप करते रहते हैं या रील्स देखते रहते हैं। चैट में एक-दूसरे से अश्लील वीडियो भी साझा कर रहे हैं। इससे उनका व्यवहार भी आक्रामक हो रहा है। वहीं, तीन बच्चों के पिता काइपा मारुबो को डर है कि लगातार हिंसक वीडियो गेम खेल रहे बच्चे उसकी नकल न शुरू कर दें।

40 वर्षीय एनोके मारुबो कहते हैं कि इन जंगलों में हम शिकार न करें, मछली न पकड़ें तो खाना जुटाना भी मुश्किल हो जाता है। लेकिन, कबीले के युवा इंटरनेट से आलसी हो रहे हैं। हमें डर है कि इंटरनेट से लेस ये मोबाइल कहीं पूरी संस्कृति के लिए घातक न साबित हो। बाहरी दुनिया के लिए इस नई खिड़की ने हमें असमंजस में डाल दिया है।



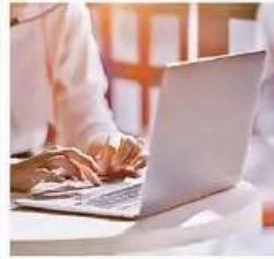
जयपुर 01-07-2024

ये आदतें लंबे वक्त तक रखेंगी फिट



सोना और जागना

स्वस्थ और चुस्त रहना चाहते हैं, तो सबसे पहले सोने और जागने का समय सही करें। सुबह जल्दी बिस्तर छोड़ें और देर रात तक न जागें। यह उपाय आपको दिनभर फ्रेश रखने में मदद करेंगे।



लंबी सिटिंग न लें

लंबे समय तक एक ही स्थान पर बैठकर काम करने से सेहत प्रभावित होती है। हो सके तो बीच-बीच में उठकर कहीं घूम आएं। लंच के बाद कुछ कदम चल-फिर करें या फिर शाम को ऑफिस कलींग के साथ कुछ देर चाय-कॉफी के बहाने बाहर निकल जाएं।

स्नान करना

खुद को साफ-सुथरा रखने के लिए आप रोज नहाते हैं, लेकिन इसके लिए कौन से पानी का इस्तेमाल कर रहे हैं, इसका ध्यान रखें। सुबह ऑफिस के लिए निकलते वक्त गरम पानी के बजाए ठंडे पानी से नहाएं ताकि, ताजगी बनी रहे। ठंडे पानी से नहाने से रक्त संचार बेहतर होता है और आप लंबे समय तक तरोजाता रहते हैं। जबकि गरम पानी से नहाने पर नींद अच्छी आती है।

खाना-पीना

अगर फ्रेश रहना चाहते हैं तो खाने पर कम और पीने पर ज्यादा फोकस करें। जितनी भूख हो, उससे एक रोटी कम खाएं, ताकि खाना आसानी से पच जाए और भारीपन के कारण आलस न आए। तरल पदार्थों को भोजन में शामिल करें और जितना हो सके थोड़ी-थोड़ी देर में पानी पीते रहें।

सेहतमंद ग्रीन टी

शरीर और दिमाग को स्वस्थ बनाए रखने के लिए ग्रीन टी सहायक होती है। यह एंटीऑक्सीडेंट से भरपूर होने के कारण दिमाग को तनाव मुक्त और सक्रिय रखती है। इसका रोजाना दो से तीन बार सेवन आपको स्वस्थ और ऊर्जावान बनाए रखने में सहायक होता है।

झपकी लें

डॉक्टर्स के अनुसार, सुबह उठने के बाद से लगातार काम करते रहने से शरीर थक जाता है, ऐसे में दोपहर के समय थोड़ी देर के लिए झपकी जरूर लें। इससे आप तरोजाता महसूस करेंगे और रोगों से लड़ने की क्षमता भी बढ़ेगी।

खाने में शामिल करें दही

अपने भोजन में दही को शामिल करें। इससे चेहरा तो खिलेगा ही साथ ही गैस, लो-ब्लड प्रेशर, कोलेस्ट्रॉल नहीं बढ़ेगा और आलस की स्थिति नहीं बनेगी।

फलों का सेवन है जरूरी

फलों का सेवन जरूर करें। इन्हें खाने के बाद देर तक आपका पेट भरा रहता है और शरीर को भरपूर उर्जा मिलती है। जिससे आलस बिल्कुल नहीं होता और आप फ्रेश फील करते हैं।

शहद से मिलेगी ऊर्जा

शहद शरीर में ऊर्जा को बनाए रखने में बहुत मददगार साबित होता है। गुनगुने पानी में नींबू और शहद के साथ सुबह की शुरुआत करना एक बेहतर उपाय है, जो आपको पूरा दिन सक्रिय बनाए रखता है और स्वस्थ भी।

एक्सरसाइज

सुबह उठकर एक्सरसाइज करें या फिर तेज गति से पैदल चलें। इससे रक्तसंचार तेज होता है और आप ताजगी व ऊर्जा से भरपूर महसूस करते हैं।

योग

सुबह उठकर कम से कम 10 मिनट योग के लिए निकालिए। इससे आप कई तरह की मानसिक व शारीरिक बीमारियों से दूर रहेंगे और पूरा दिन ताजगी भी बनी रहेगी।

फेसबुक, इंस्टाग्राम ने बच्चों को प्लेटफॉर्म की लत से बचाने के कदम नहीं उठाए; अमेरिकी अदालतों में कई सबूत पेश

विश्लेषण

जकरबर्ग ने युवाओं को खींचने के प्रयास किए और जनता को खतरों के बारे में गुमराह किया

नतरा शिग्र

अप्रैल 2019 में मेटा के एक अधिकारी डेविड गिन्सबर्ग ने अपने बॉस मार्क जकरबर्ग को एक ई-मेल में इंस्टाग्राम, फेसबुक के यूजर्स को अकेलेपन और लत से बचाने के लिए रिसर्च करने का प्रस्ताव भेजा था। गिन्सबर्ग ने लिखा कंपनी को उसके प्रोडक्ट के उपयोग से टिनएजर्स को समस्याओं होने और लत लगने के संबंध में सवालों का सामना करना पड़ रहा है। उन्होंने 24 इंजीनियर्स, शोधकर्ताओं और अन्य स्टाफ की ओर से जकरबर्ग से पूछा कि ऐसे मामलों में इंस्टाग्राम पर सुरक्षा उपाय कम हैं।

एक सप्ताह बाद सुसान ली (अब कंपनी के चीफ फाइनेंशियल अधिकारी) ने गिन्सबर्ग को बताया कि स्टाफ की कमी के कारण प्रोजेक्ट के लिए पैसा नहीं दिया जा रहा है। आखिरकार इंस्टाग्राम के प्रमुख एडम मोसेरी ने प्रोजेक्ट के लिए पैसा देने से इनकार कर दिया। पिछले साल से 45 राज्यों और कोलंबिया डिस्ट्रिक्ट के

अर्टोनी जनरल द्वारा दाखिल दर्जनों मुकदमों में ये ई-मेल सबूत के बतौर पेश किए गए हैं। राज्यों का आरोप है कि मेटा ने इंस्टाग्राम और फेसबुक पर टिनएजर्स और बच्चों को अनुचित तरीके से जाल में फंसाया है। इसके साथ जनता को इसके नुकसान के बारे में धोखे में रखा है। जिस तरह अमेरिका के राज्यों ने 1990 के दशक में बड़ी टोबेको कंपनियों के खिलाफ एकजुट कानूनी तरीका अपनाया था, वैसा ही मेटा के खिलाफ किया गया है। अर्टोनी जनरल चाहते हैं कि मेटा नाबालिगों को जरूरी सेफ्टी मुहैया कराए।

न्यूयॉर्क टाइम्स ने मेटा के 1400 पेज के दस्तावेजों और राज्यों द्वारा कोर्ट में दाखिल दस्तावेजों का विश्लेषण किया है। इनमें दर्शाया गया है कि किस तरह जकरबर्ग और मेटा के अन्य अधिकारियों ने कंपनी के प्लेटफॉर्मों पर सेफ्टी उपायों का बार-बार ढोल पीटा और युवाओं को होने वाले खतरों को कम करके बताया है। उन्होंने युवाओं को लत से बचाने और अतिरिक्त स्टाफ रखने के कर्मचारियों के आग्रह को ठुकरा दिया। मेटा ने राज्यों के दावों को खारिज करते हुए मुकदमों को रद्द करने के लिए याचिकाएं दायर की हैं। लेकिन, वे पेरेंट्स जिन्के बच्चे ऑनलाइन प्रताड़ना की वजह से जान गंवा चुके हैं, उन्होंने मेटा के सेफ्टी के आश्वासनों को चुनौती दी है।

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मार्क जकरबर्ग की जवाबदेही तय करने की मांग



मेटा पर मुकदमा चलाने वाले कई राज्यों के अर्टोनी जनरल ने बताया कि जकरबर्ग ने बच्चों के हितों की कीमत पर अपने प्लेटफॉर्म पर यूजर्स को आकर्षित किया है। न्यू मैक्सिको के अर्टोनी जनरल राउल टोरेज ने कहा, ऐसे कई फैसले जकरबर्ग ने किए हैं। अपने फैसलों के लिए जकरबर्ग को जवाबदेह ठहराया जाना चाहिए। उन्होंने बताया, न्यू मैक्सिको में मई में तीन व्यक्तियों को सेक्स के लिए बच्चों को बरगलाने के आरोप में गिरफ्तार किया गया है। इन लोगों ने स्वयं को फेसबुक, इंस्टाग्राम पर बच्चों के रूप में पेश किया था। टोरेज का कहना है, मेटा का अल्गोरिथ्म वयस्कों को उन बच्चों को खोजने की सुविधा देता है जिनका पता वे स्वयं नहीं लगा सकते थे।

टीन्स और बच्चों पर बहुत ज्यादा फोकस किया गया

टेनेसी राज्य की शिकायत में कहा गया है कि 2016 से ही बच्चे जकरबर्ग के लिए प्रमुख फोकस थे। जकरबर्ग ने अपने अधिकारियों को निर्देश दिए कि वे टिनएजर्स को कंपनी के प्लेटफॉर्म पर खींचने की तरफ ध्यान दें। एक कर्मचारी ने ई-मेल किया कि कंपनी का कुल लक्ष्य है कि टिनएजर्स प्लेटफॉर्म पर कितना समय बिताते हैं। मेटा के खिलाफ राज्यों के मुकदमे सोशल मीडिया पर टिनएजर्स और बच्चों के यौन शोषण, प्रताड़ना पर बढ़ती चिंताओं की झलक दिखाते हैं। पिछले सोमवार को अमेरिका के सर्जन जनरल डॉ. विवेक मूर्ति ने सोशल मीडिया नेटवर्क्स पर चेतावनी के लेबल लगाने की अपील की है। डॉ. मूर्ति की चेतावनी से अमेरिकी संसद में किड्स ऑनलाइन सेफ्टी कानून के पास होने का रास्ता खुल सकता है।

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जयपुर 15-06-2024

भास्कर खास • ब्रेन रोट से जूझ रहे लोगों की शब्दावली इंटरनेट प्रेरित होती है; क्या कह रहे हैं... यह तक पता नहीं होता ब्रेन रोट... बेतहाशा ऑनलाइन रहने व सोशल मीडिया को असल दुनिया मानकर जीने वाले खुद पर नियंत्रण खो रहे; अंधाधुंध स्कॉलिंग से बचें

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दैनिक भास्कर से विशेष अनुबंध के तहत

वॉशिंगटन। कुछ दिन पहले एक वीडियो में 10 साल की बच्चियों को महंगे ब्रांड के स्किन प्रोडक्ट की तारीफ करते और एंडोर्स करते दिखाया गया तो सोशल मीडिया यूजर्स और एक्सपर्ट ने आपत्ति जताई थी। उनका तर्क था कि बच्चियों को इन प्रोडक्ट्स की जरूरत ही नहीं है न ही आने वाले वर्षों में होगी...। इसी तरह अब मिडिल क्लास में पढ़ने वाले बच्चे जिम जॉइन करने लगे हैं। एक्सपर्ट के मुताबिक यह ब्रेन रोट की स्थिति है। ब्रेन रोट यानी डिजिटल

दिमाग को चुनौती देने वाले विचारों में खुद को व्यस्त रखने से फायदा : एक्सपर्ट



डिजिटल वेलनेस लैब में स्टूडेंट एडवाइजर लीना मथाई कहती हैं, 'फोन और सोशल मीडिया पर सारा दोष मढ़ देना ठीक नहीं है। हमें इसके इस्तेमाल के तरीके सुधारने होंगे। डिजिटल वर्ल्ड से ब्रेक लें। नकारात्मकता फैलाने वाले यूजर्स और स्रोतों को अनफॉलो करें। अंधाधुंध स्कॉलिंग न करते रहें। वेलनेस लैब में इसी बात पर फोकस रखना सिखाते हैं कि दिमाग को चुनौती देने वाले और नए विचारों को खोलने वाले कंटेंट में खुद को व्यस्त रखें। स्क्रीन-मुक्त गतिविधियों के लिए समय निकालें। इससे आभासी दुनिया से दूर होने में मदद मिलती है।

मीडिया के ज्यादा इस्तेमाल से सोचने-समझने की क्षमता में कमी। दरअसल जब हम जरूरत से ज्यादा ऑनलाइन रहते हैं और सोशल मीडिया पर ज्यादा वक्त बिताते हैं तो उसे ही असली दुनिया समझने लगते हैं। उनकी बातचीत में

भी इंटरनेट की दुनिया के शब्द ज्यादा होते हैं। बोस्टन चिल्ड्रन हॉस्पिटल में डिजिटल वेलनेस लैब के प्रमुख डॉ. माइकल रिच के मुताबिक इंटरनेट कंटेंट मस्तिष्क में इस कदर घुसपैठ कर सकता है कि लोगों का इस बात पर भी नियंत्रण नहीं रह जाता कि वे

क्या कह रहे हैं, उन्हें बस वही मीम बोलना होता है जो वे देखते रहते हैं। लगातार ऐसे इंटरनेट कंटेंट से जुड़े होने के चलते वे वास्तविक दुनिया से दूर हो जाते हैं। लैब में इलाज के लिए पहुंचा 18 साल का जोशुआ रोड्रिगज कहता है कि पहले वह पूरे

समय फोन स्कॉल करके हुए वीडियो देखता रहता था। पढ़ाई में भी मन नहीं लगता था। ट्रीटमेंट के बाद अब सोशल मीडिया पर महज 15 मिनट बिताता है। वेलनेस लैब के एक्सपर्ट ब्रेन रोट को एक तरह का विकार मानते हैं। इसमें यूजर्स बिना सोचे-समझे स्कॉल करने या लंबे समय तक गेमिंग सेशन के साथ इस कदर जुड़ जाते हैं कि मानो सुन्न हो गए हों। डॉ. रिच कहते हैं, 'हमारा लक्ष्य माता-पिता और बच्चों को बेहतर ऑनलाइन आदतें विकसित करने में मदद के लिए प्रोत्साहित करना है। क्योंकि बच्चों को टेक्नोलॉजी से दूर करना तो सही नहीं होगा।



जयपुर 16-06-2024

टीवी दो घंटे ज्यादा देखने से सेहतमंद जिंदगी जीने की संभावना 12% तक कम हो जाती है

एजेंसी | न्यूयॉर्क

एक घंटा टीवी देखने के बजाय हल्की शारीरिक गतिविधि करने या सोने से सेहतमंद जिंदगी जीने की अधिक संभावना होती है। जाम्मा में प्रकाशित अध्ययन के मुताबिक लोगों द्वारा टीवी देखने में व्यतीत किए गए हर अतिरिक्त दो घंटे से स्वस्थ तरीके से उम्र बढ़ने की संभावना 12% कम हो

जाती है। वहीं, दो घंटे हल्की शारीरिक गतिविधि करने से स्वस्थ तरीके से उम्र बढ़ने की संभावना में 6% की वृद्धि हुई। अध्ययन में 50 वर्ष से अधिक उम्र के 45 हजार लोगों को शामिल किया गया। शोधकर्ताओं ने इन लोगों के बैठने, टीवी देखने के समय, खड़े रहने और चलने के समय की 20 वर्षों की जानकारी इकट्ठा की। इस जानकारी का उनकी उम्र बढ़ने की

जानकारी के साथ विश्लेषण किया गया। हृदय संबंधी जोखिम रोकथाम और कल्याण के निदेशक डॉ. एंड्रयू फ्रीमैन का कहना है कि टीवी के सामने बैठे रहने के हमेशा से बुरे परिणाम रहे हैं। इंसानों को कभी भी टीवी के सामने बैठे रहने के लिए नहीं बनाया गया है। हम जितना अधिक बैठे रहते हैं, हमें बढ़ती उम्र के साथ उतनी ही अधिक समस्या होती है।

भास्कर खास • अमेरिकी सर्जन जनरल का सुझाव- बच्चों को मिडिल स्कूल के बाद ही सोशल मीडिया यूज करने दें बच्चों की मानसिक सेहत का ये आपातकाल...सोशल मीडिया के नुकसान से उन्हें बचाने के लिए वॉर्निंग लेबल लगाने का वक्त आ गया : मूर्ति

• The New York Times
दैनिक भास्कर से विशेष अनुबंध के तहत

न्यूयॉर्क। अमेरिका के सर्जन जनरल विवेक मूर्ति कहते हैं, बच्चों और किशोरों की मानसिक सेहत आपात स्थिति में है। इसकी बड़ी वजह सोशल मीडिया है। जो किशोर सोशल मीडिया पर तीन घंटे से ज्यादा वक्त बिताते हैं, उन्हें चिंता-अवसाद का दोगुना जोखिम होता है। बीते साल अमेरिकी किशोरों में सोशल मीडिया का औसत दैनिक उपयोग 4.8 घंटे था। आधे से ज्यादा किशोर मानते हैं कि सोशल मीडिया उन्हें अपने शरीर के बारे में बुरा महसूस कराता है। मूर्ति कहते हैं कि अब जरूरत सोशल मीडिया पर वॉर्निंग लेबल लगाने की है। बच्चों को नुकसान से बचाना है तो हमें तत्काल कदम उठाने होंगे...



कार में सीट बेल्ट-एयरबैग जैसी चीजें लगीं तो यात्रा सुरक्षित हुई... ऐसा ही सोशल मीडिया के साथ क्यों नहीं?

हाल ही में सोशल मीडिया के अनुभवों पर चर्चा के दौरान टीना नाम की किशोरी ने कहा, 'सोशल मीडिया पर जाना अच्छा नहीं लगता।' ऐसा कहते हुए उसकी आवाज में शर्मिंदगी थी। टीना को देखकर उसके साथी भी आगे आए। सोशल मीडिया से जुड़े अनुभव साझा किए। उनकी आवाज में उदासी थी, वे जानते थे कि उनके साथ क्या हो रहा है पर उनका कहना था कि वे इसे बदल नहीं सकते। ऐसे में यह सही समय है जब हमें सोशल मीडिया पर वॉर्निंग लेबल जोड़ना चाहिए। हो सकता है कि यह समस्या का पूरा समाधान न हो, लेकिन इससे पैरेंट्स अलर्ट

हो सकेंगे। यह पहल बच्चों के सोशल मीडिया उपयोग को सीमित करने-निगरानी करने में मदद करेगी। बच्चों को एल्गोरिदम-संचालित फीड में दिखने वाली हिंसा व अनुचित कंटेंट से बचाना होगा। सोशल मीडिया प्लेटफॉर्म को बच्चों के संवेदनशील डेटा जुटाने से रोकना होगा। पुरा नोटिफिकेशन, ऑटोप्ले व अनलिमिटेड स्क्रॉल जैसे फीचर पर प्रतिबंध लगाने की जरूरत है।

स्कूलों को सुनिश्चित करना होगा कि पढ़ाई और सामाजिक समय में फोन-फ्री रहें। घर में भी यह सुनिश्चित करना होगा कि सोने-खाने के समय और सामाजिक मेलजोल के दौरान बच्चे फोन से दूर रहें। फिलहाल तो यह करना चाहिए कि बच्चों को मिडिल स्कूल के बाद ही सोशल मीडिया के इस्तेमाल की अनुमति दें। 20वीं सदी

में कार हादसे से बढ़ती मौतों के चलते कानून बदलने पड़े। इसके जरिए कार में सीटबेल्ट, एयरबैग, क्रैश टेस्टिंग जैसे उपाय किए गए। इससे यात्रा सुरक्षित हो गई। फिर ऐसा क्यों है कि हम सोशल मीडिया के नुकसान पर प्रतिक्रिया नहीं दे रहे हैं। यह सुरक्षित यात्रा से ज्यादा जरूरी है। यह नुकसान इच्छाशक्ति और पालन-पोषण को विफलता नहीं; बल्कि पारदर्शिता या जवाबदेही के बिना तकनीक को बढ़ावा देने का नतीजा है। किसी समाज की नैतिक परीक्षा यह है कि वह बच्चों को कैसे सुरक्षित रखता है। हमारे पास बच्चों के लिए सोशल मीडिया को सुरक्षित बनाने के लिए विशेषज्ञता, संसाधन और उपकरण हैं। जरूरत इच्छाशक्ति जगाने की है। हमारे बच्चों की बेहतरों दांव पर है। - विवेक मूर्ति



जयपुर 18-07-2024

आंध्र • मासूम बच्ची से दुष्कर्म के बाद हुई थी हत्या 3 नाबालिगों ने पोर्न वीडियो देख बच्ची से की थी दरिंदगी

नांदयाल | आंध्र प्रदेश के नांदयाल जिले में 7 जुलाई को आठ साल की बच्ची से दुष्कर्म और उसकी हत्या करने वाले तीन नाबालिगों को लेकर नया खुलासा हुआ है।

नांदयाल के एसपी अधिराज सिंह राणा का कहना है कि, तीनों नाबालिग आरोपियों ने फोन पर पोर्न वीडियो देखा था और उसके बाद मासूम बच्ची के साथ भी वैसे ही दुष्कर्म करने की कोशिश की। पीड़िता और आरोपी एक ही स्कूल में पढ़ते थे। इसलिए बच्ची नाबालिगों को पहचानती थी। दुष्कर्म के बाद तीनों आरोपियों को लगा कि पीड़िता उनकी पहचान बता सकती है, इसलिए उसकी हत्या कर दी।

भास्कर सरोकार

**खबर से सबक
जिम्मेदारी आपकी भी है**

माता-पिता की जिम्मेदारी बच्चों को अच्छे स्कूल भेजने से ही पूरी नहीं होती। इंटरनेट की आजाद दुनिया में उनकी निगरानी जरूरी है। अगर ऐसा होता तो यह अपराध न होता।

एक आरोपी के पिता और उसके चाचा बच्ची के शव को एक दोपहिया वाहन से ले गए और उसे एक पत्थर से बांधकर कृष्णा नदी में फेंक दिया।

भास्कर खास • अमेरिका: बच्चों की ऑनलाइन सुरक्षा वाला सख्त बिल सीनेट में पास बच्चों को नुकसान पहुंचाने वाला कंटेंट परीसा तो टेक कंपनियां जिम्मेदार होंगी; कम से कम 3.5 करोड़ जुर्माना

भास्कर न्यूज़ | वॉशिंगटन

अमेरिका में ऑनलाइन कंटेंट से बच्चों को होने वाले नुकसान के लिए अब सीधे तौर पर टेक कंपनियां जिम्मेदार होंगी। इससे जुड़ा बिल 'किड्स ऑनलाइन सेफ्टी एक्ट' अमेरिकी सीनेट ने भारी बहुमत से पास कर दिया है। यदि कंपनियां इस कानून का पालन नहीं करेंगी तो कम से कम 3.5 करोड़ रुपए का जुर्माना लगाया जाएगा। बिल का उद्देश्य बच्चों को खतरनाक ऑनलाइन कंटेंट के जोखिम से बचाना है। इस बिल को लेकर अमेरिकी राष्ट्रपति जो बाइडेन ने कहा कि 'आज हमारे

न्यूयॉर्क के 1800 स्कूलों में मोबाइल बैन की तैयारी



न्यूयॉर्क के दो स्कूलों ने मोबाइल फोन के इस्तेमाल पर बैन लगाया तो हैरान करने वाले नतीजे सामने आए। बच्चों का टेस्ट स्कोर सुधर गया। खेल और अन्य गतिविधियों में उनकी उपस्थिति 50% बढ़ गई। इसके बाद राज्य के 1800 स्कूलों के 11 लाख बच्चों के मोबाइल फोन पर बैन लगाने की योजना बन रही है।

बच्चे 'ऑनलाइन अराजकता' में धिरे हैं और मौजूदा कानून इसे रोकने के लिए पर्याप्त नहीं है।

लंबे समय से बड़ी संख्या में पैरेंट्स इस तरह के सख्त नियम की मांग कर रहे थे। खासतौर पर

जिनके बच्चों ने ऑनलाइन बुलीइंग के बाद खुदकुशी की थी। या फिर जिन्हें ऑनलाइन सामग्री से अन्यथा नुकसान पहुंचा। डेमोक्रेटिक पार्टी के सीनेटर रिचर्ड ब्लूमथल के अनुसार यह कानून बच्चों, किशोरों

और पैरेंट्स को अपनी ऑनलाइन जिंदगी पर नियंत्रण वापस लेने की सहूलियत देगा। एक्सपर्ट के मुताबिक कानून बनने के बाद कंपनियों को बच्चों को होने वाले नुकसान को कम करना होगा। इसमें हिंसा, खुदकुशी को बढ़ावा देना, सेहत के लिए नुकसानदेह खान-पान, तंबाकू या शराब जैसे अवैध उत्पादों के विज्ञापनों पर सख्त रूख अपनाना होगा। ऐसा करने के लिए, सोशल मीडिया प्लेटफॉर्म को नाबालिगों को उनकी गोपनीय जानकारी की सुरक्षा करने और व्यक्तिगत एल्गोरिदम रिकमेंडेशन से बाहर निकलने के विकल्प उपलब्ध कराना होंगे।