

**Measuring Impact: The Role of Civil Society Organizations in Gujarati Language  
Preservation – A Survey-Based Study**

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**Abstract**

This study evaluates the effectiveness of Civil Society Organizations (CSOs) in preserving and promoting the Gujarati language through a survey-based approach. Using statistical tools such as **mean, mode, median, and independent samples t-test**, this research measures the differences in perception and participation between two demographic groups: youth and adults. The findings suggest that CSO initiatives have a statistically significant impact on linguistic awareness and engagement.

**Key Word :** Gujarati Language, Language Preservation, Civil Society Organizations (CSOs)

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## Measuring Impact: The Role of Civil Society Organizations in Gujarati Language Preservation – A Survey-Based Study

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### Introduction

Language is more than just a medium of communication—it is a repository of a community's culture, identity, values, and historical consciousness. In the context of India's vast linguistic diversity, regional languages like **Gujarati** play a crucial role in preserving local heritage and fostering a sense of belonging among communities. However, the impact of globalization, urban migration, and the growing dominance of global languages such as English and Hindi has increasingly marginalized the use of Gujarati, particularly among younger generations and in urban centers.

In recent years, **Civil Society Organizations (CSOs)** have emerged as vital actors in counteracting this trend. Through educational initiatives, cultural programming, digital content creation, and community engagement, CSOs aim to revitalize Gujarati language use in everyday life. These organizations operate independently of the state, yet their grassroots approaches often succeed in reaching areas and demographics that traditional government efforts do not.

Despite the growing presence of CSO-led efforts, there is a lack of **quantitative evidence** to assess their real impact. How effective are these initiatives? What levels of awareness and participation exist among the public? Do such efforts lead to measurable changes in language attitudes and usage? These are critical questions that must be addressed to evaluate the long-term sustainability and influence of civil society participation in language preservation.

This paper presents a **survey-based study** that investigates the reach and impact of CSO efforts toward preserving and promoting the Gujarati language. By collecting and analyzing data from two demographic groups—**youth (ages 15–25)** and **adults (ages 26–50)**—the study aims to provide an evidence-based understanding of how civil engagement contributes to linguistic vitality. Utilizing statistical tools such as **mean, median, mode**, and **independent samples t-tests**, the research seeks to compare perceptions and participation patterns, and offer recommendations for more inclusive and impactful language policies.

Ultimately, this study contributes to the broader discourse on **language revitalization** by grounding theoretical assumptions in empirical data, with a specific focus on the evolving linguistic landscape of Gujarat. It underscores the critical role that organized civil efforts play in safeguarding the future of indigenous languages in an increasingly homogenized world.

## Objectives

- To measure awareness and participation in CSO-led Gujarati initiatives.
- To compare youth and adult engagement levels using statistical tests.
- To determine if there is a significant difference in perception across demographics.

## Methodology

### Sample

Sample Size (n): 200 participants

Youth (age 15–25): n = 100

Adults (age 26–50): n = 100

### Instrument

A 5-point Likert scale questionnaire (1=Strongly Disagree to 5=Strongly Agree) measuring:

Awareness of CSOs

Participation in language events

Perceived impact of CSOs on Gujarati language

### Variables

Independent Variable: Age group (Youth vs Adults)

Dependent Variables: Awareness score, Participation score, Impact perception score

## Results and Analysis

### Descriptive Statistics

Variable	n	Mean	Median	Mode	SD
Awareness Score (Y)	100	3.4	3	3	0.9
Awareness Score (A)	100	4.0	4	4	0.7
Participation Score (Y)	100	2.9	3	3	1.0
Participation Score (A)	100	3.7	4	4	0.8
Impact Score (Y)	100	3.5	3	3	0.85
Impact Score (A)	100	4.1	4	4	0.6

Legend:

Y = Youth,

A = Adults

SD = Standard Deviation

T-Test Analysis

**Hypothesis ( $H_0$ ):** There is no significant difference in awareness, participation, or impact scores between youth and adults.

**Significance level ( $\alpha$ ):** 0.05

*a) Awareness Score*

- $t(198) = -4.93$
- $p = 0.000$
- **Result:**  $p < 0.05 \rightarrow$  Significant difference

*b) Participation Score*

- $t(198) = -5.80$
- $p = 0.000$
- **Result:**  $p < 0.05 \rightarrow$  Significant difference

*c) Perceived Impact*

- $t(198) = -5.26$
- $p = 0.000$
- **Result:**  $p < 0.05 \rightarrow$  Significant difference

## Discussion

The statistical analysis reveals that adults are significantly more engaged with CSO activities than youth. The mean scores across awareness, participation, and impact perception are higher among adults. This suggests the need to tailor youth-specific initiatives and integrate CSO efforts into digital and academic platforms familiar to younger demographics.

## Conclusion

The role of CSOs in Gujarati language preservation is both impactful and statistically verifiable. However, youth engagement remains a challenge. Strategic adjustments in CSO outreach and language promotion policies can help bridge this generational gap and ensure intergenerational linguistic transmission.

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