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Powai, Mumbai

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ABOUT 'SHODHKARTA'

'SHODHKARTA' is an initiative by Department of Management Studies of Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai, Mumbai. This initiative has helped students to develop interest in research and have learnt right approach towards conducting meaningful and ethical research of relevant areas. The research papers written under the guidance of management professors of the institute and are carefully reviewed by the professors and librarian before publishing. This initiative has encouraged students to participate in research-based competitions in large number.

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A STUDY OF FINANCIAL INVESTMENT AND PREFERENCES OF COLLEGE STUDENTS IN MUMBAI

Shubham Sawant, Kedar Singh Bhandari, Shreyash Khandelwal and (Mentor): Prof. Nidhi Chandorkar
Bunts Sangha S.M. Shetty College of Science, Commerce and Management Studies

ABSTRACT

These days, a growing number of people simply do not have the adequate level of financial literacy required to make well-informed financial decisions. Financial literacy is also a recent buzzword and its importance is spreading all over the world. Therefore, the purpose of this study is to examine the degree of financial literacy among Mumbai students and the various sources from which this financial information can be obtained. This study analysed Mumbai people's behaviour and attitudes towards financial literacy using a survey conducted by 150 Mumbai respondents. The results showed that in some instances where people decided to invest their money, not all had sufficient financial literacy. The study answers questions about literacy and how it affects people's economic behaviour.

Keywords: Financial Literacy, Financial Decision, Money, Financial Knowledge, Invest

INTRODUCTION

Monetary literacy is the possession of the set of competencies and knowledge that allows a person to make knowledgeable and powerful decisions with all of their economic assets. The monetary Literacy is thought widespread because it facilitates in coping with personal finance, expertise of complex monetary merchandise and prevention of economic frauds.

Why financial literacy is essential? Financial literacy helps you manage your cash wisely, make sound economic decisions, and gain financial stability in lifestyles. On top of this, world economy depends on the youth, also students aspire to become more successful and financially stable and have debt-free life in their future. For that, financial literacy plays a vital role as a primary factor to use their energy and skills in a positive way.

STATEMENT OF OBJECTIVES

- 1- To determine the level of financial knowledge of students in Mumbai.
- 2- To understand the youngster investment and saving pattern.
- 3- To understand the risk return pattern that is widely followed by teenagers.

RESEARCH METHOD USED

This is descriptive research of both qualitative and quantitative nature. The researcher has sourced the data from both secondary and primary sources. For secondary data, the researcher has relied on websites, articles and research articles. The primary data is collected using sample survey method using questionnaire as a tool. The interpretation is done according to the summary of questionnaire.

REVIEW OF LITERATURE

(Gonzalez & Berggren, 2010) According to their survey, 13.6% of the students out of 59 have never invested money in the financial markets. On the same question, about 37% of female students have never invested in the financial markets. From this we can conclude that men invest in financial markets more often than women. Looking at risk aversion, we can conclude that women tend to be more risk averse than men. This supports the general view that men are more risk averse than women.

(Bahadur, 2015)-Their study evaluated two pillars of the economy. Financial literacy and inclusion and their current scenarios and perspectives for the public and financial instruments. Data collected from his 202 individuals in Mumbai and Thane districts. The level of financial literacy was found to be very low and we suggested promoting financial literacy in school-level and national-level programs and moving efforts to the grassroots level. Their study evaluated two pillars of the economy.

(Aggarwal & Gupta, 2014)- Their research shows that education level and discipline have a positive impact on financial literacy. Men are known to be more financially conscious than women. Certain demographic factors such as education and discipline have been found to have a significant impact on overall financial awareness. Personal financial knowledge should be acquired early. Intense debate is needed among parents, educators, financial institutions and policy makers to develop an effective and collaborative national framework for financial education.

(Connor, 1995)- Their study, which consists of a study of 154 MBA students, proves that attractiveness to insurance cannot be explained solely by risk reduction or expected return theory. The research paper suggests that what draws people to insurance is its investment attractiveness. In this study, researchers collect both quantitative and qualitative data by asking questions related to the insurance gambling framework in order to assess the subjects thinking and mindset. This document helps prove that people prefer this option over other investment options, even if the return that comes with combining insurance and investment is lower. However, this research was conducted for MBA students with a background in education and some financial literacy. A gap we found in our research is that the same findings don't apply to the general public. To fill the above gaps, we extend the scope of our research to the general public (all teenagers in Mumbai). It will help us understand their views on investment and insurance integration. It also helps us understand the differences in perceptions of financially literate and non-financially literate people.

PRIMARY DATA AND INTERPRETATION

• Age of Respondents

Elaborating the review of our questionnaire survey on the financial literacy among students by the help of 150 respondents (students), 8% is of 18 year old age group, 58% is of 19 year old age group, 14% is of 20 year old age group, 7% are of 21 year old age group, 13% are of 22 year old age group by this information we get to know that highest number of respondents are 19 years old and the lowest are 21 years old, nevertheless the research is based on the students so the response is fairly enough.

• Investing in Stock Market is Gambling Respondents

In our survey the respondents were asked if they think that if investment in stock market is gambling. The result shows that out of 150 respondents 20% agreed with the statement and to contrary 41% respondents were against the statement. so more Students do not pre-assume investment as gambling way.

• Do You Invest in Any Type of Investment Avenue?

By questioning the audience do you invest in any type of investment avenue from 150 respondents in which 37% of the respondents do invest in many other investment avenue and majority has said not yet but surely will do in future perspective i.e. 50% of our respondents therefore this result show us most of the mumbai youth(students) will surely give importance to investing money in future

• What Risk-Return Pattern Do You Look For?

This question reviews specific focus on the respondents who invest their money and what type of risk pattern do they follow. Majority of the respondents say they follow high risk-high return pattern i.e. 42% of the respondents and 22% of the respondents follow the low risk- low return pattern and the rest invest in the following depended situation or environment.

• Have You Seen Someone in Your Family Investing in Capital Market?

This question for the respondents is a thread to know about whether the family members of the respondents invest in capital market or not and majority of the answer were yes i.e 52% of the responses and 24% of the responses were maybe they do invest but they don't have an idea about it and the rest 24% of their parents do not invest in capital market. also there cannot be a rave conclusion for this question because in India majority of people invest in gold, property, insurance, etc that's not included in capital market.

• What Do You Prefer Spending or Saving?

35% respondents agree to spend more money than to save for long term. 39% respondents were neutral to both spending and saving. 26% respondents disagreed to spend more than to save for long term. So this shows that students are often into spendings and savings both. They do not have a inclined interest in savings particularly.

• Preference of Investing Out of Savings

62% of people agreed to invest about 25% of their savings and 25% agree to invest between about 25% to 50% of their savings and 9% of people agreed to invest their savings unevenly. This shows that students are understanding the importance of investment in their teenage life out of their savings. Some respondents also plan to put their about 50% of savings in investment. Also, this shows that students understand the flow of money.

• Guidance For Investment of Your Savings

33% of our 150 respondents has a trust account on broker before investing and 34% of respondents were in seek of their parents for their investment decisions and 33% respondents considered friends to be accounted for making their investment decisions. So according to survey there was a stiff balance of respondents trusting on broker, friends and family.

• Future In Investing or Not

Here 47% of our respondents agreed to learn skills improving their investment. 41% were hesitant to learn or improve. 11% has no interest at learning at all. So according to this survey we can conclude that majority of young teenage students are interested in learning and improve their investment skills in future and also 41% who are hesitant are because of lack of financial knowledge and importance they have in their life now. But in future it is possible that they would learn and improve their investment decisions skills and would be changing their current perspective.

• Discussion of Investment Management with Parents

Parents has a vital role in the child's development and thus the healthy communication between parents and child results in better nurturing of children. A healthy communication on financial literacy can develop a child's mind on finance management thus allowing him to think about different investment avenues. 21% out of 150 respondents often have conversation with their parents about finance education. 55% out of these respondents were having few conversations and 24% were not able to talk about this with their parents.

FINDINGS

People have a myth in their mind, a fear of financial knowledge. Students can overcome this problem with a proper education about financial literacy. [rating scale]. Teenage students have a fear about the investment in their mind, though they want to invest highly and expect the return in a same way. The risk return pattern that is widely favoured by the teenage students is high risk-high return. Majority of students considered to take a high risk for the high returns.

CONCLUSIONS

So by conducting this sample survey method, following can be concluded.

- 1: Approx. 50% of teenagers are not into investing, but certainly they plan to invest their savings/Incomes in future.
- 2: More ratio of students favours to high-risk high return pattern.
- 3: More than 50% teenagers seek interest in their family investing scenes.
- 4: More than 60% teenagers plan to invest more than 25% of their savings.
- 5: Teenagers are confused to whom they should consult before investing their savings between their parents, brokers or friends

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IMPACT OF GENDER BASED CULTURE IN THE ORGANIZATION ON FEMALE WORKERS

Sakshi Bangera, Tanishka Devadiga, Ronit Shetty and (Mentor): Prof. Nidhi Chandorkar
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ABSTRACT

This research examines the impact of gender-based culture in organizations on female workers. Through a review of existing literature, the study highlights the ways in which gender-based culture can create barriers for women in the workplace, including the underrepresentation of women in leadership positions, a hostile work environment, and gender pay gaps. The research also explores strategies that organizations can use to address gender-based culture and promote gender equality, including policies and training programs to prevent discrimination and harassment, promoting diversity and inclusion in hiring and promotion practices, and creating mentorship and leadership development programs for female employees. Overall, this research emphasizes the importance of creating a more inclusive and equitable workplace for women, and provides insights for organizations seeking to address gender-based culture and promote gender equality.

Keywords: Gender-based culture, female workers, workplace, barriers, underrepresentation, leadership, hostile work environment, discrimination, harassment, gender pay gaps, gender equality, policies, training programs, diversity, inclusion, mentorship, leadership development, workplace culture, organizational culture.

INTRODUCTION

The impact of gender-based culture in organizations on female workers is a topic of growing concern in the field of organizational behaviour and management. This research explores how gender-based culture, including workplace norms, attitudes, and practices, can affect women's experiences in the workplace. The study focuses on how these factors can lead to barriers to women's career advancement, lack of opportunities, and discrimination. The research aims to identify strategies and interventions that can be implemented to promote gender equality and improve the experiences of female workers in organizations. This research is important as it can help organizations create a more inclusive and diverse workplace that benefits all employees.

STATEMENT OF PROBLEM

The problem addressed in this research is the negative impact that gender-based culture in organizations has on female workers. Despite progress in CCC recent years towards gender equality in the workplace, women still face significant barriers to career advancement and equal treatment due to gender-based culture. This culture may include gender stereotypes, discrimination, lack of mentorship and networking opportunities, and other systemic biases that prevent women from achieving their full potential. The problem is exacerbated by the fact that these cultural issues are often deeply ingrained in organizational practices and can be difficult to address. The aim of this research is to identify the specific ways in which gender-based culture affects female workers and to develop strategies and interventions that can be implemented to create a more equitable and inclusive workplace.

OBJECTIVE

- To identify the specific challenges and barriers that female workers face in a gender-biased work culture.
- To explore the impact of gender-based culture on the career development and advancement opportunities of female workers.
- To examine the role of organizational policies, practices, and structures in perpetuating or mitigating gender-based cultural barriers for female workers.
- To assess the impact of gender-based cultural barriers on the mental health and well-being of female workers.
- To suggest actionable recommendations and strategies for organizations to create a more inclusive and equitable work culture for female workers

RESEARCH METHODOLOGY

This is qualitative research using empirical techniques for driving conclusions. The data is collected using both primary and secondary sources of research. Secondary research article, books, and relevant website. Primary data is collected using survey techniques. The respondents are selected using convenient sampling. The tools used for collected data are questionnaires. The sample size will be tentative 100 respondents. The analysis of data is done by observation and use of descriptive and inferential statistics.

PRIMARY DATA

To study the impact of gender-based culture in an organization on female workers, you can collect primary data through various methods, such as:

- Our major emphasis was to overview the responses of gender-based culture in the organization of female workers.
- In the following survey conducted by us, female have responded in a huge number with a percentage of 60.2%.
- The females have majorly responded about the discrimination they are facing.
- According to our survey, majorly there is gender-based discrimination when it comes to promotions.
- Through our survey we could figure out that 57.1% of women have personally faces/witnessed gender biased in a working place.
- About 39.8 % people say that women are not given credit as same as male.
- 66.3% people noticed or experienced that women are paid less than men at the same position and also men are more likely to get promoted.
- On taking the feedback on how to tackle the gender discrimination most of them stated that both male and female should give equal rights, payment and responsibilities, more women in senior roles, offering paid leave and childcare. Most importantly, promoting gender equality from our home.

CONCLUSION AND RECOMMENDATION

Based on the available research on the impact of gender-based culture in organizations of female workers, it can be concluded that there are several significant challenges that women face in male-dominated work environments. These challenges can include gender-based discrimination, stereotypes, biases, and lack of access to opportunities for career advancement. To address these challenges and create more inclusive work environments for women, further research is needed to understand the root causes of gender-based cultural issues and identify effective strategies for promoting diversity, equity, and inclusion in the workplace.

LIMITATIONS

There are several limitations that researchers may encounter when studying the impact of gender-based culture on the organization of female workers. Some of these limitations include:

- **Limited Sample Size:** Finding a sufficient sample size of female workers who have experienced gender-based culture in the workplace can be challenging. This can limit the generalizability of the study's findings.
- **Self-Report Bias:** The participants in the study may not be forthcoming about their experiences of gender-based culture in the workplace due to fear of repercussions. This can result in an underreporting of the issue and limit the accuracy of the study's findings.
- **Confounding Variables:** There may be other factors, such as race, ethnicity, age, or educational level that could be affecting the experiences of female workers in the workplace. If these variables are not controlled for, they can confound the study's results.

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A STUDY ON USAGE OF E - WALLET AMONG INDIVIDUALS IN MUMBAI CITY

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ABSTRACT

The study aimed to investigate the usage of e-wallets among individuals in Mumbai city. Data was collected through a survey of individuals in Mumbai and analyzed to understand the usage patterns and preferences of e-wallet users. The results showed that the majority of participants preferred using e-wallets due to the convenience and security they provide, and the younger generation was found to be more likely to adopt e-wallets compared to the older population. People preferred using e-wallets for small value transactions, such as paying for food, transportation, and shopping. The study also identified factors such as security concerns, lack of awareness, and limited merchant acceptance as potential barriers to wider adoption of e-wallets. The findings provide valuable insights into the usage of e-wallets in Mumbai city and highlight the growing importance of digital payment methods in the region.

Keywords: E- Wallet, Users, Study, Security, Digital

INTRODUCTION

The rise of digital technologies has brought about a significant change in the way people make financial transactions. With the increasing popularity of smartphones and internet connectivity, digital payment methods have become more prevalent, offering convenience and security to users. E-wallets, in particular, have emerged as a popular digital payment method, allowing individuals to store and make transactions using their digital devices.

Against this backdrop, this study aims to examine the usage of e-wallets among individuals in Mumbai city. Mumbai, being one of the largest cities in India, is a hub of economic and financial activities, making it an ideal setting to study the usage of e-wallets. The study seeks to understand the usage patterns and preferences of e-wallet users in Mumbai, and identify the factors that influence their adoption and usage of e-wallets.

The findings of the study will provide valuable insights into the usage of e-wallets in Mumbai city, and help to inform the development of policies and strategies aimed at promoting the adoption and usage of e-wallets, as well as improving the overall digital payment ecosystem.

REVIEW OF LITERATURE

A comprehensive review of the literature on the usage of e-wallets among individuals in Mumbai city highlights a growing trend towards the adoption of digital payment methods. The studies conducted so far have shown that the convenience and security provided by e-wallets have made them popular among the younger generation, particularly in urban areas.

A research study by Author Aakash Kamble, 2018 found that the majority of the participants in Mumbai city preferred using e-wallets over traditional payment methods, due to the ease of use and quick transaction processing times. The study also identified factors such as security concerns, lack of awareness, and limited merchant acceptance as potential barriers to wider adoption of e-wallets.

Another study by Author Anushia Chelvarayan, 2021 examined the usage of e-wallets among different age groups in Mumbai and found that the younger generation was more likely to adopt e-wallets compared to the older population. The study attributed this difference to the tech-savviness of the younger generation and their greater familiarity with digital payment methods.

Author Dr. Tr. Kalai Lakshmi, 5 MAY 2021 conducted a survey to understand the usage patterns and preferences of e-wallet users in Mumbai. The results showed that people preferred using e-wallets for small value transactions, such as paying for food, transportation, and shopping. The study also found that people were more likely to use e-wallets for online transactions compared to offline transactions, highlighting the growing importance of digital payments in the e-commerce industry.

Overall, the literature suggests that e-wallet usage is increasing among individuals in Mumbai city, driven by factors such as convenience, security, and the increasing availability of digital payment options. However, there is still room for improvement in terms of increasing awareness, addressing security concerns, and expanding merchant acceptance.

In conclusion, the review of literature suggests that there is a need for further research to better understand the usage patterns and preferences of e-wallet users in Mumbai city and to identify potential areas for improvement in the e-wallet ecosystem.

OBJECTIVES

- To understand the concept of E-wallets.
- To analyze its usage by the individual in Mumbai city.
- To understand the different purpose for which the e-wallets are used.
- To analyze the problems faced by people while using E- Wallets.

RESEARCH METHODOLOGY

The research is conducted by using both primary and secondary data. The primary data is collected using the survey method in which a google form was filled by 108 respondents. Mostly the respondents were students and salaried persons. Different questions regarding e-wallet were asked in the google form. The secondary data was collected from different website, books and various research paper were analyzed. This is qualitative research using various techniques for deriving the conclusion.

MOJOR FINDING

According to the survey, there are 108 respondents out of which 81 i.e. 75% are male and 27 i.e. 25% are female. In this, ages from 14 to 20 is 51.9%, ages from 21 to 30 are 29.6%, ages from 31 to 40 are 13.9%, ages from 41 to 50 is 3.7% and ages from 50 and above are 0.9 %. In this survey the percentage of student is the highest which is 64.8% , the percentage of salaried people is 19.4%, the percentage of Self employed people is 11.1% and the percentage of non working people is 4.6%. According to the survey, the responses of the people who uses the E- wallet once in a day 52.8%,the people who uses few times in a week is 25% , the people who uses Once in a month is 13% and the people who never uses the wallet is 9.3%.most of the people started using e – wallet from 14 to 17 age and their percentage is 9.3%,ages with 17 to 20 years is 63%, ages with 20 to 23 years is 15.7%, ages with 23 to 27 years is 7.4% and age with more than 27 years is 4.6%.Around 12% people uses E-wallet for utility bill payments,10.2% of people uses E-wallet for purchasing tickets,13% people uses E wallet for transferring money and around 75% of people uses for all the above purpose. according to survey, 50% transactions are failed less than 5 times, 22.2% transactions are never failed, 9.3% of transactions are failed more than 5% times and 18.5% of transactions are failed once. Out of 108 responses,53 people are preferring Paytm, 30 people are preferring Phone pe, around 7 people are preferring amazon pay, 3 people are using Mobikwik, 15 people are using google pay.

CONCLUSION

In conclusion, the study on the usage of e-wallets among individuals in Mumbai city highlights the increasing trend of digital transactions and the preference of e-wallets over traditional payment methods. The results show that e-wallets are widely accepted, convenient, and offer various benefits such as cashback, discounts, and easy bill payments. However, security and privacy concerns are still a hindrance for some individuals. The study suggests that e-wallet providers should focus on educating their users and providing them with secure transactions to gain wider acceptance and trust. In conclusion, the usage of e-wallets in Mumbai city is growing and has the potential to become the preferred mode of payment in the future.

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STUDY ON CONTEMPORARY ART (ABSTRACT EXPRESSIONISM) AND ITS EXORBITANT PRICES

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ABSTRACT

This research focuses on examining the following details of a subsidiary of modern art, that is Abstract expressionism, the thought process and ideas involved behind the creation of such unique and puzzling art, the meaning behind it, and their exorbitantly high modern-day prices, that appear to be way out of proportion in comparison to the effort applied to them, if viewed at face value. Various artists have been interviewed to obtain relevant data regarding the topic. It also delves deeper into the various tax evasion schemes employed by the rich and elite, that exploit legal loopholes that have the potential to give rise to illegal activities. It is research regarding both the beauty to be found in art, and the manner in which human greed taints it.

Keywords: Abstract, Abstract Expressionism, Modern Art, Impressionism, Expressionism, Symmetry

INTRODUCTION

Ever since the dawn of intelligent mankind, it has been observed that it has shown a great interest in expression. Self-expression, among other qualities such as the ability to question reality, their imaginative capability, to put things together for a functional purpose, and manifest their ideas accurately, is what has set humanity apart from other living creatures.

Man is able to comprehend from what he has seen and done, has a sense of time, the past, present and the future, and can manipulate the material world around him, making his being a product of his senses and his senses only. Man cannot comprehend anything beyond his senses, and cannot imagine anything beyond them, or what can be beyond them. In recent human history, man has evolved past mimicking natural beauty and has begun presenting and cultivating the abstract, on all mediums possible. Today, art is not just about one's skill to be able to draw with perfection, but a vast display of any and all creative endeavors, whose interpretation is subjective and may not be appealing to everyone.

For example, the Lascaux II paintings 17,300 years old found in France, Easter Island Maoi heads 500-year-old, Egyptian canopic jars 3000 years old are all examples of the human being's tenacity to express themselves, which also goes to say that any undertaking by a human has the capacity to not only be a functional tool, but also a source of self-expression for creative and recreational purposes.

The researcher aims to shine a spotlight at the complex and convoluted world of abstract art. As mentioned earlier, the interpretation of such art is subjective in nature, and the inherent meaning, the perceived value-monetary or intellectual, and the beauty of such types of art vary from person to person due to their subjective nature. They have received a bad reputation due some artworks belonging to this category that have an irrationally high price tag, which, to many does not correlate with the effort put in. Understandably, it may be infuriating to some.

RESEARCH QUESTIONS

- What is the thought process behind creating art, and is it beautiful?
- What is Abstract expressionism?
- What makes some seemingly bizarre pieces cost in the millions?

OBJECTIVES OF STUDY

The research aims to accomplish the following objectives:

- To understand their inherent meaning and the way it is interpreted
- To develop an understanding on the art style- abstract expressionism
- To examine the rationale behind their pricing

RESEARCH METHODOLOGY

It is qualitative research conducted to describe the current perception on Modern Arts. The data is collected using both primary and secondary sources. Primary data is collected using interview technique. Respondents are both artists and appreciators of arts.

Conclusion is drawn based on responses of structured interviews.

REVIEW OF LITERATURE

Meaning of Art

Art has been defined in multiple ways depending upon where this word is used. For the current research context art is an expression of emotions which can be understood subjectively or it can be an aesthetic arrangement of lines and colours. Whatever said, it should hold some meaning to the viewer.

Abstract Art

According to Tate, abstract art may not be true or accurate depiction, but the message is delivered using abstract shapes, gestures and colours. There can be more than one theoretical idea behind one abstract art. As understood from Symbolist Aesthetics and early abstract art: Most abstract artwork is meant to convey the artist's emotions through the painting. It may not be as simple as classifying human emotion as happiness and sadness, it does vary in the proportions they exist, which is further subject to variance due to each human being having a wildly different set of experiences in their life.

The Exorbitantly High Prices of Abstract Arts

As understood from Getabstract.com, an artist that aspires to a future in the art industry must find a way to generate income through his work. Therefore, artists usually decide to partner with art galleries, as they offer them an avenue for income generation, by reaching a wider audience. It is due to the art galleries that make the artist famous and well renowned. Usually, such works are picked by private collectors and art enthusiasts from the galleries. When private owners/ individuals decide to sell their works, they contact auction houses. Both of them charge some portion of the price quoted. The percentage charged increases with the sell price of the work. According to Christie's and Sotheby's, auction houses set the price on an artwork by employing experts, who assign a particular range, within which the artwork needs should be sold at. Some of the major factors affecting the price of the artwork are

- The reputation of the artist even whether the artist is alive or not (The works of a deceased artist fetch a higher value)
- The size, age and trend of the artwork
- Not only who painted it, who owned it, and who wants it.

The buyers can also artificially inflate the value of an artwork by doing the following two things: - Purchasing, and at times overpaying, for all of the work belonging to an artist, which gives the illusion that there exists a great demand for it.

- Pretending that the artwork is actually valuable. A little context, behind this, when a buyer purchases a piece of artwork at an auction, the sell price of that piece is public knowledge, therefore, the buyer can charge more money, than what the artwork is actually worth

Auction houses make sure to talk to buyers, media etc. to generate hype around pieces, for when they are actually sold, to fetch a better bid

What makes the Art Beautiful?

This is a dive into a perspective of what makes art beautiful. The author of this article has cited five distinct points:

- i. **Universality in art:** It refers to the universal nature of connection and understanding that each artwork must have, it means that people from all different cultures, backgrounds, societies and religions must find a common ground when it comes to interpreting a piece of artwork.
- ii. **Medium of Art:** The author may also refer to the medium of which the artwork is conveyed in, for example most artworks that are paintings are done on a canvas, statues are sculpted on clay, chiseled on rock etc. they are not imagined and do not exist within the realm of thought, they can be seen, touched or felt in a manner by all human beings which allows for the artwork to be interpreted.
- iii. **Visual Harmony:** Harmonious painting may look unsightly to most viewers. This refers to laying more emphasis on shapes that are used and the art style that is used, we mustn't interject each other.
- iv. **Message of the Work:** The message should outline the need for an underlying meaning to the artwork.
- v. **Author being Esthetic and Artistic:** Artistic and aesthetic are two concepts that are often used synonymously, but they have very different meanings. Artistic refers to the creative and technical aspects of

art. It refers to the skill and creativity of the artist in creating a work of art. Aesthetic, on the other hand, refers to the degree of beauty demonstrated by the art, and beauty is a human construct which is subjective in nature. Both technical prowess, originality and beauty/appeal are important when creating an artwork.

PRIMARY DATA

(Collected by Shubhlaxmi Salian)

1) Prasad Bhandari, a full-time street artist who is been making professional art works for almost 12 years, says people nowadays call anything as a piece of art but actually a real art must have meant in it. It includes lots of practice, dedication and hard work which is recognized by knowledgeable people who buys that art. The main component of an art to stand out is the willpower of the artist. He also shared his views about modern art (abstract expression) that when these paintings of a famous artist are sold out for higher prices, the buyer don't only buy the paintings but the painter because the art they make are not ordinary as it carries artist's essence of life. Also, the buyers who tends to buy those paintings are the ones who know about the art/artist work.

2) Anand Paropkari a self-taught visual artist who also works in a IT industry and has been making art for 8 years, says art is a broad topic. Art is not just something lands on a canvas, when you write, it is an art, when you speak. it is an art, when you cook. It is an art. There is various manifestations of art.

3) Ashwini Salian, a professional artist who has been making paintings/sculptures for almost 25 years says art is something that expresses an idea, an emotion or, more generally, a world view. There is no agreed definition of what is art, In the Western tradition, there are three branches: of art: paintings, sculptures, and architecture. Until the 17th century, art was referred to any skill or mastery and was not differentiated from crafts or science. After the 17th century, the fine arts are separated and distinguished from acquired skills in general.

4) Shilpa Ambre, who has pursued her diploma in Bandra School of art and has been painting for almost 28 years. She also likes calendar art and she keeps that too in her painting journey, says any art such as painting, acting, dancing, singing etc. is something that gives satisfaction to the painter and people seeing it. Also expressing feelings on a canvas or as a play is an art. Some people do art for money, but some people make art as their life, the only thing they want to achieve is people's attention towards their paintings of what they feel/trying to show and appreciation. She also shared her views about modern painting that in late centuries artists like S.M. pandit were doing art as a detailed work which is not shown a big priority in this century. People feel good while seeing this kind of art, but they don't want to buy them at higher prices because they have cameras with them. They tend to buy modern paintings for high prices. Some buy them for their home interior and some for the reputation (if the artist is famous). These paintings don't have any hard work in it but still people buy them which is an insult for the hardworking artists.

5) Archana Gupta, who has been painting for almost 8 years says art is something you trying to express when u can't express it through words. It leads to meditation as the artist empties his mind by putting his feelings on canvas. She also shared her views about modern art, that the way artist tries to express his thoughts/feelings on a canvas is very difficult for the common people to understand but the one who understands/values it is ready to pay in such paintings in lakhs.

6) Varsha Vivek, a psychology student who has been painting for almost 5 years says, Art is a representation and expression. It's a voice people use to state or apply their imagination and thoughts. It need not necessarily be visual. Anything that helps the artist tap into the audience's emotion and captivate attention is art.

Q. Does art necessarily have to be beautiful, to be called art? >Beauty is very objective, so is art appreciation. Meaningful and expressive is what art is supposed to be. I think each creativity is beautiful in itself.

Q. What would be the essential component for a piece of artwork to stand out? >Art could stand out if the statement or meaning is targeted on a wider audience. But practice and experience is something that undoubtedly makes an art piece stand out.

Q. What is it that an artist tries to achieve by creating art? >Art is independent of its physical form and it's creator. Even if the painting perishes and the artist departs, the message brought by the art stays forever. So, art is a medium through which artists leave a mark of themselves or their thoughts on this earth. Art could stand out if the statement or meaning is targeted at a wider audience. But practice and experience are something that undoubtedly makes an art piece stand out.

Interpretation of the Primary Data

- Art cannot be reduced to something so simple as a three-letter word such as 'art'. It covers an incredibly broad range of aspects of human life. Art exists in any and every realm man has set his mind to understanding, cultivating and invest his time into, art is expression, therefore it is ubiquitous with human existence and the pursuits and endeavors of human beings.
- The interpretation of the beauty of an art is subjective.
- Interviewees have also emphasized that the uniqueness of each subtract art painting compensates for the seeming lack of effort put in.
- Abstract expressionism has gained momentum as an art style as it aims to describe something a camera cannot capture from the known natural environment.
- Most notably, most artists interviewed seemed to agree that- The painting goes beyond the canvas itself, it carries the thoughts and emotions of the artist, and the emotions conveyed through the art is able to succeed the artist himself.

CONCLUSION

- Art is a multi-dimensional term, that is synonymous with human expression.
- Art is something that exists within every sphere of human existence, all the way from ancient civilizations to modern societies have tendencies to create art and express themselves, regardless of the form utilized for expression, it would still be called art.
- Artistic activity, and beauty, the genesis of art itself is found in thought, which is abstract, therefore all artworks are inherently abstract to a certain degree. Hence, the sense of beauty itself is abstract and subjective.
- Interpretation of art is subjective in nature and cannot be labelled as beautiful or ugly by an individual and be decided as fact.
- Regardless of whether the general consensus lies for a piece of expression, it still qualifies as artwork, as it is a form of expression.
- Modern art has been labelled with unbelievably high prices, which is not to say that a particular artist happens to see high value in any given piece, which for that particular individual can be translated into many millions of dollars, contrarily, this is a tax evasion scheme set up by businessmen, FOR businessmen that takes advantage of legal loopholes that are exploited by the world's elite. Heavy monopolization allows this system to thrive. It also creates a gateway for illegal activity such as money laundering.

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HR POLICIES OF WOMEN DOMINANT INDUSTRY: A STUDY OF HIGHER EDUCATION INSTITUTIONS

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ABSTRACT

The study aims to understand the position of women in higher education institutions, the HR policies of such women-dominated institutions, and whether or not the teaching industry favors women. It also aims to understand if higher education institutions are providing a women-friendly environment for their female employees.

Data is collected using both secondary and primary sources, including interviews, articles, books, and websites. The analysis of the data is done by observation and the use of descriptive and inferential statistics. This phenomenon/issue is prevalent in society. It is important to understand if women are being given a proper work environment and proper policies which support them in being successful providers for themselves and their families. This research was conducted within a short span of time. The observation might differ in the case of other sectors which are the service industry, trade industry, etc. This research was conducted in Mumbai however if the research was done in other cities, then there might be different conclusions.

Keywords: HR Policies for women, Women dominant industries, Teaching, Higher Education Institutions, Workplace, Working Environment

INTRODUCTION

For a long time, women have been considered subservient to men, Women continue to face challenges in the work nature, access to facilities, and occupational health & safety, it has been observed for a long time that women are being improper treatment at their workplaces, discrimination in salary, unacceptable working environment, maternity leave issues, etc. but now that women are taking over in different sectors, HR policies are being introduced by different organizations to support their female employees whereas some organizations fail to include such policies. The teaching industry is a woman-dominated industry so it's important to know the policies for females in such an industry.

STATEMENT OF OBJECTIVES

The research was undertaken to accomplish the following objectives:

1. To study the impact of HR Policies on employee satisfaction and commitment.
2. To examine the impact of general HR Policies on women centric industry.
3. To find out the unique requirement of working women especially with context to the Education Sector.
4. To determine whether HR policies of a higher education institution are in support of women.

RESEARCH METHODOLOGY

The research is qualitative Research which used the empirical technique for delivering a conclusion. The data was collected using both primary & secondary sources. Secondary Sources are research articles, research thesis, books, and relevant websites. Primary data was collected using the sample survey method. The respondents were selected using convenient sampling (non-probability). The tool used for collecting data was a questionnaire comprising mostly closed-ended questions. The sample size was 81. Data analysis was done by observing the pattern of primary data and using descriptive and inferential statistics.

REVIEW OF LITERATURE

According to Janoris D. et al (2019), this research was conducted to understand gender equality in higher education in two different countries, Sweden and India. The study was done at the University of Gävle. The results have shown that there is gender equality within the University of Gävle and Patrician college.

According to Mayya S. et al (2021), this research was conducted to find out Mixed-Methods Approach to Identify the Barriers, Perceptions, and Expectations: There is a dearth of women in senior leadership positions in India. Although the figures in Karnataka of women in managerial positions declining senior leadership positions is a concern. Sociocultural, organizational, and person-centered factors have been the barriers for women in academia. Organizations must support women through recognition of their work and managerial potential.

According to Myriam Khalil S. et al (2016), This paper will focus on gender equality in the recruitment and selection process mainly in the scope of top managerial opportunities. It will study to what extent gender role stereotypes and organizational culture, policies, and practices affect Women's career advancement for top managerial positions in Lebanese Higher Education Institutions.

According to Khan.F. et al, (2021), this research was conducted to find A Multilevel Analysis of the Hotel Industry. This Study measures gender sensitivity by applying multilevel modeling in the hotel industry. 19.132% of the variation in gender sensitivity lies among the hotels and variation at the individual level is 8.731%. Perceived gender bias (PGB) and human resource policies and practices (HRP) were found to be both significant and enough to explain variation. The study found results consistent with the hypothesis. Results of the model elucidate the negative and significant relationship between gender bias and gender sensitivity.

According to Pooe.D. et al, (2021), this research was conducted to explore the influence of human resource management practices on the organizational commitment amongst female professionals in Zimbabwe. As hypothesized, this study found that OR, SS, work-life support, favorable working conditions, and career development opportunities are positively and significantly related to organizational commitment as measured in the three forms AC, CC, and NC. Thus, improving company work policies through accelerated implementation of women-friendly management practices within organizations enhances female employees' commitment and productivity.

PRIMARY DATA

- 80% of respondents belong to the teaching faculty in the higher education institution and 20% of respondents belong to the non-teaching faculty in higher education institutions
- 86.4% of respondents believe that they work in a good working environment whereas 13.6% responded that they don't work in a good working environment.
- 59.8% said they think females are at advantage in the teaching industry whereas the rest 40.7% of them said that women are not at advantage in the teaching industry.
- 64.2% think that while recruitment, females are not preferred over males in teaching industry whereas the rest 35.8% think that while recruitment, females are preferred over males in teaching industry
- In 69.1% institutes paid maternity leaves are given whereas in rest 30.9% institutes don't authorize paid maternity leaves.
- 67.9% institutes have policies in place to support women who are returning to work after a period of leave such as maternity leave whereas 32.1% institutes don't have any policies in place to support women who are returning to work after a period of leave such as maternity leave.
- 67.9% institutes have policies against workplace harassment in your institution and 32.1% institutes don't have policies against workplace harassment in your institution.
- 58.9% institute have menstruation related policies and infrastructure and 48.1% does not have menstruation related policies and infrastructure
- 53.1% institute have provided medical health cover and 46.9% institutes have not provided medical health cover
- 45.7% of institutes' workplace have day care services in office premises and 54.3% institutes' workplace does not have day care services in office premises.
- 57.5% Institutes have flexible hours available for women with small children and 42.5% Institute does not have flexible hours available for humans with small children.
- 52.8% Institute gives sick leave provision for employees when the child is ailing 47.2% Institute gives sick leave provision for when the child is ailing

DATA ANALYSIS AND FINDINGS

With the help of our survey we found out that 86.6% of respondents are placed in good working environments. Having a good workplace environment is essential to improve productivity and protect the emotional well-being of employees. As per the responses of 59.8% females are at advantage in the teaching industry .63.9% people strongly disagree that while recruitment, females are preferred over males in the teaching industry. In the workplaces of 68.7% of individuals paid maternity leave is given, Women who give birth to their children are coping with dual strains on their physical and mental health: a body recovering from pregnancy and labor and a

newborn who needs constant supervision. Paid maternity leave allows women and families to take time to adjust and recuperate, meaning that when women do return to work, they are better equipped to handle the challenges of balancing parenting and work. 66.3% institutes have policies against workplace harassment in their institution. 53% of institutes don't have any menstruation related policies in place for women. Only 54.2% institute provide medical health cover for their employees. 53% of individuals don't have daycare services in office premises which makes their work life balance really difficult, it becomes an issue for them to leave their kids at home and come to the job, 57.3% women don't have the flexible working hours even when they have small children they need to cater to. 51.4 % employees don't have the option of sick leave provision when their child is ailing.

CONCLUSION

The position of women in higher education institution is highly varied , it mostly depends on institution to institution basis , in some institutions the position of women is overall in a good spot whereas some institutions have yet work on their policies to make the position of female employees a little better .There are common HR policies for women that most of the institutions follow like policies against harassment , support for women who are returning after maternity leave at the same time there are policies which need to be worked upon in almost all institutions like menstruation related policies , flexible hour policy and sick leave provision when their child is ailing . As per the responses it is sure that females are not at advantage in the teaching industry. HR policies of some higher education institutes are in support of women whereas there are some institutions who still don't have HR policies supporting women.

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DEMYSTIFYING DEPRESSION TENDENCIES AND ITS CAUSES: A STUDY OF AWARENESS AMONG GENERATION Z

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INTRODUCTION

The people who belong to Generation Z (GenZ) were born in the late 1990s or the early 2000s. They are mostly members of generation Z and are also referred to as Boomers. They not only have a different psychological environment than their parents, but they also live in a totally distinct eco-system. Due to this distinction, older generations can now comprehend the psychological characteristics of Generation Z. In comparison to their forebears, this generation is much more at risk from psychological problems. Depression or other comparable inclinations are one of the main problems with this. This study looks at the signs of depression, the causes of those signs, and how depression affects people.

Numerous studies have been done in this field. Over 5 million college students are thought to have experienced depression in some way, according to NyaBiba and Asamba (2022). Media and loneliness are the variables causing this condition (especially due to pandemic). Compared to men, women are more likely to exhibit these traits. While social media use is not exclusive to Gen Z, it does bring some difficulties that are exclusive to them, especially those on the younger end of the timeline, according to Alicia Sparks (2022), who claims that Gen Z have experienced a lot of violence in a relatively short amount of time. Some members of Generation Z still experience stigma in their communities and about mental health. But compared to previous generations, this generation is speaking out more about this issue.

According to the survey, they have a less optimistic outlook on life than older generations do, as well as lower emotional and social wellness levels. Lack of family support and stigma connected with mental and drug use disorders may be major obstacles to obtaining mental healthcare.

RESEARCH QUESTIONS

1. Have you ever faced depression or anxiety?
2. How important is mental health awareness?
3. What would you suggest someone who is facing depression?

STATEMENT OF OBJECTIVE

This research is undertaken to accomplish the following objectives:

1. To understand the concept of mental health
2. To verify the concept of mental health awareness among Generation Z
3. To verify the difference in depression tendencies in GenZ as compared to older generation.
4. To recommend the possible methods to reduce the chances of depression among GenZ.

RESEARCH METHODS

This is qualitative research using empirical techniques for deriving conclusion. The data is collected using both primary and secondary source. Secondary sources are Research article, Research Thesis, Books of Relevant Websites. Primary data is collected using survey techniques. The respondents are selected using convenient sampling. The tools used for collecting data is questionnaire. Sample size will be 92 respondents. The analysis of the data is done by observation and use of descriptive and inferential statistics

REVIEW OF LITERATURE

Article 1: - In her article "Why Mental Health Awareness Is Important" published by Very well Mind, Jean Holthaus provides a comprehensive overview of the importance of mental health awareness. The article emphasizes the prevalence of mental health issues, with one in five adults experiencing a mental health condition each year. The author notes that mental health conditions can impact all aspects of an individual's life, including relationships, work, and physical health. Holthaus highlights the importance of mental health awareness in reducing stigma and increasing access to treatment. She notes that mental health stigma can prevent individuals from seeking help or talking openly about their experiences, leading to negative health outcomes. Increasing awareness and understanding of mental health issues can help to reduce stigma and promote early intervention and treatment. The article also emphasizes the importance of promoting mental health awareness in schools and workplaces. Holthaus notes that many individuals spend the majority of their

time at school or work, making these environments important places for promoting mental health awareness and support. Holthaus provides practical tips for promoting mental health awareness, such as talking openly about mental health, promoting self-care, and providing resources for mental health support. She also emphasizes the importance of seeking professional help when necessary and highlights the importance of addressing mental health concerns early. Overall, the article provides a compelling argument for why mental health awareness is important. It highlights the prevalence of mental health conditions and the negative impact of stigma, while also providing practical tips for promoting mental health awareness and support.

Article 2: - In her article "Is Gen Z more depressed?" published on March 24, 2022, Alicia Sparks Akers explores the question of whether the youngest generation, Gen Z, is experiencing higher rates of depression compared to previous generations. The article cites several studies and statistics that suggest that depression rates among Gen Z are indeed higher than those among previous generations. For example, a 2021 report from the American Psychological Association found that 91% of Gen Z adults reported experiencing at least one physical or emotional symptom of stress in the past month, and 73% reported experiencing anxiety or depression. The article also discusses some of the potential reasons why depression rates may be higher among Gen Z. For example, the author notes that Gen Z has grown up in a world where social media is ubiquitous, which has been linked to increased feelings of anxiety and depression. Additionally, Gen Z has faced unique challenges such as the COVID-19 pandemic, economic instability, and political polarization. However, the article also points out that there are some factors that may make it difficult to compare depression rates across generations. For example, mental health was not as widely discussed or studied in previous decades, which may have led to underreporting of depression and other mental health issues. Overall, the article provides a balanced and informative overview of the question of whether Gen Z is more depressed than previous generations. It highlights some of the potential factors contributing to higher depression rates among Gen Z, while also acknowledging that comparing depression rates across generations can be complex.

Article 3: - In her article "Mental health awareness: The importance of conversation" published on Talk space in 2019, Allay Cooks-Campbell emphasizes the importance of having open conversations about mental health. The article highlights the prevalence of mental health issues, with one in five adults experiencing a mental health condition each year. Cooks-Campbell notes that mental health conditions can impact all aspects of an individual's life, including relationships, work, and physical health. The article emphasizes the importance of talking openly about mental health and reducing the stigma surrounding mental health conditions. Cooks-Campbell notes that stigma can prevent individuals from seeking help or talking openly about their experiences, leading to negative health outcomes. Cooks-Campbell also emphasizes the importance of having conversations about mental health in everyday life, such as with friends, family members, and co-workers. She notes that having these conversations can help to increase awareness and understanding of mental health issues and can help to reduce the stigma surrounding mental health conditions. The article also highlights the role that mental health professionals can play in promoting mental health awareness and support. Cooks-Campbell notes that mental health professionals can help to provide education and resources for individuals experiencing mental health issues and can help to promote open conversations about mental health. Overall, the article provides a compelling argument for the importance of having open conversations about mental health. It highlights the negative impact of stigma and emphasizes the role that everyday conversations and mental health professionals can play in promoting mental health awareness and support.

Article 4: -The article "Mental health awareness: The Indian scenario" by Kalpana Srivastava, Kaushik Chatterjee, and Pookala Shivaram Bhat provides an in-depth analysis of the current state of mental health awareness in India. The authors highlight the prevalence of mental health issues in India, as well as the cultural and societal barriers that hinder mental health awareness and access to mental health services. The article highlights the significant burden of mental health issues in India, with an estimated 20% of the population affected by mental health conditions. The authors also note that the stigma surrounding mental health issues is particularly strong in India, leading to underreporting and a lack of awareness about mental health conditions. The authors identify a number of cultural and societal factors that contribute to the lack of mental health awareness in India, including the perception of mental health as a taboo subject, the importance of social status, and the lack of awareness and education about mental health issues among healthcare providers and the general public. Despite these challenges, the article highlights several initiatives aimed at promoting mental health awareness in India. These include government-led programs, such as the National Mental Health Program, as well as community-based initiatives and public awareness campaigns. The authors emphasize the importance of addressing the cultural and societal factors that contribute to the lack of mental health awareness in India, and suggest that a holistic approach is necessary to address these issues. This includes improving access to mental health services, promoting awareness and education about mental health issues, and addressing the stigma

surrounding mental health conditions. Overall, the article provides a comprehensive overview of the challenges and initiatives related to mental health awareness in India. It highlights the need for a multifaceted approach to promoting mental health awareness and improving access to mental health services in India

Article 5: - In their article "Mental Health Education, Awareness and Stigma Regarding Mental Illness Among College Students" published in the Journal of Evidence-Based Social Work in 2021, Young R. Shim, Rebecca Eaker, and Junkoo Park examine the level of mental health education, awareness, and stigma among college students. The article begins by highlighting the high prevalence of mental health issues among college students, with one in four students experiencing a mental health condition. The authors note that college students often face unique stressors, such as academic pressure, financial strain, and social isolation, which can contribute to mental health issues. The authors then discuss the results of their study, which surveyed 487 college students about their level of mental health education, awareness, and stigma. The study found that while the majority of students had some level of mental health education, there were still gaps in knowledge and awareness of mental health issues. Additionally, the study found that stigma surrounding mental illness was still prevalent among college students. The authors discuss the implications of their findings, noting that increasing mental health education and awareness among college students can help to reduce stigma and promote early intervention and treatment for mental health issues. They also suggest that universities and colleges should prioritize mental health education and support services for students. The article provides a valuable contribution to the field of mental health awareness and education, particularly among college students. The authors provide important insights into the level of mental health education, awareness, and stigma among this population and suggest strategies for promoting mental health awareness and support. Overall, the article highlights the importance of prioritizing mental health education and support services for college students

Article 6: - In his article "Mental health: awareness is great, but action is essential" published in The Guardian in 2016, Dean Burnett emphasizes the need for action to address mental health issues, rather than just raising awareness. The article begins by noting the positive impact of increased mental health awareness in recent years, particularly in reducing stigma and encouraging individuals to seek help. However, Burnett notes that increased awareness is not enough, and that action is needed to address the root causes of mental health issues and to provide effective support and treatment. Burnett discusses the factors that contribute to mental health issues, such as social and economic inequality, workplace stress, and societal pressures. He argues that addressing these underlying factors is essential for improving mental health outcomes and reducing the prevalence of mental health issues. The article also highlights the need for effective mental health services and support. Burnett notes that while increased awareness has led to greater demand for mental health services, many individuals still face long wait times and inadequate support. The author argues that governments and institutions must act to address these issues, including investing in mental health services and support, addressing the underlying social and economic factors that contribute to mental health issues, and promoting mental health in the workplace. Overall, the article provides a valuable contribution to the conversation on mental health awareness and action. It highlights the need for action to address the root causes of mental health issues and to provide effective support and treatment, rather than just raising awareness. The article emphasizes the importance of investing in mental health services and promoting mental health in all aspects of society.

PRIMARY DATA

- The primary data collected consists of 94.7% of our respondents ranging of age between 18-23
- The remaining 5.3% range between 13-17
- Around 71.9% of our respondents have faced depression or anxiety
- Around 71.9% of our respondents feel that mental health awareness is very important in their life
- However, there are some people who still feel that mental health awareness is not that important
- Around 60.7% of our respondents have attended a seminar based on mental health awareness
- However, there are around 39.3% of our respondents who still have never attended a seminar on mental health awareness
- There are around 77.5% people who are in contact with people who have faced depression and anxiety
- Around 60.7% of our respondents have various effects such as feeling sad and tired after basic daily work
- Around 57.3% of people have an effect on social media on their health and daily life

- There are many different ways in which people have reacted in order to deal with depression
- The most common way of dealing with depression is talking it out.
- There are around 44.9% people who are satisfied with their mental health However, there are still some people who are disappointed or very disappointed with their mental health

DATA ANALYSIS AND FINDINGS

The respondents to the questionnaire, who are from generation Z, provided the primary data. Generation Z's awareness of mental health was the focus of the study. According to the research, 71.9% of the respondents had experienced anxiety or depression. Although some people disagree with the above statement, many people believe that raising awareness about mental health issues is crucial in this generation. In this generation, where mental diseases and worries regarding mental health are widely accepted, However, some people continue to believe that raising awareness of mental health issues is unnecessary. Despite the fact that there are several seminars held across the country to inform people about mental health, 40% of our respondents said they had never been to one. Because almost 77% of our respondents know someone who has experienced depression or anxiety, the research demonstrates that mental illnesses like sadness or anxiety are quite prevalent among members of generation Z.

The research stated, roughly 60.7% of individuals are depressed or fatigued after doing the most basic daily tasks. This is one of the primary depression tendencies among our generation. the research indicates that social media significantly harms mental health. For instance, 50.7% of respondents stated they get tired after using social media for a time. Many individuals continue to believe that depression is only a phase that can be overcome by talking to those around you, but this may not always be the case. If people are encouraged in this manner, those who truly require treatment to cope with this illness may view it as taboo and refrain from receiving the necessary medical care.

CONCLUSION

This research's conclusion is that even if there are plenty of resources available to educate ourselves on mental health awareness, a sizable portion of our society is still ignorant of all the potential strategies for coping with mental illness or who to contact when dealing with such.

More of this type of research will enable us to understand how various societal segments respond to the need of mental health awareness.

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A RESEARCH TO STUDY THE CONSEQUENCES OF PARENTAL PRESSURE ON GEN Z'S MENTAL HEALTH

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ABSTRACT

This work investigates on the consequences of parent's pressure on youngster's mental health which totally concludes of two factors, one is psychological factors and the other is academic factor. Data collection was done on the basis of survey and questionnaire and by the findings it was shown that approximately majority of students were affected by the parental pressure put forth before them that had a huge impact on the youngster's mental health which lead to stress, anxiety and depression. Academic stress was positively correlated with parental pressure. Potential methods for combating the challenges of academic pressure are suggested

Keywords: Youngster's mental health, Parental Pressure, Psychological factors, Academic stress, Gen Z.

INTRODUCTION

In today's time, as growing opportunities towards youngsters the pressure from parents are a major source of concern. The society we live in, has higher expectations for academic performances and to excel in higher profile jobs, living up to the expectation of parents and other factors which often creates self-doubt in the mind of youngsters. They are constantly being pushed by their parents to build a bright future and succeed in life. The situation gets even worse with the educational system where the main focus is performance in the exams leading to high stress levels. This majorly causes parents to raise their standards which then creates a parental pressure. Parents often feel they are supreme and they know what is best for their child, this often creates a conflict between parent and children.

STATEMENT OF OBJECTIVES

- To develop mutual respect and allow open communications.
- To help them take care of their child's mental health
- To encourage their child to explore new opportunities
- To educate and aware people about youngsters' stress, self-harm, etc.

RESEARCH METHODOLOGY

This is qualitative research using empirical techniques for driving conclusions. The data is collected using both primary and secondary sources of research. Secondary research article thesis, books, and relevant websites. Primary data is collected using survey techniques. The respondents are selected using convenient sampling.

The tools used for collected data are questionnaires. The sample size will be tentative 100 respondents. The analysis of data is done by observation and use of descriptive and inferential statistics.

REVIEW OF LITERATURE

According to Minj A (Nov 1999) Parental Involvement and Its Perceived Impact On Children's Achievement have studied that parent involvement plays a major role on their children's achievements. They also have major limitation that can be considered in evaluating the results which hinders the growth of the child as there is a persistent pressure from parents to children to follow the path set by their parents resulting in conflicts, broken relations and mental instability.

According to Thomas N (October 2019) Parent's Awareness of The Importance of Parent Child Interaction for Language Development, to create awareness among parent on the importance of parent child interaction. This study has evaluated the parental stress, education, emotional status, psychology and other factors. The research was conducted through questionnaire on identifying the awareness of parents so that it does not affect the future of the child and it results in helping gain knowledge to parents so they may know likes and dislike about the child preferences.

According to Reynolds A (May 2022) How Too Much Parental Pressure Can Affect Kid's Mental Health, Parental pressure come from good intention but it can harm the child's self-esteem. Certain situation from children which they experience becomes the point of objective to the parents and they start making their own choices excepting the same from their children's. The motives of parents are on a positive note but sometimes such decision devastate the children and they suffer due to which they hurt their relations with their parents.

According to Deb S (January 2015) Academic Stress Parental Pressure, Anxiety and Mental Health Among Indian High School Students, The mental health of student especially in terms of academic stress has been a major impact on parents. In the present study examination related anxiety has been reported by 81.6% students due to the mark and assessment approach set by the parent's in such a way that the mindset is to score the highest among other kids in the class creating a competitive mindset which often creates negativity and depression within the children's of not achieving the goals set by the parents resulting in conflicts.

According to Jain Geeta (October 2017) studied the Academic Stress among students. Many personal and social factors affects the mental health of the students. Pressure put by their parents for better academic performance leads to stress, depression, anxiety among students and lack of communication between child and parents also leads to lack of clarity, hypertension and directional goals. Students have become the victim of enhancing their parent's social status in the society due to increasing competition in the academics. It also concluded that importance of parents to understand their child's ability and to encourage them to pursue their career path and also to encourage them to do what they love and to manage stress.

According to Dr. Kaur S (May 2014) Studied the impact of Academic stress on Mental Health – A study measured that the academic stress put negative impact on adolescent irrespective of their gender and level of stress. It also found that female with academic pressure had poor mental health than compared to male. Parents expecting beyond the capacity of the child at time, put pressure and strain on their mental health. It resulted that stress management is also important as it helps to reduce academic pressure and helps to focus on their goals.

RESEARCH GAP: Since we found out that all researches have focused on primarily school students, none of the researches were based on college students or gen z.

PRIMARY DATA

- Our major emphasis was to overview the responses of parental pressure among gen z.
- In the following survey conducted by us, the age group of 18 – 19 years have responded in a huge number with a percentage of 52.9%.
- The Gen Z's have majorly responded about the academic pressure they are facing.
- According to our survey, majorly the gen z's faced issue not only just by the academic pressure but also through mental health.
- Through our survey we could figure out that the rational decision making by the parents lead to an extreme pressure on the youngsters mind resulting in 57% of those gen z's not talking about this to their parents.
- On taking the feedback on how do they deal with parental pressure most of them stated that they hang out with friends either they neglect, by not talking about it, or tried resolving the issue by their own.

DATA ANALYSIS AND FINDINGS

1. According to the survey 45.5% of students faces the academic pressure, which is respectively higher percentage than others as 22.7% students are not facing the pressure and rest that is 31.8% are not sure about it.
2. 15.9% of student faces academic pressure from parents which is higher than the pressure from teacher that is 14.8%, 69.3% of student have other reason.
3. As per our research, the findings have been stated that 46.6% is the society responsible for the academic pressure among the gen z and 38.6% of them believe their own self is responsible for the poor mental health and only 14.8% of gen z's reasons are parents.

- They are equally responsible as much as the parents are.

This is due to the higher expectation of the society along with the parents that leads to the gen z's affecting their own mental health by pressurizing their own self to meet those expectations.

- Our survey shows that academic stress leads to less wellbeing of the gen z's of the college going students and increases likelihood of developing anxiety or depression.
- Due to the academic pressure, the youth have an extreme competitive nature leading to anxiety, change in appetite, working constantly to achieve their goals, inability to relax, keeping difficulties and loss of interest in previously enjoyed past time.

4. According to our survey, teen depression is a mental health problem that gives a feeling of sadness and they tend to lose interest in activities.
 - Such symptoms aren't easily recognized by parents, teachers or the society.
 - We received facts stating that maybe mental health deterioration is not the only reason the parents are to be blamed, but there are many such reasons which they did not prefer to share.
 - 48.9% of students doesn't face issues because of parents while only 8% of students faces issues because of their parents. Other 30.7% students don't know the reason, rest of them i.e. 12.5% of them doesn't want to reveal their cause of issues.
5. 37.5% of students declined that parental pressure doesn't affect their studies, 14.8% of students accepted that pressure does affect their studies. 23.9% students says there can be a possibility of it does and it doesn't. 23.9% students think that sometimes pressure does affect their studies.
6. In our survey, we asked whether parental pressure lower the gen z's self-esteem. Well, only 23.9% of them said 'yes' and the majority was 46.6%, which says 'no'. 26.1% responded as 'maybe', which means there are people whose self-esteem gets lower due to the pressure their parents give. 3.4% of them responded as 'prefer not to say'.
7. The data analysis as per our survey questions states that, many of them were unsure about the higher expectations set by their parents.
 - Many stated that those were the expectations and hope which resulted the youngsters to cope up with the academic pressure and to set higher goals for themselves not knowing the fact that they could achieve their goals or not.
 - In such situations, the youngsters tend to take wrong decision affecting their academic and expecting good grades from one self, so to achieve the set expectations of their parents.
8. As per our survey, we had asked the youngsters whether parental pressure on their academics affects their physical health (like sleeping problem, eating disorder, etc), well the majority of the answer was 'no' i.e. 59.1% of them had no pressure on their physical health. On the other hand, only 19.3% responded as 'yes'. 10.2% of them is still confused whether is it really affecting their physical health and the rest i.e. 11.4% of the gen z's states that parental pressure affects their physical health, but only sometimes, not always.
9. For the last question, we asked whether they have ever tried talking with their parents about the pressure they had put them in.
 - Talking about the pressure and mental health to someone is a huge task. We don't know will they ever understand or don't know how will they react. So 48.9% of the gen z's didn't even try to talk to their parents. Maybe they were afraid about their parent's reaction. 28.4% shared their problems with their parents. 13.6% of them atleast tried to talk and the rest i.e. 9.1% were confused whether they should talk or not.

CONCLUSION

As per the researchers, survey and our understanding, we got to know that parents pressurize the child to meet the unrealistic expectations which causes the child to have mental problems like depression, stress, fear of failing, exhausted etc. When not meeting the expectations the child self-esteem gets low which tends to feel worthless, low confidence etc. Giving too much emphasis on studies also causes the child to stop expressing themselves, explore other things, and destroy their creativity and their hobbies. The solution to avoid the pressure is to talk with the parents about the problem and make them understand it properly, if not consult a therapist for mental health, take a break so we can start from the beginning, get enough sleep and not overwork yourself, explore your creativity to refresh your mind, etc.

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A STUDY ON MODES OF TRANSPORT PREFERENCES BY INDIVIDUALS IN MUMBAI CITY

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ABSTRACT

Efficient public transport is essential for urban cities and especially for a city like Mumbai. The role of public transport is very important in cities like Mumbai. The motive to study was identify the preference of mode of transportation preferred by Mumbaikars. The study uses online survey method to generate responses. The research is conducted to analyze preference on modes of transportation in Mumbai city. The study results that majority of respondents prefer local trains due to its ease of access, convince and fare.

Keywords: Mumbai, Mumbaikars, Public transport, Vehicle, Infrastructure

INTRODUCTION

The world is evolving day to day everyone is surrounded to technology directly or indirectly from buying vegetable to renting or buying houses, earning through internet as well learning through internet has seen a significant growth over the years. Traveling from one place to other has been revolutionized over the years. This is because of the growth of technology over the centuries and the industrial revolution.

Public transportation plays a vital role for smooth functioning and to carry on day-to-day life in many cities, especially cities with large population. Mumbai is the city which never sleeps. And by this it does not mean that the people of this city never sleep it's the people living in Mumbai always work hard to fill their stomach and pay their bills. Every Mumbaikar cannot afford a private vehicle that's where the public transportation of Mumbai comes in the picture. Transportation in Mumbai has roadways, railways. Auto Rickshaws, BEST buses, kali peeli (Taxis). The daily ridership is over 33 lakhs in BEST Buses which is crossed the pre covid level. App based cab services has doubled in the city while kaali-peeli taxis reduced by 40%

Railways which consist of local trains which is also considered as the lifeline of Mumbai. There's also a significant growth in rail infrastructure because of Metros and Monorails. The latest government numbers, show that the average daily ridership has crossed 60 lakhs — this is the highest since the resumption of full-fledged services. Although there are lot of private vehicles on the road yet public transportation is the backbone and lifeline of this city.

OBJECTIVES OF THE STUDY

- 1.To study the impact of income on preference of public transport.
- 2.To understand the convenient mode of transport.
- 3.To examine the criteria for choosing mode of transport.
4. To identify the preference of public or private transport.
5. To understand the reason for choosing public transport.

REVIEW OF LITERATURE

Rahul N. Wadekar, KY Shinde & Kanwalpreet Kaur Puri (2021), The research identified the change in preference of Mumbaikars towards BEST bus post lockdown fir commuting to various destinations. The research concluded that there was a significant change in preference for the bus in post lockdown towards going to workplace, attending funerals, visiting hospitals, educational purposes & sightseeing.

Neenu Thomas, Arnab Jana, Shantanu Bandyopadhyay (2022), The study investigated Physical distancing on public transport in Mumbai, India. The study reviews the demand-supply gap of public transport during the Pre-pandemic & pandemic period & evaluates the challenges in practising physical distancing. The study finding indicating that physical distancing on public transport is difficult to achieve at peak hours even with the very high travel restrictions & lockdown measures.

Mr. Wadekar, Dr. Shinde (2022) identified the preference of the passengers towards BEST buses & examined the interaction impact of gender & income on preference of BEST buses in Mumbai Region. The research targeted the individuals in Mumbai region. The study results that the males from lower group prefer the buses more than higher income group & females travels by buses irrespective of their income.

Keshav Lanani, Vinod Vasudevan, Vimal Kumar (2022). Research investigated the potential demand for improved bus services quality in using the stated preference method. The research results show that the users

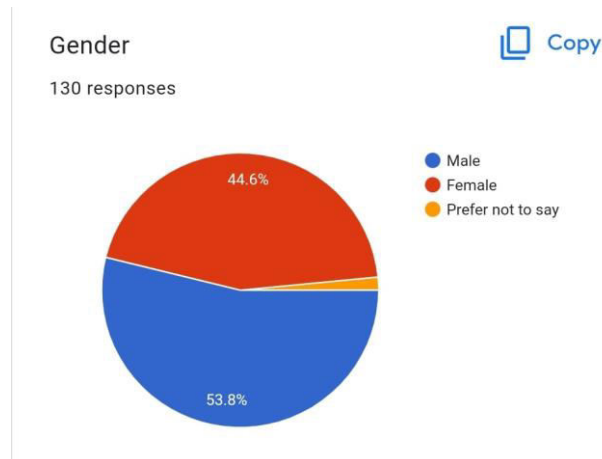
consider the service quality of the public transportation system to be poor & are willing to pay for improved service qualities & the collected data suggests that the passengers are not willing to pay the same level towards improvements in travel time.

RESEARCH METHODOLOGY

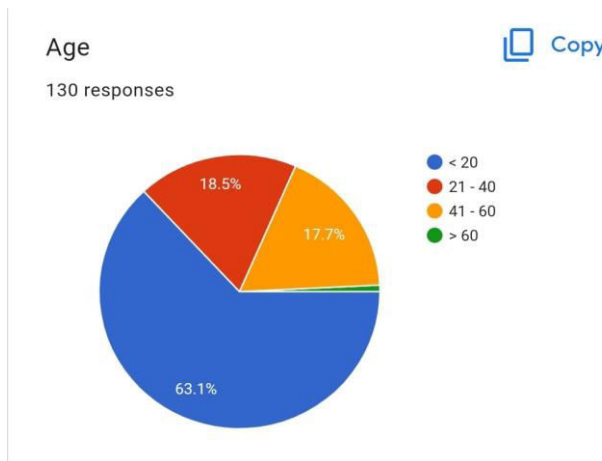
The research employs a quantitative approach. Primary and secondary data is used for the research for collecting data. Secondary data is collected using research articles and news articles. In the research, online survey method is used for collecting responses. The survey used close ended questionnaire in the research. The survey circulated to the individuals in the Mumbai city for the responses. The sample size is of 130 respondents. The research is used to analyze the preferences on mode of transport by individuals.

ANALYSIS & INTERPRETATION OF PRIMARY DATA

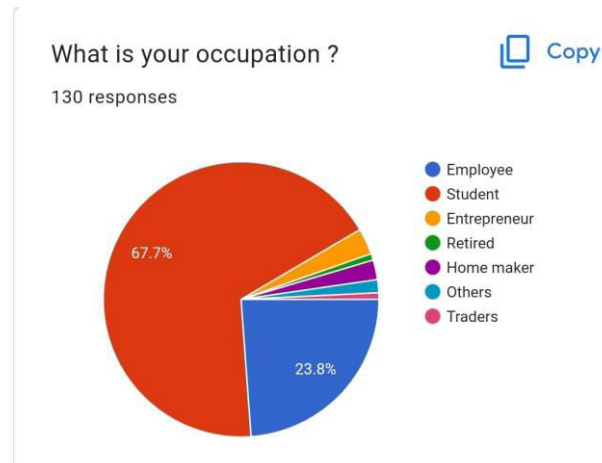
1. The respondents through the responses are 53.8% Male and 44.6% female.



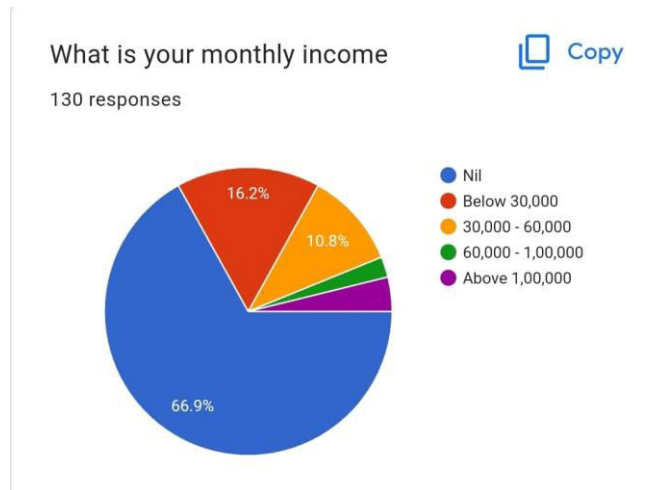
2. The majority of age group was below 18 years old that is 63.1 %



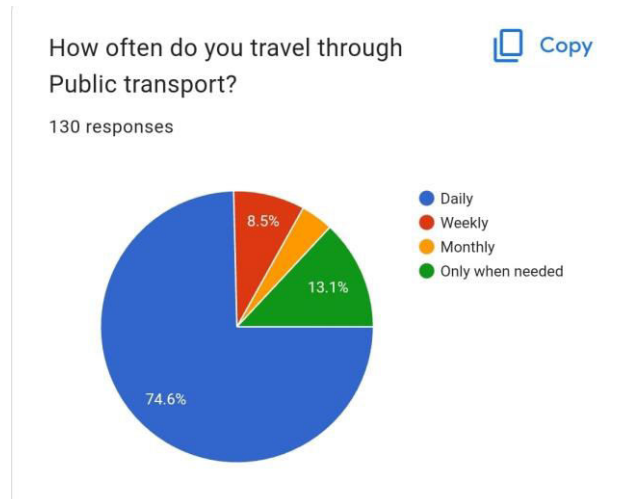
3. The majority of the respondents were students that is 67.7%



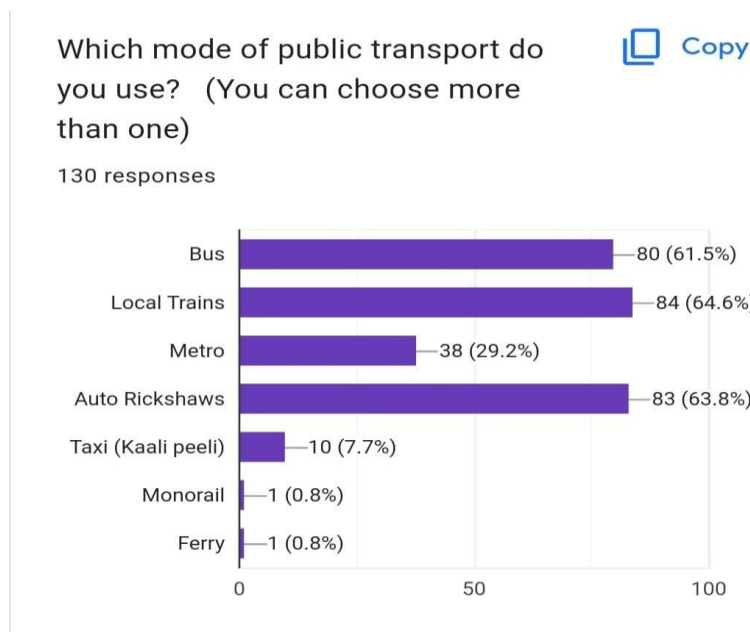
4. As majority of respondents were students and weren't working currently the monthly income was nil



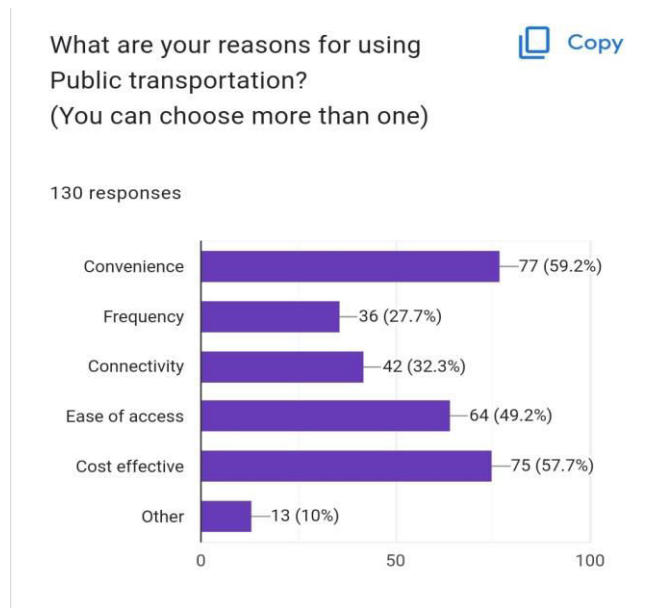
5. 74.6% respondents travel through public transportation on a daily basis



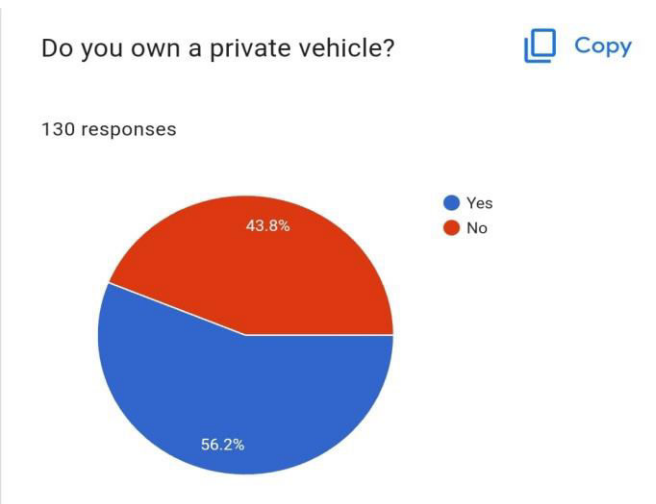
6. Local trains are the most preferred mode of transportation which is 64.6% followed by Auto Rickshaws, 63.8 % and Buses, 61.5 %



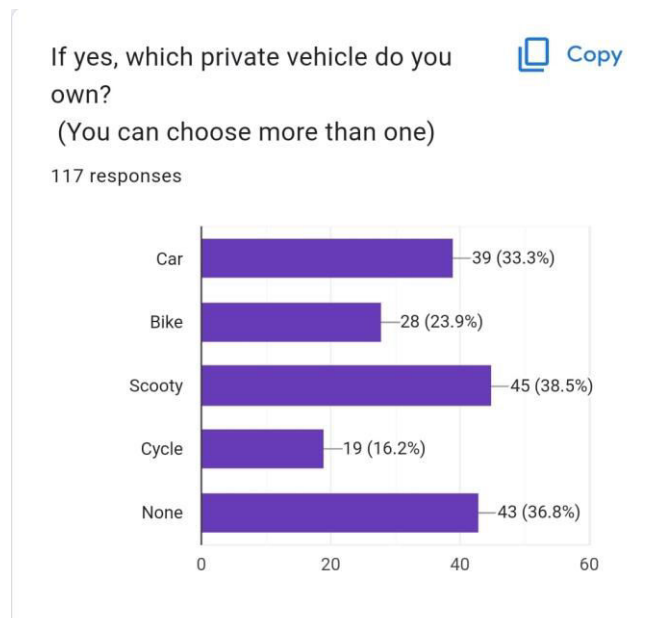
7. The reason for using public transportation is because of its convenience 59.2% followed by its cost effectiveness, 57.7% and its ease to access, 49.2%



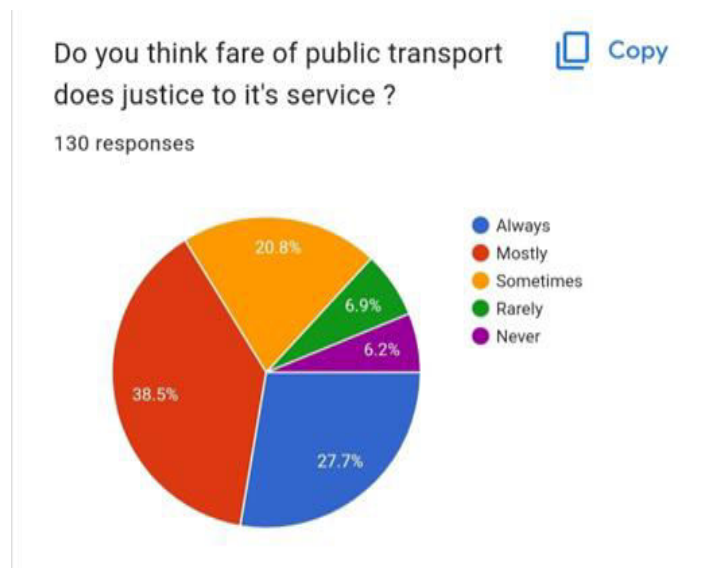
8. 56.2% users own private vehicles and 43.8% do not own any private vehicles



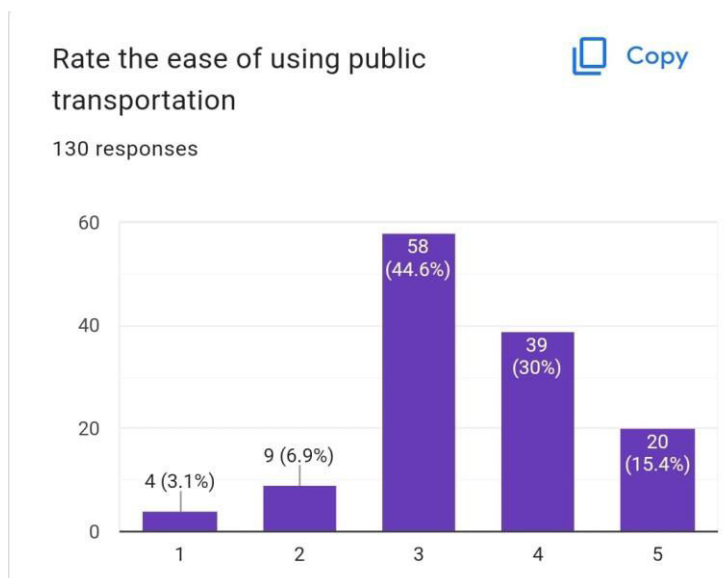
9. Majority of private vehicle owned are scooty, 38.5% followed by car, 33.3% and bike, 23.9%



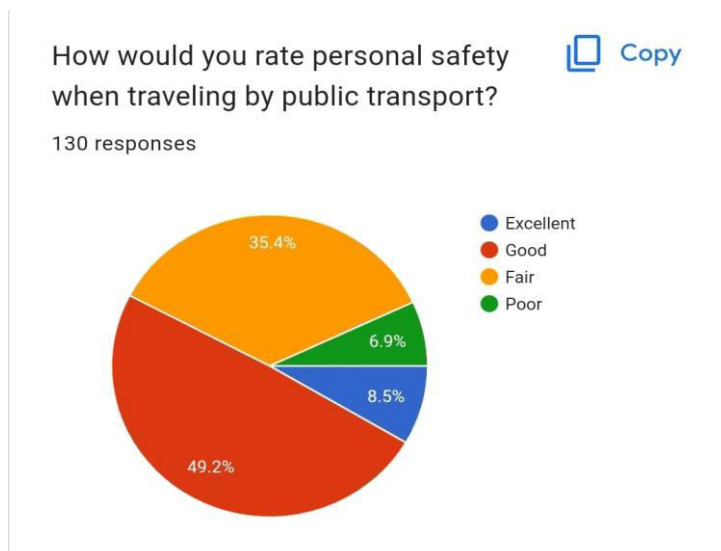
10. 38.5% respondents think that the fare of public transport does justice to its fare most of the time.

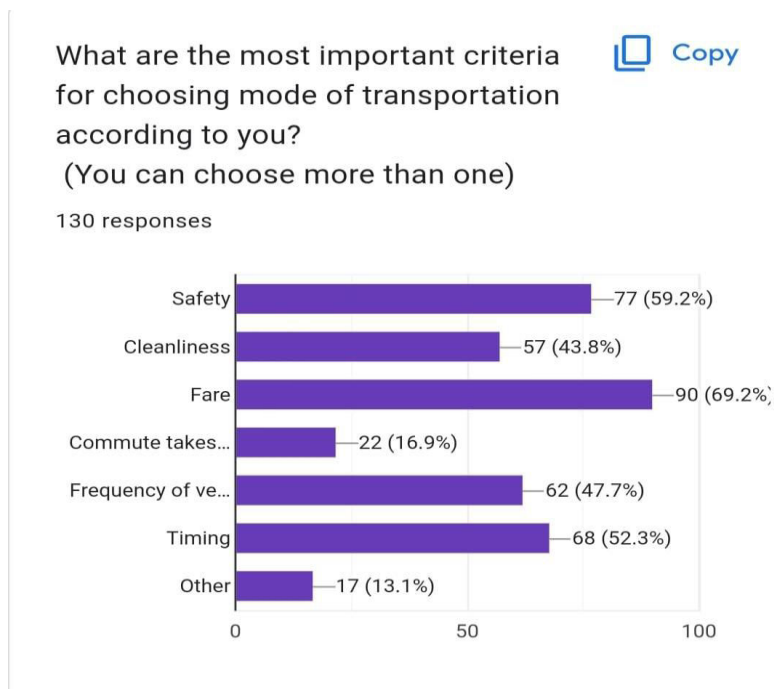


11. 44.6% people think that using public transportation is neither too easy nor too difficult which falls under moderate.



12. Safety in public transportation is been rate as good, 49.2%



13. Criteria for majority of people is the fare of public transportation which is 69.2%**MAJOR FINDINGS**

1. Majority of respondents earn below 30,000 per month.
2. Respondents in Mumbai find local trains the most convenient mode of transport
3. Mumbaikars prefer public transport despite of owning private vehicles.
4. Fare is the most important criteria for choosing the mode of transport.
5. Respondents use transport because of its convenience and cost effectiveness.

CONCLUSION

Public transport is the essential necessity for the people in the Mumbai city. It is concluded that males prefer more public transport than the females and they are mostly students below the age of 20. Mostly people use Local trains, buses and auto-rickshaws due to its convenience, cost effectiveness and ease to access. People who own private vehicles also prefer public transport. Few people do not prefer public transport because according to them transportation is not punctual. The most important criteria for respondents for choosing mode of transportation are safety and fare. It is observed that respondents use public transportation on a daily basis. It is also observed that even after covid 19 pandemic the daily users of public transportation is not affected.

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A STUDY ON INVESTMENT PATTERNS OF SALARIED INDIVIDUALS IN MUMBAI CITY

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ABSTRACT

In simple words, the investment is a type of activity that is being engaged with people who have to do savings i.e. investment for meeting their future needs. There are many instruments such as gold, property, shares and many more for investing. Investors invest their money for different purposes like meeting short term needs, for saving, for profit, for income stability. The study is done through questionnaires using 143 sample sizes of the salaried individuals by conducting surveys. The analysis established that the salaried individuals are considering the safety as well as good return on investment as top priority before investment. And it is seen that they are more aware about their investment.

Keywords: Salaried individuals, savings, safety of capital, meeting future needs.

INTRODUCTION

Investment can be defined as deploying of funds made with an intention of earning some returns. It is true that money plays a vital role in our life; but how to handle it properly is more important. A Return on Investment is variable in nature and variability of return is called risk. The investment for a salaried person is the key tool for generating wealth and fulfilling future needs, as it helps to meet needs. Investments are of many modes such as fixed deposit, Stocks, Mutual Funds, Property, Gold, Nifty and many more. Investment pattern of a salaried individual in Mumbai city is different from the size of income. The major features that are seen in investment are safety of amount, liquidity and easy transferability. The investment in a salaried person is analyzed as the earning surplus by risk taking and risk bearing.

STATEMENT OF OBJECTIVE:

- To study and analyze the investment preference in different salaried individuals.
- To study the mode of investment of the salaried individuals.
- To analyze investment patterns among salaried individuals.

RESEARCH METHODOLOGY

This is qualitative research using empirical techniques for deriving conclusions. The study is based on Primary data and Secondary data. The primary data is collected using survey method and the secondary data is collected through the sources like books, articles and websites, the tool for collecting data is questionnaire. Sample size of the research is 143. The sample unit implies the respondents from the salaried individuals in Mumbai city. The analysis is done by observation and use of descriptive methods.

REVIEW OF LITERATURE

1.] Sanjay Kanti Das [2012]: Investment Behavior of Middle Class Households. An Empirical Analysis:- In his study he summarized that the bank deposit remains a popular instruments for investment for salaried persons as to get benefit of safety and security towards their investment

2.] Sonali Patil and Dr. Kalpana Nandawar [2014]: A Study on Preferred Investment Avenues among Salaried Persons:-

The research has summarized that the most of the preferred investment among the salaried person with reference

To Vishakhapatnam city it showed that among every 100 people only 5 people were aware about the investment pattern.

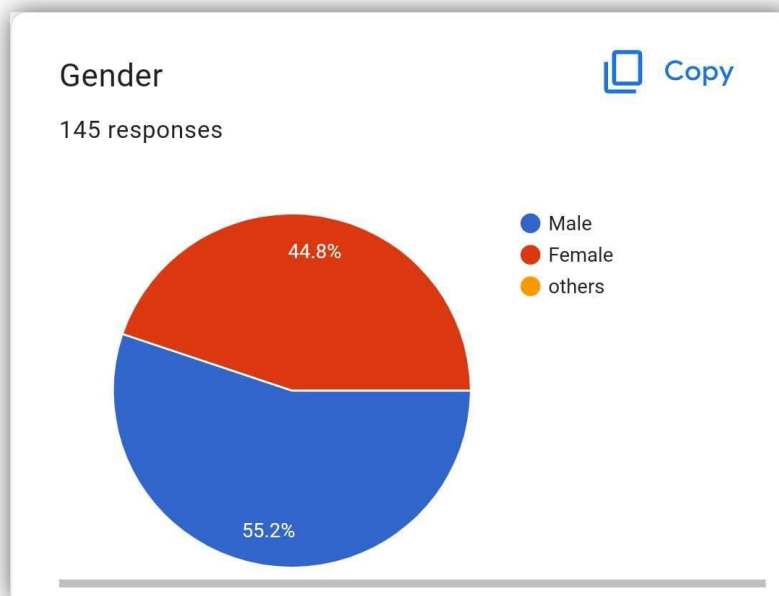
3.] Mrs. D Purnima Dr. N. Lalitha: An analysis of investment pattern of salaried employees:- They studied that at present there are a variety of investment avenues and the salaried person considers safety as well as a good return form their investment and it is seen that investors are much more about their investment.

4.] Dr. Varsha Virani [2012]: Analysis Of Investment Patterns Of Different Class of people:- The research mainly focuses on investing / saving is for future needs. The level of income is related to the level of investment. She studied that the majority of people invest money as a bank deposit for the safety of an unpredictable future and also people mainly prefer long term investment for a good return.

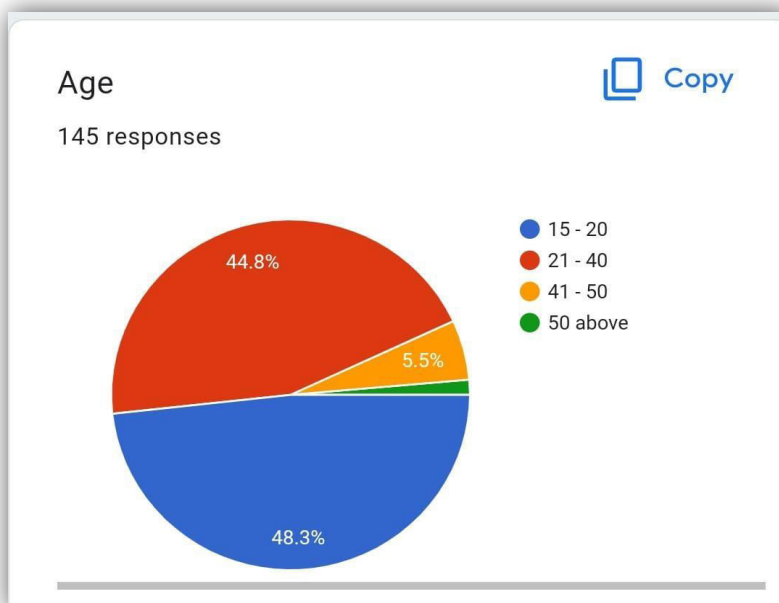
5.] Avinash Kumar Singh [2006]:The study is on investment patterns of Bangalore city and Bhubaneswar, the study analyzes that the investors are more aware about the risk that is related to their investment.

ANALYSIS AND INTERPRETATION

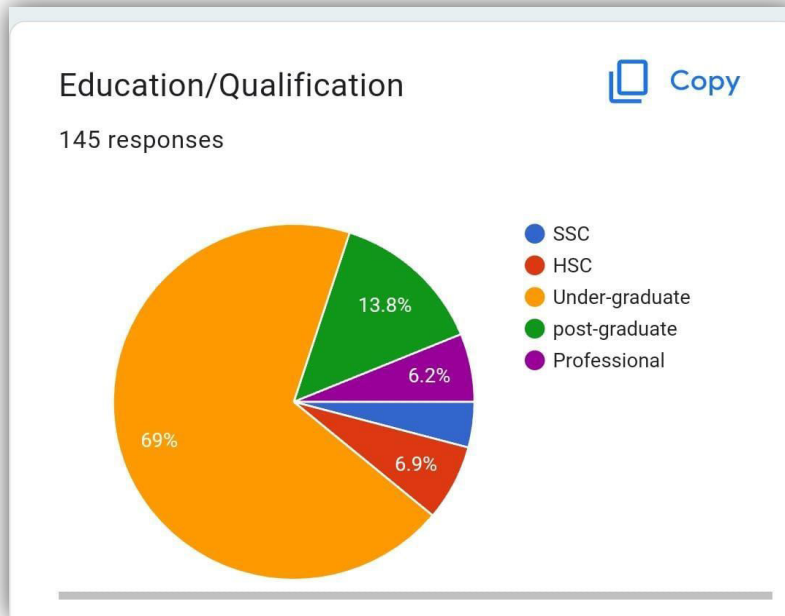
1. According to the survey, there are 145 salaried individuals out of them 55.2% are males and 44.8% are female.



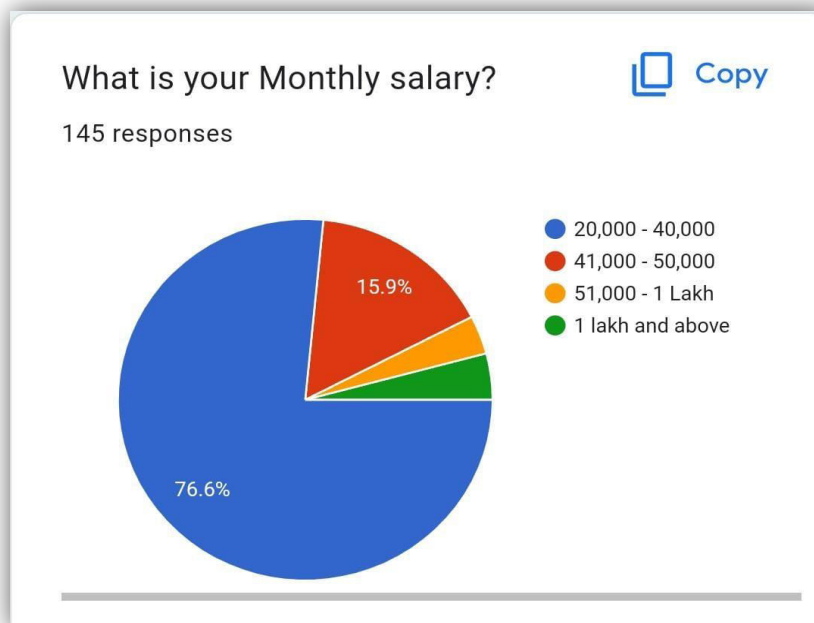
2. In this the age group of 15-20 are 48.3%, 21-40 are 44.8%, 41-50 are 5.5% and the least are 50 and above are 1.4%.



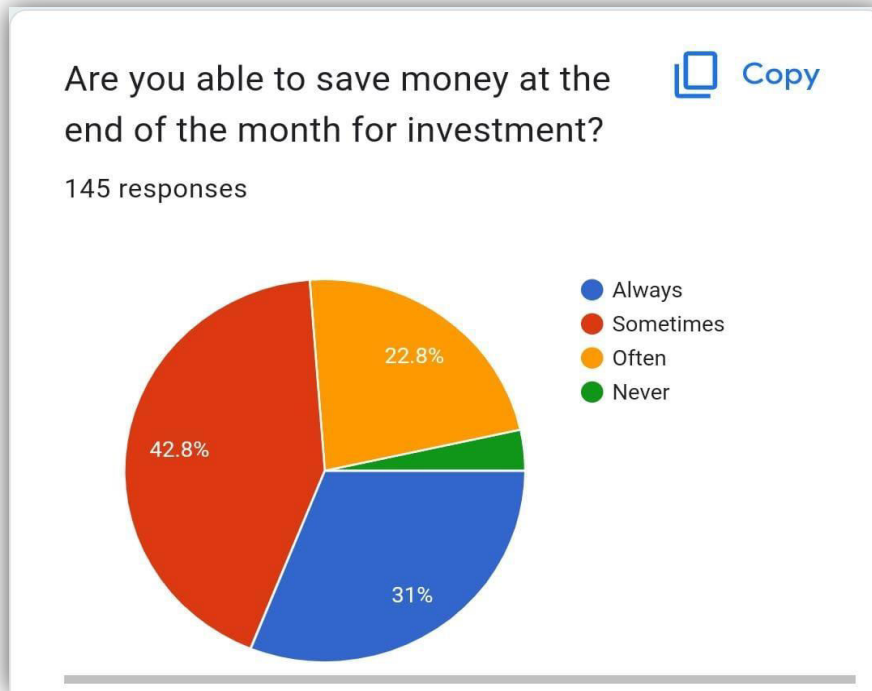
3. The education qualifications of the respondents are the maximum people choose to under graduate that is 69%, 13.8% of post graduates, 6.2% of professionals, 6.9% are HSC passed, and 4.6% are SSC passed.



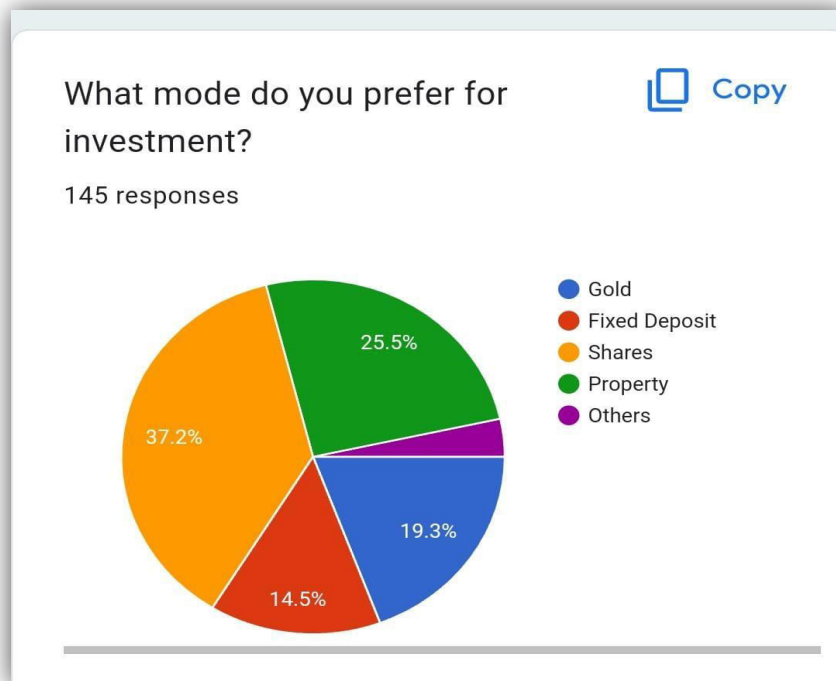
4. The monthly salary of people ranging from 20000 - 1 lakh and above, in that maximum number of respondents have a salary between 20000-40000.



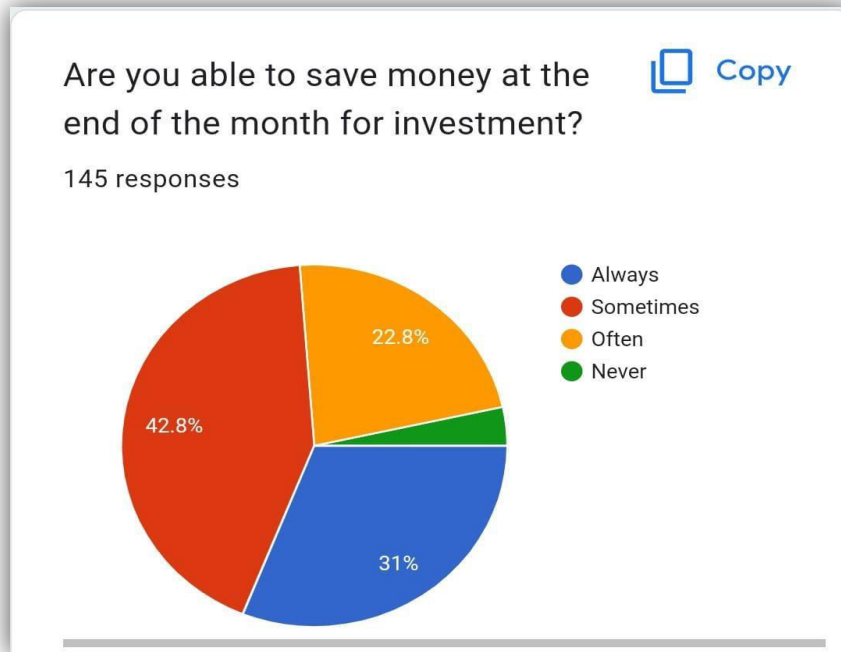
5. The saving is ranging from Rs.500 - Rs 10000 and above.



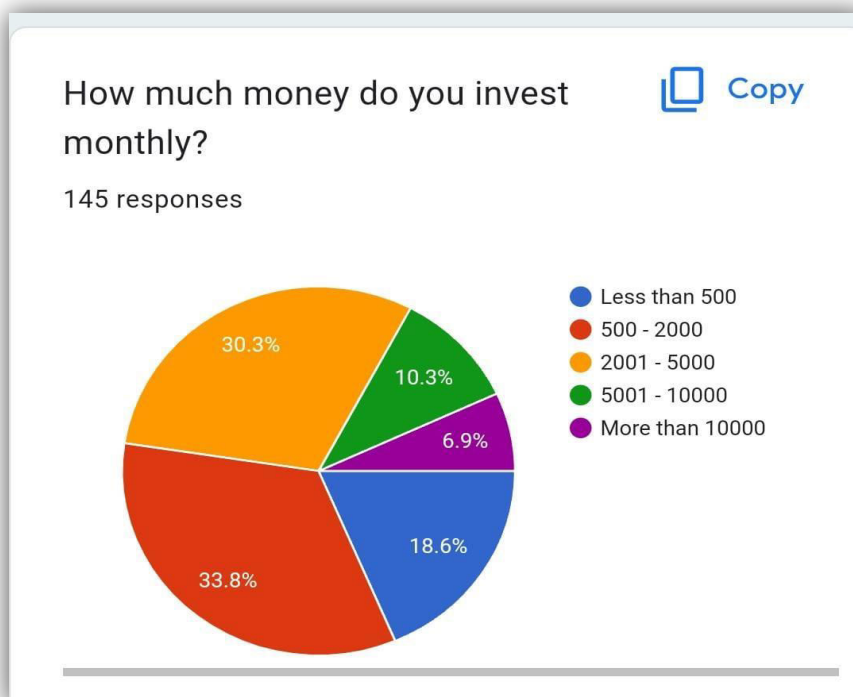
6. The maximum number of people were saving in shares i.e. 37.2% , 25.5% in property , 19.3% in gold , 14.5% in Fixed Deposit.



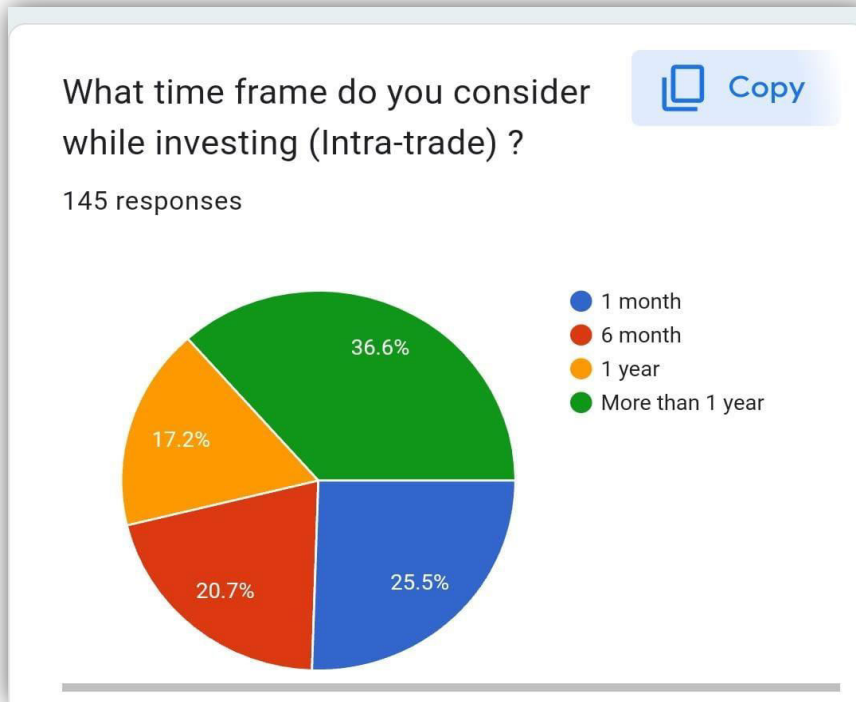
7. The maximum number of people were able to save money in sometimes is 42.8%, 31% in always, 22.8% in often.



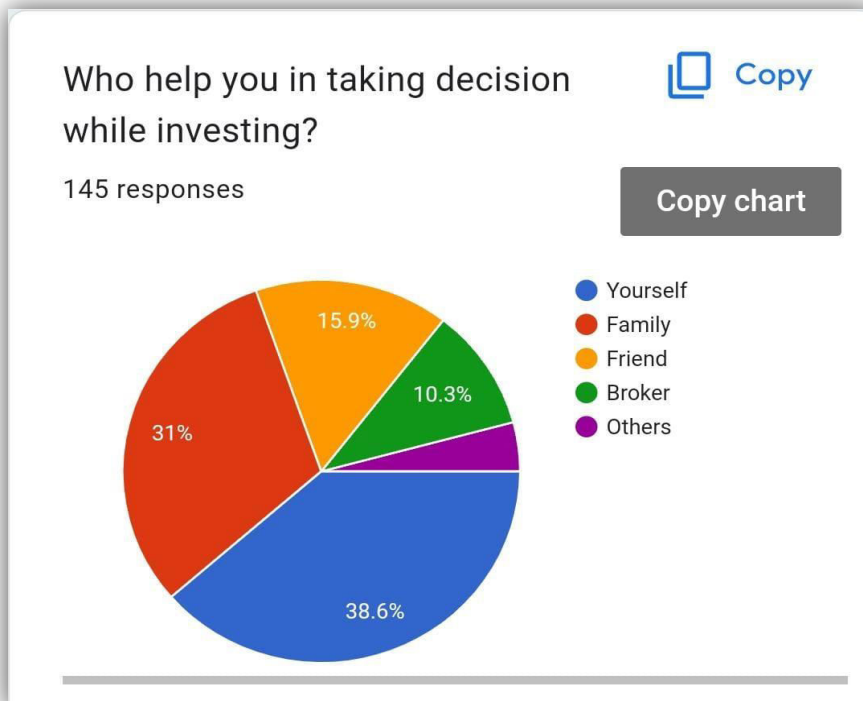
8. As per preference in investing monthly the highest percentage is 33.8% which is for RS 500- RS 2000.



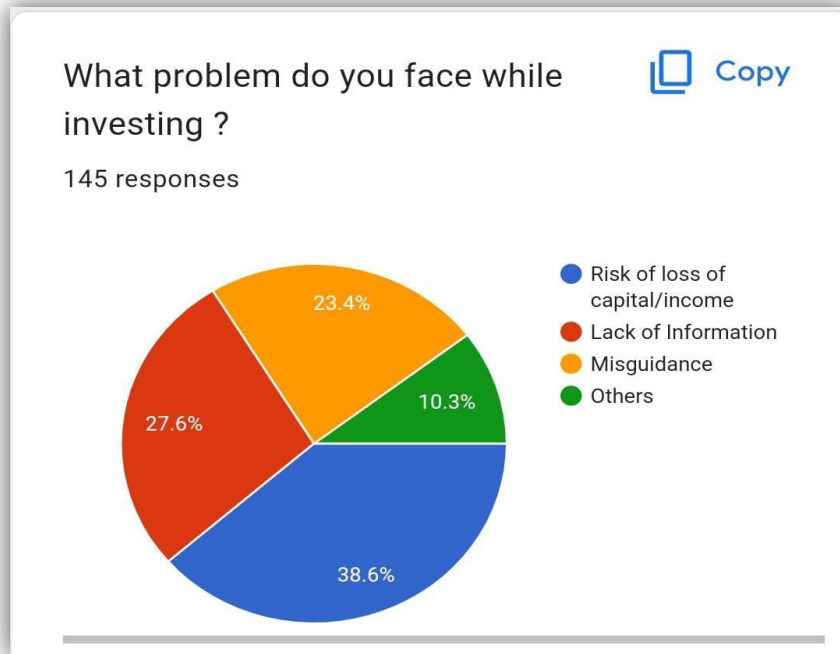
9. As per the data the maximum period for investing is 36.6% which is for more than 1 Year.



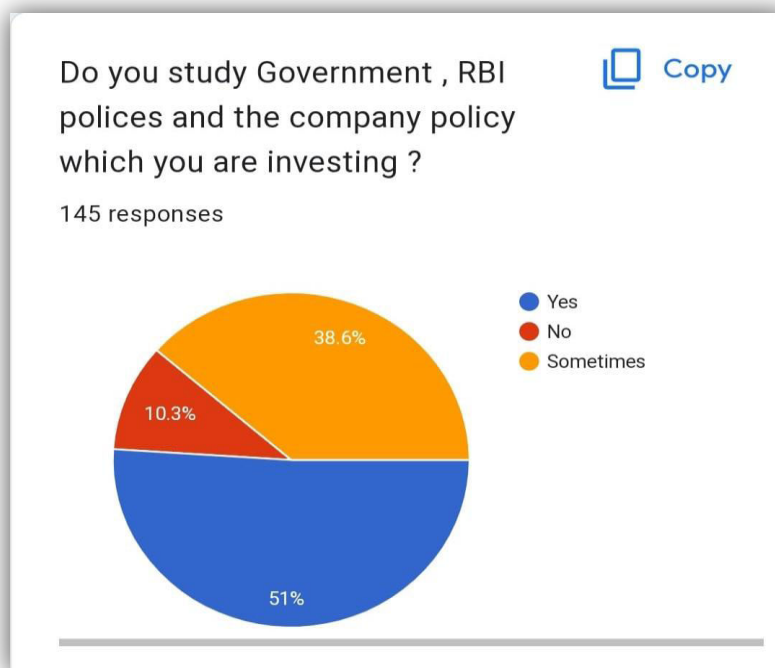
10. For taking decision the maximum people take decision by yourself i.e. 38.6%, 31% people take decision by family, 15.9% with friend, 10.3% with broker and 4.6% by others.



11. Maximum No of respondents have face problem of risk of loss of capital i.e. 38.6%, lack of information i.e. 27.6%, 23.4% with misguidance.



12. Maximum people study RBI policies and Government policies that is 51.4%



FINDINGS

1. There is Significant Relationship Between the income level and Awareness of the Investment among Respondent as Comparatively Higher Income Class people are more aware about Different Investment Avenues Then Respondents with lower income class people.
2. There are Different modes of Investment such as Property, Shares, Gold, and Fixed Deposit Etc.
3. Investment patterns can be observed in various financial assets. These include the purchase of securities, monetary or paper (financial) assets, Crypto-currencies, and relatively liquid real assets such as gold, real estate, or art collections.

CONCLUSION

As the living standard of people is high in today's life, it is increasing day-by-day. According to these studies it is seen that most of the people are saving money for their future needs, for better returns. There is a bright chance of an increase in the investment pattern of the employees in Mumbai City.

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IMPACT OF SOCIAL MEDIA ADVERTISING ON BUYING BEHAVIOR OF CONSUMERS WITH RESPECT TO FASHION PRODUCTS

Tanya Shetty and Nikita Devadiga and (Mentor): Assistant Professor Steffi Salve Desouza

1. ABSTRACT

Consumer buying behavior refers to the choices and actions made by users when they buy and use a product. Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. As we are living in 21st century. The world is evolving, today everyone is surrounded by technology directly or indirectly from buying vegetables to renting or buying houses, earning through internet as well learning through internet as seen a significant growth over the years. Social media applications like Facebook, Instagram, YouTube, etc. play an important role in social media advertisements. For the current research study the authors will understand the buying behavior of consumers with respect to fashion products they are; clothing, shoes, cosmetics and accessories via social media advertising.

2. INTRODUCTION

The fashion products is highlighted in terms of identifying the latest trends in clothing, shoes, accessories etc. The concept has always been closely related to the manufacturing and marketing process of clothing, accessories and anything else associated with these factors. We have seen that two hundred years ago, gender identity is not defined primarily as the cause of culture uncertainty in terms of masculinity and femininity. Research as clearly shown that based on social construction, gender is more pronounced. The development of social networking websites such as Instagram, Facebook, and YouTube has created a new archive for Fashionists. The advent of social media has changed the world and all its work, bringing the world closer to its people. Social media refers to activities, practices, and behaviors between groups of people who gather online applications that enable them to create and send content in the form of words, pictures, videos, and sounds. Social media have been developed and modified in such a way that buying and selling merchandise and other products has become easier and more convenient than going to shops and purchasing them. This research has got 120 responses by doing the survey.

3. RESEARCH HYPOTHESIS

H₀: There is no significant impact in buying behavior of consumers on the basis of advertising media.

H₁: There is a significant impact in buying behavior of consumers on the basis of advertising media.

H₀: There is no significant impact of social media advertising on fashion product purchase.

H₁: There is a significant impact of social media advertising on fashion product purchase.

4. AIMS AND OBJECTIVES

1. To study the purchase behavior of the consumer.
2. To analyze the role of social media in various fashion situations.
3. To study the impacts of social media advertising on consumers.
4. To study the purchasing behavior patterns of consumers related to fashion products.

5. REVIEW OF LITERATURE:

The author Sathya and Indirajith has done their research by taking 100 surveys. Consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. Products which were once considered luxury items have become a necessity because of changing lifestyle and rising income levels. With growth in disposable income, the demand for high-end products televisions, washing machines, refrigerators, and air conditioners has increased considerably.

The author Rigby, 2011 has done their research by taking 100 surveys. The researcher had conducted research on impact of advertising on consumer buying behavior. However Rigby argue that the environment of advertising is changing through digital retailing. People tend to use the internet more and purchase online. Digital retailing seems to be convenient and therefore it can almost jeopardize the future of retail shops. Companies however can try to attract customers directly through coupons and discounts whereas advertising is used mainly to attract the mass mark.

The author Harfoushi and et al. has done their research by taking 100 surveys. The internet is becoming a new way to shop different products or services online.. Consumers can directly shop product or services from the cell us without any interaction of intermediate parties. The internet supports two - way communication between consumer and merchant. The web provides interactive shopping channels which is not bounded by time and geographical conditions.

The author Rajagopal has done their research by taking 100 surveys. The author belief that the consumer buying behavior are not easily anticipated and consumer buying decision can be constantly the change it by the influence of white range of tangible and intangible factors.

6. RESEARCH METHODS

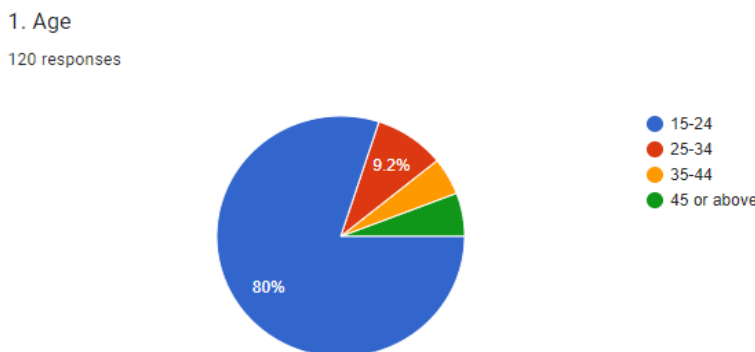
The type of research is quantitative. This research is conducted through primary data as well as secondary data. Primary data is been collected through proper set of questionnaire and circulation of survey forms. Primary data was dependent on questionnaire which was created with the help of google form. Data interpretation was used by the researcher to understand the perspective of the respondents and create charts and tables.

Secondary data was collected through information available on the Internet and reviewing some researches.

7. DATA COLLECTION

1. Age of Respondents?

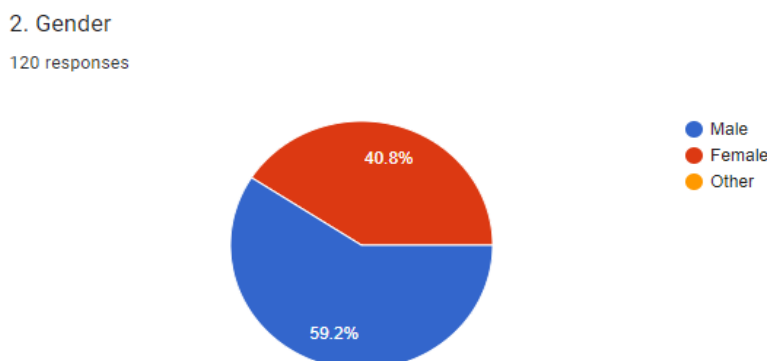
- 15-24 - 80.7%
- 25-34 - 9.2%
- 35-44 - 5%
- 45 or above – 5%



Out of 120 respondents 80.7 per cent respondents are of 15-24 age group, 5 per cent of respondents are of 45 or above age group.

2. What is the Gender of Respondents?

- Male - 59.7%
- Female - 40.3%
- Others – 0



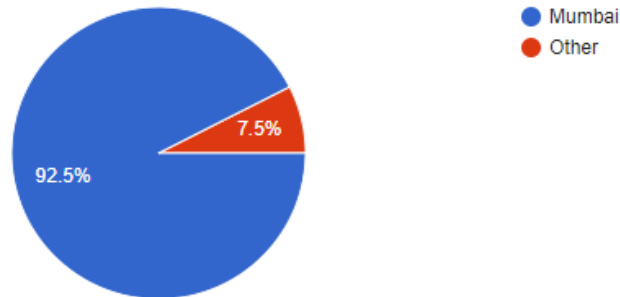
Out of 120 respondents, 59.7 per cent responses are from male and 40.3 per cent are of female.

3. What is the Location of Respondents?

- Mumbai - 92.4%
- Other - 7.6%

3. Location

120 responses



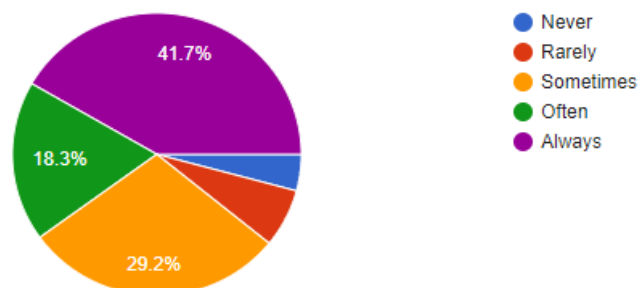
Out of 120 respondents, most of the respondents that are 92.4 percent belong to Mumbai, 7.6 percent are from other locality.

4. How Many Respondents Use Social Media?

- Never - 4.2%
- Rarely - 6.7%
- Sometimes - 28.6%
- Often - 18.5%
- Always - 42%

4. Do you use social media?

120 responses



Out of 120 respondents, 28.6 percent respondents say they "Sometimes" use social media, 4.2 percent of the people "Never" use social media.

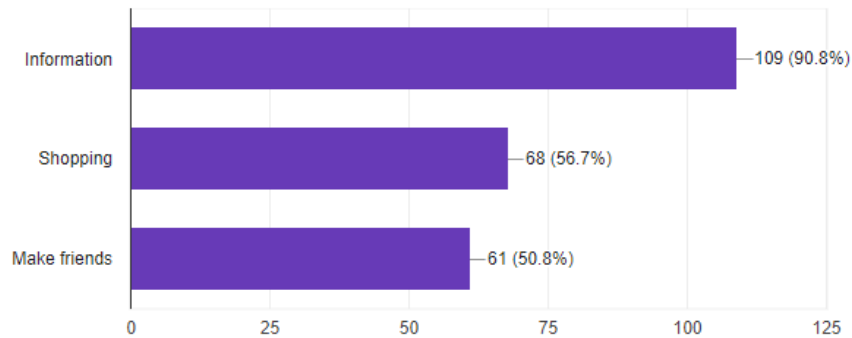
5. How Many Respondents Use Social Media For?

- Information - 108 (90.8%)
- Shopping - 68 (57.1%)
- Make friends - 61 (51.3%)

5. You use social media for?

Copy

120 responses



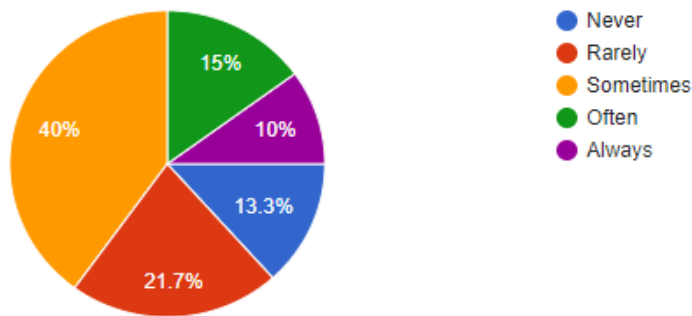
Out of 120 respondents, 108 youths are using social media for information, as most of the people are using social media for shopping purposes i.e. 57.1% of youth, 51.3% youth are using it for making friends.

6. How Many Respondents Pay Attention to Advertisements on Social Media Websites?

- Never - 13.4%
- Rarely - 21.8%
- Sometimes - 39.5%
- Often - 15.1%
- Always - 10.1%

6. Do you pay attention to advertisements on Social media websites?

120 responses



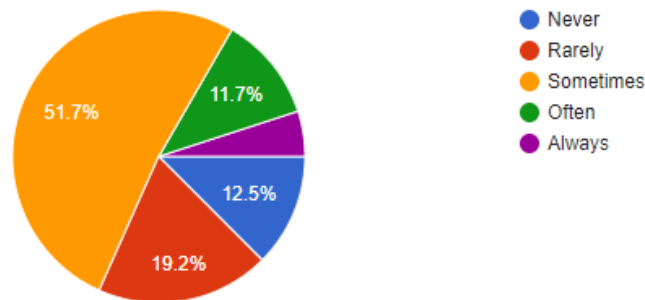
Out of 120 respondents, 39.5% of respondents are paying attention to advertisements on social media 10.1% of respondents watch advertisements on social media. So it concluded that still, social media is not powerful media for advertising though to some extent it influences the buying decision of consumers.

7. How Does Social Media Influence the Buying Decisions of the Respondents?

- Never - 12.6%
- Rarely - 19.3%
- Sometimes - 51.3%
- Often - 11.8%
- Always - 5%

7. Does Social Media influence your buying decisions?

120 responses



From the above diagram it is clear that out of 120 responses, 51.3% of respondents agree that social media influence their buying decisions, and 5% of the people always get influenced in their buying decisions through social media.

8. What is the Preferred Source of Information of Buying Decision for the Respondents?

- Friends and Relatives - 35.3%
- Company's website - 30.3%
- Social media - 34.5%

8. What is your preferred source of information for your buying decision ?

120 responses



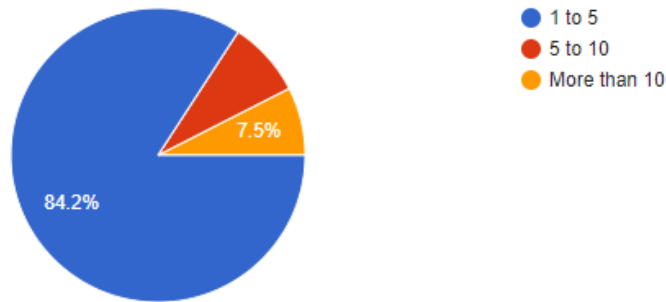
Out of 120 respondents, 35.3% of respondents relied on their friends and relatives for information, and 30.3% of respondents prefer the company's website. So, friends and relatives play a crucial role in providing information to consumers before buying decisions.

9. How Many Products have Respondents Purchased in Past 1 Month Influenced by Advertisement on Social Media?

- 1 to 5 - 84.9%
- 5 to 10 - 8.4%
- More than 10 - 6.7%

9. How many Products have you purchased in past 1 month influenced by Advertisement on Social Media ?

120 responses



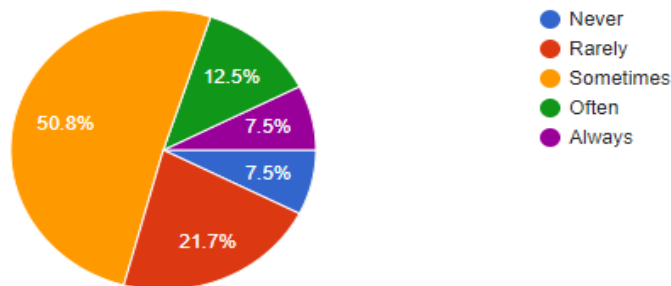
Out of 120 respondents, 84.9% of respondents purchase 1 to 5 products in the past 1 month, 8.4% of respondents purchase 5 to 10 products in the past 1 month, and 6.7% of respondents purchase products more than 10 in the past 1 month.

10. How do Respondents Feel Social Media Helps in their Buying Decision?

- Never - 7.6%
- Rarely - 21%
- Sometimes - 51.3%
- Often - 12.6%
- Always - 7.6%

10. Do you feel Social Media helps in your buying decision?

120 responses



Most of the respondents for the above-mentioned question is that out of 120 responses, 51.3% of respondents feel social media helps in their buying decision, 7.6% of respondents don't get help in buying decision through social media.

11. Do Respondents Watch or Hear Advertisement on the Following Media?

A. TV

- Never - 16 (13.4%)
- Rarely - 25 (21%)
- Sometimes - 30 (25.2%)
- Often - 19 (16.1%)
- Always - 29 (24.3%)

B. Newspaper

- Never - 31(26%)
- Rarely - 38(31.9%)
- Sometimes - 28(23.5%)
- Often - 15(12.6%)
- Always - 7(6%)

Radio

- Never - 85(71.4%)
- Rarely - 24(20.2%)
- Sometimes - 8(6.7%)
- Often - 1(0.8%)
- Always - 1(0.9%)

C. Social Media

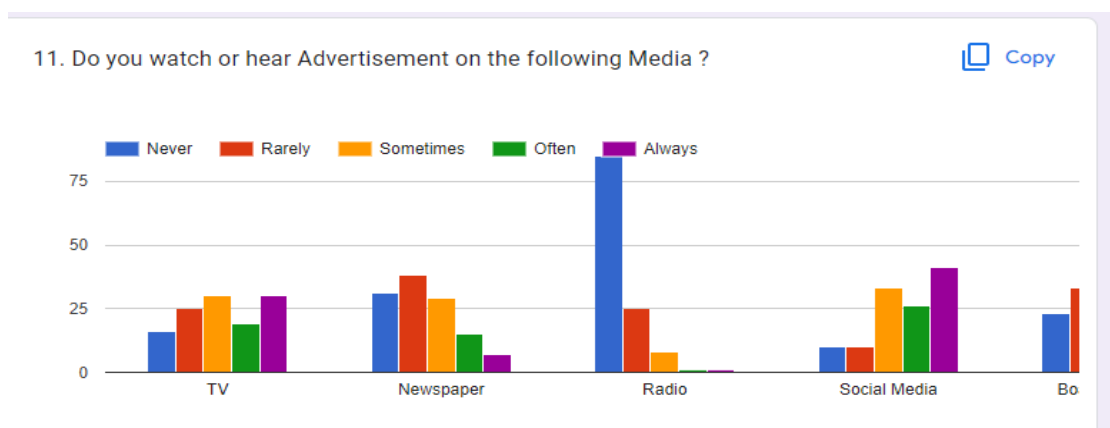
- Never - 10(8.4%)
- Rarely - 10(8.4%)
- Sometimes - 33(27.7%)
- Often - 26(21.8%)
- Always - 40(33.7%)

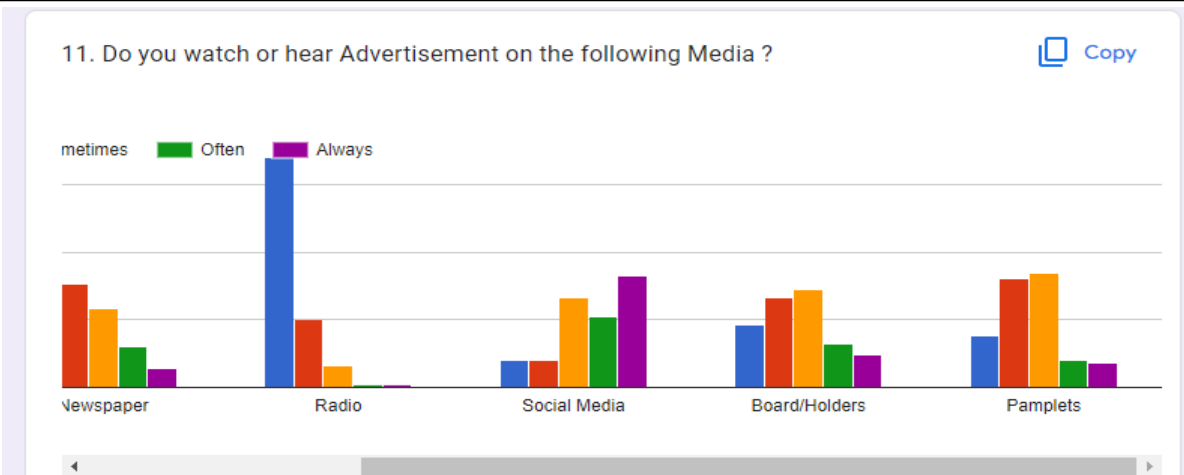
D. Board/holders

- Never - 23(19.3%)
- Rarely - 32(26.8%)
- Sometimes - 36(30.3%)
- Often - 16(13.4%)
- Always - 12(10.2%)

E. Pamphlets

- Never - 19(16%)
- Rarely - 40(33.6%)
- Sometimes - 42(35.3%)
- Often - 10(8.4%)
- Always - 8(6.7%)

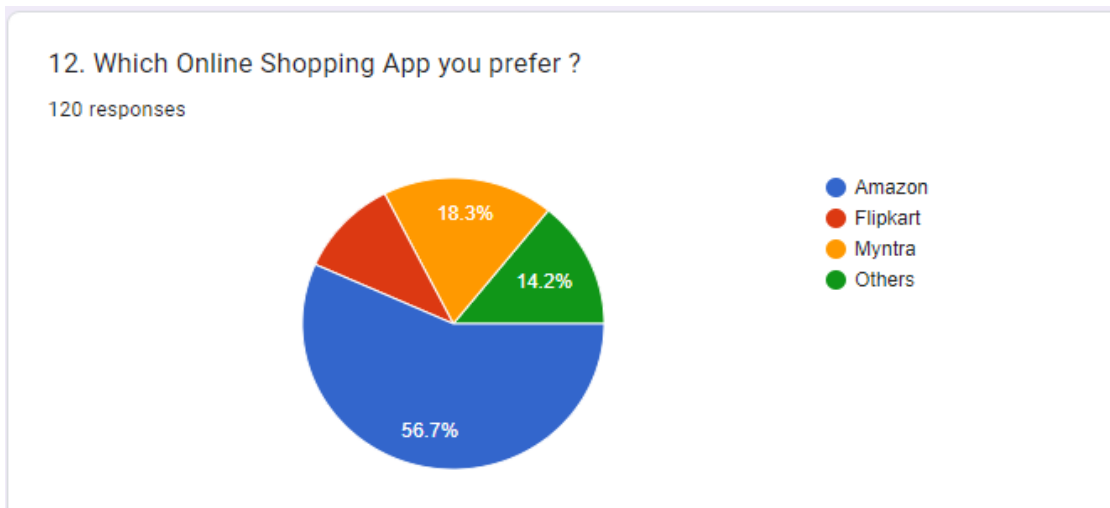




Out of 120 respondents 40 responses i.e. 33.7% of the respondents watch or hear advertisement on Social media

12. Which Online Shopping App does Respondents prefer?

- Amazon - 57.1%
- Flipkart - 10.9%
- Myntra - 18.5%
- Others - 13.4%



Out of 120 responses, 57.1% of respondents prefer Amazon for the shopping app, and 10.9% of respondents prefer Flipkart for the shopping app. It concludes that respondents prefer Amazon.

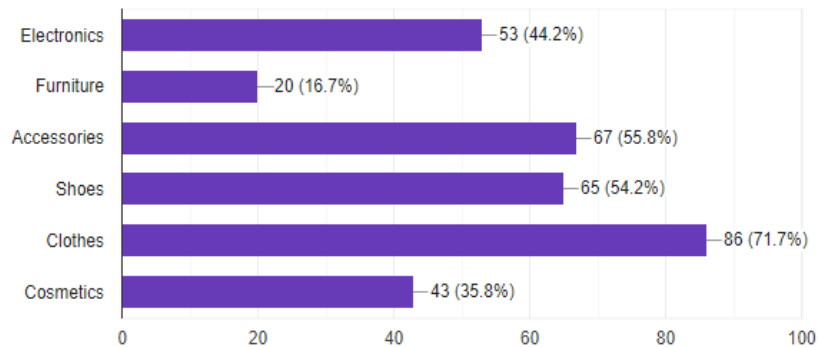
13. Do Respondents Prefer to buy the following Products online?

- Electronics - 52 (43.7%)
- Furniture - 20 (16.8%)
- Accessories - 66 (55.5%)
- Shoes - 65 (54.6%)
- Clothes - 85(71.4%)
- Cosmetics - 42(35.3%)

13. Do you prefer to buy the following products online ?



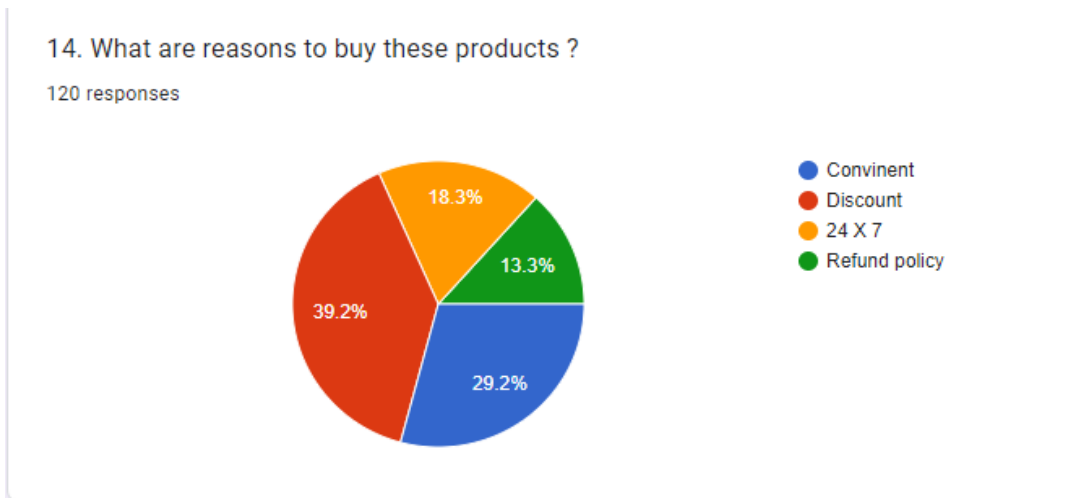
120 responses



Out of 120 responses 85 of the respondents i.e. 71.4% of them prefer clothes, and 20 respondents i.e. 16.8% of them prefer Furniture. So, people prefer to buy clothes through online shopping.

14. What are the Reasons to buy these Products?

- Convenient - 29.4%
- Discount - 38.7%
- 24x7 - 18.5%
- Refund policy - 13.4%



Most of the respondents buy products online because as per the survey i.e... 29.4% of them think it is convenient, 38.7% of them like it because of discount, 18.5% of them prefer it because it is available 24x7, 13.4% of them prefer because it has a good refund policy.

9. BENEFITS TO SOCIETY

Social media advertisements help increases brand awareness. Customer engagement will be increased. Social media advertisements are cost-effective. Social media advertisements help in increasing the loyalty of customers.

10. INTERDISCIPLINARY APPROACH

The importance of social media is increasing day by day. Its reach has gone to each and every part of the world. These advertisements on social media have a prominent scope in the advertising industry. The fashion industry is the most influenced by social media. It is believed that it will surpass all other modes of advertisements and be the consumer’s most favorable medium

11. EXPECTED RESULTS/OUTCOMES

The proposed research will be useful to get a clear view of purchasing behavior of the consumers. People will get to know if social media advertisements impact the choices of consumers. They will understand how often the advertisements can affect consumers. People will understand the various benefits consumers are getting

through this means of advertisement. Analyzing the benefits of social media advertisements for brands. Various problems faced by consumers purchasing products online will be highlighted.

12. CONCLUSION

From the findings of the study, the researcher concludes that advertising plays a very significant role in influencing consumers buying behavior by attracting their attention, arousing their interest, creating desire for the product and finally make them decide to purchase the products.

The survey conducted took respondents of age 15-24, got a high responses of 80.7%. 39.5% of them pay attention to advertisements on social media.

Many of them agree that social media influence their buying decisions. The preferred app for online shopping is Amazon. The highest number of respondents prefer to buy clothes online. Discount is the actual motive for buying products online. So, it concludes that Social media plays an important role in advertising.

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SOCIAL MEDIA AND ITS GIVE-AWAY TECHNIQUES

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Bunt's sangha's S.M. Shetty College of Science, Commerce & Management Studies, Powai

ABSTRACT

Social media is one of the most prominent platforms for people around the world to discuss their ideas and communicate. The emergence of giveaways promoted through social media is a great area of research. Before evaluating the actual aspects of give-away people must have to know what does give away mean. Social media giveaways are short-term promotional activities that provide an incentive (the prize) to the public in exchange for an action on their part (e.g., interaction with the post, purchase through the link, sending a story, promoting the page, etc.)

Our research examines whether giveaways conducted on social media are worth it or not?

The objective of this research is to learn whether giveaways are an effective marketing strategy. Primary data will be used for this research collection. After conducting the survey, we can conclude whether social media giveaways are worth it or not. One vital reason for such notable social media giveaways is that they are prompt and lucrative tools that can help brands get the attention of their audiences.

INTRODUCTION

A social media is an online platform that people use to develop social networks or social relationships with others who have comparable personal or professional interests, hobbies, lifestyles, or connections in real life.

Social networks have a big effect on young people. It is evident that social networks have ingrained themselves into people's lives. Social media is a creative concept with a fantastic opportunity and more room for development.

Many organisations are using social media to improve their processes as a result of its development. Social networking allows us to communicate or advertise more effectively. At the professional level, social media enables us to sell our products using a variety of strategies, one of which is the giveaway strategy. As connections between businesses and customers occurred virtually quickly, the growth of technology has made the competition to achieve client engagement more difficult. Customer engagement is crucial in the dynamic environment for viral marketing efforts including recommendations, word-of-mouth, and customer contacts. Companies that want to survive and expand must adjust to the changes brought on by the digital age by integrating a digital marketing strategy into their overall business plan.

One of the most popular and efficient digital marketing strategies for engaging customers online and influencing brand reputation and loyalty is social media. Marketing professionals can encourage productive consumer involvement by using social media as an interactive venue for communication with customers.

People use social media to engage with one another in their daily lives. As a result, it has become essential that one of the firm goals for marketers and the research emphasis for academics be social media participation. Given its capacity to draw sizable crowds of consumers by offering them the chance to win certain items based on effort, giveaway contests are one type of non-monetary sales promotion that are frequently utilised to boost customer engagement. Giveaway is a marketing tactic in which products or merchandise are distributed to advertise a brand through contests and prizes.

Keywords: Social Media, Social Media Contest, Customer Engagement, Build Awareness, Business.

OBJECTIVES

- To learn whether giveaway is effective marketing strategy
- To know how giveaway works with social media
- To learn about giveaways are worth it or not
- To learn how social media is bringing reform/ revolution in marketing strategy

METHODOLOGY

The research employs a quantitative approach. Primary data will be used for this research for collecting data. In this research, online survey method is used for collecting accurate responses. The survey uses close ended questionnaires in the research. The surveys will be circulated to the society for the responses. Appropriate statistical tool will be used for the data analysis of the research. The research will be used analyzed data to know about the giveaway.

REVIEW OF LITERATURE**Diana, 2022**

Social media giveaways are short-term advertising strategies that depend on offering the public a perk (the prize) in exchange for an action (such as commenting on the post, making a purchase, sharing a story, etc.) from them in order to: increase brand awareness Boost interaction and reach on social networking produce fresh leads Improve sales

Businesses can see benefits right away by holding giveaways because people are motivated to take part (winning the prize). Brands can achieve specific marketing goals, like the ones mentioned above, depending on the guidelines they set for the offer.

Social media freebies or contests are a simple and cost-effective approach to engage your audience on social media.

2018's Waseem Akram

As youth and teens are the nation's builders, they have grown up in this time as members of the Net Generation. They have no trouble using modern devices like smart phones, mp3 players, digital cameras, video games, iPads, electronic readers, and laptops. This study's foundation is secondary data. In this essay, we examine a number of social networking websites and a number of contemporary contexts where social media is widely used.

INTERPRETATION

1. The age of respondents mostly was 19 years old (51.1%).
2. Most respondents have participated in social media contest (50.5%).
3. 75.6% respondents have participated the contest on Instagram and 24.4% respondents participated on the other platforms.
4. 73.6% respondents use Instagram and 18.7% respondents use YouTube and remaining use other social media.
5. Respondent are more comfortable participating in entertainment (49.5%) and educational (50.5%) related giveaway contest.
6. In the pie chart we can see that 12.1% respondents have received money as a prize, 9.9% have received popular products as their prize, 29.7% of respondent have received gift cards as their prize and majority of respondent have received other prize
7. According to survey, 54.9% respondents have received fake prizes as a fraudulent gift, 28.6% respondents have received Lottery Scam, 8.8% respondents have received Sweepstake and others not received any fraudulent gifts.
8. On asking our respondent whether they will further participate in such giveaway most of them are not sure and they choose maybe yes or maybe no (63.7%) while 20.9% respondent choose yes. And remaining respondent said no (15.4%).
9. On asking the respondent for the giveaway experience on a scale from 1-5 most of them had an average experience.
10. On asking our respondent that whom they would suggest for giveaway contest majority of them had choose friends (65.9%) followed by family or relatives at 17.6% and colleagues 14.3%.
11. 38.5% respondent may desire more of money as their prize/gifts. And 34.1% respondent would like to receive books, gift cards, shoes as their prize/gifts, 15.4% would like other things as their prize/ gifts and 8.8% respondent would like to receive kitchen tools as their gifts/prize at a giveaway contest.

CONCLUSION

Most of the peoples are participated in giveaway, around 54.9% peoples are participated. Seeing the responses we got to know that majority responded use Instagram more than any other app.

Here by the research we conclude that social media are still worth it one of the reason for it is Social media giveaways are quick and effective practices that can help brands get the attention of their audiences.

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- Waseem Akram (March 2018) A Study on Positive and Negative Effects of Social Media on Society

A STUDY OF IMPACT OF SOCIAL MEDIA ON STRESS LEVEL OF GENERATION Z IN MUMBAI CITY

Ms. Shraddha Shetty, Ms. Sandya Shetty and Asst. Prof. CA Zainab Rangwala

Bunts Sangha's S.M. Shetty College of Science Commerce and Management Studies Affiliated to the University of Mumbai Naac Accredited 'A' grade

ABSTRACT

Social media has rapidly evolved in the recent years. It majorly plays a central role in the lives of the youth. This Research has a detailed study of how the social media usage has been increased in the Generation Z has been taken into consideration. Stress has been increased in the minds of the people & they are more addicted of it.

Keywords: social media, Stress, Generation Z, Mental Health, Addictions.

INTRODUCTION

The world is in talks of depression and stress nowadays, especially emphasizing on the mental health of Generation Z. The social media is not surely one of the culprits. This Research paper aims to provide the reasons behind the impact on Generation Z. This would not only help them to understand the problem but would also say towards ways of overcoming it.

Today youngsters do face a lot of stress from different angles. In almost every sector, whether it be career or personal life, everyone is running in a race. This leads to the creation of stress and anxiety. In the age of exploring the world within and exterior to them, the Generation Z are facing a new competition to better themselves in every way. Content on social media put stress of different kind, whether it be related to the achievement of other people, environmental issues, violent or undesirable information or many other things. This research paper helps to understand all of these different areas.

REVIEW OF LITERATURE

Gwenn schurgin o'keeffe, md , kathleen clarke-pearson, md American Academy Of Pediatore,Clinical Reort "The Impact Of Social Media On Children,Adolescents,And Families" 127 (4): 800–804 (april 01,2011). Using social media Web sites is among the most common activity of today's children and adolescents. Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years.

Monica munjal singh, mohammad amiri, sherry sabbarwal "Social Media Usuage Positive And Negative Effects On Lifestyle Of Indian Youth" Iranian Journal of Social Sciences and Humanities Research, Vol.5, Iss. 3, 2017 (Date Written: August 30,2017;Posted:21 July 2019).Utilization of social media is an integral part of Indian youth today. Over utilization of social media, has captured the attention of youth entirely. Dependency of youth on social media is now leading to addiction. Through the several studies, it is widely accepted that over utilization of social media has profound negative influence on the Indian youth. This study highlights the main purposes of utilizing social media by the youth, and attempt has been made to find out the time spent on browsing social networking sites by the youth.

Jyoti surya harchekar "Impact Of Social Media On Society" International Journal of Engineering Research & Technology(IJERT) (vol.6 issue 07, july-2017).Social Media means websites and applications that enable users to create and share content or to participate in social networking. We all recognize this saying but few understand the role social media has played. Social media is a new forum that brings people to exchange ideas, connect with, relate to, and mobilize for a cause, seek advice, and offer guidance. Social media has removed communication barriers and created decentralized communication channel and open the door for all to have a voice and participate.

Jacqueline Nesi "The Impact Of Social Media On Youth Mental Stress" NCMEDICALJOURNAL.COM (Vol. 8₁ March 02,2020) .By the time youth reach adolescence, most are fully immersed in a world of smartphones, computers, and social media. The pervasiveness of new media has created an increasingly complex environment for youth, parents, health care providers, and policymakers to navigate. Indeed, while this media environment has introduced numerous new chal-lenges and risks for youth mental health, so too has it pre-sented considerable benefits and opportunities.

OBJECTIVES OF THE STUDY

- To study the behavioral impact of usage of social media.
- To study the cause of stress among Generation Z due to social media.
- To examine the impact of social media on lifestyle and peer pressure, Generation Z.
- To evaluate the impact of social media on the stress level of Generation Z.
- To measure the stress level of youth due to social media usage.

RESEARCH METHODOLOGY

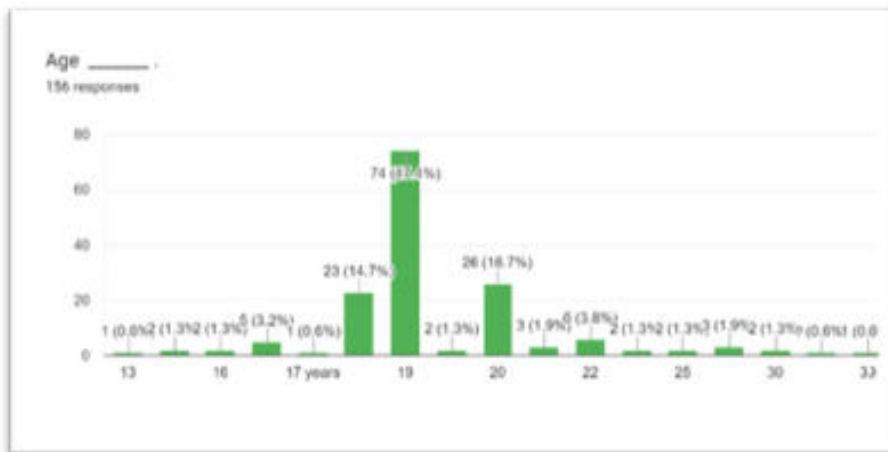
This is qualitative research using empirical techniques for deriving conclusion. The data is collected using both Primary & Secondary source. Secondary sources are Research articles, Research thesis, books of and relevant websites. Primary data is collected using survey techniques. The respondents are selected using continuous sampling. The tool used for collecting data is questionnaire. Sample size will be tentatively 100 respondents. The analysis of data is done by observation and use of descriptive and international statistics.

ANALYSIS OF PRIMARY DATA

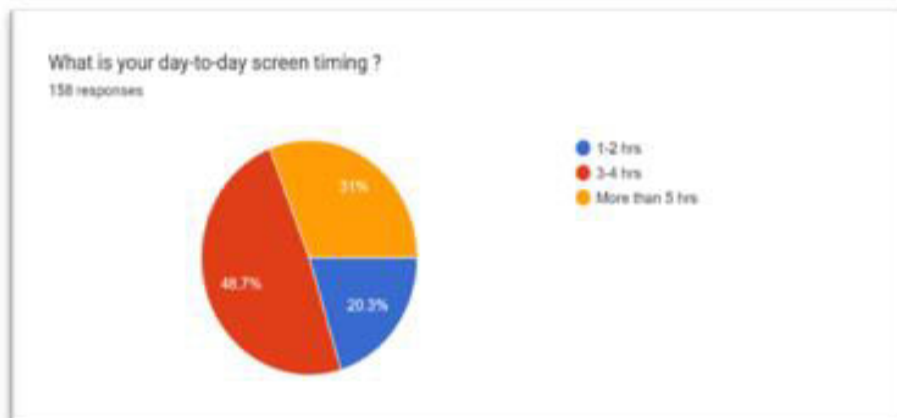
The Survey which we have held has 158 respondents.

In which it has been categorized into respective age groups:

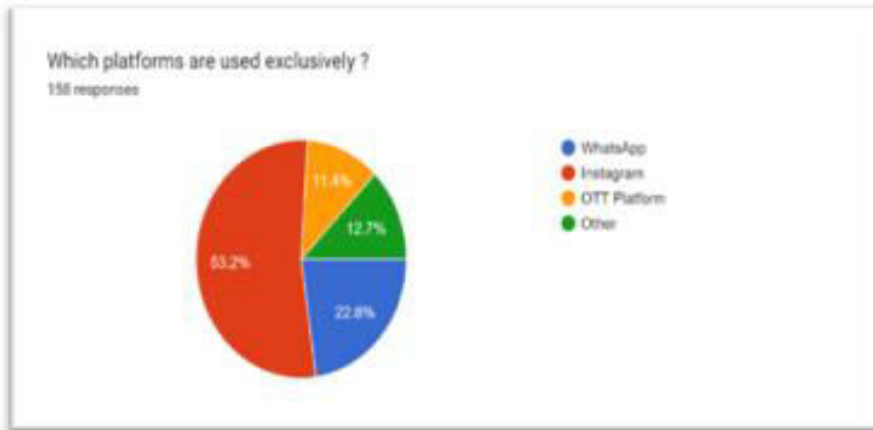
- 1st group = 13 – 19
- 2nd group = 19 – 25
- 3rd group = 25 – 30
- 4th group = 30 – 39



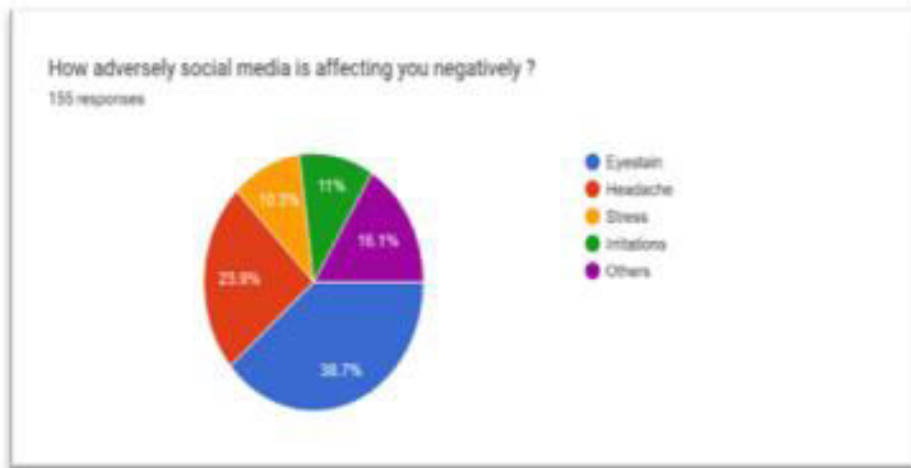
The average results which have been accommodated through filtering the above data it shows the results of 22.33%. The highest respondents were of age 19years.



Our results are demonstrating that the maximum screen usage is 3 -4hrs per person in a day that is 49%.



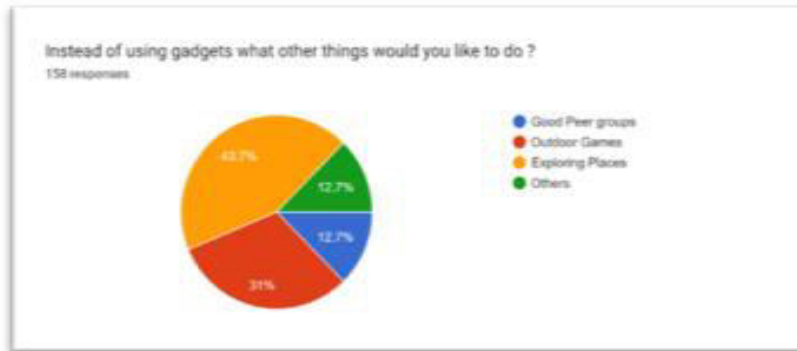
The various platform that is WhatsApp, Instagram, OTT Platforms and others which has been used exclusively by Generation Z respondents. Highest among them is Instagram that is 53.2% WhatsApp that 22.8%, others 12.7% and least platform is OTT platform that is 11.4%.



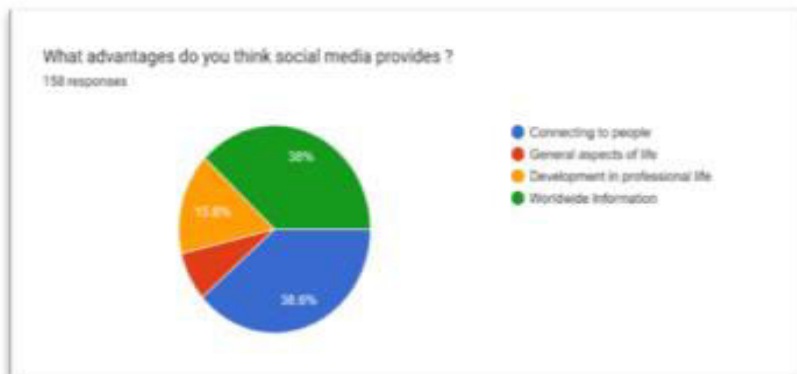
As per the Youth Responses the major damage caused is eyestrain 38.7%, Headache is 23.9%, other 16%, Irritation is 11%, and Stress is 10.3%.



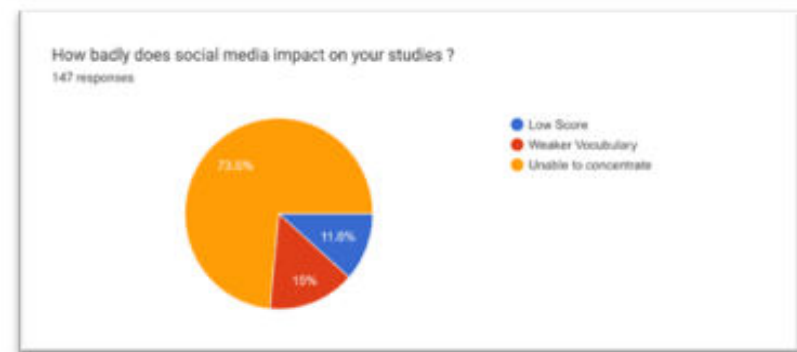
The relief for today's Generation Z is majorly music that is 63.9%. Other than these positive things are Reading, Gaming and OTT platforms.



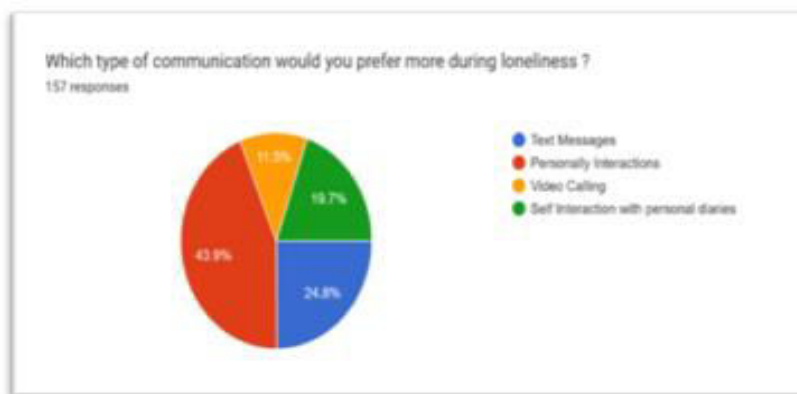
Generation Z could preferably prefer exploring places rather using gadgets and other than that Outdoor games, good peer groups and other respective choices.



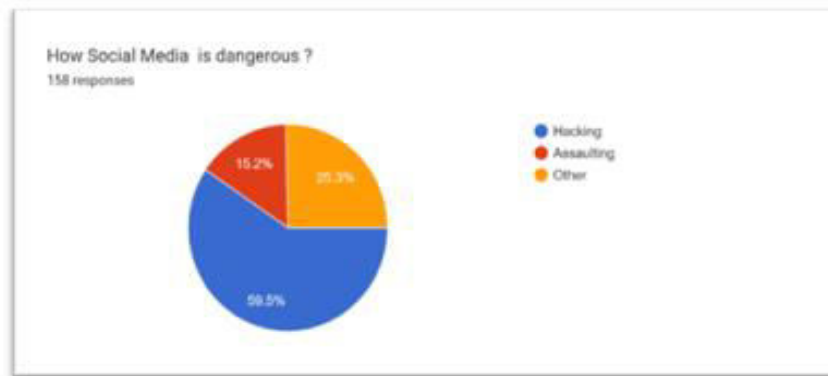
The trump card of social media provides connecting to people, worldwide information, enhancement in the professional life and general variants.



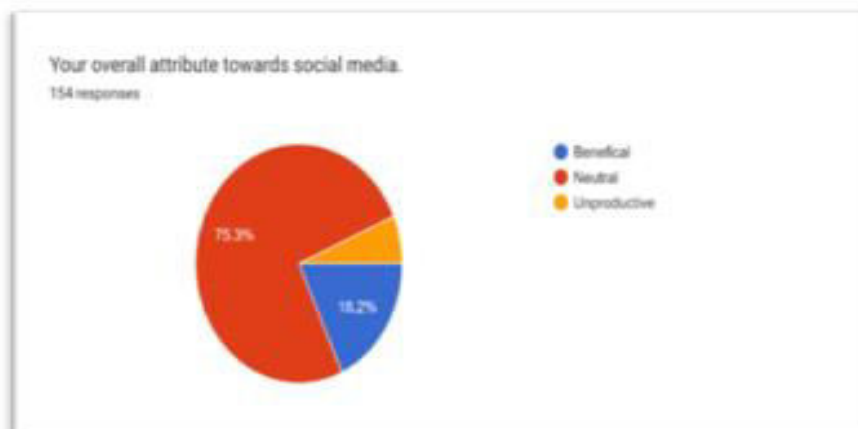
The students are stumped due to lesser concentration power, weaker vocabulary, reduction in the scores.



Generation Z prefers to one to one that is personal interaction. There as much not much of sharing thinks on text messages, calling and through diaries.



Social media is hazardous due to misuse of platforms like Hacking, Assaulting, and much more wrong means.



As per the above scenario the attributes towards social media is neutral and much of them are agreed through it. There are some respondents who also say that social media is beneficial and some of them says it is unproductive.

PRELIMINARY WORK

Social media is a platform which could be useful & harmful to the same. It totally depends on the person how wisely it has been used. The tools of social media are listening platforms, publishing platforms, and a competitive analysis platform. Each tool tackle social media from a different angle. And today social media use is rampant among Generation Z and they are not aware how bad it is for psyche. Heavy social media is linked to depression, poor sleep. Social media is divided into major types like social media marketing, micro blogging that influence the youth or diverge them.

MAJOR FINDINGS

- The Generation Z is growing more into impulsive & aggressive nature
- They get exhausted due to over usage of gadgets
- Social media's fake scenario has misguided the luxurious & comforts of life
- Majorly they must emphasis on what they want to achieve for in future
- Improper time management.

EXPECTED OUTCOME

This research is expected to bring clarity in the concepts related to stress level of Generation Z due to social media and it also helps identifying relationship between independence of dependent variable. The Generation Z is very well versed with technology have less of attention span and don't want to be force fed advertisement. As the usage of Social media will adversely affect the on the Generation Z like low IQ level, rise in irritations level etc. Social media usage among Generation Z will impact their social life and academic performance.

BENEFIT OF SOCIETY

This phenomenal issue is prevailed in society. Social media can be a saver or a destroyer to the society. Being aware of everything new. Up gradation is mandatory for society to seek benefits of social media key tool Hence it is important to develop understanding. It provides factual data about factors influencing it.

FUTURE SCOPE

This research is conducted within a short span of time. How we spend more time on social media will affect the health. The aggressive attitude which has been developed due to social media must be bounded with certain limitations. It totally changes our lifestyle as per changing trends. Hence, the observation may differ at different time periods. This research is conducted for creating awareness about how using high social media impacts Generation Z mind. The observation might differ in case of other sectors.

SWOC ANALYSIS**• Strength:**

1. Social media is a universal platform to reach out for people in larger numbers.
2. It develops one's self with the respective knowledge one needs.

• Weakness:

1. These platforms could even lead us into destruction if felt in the wrong influence.
2. It even harms human health if used excessively.

• Opportunities:

1. It can be an earning platform too, if worked productively.
2. If social media is use in a proper manner, then it may find knowledgeable.

• Challenges:

1. How to optimize the use of social media.
2. Lesser use of shortcuts, instead Generation Z should have complete conversation.

CONCLUSION

Our Research gave us a broad glance regarding living of Generation Z. Health is the most important and fulfilling criteria .We must over and above let the children know the importance of career. As we have seen in the above data that, there is too much of screening usage because of which majority of them face eyestrain. It distracts them from their work and concentration decreases. It helps them to expand their circle.

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ATTITUDE TOWARDS TRANSGENDERS: A STUDY OF PEOPLE LIVING IN MUMBAI

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Bunt's Sangha's S. M. Shetty College of Science, Commerce & Management Studies

ABSTRACT

This study investigates attitude of youth and adults towards transgender. The transgender community faces stigma and discrimination and therefore has fewer opportunities as compared to others. They are hardly educated as they are not accepted by the society and therefore do not receive proper schooling. The research is an attempt to determine the attitude of individuals staying in cosmopolitan city like Mumbai. It also examines the causes of it and recommends changes in social pattern and practices which will help in developing gender neutral social set up. This set up will assure development of all sections of the society.

Keywords: Transphobia, Transgender, Attitudes, Discrimination, Education, Prejudice.

INTRODUCTION

In order to achieve the objectives of the research it is necessary to understand the issues and challenges faced by trans-people as well as examine the existing attitudes of other genders towards trans people.

In worldwide population of transgender is generally found in less than 1% , therefore in India around 4.88 lakh as per 2011 census. Transgender has been the integral part in India.

Trans-phobia and discrimination against trans-people are widespread.

Transgender is a person whose sense of personal identity and gender does not correspond to that person's sex at birth, or which does not otherwise conform to conventional notions of sex and gender.

In the recent past decades, if a transgender baby is born in a family they are abandon from their houses and they often face barriers in accessing culturally competent domestic violence and rape crisis services. Since they are not provided with the means of education and employment, they are forced to live their life by doing the job like busking, begging, sex workers, dancing etc. Prior to this, if someone is applying for a job, only the woman or man would come in place of the applicant's gender. This result in unfair treatment to transgender at working place, restoring their dignity. Going to the root of this research will analyse and study the attitude of people towards transgender is may be negative or positive.

OBJECTIVES

- To study the attitude of people towards Transgender.
- To identify the problem faced by transgender in general and in corporates or institutions.
- To understand the social inequality between transgender and other gender.
- To determine the causes of social pattern of behavior towards transgenders
- To recommend the approach towards gender neutral society.

RESEARCH METHODOLOGY

The research employs a quantitative approach. Primary data and secondary data will be used for this research for collecting data. In this research, online survey method is used for collecting accurate responses. The survey uses close ended questionnaires in the research. The surveys will be circulated to the society for the responses. Appropriate statistical tool will be used for the data analysis of the research. The research will be used analyzed data to recommend existing problems of transgender. The research will get the accurate responses because people are now more aware and acceptable towards trans people and also transgender gives the freedom to identify as man', 'woman' or 'transgender', independent of surgery/hormones. They cannot be referred to as the 'other' gender or as 'others', but only as Transgenders.

REVIEW OF LITERATURE

Benson, 2013; Coleman et al 2011; Nemoto, Operario, Keatley, Nguyen, & Sugano,2005; Oggins & Eichenbaum , 2002; Winters, 2005

A systematic review was conducted to critically evaluate and synthesize literature investigating attitudes towards transgender people. These authors also investigated about the mental health of trans people who faces gender discrimination in the society.

Grant et al., 2011

A survey reported that prejudiced and stereotyped attitudes towards transgender people has reached epidemic proportions. Transgender people describe facing discrimination across a variety of domains including employment, schooling, accommodation, and healthcare. Of their sample, 28% reported postponing medical care due to discrimination and 19% reported being refused treatment due to their transgender or gender non-conforming status.

White-Hughto, Reisner, & Pachankis, 2015

The study investigated that transgender people face physical and mental health inequalities in comparison to their cisgender, heteronormative peers.

Shipherd, Green, and Abromovitz, 2010

The research reported that there an increase in mental health needs and presentation to mental health services for transgender people.

In their survey of 130 transgender people, 68 people verified a need for mental health services but failed to seek help within the last year.

Mitchell and Howarth, 2009

Trans research review included a wide range of evidence surroundings the inequalities and discrimination faced by trans people and highlighted the diversity literature review.

Thomas, 2013

Thomas captures the third gender in India from ancient literature to present situation. The list down the areas where inequality is felt by third gender.

McManus, 2003

McManus observes that random or probability sampling is the most desirable in order to achieve a representative sample from which results will be generalise able to a wider population. There are two main methods for achieving such samples

- (a) selection from a comprehensive list of members of the relevant group or
- (b) screening of a population by asking a few brief questions to ascertain whether people from a wider community fit the criteria required for a particular study (in this case a specific gender identity).

Twinkle Dasari , Anitha Pulagara

Their writings are impregnated with their ordeals to be recognized as mere human beings let alone to be treated equal. However, this was not the fate of Indian transgenders throughout the history. In fact, they enjoyed revered and respectable lives till the advent of the West. Colonizers with their tool of cultural imperialism seized the psyche of Indians and metamorphosed their attitudes towards transgenders. The present paper is an attempt made to consider transgender literature of India as a part of Postcolonial literature produced by the nation.

Schonfield and Gardner, 2008

He carried out a large survey of 647 trans people focusing upon trans people's experiences of NHS health services. The questionnaires could be completed online or in paper copy, returned by freepost. Paper copies of the questionnaire were distributed by trans organisations, whilst the online survey was hosted by key trans organisations. The survey included anyone identifying as trans, regardless of the stage of transition they were at.

PRIMARY DATA AND INTERPRETATION

This research was collected by survey and we asked closed ended question to respondent.

1. 59.2% respondents were male and 40.8% were female respondents
2. 15 – 18 age respondents were 4.9 % , 18-25 age were 57.9 % , above 25 were 37.9 % respondents
3. Although transgender Act, 2019 has been passed for their welfare, 96% of the people think that they should have equal rights like others while 4% people think that they should not have equal rights , the perspective of people regarding them hasn't fully changed yet .
4. 96% people think that they should have the right to adopt children, but there is no such law which says that they can have adoption.
5. About 85% respondents said that prejudice against transgender people are "mostly" or "always wrong ". Further 15% thought that it was "rarely wrong ".

6. Respondents were asked to choose from a list of words to describe their feelings about transgender people. 36% respondents said that they felt 'respect'. 42% respondents felt 'pity', 19% respondents felt that they can't choose and 3% respondents felt 'fear'
7. It is hard to believe that still 88% of transgender are unemployed, even in this modern generation. 99% of the respondents felt that they should get employment opportunities while 1% felt that they should not get employment opportunities.
8. 72.5% were most likely to feel comfortable about transgender using public toilets .The proportion who felt uncomfortable was 23% there were similar proportion of men and women who reported to be uncomfortable about this.
9. Unsurprisingly, attitudes were significantly affected by how prejudiced people said they were. 21% people said that they felt 'not prejudice at all ', while 41% respondents said that they felt 'little prejudice ',while 38% people answered that they ' don't know'.
- 10.All respondents were asked how comfortable or uncomfortable they would feel about a transgender women using a refuge for women experiencing domestic violence. 66% respondents felt quite ' comfortable ', 30% felt neither comfortable or uncomfortable while 4% respondents felt ' uncomfortable '.

CONCLUSION

Based on the responses from our conducted survey we can conclude that vast majority of people think that the transgender community should be given equal rights as every citizen of this country. Though when Respondents were asked to choose from a list of words to describe their feelings about transgender people. 36% respondents said that they felt 'respect,42% respondents felt ' pity' , 19% respondents felt that they can't choose and 3% respondents felt 'fear'. Although, unsurprisingly the attitude towards them still holds a little prejudices in majority which signifies that the mind-set still needs to be changed so that we can embrace them as a part of our society. Overall the survey received positive responses from the respondents which is a good sign that shows the society's mind-set towards the transgender community is changing with time and is showing more acceptability towards them and embracing them as an integral part of our society which is the right path towards growth and harmony.

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AWARENESS OF POSH & ITS RELEVANCE: A STUDY OF STAFF & STUDENTS IN HIGHER EDUCATION INSTITUTIONS

Faiza Shaikh, Kaynat Sayyed, Vikas Shetty and (Guide): Asst. Adv. Jyoti**ABSTRACT**

This research basically focused on sexual harassment take place in our country. This study not only focus on women or girls, it's human in general. How people react on sexual harassment and what impact of this in human beings mind they know about the act called as POSH (Prevention of sexual harassment). Researchers collect the data through survey and questionnaires. It's found out that there are people facing problem on sexual harassment no matter she is or he is or other gender. People has guts to say no to this. If someone face this must come forward and take action without fear.

Keywords: Sexual harassment, mental health, workplace, working performance, POSH (prevention of sexual harassment) Act 2013.

INTRODUCTION

Any form of unwelcome act towards sexual nature is called as sexual harassment. The current situation on sexual harassment cases be like it is not stoppable. People are facing problems. And it's not only restricted to the women or girls it's human in general. Infact researchers come to know males now days facing sexual harassment more than females. If we talk about age groups then there is no fixed age group for sexual harassment but it's more appearing to in 19 to 23yr of age. Researchers focuses on one act that Indian government made named as POSH (prevention of sexual harassment) Act 2013. Awareness of this act & implementation of the act must in today's time. To reduce such cases people should have to raise voice if they are facing such kind of things without any fear. They should know about the law and the actions that they can take & secure there self as well others.

OBJECTIVES TO STUDY

- To Highlight the Causes That Tend to Sexual Harassment of Women at Workplace.
- To Prevent and Protect from Sexual Harassment at The Institutions.
- To Ensure a Safe Working Environment for Staff & Students.
- To Determine Ways to Personally Deal with Sexually Harassment At The Campus.
- To Determine Types of Sexual Harassment In The Institution.
- To Investigate How to Avoid Sexual Harassment In Workplace.

RESEARCH METHODOLOGY

This is the qualitative research using empirical techniques for driving conclusions. The data is collected using both primary and secondary sources of research. Secondary research article thesis, books, and relevant websites. Primary data is collected using survey techniques. The respondents are selected using convenient sampling. The tools used for collected data are questionnaires. The sample size will be tentative 100 respondents. The analysis of data is done by observation and use of descriptive and inferential statistics.

REVIEW OF LITERATURE

According to Bhat R (2017) This study was conduct with purpose of present study provides an intensive background of present sexual harassment of women in India. The study found that the data on crime record state that in today s time that the case of sexual harassment of women at work place in India are increasing day by day

According to Unnikrishnan B (2010) The Study, was conducted to find out harassment among women at work place its types and why harassment faced by working women. The study gives us brief on depth knowledge of harassment among women which is a serious problem that much be addressed by the government to ensure safety of the working women.

According to Spelling M (2008) U.S. department of education', the study was conduct with purpose to regarding student harassment, responding, reporting and preventing to sexual harassment. The outcome shows the best way for a school to deal & to prevent it before occurring in the first place.

According to Wood L (2018) Journal of Interpersonal Violence, many students at Higher Education (IHEs) experience sexual harassment and its deleterious mental health, physical abuse and academic outcomes. The findings indicate IHEs must consider the impact in intersecting identity & change is needed to alter academic culture to prevent sexual harassment on students.

According to Fasting Et Al (2010) Sexual harassment can be classified to three interrelated dimensions. Gender harassment, sexual coercion and unwanted sexual attention. Gender harassment refers to a huge range of both verbal and non-verbal behaviour's that insult and degrade men & women and are not aimed at sexual collaboration. However, unwanted sexual attention includes both verbal and non-verbal behaviour that are offensive and unwanted. Sexual coercion can be defined as the exaction of sexual cooperation in return for considering that are related to jobs.

ANALYSIS OF PRIMARY DATA

Sexual harassment is not only faced by women but it's also faced by men and all humans in general facing such harassment is common between age 18 to 23 but it exists in all age groups

GROUP 1 - shows that sexual harassment is faced by (44.5%) (50) women, (53.6) (59) by men and (0.9%) (1) by others.

GROUP 2 - shows that respondent who experienced harassment (70.9%) (78) are of (19-23) age group, (19.1%) (21) are 15-18 age group and (10%) (11) are of other age group.

GROUP 3 - shows that (90%) (99) respondents are the student, while (8.2%) (9) are the employer and (1.8%) (2) are the employee.

GROUP 4 - shows that most of the people have commonly faced unwanted physical touch.

GROUP 8 - shows that as per the survey these are some measures taken by employer for the employee's safety.

GROUP 9 - shows that (55.5%) (62) are aware of the POSH Act 2013, while (23.6%) (26) are not aware and (20.9) (20) are not sure.

GROUP 11 - shows that as per the respondents if reported the outcome is poor or the situation worsens.

CONCLUSIONS

More generally, it is recognized that the incidents of sexual harassment in the work premises of the employers imputes their image amongst the competitors as well as in the society. It is not good a management to a working environment which allows sexual harassment. Good managers know that it is in the long-term interest of that enterprise to ensure that their employees may be treated with dignity. For an employer, in addition to sick pay and medical insurance as pointed out earlier, consequences also include reduced efficiency, increased costs, and litigations. Less productivity and low motivation of affected women will result in improper work performance. Costs of recruiting and training new people may also emerge as additional costs, especially where an employer has failed to undertake any effective invention. Hence, a harassment free work environment must be provided for the employee in order to retain them and to get the performance to the fullest. The management can make the employee feel that they are very much important to the organization and that in turn will help the organization to come to know about the harassment taking place in the organization and can be prevented.

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- <https://wol.iza.org/uploads/articles/188/pdfs/sexual-harassment-in-workplace.pdf>
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- <https://www.un.org/womenwatch/osagi/pdf/whatish.pdf>
- <https://ijcrt.org/papers/IJCRT2205374.pdf>
- https://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---sro-new_delhi/documents/publication/wcms_630227.pdf

TO STUDY THE BEHAVIOUR OF PARENTS TOWARDS THEIR CHILDREN AS THEY GROW UP**Shreya Devadiga, Pawana Shetty, Gayatri Shetty and (Guide: Adv Jyoti Sharma)**

Bunts Sangha's Sm Shetty College of Science, Commerce and Management Studies Affiliated to University of Mumbai

ABSTRACT

The major aim of this research is to study about the relationship of adolescent with their parents has parents' child relationship influences adolescence most in building their overall personality. The research also reviews researches on factors that influence parents' child relationship from an integrative contextual empirical perspective. Third parent's adolescence conflicts are adaptive for relationship development when parents and adolescence can switch flexibly between range of positive and negative emotions.

Keywords: Interpersonal, socialisation, emotional support, parenting style, socialisation, and patronage.

INTRODUCTION

Adolescent can be a difficult time a child is going through a rapid physical change as well as emotional up and down it provides a framework within the child may find roots continuity and a sense of belongingness and mothering symbolises emotional support protection interpersonal, sensitive sensitivity

A parents child relationship is one that nurture the physical emotional and social development of the child it unique what that every parent and child experience and nurture in one recent survey of roughly 14500 college students across the US 3 in 5 respondents said their relationship with their parents had improve relationship with children if the close relationship that that people form in their lifetime parent child relationship are typically among the most enduring. Many parents are hyperconscious of the change's adolescence brings to the children but another of the way the challenges of raising an adult adolescent bring strangers to their own parenting style.

STATEMENT OF OBJECTIVES

1. To study and analyse the parents' behaviour towards their adolescent.
2. To study the relationship with parents and family give pre-teens and teenagers emotional Support, security and safety.
3. Allow open communication and by directional feedback.
4. To build trust to trust their child will not be afraid to come to you with problems.

RESEARCH METHODOLOGY

This is quantitative research using empirical techniques for deriving conclusion the study is based on primary data and secondary data the primary data is collected using survey. And secondary data is collected through articles and websites. The tools for collecting data are questionnaire. The sample size of the research is 116. The sample unit implies the response respondents from the parents in Mumbai city. The analysis is done by the analysis and descriptive method.

REVIEW OF LITERATURE:

1. Influence of socio-economic status on protecting behaviour of parents

Komala m: university of Mumbai

Bhaskar R: Avinashi lingam Institute for Home Science and Higher Education for women.

2. Published on July 27 2020

FAITH MATHIBELA AND REBECCA MMAMOAGI SKHOSANA

Parent-Adolescent Relationship and the Impact of Substance Dependency within the Trajectory of Adolescent Substance Use Disorder Adolescent relationship is one of the most important relationships in the life of Adolescent. Adolescent strive for freedom and autonomy so, communication with parents needs to be enhanced or magnified. The purpose of this research is to explore the parent - adolescent relationship. Parenting adolescents poses own set of limits, making it hard to build and maintain proper healthy parent - adolescent relationships. Parents want to be protective for their adolescent while they find it or failed to be controlled by their parents. This increases conflict between both the parents and adolescent and they feel less supported by their parents. While this period, many changes happen or takes place in parents - adolescent relationships, such as difference in opinion which may lead to aggravated conflicts or small fights between parents - adolescent which may lead to child's mental health or psychological behaviour.

3. Published: Oct 31st, 2022

SCHARP AND THOMAS (2016)

STEELE & MCKINNEY, 2018

Parent-Child Relationship and Its Effect on Adolescents

Parenting is considered to be the most fulfilling goals that an individual can have in their life. The parent child relationship is which natures the emotional, social, physical and mentally development of a child. During this process, there is formation of a beautiful bond where both parents and child love each other's company. There should be positive parent child relationship which may help up with the child's overall behaviour and personality of a child. A child can open up with their parents if they good relationship for e.g.: if a child is facing some problem and he/she shares that with their parents they can solve it easily and this can develop in good problem-solving skills. It is crucial to understand that parents adapt and change as their children becomes adolescent. Every time parents' interaction with their child, they need to listen to them and emphasize it with them, encourage and treat interaction with them as precious or important to parents (or them)

4. 24 January 2018

SUSAN BRANJE, UTRECHT UNIVERSITY

Development of Parent-Adolescent Relationships: Conflict Interactions as a Mechanism of Change

Adolescence is a period of biological, cognitive and neurological changes. During this period, parents - child relationship is thought to become more interdependent on each other, equal and reciprocal to each other. There can be changes that can happen due to temporary decrease in the quality of relationship and increase in conflicts. Adolescent think their parents are not powerful enough or may not supportive to their decisions or opinions taken by their child and controlling during that period. Based on studies most parent's child relationship examines ties with mother and their adolescent. Some conflicts with parents can be normal as a part of family relations during adolescence, and these conflicts can be the source to affect adolescents' development of autonomy and individual. However, too many conflicts can be prone danger for adolescents' psychosocial behaviour and well-being.

5. BY ANNE MARIE AMBERT

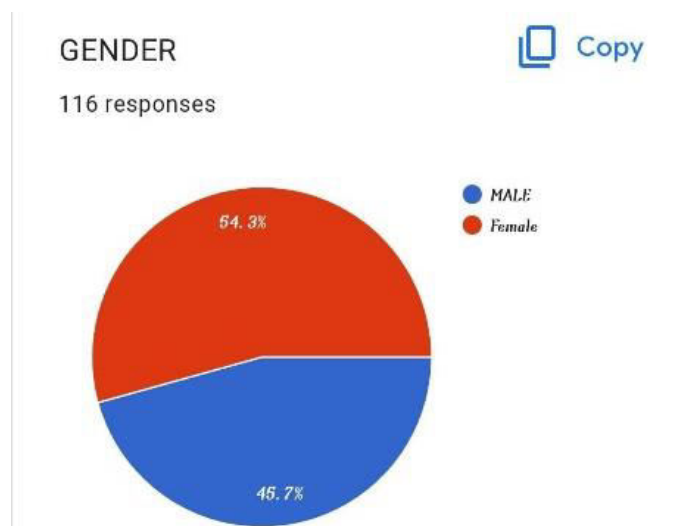
1997

Parents children and adolescent interactive relationship and development in context

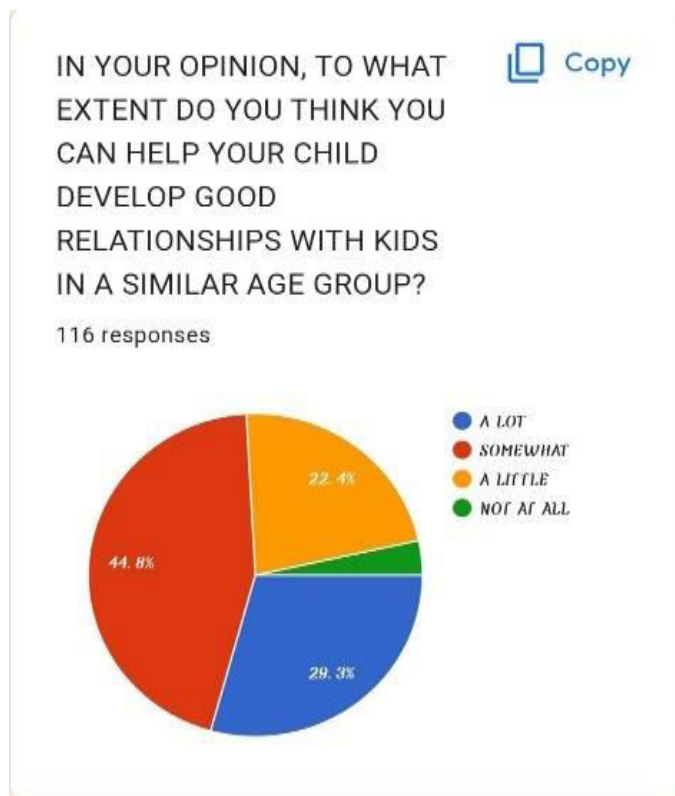
Parents children's and adolescent presence and interactive perspective of the parent child relationship with in several context the parent child relationship throughout the life course has well as within a great variety of context including interactions with siblings and peers in the neighbourhood and with professionals

ANALYSIS AND INTERPRETATION:

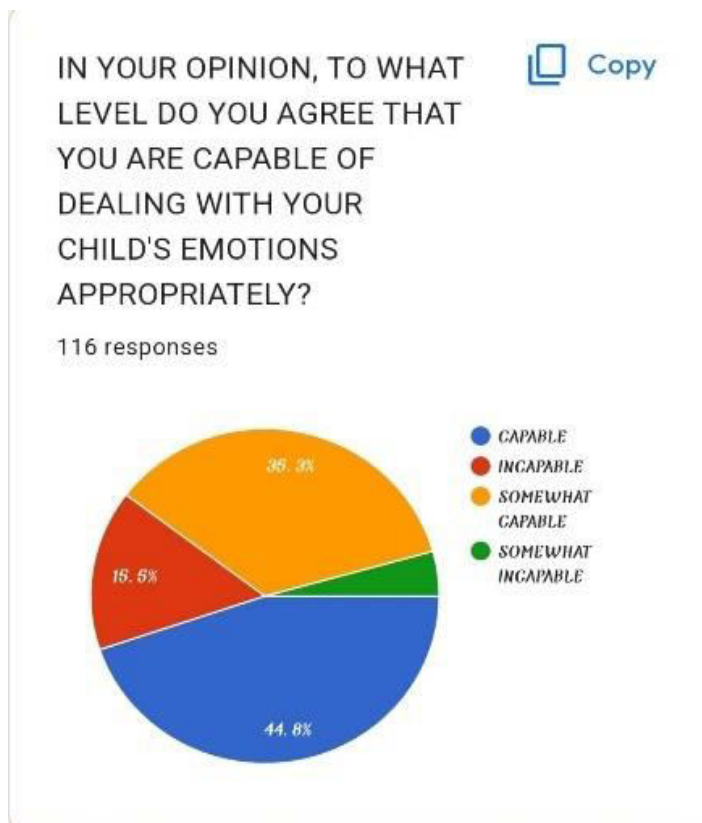
1) According to survey there are total 116 responses out of which 54.3% are male and 45.7% are female



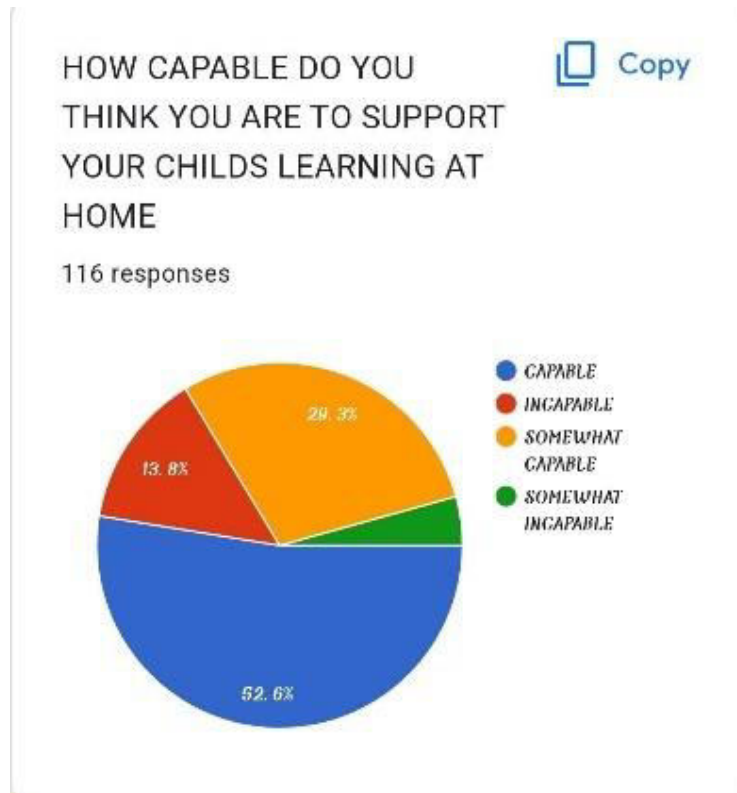
2) According to survey the parents can help their child to develop good relationship in a similar age group as their child. The maximum percentage is 44.8%.



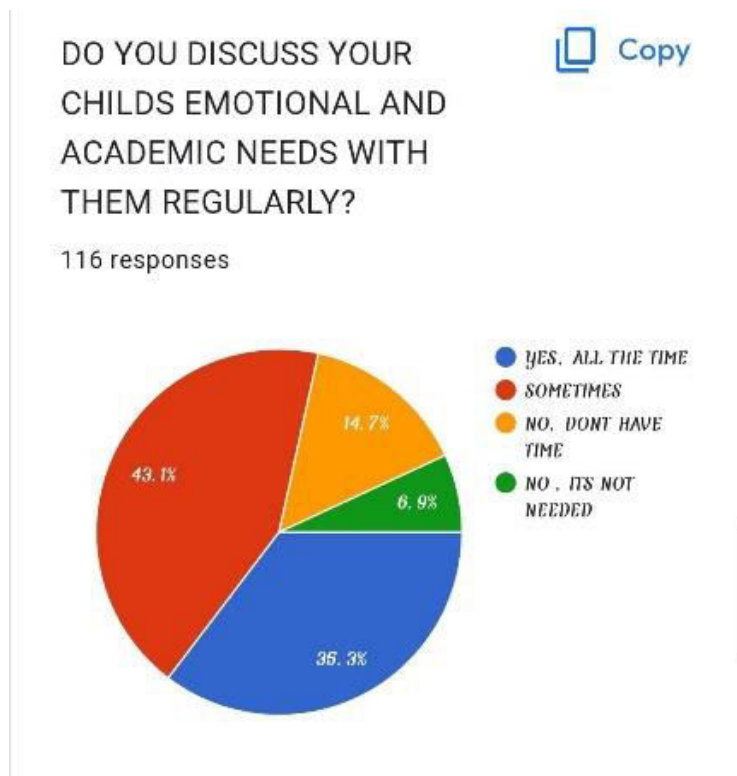
3) According to survey the dealing level of child emotions maximum percentage is 35.3% i.e., somewhat capable



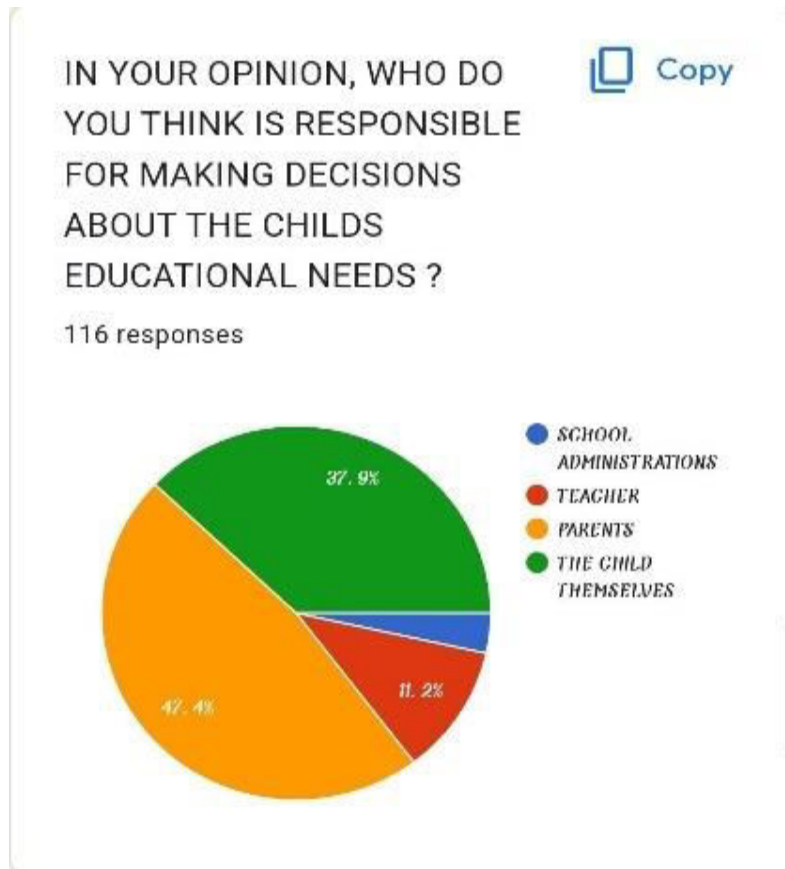
4) The maximum level of support their child learning at home is 52.6%.



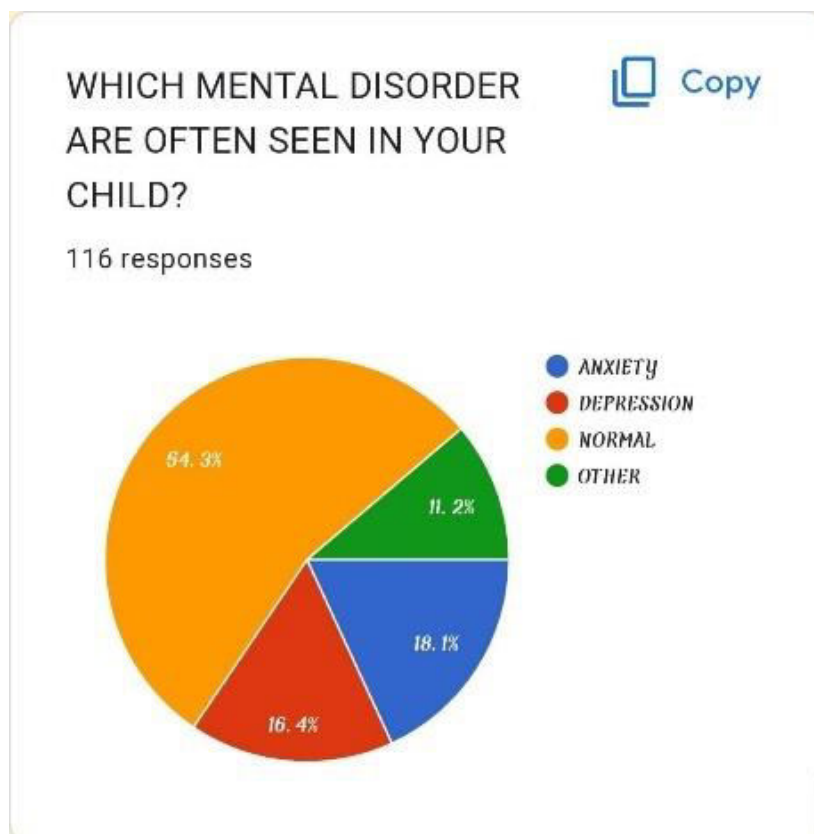
5) The maximum percentage for child emotion and academic needs with them regularly is 43.1% and 2nd maximum percentage is 35.3%



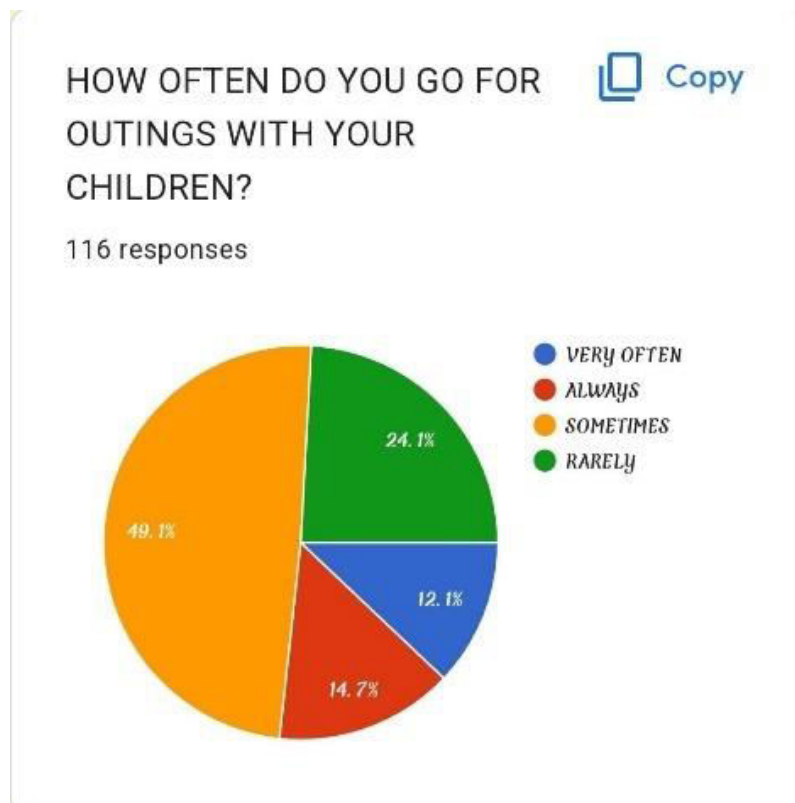
6) According to survey for responsible of making decisions about the child educational needs the maximum percentage is the child themselves is 37.9% and the parents is 47.4% teachers with 11.2% and school administration is 3.4%



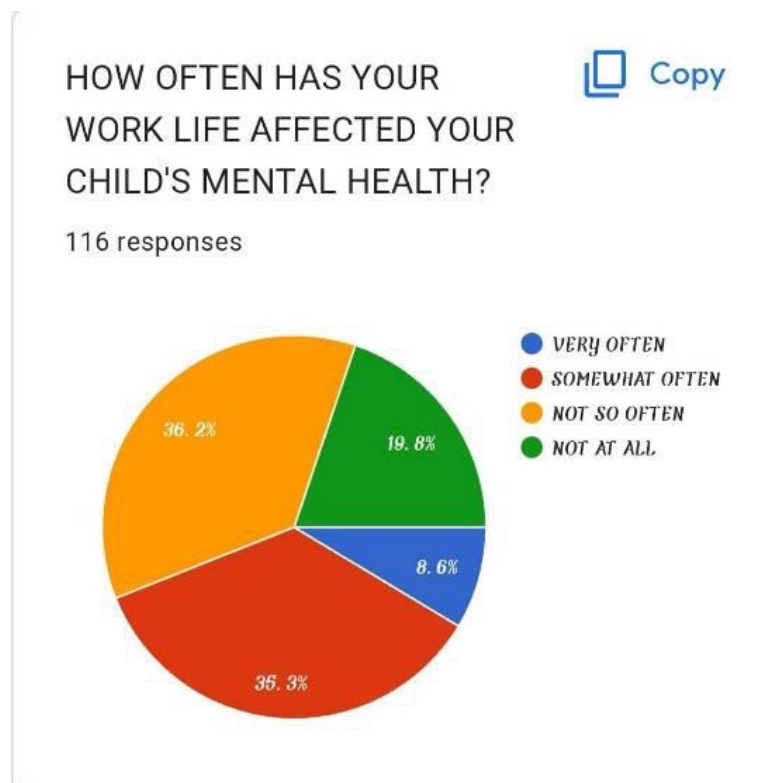
7) According to the survey the mental disorder is often seen in most in normal i.e. 54.3 depression is 16.4 and anxiety is 18.1 and 11.2 for others



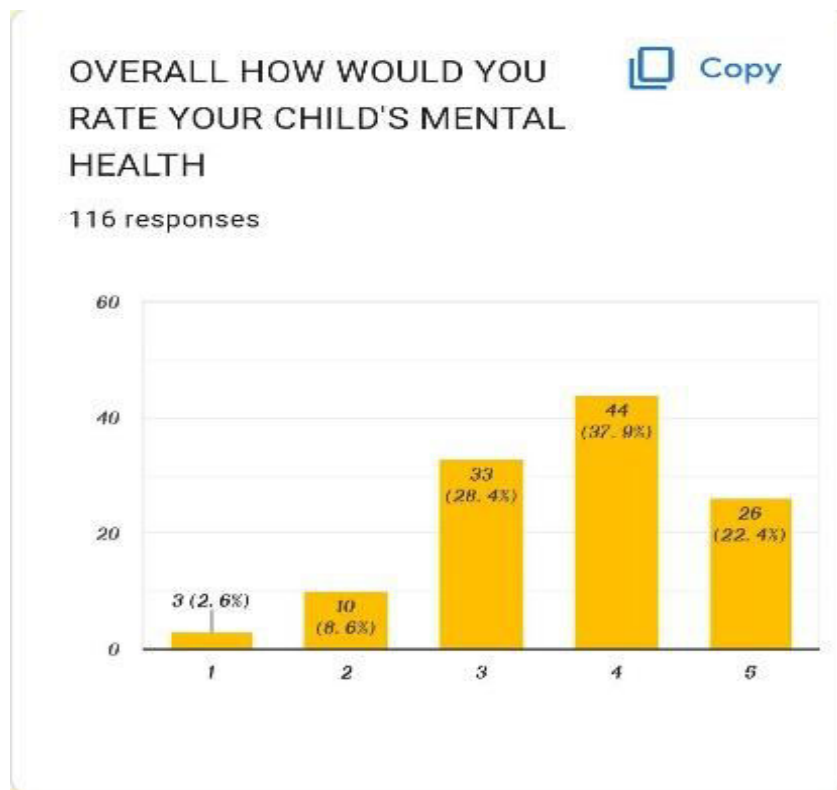
8) According to the survey around 49.1 % of parents sometimes go out for outing with their children



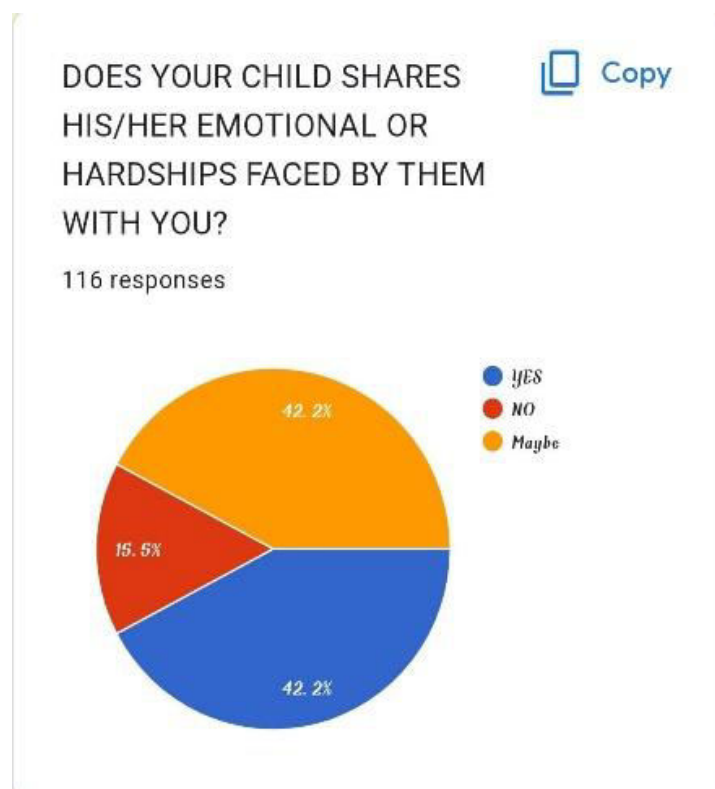
9) According to the survey 36.3% of parents work life has affected by mental health 35.3 are somewhat often, 19.8% not at all and 8.6% are often.



10) According to survey the overall rate of mental health of a child is 37.9%



11) According to survey there are equal no of child shares their emotional hardship faced by them is 42.2%



CONCLUSION

Parental relationship plays an important role in building the personality of children. Children who shadow positive relationship with parents a better self-esteem confidence, emotional security and grow up to become effective member of society. It was found at a children perceive their behaviour full stop the above findings may be in useful in the effective dealing with the issues and context between adolescent and their parents and thus improving the mutual understanding.

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MANUSCRIPT SUBMISSION

GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1” margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16” and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14” and single-spaced, beginning from the second line below the title.

First Author Name₁, Second Author Name₂, Third Author Name₃

1 Author Designation, Department, Organization, City, email id

2 Author Designation, Department, Organization, City, email id

3 Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

• **Single author journal article:**

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, 2(3), 29–33.

Bateson, C. D.,(2006), ‘Doing Business after the Fall: The Virtue of Moral Hypocrisy’, *Journal of Business Ethics*, 66: 321 – 335

• **Multiple author journal article:**

Khan, M. R., Islam, A. F. M. M., & Das, D. (1986). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology*, 12(1), 129-136.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), “Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher’s Colleges In Thailand”, *International Journal on New Trends In Education and Their Implications*, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures*. New York: Nova Science.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code: Student edition 2010*. Aurora, ON: Canada Law Book.

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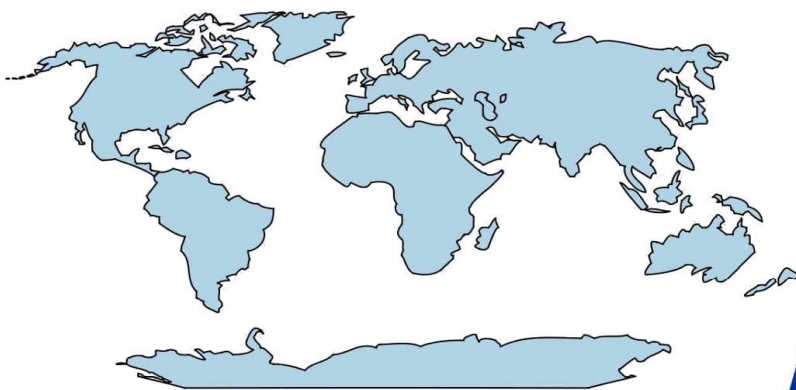
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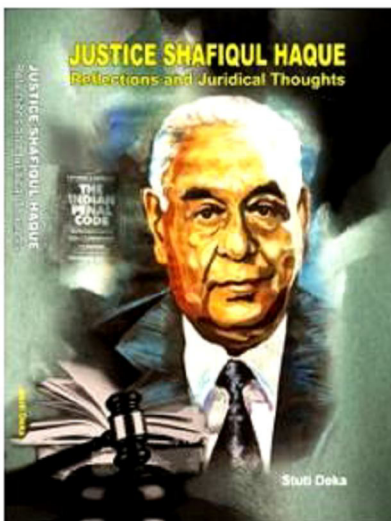


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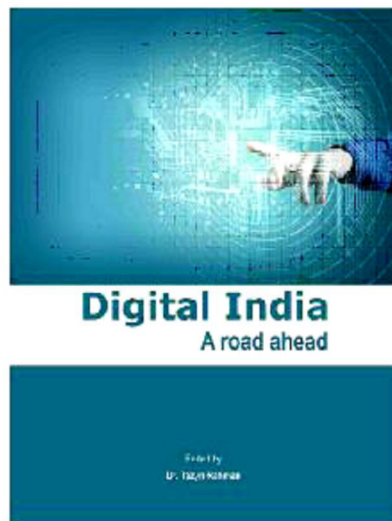
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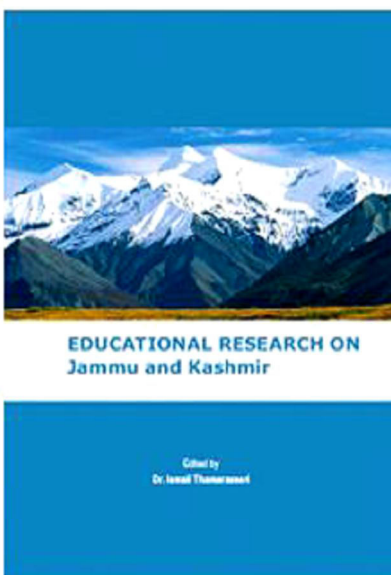
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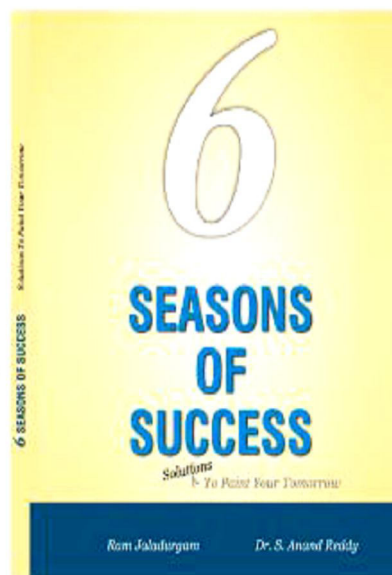
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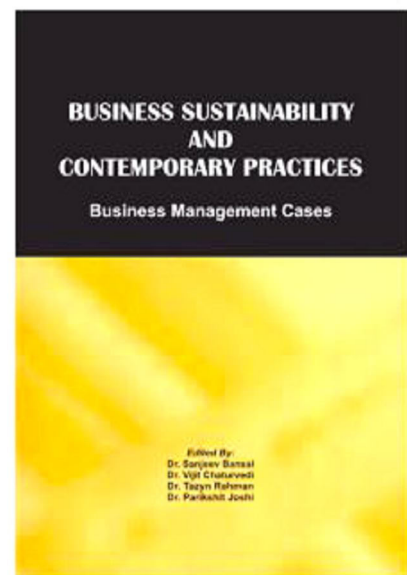
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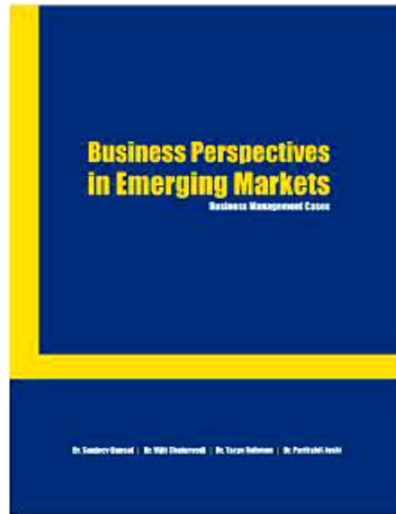
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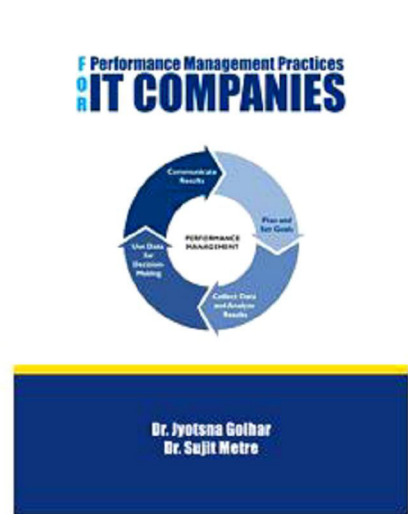
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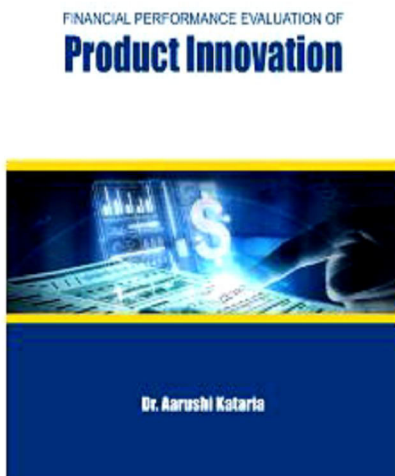
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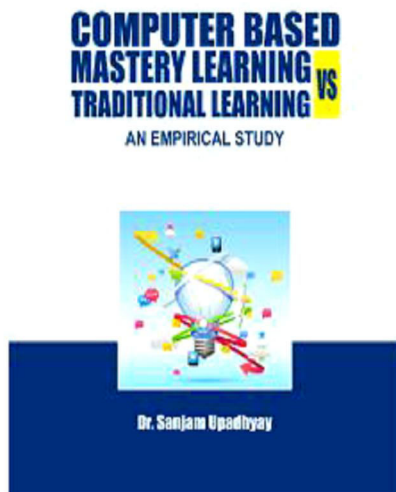
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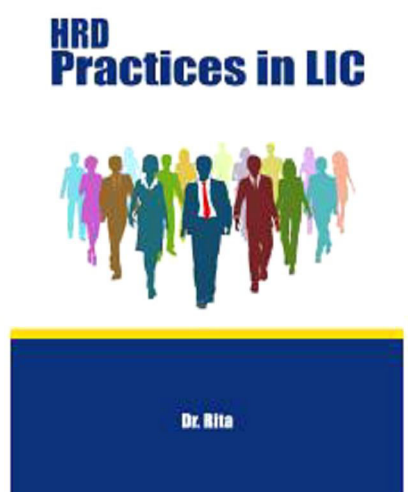
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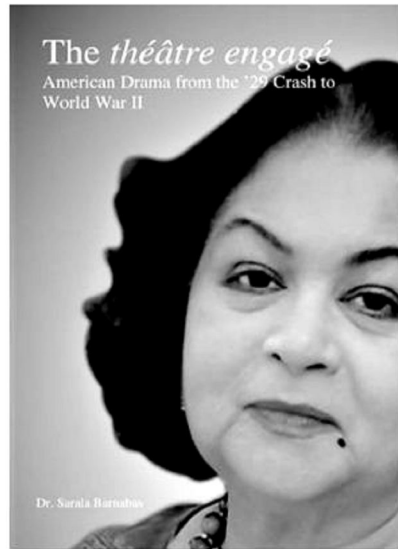
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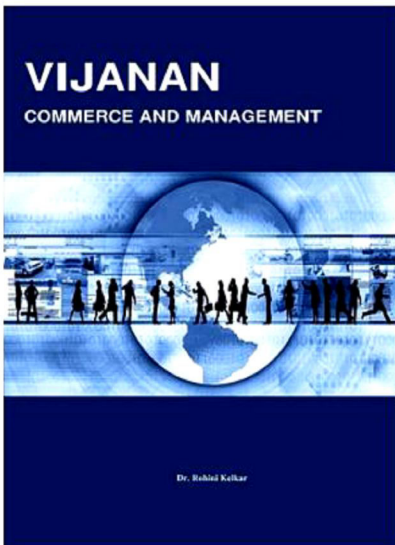
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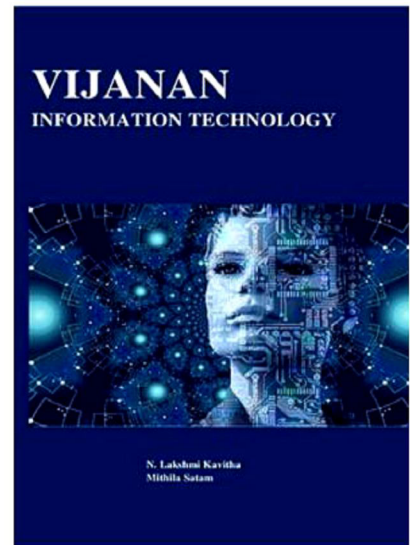
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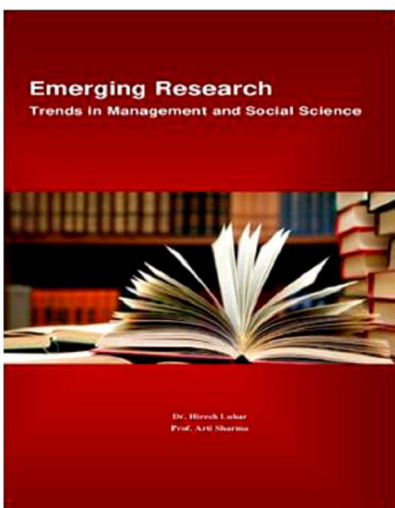
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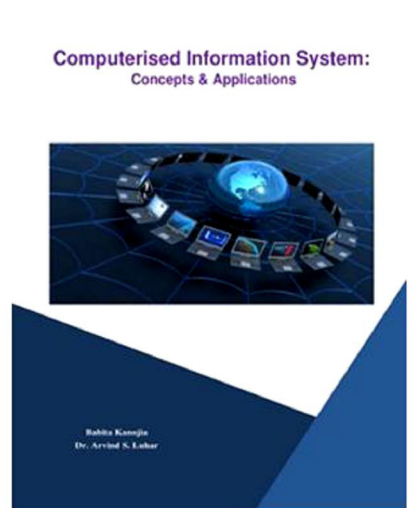
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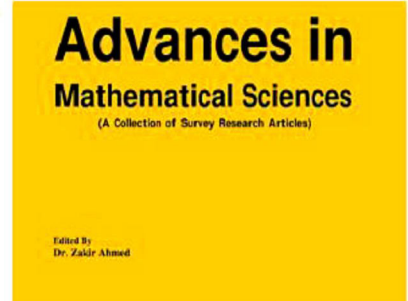
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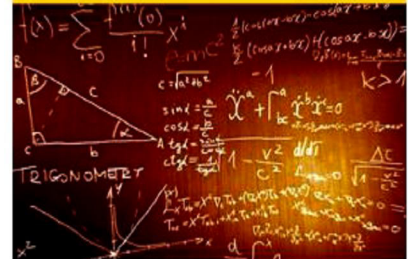
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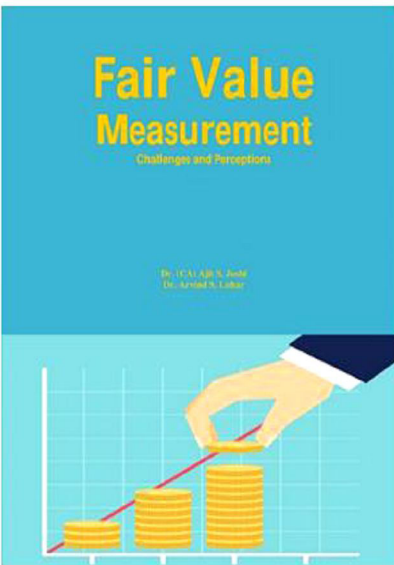
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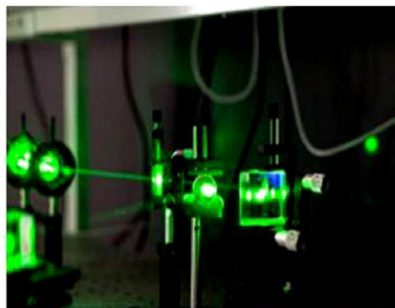


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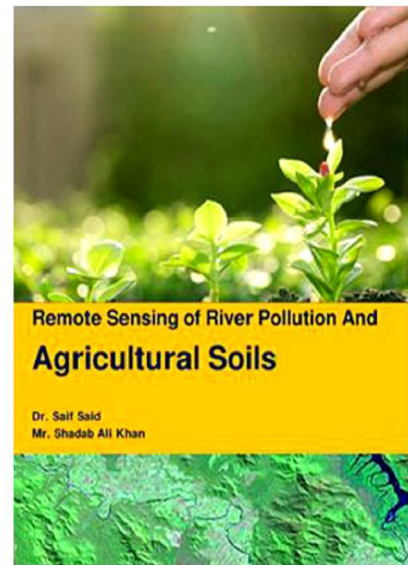
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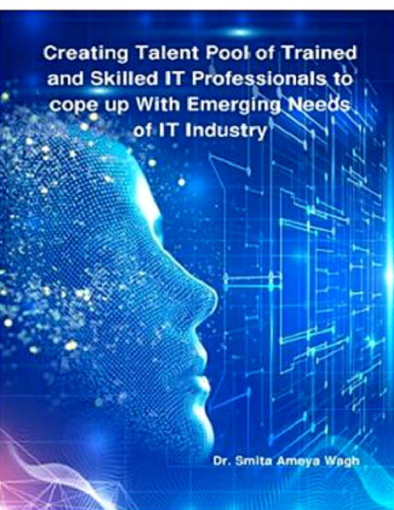
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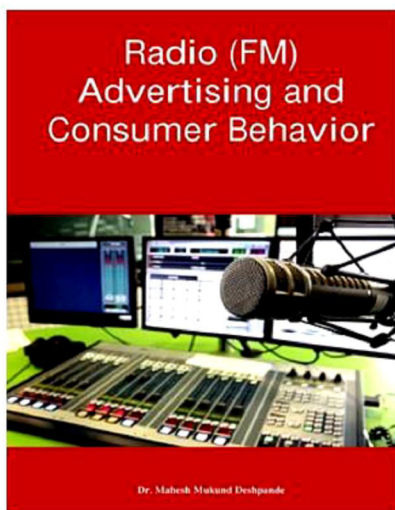
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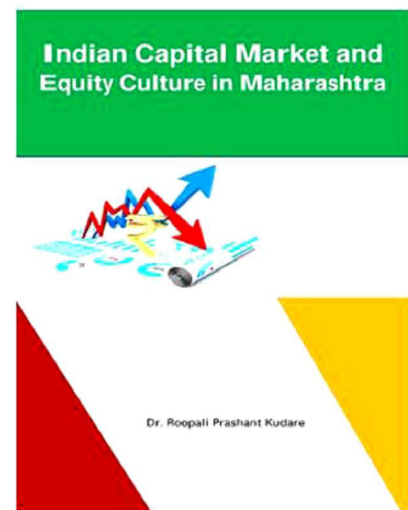
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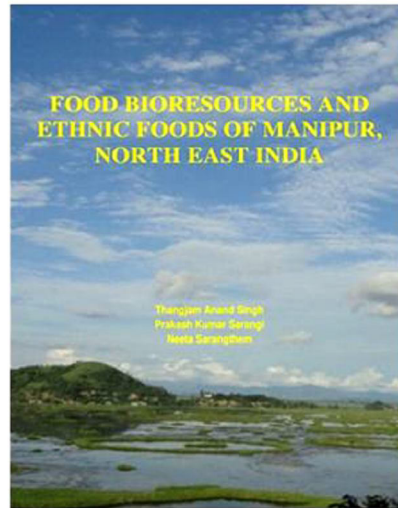
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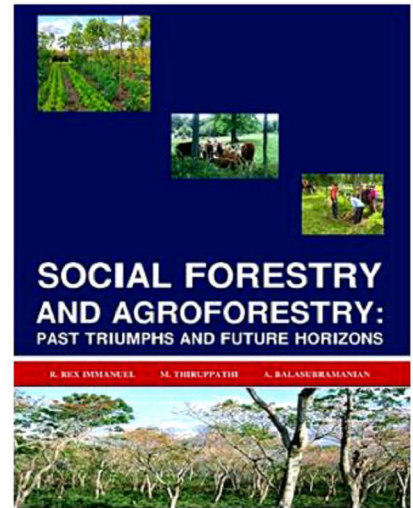
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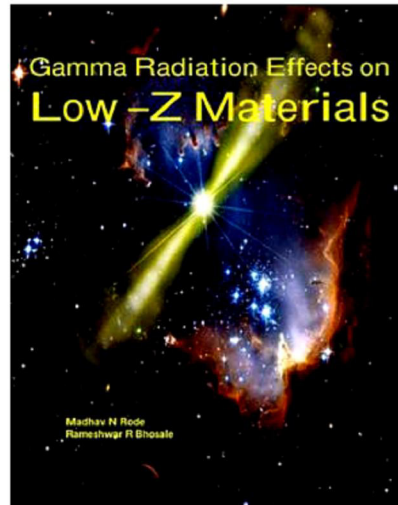
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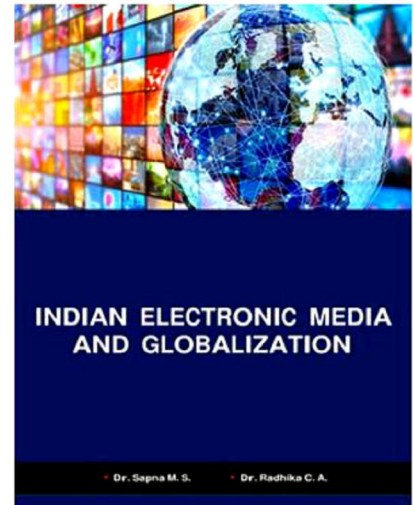
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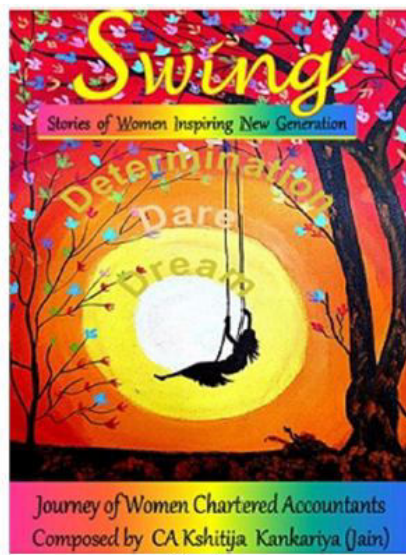
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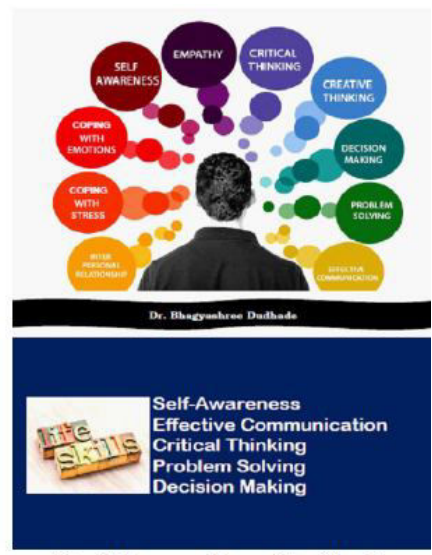
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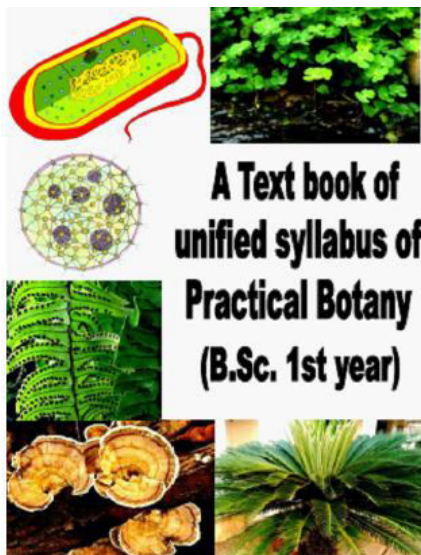
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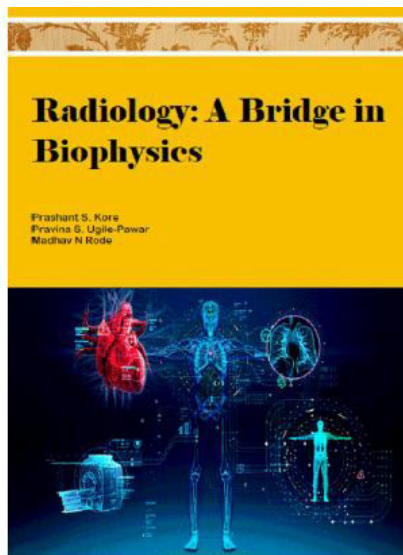


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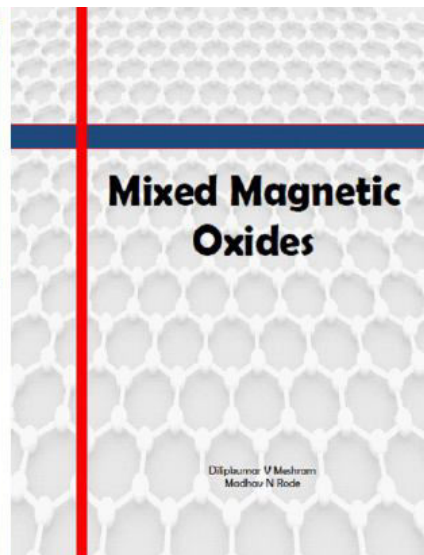
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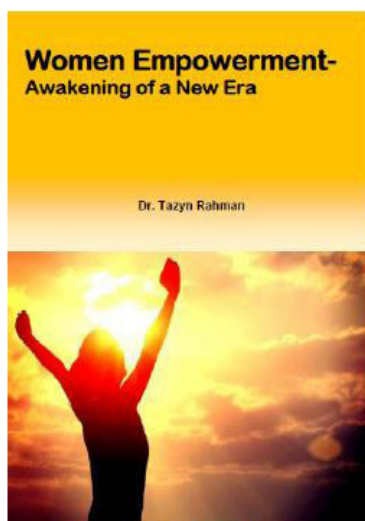


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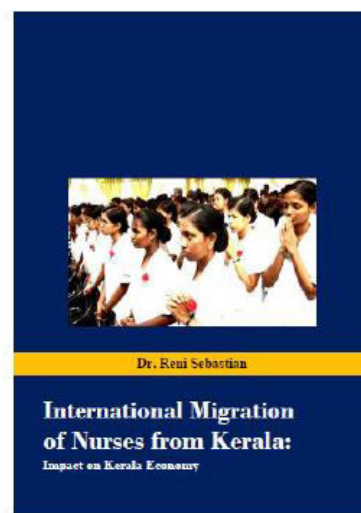
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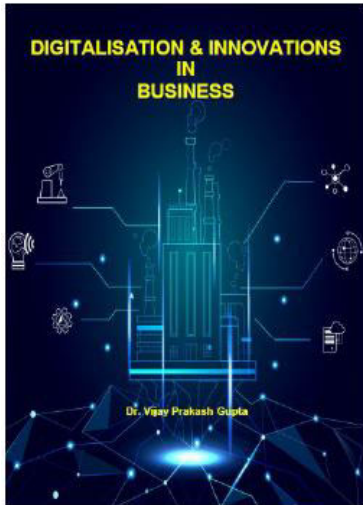
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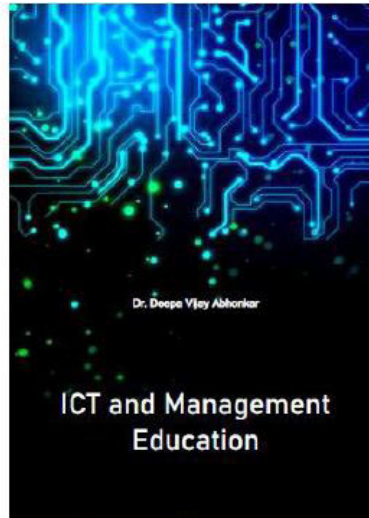
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