

Dr. Gladson Clifford Joe

Assistant Professor

Journalism and Mass Communication

SRM Institute of Science and Technology

Tamilnadu, India

gladsonc@srmist.edu.in

Mr. J. Jesly Anto,

Assistant Professor

Journalism and Mass Communication

SRM Institute of Science and Technology

Tamilnadu, India

jeslyanj@srmist.edu.in

Ms. S. Rajalakshmi

BA, Journalism and Mass Communication

SRMIST

Tamil Nadu, India

rajievangeline2398@gmail.com

A Study on BJP Schemes Based on Fake News

## Abstract

In this digital era with the introduction of Facebook, WhatsApp, Twitter, People started to give more importance to social media than anything as well as people aren't aware of what they are sharing via social medias. They are blindly sharing fake news, and some people are getting misleading about our government schemes because of fake news. The fundamental purpose of this study is to analyse how people are getting affected because of the government plan based on phony intelligence. This research follows primary source method. The sample size of 50 including both genders graphic design and simple random sampling where chosen conduct the survey the objectives of the research where to find out the approach of fake news based on schemes and people. This research implies audience perception theory which is a reader response to a literary text or media this research analysis the significant findings of the study.

Keywords: Fake News, Government Schemes, Social Media.

## Introduction

India population is increasing day by day. Meanwhile, a significant number of people depending on the government social welfare scheme. In 2018, the government had introduced 15 plus plans in India. At the same time, social media ruling people mind also. Most of the plots were manipulated and circulated in social media for their purposes. So here why my research is essential means most of the people are getting betrayed by the government scheme based fake news. Because of the false story, they are losing their money and personal information, in my data analysis and further details going to explain about government schemes based fake news.

The 2018 government scheme based false news is selected for the research.

## Objectives

To study how people got betrayed by scheme based fake news.

To identify how to recognize the government scheme based fake news

To know how some fake website Are mishandling government scheme based on Phony intelligence.

## Research Limitation

Took only 2018 based schemes

Limited with 55 members for the survey

## Research Gap

Most of the research speaks about how fake news is created and how political parties are manipulating it in social media. But the research paper specifically speaking about government schemes based fake news with recent examples showing with data analysis by the public survey.

## Review of Literature

1. Senator Dastyari feels that fake news has a profound impact on the political environment of nations. He claims that he has enough statistics to initiate an investigation on fake news and its impact, and identify the people responsible for it and ways to combat it.

Remeikis.A- (30/03/ 2017)

2. In Austria, Green Party Chairwoman Eva Glawischnig becomes the victim of a targeted fake news campaign. The news, spreading through a fake profile on a social media site, called Glawischnig as a “lousy traitor of the people” and a “corrupt klutz”.

Kirchner.S 14/12/2016

3. “If information is not reliable and verifiable, it is at best useless and at worst dangerous”, says Waddell, a 50-year old news veteran from Canada, as MPs from Canada rethink about the importance of local newspapers. As social media usage is on the rise among people today, local newspapers are closing down at an alarming rate, reducing the amount of gumshoe reporting prevalent in the country.

Cheadle.B 17/11/ 2016

4. An argument by Chinese officials states that the latest changes in Facebook’s newsfeed algorithm might be a reason to Trump’s marginal success. The weightage given to stories shared by a user’s friend was more than the ones being sourced from professional media, allowing click baiters to generate a lot of fictional stories for sensational statements.

Orlowski.A 21/11/2016

5. “The stories were essentially fake news,” Xinhua, the state-run news agency from China asserted, after Mr. Trump’s allegations about a detained lawyer being tortured by the Chinese Police. They also quoted that the foreign news media just wanted to create a “hype”, and the press were being manipulated to disrepute the Chinese government.

Hernandez.J 3/03/ 2017

## Research Design

This Research paper uses to survey primary source method to analyze the government based fake news among people and social media to identify the scheme based fake news to find the phony website also. How many people are aware of projects and government based fake news for this 55 persons from both genders were asked 14 questions with a closed option.

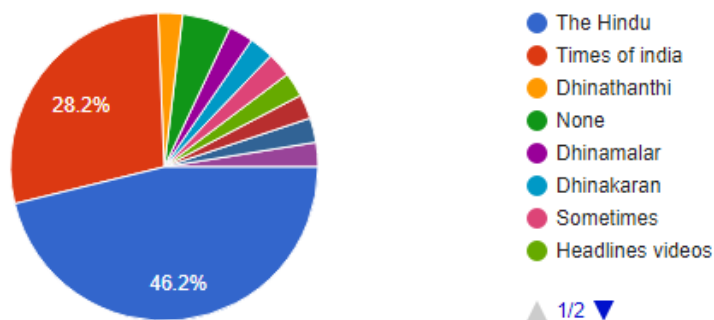
## Analysis And Interpretation

### 1.Do You Read Newspaper?

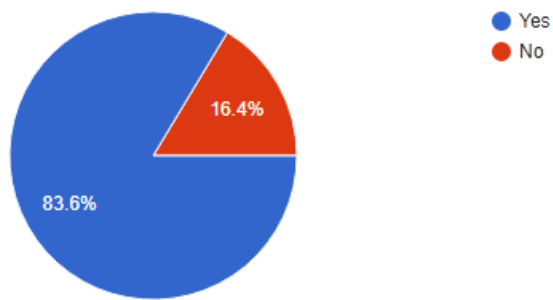
Yes

No

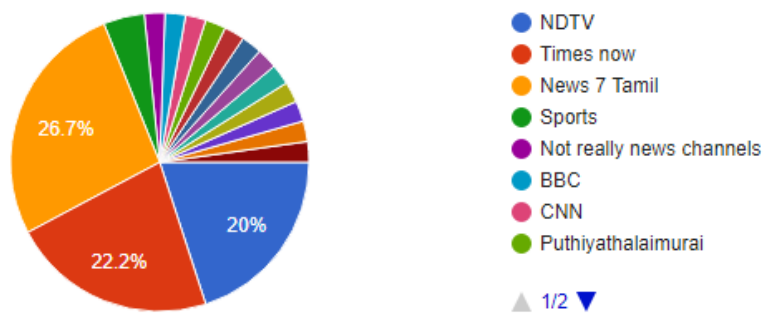
### 2.Which News Paper Are You Reading



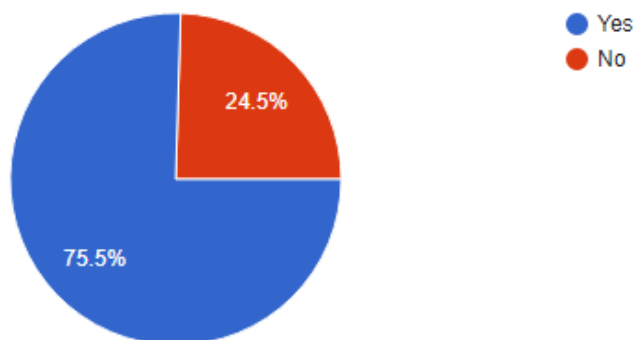
### 3.DO YOU WATCH TELEVISION ?



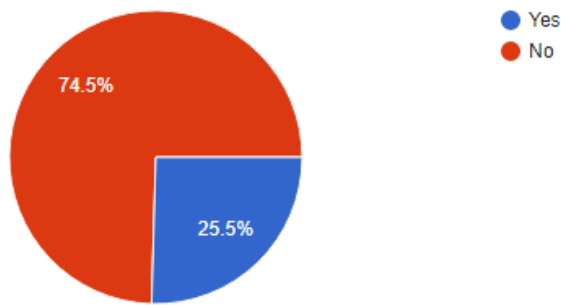
4. Which Television Channel Do You Watch ?



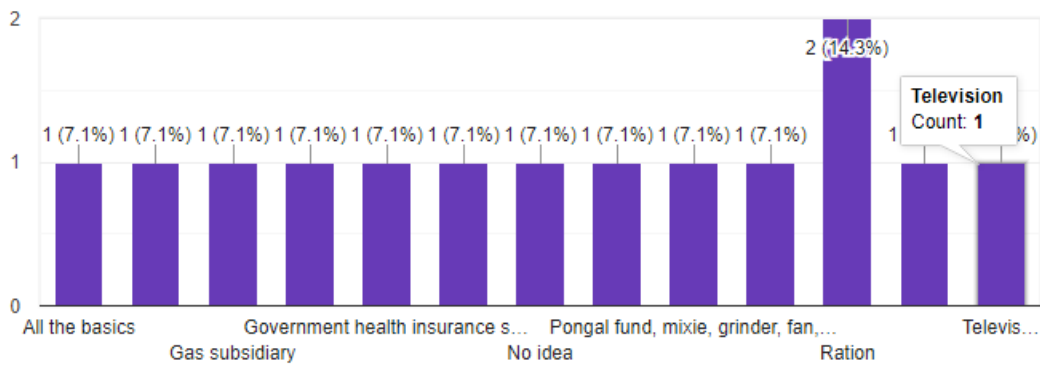
5. Do You Have A Ration Card ?



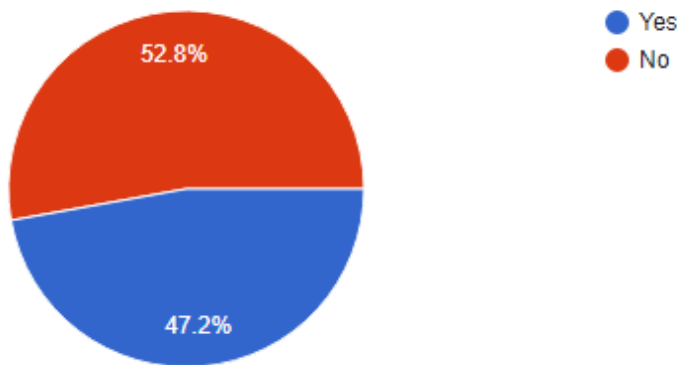
6. Do You Get Benefeted By Any Govertment Schemes ?



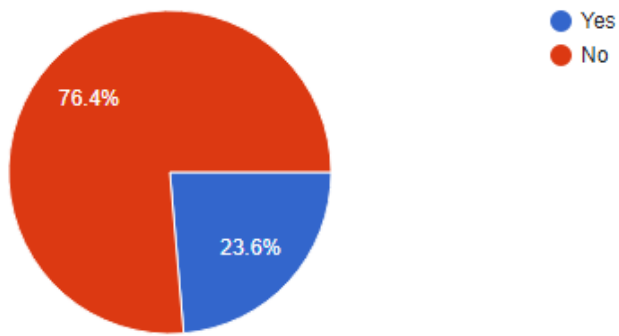
7. IF YES WHICH SCHEME ?



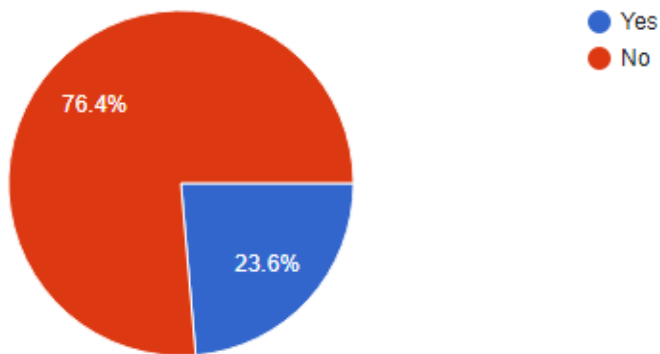
8 DO You know How to use government schemes .



9. Do you come across any fake news based on government schemes?.

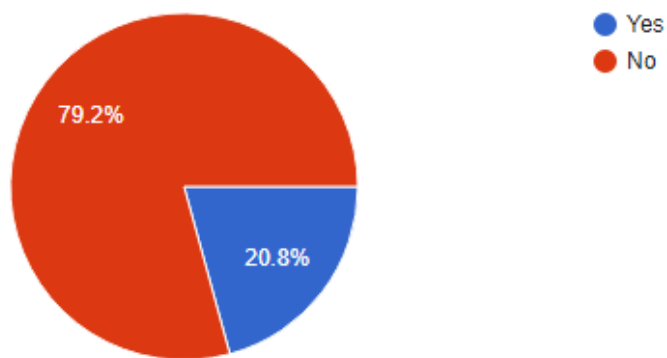


10. YOU COME ACROSS ANY FAKE NEWS RELATED TO GOVERTMENT SCHEMES ?



11. Do you know about any government schemes that was launched in 2018 ?





## Content Analysis

### Fake News About Government Solar Panel Scheme

Solar panel Mission Started on 11th January 2010 in India

During the past 4 years projects of 682 MW added.

600 water mill for mechanical applications added.

One hundred thirty-two projects under construction Green energy corridors to augment transmission system Rs.10,141 core invested

9,400 km substation with 19,000mvm approx.

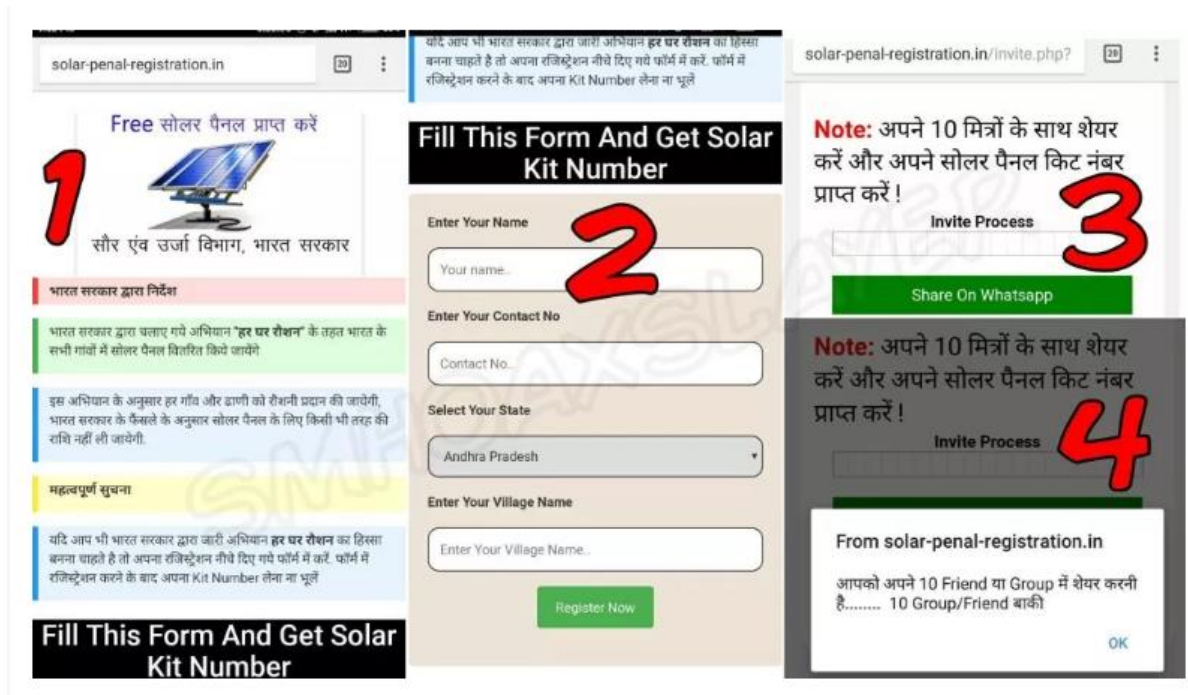
Solar power plant was approved cosmic park scheme and implemented in 45 states in India

Fake news in this scheme:

“Now every home will have light – Solar and Energy Department, Government of India

Please fill application for and received your solar panel free at the nearest district office

The government of India is distributing Solar Panel, Do register now.”



The above is fake news

Sukanya Samridhi Yojana

A Sukanya Samridhi scheme is for girl children

The bank account can be opened in any bank.

Fake news about Sukanya samridhi yojana



At first look, it appears the message is referring to the existing Scheme. It is a savings account scheme for girls and does not have any provisions to give a cheque worth Rs 10,000 for free. Under the scheme, parents or guardian can start a Sukanya Samridhi account for girl children below the age of 10 at a post office branch or designated public sector banks.

The scheme was launched in 2015 along with the Beti Bachao, Beti Padhao initiative by the Narendra Modi led BJP government. Parents can deposit an amount ranging from Rs 250 to Rs 1,50,000 on an annual basis and The scheme offers full tax exemption on the deposit amount, proceeds and maturity amount.

The link (<https://sukanya-yojna.m-indian-gov.in/>) in the message directs you to an application form which has the logo of Beti Bachao, Beti Padhao scheme and the Prime Minister's photo.

The page also has advertisements, as seen below, out of which the owner of the website must be generating revenue. The more people visit the website the more they earn. This could also explain the purpose of creating the website.

कन्या का नाम:  
Enter Name Here

आवेदक का नाम:  
Enter Applicant's Name Here

उम्र:  
Enter Age Here

राज्य:  
Choose Your State

SUBMIT

The above one is sukanya samiridhi account scheme fake news

Fake news about Prime minister scholarship scheme

A viral message doing the rounds on WhatsApp claims that the Prime Minister's Scholarship Scheme beneficiaries, comprising of Class 10 and Class 12 students, will get money based on their marks – categorised into three brackets.

50-60% - Rs 5,000

60-80% - Rs 10,000

Above 80% - Rs 25,000

**\*Scholarship Form for 10th or 12th Open Now\***


**\*Scholarship Amount\***

1.50-60% - Rs 5,000

2.60-80% - Rs. 10,000

3.Above 80% - Rs 25,000

The message is false.



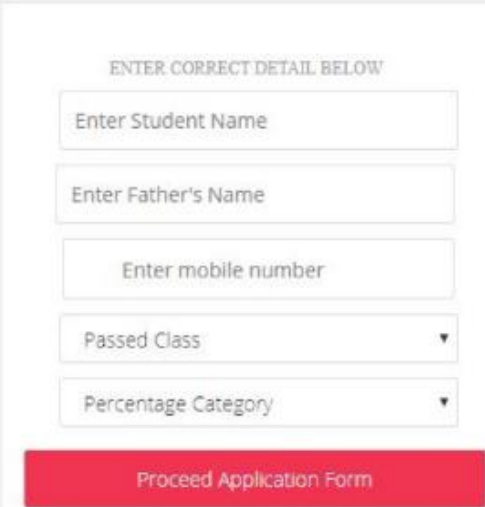
Scholarship Scheme For  
**10th & 12th**

स्कोलरशिप वितरण योजना 2018 - 2019  
Scholarship Form for 10th & 12th

- scholarship amount for 50 - 60% : Rs. 5000/-
- scholarship amount for 60-80% : 10000/-
- scholarship amount for above 80% : 25000/-

The advertisement features a portrait of Prime Minister Narendra Modi on the left, a graduation cap and diploma on the right, and a red banner at the bottom with white text. The text is in both Hindi and English.

This scheme that falls under the purview of the Department of Ex-servicemen Welfare.



ENTER CORRECT DETAIL BELOW

Enter Student Name

Enter Father's Name

Enter mobile number

Passed Class

Percentage Category

Proceed Application Form

The form is a vertical stack of input fields. It starts with a heading 'ENTER CORRECT DETAIL BELOW'. Below it are five input fields: 'Enter Student Name', 'Enter Father's Name', 'Enter mobile number', 'Passed Class', and 'Percentage Category'. Each field has a small downward arrow on the right side, indicating they are dropdown menus. At the bottom of the form is a red button with white text that says 'Proceed Application Form'.

Here, the user is required to fill out their personal details – including their mobile number.

#### WHO IS ELIGIBLE FOR THE SCHEME?

Ex-service man and ex costal person

Further, the website clearly states that "wards of civilians including paramilitary personnel are Not eligible.

## Modicare Health Insurance

Modicare is world's biggest health program. Government seeks to give that for 50 crore families in India. 5 lakhs for a family and that is not for everyone. That has some eligibility to claim that plan, this one comes under Ayushman Bharat scheme.

Home | Ayushman Bharat  
www.abnhp.gov.in

Scheme name: Ayushman Bharat  
Start Date: August 15, 2018  
Benefits: 5 lakhs of government and private hospitals can be treated free of charge.

Complete the application online and register at Rs. 1324 / - per year.

**FAKE**

**HIGHLIGHTS**

- A viral post on social media claims that Modi's healthcare scheme comes with registration charges.
- Health Minister JP Nadda clarified that the post is fake and the scheme is free of cost.
- Not the first time, a government scheme has become target of fake news peddlers.

The Modi health care scheme is absolutely free for registration but some WhatsApp fake forward messages were spreader and collected money for this.

## Findings

After analysing the various answers, the interviewees gave, the different findings are.

1. Most of the people are watching television comparing to the newspaper
2. Among 55 people survey, 75% of people have a ration card. but 25.5% of people only got benefited by government schemes
3. Most of the people got helped by free subsidiaries by government
4. 23.6 % of people come across project based fake news
5. Most of the people faced prime minister scholarship fake news

## Conclusion

People are watching social media more than television and newspaper. At the same time, they are sharing each meme or post without verification. First of all, people are so unaware of the government schemes. At the same time, the government is giving more advertisements in channels and newspaper about the systems but that publication not detailed telecasting.

So the government must improve awareness for the schemes between the people of the country.

## References

The Times Of India

The Quint

Check 4 Spam (Fact Checking Website)

Boom (Fact Checking Website)

Social Media Hoax Slayer(Fact Checking Website)