

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Global warming is the long-term warming of the planet's overall temperature. Though this warming trend has been going on for a long time, its pace has significantly increased in the last hundred years due to the burning of fossil fuels. As the human population has increased, so has the volume of fossil fuels burned.

Narendra Damodardas Modi (Gujarati: [ˈnərendrə d̪amodərˈdas ˈmodiː]^[i]; born 17 September 1950)^[b] is an Indian politician who has served as the 14th [prime minister of India](#) since May 2014. Modi was the [Chief Minister of Gujarat](#) from 2001 to 2014 and is the [Member of Parliament](#) (MP) for [Varanasi](#). He is a member of the [Bharatiya Janata Party](#) (BJP) and of the [Rashtriya Swayamsevak Sangh](#) (RSS), a right-wing [Hindu nationalist](#) paramilitary volunteer organization. He is the longest-serving prime minister from outside the [Indian National Congress](#).

Modi was born and raised in [Vadnagar](#) in northeastern [Gujarat](#), where he completed his secondary education. He was introduced to the RSS at the age of eight. His account of helping his father sell tea at the Vadnagar railway station has not been reliably corroborated. At age 18, he was married to [Jashodaben Modi](#), whom he abandoned soon after, only publicly acknowledging her four decades later when legally required to do so. Modi became a full-time worker for the RSS in Gujarat in 1971. The RSS assigned him to the BJP in 1985 and he held several positions within the party hierarchy until 2001, rising to the rank of general secretary.^[c]

In 2001, Modi was appointed Chief Minister of Gujarat and elected to the legislative assembly soon after. His administration is considered complicit in the [2002 Gujarat riots](#),^[d] and has been criticised for its management of the crisis. A little over 1,000 people were killed, according to official records, three-quarters of whom were Muslim; independent sources estimated 2,000 deaths, mostly Muslim.^[10] A Special Investigation Team appointed by the [Supreme Court of India](#) in 2012 found no evidence to initiate prosecution proceedings against him.^[e] While his policies as chief minister, which were credited for encouraging economic growth, were praised, Modi's administration was criticized for failing to significantly improve health, poverty and education indices in the state.^[f] In the [2014 Indian general election](#), Modi led the BJP to a [parliamentary](#) majority, the first for a party since [1984](#). His administration increased direct foreign investment; it reduced spending on healthcare, education, and social-welfare programmes. Modi began a [high-profile sanitation campaign](#), controversially initiated the [2016 demonetisation of high-denomination banknotes](#) and introduced the [Goods and Services Tax](#), and weakened or abolished environmental and labour laws

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