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2022-23

Editors

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Dr. Vijaybharti Jain (Convenor Research Cell)
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About Us

Mumbai Pradesh Arya Vidya Sabha's , Gurukul College of Commerce is affiliated to the University of Mumbai offering Bachelor's and Master's degree in Commerce faculty. We started with B.Com in 2001 and spread our hues towards B.Com(Accounting and Finance), B.Com (Banking and Insurance),BMS (Bachelor's of Management Studies) and M.Com (Advance Accounting and Business Management).

Considering the fast pace competitive world, we have always catered to student advancement by offering 12 other Add On/Certificate Programs in:

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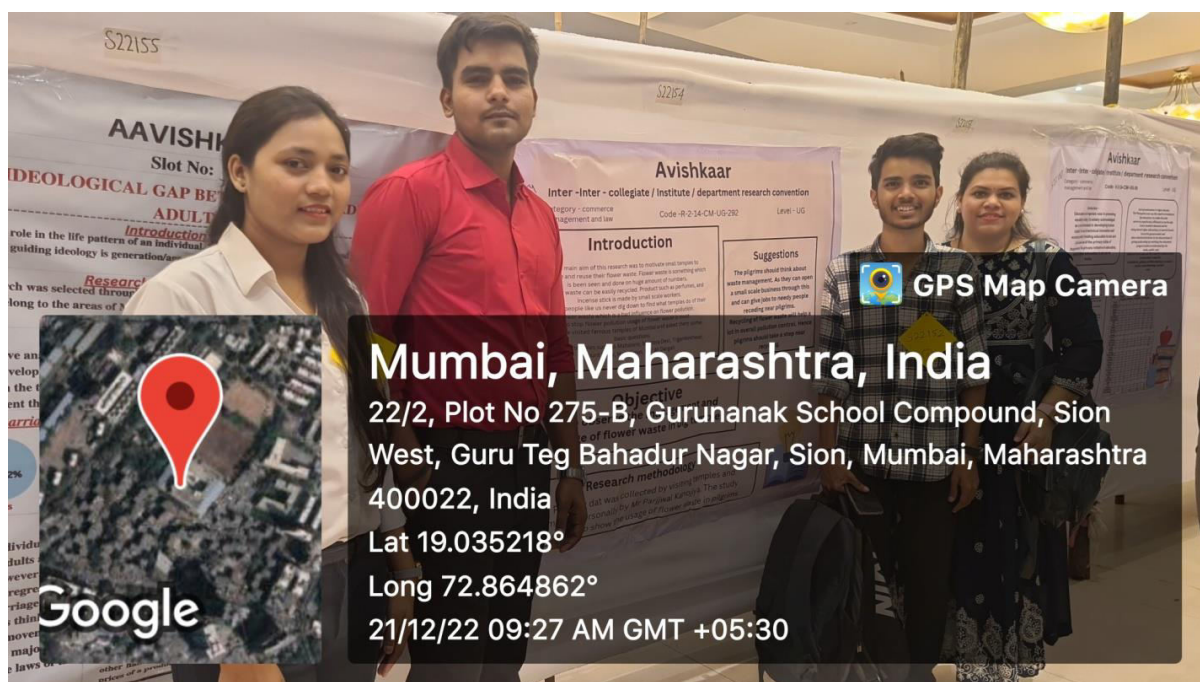
The dedication and expertise of the teaching and non teaching staff have definitely molded our students to employable graduates and successful entrepreneurs. Quality initiatives are taken at various levels to ensure continuous improvement of the institution and students.

The college ensures providing ample opportunities to students in various co curricular and extracurricular activities ranging from culture to sports. A sense of institutional social responsibility is inculcated amongst the students uplifted up their self esteem and transformed them into confident individuals.

We not only thrust focus on academics but believe in excellence through quality education towards holistic development in the interest of stakeholders.

Research Cell Activities

Participation in Mumbai University's 17th Intercollegiate Avishkar Research Convention



One day FDP on Journey of Research



Editorial Message

Dear readers,

You have in your hand the 6th Annual Research Journal "*ShodhSagar*" which is Official Research Journal of Gurukul College of Commerce. The editors are ecstatic to release and present this national level ISSN journal to the public.

This work is the result of students channeling their thoughts and exchanging ideas in order to exchange the perspectives and assist the reader in exploring a new range of research prospects. We thank all the research scholars and supporting personnel who have made this journey a reality and we ask all concerned to continue to support and assist us in making this publication a success.

We really hope that this publication will suit the requirements of all who want to educate society. Although every attempt has been made to ensure error free publishing, we apologize if any errors that may have crept in advertently. We promise what we deliver and deliver what we promise .

We wish you a wonderful reading experience.

Editorial Team

Mumbai Pradesh Arya Vidya Sabha's
GURUKUL COLLEGE OF COMMERCE
(Affiliated to University of Mumbai)
Tilak Road, Ghatkopar (East), Mumbai – 400 077
NAAC Accredited Grade 'B'

Vision

To impart quality education with the commitment to shape career path of learners and inculcate cultural values in such a manner that there is holistic growth of the individual learner in particular and the society at large.

Mission

To emerge as one of the best College in the central suburbs of Mumbai for studies in the Commerce stream through value-based quality education and preparing learners towards nation building.

Objectives

- To inculcate basic human values, discipline and sincerity amongst students.
- To provide wide opportunities to students and Staff for their holistic growth
- To develop skill based employable Commerce graduates.
- To promote Indian culture and tradition through education.

Quality Policy

To make available adequate ICT, Physical and Academic Infrastructure and Human Resources to provide quality education and opportunities for holistic growth to the learners at an affordable cost

RESEARCH AND PUBLICATION CELL

The research and publication Cell of the College has been formed to enhance research capacity amongst staff and students. The Research Cell comprises faculties, students and external experts for further strengthening research activities of the college.

OBJECTIVES OF THE RESEARCH CELL

- To identify the hidden innovative talents and competences.
- To provide opportunities for inculcating research attitude in the students and faculties.
- To open new channels of scholarly research between faculty and students.
- To produce research scholars commensurate with the need of future.

Also, the cell conducts various activities like expert talks, competitions, workshops etc.to create research culture in the institution

Mumbai Pradesh Arya Vidya Sabha's

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Acknowledgement

Innovation, inspiration and conviction have always been the deciding parameters in a person's successful journey. I am overwhelmed by all of our well wishers' constant support and encouragement in helping us bright out **The Annual Student Research Journal "Shodh Sagar"**.

We are grateful to our management, especially our honorary Secretary Shri. Bipin Patel and Prin. Dr. Nandita Roy, for their unwavering encouragement as well as support which enabled us to publish this **6th Annual Research Publication and InterCollegiate Journal "Shodh Sagar"**.

We appreciate the research committee and reviewers for painstakingly evaluating the research papers in the period allotted.

We wish to express my gratitude to all of our employees for contributing their valuable ideas to the publication of this journal. .

We would like to call for special attention to each of our students who have contributed their ideas and Research to journals through written papers and acted as a catalyst for achieving our target.

Any omission is not indicative of lack of gratitude.

Dr. Vijay Bharati Jain

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CONTENTS

Research Papers

- A CASE STUDY OF EDUCATIONAL PROBLEMS OF WOMEN** 1 – 4
Nikhil Kumar Mishra
- ARTIFICIAL INTELLIGENCE: THREATS OF DEEPPAKES IN AI ENABLED COMMERCE INDUSTRY** 5 – 8
Steffi Fernandes, Ankita Gawai, Pranali Deokar, Amira Khan and Anushka Davare
- HUMAN RIGHTS IN INDIA: RIGHTS IN THE INDIAN CONSTITUTION AND SOCIAL PRACTICES** 9 – 17
Shatadi Jain
- A STUDY ON MENTAL HEALTH AWARENESS** 18 – 21
Pareesa Suhas Sawargaonkar, Kajal Jayram Shirke, Samiksha Rajaram Shinde and Aanchal Sharma
- BOMBAY IN BOLLYWOOD MUSIC: STUDY OF THE CITY'S LYRICAL DEPICTION OVER THE DECADES (1950S-2010S) THROUGH SEVEN SONGS** 22 – 26
Ketki Warang and Soumya Govindaraju
- A STUDY ON DIGITAL MARKETING W.R.T LOCAL FOOD STALLS AND SHOPS SURROUNDING THE COLLEGE CAMPUS** 27 – 30
Diksha J Shetty, Kunal Shanbaug, Pravin Shinde, Purva Shinde and Pranav Parab
- A STUDY ON SMARTPHONE, SOCIAL MEDIA USE AND YOUTH MENTAL HEALTH** 31 – 34
Sakshi Dashrath Wagh, Shruti Satish Utekar, Deepali Dinkar Vane, Ritika Jitendra Waghmare and Aishwarya Sitaram Wayangankar
- AN ANALYTICAL STUDY ON "HOW IMPORTANT IS THIS TO MARKETING AN ORGANISATION ONLINE** 35 – 40
Srushti Salunkhe, Varsha Prabhu, Disha Poojari, Namrata Mahajan and Tanmay More
- WEALTH MANAGEMENT** 41 – 44
Kirti Bhagwat Shelke, Samruddhi Mahadu Mahale, Yash Santosh More, Kshitij Manesh Nawle and Ashwin Vinayak Mate
- A STUDY ON UNDERSTANDING THE PERCEPTION OF ADOLESCENTS ON MENTAL HEALTH AND WELL BEING** 45 – 47
Abhilasha Singh, Deeksha Sonsurkar, Khushi Pathak, Priyanshi Singh and Smriti Shahi

CONCEPT OF DIGITAL MARKETING	48 – 50
<i>Sakshi Sakpal, Dhanashri Sambare, Nihar Sarang, Jay Savla, Janhavee Sawant and Prof. Neelam Shaikh</i>	
A STUDY ON E-COMMERCE: IS E-COMMERCE A BOON OR BANE	51 – 52
<i>Mr. Shubhankar Malekar, Mr. Aarya Lad, Mr. Pranay Mahtre, Mr. Shreyash More and Mr. Krish Tare</i>	
MENTAL HEALTH OF ADOLESCENTS DURING COVID -19	53 – 55
<i>Jetal Dilip Patil, Harsha Sunil Mangla, Sakshi Dilip Pawar, Aditi Shivaji Mandre and Meghana Sachin Magar</i>	
A STUDY ON MENTAL HEALTH AMONG DISABLE AND NORMAL PEOPLE WITH RESPECT TO MENTAL WELLBEING	56 – 59
<i>Prajakta Raju Salunke, Sanika Ravindra Yadav, Fardeen Qureshi and Sahil Sunil Giridhar</i>	
A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING	60 – 63
<i>Kavita Dilip Shirke, Vidhi Jitendra Singh, Khushi Dinkar Sonawane, Prerana Umesh Sonawane and Riya Surendra Shukla</i>	
SMARTPHONES, SOCIAL MEDIA USE AND YOUTH MENTAL HEALTH	64 – 67
<i>Mr. Vivek Santosh Vaddepelli, Mr. Rahul Ramanand Pal, Mr. Akash Sanjay Rathod, Mr. Maanas Dipak Pugaonkar and Mr. Vinayak Ramanand Yadav</i>	
A STUDY OF ROLE OF E-BUSINESS IN EDUCATION SECTOR IN COVID-19	68 – 72
<i>Nisha Balu Panpatil, Riya Sunil Nikan, Harshada Vikas Naringrekar, Yash Dilip Nachare and Dhiraj Balasaheb Pachpute</i>	
THE ORIGIN OF MUSICAL THEATRE	73 – 77
<i>Sakshi Vaidya</i>	
A STUDY ON EDUCATED PERSONS AWARENESS TO WARDS GENDER DISCRIMINATION	78 – 82
<i>Adrika jain</i>	
IMPACT OF GENDER BIAS AND ITS IMPLICATIONS ON SOCIETY	83 - 86
<i>Ms. Nikita Ramakant Sawant</i>	

A CASE STUDY OF EDUCATIONAL PROBLEMS OF WOMEN**Nikhil Kumar Mishra**

Student, MBA CORE, IPS Academy, IBMR, Indore

INTRODUCTION

There is an African proverb, if you educate a man you educate an individual, but if you educate a woman you educate a family is well-known to all. The message here is that once we know the value of education for men in society, we should allow women to have equal access to it.

In spite of certain outstanding examples of individual achievement of Indian woman and a definite improvement in their general condition over the last one hundred years, it remains true that our woman still constitute a large body of under - privileged citizens. Women of course do not form a homogenous group in class or caste terms. Nevertheless, they face distinctive problems that call for special attention. The Backward Classes Commission set up by the Government of India in 1953 classified women of India as a backward group requiring special attention.

The ministry of Education clubs girls with Scheduled Castes and Tribes as the three most backward groups in education. Ram Manohar Lohia considered the lot of women to be similar to that of Harijans. Realizing the enormity of the problems of Indian women the Government of India has appointed a separate committee on the Status of Women in India, The social backwardness of Indian women points to the great hiatus between their legal status which is more or less equal to that of men, and their actual position in society, which is still far from the ideal which exists on paper. The educational, economic, political and social backwardness of women makes them the largest group hindering the process of rapid social change.

REVIEW OF LITERATURE

Vijai K Sharma (2011) says that the percentage of literacy in females in India varies age group wise and region wise. Generally female literacy is much lesser than that of males. This inadequate education of women is due to several problems such as not giving equal opportunity to young girls for education in the prime of their life, compelling them to take up labour work or house hold work, being married at relatively very young age, non follow-up of education after marriage, not being aware of the facilities provided, not being motivated to take up education, inadequate number of teachers, non-generation of facilities as per the regional requirements and non-decentralization. Due to female infanticide in some areas, the male population is more than female population. This ratio varies region wise, age-group wise and rural/urban area wise. Women suffer due to various reasons such as the cases of polygamy and polyandry, wide age difference between the spouses in many cases of remarriage, a man getting married several times by fraud, some parents forcing the girl to marry against her will, the stigma and the associated problems faced by separated, divorced and widowed women, some women not getting married due to family, financial conditions, looks, low level of education, physical disability or diseases, child marriages, men in the villages migrating to cities for jobs, requirement of keeping their faces covered in the veil, their personality getting overlooked in the family atmosphere, their being confined to their homes and not being allowed to come out of their houses.

Women empowerment can only be achieved through the provision of adequate and functional education to the women folk. This is crucial because no matter how rich or vast a nation is, without an effective, efficient, adequate and functional education for all its citizens (men and women) education which is relevant to its immediate needs, goals and objectives, such a nation would find it difficult to stand on its own. The brand of education being advocated is that type of education in which is embedded the spirit of self realization and all that are needed for the country's over all development like mass literacy, economic empowerment etc (Esere, 2001).

According to past surveys, lack of education for women is consistently seen as the biggest problem: 41 percent in 2006, 48 percent in 2007, 45 percent in 2008, and 49 percent in 2009.

Lack of employment opportunity was 10 percent in 2006, 13 percent in 2007, 24 percent in 2008, and 28 percent in 2009. However, such an increase in awareness of the problem unemployment presents to women itself might be considered as good news, as it points out that more people are beginning to consider employment of women first as something normal and, second, as something more and more important. This also shows that there is increased awareness within Afghan families that employment opportunity for "their" female members is important, and linked to education, since better educated women can get better – and higher paying – jobs.

Jason Slover (2011) The true problem with education is how we don't take it seriously. This is especially the case here in America. In Japan, education is a top priority in the culture as a whole. Many students

actually take entrance exams to get into better High schools. The truth is, there are actually a lot of factors causing problems in education today, but one thing is certain, and that's that our culture is not one that takes pride in education anymore. Whether it's kids being spoiled into not having a strong work ethic, parents not taking a vested interest in their child's development, under-funding by the government, or socioeconomic factors, the problems all start with the way our society views education. Unfortunately, changing the culture is no easy task.

Despite some outstanding examples of individual achievement of Indian women and a definite improvement in their general condition over the last century, it remains true that Indian women still constitute a large body of under - privileged citizens (AIF). (Reinarz, 2002) argues that balancing work and family is a major hurdle for working women. While family responsibilities influence the careers of all parents, women (particularly those with new borns and pre schoolers) may have disproportionate work in care of children/home. Being a woman itself poses various problems to an individual. The problems of Indian women pertain to her responsibility towards family, society and lion work. The tradition customs, socio cultural values, ethics, motherhood subordinates to ling husband and men physically weak, hard work areas, feeling of insecurity, cannot be tough, etc are a few peculiar problems that the Indian women encounter. Whereas, women belonging to rural areas have to suffer even further with tough resistance from men. They are considered as helpers. The attitude of society towards her and constraints in which she has to live and work are not very conducive. Apart from these basic problems other problems faced by women are family ties, male dominated society, lack of education, social barriers, shortage of

raw materials, problem of finance, tough competition, limited mobility, limited managerial ability, legal formalities, exploitation by middlemen and lack of self-confidence (Sinha).

Another concern often mentioned by girls is their not being able to participate in physical education without wearing proper gym attire. Avery, Girolami and Humbert (1998, 19) highlight the comment of one participant, who said, "We didn't bring our stuff so we just sat against the side of the gym, about ten of us. Our teacher put us there and we weren't allowed to do gym, it was a guy. He called us the vegetable garden." Many girls are discouraged by harassing comments and critical remarks from classmates about their performance. Male classmates, who often feel secure in the physical education environment, make many of these derogatory comments. They also do little to include girls in the planned activities and to create amore cohesive and friendly classroom environment (Avery, Girolami and Humbert 1998).

(Geeta Gandhi Kingdon 2002) Equality of the sexes - in terms of men and women's command over resources, their access to education and health, and in terms of freedom to develop their potential - has an intrinsic value in its own right. The equal treatment of the sexes for intrinsic reasons is, in the parlance of welfare economics, the equity reason for reducing gender- imbalances. A second important reason in favour of reducing gender- imbalances is what mightbe termed the instrumental reason, that is, the gains to be had from granting equality. For example, if with equal education, women's contribution to economic development (or to other desirable goals) is comparable to men's, then reducing gender- imbalances in education will enhance women's capacity to contribute to economic progress. This is the efficiency reason for reducing gender inequality in areas where women are currently deprived. Both the intrinsic (equity) and instrumental (efficiency) based reasons for gender equality are emphasized in the teachings of Bahá'u'lláh.

OBJECTIVE OF THE STUDY

- To find out the educational status of women
- To study the reasons for educational backwardness of women

THE SAMPLE

The sample consists of 30 women selected from 3 slums of Bijapur city named (Jodu Gummata -1&2, Rangeen Maseedi). Attempt was made to divide the sample equally. Randomly sample wasselected.

FINDINGS

Data collected from the primary sources have been classified and processed by applying various statistical tools like percentage and diagrams.

Age Distribution of the Respondents

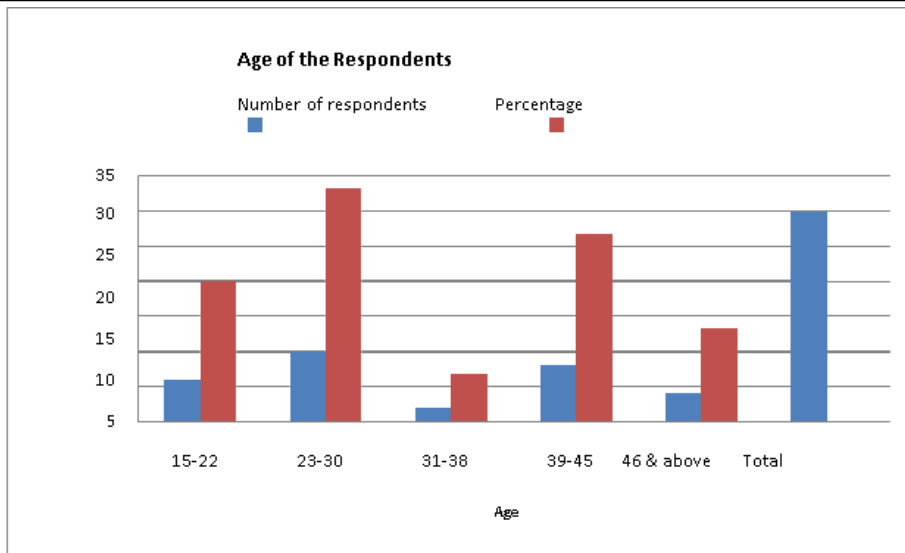


Table No. 1: People who agree that girl child education is important

Importance of education	No.	%
Agree	28	93%
Disagree	2	7%
Total	30	100%

From the above table it can be understood that Majority (93%) of the respondents agree that girl child education is very important. This means women are aware about the importance of education. Hardly 7% of the respondents believe that educating girl child is not important.

Table No. 2: People who says girls should be sent to school

Percentage of people agreeing that girl child should be sent to school	No.	%
should be sent	16	53%
should not be sent	14	47%
Total	30	100%

Table no. 2 exhibits that there is no much difference between the people who agree that the girl child should be given education(53%) and those who say shouldn't be given education (47%). Though Table no. 1 reveals that respondents inspite of agreeing Islam allows for girl child education they are not willing to send they are not in favor of girl child education.

Table No. 3: Reasons why people suggest that the girl child should be sent to school

Reason for suggesting that the girl child should be sent to school	No.	%
Empowerment	6	38%
Job security	2	13%
Good future	8	50%
Other	0	0%
Total	16	100%

Table No. 3 indicates the reason behind 53% respondents agreeing that girl child should be given education. 38% of them say education empowers women and 50% says for good future girls should be sent to school. Whereas 13% accepted that job security is also important and girls should get education in order to get a job.

Table No. 4: If the girl child is sent to school, then which is the preferred school

Preferred of school	No.	%
Government	8	50%
Private	6	38%
Both	2	13%
Total	16	100%

From table No. 4 it can be understood that out of 53% of respondents a larger portion i.e. 50% of respondents prefer to send their children to govt school and 38% of them to private school. Only 13% of respondents prefer to say that girl child can be sent to both private and govt schools.

Table No. 5: Reasons why parents are not willing to send the girl child to school

Reason for not willing to send girl child to school	No.	%
Waste of Money	5	36%
Help at home	2	14%
No use in future	7	50%
Other	14	100%

Table No. 5 indicates that 50% of the respondents say education is not of use for girls in future (out of the respondents who say that girls should not be educated). 36% of the respondents say that educating a girl child is waste of money and 14% doesn't want to allow girl children to school, so that they can help at home in the household work.

CONCLUSION

International agencies that provide development assistance to economically less developed countries have come to realize the momentous advantages of expanding girls' access to schooling and are now enthusiastically championing the cause.

The role of education in facilitating social and economic progress is well accepted today. While it comes to the personal life due to above-said reasons Muslim girls fail to access education.

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ARTIFICIAL INTELLIGENCE: THREATS OF DEEPAKES IN AI ENABLED COMMERCE INDUSTRY

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ABSTRACT

A mobile device-focused commerce platform is emerging with the advancement of telecommunications technology. Through real-time big data, international mobile commerce companies like Amazon are attempting to recommend optimised products to clients and offer optimised shipping services. Artificial Intelligence (AI) can be used for creating false recommendations, false recognition in commerce industries which are striving their best to serve their clients and customers with best of its products. These false sides of AI through video, audio leads to deepfakes of audios and videos. Recently due to covid times, online platform and online video conferencing are in great demand, and with this comes the alteration of videos or audios, that are impersonated especially during video or audio recommendation processed by e-commerce industry.

Deepfakes has grown with its effects reaching the videos and audios in the recent times. The main motive of deepfakes is to produce fake attributes (e.g images, videos, and audios) having similarity to the original one. Manipulation of videos such that the message in the video will be uttered by someone else, and said by the target in his own voice, making it impossible for the human eye to disbelieve the circulated video. Deepfakes could have an adverse effect if such videos or audios are being made viral during elections. When the Neural Network gets trained with the increasing strength of adversarial perturbations the results obtained will be stronger and the machine models will hardly detect its fakery. Fake video and audio creation through the use of Deep learning are emerging in realistic ways, aggravating the term coined as Deepfakes. Falsified evidences are put forth, creating a doubt in the minds of viewers making them unable to believe. But a vital point is that in the view of deep learning the cybercriminals have explored that "The devil is in the details" of Deep Learning. Deepfakes which is the wicked side of Artificial Intelligence is popular on the rise that populates the success of Computer Vision. Due to the said fact, the huge influx of contributions to the detection of Deepfakes has also risen to a greater extent but still research to the new Deepfakes attack is untouched. It is important to note that the causes of Deepfakes has to be dealt with rather than the symptoms. The goal and investigation of this research is to encounter the challenges, threats and ways that can counter-attack caused by the dark side of the Artificial Intelligence(AI) i.e Deepfakes

INTRODUCTION

Artificial Intelligence has taken its forefront through various applications [1, 2]. It has spread over, right from Sentiment Analysis [3] to Facial Recognition Systems [4, 5]. Deep Learning [6, 7] being a subfield of Artificial Intelligence has grown towards the positive side to a much more extent, but it is needless to say that deep learning can create the wicked side too. The wicked side of AI was coined Deepfake, as the name justifies that it is made up of "Deep learning" and "Fake Media". Deepfake was first made known through the reddit user Deepfake by releasing various fake videos sophisticated through deep learning. Deepfake is successful when it is able to deceive the human perception in every means. Deepfake is trying to attack the widely used contents namely images, videos and audios by falsifying every aspect of it, creating a fake but appearing as real content. Slight modifications in the image scanned for cancer detection or any medical disease detection can show absence of symptoms leading to failure of machine learning model made for prediction. In the recent times, Pentagon, with the help of Defence Advanced Research Projects Agency is striving hard to protect its data from deepfake attack. In the past, any image or audio acted as a bedrock of truth for every citizen, but now that trust has been breached by deepfake, making us difficult to believe on our eyes or ears. Deepfake has changed the perception of reality. Attacks can be performed on deep learning model [8]. Deepfake can change the past, present and future events or even more advanced than that by combining these time.

events and making a completely different results. The new attack that is employed by deepfake technology is Adversarial Attack [9]. The main contributions of this paper is to present the adverse effects of Deepfakes in images, videos and speech domain that is used in day to day task of Commerce Business as well as Analytics Consulting firms. Also, making known, the extent to which research is carried out in these three domains through the plethora of literature survey. This paper segregates the deepfake attacks into three domains for clear understanding. But during the year 2017-2019, various deepfake videos were circulated on youtube.

IMPACT OF DEEPFAKES

Deepfakes

are superimposing one's image or video onto the source image or video using machine learning networks namely Generative Adversarial Networks (ARTIFICIAL INTELLIGENCE MODELSs). Deepfakes poses a threat to injure the reputations of politicians. Deepfakes is witnessed, through its growth in the recent years due to the advancements in the ARTIFICIAL INTELLIGENCE MODELS Structure. For e.g. The face of Adolf Hitler and Donald Trump was superimposed onto the face of Mauricio Macri and Angela Merkel respectively. This is free available datasets, released for research purpose. Definitely, there is an awaken feeling among the tech companies about this threat. World leaders often fall prey to this deepfake issue, protecting them against defamation is a must, based on the facial expressions and head movements categorisation.

D. Deepfake Real World Examples

Here a brief idea of examples is given on how deepfake has been created in the past and is presently being created with more adverse effects on real personalities.



Fig. 1. Deepfake Real World Examples:(From upper left to bottom right) (a) Image Attack:Jennifer Lawrence changed to Steve Buscemi during Video. (b) Video Attack:Barack Obama iterating the message of Jordan Peele. (c)Image and Video Attack: Deepfake of Actress Amy Adams to the face of actor Nicolas Cage (d) Image Attack: SNL's Kate McKinnon appears as Elizabeth Warren.

- 2017: UC Berkeley discovers that “Cycle ARTIFICIAL INTELLIGENCE MODELS”, adapting to different style with respect to images and videos. The University of Washington presents “Synthesizing Obama: Learning Lip Sync from Audio”, for synchronizing lip movement for a different speech.

- 2018 Feb: The first deepfake adult website launched.

- 2018 Apr: BuzzFeed tweets a fake video of Barack Obama, tampered in the interval frames of video superimposing the message of someone else over the voice of Barack Obama, which proved to be undetected by the human viewers, as it was depicted in the voice of Former President of U.S that was bound to be believed by the citizens. This post receives more than 13K retweets, 29K likes and 100K views on Youtube in one day.

2018 April: Deepfakes attacks Indian journalist Rana Ayyub putting her in the false trap of pornography using her image and fake social accounts to defame her as she had raised voice against Kathua Artificial intelligence Models rape case for justice to victim girl.

- 2018 May: The Belgium Flemish Socialist Party posts a fake video of Donald Trump calling on the country to exit the Paris climate agreement. Officially, the video was made to create awareness about the climate change.

RESEARCH DIRECTION

In the previous overview, a wider view of literature was put forth. Several technical and conceptual ideas were established to prove that deepfakes is a threat to the artificial intelligence society. Also there are several emerging factors that ignites the motivation of ARTIFICIAL INTELLIGENCE MODELSs, in creating advanced ARTIFICIAL INTELLIGENCE MODELSs to deceive the machine learning model. There are several flaws which needs attention that could act as a setback in detecting the perturbations with respect to images, videos and speech. In this section, research direction that can be employed is discussed.

• Superimposition

This is one of the cause that creates deepfakes even worse to detect. Superimposing can be done in videos, speech during the midst of the video intervals, changing the voice, or keeping the voice intact but changing the message itself creating total fakery of the source video. Swapping of faces in the interval of frames is also a problem that needs to be addressed. When such impersonation is done, the lighting conditions, shadow effect has to be carefully looked into for detecting the facial characteristics. When audio message is superimposed with the source voice intact, the detection can be done through the lips syncing or speech features. But ARTIFICIAL INTELLIGENCE MODELSs are created in a smarter way to trace and capture the lips movement making it impossible to verifying its correctness.

• Rise of Dumbfakes

There is no doubt that deepfakes is pervasive, but the more effective than it, is taking a rise called as Dumbfakes. Dumbfakes is related to the video domain. It does not require much complex technologies as it was in the case of Deepfakes, it only requires technique that does selective editing or increase speed of the video. For e.g, in the recent times, the circulation of a slowed down video of House Speaker Nancy Pelosi and speeded-up video of CNN reporter Jim Acosta. The main objective of Dumbfakes is to change the emotional behavior of faces in a video. Dumbfakes could grow and may have much stronger effect when it is combined with Deepfakes. It is an absolute necessity to invent a detection method to avoid the causes of deepfakes.

• Advantageous side of Deepfakes

Deepfakes in medical field: To some extent, Deepfakes can be used for beneficial purpose though it may be fun and innovative. When gone through the literature above mentioned, the subsection in Deepfakes attacks i.e On Images, the ARTIFICIAL INTELLIGENCE MODELS is very actively participating in swapping of images through various characteristics. For e.g, the face of baby can be predicted through the face of parents taking into considerations the genetic study (colour of parents, facial characteristics of parents). Through training of ARTIFICIAL INTELLIGENCE MODELS and taking the face of parents and faces of baby as input at a particular Through training of ARTIFICIAL INTELLIGENCE MODELS and taking the face of parents and faces of baby as input at a particular age, the generator can very well adopt and train it and predict the baby face. Though it will require multiple generators and huge time gap as to converge to the closest findings of the parents facial characteristics. This can bring a new outlook to deepfake ideology. Face Generation from side views: Technology has taken its stand against the burglars through the way of installation of cameras' on every street. But, there are crimes that are sometimes witnessed by humans that needs to be addressed in front of police or judge For this to happen, a single environment that checks both these metrics will give us the 100 percent result of declaring it to be fake video instead of partial results.

CONCLUSION

We presented a wide overview and summarization of re- search background giving a significant understanding of how deepfake can be a threat to Machine Learning Models that are still existing and in use. The attacks of deepfakes has adversarial effects in production of deepfakes with introduction of perturbations. The defenses are introduced for various areas of data contents that help in identifying the fake data. The research directions paves a way to solve deepfake detection problem. Also it describes the advantageous side in medical field, face generation phenomenon and making deepfake solution as general for all data contents. The proliferation of deep learning applications is striding every day, creating an opportunity for Machine Learning Model to increase its robustness that can very well be witnessed in the existing literature survey, Owing to this fact, it is utmost important that a robust detection mechanism is required in three domains i.e image, video and speech to nullify the effects of future emerging technology more stronger than Deepfakes.

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HUMAN RIGHTS IN INDIA: RIGHTS IN THE INDIAN CONSTITUTION AND SOCIAL PRACTICES**Shatadi Jain**

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MEANING AND NATURE

Human rights are basic rights and freedoms to which all humans are entitled, often held to include the right to life and liberty, freedom of thought and expression, and equality before the law.

Human Rights are inherent and inalienable rights which are due to an individual by virtue of his/her being a human being. These rights are necessary to ensure the dignity of every person as a human being irrespective of one's race, religion, nationality, language, sex or any other factor. Human rights are vast, varied and dynamic. They represent so many issues that everything and anything relating to human beings come under its Jurisdiction. They also have significant contribution towards both national policies and politics as well as relations with other international communities.

In the present day world, human rights and Fundamental rights rank among highest priorities in the relations among nations. Human Rights are given so much importance in so many ways that it means everything for everybody. Everyone tries to define it in his or her own ways to suit the desired goals. Precisely for this reason, it is difficult to define the hydra headed concepts of Human Rights and therefore it is necessary to have conceptual clarification.

Human rights, following the manifest literal sense of the term, are ordinarily understood to be the rights that one has simply because one is human. Human rights are also inalienable rights, because being or not being human usually is seen as an inalterable fact of nature, not something that is either earned or can be lost. Donnelly points out Human rights are thus "universal" rights in the sense that they are held "universally" by all human beings. Conceptual universality is in effect just another way of saying that human rights are, by definition, equal and inalienable. It emphasizes that universal human rights, leave considerable space for national, regional, cultural particularity and other forms of diversity and relativity.

Human rights are widely considered to be those fundamental moral rights of the person that are necessary for a life with human dignity. These rights are essential for the adequate development of human personality and for human happiness. The aim of a Universal system of Human rights is to revise and restore human dignity in all societies, where political and economic oppression exist and to relieve human misery; to enrich and refine human life in all parts of the world.

As Francis Fukuyama suggests that the ultimate form of personal respect finds satisfaction in the idea of Human Rights and according to him, it is the liberal democratic world that provides the ideal conditions to safeguard human rights.

THEORIES OF HUMAN RIGHTS

The notions of human rights are grounded in different cultural, ideological and philosophical world views resulting in divergence both as to the substance of Human rights and the meaning and interpretation of agreed upon rights. This profound thinking shaped over thousands of years through the struggles of the oppressed, and passionate spiritual, humanistic and philosophical arguments about what is right and what is good, set out to define what it means to be a human being.

To begin with, the socio Political theories can be placed under two categories: The Classical Liberal Theories and Modern International Theories of International Human Rights.

The genesis of the concept of Human Rights can be traced to the emergence of Classical Liberalism. The ideas of the rule of law, limited Government and individualism characterized the 17th and 18th century School of political liberalism.

The Liberal philosophy underlying the notion of human rights sees the individual as an essentially autonomous and sovereign entity operating within his own safeguard 'sphere of interest'. Locke for instance, suggested that in the 'state of nature' man's natural environment-the individual was morally entitled to be free from the interference of others in conducting his affairs and pursuing his private interests'. Natural rights therefore guaranteed the individual his basic freedom in this respect, especially in relation to his "life, liberty and property".

Rousseau believes that only where the General Will reigned could man's nature be developed and man could attain his full stature only in the great community of the state. Rousseau's work asserts that man is a political animal whose true nature can be fulfilled only in the state. He believed that through the Participatory democracy of smaller communities, the General Will of the people could be expressed. Locke and Bentham both of them advocated their philosophies as a reaction to the existing socio-political conditions, in which the individual human beings were subjected to extreme conditions of suppression by the state. The natural rights to life, liberty, and property set clear limits to the authority and jurisdiction of the State. States were presented as existing to serve the interests, the natural rights, of the people, and not of a Monarch or a ruling cadre.

The real groundwork for Human Rights as we understand today is done by the German philosopher, Immanuel Kant. He made Human rights distinct from other rights like civil rights and international rights. He believed in the oneness of human race Ideas about innate human worth are not exclusive to the modern liberal era. Kant believed that the human species possessed a kind of inherent moral dignity which made people intrinsically important. This means that the individuals should be seen exclusively as end in themselves. The thoughts of Locke and Kant were challenged by Karl Marx.

Karl Marx was critical of natural rights of individuals. According to Marx, in a society the means of production and distribution are monopolized by the capitalists, and the rights are meant to cater to the interests of the ruling bourgeois class only.

Modern Theories of human rights have been developed as a reaction and also refinements to the existing jurisprudence on Human Rights. In the second half of the 20th century these theories come to mean the defence of the rights of human beings against abuses of power committed by the organs of the state with the help of institutionalized means. John Rawls, one of the exponent of the modern theory of human rights attempts to reconcile the liberal ideal of political obligation with a redistributionist conception of social justice. Rawls asserts that the main function of the state is not only to maintain law and order but also to achieve distributive justice by putting the highest social value on the requirements of the disadvantaged. He said that rights and duties emanate from the basic institutions of the society that work on the principles of Justice.

HISTORICAL DEVELOPMENT

The Origins of the modern concept are to be found in the English, American and French revolution of the 17th & 18th century. Magna Carta (1215) is often seen as the origins of the liberties of English Citizens. The political upheavals throughout the 18th Century, enshrined in documents as the United States' Declaration of Independence and the French National Assembly's Declaration of the Rights of Man and Citizen. The concept of rights had become a vehicle for effecting political change. A full Declaration of the doctrine of human rights finally occurred during the 20th century and only in response to the most atrocious violations of human rights, exemplified by the Holocaust.

The Universal Declaration of Human Rights (UDHR) was adopted by the UN General Assembly on 10th. December 1948 and was explicitly motivated to prevent the future occurrence of any atrocities. Human rights cover a broad spectrum of ideas and concepts which are predominantly rooted in western political thought. There are numerous charters and agreements that have been signed by nations to protect rights of the citizens of their respective countries. According to Universal Declaration Of human rights, Human right constitutes both civil and political rights along with economic, social and cultural rights. In fact the universal declaration reflected the immediate post war consensus about Human rights. The Declaration itself goes far beyond any mere attempt to reassert all individuals' possession of the right to life as a fundamental and inalienable human right. The UDHR consists of a Preamble and 30 articles which separately identify such things as the right not to be tortured (article 5), a right to asylum (article 14), a right to own property (article 17), and a right to an adequate standard of living (article 25) as being fundamental human rights. The UDHR has been further supplemented by documents such as the European Convention for the Protection of Human Rights and Fundamental Freedoms (1953) and the International Covenant on Economic, Social and Cultural Rights (1966).

The significance of Declaration: The Declaration was a sort of statement of rights considered essential for human development all over the world. It provided a yardstick by which the progress of the states and people in the field of Human rights could be assessed. The Declaration also became one of the most remarkable developments in the law of nations. Although not to be considered binding as a treaty, the declaration acquired a political and moral authority which is unequalled by any other international instrument. It is also evident that the UN has used the Declaration to reinforce its action against certain states on the ground that the violation of humanrights impairs the friendly relations among states. The Declaration of Human rights states that:"Everyone

is entitled to a social and International order in which the rights and freedoms set forth in this Declaration can be fully realized".

The Universal declaration significantly differs from the traditional catalogues of human rights in as much as it embodies not merely civil and political rights but also a new group of rights known as economic social and cultural rights. The design of International Bill of Human Rights is to create a social and international order based on a rule of law which emphasis on economic and social justice.

The wide range of human rights, enumerated in the UN Conventions brings out the identity of the attainment of human rights with the attainment of a democratic state. The attainment of human rights amounts to the creation of a democratic society of which a fully democratic state would be an essential component.

Indian Constitution and Human Rights: Modern Historical Perspective

India became independent in 1947 and we gave to ourselves a constitution which guaranteed to all its citizens liberty, equality and justice, and social and political irrespective of caste, color, creed or sex. The chapter on fundamental rights unambiguously recognized the basic rights of all individuals. It cherished goals of the nation and outlined a clear direction for removing all kinds of inequalities from the lives of its people. Broadly speaking, Human rights provisions in India may be divided into two broad categories, (i) Constitutional provisions and (ii) legal Framework.

The constitutional provisions of human rights are those provisions which arise from the constitution itself. The important human rights provisions are: The Preamble, Part iii Fundamental Rights, Part iv Directive Principles of state policy and part iv (a) of the constitution on fundamental duties. It must be reemphasized that the preamble of the Indian Constitution assures all among other things "dignity of the individual". Human rights are part and parcel of human dignity and combine all aspects pertaining to moral, economic, social and political life.

There are some other constitutional provisions which have an important bearing on the protection of Human rights, for eg.

- a) Article 226 of the Constitution of India empowers a High Court to issue writs, directions or orders in the nature of "habeas corpus", "mandamus", "prohibition", "quo warranto" and certiorari".
- b) Article 300A which states that no person shall be deprived of his property save by authority of law.
- d) Article 325 which state that no person shall be ineligible for inclusion, or claim to be included in a special roll on ground of religion, race, caste or sex.
- e) Article 326 which states that elections to the house of people and to the legislative assemblies of states will be on the basis of adult suffrage.

In addition, the Statutory provisions on Human rights are those provisions which have been derived from various enactments of Central and State governments. Some such provisions are - Protection of Human rights Act 1993, National Commission of SC and ST, National Commission of Minorities Act 1992, National Commission Of Women Act, 1990, Child Labor Act 1986, Dowry Prohibition act, 1961 and many more.

MECHANISM TO ENFORCE HUMAN RIGHTS IN INDIA

"There are different ways of protecting human rights. A pluralist and accountable parliament, an executive who is ultimately subject to the authority of elected representatives and an independent, impartial judiciary are necessary, but not sufficient, institutional prerequisites". Besides these basic „institutions“ there may be other mechanisms whose establishment and strengthening will enhance the excising mechanisms.

In order to ensure speedy and fair redressal to the victims of Human rights violation and to discharge its constitutional and international obligations, the Government of India enacted the Human Rights Protection Act in 1993. In accordance with the provision of the said Act, The government of India constituted a **National Commission on Human Rights**, empowering it to deal with Human Rights. National Human Rights Commission (NHRC), an autonomous body, supervises the cases of violation of the basic rights of a citizen. Shri K.G. Balakrishnan is presently the chair person of the commission. NHRC came into existence in 1993 after the National Human Right Act 1993 with Justice Ranganath Mishra as the first chairperson. In terms of Section 2 of the Protection of Human Rights Act, 1993, "human rights" means the rights relating to life, liberty, equality and dignity of the individual guaranteed under the Constitution or embodied in the International Covenants and enforceable by courts in India. "International Covenants" means the International Covenant on Civil and Political Rights and the International Covenant on Economic, Social and Cultural Rights adopted by the General Assembly of the United Nations on the 16th December, 1966.

SCOPE AND FUNCTIONS PERFORMED BY NHRC

- i) The main function of NHRC is to inquire into the violation or abatement thereof either on its own or on a petition submitted by an affected party or persons on their behalf, or negligence shown by a public servant in the prevention of such violation.
- ii) To intervene in any proceedings involving any allegations of violation of human rights pending before Courts, with the approval of such Courts.
- iii) To file proceedings in the High Court or the Supreme Court
- iv) Visiting, under intimation to State Governments, jails or other institutions under the control of State Governments, where persons are detained or lodged for purposes of treatment, reformation or protection, to study the living conditions of the inmates, and make recommendations.
- v) Reviewing the safeguards provided by, or under, the Constitution, or any laws for the time being in force, for the protection of human rights, and recommending measures for their effective implementation.
- vi) Reviewing factors, including acts of terrorism, that inhibit the enjoyment of human rights, and recommending appropriate remedial measures.
- vii) Studying treaties and other international instruments on human rights, and making recommendations for their effective implementation.
- viii) Undertaking and promoting research in the field of human rights.
- ix) Spreading human rights literacy amongst various sections of society, and promoting awareness of the safeguards available for the protection of these rights, through publications, the media, seminars and other available means.
- x) Encouraging the efforts of non-governmental organizations, and institutions working in the field of human rights.
- xi) Undertaking such other functions as may be considered necessary for the promotion of human rights.¹⁰

The commission has reviewed a number of legislative bills/acts including:

- I. The Terrorists and Disruptive Activities (Prevention) Act, 1985 (TADA)
- II. The Prevention of Terrorism Bill, 2000
- III. The Prevention of Terrorism Ordinance, 2001 (POTO)
- IV. Freedom of Information Act
- V. Domestic Violence Bill
- VI. The Child Marriage Restraint Act
- VII. National Rural Employment Guarantee Bill, 2004

HUMAN RIGHTS IN INDIA- ISSUES AND CHALLENGES**Human Rights and Women**

Significant numbers of the world's population are routinely subjected to torture, starvation, terrorism, humiliation, mutilation, and even murder simply because they are female. Despite a clear record of deaths and demonstrable abuse, women's rights are not commonly classified as human right. This violence is accepted as normal or even dismissed as an individual or cultural matter.¹¹

Inequalities of caste, class and ethnic group give rise to particular forms of exploitation and oppression to which both men and women are subjected. It is seen that gender has a decisive role in the allocation and denial of rights. Marriage renders women even more susceptible to violence since marital exploitation is justified as being personal and customary. Women are exploited most in agricultural labor as their contribution is concealed. In development policy and planning and adjustment measures strategies are designed without any consultation with women and technology is geared to the needs of men. Apart from discriminatory restrictions of fundamental freedom such as voting, marriages, testifying in courts, inheriting and owning property and obtaining custody of children women find that their access to education, employment, health care and even food is limited because of their gender.

The preamble to the constitution of India, promises to secure for its citizens Justice, social, economic and political; liberty of thought, expression, belief, faith and worship; and equality of status and opportunity. The constitution also guarantees certain fundamental rights and freedom such as freedom of speech, protection of life and personal liberty. Thus Indian women are the beneficiaries of fundamental right in the same way as Indian men. Article 14 of the constitution ensures equality before law and article 15 prohibits any discrimination among other ground on that of sex. However, despite the constitutional provisions, the report of the parliamentary committee on the status of women. In December 1974, „Towards Equality”, highlighted the fact that Indian women continue to suffer from neglect and deprivation. The report appeared as a major landmark in creating awareness about the deep rooted disabilities faced by women in all walks of life.

Discrimination on the ground of sex is prohibited by the Indian constitution. Article 51A, which defines fundamental duties also requires the people to renounce practices derogatory to the dignity of women. To ensure equal rights and to counter social discrimination and various forms of violence and atrocities a number of legislative measures have been adopted. Parliament and respective state legislatures in India have enacted relevant laws for the promotion of welfare and empowerment of women from time to time. These laws have also tried to remove the obstacles in the path of women's development and progress.

1. The Factory Act, 1976 (amendment in the Factory Act of 1948)
2. Minimum Wages Act, 1948
3. Employees State Insurance Act, 1948
4. Garden Employees Act, 1951
5. Mines Act, 1952 Women's Human Rights
6. Special Marriages Act, 1954
7. Hindu Succession Act, 1955
8. Hindu Succession Act, 1956
9. Immoral Trade (Prevention) Act, 1956
10. Hindu Minority and Guardianship Act, 1956
11. Hindu Adoption and Living Act, 1956
12. Maternity Relief Act, 1961
13. Dowry Prohibition Act, 1961
14. Christian Marriage Dissolution Act, 1966
15. Bidi and Cigarette Workers (Conditions of Work) Act, 1966
16. Foreign Marriages Act, 1969
17. Medical Abortion Act, 1974
18. Bonded Labour System (Eradication) Act, 1976
19. Equal Wages Act, 1976
20. Contract Labour (Regulation and Eradication) Act, 1979
21. Interstate Migrant Labour (Regulation of Employment and Condition of Work) Act,1979
22. People Related to Film Industry and Theatre (Regulation of Employment) Act, 1981
23. Family Court Act, 1984
24. Child Labour (Prohibition and Regulation) Act, 1986
25. Women Obscene Exposure (Prohibition) Act, 1986
26. Juvenile Court Act, 1986
27. Sati (Prevention) Act, 1987

28. Mental Health Act, 1987
29. National Women Commission Act, 1990
30. Baby Milk Substitution, Milk Feeding Bottles and Baby Food (Regulation Production, Supply and Distribution) Act, 1992
31. Pre-Natal Cure Technique (Regulation and Prevention of Misuse) Act, 1994.

However, in the field of women's human rights in India, there exists a wide gap between theory and practice. Indian Constitution has granted equal rights to women like men and several laws have been enacted by successive governments to realize the goal of gender equality, but the ground reality is different in actual terms. In real life treatment to women is based on biases and discriminations. Their condition is dreadful in the country. Very often they have to face discrimination, injustice and dishonor. Discrimination against the girl child starts the moment she enters into the mother's womb. This is the reason behind alarming decline in sex ratio. Government reports talk of sex ratio of 940 in 2011 whereas it was 933 in 2001. (11) Thus the very first and most important right to life is denied to women.

Definitely, the Indian society does not stand for a fair status of women in practice. The male-dominated society is even not ready to give them social equality. The pace of reform in their social status is very slow due to various reasons. Educational and economic backwardness, injustice meted out to women in political sphere, globalization, domestic violence and atrocities are consistently ill affecting their social status.

RIGHTS OF CHILDREN

The observation of human rights begins with the manner in which a society treats its children. A civilized and sensitive society will accord dignity to its young citizens by creating conducive conditions. The children are entitled to rights and it has been acknowledged in various declarations and conventions from time to time.

The Geneva declaration of the rights of child, 1924 was the first convention adopted by the League of Nations to consider the rights of children. The universal declaration of human rights 1948 confers rights to all human beings without any discrimination on the basis of age or sex. Declaration of rights of the child was passed by the UN in 1959. The declaration asserts "mankind owes to the child the best it has to give". However, it is the convention on the rights of the child 1989 which is regarded as landmark in the international efforts to strengthen justice, peace and freedom in the world through the protection of human rights of children. The Vienna declaration on human rights, 1993, accelerates the dynamics of the international movement for the promotion of the rights of the child.

Recognizing the significance and importance of the protection of children's rights Article 39(1) of the Indian constitution states that the state shall in particular direct its policy towards seeing that children are given opportunities and facilities to develop in a healthy manner. In India children cope daily with street violence, sexual exploitation and abuses. They work long hours at jobs that are often damaging to their health without the opportunity for rest and recreation. There are innumerable children who die of preventable diseases. Malnutrition as yet to be eradicated and sanitary facilities remain a luxury in most of rural and urban areas. Despite various governmental efforts, children continue to work in difficult and dangerous jobs.

Primary education is free in all the states but still only half of the total school going children are able to attend the school. In August 1974, government adopted National Policy for Children. The policy states that children are a „supremely“ important asset of the nation and their care is the responsibility of the country. India is also a signatory to the World Declaration on the Survival, Protection and Development of Children. In pursuance of the commitment made at the World Summit, the Department of Women and Child Development under the Ministry of Human Resource Development has formulated a National Plan of Action for Children. Most of the recommendations of the World Summit Action Plan are reflected in India's National Plan of Action- keeping in mind the needs, rights and aspirations of 300 million children in the country. The child labor (Prohibition and Regulation) Act was passed in Dec 1986. The act was passed to prohibit the employment of children in hazardous jobs and to regulate the conditions of work for children. NHRC has a fast track complain procedure for the most vulnerable sections of the society including children. This procedure applies to certain categories or complaints including bonded labor and child prostitution. Although, the government of India set up a **National Commission for Protection of Child Rights** in March 2007, to ensure child rights practices, children continue to remain the most vulnerable section of the society.

RIGHT TO EDUCATION

Of the nearly 200 million children in the age group between 6 and 14 years, more than half do not complete eight years of elementary education, they either never enroll or they drop out of schools. Of those who do complete eight years of schooling, the achievement levels of a large percentage, in language and mathematics, is unacceptably low. It is no wonder that a majority of the excluded and non-achievers come from the most deprived sections of society -- Dalits, Other Backward Classes, tribals, women, Muslims and financially backward -- precisely those who are supposed to be empowered through education.

The education of children in public schools remained riddled with non-attendance and poor organization and appointments based on political convenience. Despite the lure of free food served in public schools, children prefer private schools for education. Poor children do not go to private schools for education and the high cost structure and education in local languages has been denied. Many poor children have been examining a fraud on their right to education. There is no free education or quality education.

The Right of children to Free and Compulsory Education Act came into force from April 1, 2010. The Act makes an important departure in the definition of the term 'compulsory', as provided in Article 21A governing fundamental rights.

Right to Education Act made education a fundamental right for all children aged 6 and 14 and specifies the minimum quality of education in public schools. It requires all private schools for basic education to reserve seats by 25% for children of poor parents. Child's Right to Education Act also provides that no child shall be detained, expelled, or required to pass a State Council until the completion of basic education. There is also a provision of children's right to education for the right to special training for school leavers to make them equal with students of similar age.

Right to education has been a part of the directive principles of the State Policy under Article 45 of the Constitution, which is part of Chapter 4 of the Constitution. And rights in Chapter 4 are not enforceable. For the first time in the history of India, this right has been made enforceable by putting it in Chapter 3 of the Constitution as Article 21. This entitles children to have the right to education enforced as a fundamental right. While the constitution provides for free and compulsory primary education, actual delivery remains patchy. High numbers of students are out of school for reasons that include poverty, gender discrimination, early marriage, poor quality of teachers and curriculum, and lack of basic facilities. Many more are further affected by internal conflicts for eg. Maoist conflict, with the Maoists bombing remote government schools and government security forces occupying and using schools as long-term outposts.

MINORITY RIGHTS

The Indian constitution provides a comprehensive framework to safeguard the rights of religious, cultural and linguistic minorities. In fact the constitution accords not only sufficient safeguards to minorities but also deals with the subject matter in greater detail than found in any other constitution. These rights not only allow citizens to practice and propagate their own religion (article 25-26), but also bar any discrimination on the grounds of race, religion, caste or sex. The Indian constitution also guarantees cultural and educational rights of minorities as a fundamental right.

The government of India adopted a 15 point programme in mid 1980s for welfare of minorities which covers communal violence, recruitment in state and central services and also fair share of benefit from various development programmes.

Government of India have been ambiguous on the issue of uniform civil code, personal laws have been retained for the protection of minorities interest. Thus in liberal democracy contradictions have emerged with the retention of personal laws based on religion specific to each community.

Threats to minority communities in violent attacks have been witnessed in last two decades. For eg the murder of Christian missionary Graham Staines and his two sons in Orissa in 1999, politics of religion which led to preplanned demolition of Babri masjid in 1992 leading to several riots and Gujarat violence in 2002 Godhra train burning which resulted in riots between Hindus and Muslims. And very recently the clashes between the Hindu and Muslim communities in Muzaffarnagar district, Uttar Pradesh, in September 2013, resulted in many deaths including Muslims and Hindus.

The supreme court of India, its stand is that Secularism is the basic feature of the Indian Constitution and it cannot be debated. The National commission of Minorities was constituted by the Government of India in 1993 to monitor and evaluate the progress of people classified as minorities by the Indian government. The

Controversial legislations like POTA and TADA have been criticized as they are seen as measures violating Human Rights of the minority community.

A discussion of human rights and minorities in India would be incomplete without a reference to the various measures undertaken to protect the interests of the backward classes, especially of the Scheduled Castes and the Scheduled Tribes. It was due to the efforts of Mahatma Gandhi and of Dr. B.R. Ambedkar, special provisions ensuring protection and guaranteeing certain privileges to these groups were incorporated into the Constitution. Article 46 obligates the state to "promote with special care the educational and economic interests of the weaker sections of the people, and, in particular of the Scheduled Castes and the Scheduled Tribes, and shall protect them from social injustice and all forms of exploitation". Reservation of jobs has been provided (Article 16, clause 4 and Article 335). Untouchability has been abolished and the enforcement of any disability arising from it made a punishable offense (Article 17). Special provisions have been made for the administration of Scheduled and Tribal areas. A Special Officer for Scheduled Castes and Scheduled Tribes is entrusted with the responsibility of investigating all matters relating to the safeguards provided for the Scheduled Tribes and Scheduled Castes. These groups have been extended educational opportunities and jobs have been reserved in government service for them (15 percent for Scheduled Castes and 7.5 percent for Scheduled Tribes). The Scheduled Castes and Tribes (Prevention of Atrocities) Act, 1989 was enacted by the Parliament of India, in order to prevent atrocities against Scheduled castes and scheduled tribes. The purpose of the Act was to help the social inclusion of Dalits into Indian society.

Despite these legislative measures atrocities against the Scheduled Castes and Tribes are being reported whether as part of custodial violence, bonded labor, violence against women or other human rights violations. The commission on Scheduled Castes and Tribes has expressed concerns over the rise in the number of such atrocities. However, the increasingly indifferent responses of those involved in the implementation of laws protecting the weak, the oppressed and the socially disadvantaged group have persisted over the years and the system has been unable to provide for self-correction.

By large human rights situation is not very bright in India. Terrorism, communalism and casteism are the major factors that make the human rights situation worse. Moreover illiteracy makes the common people afraid of claiming their rights. Communal violence, under custody deaths, sexual harassment and misbehavior with lower caste women, child labor, bonded labor, misuse of acts like POTA, unethical behaviour of armed forces in the terrorism affected states like Jammu and Kashmir, north-eastern states are only a few examples that occur every other day in the country. The human rights situation in the rural area is grim in comparison to the urban ones because of prevailing traditional social differences. There are no conventional methods, social change on a massive scale and the most powerful method available to us under democratic set up is education. It is not denying the fact that the vast majority of our populations not aware of its problems, giving awareness to this vast population is a gigantic task and can be undertaken only with the strong will and the dedication of the government.

Representative democracy (the periodic right to vote for your political representation) is a necessary but insufficient condition to promote human rights. In their day to day struggle for human rights, people need freedom of information and freedom of participation, action and decision-making. Participation is more meaningful if processes of democracy are deeper than the formal mechanisms of elections and local government structures and processes. Formal spaces and the agendas discussed within them can be unfamiliar and hostile to the marginalized and excluded. This is why new democratic forums need to be created in which people feel comfortable, confident in their knowledge and analysis, and worthy of respect. Examples of these forums include participatory budgets, social audits, people's commissions, citizen's juries, social forums, and community-based participatory plans.

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A STUDY ON MENTAL HEALTH AWARENESS

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ABSTRACT

Mental health is really crucial at every stage of life. Mental health is nothing but how we're feeling inside or how we are emotionally. A good mental health is when we feel positive about everything but when we feel pressurised with everyday experiences we could be having mental health problems. Anxiety and Depression are some common mental health conditions. Signs of mental illness can be stomach pain, chronic pain, sadness, worrying, etc. Suicides the leading cause of deaths is also due to poor mental health conditions. Factors leading to poor mental health are mostly childhood trauma, loneliness, racism, poverty, losing some close one, bullying or abuse, addiction, physical injuries, etc. Mental illness can also be genetic at times. It's a miserable condition affecting one's daily life. It's necessary to improve one's mental health in today's times. This can be done by opting for meditation or therapy. Being physically active and getting ample amount of sleep and having a healthy diet can also help reduce stress. From our study we figured out how many people are aware of the signs, factors and ways to improve one's mental health.

❖ INTRODUCTION

Health consists of physical, mental, social and emotional well-being. Mental Health problems affect many people. People facing the mental health problems are anxiety, depression, and so on. Only a small percent of people are acquiring proper mental health care. This research paper audience consists of all age range people. The primary focus of this paper is to provide a description of mental health care all over. Stress, lack of time management, unhealthy eating habits, bad sleeping patterns, smoking, problematic internet usage is like a new setting for today's world. Severe stress, anxiety is also leading to suicidal feelings. According to research of adolescents, increasing awareness of mental diseases led to more empathy and sensitivity towards those with mental health problems. It is shocking how common depression, anxiety, and stress symptoms are among the people. Nearly one in five adults have mental illness. This also affects work life and relationships. Public attitudes with mental illness has not changed over the last several decades. Thus, our objective was to evaluate mental health knowledge and awareness status among people of all ages. Mental health awareness is our ongoing effort to reduce stigma around mental illness and mental health conditions by our study and survey. Because of misconceptions about mental health people often suffer in silence and their conditions remain untreated. Mental health awareness is an important social movement to improve understanding of mental health among people. Developing this awareness will help recognize the signs and symptoms when people feel 'off' just as we do with physical illness.

❖ BACKGROUND

Mental health and well-being are closely related to age. The aim was to know awareness about mental health across all age range people. We tested age trends in measures of positive and negative mental health including therapy, meditation, depression, anxiety and stress using data from our survey. The effects of differed by age. Today's older generation experienced more positive and less negative mental health than the younger people. People are not being able to open up and this is affecting their physical health too. Today, we can see people are getting affected by health problems like heart diseases, blood pressure, diabetes, etc. from a very young age. The core of all this also mental illness most of the times. Because of lockdown like situations people have started to keep everything to themselves and are not being able to open up to anyone. Our study was to see awareness about mental health among all generations and to help people realise its importance in a way.

❖ OBJECTIVES

1. To analyze awareness about mental health among all generations.
2. To find out which generation is more exposed to poor mental health
3. To find out how people deal with mental health problems.
4. To make people aware of mental illnesses and it's symptoms.
5. To recommend measures for good mental health.

❖ REVIEW OF LITERATURE

- Mental health and development: targeting people with mental health conditions as a vulnerable group

World Health Organization, 2010

The WHO report on mental health and development is a call to action to all development stakeholders like governments, civil society, multilateral agencies, bilateral agencies, global partnerships, private foundations, academic and research institutions to focus their attention on mental health.

• **Toward a science of mental health**

Corey LM Keyes, Shane J Lopez, Oxford handbook of positive psychology 2,89-95, 2009 -Utility of a positive approach to the diagnosis and treatment of mental health remains an unrealized tool.

• **Mental Health Awareness: The Indian scenario**

Kalpna Srivastava, Kaushik Chatterjee, Pookala Shivaram Bhat, Industrial psychiatry journal 25 (2), 131, 2016, -Mental health is a major concern worldwide and India is not far behind in sharing this. If we evaluate developments in the field of mental health, the pace appears to be slow.

• **Mental Health Literacy: Public knowledge and beliefs about mental disorders**

Anthony F Jorm, The British Journal of Psychiatry 177 (5), 396-401, 2000, -To introduce concept of mental health literacy to a wider audience, to bring together diverse research relevant to the topic and to identify gaps in the area.

❖ **RESEARCH METHODOLOGY**

The primary research was conducted through a virtual survey method. A set of 15 questions were formed and circulated among all age groups. Secondary data was also collected through essays, newspapers, and online published articles. Analysis was constructed based on 45 responses gathered through the survey. Pie charts are used to present the analyzed data.

Area of Research: Thane, Maharashtra

❖ **DATA ANALYSIS-**

Do you agree mental health care is as important as physical health care?

45 responses

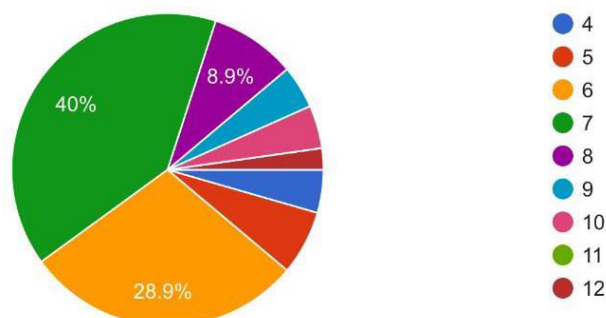


The result of our thorough survey deduces that most of the people do consider that mental health is as important as one's physical health.

➤ But still people are not really able to get proper remedies for the same.

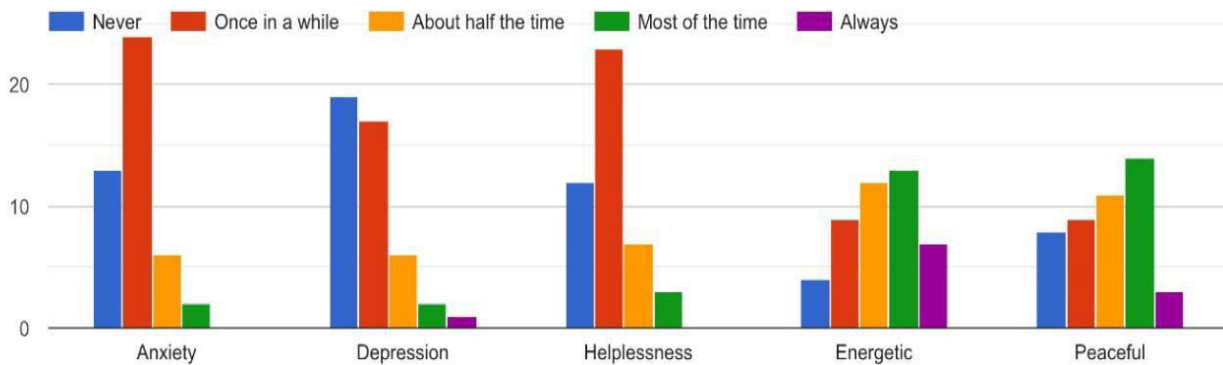
How many hours do you sleep?

45 responses



- From our research we can say that mostly younger generation are sleeping for less hours compared to older people who are completing their 6-7 hours sleep daily.
- Whereas younger generations need more amount of sleep for their good health.
- Atleast 7-9 hours sleep is most accurate for a healthy life for everyone.

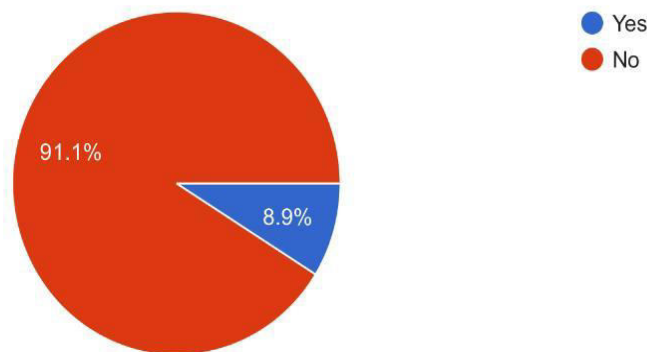
How often do you experience below?



- Our research shows that the levels of depression, anxiety and helplessness are greater than levels of being energetic and peaceful.
- Positive outlook towards life has reduced due to negative feelings.

Have you seen a therapist lately?

45 responses



Only a 8% of people have opted for therapy. Rest 91% people are not really going for therapy for their anxiety and depression like problems .

➤ **Embarrassment for seeking professional help is seen among people mostly the older generations.**
 -From this we understand that poor mental health is a major concern today. People are not so open to getting professional help but our survey was to make people realize how serious mental health disorders are. It was to let them know symptoms of the same and best remedies which they can opt for if they face any. We understood people have childhood traumas, loneliness, addictions, etc. which is leading to problems like anxiety and depression. No health without mental health was our main motive. Physical disorders are easy to know as they're visible to eyes but we can never know what an individual is going through emotionally. For that matter meditation should be opted by everyone to be at peace in today's stressful routines. Sometimes medications and therapy can also be helpful.

❖ **HYPOTHESIS**

- Youngsters know more about mental health than elders.
- Youngsters acknowledge mental disorders and therapy.

❖ CONCLUSION

This study was mainly conducted to analyze how much awareness is there among all age range people. It is understood that mental health is as important as physical health in today's times. It can be positive and negative depending on an individual. Negative thoughts and bad lifestyle is its toxic algorithm. If one starts taking everything positively, gets a good lifestyle by having proper sleep, exercise and diet he/she can get better mental health. And when going through a tough situation one can opt for therapy or meditation like remedies to maintain good mental health. But to conclude people are still not so open to seeking professional help. Poor mental health is seen more in today's times. It was extremely necessary to do this study to help people make aware in our possible ways.

❖ LIMITATIONS AND CONTRIBUTION

The study is conducted in Thane, Maharashtra. So it is restricted by geographical location. All sorts of people were benefited from this study obtaining clear understanding about one's mental health. Bankers, actors, students, teachers, doctors, etc were all a part of our study.

❖ FINDINGS

- In today's times, most of the people are going through mental health problems. May it be young generation or old everybody faces anxiety like problems once in a while.
- In hectic routines people are not being able to manage a proper lifestyle.
- Feelings like helplessness is increasing more in younger generations.
- Suicide like conditions is rising a lot even seen during young ages.
- Poor mental health is affecting everybody's work life.
- Older generations are trying to keep up with a good mental health by doing meditation.
- Older generations are actually having a more positive outlook towards life than younger ones.
- Poor mental health is also affecting their relationships.
- Eating disorders is also seen increasing in today's generation.
- Depression like serious disorders are seen from a very young age these days.
- People are still unaware of mental illnesses they could be facing.
- Therapy is still a taboo subject for people mostly the old age group. Embarrassment, shame is still making people hesitant to get professional help.
- Physical health is also getting affected because of poor mental health.
- Physical health problems like diabetes, heart diseases, and so on can be seen in more number in today's times.

❖ SUGGESTIONS

- It is important to change view of mental illnesses in society. Acceptance of mental illnesses will encourage people to seek help without feelings of ashamed.
- Necessary to take time to talk to someone about issues before situation becomes worse.
- Explaining your feelings to a family member or friend is comforting and receiving professional help will eventually be the next step.
- It is important for low-income families to have access to health care. This will allow for people of all backgrounds to seek treatment from a psychiatrist.
- Noteworthy developments in mental health treatment can give a positive outlook in the years to come.

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- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6220922/>
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BOMBAY IN BOLLYWOOD MUSIC: STUDY OF THE CITY'S LYRICAL DEPICTION OVER THE DECADES (1950S-2010S) THROUGH SEVEN SONGS

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ABSTRACT

What is Mumbai without Bollywood, and what is Bollywood without its music? Bollywood songs are an essential part of the city's socio-cultural history. The movies and songs set in and about the captivating city capture moments of the lives of its inhabitants in time, while also providing a detailed social commentary of the period. Hence through this paper, we attempt to study the poetics of Bollywood songs documenting the city and trace the evolution of its depiction over the years in post-independence India.

INTRODUCTION

One of the most memorable parts of Bollywood movies that sets them apart from their foreign counterparts is their vast collection of songs. A movie and its songs are inextricably linked, sometimes the songs far outlive their stories and characters in the collective imagination of its viewers (Chanda-Vaz n.d.). They are an effective means of communication for creators, often describing the emotional state of the movie characters, important statements, and motifs central to the story, or just an effective segue to new plot developments. Film songs have evolved through the years in their format, style, and subject matter to better appeal to their audience-often the marketing tools for their movie (Beaster-Jones 2015)- and in the process also informing us about what social and cultural ideas were popular in that time. While the musical components of these songs- beats, rhythm, tune, meter, etc. do play a very important role in capturing the viewers' attention, the poetry- the lyrical component is relevant in that its subject informs us about the opinions of people about a particular thing/place/concept and its popularity only reinforces its acceptance in a particular community. Like Cinema is a reflection of society, so are the songs pertaining to it. Hence, songs about Bombay/Mumbai narrate the state of affairs in that period, giving us important insight into the nuances of socio-cultural behavior observed in Mumbai through the years.

LITERATURE REVIEW

Chanda-Vaz, Urmi. A Lyrical History of 'Bombay', A Study of Mumbai's modern history through Hindi cinema and its Lyrics. www.academia.edu This research paper by Vaz is an extensive study on how Bombay/Mumbai influenced and was influenced by the Hindi Film Industry-Bollywood and attempts to trace socio-cultural and historical changes in the city during the period 1950s-2000s with references to several Bombay songs. This paper has immensely guided us in our research of Bombay's lyrical depiction.

Beaster-Jones, Jayson. 2015. *Bollywood Sounds - The Cosmopolitan Mediations of Hindi Film Songs*. Oxford University Press.

This book by Jones is a complete overview of the Indian Film industry with a focus on Bollywood songs, the people associated with them, and the various trends observed over time. It has helped us gain incredible insight into the industry and the musical and lyrical functioning of the songs.

METHODOLOGY

Due to the plethora of Bollywood songs available and the restriction of this study, doing justice to all the songs in this category would be impossible. Hence, we have chosen one song from each decade in the period 1950-2020, attempted to decipher their subtext, and learn how and why the depiction of Mumbai has changed over the decades. We have attempted to learn their role as a narrative device, the movies' moral or messaging, the historical moments surrounding the movie that prompted such a thought, and finally tried to plot the evolution of lyrical diction and style in the portrayal of the city.

BOMBAY/MUMBAI IN SONGS**1950s**

In our study of Bollywood songs about Mumbai, we began with the "golden period" of the 1950s. Commercial Hindi cinema was thriving and saw a rise in socio-realistic cinema. The transition from colonial to postcolonial times was not a smooth process (Gadgil and Tiwari 2013). Thus, newly independent India saw a throng of nationalist movies welcoming in the new dawn, and celebrating all things Indian.

It goes without saying that "Ae Dil Hai Mushkil Jeena Yaha" from the film C.I.D.(1956) is the most popular song about Bombay, capturing all its ethos. However, we chose to study the song Yeh Bombay Sheher ke bada Naam hai from the movie Kya yeh Bombay Hai (1959), which gives us more insight into the prevailing social

thought. Sung by Md. Rafi and penned by Noor Dewasi, the song occurs at a pivotal moment in the protagonist's life, who is an eccentric newcomer to the city constantly getting into trouble due to the markedly different life of the city. Fed up with this alien place, he issues a paigam(message) about its various shortcomings. It also provides insight into differences in lifestyles of its inhabitants and how foreign they might seem to immigrants.

“Aalu ko bole batata yaha
Namaste ko kahte hai tata yaha
Amrud beru oe anda bda
Yaha huye hai naye naam payda”

The city being a melting pot of various linguistic communities, saw the mixture of cultures and slang used by them. One can easily notice the linguistic blend Bombay had to offer, where various names in Marathi and Hindi for commodities as simple as potato or guava, or Ta-Ta- British informal for goodbye- had entered conversational speech. It also highlights the isolation newcomers to the city might feel as if everyone speaks a different language. In the line “Bijli se chalti yaha gadiya” the buses and electric trams introduced by B.E.S.T (priorly Bombay Electric Supply and Transport Company) in 1907, and double-decker trams in 1920 are referenced. It talks about crowding issues caused by the endless throngs of migrants trying their luck at the big screen, or just in search of a better life.

“Jaha dekhta hu jidhar dekhta hu
Mai ladki ko ladka bana dekhta hu”

Bollywood saw various trends in fashion, from clothes to hairstyles, often influenced by colonial or western cultures. Naturally, this was imitated by the common folk, with the bob cut being the most famous hairstyle of the decade, a direct contrast to the traditional preference for longer. Similar developments were also observed in clothing, more prominent in the upper sections of society. In the song the, protagonist laments the westernization of Indian women which marks the “loss of their femininity”, voicing the issue of loss of identity in a cosmopolitan society.

1960s

Sixties Bombay was a very different place, the state being split along linguistic lines which led to a decade of cultural bloom (MIC, n.d.5.) The “Golden Age” of Bollywood cinema was at its peak with its dominance in romance films featuring dramatic soundtracks and music which continue to impact Bollywood movies even today. The ever-evolving Hindi cinema and music had noticeable western influences, like jazz. We studied Yeh Haseen Bambai Apne Ko Toh Jamgayi from the movie Holiday in Bombay (1963), a hilarious journey of two cousins, their love life, and the different misunderstandings following it. Sung by Mukesh Mathur and Mahendra Kapoor with lyrics by Lalji Pandey (famously known as Anjaan), this song is from the perspective of tourists visiting Bombay for the first time, and is an affectionate account of the city, akin to a lover's confession.

“Dekhiye jidhar Naya Kuch kamal hai
Har kamal Mai koi Golmaal hai”

The city of dreams Bombay has everything one could ever dream of but it also comes with its own sets of twists and turns.

1970s

The era of the 1970s was full of challenges for the country and the city alike, with famines, strikes, war with Pakistan and the Emergency (1975- 1977), and increased criminal activities, and the rise of the mafia in the city. The Marathi nationalist party Shiv Sena rose to power under the leadership of Bal Thackeray (wikipedia, n.d.3). The social unrest created due to these events were reflected in cinema and songs of the period, with the Angry Young man character supporting vigilante justice gaining popularity (Beaster-Jones 2015). We study Ee hai Bambai Nagariya Tu dekh Babua from the movie Don (1978), based on a wanted criminal, his lookalike, and his struggle in finding the true mastermind. Sung by Kishore Kumar and penned by Anjaan, it introduces the lookalike in the movie, who is a street performer. The song follows the usual narrative of migrants flooding the city and its strange lifestyle, but references the existing gambling practices in “Ghodon pe karodon daanv dekho”. One interesting detail is observed in the lines:

“Koi Bandar nahi hai phir bhi naam Bandra

Church gate hai church hai laapata”

The protagonist is confused by the nomenclature of places in Bombay. It is believed that Bandra got its name from the Persian word “Bandar” meaning port, but it is interpreted by the protagonist as Monkey because of its similarity with the Hindi word for the same. Till the mid-nineteenth century, Bombay was a walled city with three gates, one of which was Churchgate named after the St. Thomas Cathedral, situated near the present-day location of Flora Fountain. The original gate that led to the cathedral was dismantled and the road leading to the church was called Churchgate street which was later renamed Veer Nariman Road (wikipedia, n.d.3). This information is unknown to newcomers and dwellers alike, and presents a rare insight about the geographical history of the city.

1980s

The eighties saw the Khalistan crisis resulting in the assassination of then prime minister Indira Gandhi, succeeded by Rajiv Gandhi. As for the city of Bombay, unemployment was high due to the closure of mills, and the mafia was at its peak. The aspirational tone and romanticism of the city gave way to a more cautionary narrative, warning the people about the various pitfalls and dangers of the city.

The jazz and rock n roll of the seventies gave way to disco beats and electronic music, pioneered by Bappi Lahiri. Lyrics started losing their meaning, with songs not being an active form of the film narrative, but just a supportive interlude to the onscreen action. Repetition of lyrics began increasing in the 70s and reached its zenith in the 80s and 90s. A number of critics despise the music and lyrics of this decade, calling it the “death of melody”.

This trend can be seen in the lyrics of Bamba Hadson ka Shahar, penned by MG Hashmat from the movie Haadsa (1983). While the movie doesn't offer much insight into the city, the song appears at the seven-minute mark as a warning sent out about the city of disasters (Chanda-Vaz n.d.) that is alluring to so many.

“Yahan zindagi haadson ka safar hai

Yahan roz roz har mod mod par

Hota hai koyi na koyi

Haadsa haadsa haadsa haadsa”

There is the usual reference to the fast-paced life of the city, the chase for money and success, and the various ways in which one might be taken advantage of; however, the reminder of the impending calamity or misfortune is ever present in the repetition of haadsa. It talks about how the citizens cope with constant misfortunes by living a life of denial and by consuming all their energy in the chase for a better life.

1990s

The nineties gave way to rising communal tensions and the liberalization of the Indian economy which caused a boom in the mass production of cassettes and televisions. Songs were heavily used as marketing tools for their movies, with producers using them to attract investors and viewers alike, such that the popularity of a song dictated the success of a movie (Beaster-Jones 2015). A new trend of family movies emerged, but the reflection of communal riots and other social problems continued. This decade saw the renaming of the city from Bombay to the less anglicized Mumbai in November 1995, campaigned by the Shiv Sena party which is reflected in the movies released in the successive years (with a few exceptions). Take the example of Aamchi Mumbai, penned by Satish Sharma from the movie Badmaash (1998) about an unemployed youth who faces misfortunes due to a corrupt police department loyal to gangsters. The song occurs early in the movie as a peppy dance number about life in Mumbai, before things go south in the protagonist's life.

“Suraj Ke Dhalte Hi Log Chopati Pe Jate

Maruti Ke Bona Te Pav Bhaji Khate”

The song also introduces rapping and talks about the fascinating nightlife of the city, along with referencing some popular spots and the famous dish that owes its origin to the mill workers of the city: Pav bhaji. A mixture of Hindi and English lyrics, along with the use of pedestrian or “Bambaiya/Tapori Hindi” is a common trend observed in this decade.

“Paisa To Sabko Gora Ya Kala Chahiye

Udta Hai Paisa Pakadne Wala Chahiye”

“Platform Number 2 Ki Gadi

Shayad Platform Number 4 Se Jayegi”

While it talks about the nature of the money-hungry lifestyle of its citizens like previous songs, it also hints at the issue of corruption, gambling, and money laundering prevailing in the city. There is a comedic reference to the notorious issue present in Mumbai local trains due to which Mumbaikars are constantly alert and on the run to reach the correct platform.

2000s

The new century dawned in the face of increasing terrorism and advancements in the field of technology. References to the social climate in the lyrics of the song stopped, apart from the usual commentary on migration and the various qualms of city life. Life in Mumbai is compared to the high of a drug in the song *Bambai Nagariya*, penned by Vishal Dadlani from the movie *Taxi no. 9211* (2006). The movie features two protagonists: a taxi driver and a snobbish heir of a mogul, and how their lives get intertwined after a disastrous cab ride. Here too, the song appears at the start with the credits, without offering much narrative insight.

“Laakh laakh roz aake bas jaate hain
Is shahar se dil lagake fas jaate hain
Sone ki raahon me sone ko jagah nahi
Saala idhar toh footpath bhi house full hai”

It talks about the increasingly problematic housing crisis and the use of Pedestrian language symbolizes its place in common parlance of the city.

“Yahan time ka matlab hai paisa, samjhe
Mujhe tees minute ki journey teen minute mein puri karni hai
Paisa... vaat lagata hai”

Once again, it comments on the fast-paced life of the citizens, and how time is equated to money while warning us of its consequences. It compares life in the city to intoxication, while calling it a punishment in the same breath. The city is all-consuming; its citizens so busy that they don't see life slipping away in front of them. It's the living embodiment of “living in the moment”.

2010s

The second decade of the twentieth century saw the start of the smartphone era and increased mobile ownership and internet access across the country due to the introduction of Jio sim by a subsidiary of Reliance Industries Ltd. Bollywood had to compete with an array of new and independent artists and song forms, which led to two major trends- remixes and experimentation. (Nair 2019) Bollywood songs either tried to recycle famous hits or looked for new artists and new song forms popular across the globe. Hip-hop is one such genre that gained much popularity in this decade, with numerous regional rap artists claiming center stage. Hip-hop was also used by the marginalized people of the slums to express their rage and frustrations, showcased in the movie *Gully boy* (2019). The song *Meri gully mein*, penned by Vivian Fernandes (Divine) and Naved Shaikh (Naezy), talks about life in the slums of the city- which over 41% of the city's population calls its home. The writer references the setting by the numbers 17 and 59 – the postal pin code of Dharavi and Marol.

“Prayer, Aarhi ya Namaz meri gully mein
Dekho to idhar, mere gully mein hai ghar
Chhote chhote lekin zara dekho, dil mein hai jagah beshumaar
De pukaar, kabhi bhi gully se madad dene ko tayyar”

The diction used is the language of the slums, a mixture of *Bambaiya Hindi* and English. The song describes the conditions of living in the slums of Dharavi and the goodness of its mixed community who have to support each other to survive in such harsh conditions. It talks about street-smart kids who have to grow up too soon to adapt to the circumstances and the corrupt politicians who only approach them for votes and later forget about them. There is a line about the consumption of drugs, which informs us about the prevalent drug problem in the city.

CONCLUSION

The tonal shifts and the changes in diction observed from one decade to another are stark and expository. They reflect the social climate of the period and inform us of the ideas in vogue then. From the aspirational tone of the 1950s where migrants were in awe of the city (yet disgruntled at times by its strange ways), to the unapologetic realism of the 2010s where slum dwellers relate the seamy realities of their experience of the city,

Mumbai, and its depiction in songs has changed and evolved in myriad ways, akin to how we evolve from our rosy childhood to learn the harsh realities of adulthood. From the golden 50s-60s to the treacherous 70s-80s, and from the global 90s and 2000s, to the experimental 2010s, one notion reigns supreme: the City of Dreams won't stop for you; only those who hustle succeed. An interesting poetic choice observed post-1995 is the use of Bombay instead of the more politically correct Mumbai, conveying how the emotions attached to the place cannot be replaced easily. We can observe the mixture of cultures, the birth of new dialects, and the shift in trends, and plot how today's Mumbai came to be. Bollywood songs and other film texts are excerpts of our constantly changing realities, recording seemingly unimportant details and nuances of our lifestyle for later generations and hence need to be recognized as an integral source in recreating the cultural history of the city.

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**A STUDY ON DIGITAL MARKETING W.R.T LOCAL FOOD STALLS AND SHOPS
SURROUNDING THE COLLEGE CAMPUS**

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ABSTRACT

We all visit food stalls located outside our college premises to delight ourselves with fast food that often tingles our taste buds. As college students, many a time we have our schedules packed and the only option for us to satiate our hunger is buying food from such outlets. So, we choose a food outlet as per our taste and food preferences. Once we start liking their food this becomes a continuous process and soon we become their regular customers. Then we start receiving certain text messages, and notifications from them informing us about various schemes and offers. If we Google the name of their business we start seeing posts related to it or similar businesses. By considering the messages many of us mostly ignore them. But do you know that these messages and search results are the way of digital marketing?

In this world full of consumers, the producers utilize their marketing strategies to integrate the consumers into the marketing funnel. It is called 'Digital Marketing' when the same is performed using the Internet. When around 4.7 billion people i.e. 60 percent of the world's population make use of the Internet it becomes easy, convenient, and beneficial for businesses to reach their consumers via the Internet. Although the concept of Digital Marketing sounds easy, implementing it in business is a mammoth task and requires proficient skills. Along with Pros, it has many cons as well. Now many of you might think that Digital Marketing is not my cup of tea. But, honestly competent skills, adequate knowledge, and proper market study will assist you to reach greater heights in the field of Digital Marketing. And this is what our research is all about.

Keywords: Digital Marketing, Internet, Marketing funnel.

1)INTRODUCTION

Digital Marketing which is also known as Online Marketing promotes brands by connecting with potential customers using the Internet and various types of digital communication. It includes e-mail, social media, and web-based advertising along with text and multi-media messages as a medium of marketing channel. Fundamentally, if a marketing campaign incorporates digital communication, it is digital marketing. Effective marketing strategies can help your business succeed on normal days but digital marketing can help your business to survive, grow and succeed even in times of global economic crisis because 5.07 billion people around the world which is 63.5% of the world's total population use the Internet. Therefore grabbing their attention towards your business becomes easy via Digital marketing.

2)BACKGROUND OF THE STUDY

In 1990, the term "Digital Marketing" was developed and in the same year the first search engine "Archie" was launched. The first clickable web advertisement banner was displayed in 1993. Later Google made its debut along with Yahoo. The development of cookie technology, a code that stored user data in client browsers, was essential to the development of Digital Marketing. In 2000, DotCom's introduction caused several internet firms to collapse. Afterward, Google launched AdWords which was a tool that allowed advertisers to promote their goods. This year marked a greater significance concerning the mobile marketing campaign- Universal Music, LinkedIn, WordPress, Gmail, Facebook Live, and much more. In the meantime, Facebook and Google were also made available to the general public. When YouTube was introduced, marketers were able to promote their brands using this platform. As mobile technology flourished, WhatsApp was introduced. Snapchat was launched in 2015 and also there was the rise of predictive analytics. Spotify application which we all use for listening to songs is also operated as a medium of advertisement in today's Digital era.

3)OBJECTIVE OF THE STUDY

1. To understand the concept of digital marketing and how it precisely functions.
2. To find various dimensions of digital marketing in various contexts.
3. To understand the impact of digital marketing on overall business models.

4)REVIEW OF LITERATURE

1. Marin Istvanic et Al (2017): Emphasized the importance of promotion for the survival of the business. He threw light on the significance of Digital Marketing in this Digital era, where almost everything is digitalized. He explains how digital marketing has efficiently filled the loopholes of Traditional Marketing through newly emerging marketing techniques like internet advertising, SEO, Social media marketing, Mail Marketing, and so on.

2. Charles Gibson (2018)

from their research explained the rise in the popularity of organizations that have started giving preference to Digital Marketing over Traditional. He tried to draw attention to the need for in-depth knowledge and reviewal of digital marketing strategies. He further explained the Significance of switching from Traditional to Digital Marketing for meeting the primary marketing needs and engaging in the era of unique and innovative marketing. This Study provided Businesses with Digital Marketing Strategies for increasing their product awareness among their target market.

3.Sanjay Bhayani and Nishant Vacchan. (2018)

Current work highlights the Differences in the opinions of the consumers availing services of Traditional and Digital marketing strategies. They further state that today internet has changed the world to such an extent that consumer behaviour shows a positive trend toward digital marketing services. As they are available 24x7 consumers find them convenient. Today Consumers are becoming more techno-savvy and have started searching for third requirements via the internet rather than manually exploring the shops. E-commerce is not considered to be 100% safe in India but undoubtedly Digital marketing is becoming the most popular and effective tool in today's era.

5)RESEARCH METHODOLOGY

(i) Data Collection

Primary Data - A questionnaire will be prepared to survey the local food stalls and shops nearby college area.

Secondary Data-Information from various research papers published in reputed journals was referred to get an in-depth understanding of the topic. Along with this many news articles, Journals, magazines & different websites were also the major sources of data collection.

(ii) Research design

The research paper is designed descriptively so that accurate and systematic information is delivered.

(iii) Sample size

The sample size for the study will be respondents from the age group of 30 to 45 years. A sample of 30 owners of the food stalls and shops is considered as a preliminary survey before a larger study to improve the latter's quality and efficiency.

(iv) Hypothesis

H0 – There are no benefits of Digital Marketing to business in terms of sale and customer base.

H1 – There are benefits of Digital Marketing to business in terms of sale and customer base.

(v) Limitation

The data in this research paper is limited to Thane [West] region.

(vi) Tools

The data can be analyzed with the help of charts and pie diagrams to draw a specific conclusion.

6)DATA ANALYSIS AND INTERPRETATION

Preliminary Work Survey

A preliminary survey usually identifies matters warranting in-depth attention. It includes gathering data about the proposed root and the project requirement for data outputs. A short Sample Survey was undertaken of only 30 food vendors located between Joshi Bedekar college to Thane Railway Station. Given below is the finding of the same:

1. How many of them from the sample size know the concept of digital marketing?

Basic idea	Fully know	Don't know
44%	30%	26%

Table no.1

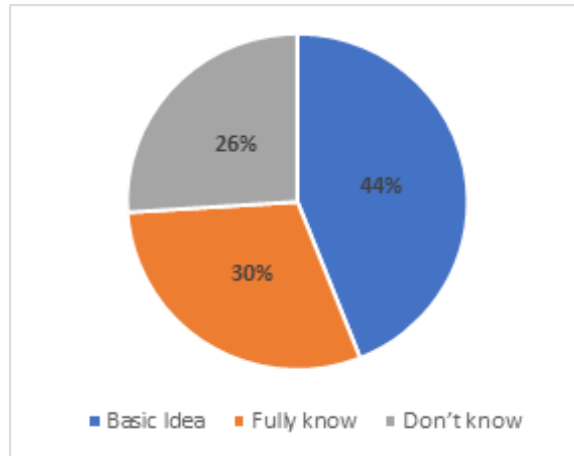


Chart no.1

2. Among the people who know digital marketing how many of them actually use digital marketing?

Use	Don't use
77.27%	22.72%

Table no.2

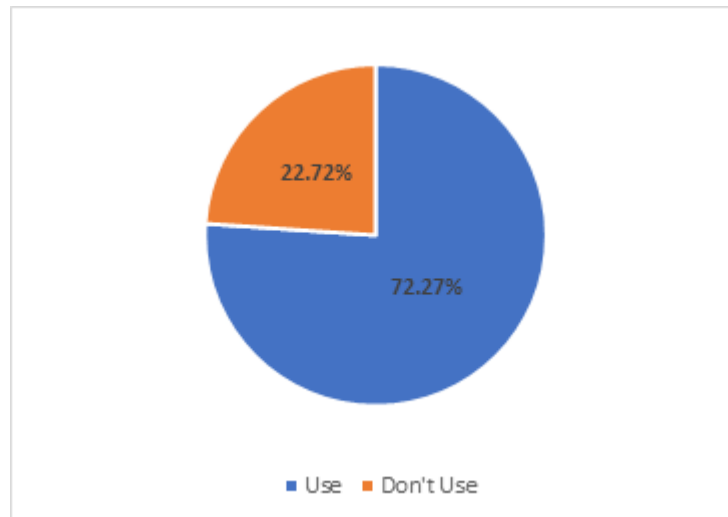


Chart no.2

3. Among them who used digital marketing how many of them have been actually benefited from the use of digital marketing?

Benefitted	Not Benefitted	Less Benefitted
88.23%	5.8%	5.8%

Table no.3

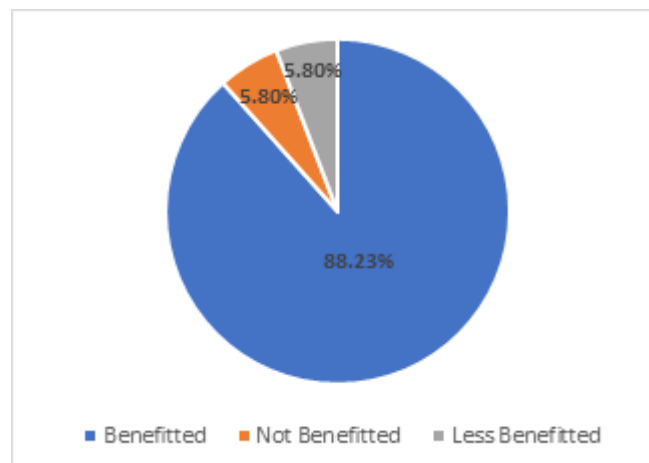


Chart no.3

FINDINGS OF THE PRELIMINARY SURVEY

1. The researchers have found that in the era of digitalisation even today there are 24% of the people who don't know about the concept of digital marketing.

2. From the known ones 77.27% have actually integrated digitalisation in the marketing strategies. Others have not because of lack of knowledge lack of expertise and some because of more consumer are attracted from traditional and mouth to mouth PR.

3. Scientifically Z test was applied for hypothesis. Which result in $p < 0.05$ therefore we reject null hypothesis that there is no difference between benefits of digital marketing and success of the business and conclude that a significant difference do exist. Hence alternate hypothesis is accepted which prove that digital marketing benefits the business in terms of increasing the consumer base, sales and so on.

7) CONCLUSION

1. The survival of the business depends upon its Goodwill popularity and the Profit ability which depends on the customers and the best way to attract customer is effective marketing techniques. In this era of digitalisation digital marketing helps the business to do the same very easily therefore the study would help the business to know what digital marketing is and how it is to be applied the at basic level.

2. Effective application of digital marketing even at the basic level would help the business to sustain its existing customer attract more customers and ultimately lead to successful entropy table running business.

3. The nation would check forward into the process of digitalisation with integration of the same into local business.

4. The success and growth of the business because of digital marketing with attract new potential individuals to enter into the business sectors. This would encourage entrepreneurship culture among the youths.

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A STUDY ON SMARTPHONE, SOCIAL MEDIA USE AND YOUTH MENTAL HEALTH

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ABSTRACT

From past two decades the use of social media is increasing day by day. The huge use of social media opens a platform for discussion between social media and mental health of present era. Increased usage of social networking among youth and adult of present era is a matter of concern for parents, society, and researchers there are always two sides which is positive as well as negative. The main aim of present research is to study on the smartphone, social media and effects on youth mental health as for nourishment of body needs essential mineral likewise human mind matured by availability of nutrition for thoughts. From the study we recognize that today's youth is sensitive. By increasing population of present era younger generation is facing serious mental health problems. Younger generation are mostly active users of social media which indirectly affects on their mental health. Youth of present era needs to understand the relation between social media and mental health problems. By exploring and finding exactly which social media affects the mental health of younger generation of present era may become a successful step which can help to decrease the problems of mental health due to social media

INTRODUCTION

Mental health is a crucial part of overall health of any person as well as youngsters. **According to world health Organisation, the problems of mental health started found in late childhood and from early of young age 10 to 20% of children and youngsters experience mental problems worldwide [mental health foundation 2018].** India is developing country who uses internet on daily and huge basis. In the past decade, the growth of internet users is going rapidly. There are 680 million active users in India at today's date. The internet is used from the simple e-mail to for giant social networking sites like google, chrome etc.

The social media is one of the most popular online activities for users in worldwide. India is second most internet user nation after China. Social media addiction is very dangerous for both mental and physical health of youngsters. Social media networking sites have positive impact as well as negative impact

BACKGROUND

From last two decades the use of social media have occupied most areas of our society. for youth, social media plays very large part in their life. Like using of social media from different platforms. **The use of social media and types of platforms offered have increased at such speed that there is reason to believe that scientific knowledge about social media in relation to youth's health and well-being is scattered and incomplete. [Orben 2020]**

Mental health is a topic which has so many challenges. It is very important to learn the limit of use of social media in day-to-day life. Social media is internet excess platform and give users a quick electronic communication of content. Which are personal information, documents, images, videos also communication.

1. The first email was delivered in 1971
2. The first mobile phone was launch in 1984
3. The first smartphone was introduced in 1994
4. Linked in(2002), Facebook(2004), Youtube(2005), Twitter(2006), Whatsapp(2009), Tiktok(2016), Telegram(2013), Snapchat(2011)

At current in 2022, there 4.55 billion active social media users in world. In India, there are 680 million active social media users are present. [Whatsapp, Facebook, Instagram, Youtube]. Indian users spend averagely 3.4 hours daily on social media as well as on smartphone.

OBJECTIVES

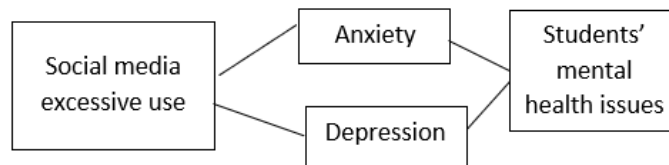
1. To gain knowledge about addiction of smartphone and social media amongst youth.
2. To study and to observe impact of social media on youth mental health
3. To study latest mental health problem among youth due to social problem
4. To evaluate positive as well as negative aspects of social media and smartphones.

REVIEW OF LITERATURE

1. **Parmar (2017)** stated that in 21st century youth has been spending their time on different social gadgets. Youtube (1 billion), Whatsapp (4 million), Instagram(4 million), twitter(3 million)active users. The number of social media use have been increasing day by day is serious risk for youth mental health.
2. **Denzin & Giardina (2018)** found that the youngsters who use social media five or more than five hours in a day they have almost 71% chance to do weak their imagination
3. **Reason & hobbs (2017)** considered that social media is real challenge for today’s youth, the fact is that nowadays teenagers have been using social media too much.
4. **Barrense-dias ,et.al (2019)** given ideas that the internet is the worst platform for and trolling which is risk for young people mental health.
5. **Pater & mynatt (2017)** described that social media cause for offensive and harmful

Behaviour therefore it is injurious of mental health of human being especially for young people. The effect of social media is depend on its usage, if a person who uses excessively not only social media but also anything that can be harmed to him.

6. **Segal , Williams & Teasdale (2018)** claimed that the people who use social media too long they may stuck in mental depression problem.



RESEARCH METHODOLOGY

This research paper explains the excessive use of social media and smart phone by young generation and how it affects their mental health. For that we used Quantitative Method for out comes as well as Qualitative Method. We used the sampling of individuals who fits in the study criteria which we developed from previous and similar studies.

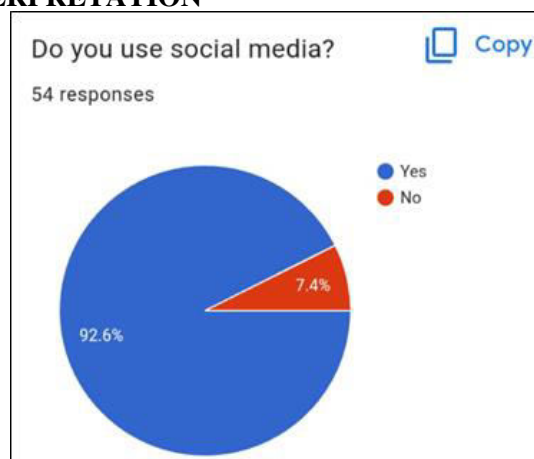
We have measured all 55 responses upon measure. The all participants provided consent before responding to the survey. This study was conducted among the college students who are willing to participate in study and honestly answer all the questions. The questionnaire assessed the following variable:- age, time spent on the internet to use social media, most frequently used to social networking site, purposes for which Social media platforms were used.

We have also used secondary method for data collection. We have used different websites (google, chrome, firebox) as well as different giant networking sites.

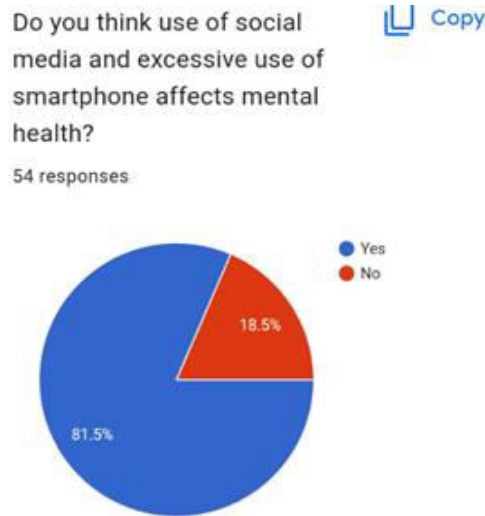
SAMPLE

The survey method was used in the study. According to purpose of present study few students were taken who are mostly college student and lives in Mumbai and Thane. Age range of sample was 17-21. The sample was selected by random method.

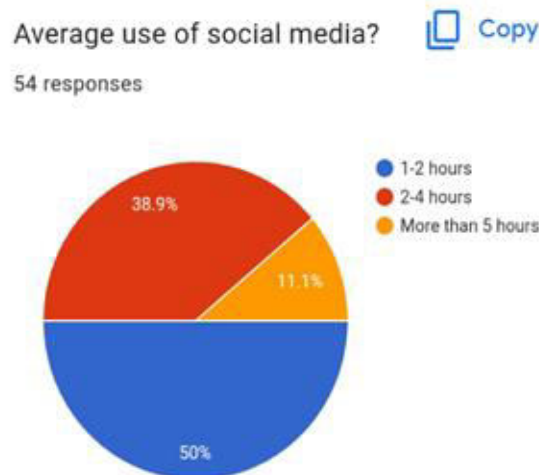
DATA ANALYSIS AND INTERPRETATION



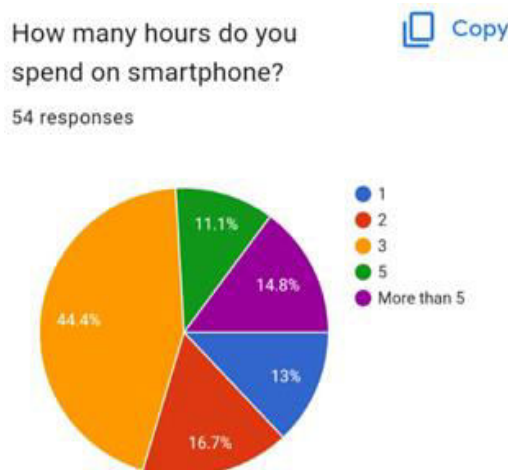
From this pie chart we can get to know that there are 92.6% of individuals from overall survey who are active users of social media which are 50 individuals where as 7.4% individuals don't use social media i.e, 4 students.



From above diagrams we can see that 81.5% individuals think that excessive use of social media and smartphones affects the mental health.



And from second diagram we can see the individuals the 50% individuals spend average 1-2 hours on social media on daily basis whereas 38.9% individuals spend average 2-4 hours on social media daily basis. 11.1% individual spends more than 5 hours on social media which can lead them to the serious mental health issues.



Just like social media, excess use of smartphone also harmful for health. 44.4% of individuals who spend 3 hours on smartphone averagely and 14.8% individuals spend more than 5 hours on smartphones.

From this we get to know that we can't stop the use of social media or use of smartphone totally but yes we can stop the excessive use of social media. We can help ourselves to avoid the mental health problems regarding the excessive use of social media and smartphone. We can follow some rules like set limits on the time spent on social media, be aware of how using social media makes you feel, avoid falling into negativity trap.

HYPOTHESIS

there will be no significant between youngsters who use social media for less two hours and who use social media more than two hours on mental health problems like depression, stress, anxiety.

LIMITATIONS OF STUDY

The above study also have some limitations. We have gather all survey information from college students who are from age 17-21. The study would be done through the utilisation of questionnaire to the students as a survey and reference.

CONCLUSION

Overall the study shows that social media is like a gift to our youth. It is both useful and harmful for you. Excessive use of smart phones can damage your eyesight and trigger migraines. Smartphones and social media promote habits and behaviors that harm our health and relationships. Research has shown that the use of mobile phones and social media platforms is increasing the number of people with serious mental illnesses. As we know their are many benefits of a using or handing smartphones and social media not only for youngsters but also for every age group. Using of phone, media it's not a hazardous but excessive uses is hazardous. Their are no. Of positive uses, impact are their along these negative impact are also their

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AN ANALYTICAL STUDY ON "HOW IMPORTANT IS THIS TO MARKETING AN ORGANISATION ONLINE

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ABSTRACT

Internet Marketing is the activity of using electronic mediums to spread messages about company's brand, product and service to potential customers. With the growth of technology, it's crucial that the organization have an effective Internet marketing plan in place. The reason organization should take advantage of online marketing is because of changing consumer habits. The main objective of this research is to understand the importance of online marketing and study various online marketing strategies which mainly consists of Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Social media marketing and so on. This study has described various forms of online marketing and it's effective marketing techniques that can help organization to achieve greater visibility and credibility. This Research Paper studies and analyze the strategies adopted by the business in online marketing by collecting data on customers purchase strategies and observing their perspectives in practicality. The examine sample consist of around 5 organizations and 30 consumers which have been selected randomly to prove the effectiveness of digital market.

Keywords: digital marketing, importance, modes, data, organization,

1) INTRODUCTION

Online marketing is nothing but using the digital channels to showcase or promote a service or product, extending its reach beyond internet marketing by advertising through channels which do not require internet. The essence of digital marketing is to know your audience and access them regardless of the location. Associating with audience digitally and to bridge a gap between the customers and the organisation and making them believe in each other. The various forms of digital marketing are E-mail marketing, Social media marketing, Affiliate marketing, Search Engine Optimization etc. If compared among all the modes, social media marketing has an upper-hand as companies and organisation use social media platform to spread their messages to targeted audience without paying for publishers. Digital marketing is now the brand New 'Normal' of the marketing world, being one of the most prominent ways to create awareness among the audience.

2) OBJECTIVE

The main objective of this paper is to identify the most effective mode for an organisation to market its product. The supportive objectives are following:-

- A. To focus on the importance of digital marketing.
- B. To show the various modes of digital marketing.
- C. To conduct survey and get insights of digital marketing.

3) IMPORTANCE

In today's day and age everything is online so it becomes important for an organisation to have an online presence. The following are some of the reasons to understand the importance of digital marketing:

- A. Digitalization - Around 66.2% of the world's population uses the internet, that's about 5.3 billion people. Considering the majority of the potential customers are online the best way to reach them is through digital marketing.
- B. Provides better interactive experience - With traditional marketing the communication is one way, but with digital marketing it is different. It provides the customers with a way to contact the business. If the customers have any queries they can reach the business through their websites or find their contact information. Digital marketing helps businesses to communicate better with their audience.
- C. Targeted audience reach - Digital marketing helps the businesses to reach their targeted audience and promote their goods and services. It helps derive more qualified traffic that takes interest in their business. Effective digital marketing help reach the right leads at right time.
- D. Remarkable ROI - Unlike traditional marketing, digital marketing has higher return on investment. A business, comparatively spends less in digital marketing than that of in traditional marketing and has wide reach of audience.

E. Brand visibility- Digital marketing creates brand awareness among people. Brand visibility mean that more people are getting familiar with the business. People choose brands that they are familiar with so it becomes important for a business to be visible to the people at all times. Digital marketing helps businesses to constantly market themselves online so people can access the websites or social media and get familiar with once business.

4) MODES

A) SEO- Search Engine Optimization is practice of positioning your website to rank higher on page results. It features the content which satisfy the user's needs. Its more about understanding the needs of consumers as it is of technical nature.

B) Pay-per click- Basically based on keywords PPC is a model in which an advertiser pays publisher everytime an advertisement link is "clicked" on.

C) Social-media marketing- Being the most effective marketing strategy, it is a computer based tool that enable people to create, exchange ideas, information about the product or services. It's network includes Facebook, Linked In, Twitter etc.

D) E-mail marketing- E-mail marketing is the way through which the advertisement of product or service is sent through E-mail to the existing customers. It is comparatively cheaper then other modes.

5) RESEARCH METHODOLOGY

Primary Data Collection:- In this research primary data is collected from original source of a structured questionnaire through conducting survey. Primary data is collected from 50 respondents of Age group 18-25 years. So sample size for this study is 50 who are purchasing products or services through digital channel.

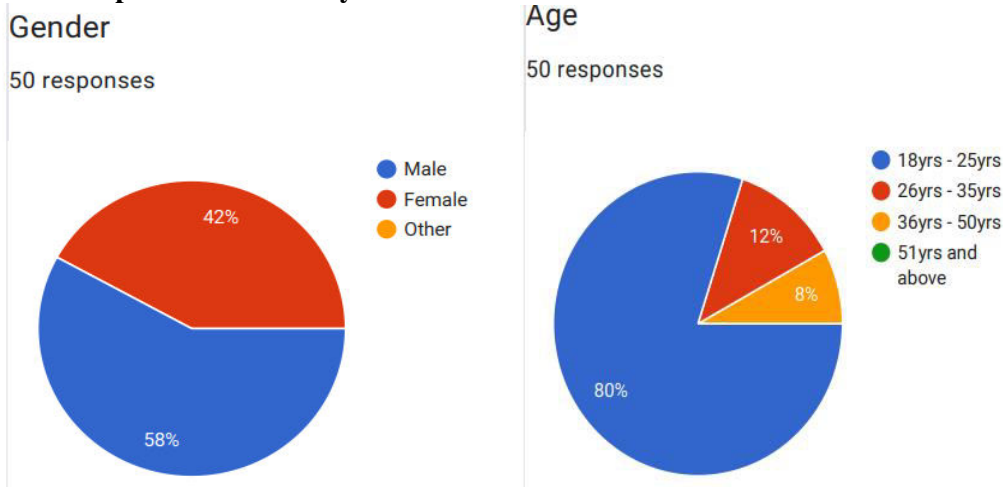
Secondary Data Collection:- The methods used for gathering **Secondary data** involves finding and studying published research through finding the data online, published academic journal in College libraries and news articles.

Research Design:- Other Research method of observation on various digital platforms is significantly used to conduct survey. We adopted quantitative methodology for analysis of data collected from respondents. Data gathered through this research method is organized in charts, tables and graphs to analyze the findings that can form a basis for the conclusions. After differentiating and analyzing findings of the Primary and Secondary data, which includes numbers as well as statistics to analyze findings, it is determined that information gathered was enough for answers of the questions and derive common conclusion.

6) DATA ANALYSIS AND INTERPRETATION

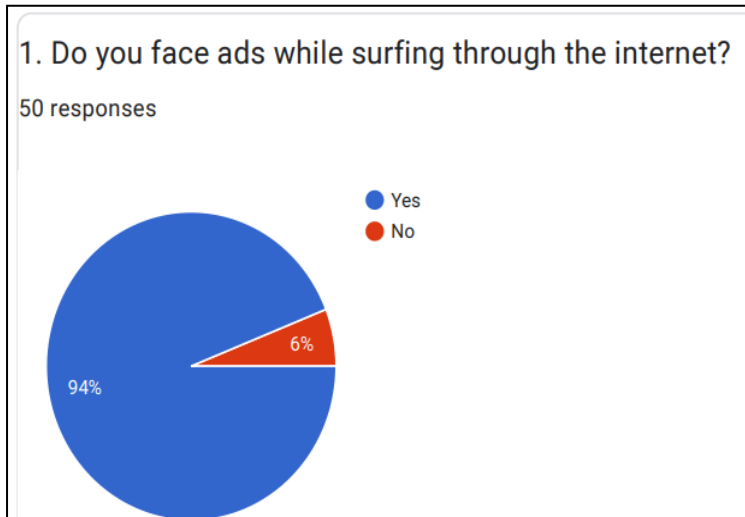
Analyzing online marketing data is the best way to see if the digital marketing tactics are working and where we can improve. In order to properly analyze marketing data and get actionable results, the data is arranged in charts.

Sample Size of Population for survey



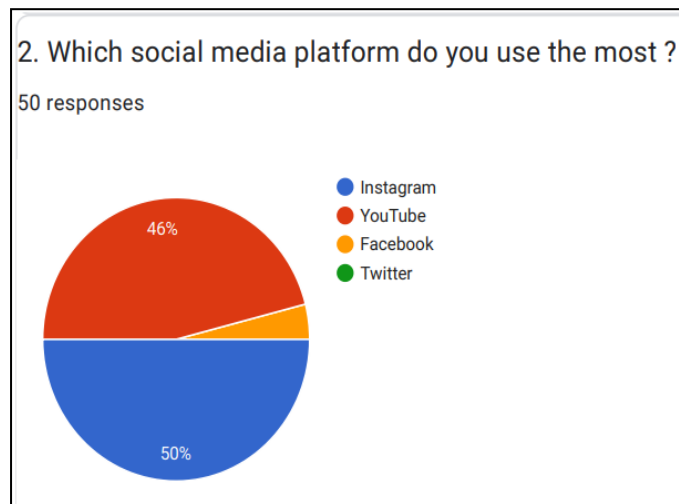
Ref.No 1

Analysis on data collected through Questionare and survey conducted is interpreted below



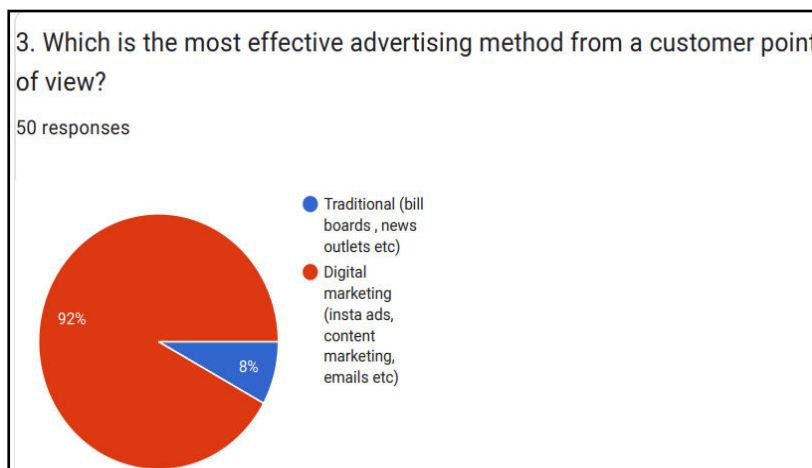
Ref.No 2

According to the survey 94% of the people face ads while surfing through the internet. Ads are how most online publications make money. Using ads help these businesses to be in touch with the ongoing trends



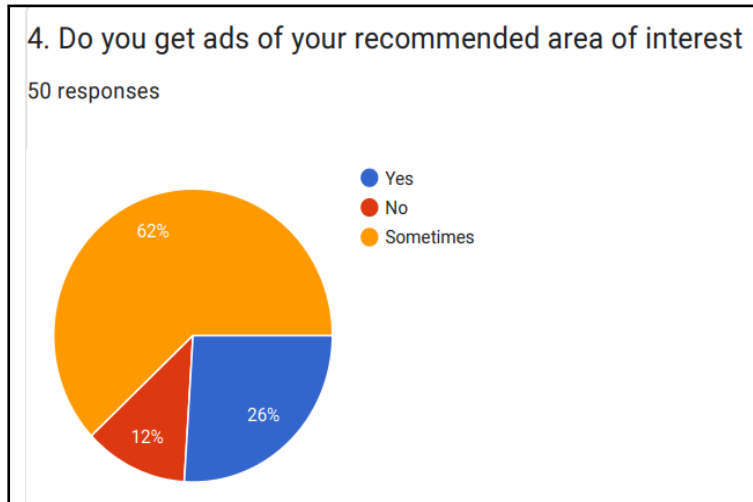
Instagram and Youtube are one of the most preferred and used social media platforms in today's world. People between the age group of 18-35 are most likely to use these platforms while people above the age of 35 prefer using Facebook to connect around.

Ref.No 3 & 4

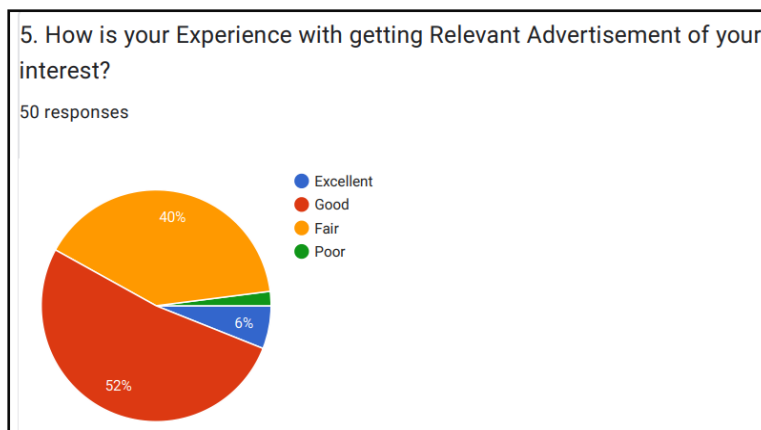


There is a clear weightage of Digital Marketing as the most effective advertising method as compared to the Traditional methods.

Traditional marketing typically consists of any promotional materials that appear offline. While Digital marketing is the component of marketing that uses the Internet.

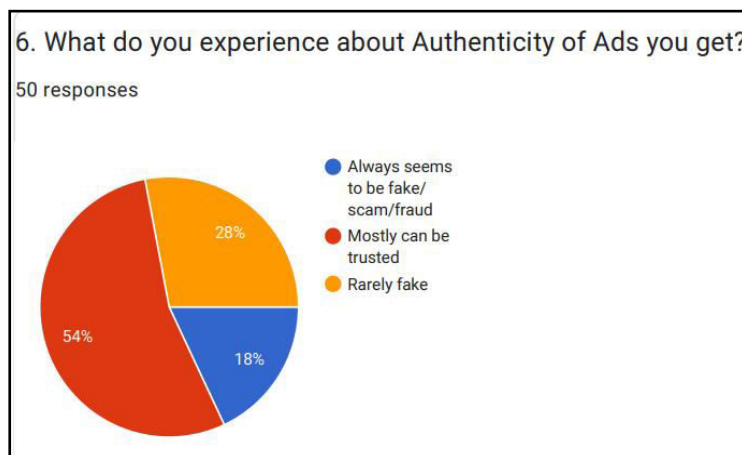


According to the survey 26% of people get ads of their interests and 62% of people are occasionally benefited with ads of their choices. Companies use ads to attract buyers, while websites which show these ads generate revenue from few clicks. But at times from the reader's perspective, they might find this a tad annoying.



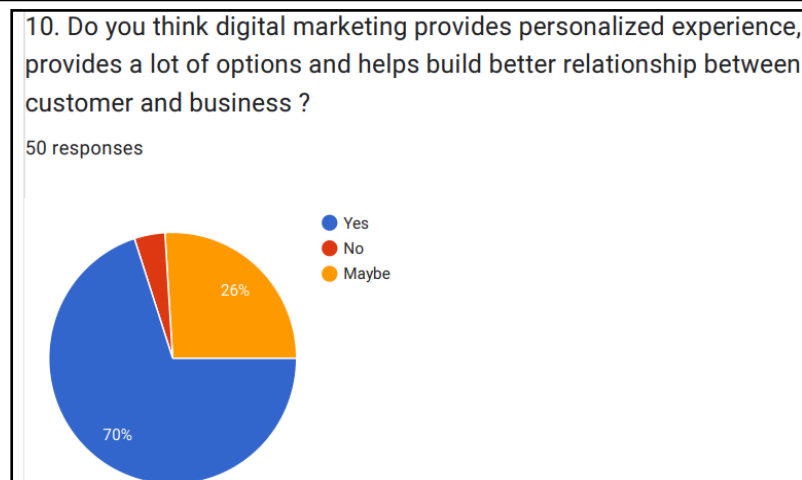
It always may not be possible for an advertisement to reach out to every single person's need, so it can be seen that the experience regarding the relevance of advertisement of choice is more likely to be - "Good" and "Fair".

Ref no 5 &6



When brands are engaging deeply with audiences, building connections that feel personal, and make their customers feel heard and understood the Authenticity of an Advertisement can be recognised.

Today due to a lot of scams taking place pretty often, some ads cannot be trusted wholly therefore according to the survey only 28% of people think that the ads are rarely fake, 54% of people think that it can be trusted while the rest consider the ads as fake advertisements as fake advertisements



Digital marketing makes a lot of opportunities and options available for a person to choose from. One of the pieces of the puzzle is to continue nurturing the customers and prospects so that customers are sustained with emerging customers. Therefore it can be seen that 70% of people consider Digital marketing helps build better relationship between customer and business.

Ref no 8

This was all about the interpretation of the Primary data collected through the survey.

8) REVIEW OF LITERATURE

A number of research papers and articles approve a detailed insight on Internet Marketing. The findings from the literature are presented below :-

(Chaffey et al., 2009) has described Internet marketing simply as 'achieving marketing objectives through applying digital technologies'. Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waithman 1996). Expecting in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement. (Penjak 2008).

9) CONCLUSION

We experience radical change in the online marketing. The consumer are looking and searching more on internet to find the best deals from the sellers around the world as compared to traditional or conventional methods. We have established from this study that more people are spending time on the internet and social networking sites. The wide range of audience utilising social media means targeted customers can be reached. And from the research we have got to know that digital platform like insta YouTube is more used by 18-25 yrs people which will contribute more to the working population and no doubt the next generation will be inclined towards the social media platform so it's indeed that social media platform and search engine optimization will have an upper hand in digital marketing. So the company who want to grow their scope in the future and spread over , need to concentrate on these 2 platforms for boosting success.

In this study, we also acknowledged that businesses can really benefit from Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, e-mail direct marketing, and social media marketing. Digital Marketing is also cost effective and having a great commercial impact on the business. Indeed, small companies are now able to reach targeted markets at a minimized cost and are able to compete with bigger companies. Based on the study it can be argued that which social media sites a company is targeting to market is another key factor in determining the success of the digital marketing.

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WEALTH MANAGEMENT

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ABSTRACT

Wealth Operation combines fiscal planning and investment strategy to sustain and grow your wealth. Alongside investment operation, it encompasses withdrawal planning, heritage duty and estate planning, and more. Above all, wealth operation affairs you investment and premonitory services under one roof to help you apply the most effective and duty. Effective fiscal plan at every stage of your life. Wealth operation is a branch of fiscal services dealing with the investment requirements of rich customer. This operation practices and corresponding services may differ from one position to another, depending on the state of the frugality, per capita income and saving habits of the people. Wealth operation related terms- Account- is the process of recording fiscal deals. fiscal statements- fiscal statements give a summary of the account of business enterprise and other and the income showing results of operations during a certain period. Commercial insurance- Combinations & accession- fiscal analysis- fiscal rates- Wealth Operation may work collectively as a single person, or as part of a small scale business or as part of large scale business.

Keywords: Wealth Management, Investment

INTRODUCTION

The idea of wealth operation first surfaced in the US in the 1990s. In substance, private banking, asset operation, duty advice, and portfolio operation are services that people admit from investment advising enterprises that also involve financial planning. Warren Buffett is the most successful investor in the world.. He indeed goes under the name" capitalist maker."

Wealth Operation is a high- position professional service that combines fiscal/ investment advice, account/ duty services, withdrawal planning and legal estate planning for one figure. Investors work with a single wealth director who coordinates input from fiscal experts and can include coordinating advice from the investors enjoy attorney, accountants and insurance agent. Some wealth directors also give banking services or advice. In others words, it's principally an investment advice or backing to manage person's fiscal requirements. These services are offered to investors in packages to give benefits with two main pretensions growth and safety of their being investments.

BACKGROUND OF STUDY

Everyone's sole financial objective is to be financially successful. But getting there requires patience, persistence, a lot of discipline, and sensible investments. It is a long trip to financial comfort. Financial advisors may also be necessary in order for us to develop the strategies necessary to meet our financial objectives. While using traditional methods might result in significant cost savings, building wealth and making investments require competence. Wealth management professionals can help in this situation. They can assist you in creating a strategy that will allow your savings to grow and continue to work for you. In this piece, we make an effort to comprehend the significance of wealth management.

OBJECTIVE

1. To know the awareness among individual for wealth management
2. To Identify the most used method of wealth management by respondents
3. To Identify what kind of planning preferred by respondent.

RESEARCH METHODOLOGY

The research methodology is the specific procedure or technique used to identify, select, process and anlyase information about the topic.

1]. **Data Collection:**

A] Primary Data-

Data Collection	Survey through Questionnaire
Type of data	Primary

Sample Area	Individual equal and above the age group
Research Instrument	Questionnaire
Type of Questionnaire	Structured
Statistical Charts Used	Pie charts,column and bar graph
Sample size	41
Sampling technique	Convenient sampling

B] Secondary Data-

Data Gathered from Internet,Websites,Newspaper and other sources is referred to as secondary data.

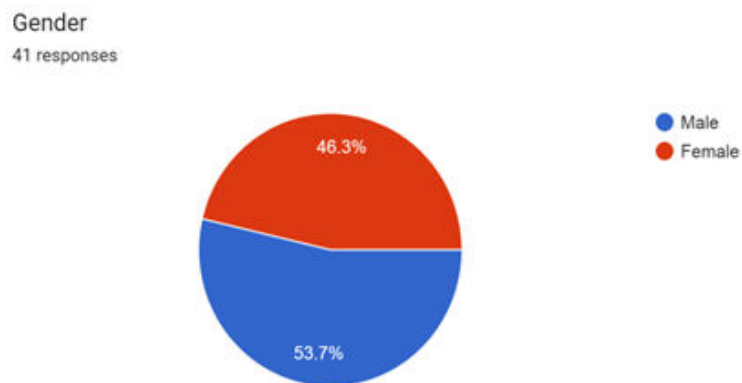
2] Limitations

- a) sample size may not complete representation the macrocosm.
- b) fully counting on the data handed by individual through questionnaire.
- c) a failure to use a arbitrary slice fashion significantly limits the capability to make broader conception from result less geographical reach.
- d) man power constraint.
- e) lack of face to face communication as large number of check is done through google form.
- f) limited of time to study the border conception.

DATA ANALYSIS

Interpretation

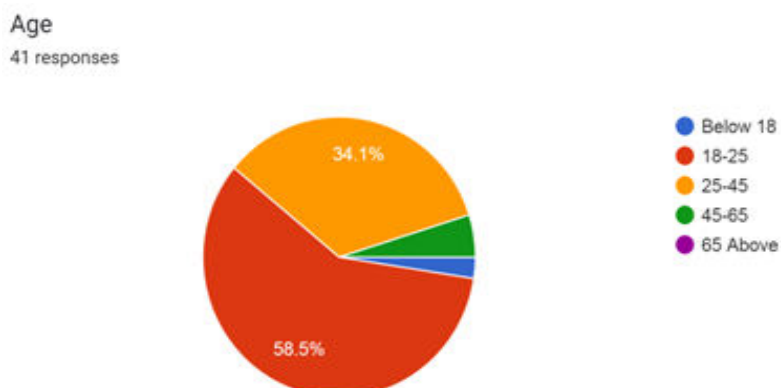
According to our survey, We Used simple Questions Such as Gender,Age Group, profession, awareness, investing or not,satisfy with that or not.



1). Analysis of Gender

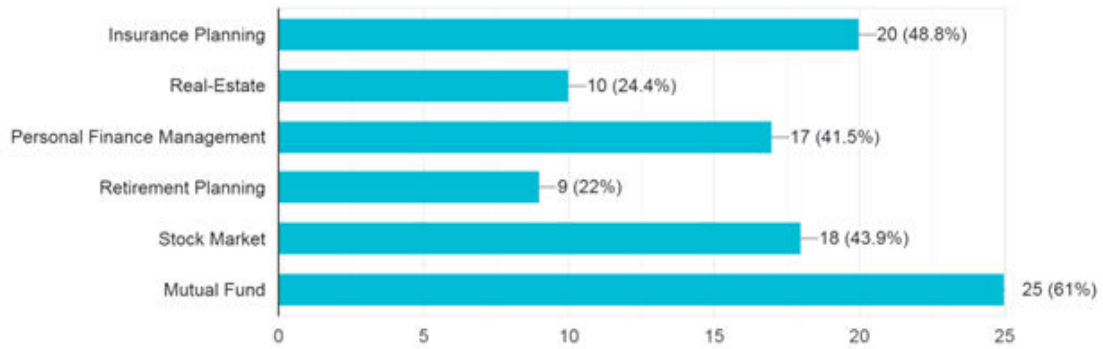
From the above table shows that 53.7% respondents are Male and 46% are Female.

2) Age



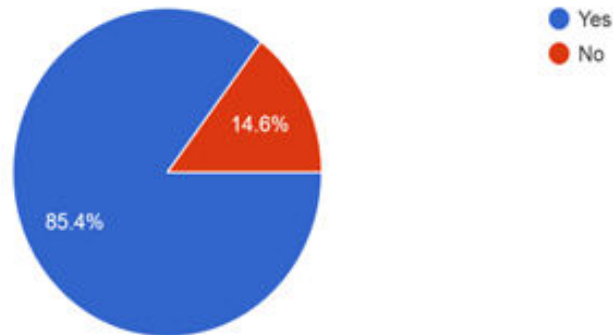
What kind of Wealth Management do you know

41 responses



Are you aware about Wealth Management

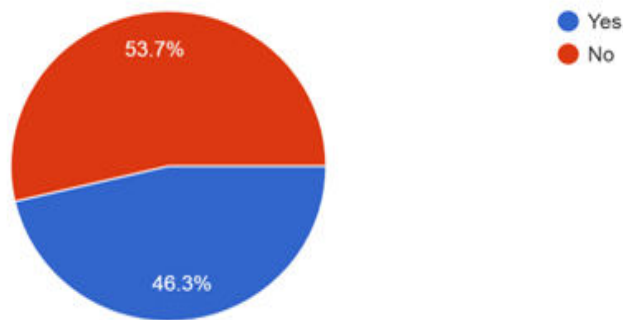
41 responses



3) From The above table that Shows 85% respondents are aware about wealth management

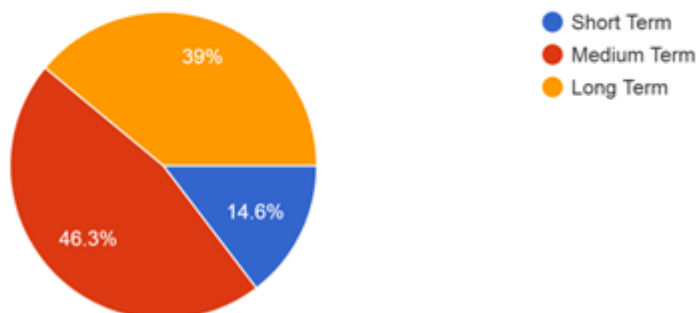
Are You Invested In Wealth Management

41 responses



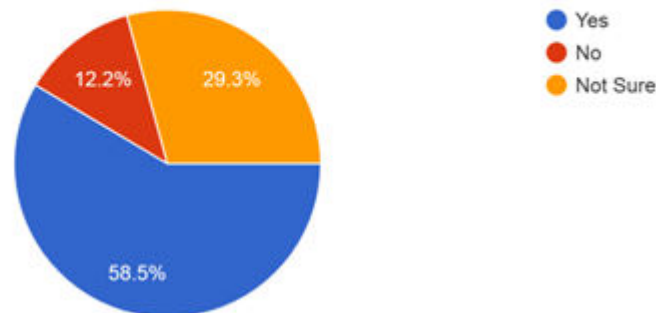
Duration you prefer for investment

41 responses



Do you have systematic approach to investing

41 responses



CONCLUSION

Given the favourable market environment and anticipated regulatory enhancements for the sector, the wealth management business in India is positioned for tremendous growth. This presents intriguing potential opportunities that will fuel the market's quick expansion and boost industry participation. In order to fully realise their potential, financial services companies must adopt a tailored strategy, taking into consideration the unique characteristics of the Indian market. This will need to be backed up by partnerships, effective technological solutions, and a cost-effective business strategy that focuses on increased transparency and compliance. Give a general outlook on risk using the saving percentage for beer.

Low saving ratios reduce risk, while large saving ratios increase risk. The danger will be greater the higher the return. Although mutual funds have historically offered superior returns than any other asset combination over the long term, SIP is now becoming increasingly used in mutual funds despite this.

The gradual expansion of wealth management as a desirable and lucrative service area within the global financial industry has been facilitated in recent years by the profusion of wealth management products and cutting-edge financial services. Technology's relentless advancement is creating new opportunities in the wealth management industry. Additionally, quick product

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Survey Form Link

<https://forms.gle/2jZN5s8bi59QA4vL7>

Other Websites

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- <https://m.economictimes.com/industry/banking/finance/banking/the-changing-face-of-wealth-management-in-india/articleshow/96084368.cms>

A STUDY ON UNDERSTANDING THE PERCEPTION OF ADOLESCENTS ON MENTAL HEALTH AND WELL BEING

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ABSTRACT

A student's mental health and well-being is an important antecedent for ensuring optimal performance for both in and outside school and the education institutes ensuring all round advancement among the students. This research aims at analysing the perception of students on different aspects of mental health and well-being that affects their personal social psychological as well as academic life. To achieve this the study has been conducted with the support of various means including surveys and other theoretical methods to cease the conclusions of this study. The skills and knowledge and behaviours that the students adapt both in and outside their educational boundaries reflects the abilities they possess and help them to build capacities of adaptability and resilience that affects their development patterns and in turn lays a foundation for how they will manage their mental and physical health throughout their lives. The identified results of this study deduce the varied methods that the educational institutes and the individual itself can comply to, to achieve desired results in direction of the anticipated goal.

Keywords: Mental Health, Adolescents, Health, Education Institutes

INTRODUCTION

Mental health problems are increasing part of the health problems emerging in adolescents all over the world. As it remains undiagnosed and partially unseen the problems the adolescents face that burdens their mental health including parental or peer pressure, family problems, academic pressure and many other problems remain unacknowledged. It is a crucial age where the adolescents are exposed to the emotional, physical and social changes including exposure to poverty, abuse and violence thus exposing them to a greater risk of mental health conditions. But the resources available to them for these mental and behavioural disorders are proportionately low compared to the burden they cause. The more risk factors they are exposed to the more the potential impact it creates is. Thus, it is important to create a safer and friendly environment for the them to make it stress free for them to enhance their holistic development. The schools and education institutes play a major role in providing these tools and facilities to ensure a better mental well-being of the students so that they can reach their learning potential and cope up with the daily struggles they face, openly connect with their family and friends and be surrounded by a community friendly environment.

BACKGROUND OF STUDY

Mental health is the dominant strand in the fabric of today's life. It is due to the altered chemistry of the adulting brain and partly due to the unfavourable psychosocial milieu that the major developmental changes that the adolescents face during the middle to secondary stage may lead to feelings of failure and inadequacy. These experiences of scantiness lead to adolescents withdrawing from academic pursuits and showing less interest and motivation to excel and form interaction with peers. It can be asserted that a range of counselling and psychotherapy models offered by their educational institutes can potentially offer the students both relief from their symptoms and freedom to the sense of choice. With regards to development adolescents is a period of remarkable growth spurt that determines how the individual will view and interact with the world as an adult. It is the stage of healthy exploration of identity and learning independence interlinking the disquisition of general, social and sexual awareness and wellness among the adolescents.

METHODOLOGY

This research discusses the psychological and emotional impact of education system on a student's mental health. The main methods that formed the ideational basis of the study are: balancing, analysis and combination. A survey form was distributed among the school and college students of age group 15 onwards up till the age of 20. This form was created on the basis of questions assessing the mental health of an individual student and its factors including education system and institutions and other elements from the point of view of the individual student. There were 113 responses collected through the survey from various school and college going students. The psychological functioning and self-esteem assessments conducted revealed considerable evidence of excessive academic pressure and little to no proper counselling facilities provided by school or college premises, with colleges focusing considerably more on these factors. Lack of these facilities leads to the continuity in regression of poor mental and emotional health of a student rather than its progress. These findings

promoted to this study to focus on the fact that peer pressure due to unorganized education system, excessive workload, grades pressure, non-availability of counselling facility and staff at campus and other personal and non-personal rather general problems faced by these adolescent students remain unacknowledged and thus result in further degradation of their already poor mental health



DATA ANALYSIS AND INTERPRETION

The survey method was used in this study. A sample of 113 school and college going students between ages of 14- 24 years was collected. Out of the given students those who were provided with proper access to counsellors and counselling cells through their educational institutes showed lesser signs of emotional and mental burdening on themselves including various physical symptoms as well. A majority of the responders i.e., 76.1% did not have any access to proper authoritative body for mental health counselling by their educational institutes. This showed results of simultaneous psychological and emotional effects including denial, anxiety, worry about the future, feeling of isolation and other symptoms as well as physical effects including increased heart rate and blood pressure, headache, hair loss, eye strain etc... Those deprived of the facilities reflected more of these symptoms especially during the examination period.

HYPOTHESIS

I. Significant differences can be seen between children provided with mental health facilities by their educational institutes and those who are deprived of it.

II. The changes include social, mental and behavioural changes.

III. These changes have an effect on other aspects of their life including personal non personal and academic lives, affecting scoring patterns and even daily schedules and sleeping patterns.

IV. The consequence of failing to address these problems have an effect on the adolescents leading to increase in number of cases of depression anxiety and behavioural disorders among them.

CONCLUSION

In conclusion, middle childhood is a period of stupendous experiences in an individual's life. Middle childhood is the term for the cerebral development of children. It's the phase in which there is cognitive development in adolescents. The school environment plays a vital role in encouraging protective factors for mental health, such as socializing ability and emotional aptitude. This research paper examined the psychological and emotional experiences of adolescents. The core intention of this article is to create awareness about the phases of stress that a student goes through due to excessive academic pressure, which in turn affects their mental health. Anxiety, panic attacks, depression, and psychosis are also issues faced by students along with academic stress. Due to the basic human nature of having high expectations in academics, the students are majorly distressed. This also leads to fear of failure and thereby extensively affecting their morale and self-confidence. The Education System should take steps comprehensively to reduce stress levels in adolescents. This motive can be achieved by conducting yearly or half-yearly counselling sessions, inducing students into numerous co-curriculum activities, and by the use of multiple psychotherapy models that are made available by the psychologists.

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CONCEPT OF DIGITAL MARKETING

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ABSTRACT

Digital marketing is also known as Internet or Online marketing. It is used by brands for promotion of their products. It bridges the gap between potential buyers and seller. Digital marketing helps in targeting specific chunk of buyers unlike traditional way of marketing. Main focus of Digital marketing is promotion of product and services, targeting new customers and holding existing customers, cost of Digital marketing is very less comparative to Traditional marketing. It is expected that Digital marketing sector will grow 27% more in 2023. In 2020 India had 700 million Internet users. And till 2025 this numbers are expected to cross the mark of 970 million according to certain reports.

Keywords: Digital marketing, Promotion, less costly.

1.INTRODUCTION

"Digital marketing" refers to marketing that uses any electronic device or social platform to promote their product or service. Practically, digital marketing is marketing that appears on a laptop, computer, tablet, smartphone, or any other device. This can be accomplished in a variety of ways, such as by displaying advertisements or paying for social media advertisements. It is nothing more than connecting the large number of customers using the web, the internet, and other forms of digital communication.

2. BACKGROUND (HISTORY)

The term Digital Marketing is renowned from 1990s. In the beginning Web 1.0 platform allowed users only to search the data they want but won't allow them to share the data over the Web. Until then, marketers worldwide are not sure of the digital platform. They were not sure about their strategies in the internet world because till that time it was not widespread. In the 1993, the first clickable banner got viral, after which Hotwired which was 1st commercial online magazine purchase those clickable banners. This was the beginning to the Digital Era of Marketing. From then various technologies enter in the Digital marketplace. In 1994 Yahoo launched its 1st Web page which was known as "Jerry's Guide

to the World Wide Web". On which Yahoo received close to 1 million hits in just 1 year. This promoted the change in Digital Marketing Era.

3.OBJECTIVES

I. Promotion

II. Less costly

III. Profit

4. ADVANTAGES OF DIGITAL MARKETING

The important advantage of digital marketing is that we can reach a targeted audience in a cost-effective way. Other digital marketing advantages are brand loyalty and online sales.

Global reach

Through an online platform, we can find new markets and trade globally for a small investment.

Lower cost

A properly planned digital marketing campaign can reach the right customers at a lower cost as compared to traditional methods.

Personalisation

If the customer data is linked to the website, then whenever they visit the website, we can greet them with targeted offers. The more they purchase from our website, the more we can fine-tune their profile.

Openness

By managing all the activities carefully, we can build customer loyalty and build good repeat business in the market.

5. REVIEW OF LITERATURE

5.1 Sania Dara (2016) explains In the digital age, marketers face new difficulties and opportunities. The power of the internet is used by digital marketing to create demand, which is then met in novel and creative ways. Digital marketing, in other words, is the use of electronic media by marketers to Market the products and encourage sales. Digital marketing can provide value in the forms of consumer time, attention, and advocacy. Utilizing the advantages and difficulties provided by the digital media, digital marketing techniques build upon and adapt the ideas of traditional marketing. This essay emphasises the value of digital marketing to both businesses and consumers. This essay also discusses the distinctions between traditional and digital marketing.

5.2 P. Sathya (2015) says, Marketing professionals utilise digital marketing as a means of electronic communication to promote their products and services to potential customers. The main goal of digital marketing is to appeal to consumers and give them the opportunity to interact with the product through digital media. This column focuses on how important digital marketing is for both Marketers and consumers. We evaluate the effectiveness of digital marketing based on the company's sales. In order to provide a clear image of the current study, 100 respondents' opinions were collected.

6. RESEARCH AND METHODOLOGY

6.1 Primary Data

For the better knowledge of Digital Marketing, we conducted a survey through online means i.e., through Google Forms. We asked certain question in that form.

6.2 Secondary Data

After Google forms. Next major source of data collection was Book written by Miss. Seema Gupta known as Digital Marketing.

6.3 Sample size: The sample size of our google form was.

State: - Maharashtra

District: - Thane

Age group: - 20 - 45

No of Responses collected: - 60

7. DATA ANALYSIS & INTERPRETATION

As we conducted a survey throught google forms and collected responses from 60 people. We got to know that 90% of voters choose Digital marketing for promotion rather than Traditional method of Marketing. Talking about source of Promotion 53.3% voters think Instagram is the perfect social media platform for their product awareness and promotion following it is Facebook with 30% of votes and then LinkedIn with 16.7% of votes.



Figure 1.1



Figure 1.2

According to our secondary data in year 2019 Facebook was the most used platform by brands for Promotion of Product. From our Google Form result we got to know that 95% of voters think that Digital marketing is the future of Marketing sector. Hence Brands have started to adopt this methodology from Now on words.

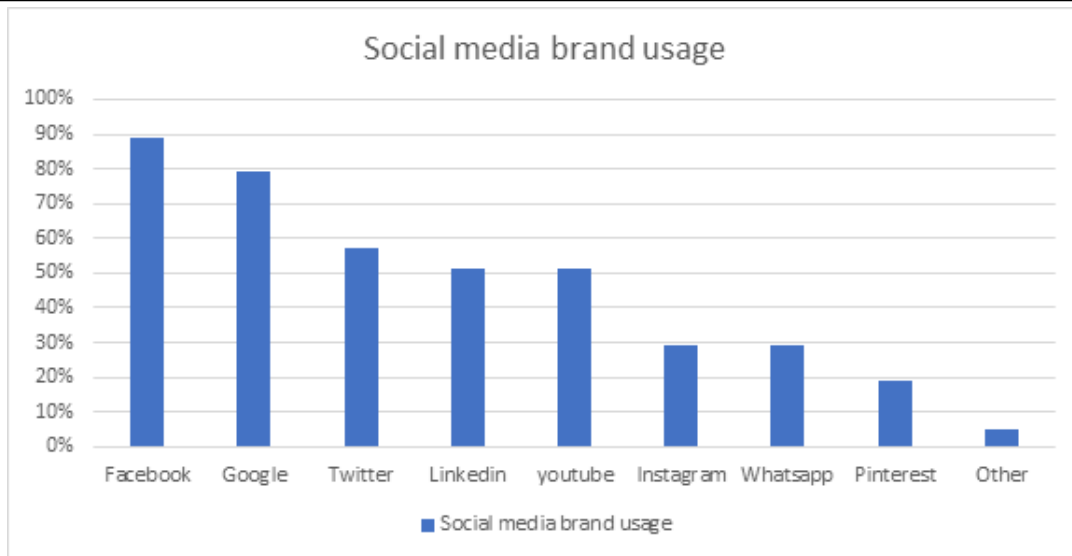


Figure 1.3

8. CONCLUSION

Nearly all of the respondents concur that the rise in internet and mobile usage has contributed to the expansion of digital marketing. Therefore, it is increasingly evident these days that customers want access to digital marketing, which is a result of the increased usage of the internet. As a last point, it should be mentioned that practically all respondents to this study have experienced the phenomena of the expansion of digital marketing. The rise in internet usage is closely tied to the expansion of digital marketing. Consequently, the marketing industry is seeing the effects of the internet era.

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A STUDY ON E-COMMERCE: IS E-COMMERCE A BOON OR BANE

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ABSTRACT

E-commerce or Electronics commerce is a methodology of modern business. E-commerce is a boon for modern. E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. Which addresses the need of business organisations, vendors and customer to reduce cost and improve the quality of goods and services while increasing speed of delivery. E-commerce can be used in banking, shopping, conducting auctions, travels reservations, trading, video conferencing, learning. It's common to see people spending their time daily more on the internet for business, marketing, entertainment work, study, and learning. Now a day's all the commercial and social activities are connected to the internet. And without E-Commerce, the world around the internet is impossible and unimaginable. For this reason, E-Commerce has become important in our daily life. According to a report, worldwide e-commerce sales are expected to grow to 4 Trillion Dollars by 2020. The current research has been undertaken to describe the scenario of E-Commerce, analyse the trends of E-Commerce. The study further examines the key variables important for the success of E-commerce business models.

INTRODUCTION

Electronic commerce is the purchase and sale of goods and services or the transfer of money or data over electronic networks, primarily the Internet. These business transactions occur as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer, or consumer-to-business.

The terms e-commerce and e-commerce are often used interchangeably. The term e-tail is sometimes used in reference to the transactional processes that make up an online retail purchase.

Over the past 20 years, the widespread use of e-commerce platforms such as Amazon and eBay has contributed to significant growth in online commerce.

BACKGROUND OF STUDY

E-commerce is quickly becoming a recognised and utilised business paradigm. More and more companies are developing websites with features for conducting online business transactions. It is safe to argue that doing your buying online has become routine. The goal of this project is to create a general-purpose online store where people may shop for items like clothing while lounging at home. However, this study will focus on online clothing buying for implementation purposes. Most businesses today tend to expand their market channels into the online market in an effort to increase revenue, awareness, and dependability. The Internet is the most popular form of corporate media due to its capabilities of global connection and quick access.

OBJECTIVES OF STUDY

The objectives of present study are:

1. To understand the present status of E-commerce and analysis trends of E-Commerce; and
2. To understand the key variables that increased usage of E-Commerce.
3. To Study the impact of Covid-19 on E-Commerce.

RESEARCH METHODOLOGY

The research methodology is the specific procedure or technique used to identify, select, process and analyse information about the topic. The Methodology section answer two main questions:

1. How was the data collected or generated?

2. How was it Analysed?

The following indicate the methodology used in collecting this particular research:

1. Area of Study-

The area of study will be students' age group of 18 to 25 of Thane district.

2. Data Collection**Primary Data**

A questionnaire will be made and circulated among students both male and female belonging to different colleges of Thane city.

Secondary Data

In order get in depth information various research papers publish in a reputed journal were referred along with this various news articles, journals, magazines and different websites are also the major sources of data collection.

3.Sample Size

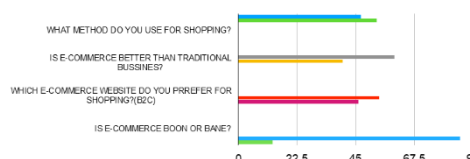
The sample size for this study will be the students of Thane city.A sample of 40 students belonging to different colleges was selected from thane city.

4.Tools

The data can we analysed with the help of charts and graph in order to draw specific conclusion.

DATA ANALYSIS

- ONLINE
- OFFLINE
- AGREE
- DISAGREE
- AMAZON
- FLIPKART
- BOON
- BANE



INTERPRETATION

According to our survey, there is not much difference between online shoppers and offline shoppers. In the above graph, you can see that offline shoppers are only a few points higher than online shoppers. According to the survey, people think there is security issues in online shopping that's why people prefer offline shopping, but many people think that E-commerce is better than traditional. While choosing any eCommerce websites people consider customers service provide by that website, security is also a type that consider while choosing any eCommerce websites. Survey says that lots of people think E-commerce is a boon because it helps businesses to scale their business at a large level.

CONCLUSION

With the growth of electronic commerce (E-commerce) and the projected future increase in online business transactions, it is important that E-commerce realises its full potential. The contribution of this study, therefore, was to definitively fill this gap by showing the fit characteristics of the individual customer base and the socio-demographic profile of Internet users as key factors in Internet acceptance. E-commerce has impacted all segments, demonstrating the impact of consumer profiles regardless of gender, education, income level, or other demographic and socioeconomic characteristics. More specifically, the results show that the typical profile of a typical Internet user is male, highly educated, and earning from him RM1,000 to him 3,000 per month. Based on this result, you are most likely to use the Internet for information, marketing, direct selling, or online shopping.

WE FIND THAT

1. Some people are still not doing online shopping due to security issues and extra cost.
2. But at the same time people also think E-commerce is better than traditional business and it's a large market.
3. At last we find that, E-commerce is a boon for modern businesses.

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MENTAL HEALTH OF ADOLESCENTS DURING COVID -19

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INTRODUCTION

Children and Adolescents are distinctly different from each other and from adults.

This Research Paper examined several models of Adolescents Behavior. Due to the uniqueness of each individual's condition and process, scholars and practitioners vary regarding how they Conceptualize adolescence.

Generally speaking, helping professionals consider the age span of 14-18years as the mid- to late adolescence developmental period (Coleman and Hendry, 2011).

As the final phase before one becomes a legal adult, this stage in life can be qualified by a number of physical, cognitive, and social/emotional benchmarks. Overall, this developmental stage consists of milestones such as the maturation of the physical body, cognitive refinement areas of intellectual and interpersonal interest, and movement toward social and emotional independence.

While this stage is typically comprised of many exciting life choices and developments, it can also create a significant amount of angst and dissonance for young people as they wrestle with determining personal priorities and making life-changing decisions regarding important topics such as education, peer groups, and family relations, (Coleman and Hendry, 2011).

BACKGROUND OF STUDY

Young Adolescence is a significant time period where older children start to shift from the immaturity of childhood into the realm of mature adulthood (Hashmi, 2013).

This time period is sometimes viewed as a transitional stage encompassing physical, cognitive, and social/emotional transitions, and serves as a springboard to independence .

As young adolescents begin to exert a more mature physical appearance and growing independence, they still need support, guidance, and nurturing from their parents and adults in their lives.

The COVID-19 pandemic has brought on far-reaching consequences for adolescents. Adolescents with early life stress (ELS) may be at particular risk.

We sought to examine how COVID-19 impacted psychological functioning in a sample of healthy and ELS-exposed adolescents during the pandemic.

OBJECTIVES OF STUDY

1. The Mental Health and Mental Disorders objectives also aim to improve health and Quality of Life for people affected by these conditions.
2. Mental disorders affect people of all age and racial/ethnic groups, but some populations are disproportionately affected.
3. Learning about mental health illnesses will leave a positive impact on the students struggling: they'll learn about therapy and how to treat their problem.
4. They'll be more ready to talk about it. they'll acknowledge that they have COVID-19 pandemic has been a period of upheaval for college students.
5. The objective of this study was to assess the factors associated with the increased levels of mental health burden among a sample of undergraduate college students in Northern New Jersey, the region of the U.S. severely impacted by the outbreak of COVID-19 a problem.

REVIEW OF MENTAL HEALTH

The review included any observational studies that used surveys or interviews to determine the mental health symptoms of subjects before and during the pandemic.

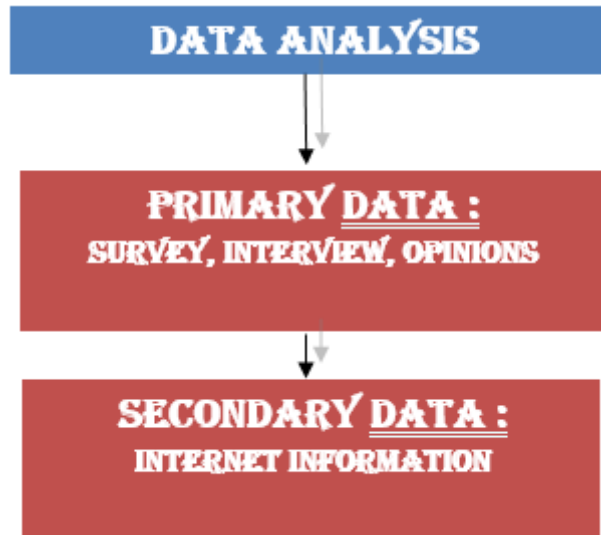
These included longitudinal, repeated cross-sectional, cohort, panel, time series and time trend studies.

We excluded single cross-sectional studies, studies that using modeling to predict the impact of the pandemic on mental health or studies that used different measures to compare outcomes before and during the pandemic.

The periods before and during the pandemic were the pandemic periods defined by the authors of the included studies and at least one corresponding pre-pandemic period.

It is worth noting that we have previously reported findings on the registered mental health service use, self-harm and suicides based on administrative data so these types of studies were also excluded in this review.

RESEARCH METHODOLOGY



MENTAL HEALTH DETERMINANTS

1. Emotional Disorders:- Emotional disorders are common among adolescents. Anxiety disorders are the most prevalent in this age group. It is estimated that 3.6% of 10-14 year-olds and 4.6% of 15-19 year-olds experience an anxiety disorder.

2. Behavioural Disorders:- Behavioural disorders are more common among younger adolescents than older adolescents. Attention deficit hyperactivity disorder (ADHD), characterized by difficulty paying attention, excessive activity and acting without regard to consequences, occurs among 3.1% of 10-14 year-olds and 2.4% of 15-19 year-olds.

3. Eating Disorders:- Eating disorders, such as anorexia nervosa and bulimia nervosa, commonly emerge during adolescence and young adulthood. Eating disorders involve abnormal eating behaviour and preoccupation with food, accompanied in most instances by concerns about body weight and shape.

4. Suicide and self-harm:- Suicide is the fourth leading cause of death in older adolescents (15-19 years). Risk factors for suicide are multifaceted, and include harmful use of alcohol, abuse in childhood, stigma against help-seeking, barriers to accessing care and access to means of suicide.

CONCLUSION

This systematic review examined the psychological status of the general public during the COVID-19 pandemic and stressed the associated risk factors.

A high prevalence of adverse psychiatric symptoms was reported in most studies.

The COVID-19 pandemic represents an unprecedented threat to mental health in high, middle, and low-income countries. In addition to flattening the curve of viral transmission, priority needs to be given to the prevention of mental disorders (e.g. major depressive disorder, PTSD, as well as suicide).

A combination of government policy that integrates viral risk mitigation with provisions to alleviate hazards to mental health is urgently needed.

On average, this study demonstrated large increases in depression and anxiety in adolescents who were healthy prior to the COVID-19 pandemic, exposed adolescents evidenced high but stable symptoms over time.

SUGGESTIONS

1. Children may respond to stress in different ways such as being more clingy, anxious, withdrawing, angry or agitated, bedwetting etc.

2. Respond to your child's reactions in a supportive way, listen to their concerns and give them extra love and attention

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- 3.Children need adults' love and attention during difficult times. Give them extra time and attention.
 - 4.Remember to listen to your children, speak kindly and resure them.
 - 5.If possible, make oppotunities for the child to play and relax.
 - 6.Try and keep children close to their parents and family and avoid separating children and their caregivers to the extent possible. If separation occurs (e.g. hospitalization) ensure regular contact (e.g. via phone) and re-assurance.
 - 7.Keep to regular routines and schedules as much as possible, or help create new ones in a new environment, including school/learning as well as time for safely playing and relaxing.
 - 8.Provide facts about what has happened, explain what is going on now and give them clear information about how to reduce their risk of being infected by the disease in words that they can understand depending on their age.
 9. This also includes providing information about what could happen in a re-assuring way (e.g. a family member and/or the child may start not feeling well and may have to go to the hospital for some time so doctors can help them feel better)

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A STUDY ON MENTAL HEALTH AMONG DISABLE AND NORMAL PEOPLE WITH RESPECT TO MENTAL WELLBEING

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ABSTRACT

*A mental illness is a condition that affects a person's sensible thinking, feeling, way of behaving or mood. These conditions extremely impact day-to-day living and may also influence the potential to relate to others. If you have or think you might have a mental illness, the very first thing you must have knowledge that **you are not alone**. Mental health conditions are far more usual than you think, for the most part because people don't like to, or are afraid to, disclose them.*

In this paper we have executed that the goal of this research was to find out a mental health among disable and normal children. Mental problems are increasing part of health problems the world over. It was applied to check the significance of mental health among disable and normal children method is used.

Results disclose that there is remarkable difference in mental health among disable and normal children.

Keywords: Mental Health

INTRODUCTION

Mental health decide how you think, feel and act. Good mental health is when you feel positive and happy about yourself and cope well with the everyday constraint. If you encounter issues dealing with everyday problems, it could be a sign of a mental health problem and should notice immediately.

Mental health contains our emotional and psychological, social well-being. It influence how we think, feel, and act. It also helps decide how we handle stress, relate to others, and make healthy choices. Mental health is vital important at every stage of life, from childhood and adolescence through adulthood.

The combination of social and demographic factors most commonly associated with mental health care use are the child's age gender, race/ethnicity, residence, and income, education status. In addition, family factors such as parental distress and family conflict and burden have been agreed with children's use of mental health care. Some studies also have indicated that disability status and health problems are important precise.

Family members are frequently the most knowledgeable about children's health care needs, and can be essential in knowing mental health problems and helping in the process of gaining mental health services. In fact, with this study it is found that parental disclosure of a child's psychological problems was a better predicted by parents than the physician.

BACKGROUND OF STUDY

Disability Is a part of being human and it is integral to the human experience. In the past 3-4 decades the mental health problems among disabled and normal students has increased. It has shifted from individual to more social Phenomenon. The concept of disability introduced that the society has erected barriers physical, mental which affect the person with disabilities.

In India mental health determine how you feel, think and Act. Today's 1.3 billion people like 16% of global population experience significant of disability and the number is growing. In India approximately 26.8 million people are disabled and many of them affecting by mental health varieties of facts that affecting mental health among disabled students like social, psychological, biological and genetic.

In the pandemic situation the impact of Covid-19 on students has been enormous with an increase in worries about physical and mental health. Student with disabilities or health concern faced various problems during Covid-19. Major impact on mental health and education. Many of them suffered from lack of adequacy of protection fear of taking virus to their families. According to recent studies females are more commonly affected during the time of pandemic by mental health compared to male. During the pandemic there were period of uncertainty for all of us.

Due to various Disturbing experiences, stress has increased among young people resulting in the development of various physical and mental disorders. poor mental health will decrease the life of student. That's why, There is need to study about this topic.

OBJECTIVES OF STUDY

✓ To Study about Mental Health of Disable and Normal children.

- ✓ To Raise awareness among people about the mental health continuum.
- ✓ To promote help seeking behaviour and emotional well-being practices and prevent suicide through separate education and outreach events.

SCHEME

The Indian Government Offers Various Schemes For Disabled Students. There Are Two Insurance Policies For Disabled Students.

1. Niramaya Health Insurance
2. Swavlamban Health Insurance.

There are Also Benefits Regarding Income Tax. While filing for income tax, both the person with the disability and their family members can avail of tax benefits. For persons with **40% to 79%** disability a tax deduction of up to **Rs. 75,000** can be availed per year. persons with more than **80%** disability can avail of a tax deduction of **Rs. 1,25,000** per year.

Under Section 80U, a disabled person can claim tax deductions on medical expenses incurred over the year. **Samagra Shiksha** is scheme for School Education. The Scheme is conduct, control and maintain by the provisions of the RTE Act, 2009.

REVIEW OF LITERATURE

1. **Taylor & Francis (2011)**: he explains mental health is often reluctant to seek help the research presented your forms a narrative review and deliberate to be structured review.
2. **J.M counselors-of psychologist and counselors (2013)**: explain the mental health and students with disabilities, increasing risk of experience in Mental health difficulties. This research related to mental health with the focus of understanding probable pathways between disability and mental health difficulties and examination proof for effective prevalent and targeted inventions.
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RESEARCH METHODOLOGY

Data collection

- ✓ **Primary**: The research work has been done at an online platform. At a primary level a survey was undertaken by us by circulating google forms to various children. And then by collecting their responses the work was completed and presented.
- ✓ **Secondary**: For this research work some information which is related to the numerical factors like the count if disabled children in India and the total population and much more is acquired by the source of social media and through Google, Browser etc.

RESEARCH DESIGN

As the survey was undertaken by us to collect the information. And with the help of that the statistical analysis was done to examine the situation. Closed questions with multiple choice options were provided by us for the survey and on that basis the graphs were presented.

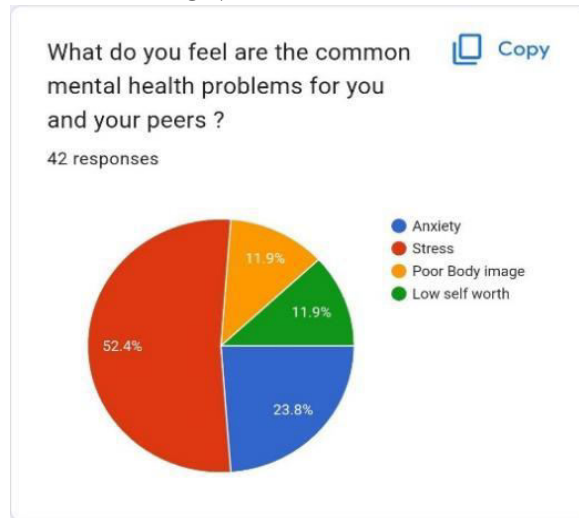
SAMPLE SIZE

According to purpose of present study few disable and normal children were taken from different parts of thane city. Age range of sample was 15-22 year. The sample was selected by random method from different source of social media and google forms.

LIMITATIONS

The survey conducted was from the age grp of 15-22 yrs and was undertaken in the locality of Thane District.

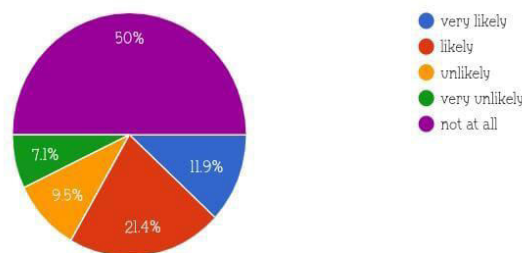
DATA ANALYSIS AND INTERPRETATION



Respondents were asked about their feeling towards common mental health problems. From the above diagram we can see that the 52.4 % Student Suffering From Stress. 23.8% Students Having Anxiety.. whereas There are Equal Percentage (11.9%) Between low self worth and poor body image.

If you are struggling with something emotional, like depression, anxiety or thoughts of suicide, how likely are you to talk to your parents about it ?

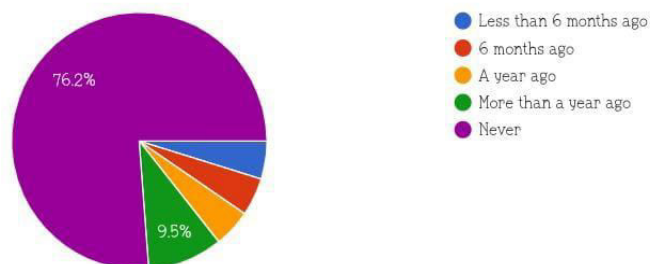
42 responses



From this pie chart we can get to know that 50% of the individual from overall survey children's don't want to share their problems with their parents about the phases they are going through and on other side 21.4% visuals are likely to share with their problems level 0.9% are very likely talking which things are bothering them.

When did you last get your mental health examination done?

42 responses



In this chart 76.2% of the individual has never had their mental health examination why aren't mental health issues taken so seriously sea has legitimate from this survey we get to know that many people don't know that emotional suffering can dominate their lives of many coping with a diagnosable mental health

INTERPRETATION

For doing a research on the topic Mental Health among disable and normal children we did a survey through online mode by circulating google survey forms to various children from the age group of 15-22 yrs and received 42 responses for the same. In this majority of the children were from the age group of 18-20 yrs which were undergraduate.

In the data the majority of the children with 78.6% were not diagnosed with a mental disease before.

The second was 76.2% children with majority have never done there mental health examination yet.

With a equal of 45.2% of children sleeps 4-6 hrs and 7-9 hrs per day.

Also 50% of the children stated that they not at all talk to their parents if they are struggling with thoughts of suicide or depression or something emotional etc.

Fun game sessions is most responded to be known as mental health support followed by tips on coping up the situation.

Stress is said to be the most common mental health problem among children with 52.4%.

So, this was the overall review about the responses with we receive through our research survey.

CONCLUSION

In conclusion for this topic, people with intellectual disabilities can live their life satisfyingly with the adequate supports of the peoples and their family members . it is important to realise that it is not just person with mental illness who needs to be loved but it is also important for those people to be loved who looks after the disable persons. Mental illness is definitely a challenging deal. therefore, it is not just simple to handle it or overcome it. you have to be strong and never ever lost determination.

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A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

This research attempted to find out the factors that are affecting customers' intention and satisfaction to shop online. Recently the e-commerce platform is playing an important role in some areas; its activities are a subset of e-business activities. People can easily buy or sell from home using their phones. Earlier in the traditional way people had to go to the market and make physical efforts to buy things, but with e-commerce, it has made physical work easier and saves time. The biggest advantage of e-commerce is the ability to provide secure shopping transactions via the internet and coupled with almost instant verification and validation of credit card transactions. E-commerce has increased online education. The E-commerce sector is essential in developing countries. The research strategy shows the importance of e-commerce in developing countries for business applications.

Keywords: Customer satisfaction, E-commerce, Online education, Business.

1. INTRODUCTION

E-business has seen a significant rise in popularity in recent years, due to the increased globalization of the world and the need for business to reach more customers. But after the covid -19 pandemic , online business has become more important as people look for way to stay connected and conduct business from home with more people relying on online services, E-business provide an efficient and cost effective way for business to reach their target audience. Furthermore, it also allows businesses to easily manage their operation from anywhere in the world.

Online shopping has revolutionized the way people buy goods and services. With the rise of e-commerce, consumer now have the convenience of browsing a wide selection of products from different retailers with just a few click. Moreover online shopping has become an incredibly cost-effective way to purchase items with great discount on almost any product imaginable. From groceries to electronics, customer can save time and money by purchasing items directly from seller without an intermediaries service over the internet. Shopping online can be both a blessing and a curse. While convenience of browsing thousands of products from home is attractive, there is the risk of receiving something that is not what you expected. This can be frustrating and time consuming as customer must often return items that don't meet their expectations.

2. BACKGROUND OF STUDY

During online shopping, many problems arise, such as poor quality, hidden charge, payment failure etc. which adversely affect the company's brand and dissatisfy customers. Customer satisfaction is very important for to the business.

Customer feedback is essential for any business to grow and succeed in today's digital age. Company must understand how customers feel and think about their products, services and website experience in order to make improvements that will retain and attract customers. With the rise of e-commerce, feedback from online shopper is especially important as it can provide valuable insight into what needs to be done in order for a website to be successful.

3. OBJECTIVE OF STUDY

- i) To know satisfaction level of customers shopping online.
- ii) To find out usually what kind of problems arise while shopping online.
- iii) To get customers feedback towards goods and services provided.
- iv) To make company more aware about customers requirements and expectations.

4. REVIEW OF LITERATURE

United Nations Conference on Trade and Development (2022)- UNCTAD conducted a survey which shows that the Covid-19 has altered the way people shop. Following the pandemic, more than half of the survey's respondents now shop online more frequently and rely on the internet more for news, health-related information and digital entertainment.

2. Shanthi and Kannaiah (2015) – This research investigated about how students feel about online buying in India. Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Young people have been the majority shoppers online and thus this study finds out the attitude of youth towards online shopping.

3. Krishnan and Subramaniam (2022)- Points out that online shopping is the latest e commerce phenomenon and the wave of future. The growth of e commerce has not only changed the way customers shop, but also their expectations of how brands approach customer and provide customers choices.

4. Vaghela (2014)- Points out that although most consumers believe online shopping to be beneficial, there are some drawbacks. People are not satisfied with delivery time taken, hidden charges and lack of interaction.

5. RESEARCH METHODOLOGY

i. Data Collection

a. Primary data - Primary data refers to the first hand data gathered by the researcher himself. In this study, the primary data was collected through a structured questionnaire. Questionnaire was the main and important tool for collection of the data.

b. Secondary data- Secondary data are those Information that are already published. For the study the data collected from secondary sources are;

- Internet
- Websites
- Existing research and scholarly work.

ii. Research Design

It intends to explore the customer's satisfaction on online shopping. A direct survey in the form of Google Form was used to collect the data for this study.

iii. Statistical Tools

The data collected through questionnaires were analyzed using simple percentage analysis, graphs, charts, tables and diagrams.

iv. Sample Size

The sample size used for study is 30.

v. Hypothesis

H1. When shopping website service quality is raised, customer e-satisfaction increases.

H2. When shopping website service quality is raised, customer e-loyalty increases.

H3. There is no significant relationship between gender and level of satisfaction towards online Purchasing.

H4. There is no significant relationship between age and level of satisfaction towards online purchasing.

vi. Limitation

a. The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias, so the accuracy is not true.

b. Due to storage of time and other constraints, the study has been limited 30 respondents only.

6. DATA ANALYSIS & INTERPRETATION

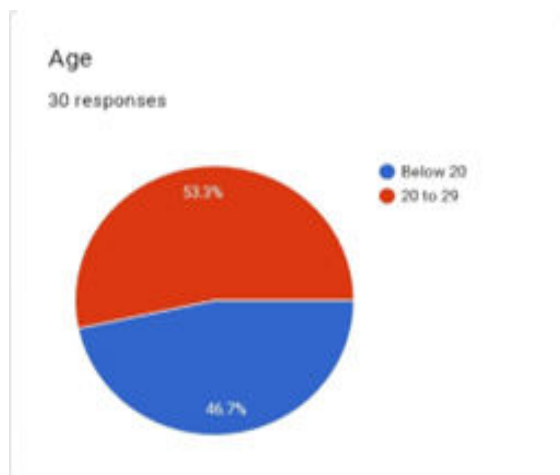


Figure 1. Representation of age group in online shopping questioner.

53.3% respondents are in the age group of 20 to 29 and the rest 46.7% respondents are in the age group of below 20.

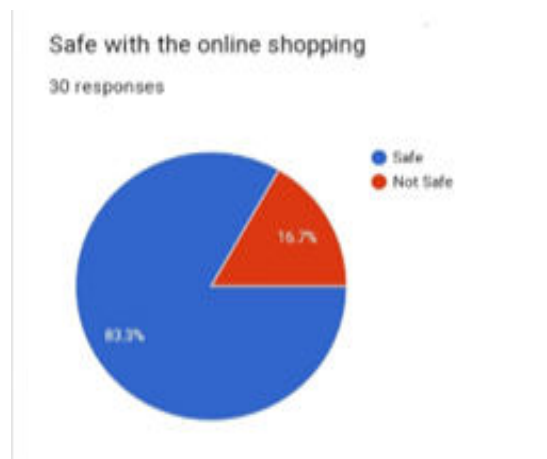


Figure 2. Representation of percentage of safe with online shopping questioner.

Most of the people buy products online without any fear because of their good experience. The company's/ brand provides good quality products to people with the online process that's why most of the people feel safe with the online shopping. 83.3% of respondents are safe while online shopping.



Figure 3. Representation of mode of payment preferred while shopping

Respondents prefer 'cash on delivery' mode of payment rather than 'online payments' like Google pay, Phone Pay, etc. because sometimes there are issues while paying online.



Figure 4. Representation of website preferred during shopping

Most of the respondents prefer 'Amazon', 'Flipkart' websites for online shopping because they provide good quality products with best price and they delivered products on time. They provide discounts on orders like '20% cash back', 'Free Delivery', etc.

7. CONCLUSION

In general, today's businesses must always strive to create the next best thing that consumers will want because consumers continue to desire their products, services etc. to continuously be better, faster, and cheaper.

This paper proposes a six-layers reference model for E-Commerce. Although it is not intact, we hope it could be helpful to grasp the whole view of E-Commerce, understand the relationship between each part, focus on the main tasks and find out potential problems.

By this reference model, we could find out that almost every walk of life may contribute to E-Commerce and find its own interests in E-Commerce. Therefore, E-Commerce is not an "economic Trojan horse that is used by cyber-invaders to take over commerce domains that the nation's citizens would otherwise rule". In fact, we are in E-Commerce. This is an inevitable tendency and an unshakable destination of modern civilization.

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SMARTPHONES, SOCIAL MEDIA USE AND YOUTH MENTAL HEALTH

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ABSTRACT

Smartphones, social media use and youth mental health.

Smartphone which has an access use of the resources one of it is social media which is an online platform for online social interaction. Top Companies of social media are WhatsApp, Facebook & Instagram where the whole youth is active in devoting their valuable time on these online sites or a platform. So, we had a survey of the number of youths which are truly participating in that the response where the outcome was very shocking and given us an opportunity to express our opinion on such topic where the involvement of the youth. The Youth mental health get effected due lots of usage and spending time on these Smartphones and social media, we have gone through the certain threats of online surfing and use of social networking sites and tried to visualize the whole concept to you all. This social media and smartphones gone a become a very big mistake for the excessive users who has been trapped or addicted to this kind of thing. The survey helps us to understand the actual problem or addiction. Why is this thing becoming in youth and how to tolerate that situation for the youth. Massive use of smartphones and social media is known as 'nomophobia'. Now how to control their addiction from these kinds of things they should keep some apps which will intimate them how much usage has been done in one day of phone and a particular social media or they can switch off their smartphone for a particular time or a period this will make them feel the actual near ones and dear ones who look after them for a certain while. As a result, one last thing, "focus on how to be social, not on how to do social".

INTRODUCTION

In this modern era the development of smart smartphones has become a boon to the modern society through the smartphone different types of social media platform like Instagram Facebook etc. have enhance because of the social media platform the lifestyle of today's youth has change drastically as the time is going youth dependence on social media is increasing now a spending maximum of their time on social media platform and are becoming addicted to it can also Everything has its own benefit and disadvantages it depends on the people that how they use it if we use smartphone properly then definitely we can have many benefits from it using anything too much and addiction to it always it's to different problem in our social health you smartphone is become becoming social but not to become social.

BACKGROUND OF STUDY

What is the role of the World youth today in our modern. Young people are not only respect but also represent the future of our country. We are the main Agents of changes and Progress of society and country. We and our opinion have a great effect on economic development too. In this stage! we build many of our lives, Social relationships and develop a Personality that defines us as the new generation. Youth before and after Smartphones and social media. Smartphone started to develop in the 20th century. Smartphone are a big threat to the youth youth of the India are being trapped or addicted to the smartphone and social media like WhatsApp, Facebook and Instagram.

Before smartphone were develop people lived a social life. They are not addicted to social media. youth are just focusing on their carcer, before the smartphone were developed. B Few years later, people are engaged with their family youth spend a lot of time. with their family and friends and share every little thing with them but if after the develop 2008, when smartphones were discovered, everything changed suddenly youth's life are getting in a huge trouble youth are spending a lot of time in exploring social media. youth been getting least interacted with their family and fa friends. They even not talk to them because they are busy in making their own world on social media. As competition is arising nowadays, the qualities like jealousy, ego, Rude behavior, grooved and Negative attitude, arise in youth's mind youth are don't touting doesn't trust their friends but they blindly trust their social media friends, which whom he/she never met. youth are destroying their own potential career with their own. loving lovely hands.

REVIEW OF LITERATURE

Some books related to the topic and some important information from the books

1. Young people and social media: Steve Gennaro is author of this book. Date of publication is 9 August 2021. It explores the practices, relationships, consequences, benefits, and outcomes of children's experiences with, on, and through social media by bringing together a vast array of different ideas about childhood, youth, and young people's lives.

2. Impact of social media on youth: Manmohan Gupta is author of this book. Date of publication is 1 January 2018. In book we get to know that social media despite all the important contribution of social networking sites, there is a legitimate concern of its disadvantage. Excessive use of social networking creates attention deficit, and detach the users from the real-world life. Some of the advantages of using social networking are it is like the virtual meeting places where people can just meet and discuss with different issue of common interest.

3. My social media for seniors: Michael Miller. Date of publication is July 2019. The book offers strategies for using social media to find old friends and colleagues, as well as how to use social media safely and securely. Here are a few things you will learn:

- What social media is and why we use it.
- What to share and what not to share on social media.
- Using social media safely and privately.
- Comparing the most popular social media.
- Keeping in touch with friends and family on Facebook.
- Sharing pictures and videos on Facebook etc.

RESEARCH METHODOLOGY

The impact of social media on youth: A case study of Bahawalpur city Ghulam Shabir, Yousef Mahmood Yousef Hameed, Ghulam Safdar, SMFS Gilani Asian Journal of Social Sciences & Humanities 3 (4), 132-151, 2014 Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today's scenario. This research is conducted to check the impact of social networking sites in the changing mind-set of the youth. It is survey type

research and data were collected through the questionnaire. 300 sampled youth fill the questionnaire, while non-random sampling techniques was applied to select sample units. Rate of return was remaining 97 percent after fill up the questionnaire. The main objectives were as

- (1) To analyze the influence of social media on youth social life
- (2) To assess the beneficial and preferred form of social media for youth
- (3) To evaluate the attitude of youth towards social media and measure the spending time on social media
- (4) To recommend some measure for proper use of social media in right direction to inform and educate the people.

Collected data was analyzed in term of frequency, percentage, and mean score of statements. Findings show that the Majority of the respondents show the agreements with these influences of social media. Respondents opine Face book as their favorite social media form, and then the like Skype as second popular form of social media, the primary place for them, 46 percent responded connect social media in educational institution computer labs, mainstream responded as informative links share, respondents Face main problem during use of social media are unwanted messages, social media is beneficial for youth in the field of education, social media deteriorating social norms, social media is affecting negatively on study of youth. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create political awareness among youth

The utilization of social media for youth outreach engagement: A case study, Chitatan Chan, Michael J Holosko Qualitative Social Work 16 (5), 680-697, 2017. This article reports a case study that aimed to explore and conceptualize the use of social media in youth outreach engagement in Hong Kong. It used "social media affordance" as a heuristic lens to inform the analysis. This concept refers to the latent utility of social media,

which is dependent on both the intrinsic features of social media and the perceptions of the users. In this study, this includes the reviewability, visibility, authoring capabilities, and associative

capabilities of social media. We conducted a thematic analysis on data collected including: official service statistics, meeting notes, focus group discussions, and the practitioners' presentation notes. Major and minor themes were organized with reference to the outreach techniques noted by the practitioners. Significant affordance(s) supporting each technique were identified. The findings revealed specific outreach techniques used by the practitioners including: (i) online searches, (ii) initial encounters before direct verbal dialogue, (iii) ice-breaking via multi-modal communication, and (iv) snowballing. Compared to youth outreach in physical settings, online outreach demonstrates greater visibility of interactions and improved immediacy, but also implies losing privacy, and changes in professional identity. Moreover, the findings showed that each technique was arguably related more to particular affordances than some others, denoting a tacit knowledge informing practitioners to make their choices. These observations inspired further discussion about the significance of a reliable conceptual framework that can guide social workers to identify, compare, and further adapt technologies to enhance their current practice.

DATA ANALYSIS AND INTERPRETATION

Eye Discomfort and Damaged Eyesight

Harmful effects of Smart Phones - Eye Irritation

Though there is currently no research yet to prove that looking at screens for long durations of time can cause permanent eye damage, it is certainly known to cause discomfort. While both adults and children who use excessive smartphones experience this discomfort, children are more susceptible to developing symptoms depending on the ways they use their devices. The term "digital eye strain" refers to symptoms caused by prolonged usage of smartphones that include pain, blurred vision, headaches, dry eyes, and fatigue.

Young children these days increasingly involve themselves in playing online games and watching YouTube videos for hours together, which can in fact affect their eyesight. Children aren't very cautious about the use of smartphones and hold their phones too close to their eyes, which eye specialists all over the world have continuously advised as something to be avoided.

According to popular research from the Chonnam National University most children aged 7 to 16 who spent a significant amount of time on their smartphones were said to have become cross

eyed. The research concluded saying that spending 4 to 8 hours a day on smartphones is most likely to cause cross eye. We now have more reason for concern over the excessive use of technology among the youngest of the young, as little kids' smartphone usage has risen dramatically, according to many studies. Though most parents would have tried to limit their children's screen time before the pandemic, we all saw those time limits explode once the lockdown began. While at Sherwood High, we understand there are many positives to the internet and technology is an abode of knowledge for children, and the learning benefits of smartphones cannot be ignored, we believe that with the benefits there are a lot of risks that come along which cannot be neglected. The kids of this generation are continuously hooked on to smartphones for such a long duration of time from a very young age. Some parents feel proud of how their young children can navigate through the apps and smartphones with great ease, while some parents allow their children to use smartphones all day to watch YouTube videos to play games and use social media without understanding the negative impact on their child's development.

CONCLUSION

Almost 50% of the youth are nowadays, spending their most of time while time on the social media They mostly Heed engaged with the social media, instead of their nearest one Today's youth are losing their own life by suiciding for various silly reasons like failure. love issue, blackmailing etc. This is too much youth are trusting to more on social media than their friends, family or relatives. social media are harmful because various Online frauds happens here like cyber-crimes, fraud, molestation, etc. youth are suffering from various mental issues like headache, penetration of eyes, back problem, throat infection. mental problem, stress, depression, sleeplessness etc. smartphone totally disturbed the youth's career youths are not able to share their own problems with their nearest and dearest one. social media is curse to the a youth. Not only youth, but every. citizen is going to be destroyed. because of harmful effects of social media. stay away from. social media youth are the future for better India, so don't waste your future on social media Smartphones has now become a basic need of people it has affected the today's youth in so many ways through the Smartphones and internet various types of online businesses like digital marketing online shopping affiliated marketing etc. I'll get in develop

which is created various employment opportunities the society is also developing and becoming more organize because of smartphone the lifestyle of people has become easier because of smartphone now people can get whatever they want in their home just buy one click online shopping entertainment education transaction for away places of smartphone

Smart Phone and social media useful or not?

As there are various advantages of smartphone and social media it has some disadvantages to now a days you this getting Indus in using social media because of this they are becoming mentally disturb and also feel alone because they are getting disconnected from the society some people you social media for valid reason and get benefit in their career on the other hand some people use it only for entertainment purpose and they always think in the smartphone for watching all that stuff in short they are destroying their own future by their own lovely hands various online games Everything has its own benefit and disadvantages it depends on the people that how they use it if we use smartphone properly then definitely we can have many benefits from it using anything too much and addiction to it always it's to different problem in our social health you smartphone is become becoming social but not to become social In this modern era of the development smartphones have become a boon to the modern society. Through the smartphone different types of social media platform like Instagram, WhatsApp, Facebook ,etc. have enhance. because of the social media platform the lifestyle of today's youth has changed drastically .As the time is going youth dependence on social media is increasing. nowadays spending maximum of their time on social media platform and are becoming addicted to it. It can also cause a various mental issue Smartphones has now become a basic need of people. It has affected the today's youth in so many ways through the Smartphones and internet. Various types of online businesses like digital marketing, online shopping, affiliated marketing, etc. are getting develop which is created various employment opportunities. The society is also developing and becoming more organize because of smartphone. The lifestyle of people has become easier because of smartphone. Now people can get whatever they want in their home just buy one click. online shopping, entertainment, education, transaction faraway places are some advantages of smartphone

Various online cramps like frauds scams misuse of personal documents photos are also increasing because of smartphone is social media as the youth spinning its maximum time on social media their mental health is getting disturb and wages health issues and I problem also

occur because of smartphone and social media people are not getting enough time for the other important work later on they have to face depression because of too much stress

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5. Book No.2 – Impact of social media on youth.
6. Book No.3 – My social media for Seniors.
7. Google
8. Youtube
9. Quora
10. Shaala.Com

A STUDY OF ROLE OF E-BUSINESS IN EDUCATION SECTOR IN COVID-19**Nisha Balu Panpatil, Riya Sunil Nikan, Harshada Vikas Naringrekar, Yash Dilip Nachare and Dhiraj Balasaheb Pachpute**

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ABSTRACT

The education plays vital role in the human development. Under the condition of knowledge economy, it needs the intelligent guidance of the E-business. E business has been developing a tremendous pace over the past few years. E business has become one of the most widely discussed and rapidly growing parts of business world. In this we seek theoretical foundations of value creation in e business. Electronic business commonly referred to as 'E-business' which is used in utilization of information and communication technologies in support of all the activities of business. In higher education, e-business has the greatest potential for growth. The interest is to study the application of education sector in e business.

In the contemporary world, e business into education sector is considered to develop the skills and cultivate the mindset in organizing, launching and managing a successful business. Strategies and tools which are used in E-business is specifically developed for individual as well as development of e business wellbeing. Many objectives are forming a model framework for a current research which formed the vocabulary as contained in its research dimensions.

Finally, this research gives an illustrative examples of e business in education sector

Keywords – E-Business, Education, Covid-19.

INTRODUCTION

E-Commerce is the trade of products and services through the Internet or other computer networks. E-commerce follows the same basic principles as traditional commerce in that buyers and sellers come together to exchange services and products for money, but instead of conducting business in traditional ways in stores and other buildings, or through mail order catalogues and telephone operators, buyers and sellers conduct business over networked computers in e-commerce.

Electronic business (sometimes known as "online business" or "e-business") refers to any type of business or commercial transaction that involves the exchange of information through the internet. Commerce is the exchange of goods and services between firms, groups, and individuals, and it is one of the most important operations of any business.

Electronic commerce is the use of information and communication technology to enable a company's external operations and interactions with individuals, groups, and other enterprises, whereas e-business is the use of the internet for business. Electronic business varies from electronic commerce in that it allows for the performance of business operations inside the value chain via internal or external networks, as opposed to only online transactions of selling and purchasing a product or service. The word "e-business" was invented in 1996 by IBM's marketing and Internet team.

BACKGROUND OF STUDY

E-business most likely originated in the 1960s with electronic data interchange (Zwass, 1996; Wigang, 1997). However, it was not until the 1990s, mostly through the internet, that e-business became a major part of many organisations (Melao, 2009). E-commerce has become an unavoidable reality of life, virtually as important to commerce as the telephone (Waters, 2000). With technological innovation, e-business has had a significant influence on the day-to-day operations of enterprises. Furthermore, e-business extends the organization's connectedness to encompass its suppliers, workers, and business partners. E-business is the next step in the Internet's technological revolution (Biggs, 2000).

Deloitte and Touché Consulting Group describe e-business as "the use of electronic networks for business (typically with web technologies)" E-business, according to IBM, is the transformation of critical business processes via the use of Internet technology (Chaffey and Smith, 2008).

E-commerce is expanding at a breakneck pace. E-business is an unrivalled instrument for increasing existing market share, accessing new markets, building alliances with business partners, and elevating the all-important customer connection to a new and unprecedented level (Deise et al.2000). E-business is changing the way people do business.

Colleges and universities are no longer the only places where students may learn online. Online learning has been steadily introduced into the curriculum from primary school. The current COVID-19 epidemic emphasises the necessity of online learning in today's educational system, as it has been a godsend to both students and instructors who have been unable to attend school owing to the risk of illness spread. Beyond high school, online learning is progressively growing its pre-university market share. Furthermore, e-learning is becoming increasingly prevalent outside of conventional professions.

OBJECTIVE

- ✚ To study the awareness of e-business in education
- ✚ To study the importance of e-business applications during covid-19 pandemic
- ✚ To study the preference of student about online and offline education
- ✚ To assess both the good and negative elements of e-business in the education sector.

REVIEW OF LITERATURE

1. **Author: Greg Kersley (2000). Online Education:** - Greg Kersley's new book, *Online Education: Learning and Teaching in Cyberspace*, describes all elements of online education in detail. He applies his personal experience and skills to the fairly exciting problem of making sense of the massive resources and practices in Internet-based, online education in a way that anybody interested in online education can utilize.
2. **According to John Mitchell**, e-business is defined as "conducting business electronically both internally and externally with clients, communities, and partners. "He also emphasises that by redesigning business processes and utilising ICTs, business goals such as improving efficiencies, lowering costs, increasing transaction speed, expanding markets, strengthening business partnerships, and, most importantly, providing additional value to clients are made possible (Mitchel, 2014).
3. **Pelet describes e-learning as** "an method to developing a knowledge society through the development of knowledge management systems in which learning and learners are aided via electronic media as a result of the convergence of information, technology, and education."

RESEARCH METHODS

1. Data collection

In the research article, we used the primary as well as secondary method of data gathering.

This research study discusses how e-businesses are influenced and their significance in the education sector. We employed both the quantitative and qualitative methods to achieve our goals. We utilized a selection of people who meet the research criteria that we defined based on prior and comparable investigations.

We took measurements of all 72 replies. Before taking the survey, all participants gave their permission. This survey was carried out among college students who were willing to engage in the study and answer all of the questions honestly.

We also adopted a secondary way to obtain data. We utilised several websites as well as several social networks

In this study, the survey method was used. A sample of 72 students was chosen at random from the different collages in Thane City in the age range of 18 to 30 years, with 68 students knowing the different types of e-businesses and only 54 students using these applications on a regular basis and the remaining occasionally using online applications. The majority of persons in our sample utilize e-business apps for online learning. The majority of respondents in our sample utilized the same e-business tools for online learning.

2. HYPOTHESIS

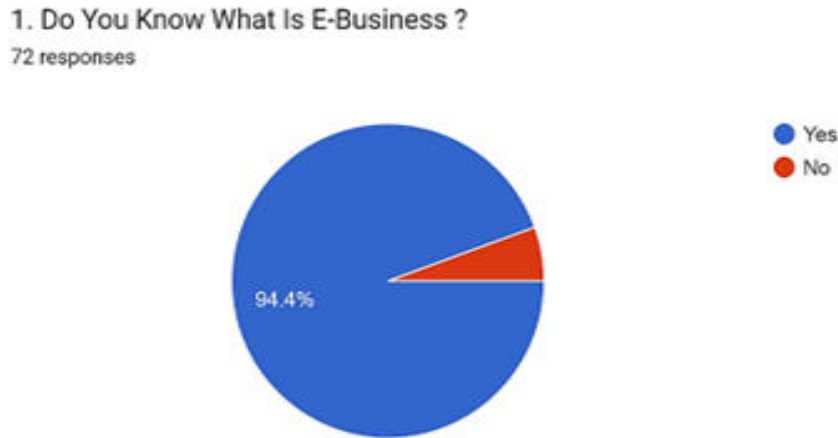
- a. There was a slight change in the learning process at the pandemics when compared to before, but people are still willing to follow the same learning process.
- b. Many new e-learning platforms are sprouting up to help students accelerate their academic development.
- c. The majority of individuals attempt to use free online learning platforms, which forces them to use the same applications.

3. Limitations

- a) Only persons between the ages of 18 and 30 are involved in the research project.
- b) The research study is limited to Thane City.

4. **Data analysis:** -In order to validate the particular assumptions, the authors conducted a survey among students from Thane City's several institutions. 72 persons were polled using some questionnaires. The authors opted to use five different reports.

Fig. 1:



According to the statistics in Fig. 1, 94.4% of individuals are aware of e-businesses; that was one of our research's findings. Which we get from survey.

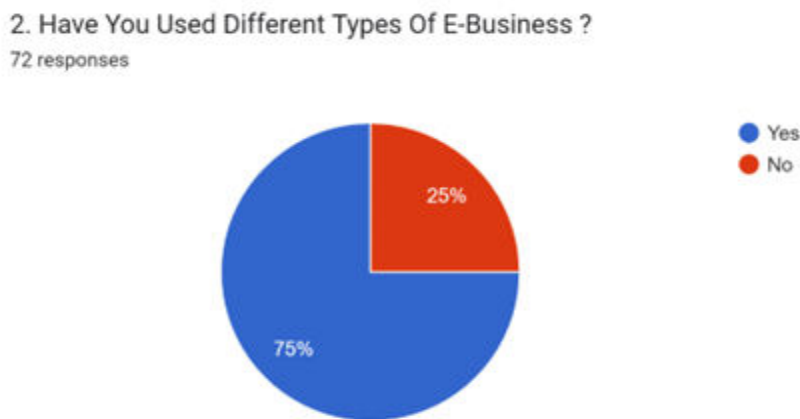


Figure 2 shows that 75% of individuals use e-businesses on a daily basis. While the others do not use it on a regular basis.

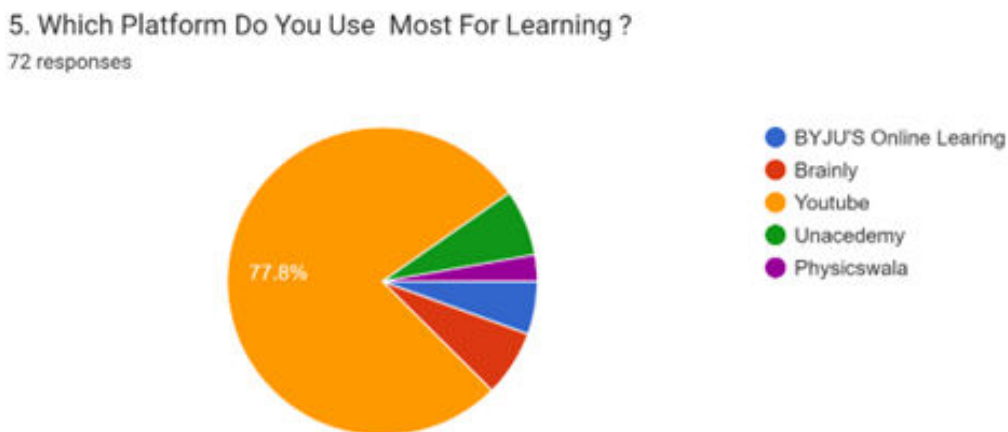
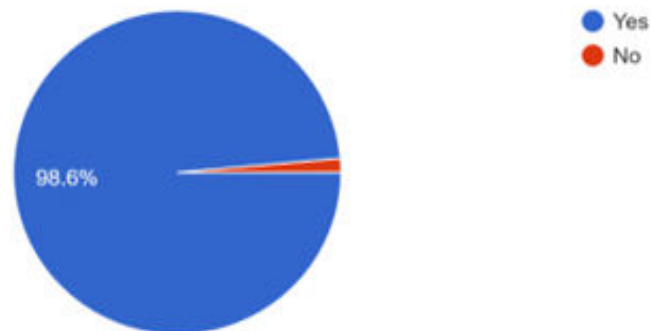


Figure 3 demonstrates that 77.8% of people utilise the same e-business platform to study. This was one of our findings, although others do studies on various platforms.

6. Do You Think That Covid-19 Has Impacted On Education Sector ?

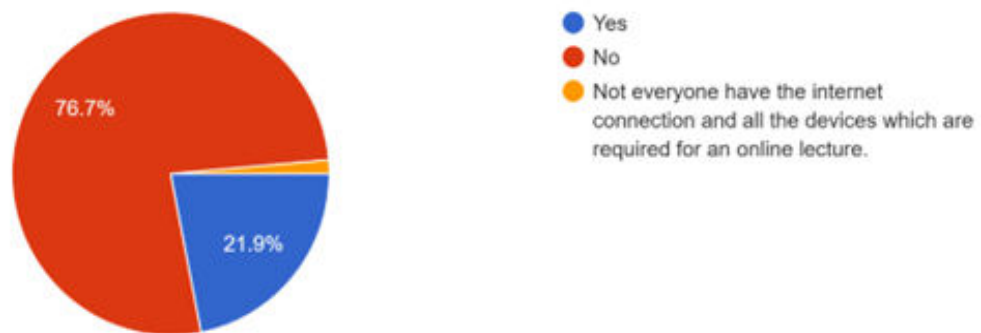
72 responses



According to the poll, this epidemic has not only harmed students but also low-budget institutions and schools, resulting in their closure; hence, it has had a significant influence on the education sector.

9. Do You Think That Online Learning Is Possible For All?

73 responses



According to this pie chart, 76.6% of people in the overall poll believe that online learning is not viable for everyone, while the remaining 21.9% believe that online learning is possible for everyone, and the remaining 1.4%, or one person, have a different perspective.

We can't abolish the usage of conventional ways of learning in school, but we can make certain changes in the education sector with the assistance of e-learning and enhance learning.

CONCLUSION

Education, retail, and essential commodities are examples of businesses that can still exist and serve customers through online application platforms e-commerce/business place and play an important role in the Indian economy during the COVID - 19 epidemic, benefiting small and medium-sized businesses, customers, and the government. It is a method for businesses to offset the impact of COVID - 19 by increasing scale efforts, raising knowledge of online purchasing and selling, encouraging individuals to adapt to conditions during the pandemic, and utilizing technology.

After careful consideration, it has been determined that e-commerce has certainly become an integral component of our society. E-commerce has revolutionised practically every industry, including education. At the time of COVID 19, the education system was switched from the traditional method of teaching to the digital method since it was more convenient for everyone at the time. It aids in the acceleration of academic success during the COVID-19 phase.

According to the results of a poll, people still favour offline learning over online learning. Furthermore, more than 90% of individuals feel that internet mode generates a greater dependence on mobile phones.

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THE ORIGIN OF MUSICAL THEATRE**Sakshi Vaidya**

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ABSTRACT

The paper critically studies the origin and evolution of musical theatre. It also signifies the relation shared between western and Indian musical theatre. Shares the reality of theatrical style according to the period. Detail notations on effects and response from the society.

The paper also studies the aspects, different branches and changes in musical theatre according to geographical areas, individual choices and advancement in cultural program.

Keywords: Musical theatre, sangeet natak, period

INTRODUCTION

Theatre is a communal activity where one or more people act out a story for an audience, so it is fair to suggest that musical theatre can trace its roots back to the religious rituals of prehistoric humankind. As practiced by still-existing primitive tribes, these ceremonies involve many elements that one expects in musical theatre, including costumes, makeup, props, choreography—and music, in the form of chants accompanied by drums and possibly other instruments.

If you've ever been to a play or musical, you're probably familiar with musical theatre. Musical theatre is an art form and type of entertainment that combines acting, dancing, and singing. Musical theatre productions, also known as musicals, are performed around the world.

This is as good a time as any to clarify a few essential terms. Let's start off with a definition you will not find in any dictionary:

Musical (noun): a stage, television, or film production utilizing popular style songs to either tell a story or to showcase the talents of writers and/or performers, with dialogue optional.

As with any other literary form, the primary job of a musical is to tell a story—or, in the case of a revue, to tell a number of brief stories via songs and skits. When all goes well, a musical's blend of song, dance, and the visual arts entertains, evoking an intellectual as well as an emotional response, but in order for any of those elements to matter, a musical must tell a compelling story in a compelling way.

An art form requires an artist, a medium, and eventually (one hopes) an audience. A popular or commercial art form requires the same trinity, with one crucial difference: there must be a paying audience that makes the act of expression profitable for the artist. When the art form is a collaborative, multidisciplinary one like musical theatre, it must also be profitable for all the auxiliary talents that help to bring an artist's conception to life (producers, director, designers, actors, investors, etc.—and, yes, intelligent investing is a talent)

ORIGIN OF MUSICAL THEATRE**Greek art**

Historians believe that musical theater began in ancient Greece about 2,500 years ago. The ancient Greeks staged comedies and tragedies that included music and dance in open-air amphitheaters.

Later, Roman comedies also included song and dance routines performed with orchestra music. They used special effects to make their shows more exciting, a method that's still used in modern musicals. In medieval times, traveling entertainers sang songs and performed comedies. Most histories of world drama hate to even note the existence of musicals, so the last thing that they would admit to is that drama began as a form of musical expression. Such snobbery is long overdue for debunking. Aeschylus, Sophocles, and Aristophanes were not only playwrights; they were also composers and lyricists.

Roman art

Roman comedies also included song and dance routines performed with orchestra music. During the 12th and 13th century, churches used musical theatre to set their services to religious chants.

American art

The American Revolution crippled musical theatre with anti-theatre laws were passed by states soon after the Continental Congress passed a resolution discouraging theatrical entertainment in 1774.

These laws remained in effect until the 1780s, even as late as 1793, and it would take even longer for the earliest American musicals to match the popularity of imported works. Most of these were comic operas (satirical operas with original scores and libretto).

In the early 1800s, Broadway was New York's main thoroughfare, making it the most desirable location for businesses, which included theaters. The diversity in the city created a newfound passion for theatre.

Melodramas became popular, along with romances, which were more sentimental versions of comic operas.

Medieval times

Travelling entertainers sang songs and performed comedies.

Renaissance period

Clowns would act out stories using song and dance wearing mask. The use of backdrop to set the scene also became popular.

Germany and France-

Most styles of travelling or folk theatre were musical. In 19th century rise of opera and pretty much ancient styles we've theatre tradition.

INDIA'S TAKE ON MUSICAL THEATRE

Ancient era

Indian theatre dates back 5,000 years ago to the 2nd century BC. Soon after its origin, Islamic conquests banned all theatre and performances in public places. The people of India then began putting on theatre performances in private in their villages to keep stories and narratives alive in their communities. This type of village theatre would include improvisation, recitation, song, and dance. As theatre developed in India and began to flourish again, three types of historical Indian theatre evolved: the classical period, the traditional period, and the modern period. Theatre is vital to the Indian culture and has sustained relevancy in the theatre world more than any other culture in the past 5000 years. The beauty of the performing arts in India is that no matter what form it takes, there is change, yet there is also continuity. It stays connected to the ancient ways and traditions of drama while expressing and facilitating social themes and political change.

Early on, Indian musical theatre was known for combining scripted drama, music, dance, and gestures in Sanskrit dramas. Sanskrit is an ancient Indian language used to create dramatic performance productions and write scripts for them. Music has been a part of Indian rituals since it was recorded and was brought into the theatre to connect dramatic performances with village rituals. Musical theatre in India represented ethnic heritage, religion, language, and social status.

Medieval era

India's artistic identity is deeply rooted within its social, economical, cultural, and religious views. For this reason it is essential to understand Indian cultural practices as they relate directly to performers and performances of this time. Performances including dance, music, and text are an expression of devotion for the Indian culture, so when looking at 'theatre' of this time a broader definition must be ascribed to the word.

Based on the understanding that performing arts are audience-oriented and must continuously adapt to the socio-cultural landscape of their patronage. Northern India managed to retain their cultural traditions in spite of the new Turko-Persian influences. The early thirteenth century marked this change for the Indian culture, where Sanskrit dramas and stage craft had been previously revered by the elites, it was now no longer relevant. This was due to the invading cultures that began to dominate and did not appreciate or understand, and since they did not understand the Sanskrit language it could no longer be held in such a high regard, and as a consequence many theatre artist suffered from neglect.

The commonplace to find performers was in urban centers, because it was there they were able to find work to support themselves. Large temples were home to musical and theatrical shows.

A Bharata Natyashatra also known as the śāstra was written to list costumes, gestures, positions of the body, and make up. It also lists plots that were weighed unsuitable and it also the most completed document. Most of Indian theatre had no scenery. There was usually a few props like a brass lamp.

When the concept of "Theatrical Art" was introduced medieval India was narrating poems. Bhakti poetry became popular.

During medieval India Bhavabhuti was a famous dramatist, he had three portent plays Malati-Madhava, Magviracharita and the Uttar Ramacharita.

Although music has been a part of dramatic presentations since ancient times, modern Western musical theatre emerged during the 19th century, with many structural elements established by the works of Gilbert and Sullivan in Britain and those of Harrigan and Hart in America.

Theatre in India under the British

Under British colonial rule, modern Indian theatre began when a theatre was started in Belgachia. One of the earliest plays composed and staged during this period was Buro Shalikhher Ghaare Roa (1860) by Michael Madhusudan Dutt, both in Bengali. Around the same time, Nil Darpan (1858–59, first commercial production in 1872, by Girish Chandra Ghosh at the national theatre in Calcutta) a Bengali play by Dinabandhu Mitra garnered both accolades and controversy for depicting the horror and tragedy of indigo cultivation in rural Bengal, and played a major role in the indigo revolt. Rabindranath Tagore was a pioneering modern playwright who wrote plays noted for their exploration and questioning of nationalism, identity, spiritualism and material greed.[27] His plays are written in Bengali and include Chitra (Chitrangada, 1892), The King of the Dark Chamber (Raja, 1910), The Post Office (Dakghar, 1913), and Red Oleander (Raktakarabi, 1924).

Kalyanam Raghuramaiah, a recipient of the Sangeet Natak Akademi Award, and the Padmashri, was known for the roles of Krishna or Dushyantha, Bhavanisankar, Narada etc. in Telugu theatre. He performed those roles for about 60 years. He indulged in elaborate raga alapana, based on different ragas while rendering padyams. One of the finest method actors, He had the ability to sing padyams and songs through whistle, by putting his finger in mouth and producing the whistle or flute sound (meaning Eela in Telugu). He has acted in various dramas and gave more than 20,000 stage performances. He was called the "Nightingale of the Stage" by Rabindranath Tagore

The British believed that the Indian actors were mystical creatures. They believed they brought them luck and prosperity. The emergent modern Indian theater, which is also referred to as Native theater, features a theatrical approach that has been viewed as an intersection of Indian social space with Western theater formats and conventions.[31] The resulting theatrical space is described to be existing at the material, symbolic, and discursive levels. To resist its use by Indians as an instrument of protest against colonial rule, the British Government imposed the Dramatic Performances Act in 1876.

Indian Theatre After Independence (1947–1992)

Improvisational (also known as improv or impro) is a form of theatre in which the actors use improvisational acting techniques to perform spontaneously. Improvisers typically use audience suggestions to guide the performance as they create dialogue, setting, and plot extemporaneously.

Many improvisational actors also work as scripted actors and "improv" techniques are often taught in standard acting classes. The basic skills of listening, clarity, confidence, and performing instinctively and spontaneously are considered important skills for actors to develop.

Improvisational Theatre in India is largely used for educational, interventional and entertainment purposes. The traces of Improvisational theatre in India dates back to the 1990s with the advent of Forum theatre with Janasanskriti under the leadership of Sanjoy Ganguly. After that in 1999, a team from the US with Bev Hoskins and Mary Good introduced Playback theatre to India. Thus Playback theatre and Forum theatre began to take its shape in the remotest parts of India, such as Karur, Chennai, West Bengal, as well as Bangalore too. Yours Truly Theatre, a Bangalore-based group, developed "complete the story", an indigenous format of improvisational theatre developed under the leadership of Ranji David and Nandini Rao in 2006. In 2009, they also developed another form of improvisational theatre called "mushyara theatre".

In the late 1960s Badal Sircar introduced a new form of political theatre called the Third Theatre. Badal Sarkar's anti-establishment experimental theatre created a new genre of social enlightenment. He formed his first Third Theatre Group satabdi, in the year 1967. They used to perform Drama written by Badal Sircar in Anganmancha (theatre in the courtyard) in the Third Theatre form that break away from the tradition of One point view of the Proscenium and urged on the taking theatre to the people.

Improvisational Theatre groups in India:

- Yours Truly Theatre

Improvisational Theatre forms practiced in India:

- Playback theatre
- Theatre of the Oppressed
- Forum theatre

Notable theatres in India in different Indian languages and regions

- Bengali theatre
- Gujarati theatre
- Hindi theatre
- Marathi theatre
- Telugu theatre

Sangeet natak-Sangeet Natak in Marathi language literally means Musical Drama. As the name suggests, this form of drama combines prose as well as poetry in form of songs to convey the story. In a manner, they are very much similar to Musicals. Sangeet Natakas played a vital role in the development of Marathi theater and thus the Marathi cinema as well as Indian film industry.[1] Sangeet Natak start with praise of Lord Natraja which is called as Naandi or Mangalaacharan or Suchakpad usually the famous one "Panchatunda Nararundamaldhar" from Sangeet Shakuntal. They are popular for use of Indian classical music. The "Dramatic Music" is called Natya Sangeet, one of the two popular forms of vocal arts in Maharashtra and surrounding states. The other is Bhavageet.

The Beginning [Edit]

Vishnudas Bhave is considered the founder of Marathi theater. In 1843, his group staged the first public performance of Marathi play Seeta Swayamvar (सीता स्वयंवर). The integration of music in the dramas took place quite late in 1879 when play writer and producer Trilokekar presented his musical play Nal-Damayanti (नल-दमयंती). It was the first musical play on Marathi stage.

But only when Balwant Pandurang Kirloskar (popularly known as Annasaheb Kirloskar) staged his first musical play Shaakuntal, based on Kalidas's play Abhijñānaśākuntalam, on October 31, 1880 in Pune did the trend of Sangeet Natak really start. Kirloskar included 209 musical pieces in his Shaakuntal of 7 acts. They consisted of a mix of Hindustani and Carnatic classical music, and lighter music.

During its early period, Sangeet natak was dominated by religious plays like Sangeet Saubhadra, which is legend in Marathi sangeet natak]The trend changed with coming of sangeet Manapman, which depicts bravery of its hero Dheryadhar and his love with Bhamini which was written by Krushnaji Prabhakar Khadilkar.

Golden Age

The new trend of Sangeet Natkas caught up with the popularity quite quickly. With British Raj then existing in India, Sangeet Natakas were compared with the Operas and thus local Marathi Indians found synonymous recreation. In the blooming times, Sangeet Natakas were mainly based on mythological stories of Mahabharata or Ramayana which would hence easily connect with the masses. They did not cover the complete epics but were limited to only small stories in them.

With popularity & success, experimentation started on stage with abandoning mythological themes and bringing social issues to audiences. Sangeet Sharada, for example, by portraying the feelings of a teenage girl to be married to a widower in his late seventies, brought out a social message. Few dramas, like Kichak Vadh, even agitated the British rulers to the extent that they were banned. Kichak Vadh compared the Britishers with Kichak, an evil character from Mahabharata who tried to dishonour Draupadi. Draupadi was then synonymous with the oppressed common Indian masses.

During the 1960s, another turn came in natya sangeet with the emergence of Jitendra Abhisheki, who was credited with applying simplicity to the complex composition of Natya Sangeet.

Plays

The recent play Katyar Kaljat Ghusli by Zee studios opened up a new era of musical cinemas. This movie was based on the legendary play bearing the same name. Its music was composed by Jitendra Abhisheki and sung by Vasant Rao Deshpande.

List of famous Sangeet Natakas

To attract the audiences, many of the Sangeet Natakas used to prefix the word Sangeet before their actual name.

- Sita Swayamvar
- Shaakuntal
- Sangeet Saubhadra
- Sangeet Maanaapmaan

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- Matsyagandha
 - Sanyastkhadga
 - Kichak Vadh
 - Ramrajyaviyog
 - Mruchhakatik (1889)
 - Sangeet Sanshaykallol
 - Katyar Kaljat Ghusli (1967)
 - Shapsambhram (1893)
 - Sangeet Sharada (1899)
 - Sangeet Swayamvar (1916)
 - Ghashiram Kotwal
 - Devmaanus
 - He Bandha Reshmache
 - Moruchi Mavshi
 - Mandarmala
 - Geeta Gati Dnyaneshwar
 - Suwarnatula
 - Sangeet Vidyaharan
 - Ekach Pyaala
 - Bhavbandhan
 - Madanachi Manjiri
 - Punya Prabhav

Natya Sangeet Maestro

- Bal Gandharva
- Keshavrao Bhosale
- Deenanath Mangeshkar
- Master Krishnarao
- Pandit Ram Marathe
- Saudagar Nagnath Gore
- Prasad Sawkar
- Bhalchandra Pendharkar
- Ramdas Kamat
- Vasanttrao Deshpande
- Jitendra Abhisheki
- Jaymala Shiledar
- Jyotsna Bhole
- Manik Varma

CONCLUSION

This paper turns the attention of the modern generation to the classic theatre and explains the transitions of each period with the equivalent salient feature. Paper not only turns its attention towards the English drama but also signifies the details of Indian musical drama along with other regional language, like marathi.

FOOT NOTES

i. John Kenrick, "Musical Theatre: Ancient Times to 1850— "Playgoers, I Bid You Welcome!

A STUDY ON EDUCATED PERSONS AWARENESS TO WARDS GENDER DISCRIMINATION**Adrika jain**

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ABSTRACT

Gender Discrimination is one of the most common problems of modern society. Its roots lie deeply in the history and social roles of human being and society. Discrimination against women begins even before her birth, female feticide prove how brutal the world could be to women. Indian constitution and laws provide equality for men and women but still women's are not able to enjoy the rights and opportunity offered to them. Though we are moving in the 21st century yet the gender discrimination is still arising and crimes against women's are often seen whether person being literate or illiterate should be aware towards gender discrimination. The present study has been focused on the awareness of educated persons of Dehra Dun district on gender differences. A sample of 99 Educated persons were taken for data analysis and Mean, S.D and, 't'- value is applied to prove the hypothesis. The study reveals that women's are more aware than men towards gender discrimination.

Keywords-Gender discrimination, Awareness, Society, Educated person.

INTRODUCTION

Gender Discrimination is a social problem, thus defined as "preference of one gender upon another" (according to Oxford dictionary, Encyclopedia). The slogan "Women Rights Are Human Rights" adopted at World Conference on Human Rights at Vienna (1993) declared elimination of violence against women by the General Assembly and demonstrated the increasing awareness towards women's. Significant progress has been made towards gender issues such as literacy rates have been increased, gender gaps are reduced and women's participation in each sector has been greater than the earlier stage. But still being educated and aware the attitude of most of the people towards is that education is just a waste of resources for the society and of course for the family. The main cause for gender discrimination in India is due to lack of education, social economic background, poverty, lack of inequality and still believing in superstitious customs and traditions. So, the crime rates against women are day by day arising leading to the death rates, sexual harassment, eve-teasing, rape, bridal burning, dowry, acid attacks, child labor, and trafficking etc.

Sivakar (2008) studied the causes of gender discrimination in various forms and mainly found that the society cannot achieve without women's, elimination of gender discrimination will deliver potential skills and knowledge to develop the family nationwide.

Francis (2010) in his article reflected that library and information services aimed to reduce gender discrimination and has positive action towards women.

CURRENT STATUS OF GENDER DISCRIMINATION

Despite the positive development for women in India increase visibility in the public sphere, presence of women in the labour force across and lower fertility rates gender discrimination not only persists but also seen decline. The gender ratio i.e., the proportion of females per thousand males has fallen down to 962 in 1991 to 1933 in 2001 (according to the census 2001). Though the literacy rates for women at 53.67% continuous to lag behind those for man at 75.26%, more women are now seeking economically productive outside the home with increasing literacy and decreasing birth rate.

In India crimes against women have been raising at a steep rate. A total 2, 28,650 incidence of crimes against women were reported in the country during the year 2011 as compared to 2, 13,585 incidences in the year 2010 (both under IPC and SLL). The formulation of the national commission for women (NCW) and idea of setting of a national council for empowerment of women are encouraging women. Now with the efforts of nation and international organization several laws were passed and some were changed. But still women continue to suffer from many social, economic and political disadvantages the attitude did not change as fast as the laws.

ORIGIN OF THE STUDY

Traditional norms have relegated the status within the house hold which has drastically affected the women's health, financial status, education and political involvement. The crimes against women's are increasing day by day leaving and breaking behind all the laws and policies which are made to protect women. Mostly observed in daily newspapers and news channels a case of sexual harassment, dowry, burning bride, rape and acid attacks are published as a top head line which is read by every citizen of India. As we are modernized and had

overcome the backwardness still the problem of gender discrimination and in equality arises. Thus the present study has been originated in the mind seeing the backbone of the society.

DELIMITATION OF THE STUDY

The present Research paper was delimited to the educated persons (a) who are literate up to graduation level (b) residing in urban area of Dehradun District since 5 years (c) working persons, considered as people who are employed in the Government sector as well as private sector (d) non-working considering as who are not working for wages or salary.

STATEMENT OF THE PROBLEM

According to the following Research paper the statement of the problem was under –“A study on educated person’s Awareness towards Gender Discrimination”

OBJECTIVES

1. To survey the gender discrimination, awareness prevails among the educated working male and female persons residing in urban area.
2. To assess and compare the awareness towards gender discrimination in terms of (a) Male and female (b) working and non-working.

HYPOTHESES

1. There exists no significant difference in the level of gender discrimination awareness among educated Male and Female residing in Urban area.
2. There exists no significant difference in the level of gender discrimination awareness prevailing between educated Working Male and Working Female.
3. There exists no significant difference in the level of gender discrimination awareness prevailing between educated Non-working Male and Non- working Female.

RESEARCH DESIGN

(A) Methodology

The Research design was normative survey Research method in the proposed Research problem.

Population Educated Male and Female, working and non-working persons residing in Urban area of Dehradun District who are educated up to graduation level were considered as the population of the present study.

(B) Sample

The total sample of 100 was taken from which one of the sample did not filled the questionnaire completely, so it was considered as incomplete data thus the total sample of 99 educated person with working and non-working status were considered as the sample in the Research paper.

The structure of the sample was considered as total educated persons were 99 from which Male were 51 and Females were 48, working Male were 31, working Female were 30 and non- working Male were 20 and non-working Females were 18.

(C) Variables

Independent variables- Gender (Male/Female), working/non-working educated persons are taken as independent variables.

Dependent variables – Awareness towards gender discrimination is considered as dependent variable.

DATA COLLECTION TOOL

To collect the data for the present study the investigator developed a self-made tool as “Gender discrimination awareness tool” consisting of 35 statements with 4 dimension.

STATISTICAL TECHNIQUE ADOPTED

The data were tabularizes in which mean, standard deviation and t-test value was taken for analyzing the gender discrimination awareness of the data identifying the significant difference between two groups.

ANALYSIS AND INTERPRITATON OF DATA

TABLE I – Comparison of discrimination awareness on the basis of Gender.

GENDER	N	MEAN(M)	S.D. (σ)	t-VALUE	LEVEL	OFSIGNIFICANCE
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MALE	51	87.35	8.01	2.66**	SIGNIFICANT**
FEMALE	48	91.62	7.95		

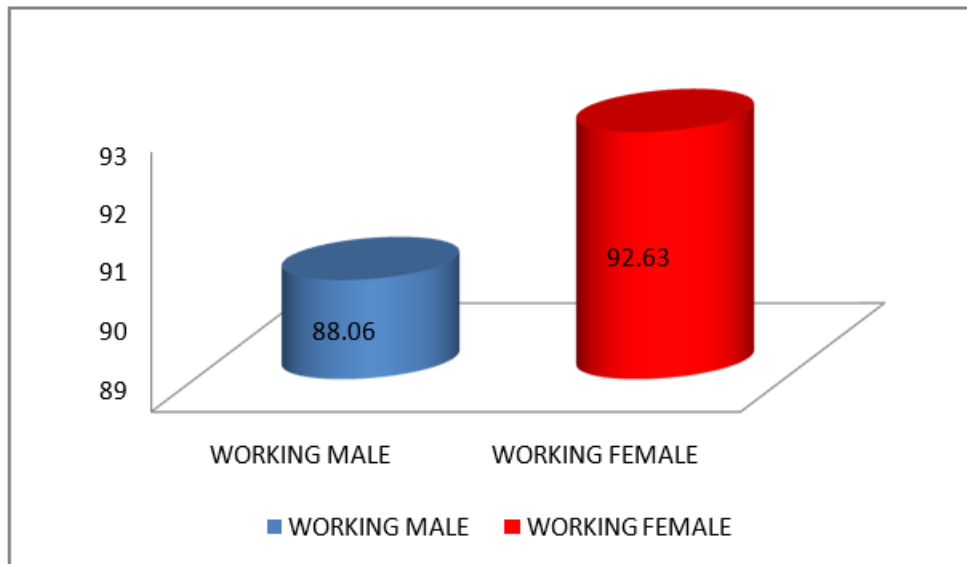
t-value at 0.01=2.633**t-value at 0.05=1.99

**Significant at 0.01

t-value at 0.05=2.00

**significant at 0.01

According to the 2nd table hypothesis is accepted. The average mean of working male is 88.06 and working female is 92.63 and standard deviation of working male is 4.83 and working female is 7.58 so the t-value is 2.80 which are significant at both the levels. The mean difference between these two was 4.57 which show the difference among working females and working males towards gender discrimination awareness analyzing that working females are more aware than working males. The reason might be that working females are discriminated in their work place with reference to wages, work place, and even physical and mental ability of the females even sometimes working females are burdened with criticizing their capability and ability regarding their work . There are even sexually abused and harassed in their working places.



According to the graph the interpretation of mean score of working male and working female is significant which shows high awareness among working females in comparison to working males.

TABLE III- Comparison of gender discrimination awareness on the basis of non-working status of male and female.

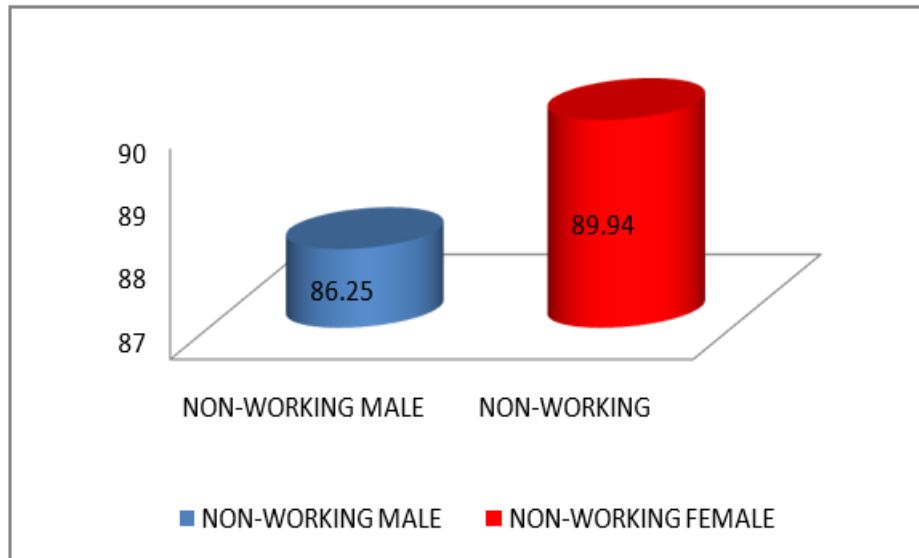
NON-WORKING STATUS	N	MEAN (M)	S.D. (σ)	t-VALUE	LEVEL OF SIGNIFICANCE
NON-WORKING MALE	20	86.25	11.40	1.24	NON- SIGNIFICANT
NON-WORKING FEMALE	18	89.94	8.47		

t-value at 0.01=2.71

t-value at 0.05=2.02 not significant at 0.01

The Third table interpreted that the hypothesis is rejected as the mean of non-working male is

86.25 and female is 89.95, standard deviation of both non-working male and female were 11.40 and 8.47 so the calculated t-value was 1.24 which is less than the critical value which it is not significant at both levels. So the mean difference of non-working male and female was 3.69 which signify that non-working females are not much awarded regarding gender discrimination the causes might be no proper social attraction or information from the society. Non-working women's are mainly busy in their house hold, kitchen work, caring and rearing of the family than knowing exactly what the structure of the society is and what is going in the society. They are discriminated but still could not raise the voice against any social evil going against them.



According to the graph interpretation highlight non-working males more aware as compared to non-working females.

FINDINGS OF THE STUDY

The major findings of the study on the basis of analysis and interpretation of the data as under-

1. There was significant difference between Educated male and Educated Female as Male are less aware than educated females with towards gender discrimination residing in urban area in Dehradun district.
2. There was significant difference between Workings female and male as working Females are more aware towards gender discrimination than working males of urban area.
3. There was no significant difference between Non-working females and males as Nonworking females are less aware towards gender discrimination in comparison to non-working males.

CONCLUSION

The present study shows that male and female differ in the gender discrimination awareness. The educated females working are more awarded towards gender discrimination as have been discriminated from the early child hood until they death starting from female feticide and infanticide including lackness in education , nutritional caring rearing, work place and even after there marriages, etc. Thus, this present study will be further helpful to the society, Researchers, sociologist and educationalist for the up gradation of the gender discrimination between males and females and thus eradication of discrimination will come to an end from society with the decrease in crime towards female.

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IMPACT OF GENDER BIAS AND ITS IMPLICATIONS ON SOCIETY

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ABSTRACT

The study documents the perception of girl's in discrimination in various aspects in a male dominated society. The study was designed as a descriptive study based on sample survey. The study findings show that there is a discrimination against girl's in various aspects. Girl's are aware of discrimination in the societal and household levels. They perceive more discrimination in the societal level comparing to household level. Married girl's perceive more discrimination in mobility, property, occupation, and education. Similarly, unmarried girl's perceive more discrimination in mobility and way of behaving. They consider gender and customary practices as major factors responsible for discrimination. Gender disparity still exists in India. Being born as girl's in Indian society, one has to face gender discrimination at all levels.

OBJECTIVES OF THE STUDY:

1. To study the practices of gender equality.
2. To study the effect of genders bias on teen age girls.
3. To analyses the impact of gender bias in Navi Mumbai

HYPOTHESIS:

1. Gender bias may result into hate and crime related to girl's
2. Gender bias gives problem for girls at workplace.
3. Gender Bias is practiced but not accepted openly

SIGNIFICANCE OF STUDY:

1. The study would suggest measures to reduce gender bias.
2. This study is an attempt to create gender equality and respective girls

LIMITATION OF STUDY:

1. Study is limited up to Navi Mumbai only.
2. The facts cannot be collected.

DATA COLLECTION:

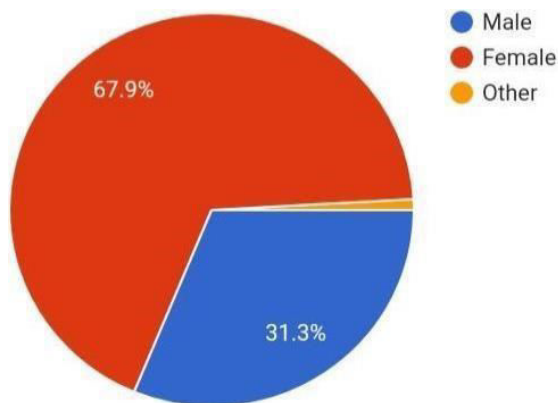
Primary data: The questionnaire would be prepared and presented to respondent.

Respondents are females under 18 to 50 age group from Navi Mumbai.

Secondary data: The websites, Articles, published books, Journals, Magazines and Newspapers used for the Research.

DATA ANALYSIS AND INTERPRETATION:

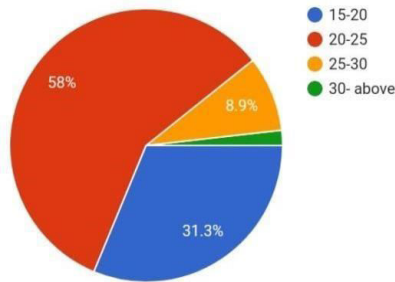
1 . Gender of the respondent.



INTERPRETATION:

From the above survey it's observe that most of the respondent are female respondents are higher than male respondents.

2. Age of the respondent.

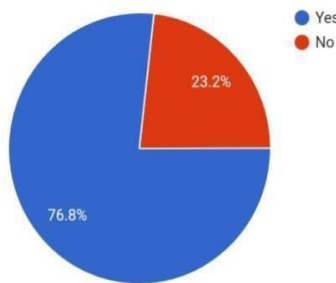


INTERPRETATION

The above table shows 31.3% of respondent fall under the age group 15-20, 58% of respondent fall under the age group 20-25, 8.9% of respondents fall under age group 25-30,

1.92% of respondents fall under the agegroup30 and above Category.

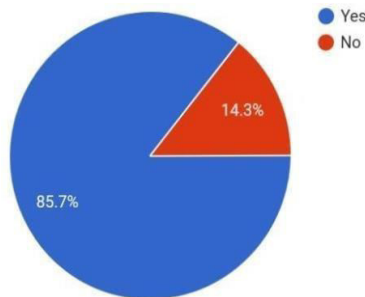
3. Gender equality where you work?



INTERPRETATION

The table show the majority of the responses are agree with76.8%for gender equality in work and 23.2% respondent are disagree.

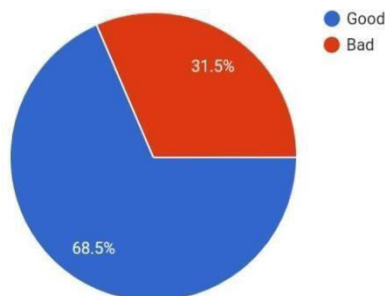
4. The nature of work equal for men and women?



INTERPRETATION

Out of 112 responses are 85.7% Responses are agreed with nature of work equal men and women and 14.3% responses are disagree.

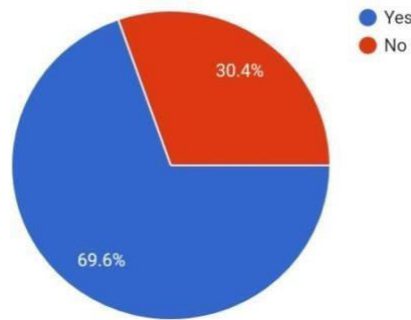
Q.4. People look at your outfit while going to work?



INTERPRETATION

Out of 111 responses in 68.5% responses of good this chart showing the people look at your outfit and 31.5% of responses are disagree.

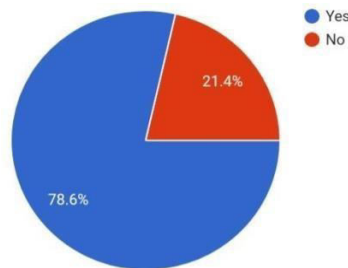
Q.5) Women are safe while traveling?



INTERPRETATION

This chart showing the 69.6% responses with agrees to gender equality in your family and 30.4%Responses of disagree.

Q.6) Gender equality affect society?



INTERPRETATION

This chart showing the 78.6% of responses of agree with affecting the society and 21.4%responses of disagree with statement.

TESTING OF HYPOTHESIS

1. Gender Bias is practiced but not accepted openly
2. Gender bias gives problem for girls at workplace.
3. Gender bias may result into hate and crime related to girl's

H1. Gender Bias is practiced but not accepted openly

The rights of children have been ratified the most times in the history of human rights. Child Rights are the minimum rights and freedoms that should be granted to every citizen under the age of 18 regardless of race, national origin, color, gender, language, religion, opinions, origin, wealth, birth status, disability, or other characteristics, according to the United Nations Convention on the Rights of the Child (UNCRC).

It's Impact on Education, Business, and Politics

Every facet of society, including the workplace and the political sphere, is affected by gender bias. The gender wage gap has an impact on how well our children are educated, how much money we take home, and why women still trail men in some professions.

□ Inequality in Politics

Gender bias has crossed party lines and is more prevalent than one might think, as evidenced by media coverage of female legislators in previous elections. It has affected candidates in presidential, congressional, and local elections as well as those for top government jobs, and it has tested both Democrats and Republicans.

□ Unfairness at Work

Why do women still only make 80% of what men make? The main cause is gender bias in the workplace, a problem that has an impact on everyone.

Indeed, reports indicate a narrowing of the wage disparity between men and women. American women made only 60 percent of what their male coworkers made on average in the 1960s. The average countrywide percentage rose to 80% by 2015, while several states are still short of that figure.

□ Considering Future Gender Bias

The good news in all of this is that women's problems continue to be a hot topic of conversation in the US. Over the past few decades, there has been progress, much of it extremely important.

It is still a right of every woman to be allowed to speak up for herself and others, and advocates continue to fight against bias. If individuals don't speak up, these issues will persist, and we won't be able to work on what needs to be done for real equality.

H2. Gender bias gives problem for girls at workplace.

The majority of working women have been harmed by their male superior's partial behavior. Despite having legal protection, women frequently struggle to protect themselves on a physical and mental level. Women who work in offices with male bosses frequently experience harassment. Because another male is in charge of handling allegations of harassment, responses are often in appropriate.

H3. Gender bias may result into hate and crime related to girl's

Domestic violence and sexual assault are illegal in an unprecedented number of countries. However, these laws are frequently disregarded, jeopardising women's and girls' rights to safety and justice. Every day, 137 women are killed by a family member or intimate partner around the world. This statistic demonstrates the seriousness of violence against women. Females are more likely than men to be victims of sexual violence. Approximately 15 million girls between the ages of 15 and 19 have been raped at some point in their lives. Aside from sexual harassment, women and girls are vulnerable to human trafficking, accounting for 71% of all victims. Females are frequently trafficked as child brides and/or sold as sex slaves.

In many cases, females are trafficked as child brides and/or sold as sex slaves. The extent of sexual violence toward women and young girls is an extreme violation of human rights.

CONCLUSION

- There is a gender gap between illiteracy with women more affected in rural areas with higher prevalence of child marriages and poor utilization of maternal health services. Also, violence against women is showing an upward trend with declining sex-ratio at birth.
- Overall, humanity requires men and women to survive. As a result, inequality will leads nowhere .To conclude the gender inequality essay, we must and on old-age traditions and mentalities. We must instill equality and respecting everyone, especially the boys .It takes a lot of effort, but it is do able .We can collaborate to achieve equal respect and opportunities for all genders.

REFERENCE

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 - <https://www.google.com/m?hl=en-US&ie=UTF-8&source=androidbrowser&q=inequality+of+girl's+faced+working+place&client=ms-androidvivo-rev1>
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- <https://borgenproject.org/five-ways-to-fight-gender-inequality/>
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- **Text Book:**

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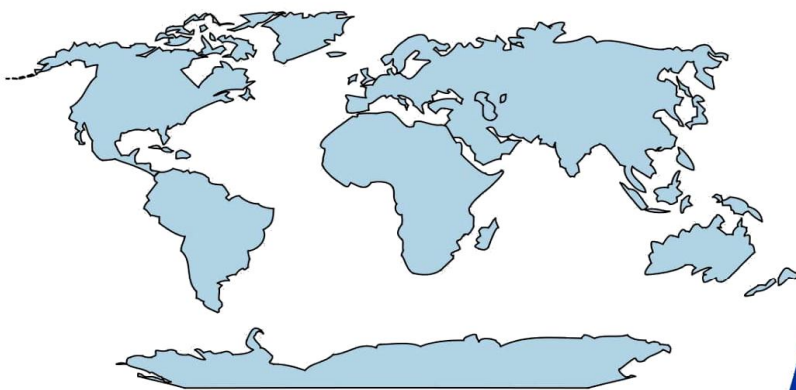
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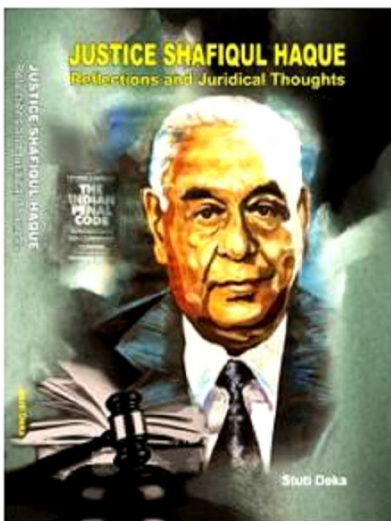


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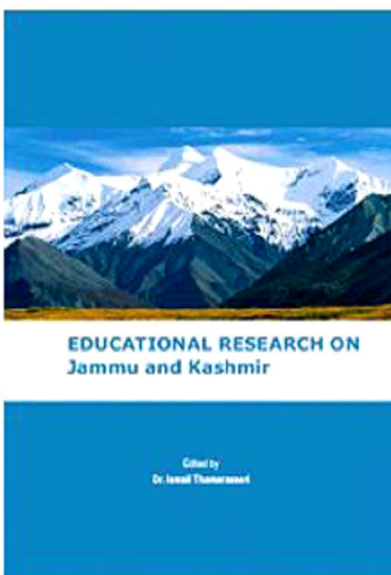
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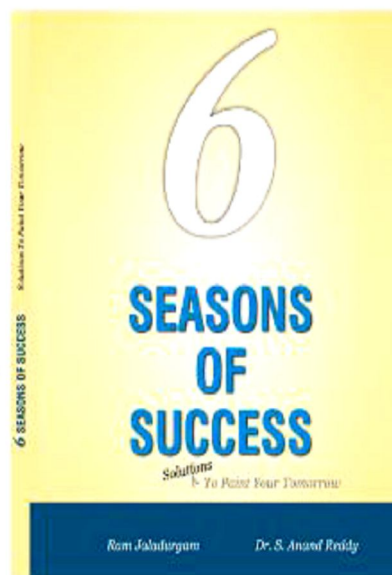
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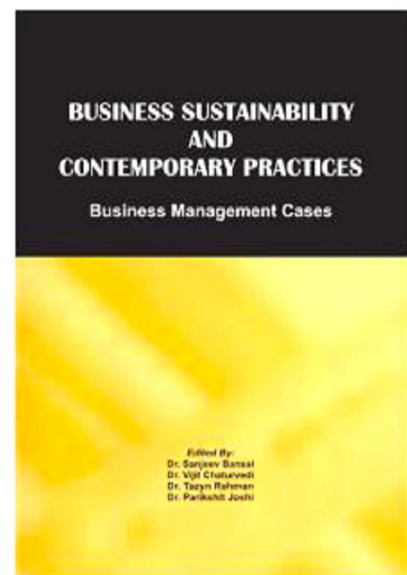
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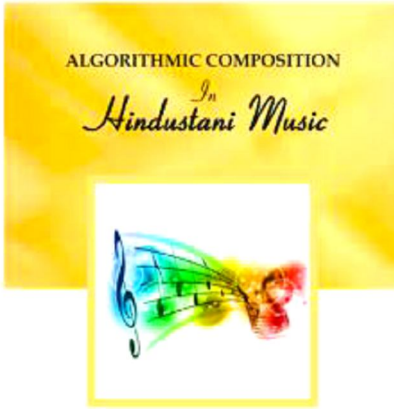
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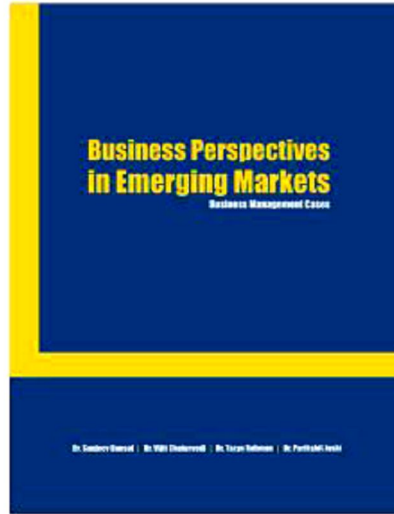


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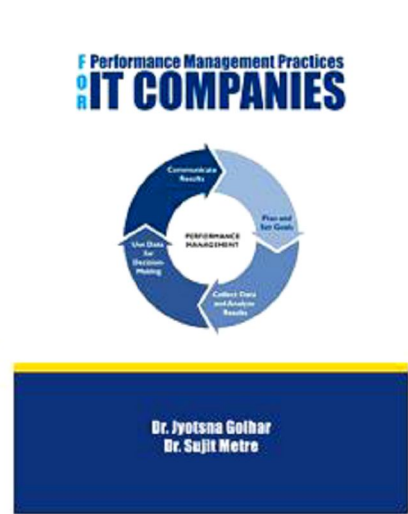
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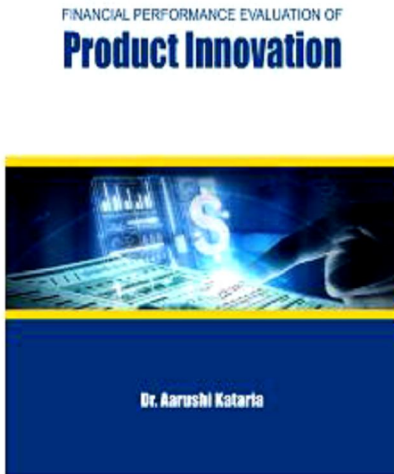


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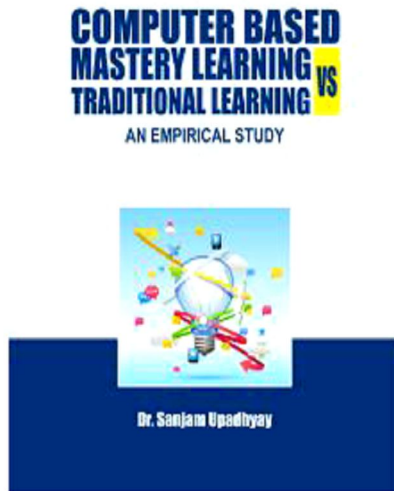
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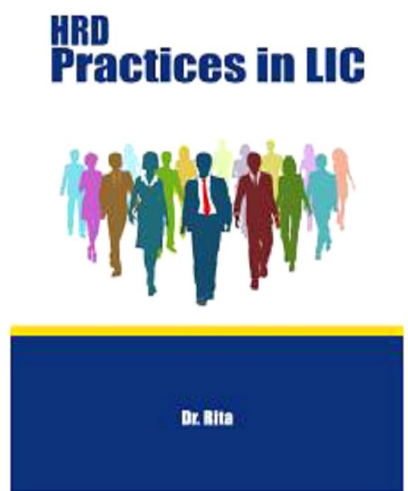
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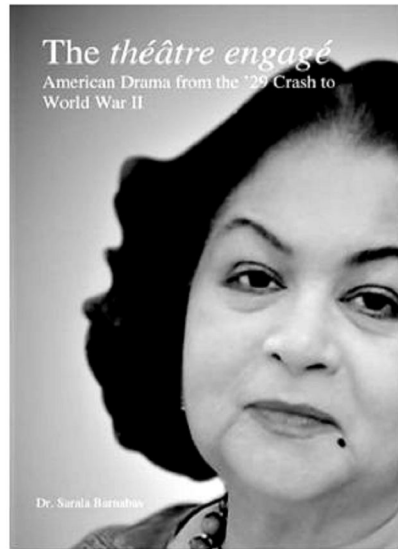
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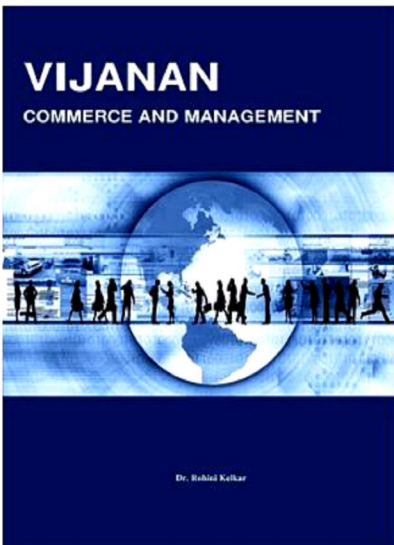
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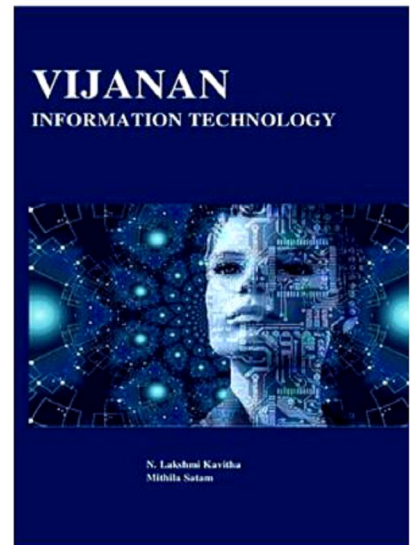
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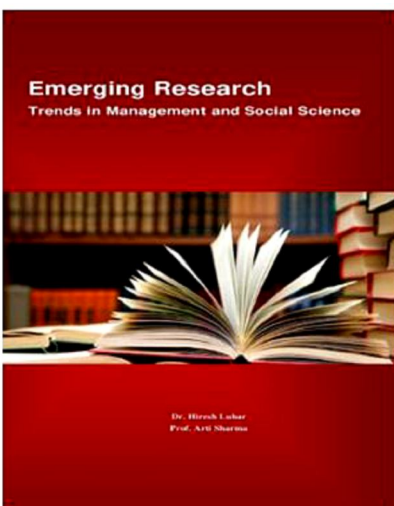
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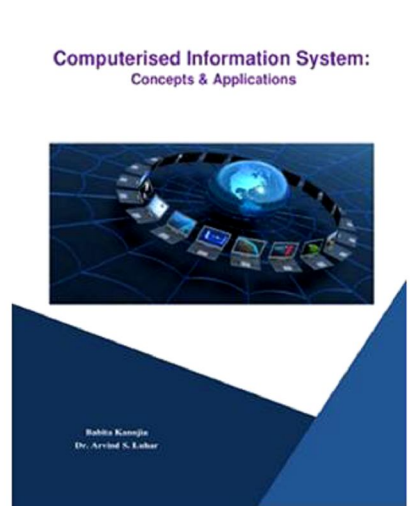
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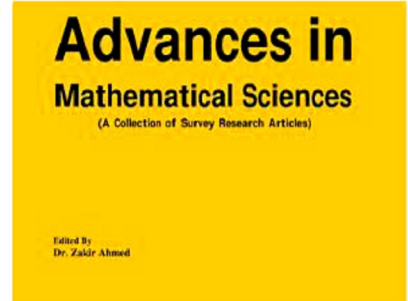
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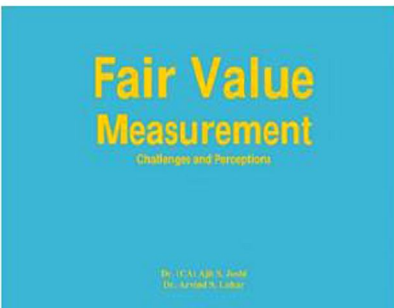
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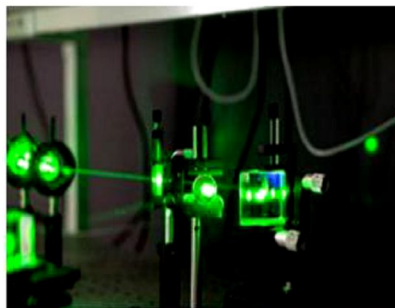
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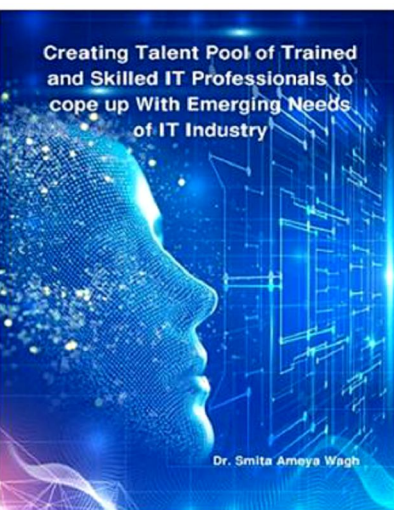


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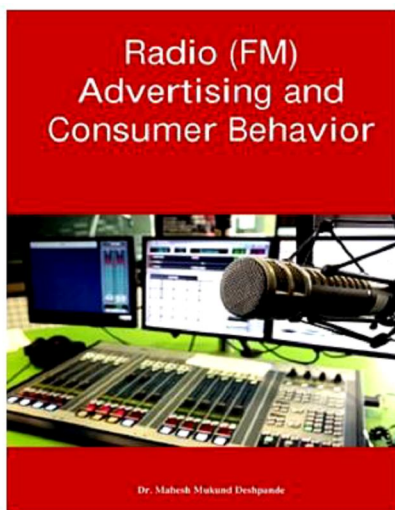
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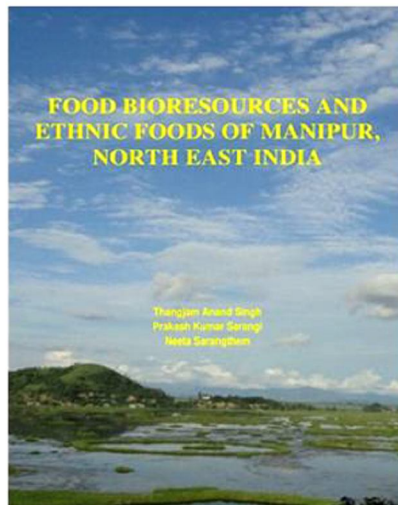
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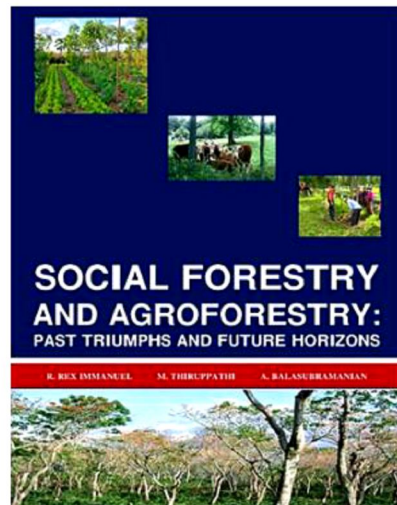
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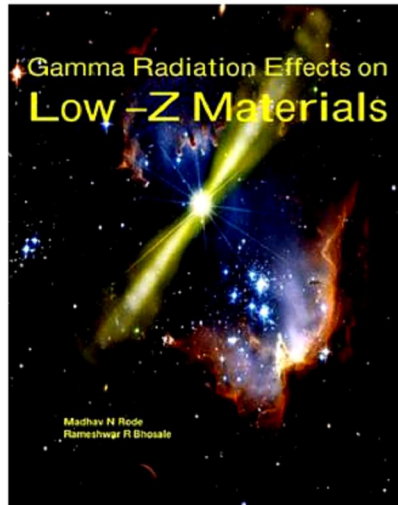
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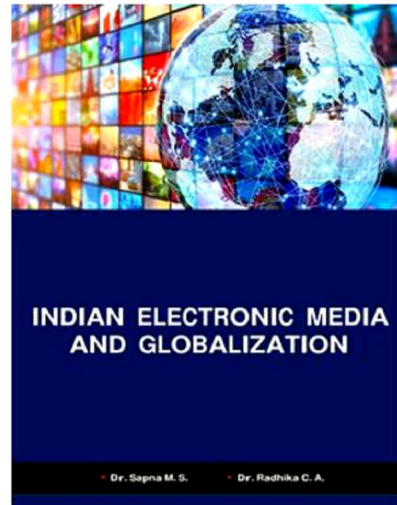
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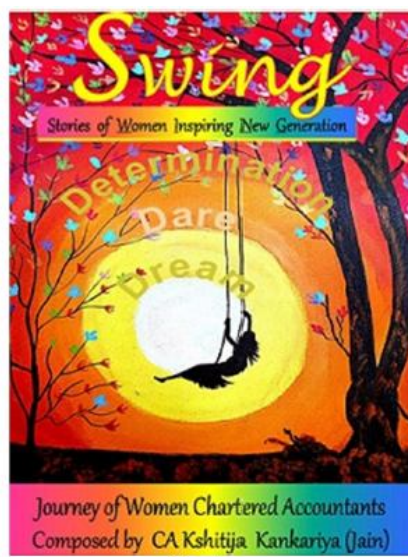
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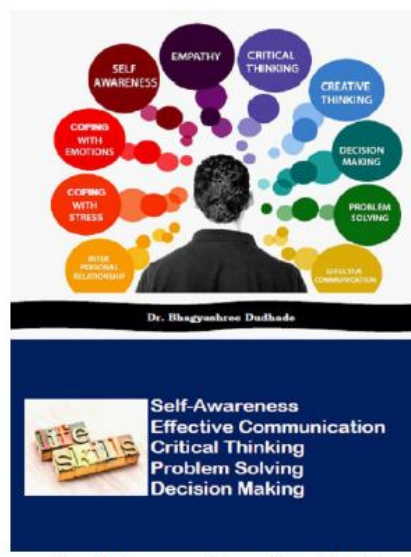
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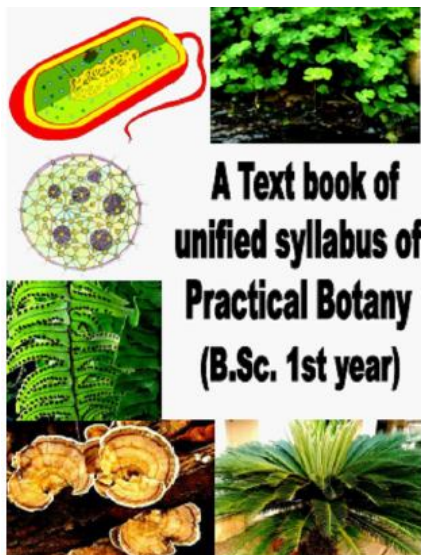
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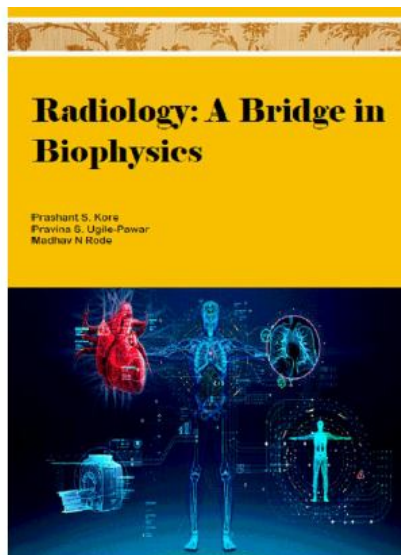


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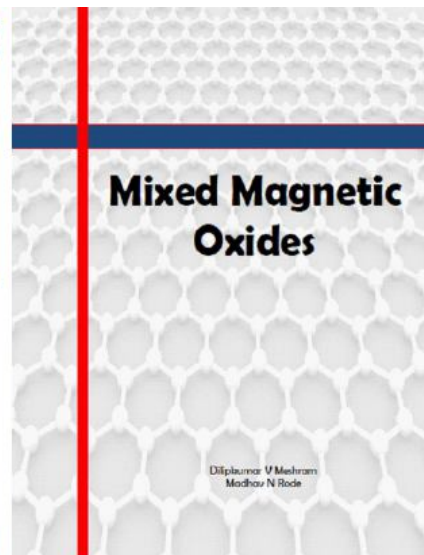
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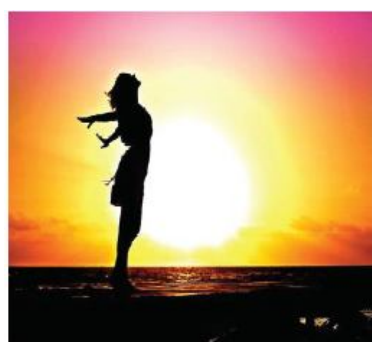
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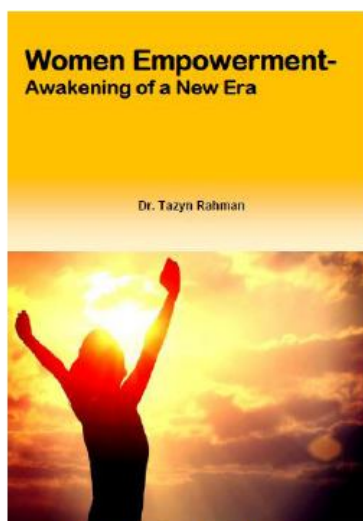
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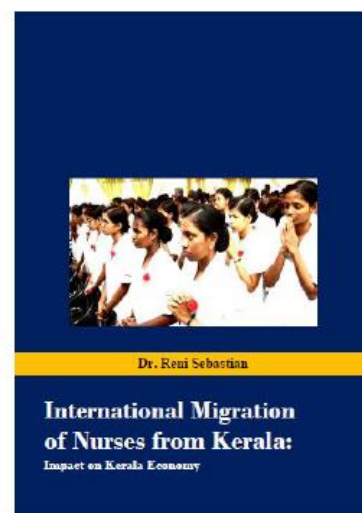
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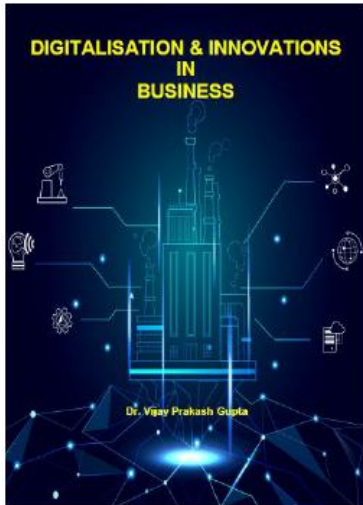
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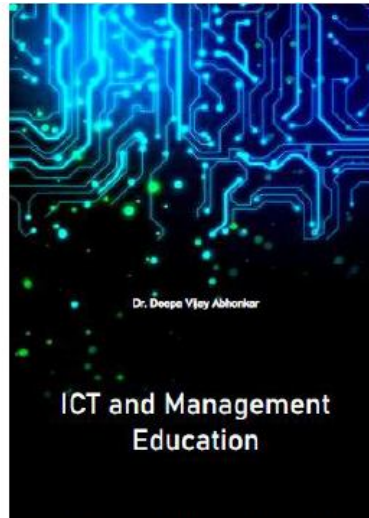
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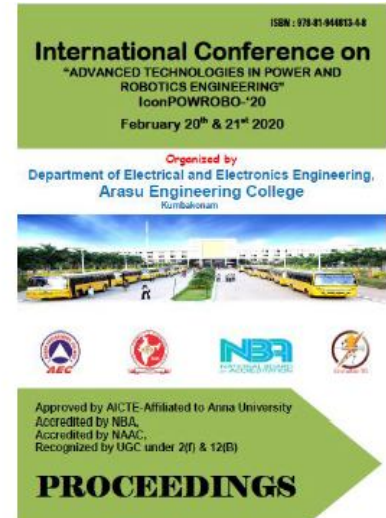
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