



Estd.: 1972

NAAC Reaccredited 'A' grade

MANIBEN NANAVATI WOMEN'S COLLEGE
Vallabhbbhai Road, Vile Parle (West), Mumbai-400056

CONTENT PAGE

Criterion	No.	Question	QIM/ QnM	Documents
Criteria 3- Research, Innovations and Extension (110)	3.3.1	Number of research papers published per teacher in the Journals notified on UGC care list during the last five years	Q _n M	Provided Format
				Summary



Estd.: 1972
NAAC Reaccredited 'A' grade

MANIBEN NANAVATI WOMEN'S COLLEGE

BEST COLLEGE 2018-2019 Awarded by SNT Women's University, Mumbai

(Affiliated to S.N.D.T. Women's University)

Conducted by : SHREE CHANDULAL NANAVATI WOMEN'S INSTITUTE & GIRLS' HIGH SCHOOL

Vallabhbai Road, Vile Parle (West), Mumbai-400 056

Tel.: 2612 8840, Telefax : 91-22-2617 6196

E-mail : mnwcollege@hotmail.com • Website : www.mnwc-sndt.org

Chairman Mg. Committee
Smt. Himadri S. Nanavati

Principal
Dr. (Mrs.) Rajshree Trivedi

3.3.1 Number of research papers published per teacher in the journals notified on UGC website during the last five years

Year	2017	2018	2019	2020	2021	2022
Number	4	22	11	21	3	2

Dr. (Mrs.) Rajshree P. Trivedi
Principal

Maniben Nanavati Women's College,
Vile Parle (West), Mumbai - 400 056.



Re-Accredited
by NAAC with
'A' Grade

RESEARCH HORIZONS

INTERNATIONAL PEER REVIEWED JOURNAL

A Multi-disciplinary, Multi-Lingual Annual Publication By :
MANIBEN NANAVATI WOMEN'S COLLEGE .
Vallabhbhai Road, Vile Parle (W), Mumbai - 400 056.

Website : mnwc-sndt.org I www.mnwc-sndt.com

Email id : mnwcollege@hotmail.com

For Research Papers : researchhorizons3@yahoo.co.in

Now Indexed in



RESEARCH HORIZONS
VOL. 7, SEPT. 2017

MANAGING EDITORIAL TEAM

CHIEF EDITOR	:	Dr. Harshada Rathod
SENIOR EDITOR	:	Prof. Vibhuti Patel

EDITORIAL ADVISORY BOARD

International Indian

Dr. Poornima Madhavan
Dr. Anita Kapoor
Prof. Justin Paul
Penn Kemp
Prof. Alice Clark
Dr. Jaya Earnest
Prof. Hanna Westberg
Dr. Saoko Funada

Editorial Review Board

Dr. Pawan Agarwal
Dr. Usha Upadhyay
Dr. Anuradha Sovani
Dr. Sanjay Kaptan

MANAGING EDITORIAL TEAM

Dr. Cicilia Chettiar - Executive Editor
Dr. Sejal Shah - Member
Dr. Ravindra Katyayan - Member

THE LITERARY RESPONSE TO THE INTERCONNECTIONS BETWEEN MULTICULTURALISM AND GLOBALIZATION

*Jayashree Palit

ABSTRACT

The paper is primarily focused on exploring the literary response to the contentious and rather ambiguous relationship between multiculturalism and globalization. The works of major writers, Orhan Pamuk (Snow), Kiran Desai (The Inheritance of Loss) and Khaled Hosseini (The Kite Runner) have been taken up to investigate how writers have engaged with the debate relating to the impact that globalization has had on cultural diversity with special emphasis on identity.

The paper brings into focus the two apparently contradictory impulses of universalism and particularism. The intensification and expansion of cultural flows across the globe have raised an important question. Are people becoming more alike or different under the impact of globalization?

The approach taken to the discussion of these issues is interdisciplinary. The writings of eminent socio-political-economic writers have been used as a theoretical framework to study the literary response. The attempt is to, wherever feasible, connect and synthesize the ideas posited by theoreticians with those of the writers of fiction.

Keywords : Culture, multiculturalism, globalization, universalism, particularisms.

Is multiculturalism under threat? Is the juggernaut of globalization erasing distinctive cultural traditions? Or Is it true that at a time when the world appears to be shrinking and becoming homogenous, distinctive cultural traditions appear none the less to be growing in strength.

There is no doubt that something is happening to culture in an era of globalization and it is necessary to explore the debates using literary texts and an interdisciplinary approach. Many questions are also being raised about whether cultures are really disappearing. Are we wrongly ascribing passivity rather than agency to peoples and communities who are actively engaged in determining their response to changing social and economic circumstances?

The central debate is whether globalization results in a worldwide, homogenized, consumer culture-often referred to as 'McDonaldization' or whether it accelerates differences and in fact creates new forms of cultural creativity and hybrid cultures.

The terms 'globalization', 'culture' and 'multiculturalism' need to be understood before we examine their interconnections. Globalization with emphasis on cultural globalization refers to ways in which the interactions between groups of people who previously may have had little or no contact with each other, has increased. The increased connectivity has been in the area of interdependence of regional cultures because of the ways in which forces like travel, migration, religious conversion, trade, war, colonization and the general circulation of ideas have brought disparate cultures closer.

When it comes to the term 'Multiculturalism' C.W. Watson (Watson 2002) cautions us about the reality that the term 'multiculturalism' means differed things to different people. By the term 'culture' is meant "a common language, a shared history, a shared set of religious beliefs and moral values, and a shared geographical origin, all of which taken together define a sense of belonging to a specific group". (Watson 1) and multiculturalism is strong notion in our minds of the distinctiveness of each culture, each separate from others. This is a contested notion as boundaries between cultures are considered to be porous. It is wrong to essentialize culture. It is not

Print ISSN - 2394-4579
Online ISSN - 2394-6652

Indian Journal Of Mental Health

(A Desousa Foundation Initiative)



Issue- 2017 ; 4(3)
July-September 2017

A Journal devoted to promoting mental health,
Cross-disciplinary research and awareness

Official Journal of The Global Society for Digital Psychology
www.indianmentalhealth.com
A UGC Approved Journal

	Article	Page No.
Editorial	The Blue Whale Phenomenon – what can be done.. Avinash De Sousa	208-209
Review Paper	A Review of Metacognition in the diagnosis and treatment of Obsessive Compulsive Disorder Kaneenica Ninawe, Hemal Shroff 10.30877/IJMH.4.3.2017.210-220	210-220
Original Research Article	The Effect of Sleep Disorder on Emotional Empathy and Quality of Life Akansha Chawla, Pooja Nair 10.30877/IJMH.4.3.2017.221-227	221-227
Original Research Article	A study on Happiness and Quality of Life based on Smoking Status Anjali Majeethia, Neha Bhansali 10.30877/IJMH.4.3.2017.228-234	228-234
Original Research Article	General Health during pregnancy and the post-partum period in women Gayatri Raina, Puja Thakur 10.30877/IJMH.4.3.2017.235-242	235-242
Original Research Article	A study on Hope, Stress and Self-Efficacy in Parents of children with Intellectual Disability Rupa Kore, Saindhavi Venkatraman 10.30877/IJMH.4.3.2017.243-251	243-251
Original Research Article	A study on the prevalence of Minor Physical Anomalies in schizophrenia and bipolar disorder and their first degree relatives: a comparative study Md.Shahnawaz Zafar, Rakesh Kumar, Avinash De Sousa 10.30877/IJMH.4.3.2017.252-262	252-262
Original Research Article	Gender differences in the age of onset of schizophrenia in South Rajasthan Shakeel Ansari, Shakila Mulla 10.30877/IJMH.4.3.2017.263-266	263-266
Original Research Article	The relationship between Basic Psychological Needs, Depression, Anxiety and Stress in students from urban India Cicilia Chettiar 10.30877/IJMH.4.3.2017.267-274	267-274
Original Research Article	Exploring the relationship between Perceived Stress and Life Satisfaction among college students: the Indian context Meghna Basu Thakur 10.30877/IJMH.4.3.2017.275-278	275-278
Original Research Article	Narcissism and forgiveness : an association study Pooja Soni, Gautam Gawali 10.30877/IJMH.4.3.2017.279-284	279-284
Original Research Article	Multimedia addiction and its impacts on adolescents's personality Yandana Goswami, Divya Rani Singh	285-292

10.30877/IJMH.4.3.2017.285-292

Viewpoint

Multiple Hats

Krishnatri Worah

293-294

Poem

Early Days Gone By...

Gaurav Mehta

295

Case Report

Sudden Onset Cough like spasms – a case report

Anuj Khandelwal, Sonal Khandelwal, Ashwin Jhalani, Avinash De
Sousa

296-299

Announcements

Scope of the Journal Instructions for Authors

300-304



A study on Happiness and Quality of Life based on Smoking Status

Anjali Majeethia¹, Neha Bhansali²

¹Post Graduate Student

²Assistant Professor

Department of Psychology, Maniben Nanavati Women's College, Mumbai

E-mail – nehabans84@gmail.com

Corresponding Author – Neha Bhansali

ABSTRACT

Introduction: The purpose of the study is to compare the level of Happiness and Quality of Life in smokers, ex-smokers and non-smokers. The study is important in identifying the level of happiness and Quality of life in smokers, non-smokers and ex-smokers. Tobacco use in for of cigarettes is highly prevalent in India especially in corporate and service sector. This study also provided an insight as to how status of smoking can affect level happiness and Quality of life of a person.

Methodology: 55 participants working in corporate sector were purposively selected from Mumbai region. The participants were required to fill a consent form prior to the administration of the tests. The researcher provided information to the participants about the principle of confidentiality and each participant was assigned a code number to keep their identity confidential. The data was collected using the survey method. Oxford Happiness Scale and World Health Organization Quality of Life (WHOQOL)-BREF were administered on each participant.

Result: The first research question was that happiness will be higher in ex-smokers than smokers. The statistical result obtained was in line with the hypothesis and also in line with previous studies. No significant difference was found between ex-smoker and non-smoker and between smoker and non-smoker. This result could be because smokers experience temporary reduction in stress which can result in increase of happiness.

Conclusion: The findings indicate the ex-smokers have high level of happiness than smokers. It was also found that Quality of life in psychology domain is higher in ex-smoker compared to smokers.

Keywords: Smokers, Non-smokers, happiness, quality of life.

(Paper received – 22nd June 2017, Peer review completed – 24th July 2017, Accepted – 30th July 2017)

INTRODUCTION

Smoking has been common in our country since a long time. Tobacco was introduced in India in 17th century which than merged with the tradition smoking patterns. As time passed various ways to consume tobacco were introduced. Most common form of tobacco consumption nowadays is cigarette smoking. India has over 100 million adult smokers, the second highest number of smokers in the world after China. There are already about 1 million adult deaths per year from smoking. India is the second largest consumer of tobacco globally, and accounts for approximately one-sixth of the world's tobacco-related deaths. The tobacco problem in India is peculiar, with consumption of variety of smokeless and smoking forms [1].

Print ISSN - 2394-4579
Online ISSN - 2394-6652

Indian Journal Of Mental Health

(A Desousa Foundation Initiative)



Issue: 2017; 4(3)
July September 2017

**A Journal devoted to promoting mental health,
Cross-disciplinary research and awareness**

Official Journal of The Global Society for Digital Psychology
www.indianmentalhealth.com
A UGC Approved Journal

	Article	Page No.
Editorial	The Blue Whale Phenomenon - what can be done.. Avinash De Sousa	208-209
Review Paper	A Review of Metacognition in the diagnosis and treatment of Obsessive Compulsive Disorder Kaneenica Ninawe, Hemal Shroff 10.30877/IJMH.4.3.2017.210-220	210-220
Original Research Article	The Effect of Sleep Disorder on Emotional Empathy and Quality of Life Akansha Chawla, Pooja Nair 10.30877/IJMH.4.3.2017.221-227	221-227
Original Research Article	A study on Happiness and Quality of Life based on Smoking Status Anjali Majeethia, Neha Bhansali 10.30877/IJMH.4.3.2017.228-234	228-234
Original Research Article	General Health during pregnancy and the post-partum period in women Gayatri Raina, Puja Thakur 10.30877/IJMH.4.3.2017.235-242	235-242
Original Research Article	A study on Hope, Stress and Self-Efficacy in Parents of children with Intellectual Disability Rupa Kore, Saindhavi Venkatraman 10.30877/IJMH.4.3.2017.243-251	243-251
Original Research Article	A study on the prevalence of Minor Physical Anomalies in schizophrenia and bipolar disorder and their first degree relatives: a comparative study Md.Shahnawaz Zafar, Rakesh Kumar, Avinash De Sousa 10.30877/IJMH.4.3.2017.252-262	252-262
Original Research Article	Gender differences in the age of onset of schizophrenia in South Rajasthan Shakeel Ansari, Shakila Mulla 10.30877/IJMH.4.3.2017.263-266	263-266
Original Research Article	The relationship between Basic Psychological Needs, Depression, Anxiety and Stress in students from urban India Cicilia Chettiar 10.30877/IJMH.4.3.2017.267-274	267-274
Original Research Article	Exploring the relationship between Perceived Stress and Life Satisfaction among college students: the Indian context Meghna Basu Thakur 10.30877/IJMH.4.3.2017.275-278	275-278
Original Research Article	Narcissism and forgiveness : an association study Pooja Soni, Gautam Gawali 10.30877/IJMH.4.3.2017.279-284	279-284

10.30877/IJMH.4.3.2017.285-292

Viewpoint

Multiple Hats

293-294

Krishnatri Worah

Poem

Early Days Gone By..

295

Gaurav Mehta

Case Report

Sudden Onset Cough like spasms – a case report

296-299

Anuj Khandelwal, Sonal Khandelwal, Ashwin Jhalani, Avinash De
Sousa

Announcements

Scope of the Journal Instructions for Authors

300-304

The Effect of Sleep Disorder on Emotional Empathy and Quality of Life

Akansha Chawla¹, Pooja Nair²

¹Post Graduate Student

²Assistant Professor

Department of Psychology, Maniben Nanavati Women's College, Mumbai

E-mail – akansha_c9@ymail.com

Corresponding Author – Akansha Chawla

ABSTRACT

Background: Sleep plays a vital role in good health and well-being throughout life. Getting enough quality sleep at the right times can help protect mental health, physical health, quality of life, and safety. The damage from sleep deficiency or worse prolong sleep disorder can be gradual or in an instant. Insufficient sleep can raise one's risk for some chronic health problems as a gradual process.

Methodology: The purpose of the study was examining the effect of sleep disorder on emotional empathy and quality of life. Self-report survey data was collected from a total of 60 participants, 30 who were not diagnosed with a sleep disorder and other 30 patients suffering from sleep disorder (sleep apnea) between the ages 18-55.

Result: The results of the t-test of emotional empathy between presence and absence of sleep disorder showed a significant t value of 2.695 at $df=58$ $p<0.05$ level; that is the obtained value was greater than the critical value and the data was in line with the hypothesis. Whereas the value obtained using t test for Quality of Life between presence and absence of sleep disorder was 5.757 at $df=58$ $p<0.05$ level that is the obtained value was greater than the critical value and the data was in line with the hypothesis.

Conclusion: The findings indicate that individuals who suffer from sleep disorder (sleep apnea) score lower on empathy scale and quality of life scale as compared to individuals who do not suffer from sleep disorder.

Keywords: Sleep disorder, sleep apnea, emotional empathy, quality of life.

(Paper received – 22nd June 2017, Peer review completed – 30th July 2017, Accepted – 6th August 2017)

INTRODUCTION

It is important to stress that sleep disruption is much more than an individual's frustration at failing to initiate or sustain sleep, or even the sensation of feeling sleepy at an inappropriate time. Disrupted sleep is closely linked to an increased susceptibility to a broad range of disorders, ranging from poor vigilance and memory to reduced mental and physical reaction times, reduced motivation, lower empathy, relationship conflicts [1].

Sleep plays a critical role in a variety of functions, including restoration of the endocrine and metabolic processes [2], energy conservation [3], memory consolidation [4] and recovery of cortical functioning [5]. In support of such a critical role, it has long been established that sleep deprivation degrades several aspects of neurocognitive performance: it reduces learning capacity, impedes divergent thinking, increases ineffective response perseveration [6], increases attention lapses and reaction time [7] and decreases hand-eye coordination [8].



ISSN 2277 - 5730

**AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL**

AJANTA

**Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)**

**Volume - VII, Issue - II
English Part - V
April - June - 2018**

**IMPACT FACTOR / INDEXING
2017 - 5.2 www.sjifactor.com**

AJANTA PRAKASHAN

(2018-19)

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VII

Issue - II

English Part - V

April - June - 2018

**Peer Reviewed Referred
and UGC Listed Journal**

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

**IMPACT FACTOR / INDEXING
2017 - 5.2**

www.sjifactor.com

❖ EDITOR ❖

Assit. Prof. Vinay Shankarrao Hatole

M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R),
M.Drama (Acting), M.Drama (Prod & Dirt), M.Ed.

❖ PUBLISHED BY ❖



Ajanta Prakashan

Aurangabad. (M.S.)

12. Providing Quality and Sustenance in Higher Education through Benchmarking

Prerna S. Ramteke

Asst. Professor, Department of Sociology, Maniben Nanavati Women's College,
Vile Parle (west), Mumbai - 54.

Abstract:

Education is an important tool for social, economic, political, cultural and also personal and national development. The government strives to achieve a "Sakshar Bharat" through the Saksharta Abhiyan called as "Sarva Shiksha Abhiyan" and the state governments are working hard to achieve this goal. The state governments are allocated various resources to remove illiteracy, by providing various mediums of instructions like the official languages of the state, mid day meals and other things are free so that the parents send the child to school and are not burdened by the expenses of child's education.

There has been a growing demand for higher education and this demand has led to a surge in the number of higher educational institutes to fulfill the needs and demands of society. Government has set up a few institutes and has allowed private players to also set up various institutions to provide higher and professional education. Also there are a number of socio economic and political factors that affects the development of the higher educational system in India. It is therefore very important to understand the issues and challenges which are part of the system and in order to cope with these challenges effectively and efficiently it is equally important to have a realistic understanding of the new trends and their roles to make the education process very effective and productive.

Introduction:

There are many educational institutes springing up every day to cater to the ever growing needs of society and providing the requisite skills and expertise in the required areas, however these institutes have to keep themselves updated and upgraded so as to keep up with the demands of job market and the standards of the industry. There are several challenges and issues which hinder the growth and standards of these institutes. This paper discusses a few of the challenges

(JULY-SEPT 2019.)

(2019-20)

IMPACT FACTOR GIF 2.3409

ISSN 2278-3911

अंक : 88

वर्ष : 26

संख्या : 3

जुलाई-सितंबर, 2019

SHODH-PRAKALP

A Peer Reviewed Quarterly Research Journal

शोध-प्रकल्प

त्रैमासिक रिसर्च जर्नल

(विश्वविद्यालय अनुदान आयोग द्वारा स्वीकृत)

www.shodh-prakalpresearch.com

Editor

DR. SUDHIR SHARMA

संपादक

डॉ. सुधीर शर्मा

अध्यक्ष, हिन्दी विभाग,

कल्याण स्नातकोत्तर महाविद्यालय, भिलाई नगर जिला- दुर्ग (छ.ग.)

- शोध एवं अनुसंधान विकास केंद्र, रायपुर का प्रकाशन
- RESEARCH & RESEARCH DEVELOPMENT CENTRE, RAIPUR

- अंतरराष्ट्रीय मानक मान्यता प्राप्त बहुप्रसारित भारत के अनेक विश्वविद्यालयों में मान्य शोधपत्रिका

Volume LXXXVIII

Number 3

July-September, 2019

email : shodhprakalp@gmail.com

INDEX

1. Exploring of Women's Health In the East End through " Call the Midwife"	Dr. Meherjyoti Sangle	07
2. Comparison between Mathematics and Literature	Anju Panwar	12
3. INFLUENCE OF SOCIAL MEDIA ON FOOD CHOICES OF YOUTH	Ms. Shama Chavan	16
4. Impact of Cultural Diversity on International Business	Dr. Sangeeta Tandon	19
5. Cultural Shock and Adaptation TemsulaAo and Mona Zote: Indigenous Themes in an Alien Language	Dr. Mitalee Shome Dr. Jayashree Palit	24
6. Colonial influences and modifications in Indian cuisine with the introduction of exotic vegetables"	Dr. Ms. Archana K Rangari Ismail Yusuf	30
7. Social media and cultural shift in youth	Ms. Prema S Ramteke	34
8. Land-use status of Jalpaiguri district and compare it to state and nation	Mr. Braja Kishore Sahoo	40
9. रेणु जी के उपन्यासों में यथार्थ-बोध	डॉ. दयानिधि सा	48
10. पंचायती राज : एक परिचय	प्रोफेसर आमा आर पाल डा. निशु सिन्हा	52
11. प्रयोजनमूलक हिंदी	डॉ. श्वेत लता	55
12. साहित्य और पर्यावरण का अंतःसंबंध	डॉ. मनोज पाण्डेय	58
13. छत्तीसगढ़ लोक निर्माण विभाग को सूचना का अधिकार से प्राप्त आवेदनों का तुलनात्मक अध्ययन (विशेष संदर्भ: पत्रकारों से मिले आवेदन)	डॉ. नरेंद्र त्रिपाठी सुधीर कुमार उपाध्याय	62
14. लतीफ घोंघी के व्यंग्य में भाषा-शिल्प	डॉ. भद्रा हिरकाने, डॉ. सुधीर शर्मा श्रीमती मनोरमा चन्द्रा	65
15. पौराणिक सूक्तियों का हिन्दी एवं क्षेत्रीय भाषाओं पर प्रभाव	डॉ. (श्रीमती) सीमा पाण्डेय	68
16. वैश्विक परिप्रेक्ष्य में हिंदी	डॉ. मेनका त्रिपाठी	71
17. मन्नू भंडारी के उपन्यासों में भाषायी सरोकार	अर्चना गायतोंडे	74
18. गुरदयाल सिंहकृत उपन्यासों में चित्रित पात्रों की अवधारणा	सुवर्णा सिधु गावड़े	80
19. कवि श्री मुकुन्द कौशल का काव्य शिल्प	डॉ. सुनीता शशिकांत तिवारी	83
20. महात्मा गांधी और राजभाषा	डॉ. प्रतिमा मिश्रा	87
21. जीवनशैलीजन्य विकार : वातरक्त	डॉ. आराधना कण्डे	90

"SOCIAL MEDIA AND CULTURAL SHIFT IN YOUTH"

MS. PRERNA SRAMTEKE
ASST. PROF, DEPT.
OF SOCIOLOGY, M.N.W.COLLEGE,
VILE PARLE, WEST, MUMBAI 56

Mass Media plays a vital role in our lives and keeps us updated about current issues and happenings locally as well as globally. Reading a newspaper for some may be an important source of information while for others watching television may serve the same purpose. With the advent of information technology and the computers with internet serve the same purpose for getting quick information about anything and anyone. The further advancement in the information technology in the form of smart phones also made life easier by carrying smart phones in hand everywhere or what we may call information at hand. The smart phone has brought a vivid change in the lives of people and especially the youth who are addicted and totally dependent on it and in turn it has also affected many aspects of their life like time management.

ABSTRACT:

Mass Media plays a vital role in our lives and keeps us updated about current issues and happenings locally as well as globally. Reading a newspaper for some may be an important source of information while for others watching television may serve the same purpose. With the advent of information technology and the computers with internet serve the same purpose for getting quick information about anything and anyone. The further advancement in the information technology in the form of smart phones also made life easier by carrying smart phones in hand everywhere or what we may call information at hand. The smart phone has brought a vivid change in the lives of people and especially the youth who are addicted and totally dependent on it and in turn it has also affected many aspects of their life like time management, studies, health, and socio-economic-psychological factors which are discussed in the paper. The paper will highlight the new trends followed by the youth due to the social media culture and the implications it has on them as social beings.

KEY WORDS: Social media, Internet, online, Digital world, Virtual world

INTRODUCTION:

Mass media plays a very important role in everyone's life today, be it T.V, radio, newspapers, magazines and the latest being smart phones and computers for giving latest updates on everything. Information technology has made our life simpler as well as complex in some ways, we have access to most things we can think of and need, and thus it has made life easier, faster and the world a global village. The youth of today are hooked on social media platforms like Instagram, Face book, Twitter, Whatsapp, Snapchat, hike and many others....thus the time spend on these platforms has become a habit for a few and an addiction for some. The paper will discuss the repercussions or the effects of the time spent on these platforms on their health, education and social relations among the youth.

Social media helps us to spread our material, ideas, and expand our networks, gain new knowledge, and receive information in many areas. Social networking helps businesses to gain access resources that may not have been known and accessible to them otherwise, they help in the development of a business, its growth and worth; also promoting the brand, receive funds, promote innovation and cultivate and attract partnerships.

The use of media in many areas like Wikipedia, google share, google scholarly articles etc. help in sharing knowledge and increasing our knowledge base whereas the use of these platforms in just/ideally chatting, surfing, watching videos, movies, playing games, dating and other things can be a waste of time and an addiction if done continuously without specific purpose leading to addiction among the youth.





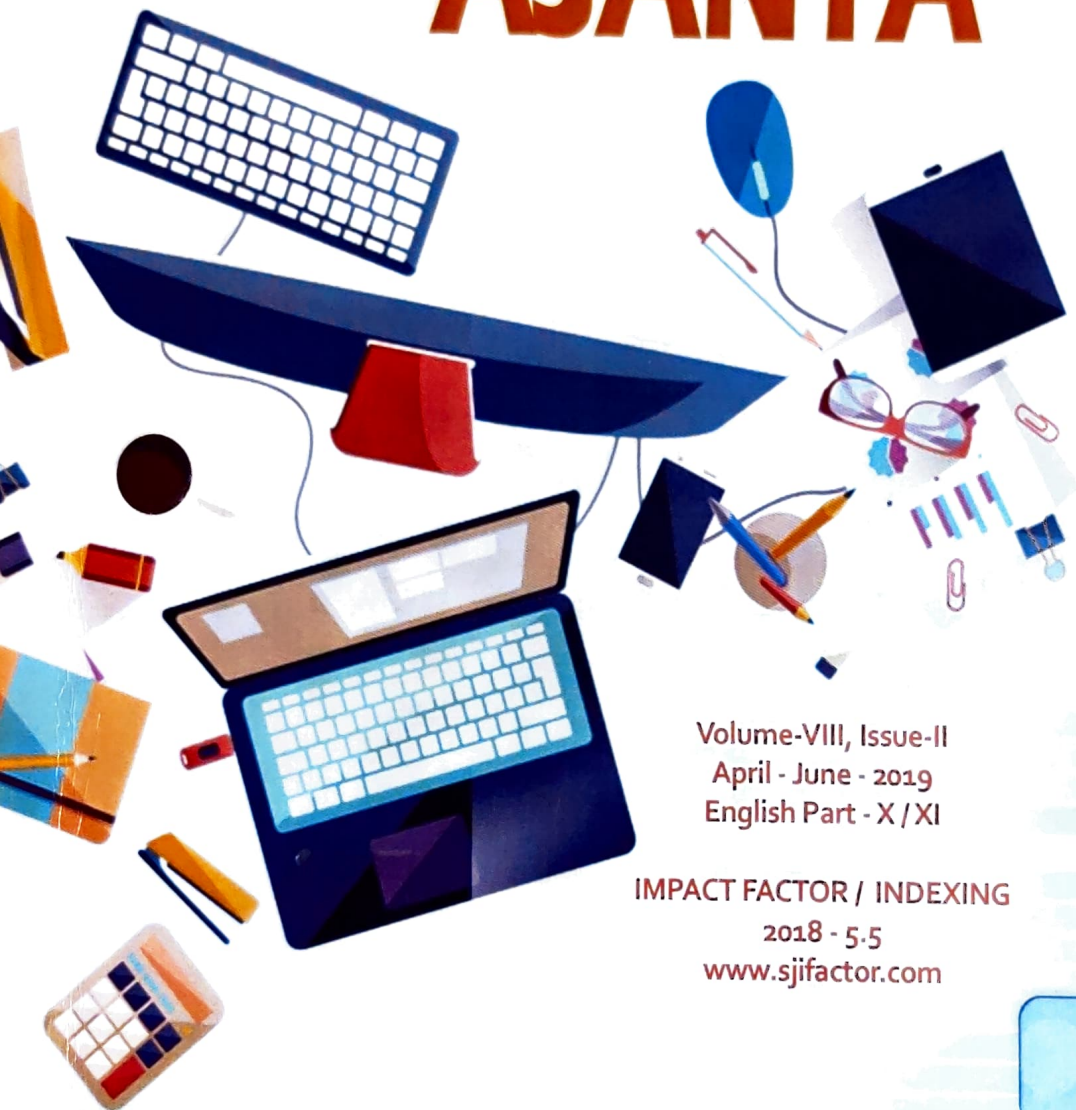
**Peer Reviewed Referred and UGC Listed Journal
(Journal No. 40776)**

ISSN 2277-5730

**AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL**



AJANTA



Volume-VIII, Issue-II
April - June - 2019
English Part - X / XI

IMPACT FACTOR / INDEXING
2018 - 5.5
www.sjifactor.com

Ajanta Prakashan

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VIII

Issue - II

April - June - 2019

English Part - X / XI

Peer Reviewed Refereed
and UGC Listed Journal

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING
2018 - 5.5
www.sjifactor.com

❖ **EDITOR** ❖

Asst. Prof. Vinay Shankarrao Hatole

M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.

❖ **PUBLISHED BY** ❖



Ajanta Prakashan
Aurangabad. (M.S.)

❧ CONTENTS OF ENGLISH PART -XI ❧

S.No.	Title & Author	Page No.
1	Women Empowerment: An Emerging Trend for Inclusive Growth and Wholesome Development Dr. Hemchandra Narsingrao Deshmukh	1-7
2	The Increasing Consumer Acceptance Towards Private Label Offerings in Packaged Food : A Study of the Retail Market in Pune Dr. Prashant M. Kotasthane Dr. Sachin C. Vyavhare	8-14
3	Investment Trend amongst Women, age Group 20 to 50 Years Dr. Sandhya Madhukar Rotkar	15-20
4	Socio- Economic State of Farmers in the State of Maharashtra Ashutosh Kolte Sujit Deshmukh Manish Gidwani	21-31
5	A Conceptual Framework on Attitudes of Households towards Solid Waste Management with Reference to Reduction, Reuse and Recycling Dr. Manoj Kulkarni Dr. Rakesh Kumar Bhati	32-44
6	Mobile Phone and Mental Health Mohd Rizwan Ahmad Khan	45-48
7	Locus of Control among Adolescent Gulab Vasant Baisane	49-52
8	The Introduction of the Metro - Rail Project I in Mumbai, an Added Mode of Transportation and the Subsequent Effects on the Displaced; Especially among the Women, Children and the Elderly Ms. Prerna S. Ramteke	53-59

8. The Introduction of the Metro - Rail Project I in Mumbai, an Added Mode of Transportation and the Subsequent Effects on the Displaced; Especially among the Women, Children and the Elderly

Ms. Prerna S. Ramteke

Asst. Prof, Dept. Of Sociology, M. N. W. College, Vile Parle (W), Mumbai – 56.

Abstract

Development is an on-going process and literally means making life better for all and India being a developing nation, the UPA government had introduced the Economic Reforms of 1992. The effects of globalization could be seen in better quality products and initiation of new projects by the government to provide better facilities, to attract foreign business and tourists to project India as an upcoming destination and reach at par with other powerful nations. India is progressing at a great speed in many areas like technology, scientific research, Infrastructure, Human resources, Dairy, Biotechnology etc. Infrastructural development is a very big part of development happening all over the country in the form of speedy trains, Flyovers, Bridges, Highways, Dams, Thermal power plants, Railway network, Trams, Sky buses, Metro-rails etc. My paper focuses on the Metro-rail mode of transport which was introduced in Mumbai in 2013 and discusses the effects of displacement especially among the women who are the caretakers of a family, children and the elderly.

Keywords: Development, Displacement, Infrastructure, MMRDA, PAP etc.

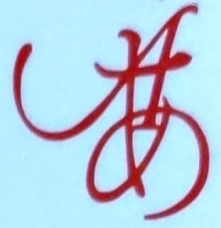
Introduction

Development is a founding belief of what is termed as Modernity, which involves changing the world for better using science and technology. It means starting the changes from the lowest or the bottom to the top and most importantly it is an optimistic and utopian concept. Development is improvement in a complex of linked social, economic, cultural, natural and political conditions with the belief in bringing desirable changes with economic progress. The governments or states have always strived for development and growth for a better future using the latest technology and science to keep up with the world. The UPA government's introduction of LPG model was one of the most striking one as it talked about making the world a global village

2018-19



Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)



ISSN 2277 - 5730

**AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL**

AJANTA



**Volume-VII, Issue-III
July - September - 2018
English Part - V / VI**

**IMPACT FACTOR / INDEXING
2018-5.5
www.sjifactor.com**

Ajanta Prakashan

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VII

Issue - III

July - September - 2018

English Part - V / VI

Peer Reviewed Referred
and UGC Listed Journal

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING
2018 - 5.5
www.sjifactor.com

❖ **EDITOR** ❖

Assit. Prof. Vinay Shankarrao Hatole
M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R),
M.Drama (Acting), M.Drama (Prod & Dir), M.Ed.

❖ **PUBLISHED BY** ❖

Ajanta Prakashan
Aurangabad. (M.S.)

13. Mumbai : A Mega - City of Cultural Mosaic

Prerna S. Ramteke

Asst. Prof, Dept. of Sociology, M. N. W. College, Vile Parle (West), Mumbai.

Abstract

India is a land of diversity in landscape and terrain from North to South and East to West. We have a varied (Bhelpuri/potpourri/mosaic) culture consisting of many languages, racial characteristics, food habits, clothing, traditional dresses, songs, folk music, art and literature, varied dialects, accents and much more. Mumbai; the first Mega-city of India and inhabited by population from across all over India. Most of the inhabitants come to make a living, trying their luck in films, entertainment, art, literature and also to earn in the period when there is no work in farms in villages. They are migrants who bring their culture along and try to assimilate it with the local ones thereby adding to the native culture and thus making it richer and more varied.

This paper highlights the beauty of the city of Mumbai which is home to more than 90% migrants and attracts people from all over India and also from around the world. The unique flavor of the city is in its food, language, air that makes it more attractive and also vibrant.

Keywords: Multicultural, Pot-purri, Mosaic Culture, Salad bowl, etc.

Introduction

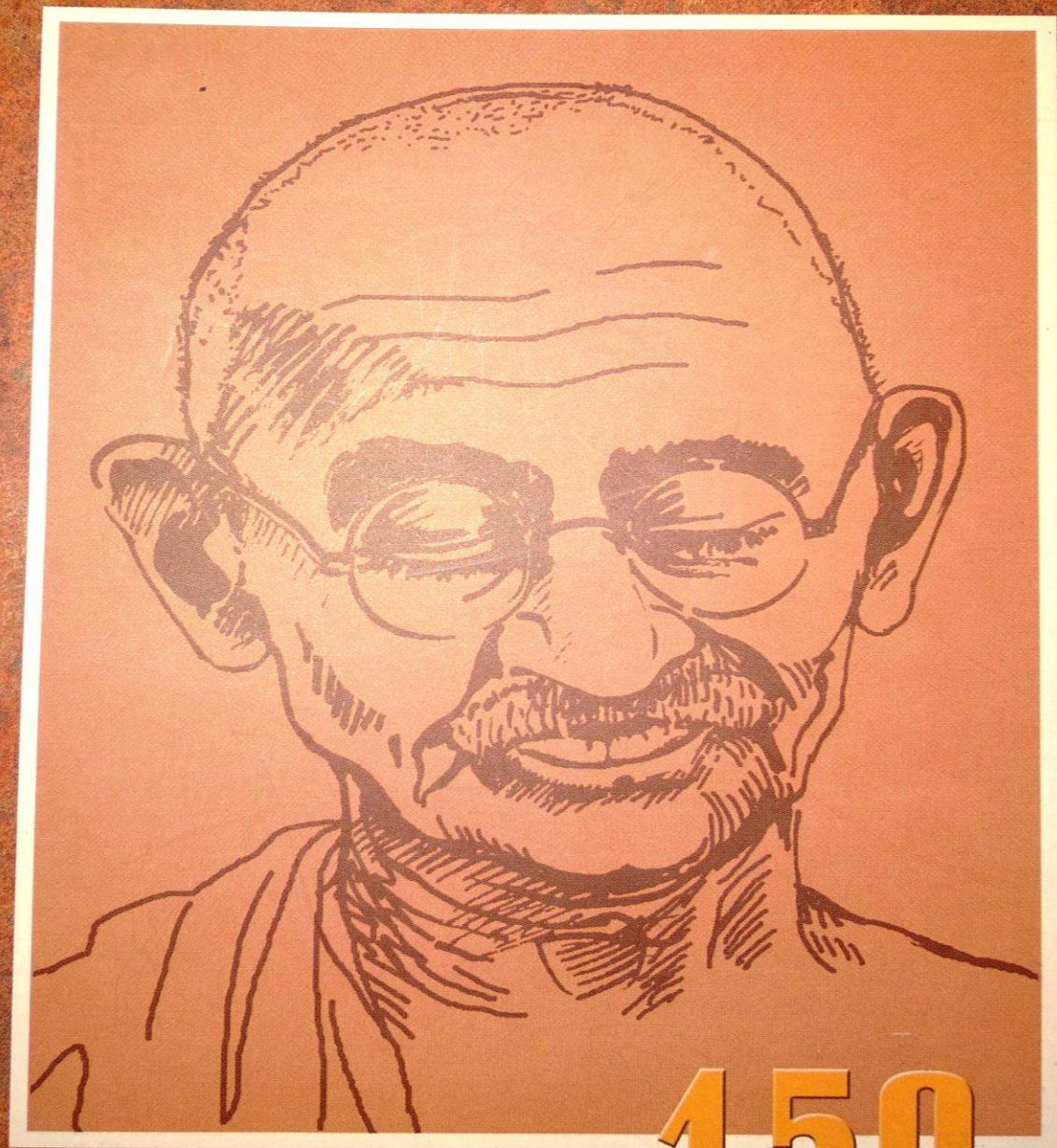
The city of Mumbai has a unique flavor, a combination of varied cultures as its inhabited by people from different region, religion, caste, creed, nationality, culture, race, etc. and has its own distinct character of the coastal length and the natives like the Kolis, Agris, Bhandaris, Kunbis, Kumbhars and the Bhois. They had their own Gaothans, Dandas, Padas and Wadas like the Sion and Juhu Koliwada, Agripada of Mumbai Central, Parle and Juhu Gaothan, Danda of Khar etc. These places were home or location of the fishing and agriculture communities of the natives before the British took over the administration of Mumbai nee Bombay (Good Bay). The British developed the city from an harbour island to an Industrial one by setting up the Textile Industry in Girangaon, that is today's Girgaon, Worli, Parel, Byculla etc. along with the already flourishing trade of spices, tea, etc. with India by sea route. The city has therefore been influenced by the various rulers and settlers as well as the migrants who have contributed to the growth and development of this mega city, the city has thus developed its distinct culture with its own food and flavour which adds to the charm of this great city.



211

समकालीन भारतीय साहित्य

साहित्य अकादेमी की द्वैमासिक पत्रिका
सितंबर-अक्टूबर, 2020



150

आवरण चित्र : राज कमल, मो. 9811616298
रेखाचित्र : संदीप राशिनकर, मो. 8085359770
पोस्ट्रेट : उदय शंकर, मो. 9810158686
आवरण संयोजन : राजीव शर्मा

संपादकीय कार्यालय

साहित्य अकादेमी

रवींद्र भवन, 35 फ़ीरोजशाह रोड, नई दिल्ली-110001

फ़ोन : 23073312 (सीधा नंबर), 23386626, 23386627 (पी.बी. एक्स) विस्तार 208/219

फ़ैक्स : 091-11-23382428

ई-मेल : samkaleenbs@sahitya-akademi.gov.in

sbseditor@gmail.com

वेबसाइट : <http://www.sahitya-akademi.gov.in>

© सर्वाधिकार सुरक्षित

प्रकाशित सामग्री के उपयोग के लिए लेखक, अनुवादक और साहित्य अकादेमी की स्वीकृति आवश्यक है।
छपी रचनाओं के विचारों से साहित्य अकादेमी, संपादक मंडल या संपादक की सहमति अनिवार्य नहीं।

सदस्यता शुल्क : एक वर्ष (6 अंक) 250 रुपये
तीन वर्ष (18 अंक) 650 रुपये
पाँच वर्ष (30 अंक) 1100 रुपये

देश में : एक प्रति 50 रुपये
विदेश में : एक प्रति 12 डॉलर/ 10 पाउंड
एक वर्ष 66 डॉलर/ 50 पाउंड
तीन वर्ष 200 डॉलर/ 160 पाउंड
पाँच वर्ष 325 डॉलर/ 250 पाउंड

शुल्क का चेक/ डिमांड ड्राफ्ट 'सचिव, साहित्य अकादेमी' के नाम ही बनवाएँ या सीधा भुगतान निम्न खाते में करें।

Sahitya Akademi

Account No. 605210100615604

Bank of India, Mandir Marg, New Delhi-110 001

IFSC - BKID0006052

सीधा भुगतान करने पर विक्रय विभाग को यूटीआर नंबर सहित अपना पता और फ़ोन नंबर अवश्य भेजें ताकि आपको पत्रिका भेजी जा सके। पत्रिका पाने संबंधी कोई भी पूछताछ निम्न पते, फ़ोन या ई-मेल पर ही करें।

विक्रय विभाग, साहित्य अकादेमी

स्वाति, मंदिर मार्ग, नई दिल्ली-110001

फ़ोन : 011-23364207, 23745297

ईमेल : sales@sahitya-akademi.gov.in

Samakāleen Bhāratiya Sāhitya:

A Bimonthly journal of Indian literature from 24 languages, in Hindi published by
Sahitya Akademi, Rabindra Bhavan, 35 Ferozeshah Road, New Delhi-110001, India



समकालीन भारतीय साहित्य

वर्ष 41, अंक 211, सितंबर-अक्टूबर, 2020

005 संपादकीय : नायकों की खामोश इच्छाएँ

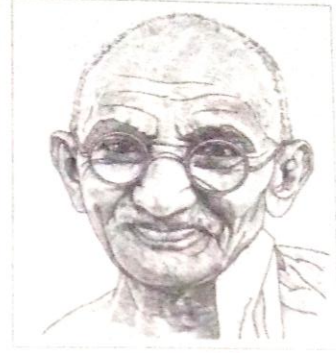
सृजन संसार

009 प्रेमपाल शर्मा : महात्मा गाँधी और भारतीय भाषाएँ

017 शिवनारायण : रेणु-न दाएँ मुड़, न बाएँ, सीधे चल

023 हरेंद्र सिंह : हिमवंत का गायक चंद्रकुँवर बर्त्वाल

028 बुलाकी शर्मा : चंद्र-राजस्थान का कथा शिल्पी



महात्मा गाँधी

कविता

035 जय गोस्वामी : बुकुन के दोस्त, नरु काका (बाइला)

038 मदन कश्यप : चाहता हूँ, कहीं नहीं जाऊँगा

039 कीर्ति नारायण मिश्र : क्या तुम ही थे, नागार्जुन

042 विजय चंद्र : खलबली, मैं और मेरी कविता (तेलुगु)

045 राकेश रेणु : नए मगध में, आओ, प्रेम

048 राकेश शर्मा : बचपन, ममता विहीन, स्त्री की देह

050 दिनकर कुमार : ब्रह्मपुत्र तट पर छठ पूजा

052 चैतन्य त्रिवेदी : चिड़िया से ज्यादा, पेड़ और स्मृतियाँ

054 एल. तोमस कुट्टी : भूसी (मलयाळम्)

055 आत्मा रंजन : कुटुवा, आँगन में चिड़िया

059 वर्तिका नंदा : जेल, जेल में जिंदगी, जेल की औरत

061 वीरेंद्र आजम : तुम नहीं थी, फुटपाथ, अँधेरा जीत गया

063 वैद्यनाथ उपाध्याय : वक्रत की हवा (नेपाली)



फणीश्वरनाथ रेणु



चंद्रकुँवर बर्त्वाल

कहानी

064 सुदर्शन वशिष्ठ : पीला गुलाल, वसंत और पतझड़

077 राजेश जैन : ब्लैक होल

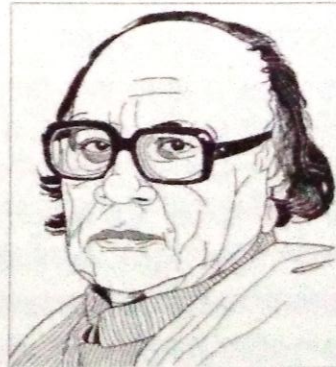
086 विवेक मिश्र : जन्म-जन्मांतर

094 गीताश्री : बलम कलकत्ता

101 मधु आचार्य : गोमती की गंगा (राजस्थानी)

106 कान्ता रॉय : रानो

114 बलजीत सिंह रैना : प्लस वन माइनस टू (पंजाबी)



यादवेंद्र शर्मा 'चंद्र'

121 रामनाथ राजेश : किराये की धूप

132 सतीश कपूर : लगन

व्यंग्य

138 राजकुमार गौतम : प्रेमी जल्लाद को एक पत्र

साक्षात्कार

141 अक्वितम से आरसु की बातचीत

147 सुब्रमणि से विमलेश कांति वर्मा की वार्ता

आत्मस्वीकृतियाँ

155 मिथिलेश्वर : संवेदनशील मन की पुकार

162 विपिन जैन : इस अग्नि पथ पर क्यों चल पड़ा

यात्रावृत्त

167 विनोद दास : पेरिस में परिदों से दोस्ती

स्त्री विमर्श

178 रवींद्र कात्यायन : विस्मृत स्त्री इतिहास की तलाश

185 नितिन सेठी : हिंदी गज़ल का सौंदर्य शास्त्र

समीक्षा

194 किरण घई सिन्हा : एक हाथ में कमल, एक में...

198 शैलेंद्र शैल : बिंब-प्रतिबिंब के बीच

201 कृष्णा शर्मा : एक लेखक का समग्र संसार

204 प्रियदर्शन : जिन्हें जुर्म-ए-इश्क पे नाज़ था

207 ज्योतिष जोशी : हम तभी तक जीते हैं

210 कमलेश भट्ट कमल : लॉक रिश्ते हुए अनलॉक

213 प्रवीण कुमार : किस्सागोई की अलग शैली

215 बी.एल. आच्छा : हिंदी में गुजराती कथा वैभव

219 राम यतन : लघुकथा आलोचना में सार्थक प्रयास

चित्रकार उदय शंकर

चार हज़ार से अधिक देशी-विदेशी हस्तियों के पोर्ट्रेट बना चुके कलाकार उदय शंकर का जन्म कोलकाता में 15 जून, 1958 को हुआ। वहीं के इंडियन कॉलेज ऑफ़ आर्ट्स से पाँच वर्षीय डिप्लोमा कोर्स करने के बाद सन् 1989 में मुंबई पहुँचकर कुछ डॉक्यूमेंट्रीज़ बनाई, लेकिन वहाँ मन नहीं रमा तो



अक्वितम



सुब्रमणि



मिथिलेश्वर



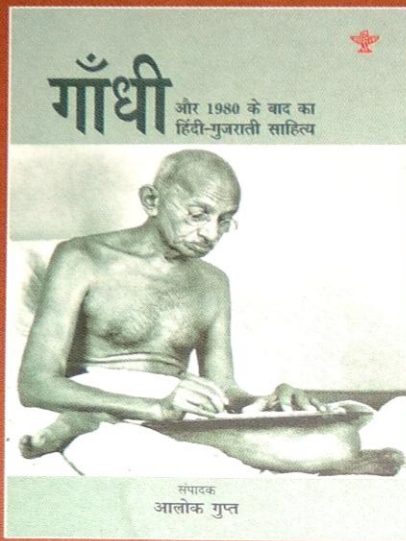
विस्मृत स्त्री इतिहास की तलाश

इतिहास के किसी काल खंड को उठाकर उपन्यास लिखने का अर्थ सिर्फ घटनाओं का वर्णन भर नहीं, बल्कि तथ्यों और घटनाओं की पहचान कर सही विश्लेषण के द्वारा उन निष्कर्षों पर पहुँचना भी होता है, जो इतिहास का हिस्सा बनते हैं। 'बेगम समरू का सच' राजगोपाल सिंह वर्मा द्वारा लिखित सरधना की बेगम समरू के जीवन का आख्यान है जो ऐतिहासिक तथ्यों के साथ पूरी ईमानदारी, गहन अनुसंधान और तटस्थ पड़ताल के बाद लिखा गया है। भारतीय इतिहास में चाँद बीबी, लक्ष्मी बाई, कर्णावती, अहिल्याबाई, रज़िया सुल्तान, बेगम समरू आदि कुछ गिनी-चुनी स्त्रियों के नाम ही हैं जिन्हें हम जानते हैं, लेकिन इनके बारे में भी हम कितना जानते हैं। बेगम समरू उर्फ़ फ़रजाना जेबुनिसा उर्फ़ जोहाना नोबालिस के बारे में तो हम लगभग न के बराबर जानते हैं, जबकि बेगम समरू ने भारत के इतिहास में न सिर्फ़ अन्य रानियों से ज़्यादा समय तक राज किया, बल्कि बहुत बेहतर और प्रभावी तरीके से किया।

लेखक ने एक कुशल प्रशासक के रूप में बेगम समरू के विषय में प्रचलित सभी किंवदंतियों का खंडन करते हुए उनके योगदान का प्रामाणिक आकलन किया है। बेगम समरू इतिहास के विस्मृत पृष्ठों में छिपी हुई वह असाधारण प्रतिभा है, जिसके बारे में ज्यादातर इतिहासकार लगभग मौन हैं या फिर उसे सिर्फ़ एक नाचने-गाने वाली स्त्री के रूप में दिखाकर चुप्पी लगा ली। मुगल इतिहासकारों ने दिल्ली और उसके आसपास के शासकों के उत्थान और पतन पर खूब लिखा है, अंग्रेज़ों द्वारा राज्य हड़पने की नीति पर भी कम नहीं लिखा गया, लेकिन आश्चर्य है कि जिस समरू बेगम ने दो बार दिल्ली के बादशाह की गद्दी बचाई, और उसे फिर से गद्दी पर बैठाया, उसके बारे में लिखना उन्हें ज़रूरी नहीं लगा।

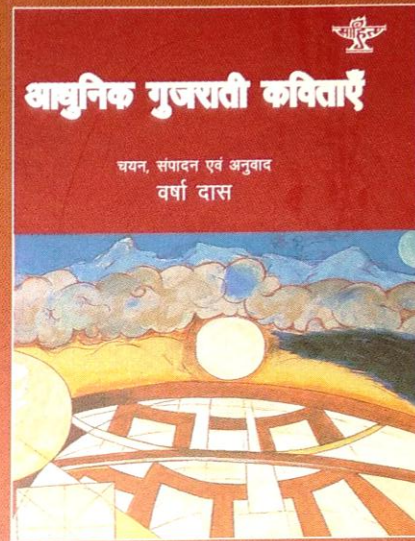
'बेगम समरू का सच' (संवाद प्रकाशन, मेरठ) में सबाल्टर्न यानी हाशिये की एक ऐसी स्त्री के जीवन के ऐतिहासिक तथ्यों को रेखांकित किया गया है, जिसके जीवन की शुरुआत दिल्ली की सड़कों पर दर-दर की ठोकरें खाने से हुई। रहने को घर नहीं, खाने को अन्न नहीं, भीख में जो मिला, खाकर सड़क के किनारे पड़ी रही अपनी माँ के साथ। फिर एक नाचने वाली गुलबदन बेगम के कोठे पर शरण मिली, जहाँ उसने कथक तथा संगीत की शिक्षा ली और अपने नृत्य से लोगों का मन बहलाने लगी। अद्भुत प्रतिभा थी उस छोटी सी लड़की में। फ़ारसी और उर्दू की विशुद्ध जानकार, कथक नृत्य और गायन में कुशल फ़रज़ाना पर नज़र पड़ी उस जर्मन मर्सीनरी सैनिक वॉल्टर रेन्हार्ट सोब्रे उर्फ़ समरू साहब की, जो उससे करीब 26 साल बड़ा था। पहली मुलाकात में ही समरू साहब ने फ़रज़ाना को अपना दिल दे दिया और सन् 1767 में उससे शादी करके अपने साथ ले गए। कुछ दिनों में ही रेन्हार्ट सोम्ब्रे दिल्ली के बादशाह शाह आलम के लिए लड़ने लगे। उन्होंने रोहिला सरदार जाबिता

साहित्य अकादेमी द्वारा प्रकाशित नई कृतियाँ



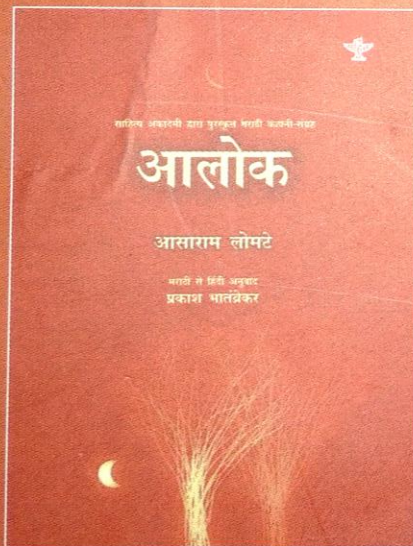
ISBN 978-93-90310-41-8

मूल्य : ₹ 250/-



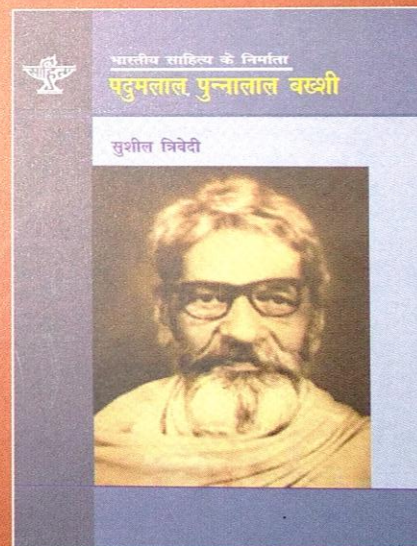
ISBN : 978-93-90310-28-9

मूल्य : ₹ 150/-



ISBN : 978-93-90310-29-6

मूल्य : ₹ 200/-



ISBN : 978-93-90310-08-1

मूल्य : ₹ 50/-



ISSN 0970-8367



₹ 50

Regd. No. DELHIN/1980/1009

ISSN 2454-2911

सामयिक

सरस्वती

शब्दों का उत्सव

जुलाई-सितम्बर 2017



जुलाई - सितम्बर, 2017

वर्ष : 3, अंक : 2

प्रकाशन तिथि : 11 सितम्बर, 2017

UGC Approved Journals No. 49026

सहायक प्रबन्ध कार्यालय : हेमचन्द्र पन्त

प्रकाशक

सामयिक प्रकाशन

3320-21 जटवाड़ा, नेताजी सुभाष मार्ग

दरियागंज, नई दिल्ली-110002

फोन: 011-23282733, 23270715 Helpline No. : +917065507086

E-mail : samayikprakashan@gmail.com

samayiksaraswati@gmail.com

website : www.samayikparakashan.com

सहयोग राशि

मूल्य ₹ 50 (बिना डाक खर्च के)

डाक द्वारा भेजी जाने वाली पत्रिका का मूल्य

वार्षिक ₹ 300 त्रैवार्षिक ₹ 900 आजीवन ₹ 3000

Bank A/c Details:

A/C Name SAMAYIK PRAKASHAN

Bank Name Canara Bank, Daryaganj, New Delhi-110002

A/C No. 0388256010566

IFSC Code CNRB0000388

MICR Code 110015006

निवेदन

- कृपया सारे भुगतान मनीआर्डर अथवा बैंक ड्राफ्ट द्वारा 'सामयिक प्रकाशन' के नाम (दिये दिल्ली-नई दिल्ली) या ऊपर लिखित बैंक खाते में सीधे जमा कराकर सूचना सामयिक प्रकाशन कार्यालय को प्रेषित करें।
- मनीऑर्डर के कूपन पर प्रेषित धन राशि और प्रेषक का नाम-पता पिनकोड सहित लिखकर अपना फोन/मोबाइल नं. तथा ई-मेल अवश्य लिखें।
- पत्रिका का कोई अंक न मिलने पर उसकी सूचना 'सामयिक प्रकाशन' कार्यालय को शीघ्र दें।

पत्रिका में प्रकाशित सामग्री, लेखकों के निजी विचार हैं।

सम्पादक तथा प्रकाशक का उनसे सहमत होना आवश्यक नहीं है।

समस्त विवाद दिल्ली न्यायालय के अंतर्गत विचारणीय।

- सम्पादक, कार्यकारी सम्पादक, अवैतनिक अव्यावसायिक रूप से मात्र साहित्यिक-सांस्कृतिक कर्म में सहयोगी।
- आवरण : निर्दोष त्यागी, लेजर कम्पोजिंग : कल्याणी कम्प्यूटर सर्विसेज, नई दिल्ली द्वारा एवं बी.के. ऑफसेट, शाहदरा दिल्ली द्वारा मुद्रित।

SAMAYIK SARASWATI

A quarterly Magazine of Hindi Literature, Book Reviews & Research

Published by Mahesh Kr. Bhardwaj, Samayik Parakashan

3320-21, Jatwara, N.S. Marg, Daryaganj, New Delhi-110002

E-mail: samayiksaraswati@gmail.com, Editor: Mahesh Bhardwaj

अनुक्रम

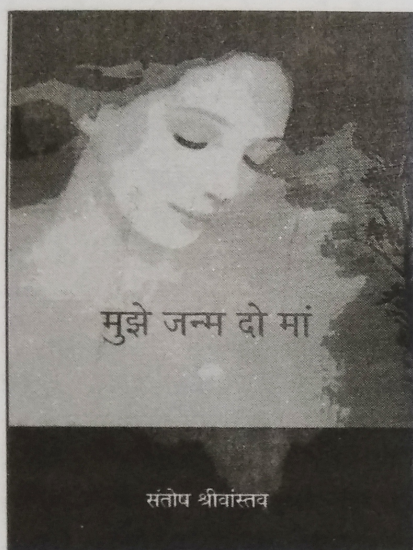
सम्पादकीय	ताकि जिया जा सके	शरद सिंह	5
श्रद्धांजलि	हिन्दी में दिनोंदिन बढ़ता सूनापन	ओम निश्चल	7
रचना	समाचार—व्यावसायिक मीडिया का सबसे बड़ा हथियार	अच्युतानंद मिश्र	10
आलोचना व्यक्तित्व	सकारात्मक-रचनात्मक-सर्जक पं. अच्युतानंद मिश्र	विजयदत्त श्रीधर	13
साक्षात्कार	साहित्य के संस्कार पत्रकारिता को मिलने जरूरी (अच्युतानंद मिश्र से सन्त समीर की बातचीत)	सन्त समीर	16
संस्मरण	राजर्षि सम्पादक की अभिनव छाप	आलोक मेहता	23
डायरी	खुद को खाली होते देखना	नरेन्द्र मोहन	25
शब्द और मैं	जीवन वही, जो मौलिकता जाने	कृष्णा अग्निहोत्री	31
संस्मरण	एक जन बुद्धिजीवी के वैचारिक लेख	गोपेश्वर सिंह	34
लेख	व्यक्तित्व विकास की एक आध्यात्मिक यात्रा	दीनानाथ बत्रा	39
शोधपरक लेख	अमेरिका में हिन्दी भाषा की स्थिति और अध्यापन	सोनिया तनेजा	46
आलोचना	कृष्णदत्त पालीवाल : आलोचना की तीसरी आंख	श्रीभगवान सिंह	49
सिनेमा	नये दौर का सिनेमा	चन्द्रभान सिंह यादव	56

सिनेमा	हिन्दी फिल्मों में मुजरे के बहाने औरत की स्थिति
कहानी	संकेत मिलन का...
कहानी	खामोश रिश्ते का सफर
कविता	चंद पोर्ट्रेट प्रेम के
गज़ल	वो सब बातें पुरानी जानते हैं
गज़ल	खून के रिश्ते यहां बंजर क्यों हैं
पुस्तक समीक्षा	उत्कृष्टता और मौलिकता का अद्वितीय उदाहरण (रक्त-अभिषेक / दयाप्रकाश सिन्हा)
✓ पुस्तक समीक्षा	कोख से कब्र तक : स्त्री विमर्श के विभिन्न रूप (मुझे जन्म दो मां / संतोष श्रीवास्तव)
पुस्तक समीक्षा	बहिष्कृत दुनिया का क्लासिक उपन्यास (पोस्ट बॉक्स नं. 203—नाला सोपारा / चित्रा मुद्गल)

साधना अग्रवाल	59
लक्ष्मी शर्मा	61
सूर्यकान्त नागर	65
गौतम राजर्षि	68
ज़हीर कुरेशी	69
श्रवण कुमार उर्मलिया	70
अरुण कुमार भगत	72
रवीन्द्र कात्यायन	74
वीणा शर्मा	77

कोख से कब्र तक : स्त्री-विमर्श के विभिन्न रूप

□ रवीन्द्र कात्यायन



पुस्तक का नाम : मुझे जन्म दो मां

लेखक : संतोष श्रीवास्तव

दूसरा सं. 2017, पृ.सं. 288, ₹ 595.00

प्रकाशक : कल्याणी शिक्षा परिषद्

दरियागंज, नयी दिल्ली-110002

“मुझे जन्म दो मां/ताकि मैं लपटों की रोशनाई से/आग की कलम पकड़कर/रचूं धूप का वह गीत/जो संदूकों में बंद/औरत के बुसाए सीलन भरे/अतीत को दफन कर/उगे सूरज की तरह/पूरब की दिशाओं में।”
(स्व. हेमंत की कविता)

पूरब की दिशाओं में सूरज की तरह उगने की कामना, लपटों की रोशनाई से आग की कलम पकड़कर धूप का गीत रचने का संकल्प आज भी नारी की वास्तविकता और आवश्यकता है। सदियों से दोयम दर्जे की जिन्दगी जीने को अभिशप्त स्त्री की नियति को अगर बदलना है तो वो एक स्त्री ही कर सकती है। भारत की तरह पूरी दुनिया में स्त्री की जिन्दगी का अन्धेरा धीरे-धीरे छंटने को कुलबुला रहा है। जरूरत है साहस, दृढ़ निश्चय और लगातार प्रयास की, कि स्त्री स्वयं आगे बढ़े और अपने होने की आजादी पा सके।

इसी प्रयास की एक सार्थक, सुनिश्चित और परिपक्व अभिव्यक्ति के रूप में हमारे सामने हैं—संतोष श्रीवास्तव की पुस्तक ‘मुझे जन्म दो मां’। संतोष जी द्वारा दस वर्षों में लिखे गये शोध लेखों का संग्रह है यह। ये लेख ‘समरलोक’ पत्रिका के ‘अंगना कॉलम’ में धारावाहिक रूप में प्रकाशित हुए हैं। इस पुस्तक में लेखिका की दस वर्षों की मेहनत और शोधवृत्ति स्पष्ट रूप से दिखायी देती है, क्योंकि इसका प्रत्येक लेख न केवल सोचने को बाध्य करता है, बल्कि स्त्री विमर्श के कुछ ऐसे कोने खंगालता है, जो पितृसत्ता या पुरुष सत्तात्मक समाज की जड़ता को उजागर करते हैं। स्त्री विमर्श व स्त्री मुक्ति पर व्यवस्थित इतिहास लेखन का कार्य हिन्दी में अब शुरू हुआ है। सुधा अरोड़ा, कुसुम त्रिपाठी आदि ने स्त्री विमर्श के सैद्धांतिक एवं व्यावहारिक पहलुओं को ध्यान में रखकर जो बहस शुरू की है, ‘मुझे जन्म दो मां’ उसी का विस्तार है। इस पुस्तक में 34 लेख हैं और वे नारी के जीवन को, उसकी पीड़ा को, उसकी बदतर स्थिति को पर्वत दर पर्वत उधेड़ते हैं, उदाहरणों, आख्यानों और दृष्टान्तों के द्वारा।

जीवन और समाज के सभी वर्गों की स्त्रियों का आख्यान इसमें है। इस पुस्तक का कैनवस बहुत बड़ा है। क्या भारत, क्या अमेरिका, क्या यू.के., क्या अफ्रीका, क्या रूस, लैटिन अमरीकी या खाड़ी के देश, हर जगह के स्त्री जीवन की खोज-खबर लेती है, यह पुस्तक और ऐतिहासिक, सामाजिक, पारम्परिक, सांस्कृतिक और जनजातीय स्तरों पर उसकी पड़ताल करती है। कन्या जन्म से पूर्व और उसकी मृत्यु तक की स्थितियां इतनी भयावह हैं कि हर उम्र की स्त्री को उनसे जूझना ही पड़ता है। उच्च वर्ग की स्त्री हो या मध्यम वर्ग की अथवा निम्न वर्ग की, सबके सामने अपने अस्तित्व की लड़ाई है, अपने शोषण की चिन्ता है और अपने आपको पहचानने की जिजीविषा है। वर्ग चेतना के साथ-साथ आदिवासी, दलित तथा जनजातीय स्त्री के संघर्ष पर भी इसमें विस्तार से लिखा गया है। सभ्य समाज की स्त्री के लिए जीवन चाहे जितना कठिन हो, उसकी तुलना दलित और आदिवासी या जनजातीय स्त्री से नहीं की जा सकती। जेलों में कैद

અર્થસંકલન

અર્થશાસ્ત્ર અને વાણિજ્યનું પ્રમુખ ગુજરાતી સામયિક

સળંગ અંક ૫૮૩

- પાન ૩ સંપાદકીય
પ્રો. અનિલ સોનેજી
- પાન ૪ વર્ષ ૨૦૧૮-'૧૯ના ગુજરાતના અંદાજપત્રના લેખાં-જોખાં
પ્રો. મીનાક્ષી પટેલ
- પાન ૧૧. ગુજરાતનું કૃષિ ક્ષેત્ર : ભારત સાથે તુલના
પ્રો. ડૉ. આર. કે. વારોતરિયા
- પાન ૧૩ ભારતીય અર્થવ્યવસ્થામાં G.S.T.
પ્રો. ડૉ. ભાનુભાઈ ડી. પરમાર
- પાન ૧૫ ભારતમાં G.S.T.નો અમલ : એક મહત્વનો કર સુધારો
પ્રો. રેખા કાકલોડર
- પાન ૨૧ G.S.T.ની ભારતીય અર્થતંત્ર પરની અસરો
પ્રો. આર. આર. પરમાર
- પાન ૨૭ અંદાજપત્ર ૨૦૧૮-'૧૯
પ્રો. શ્રીમતી નેહા એસ. જાની
- પાન ૩૧ કેન્દ્રીય અંદાજપત્ર ૨૦૧૮-'૧૯
પ્રો. ખ્યાતિ ત્રિવેદી
- પાન ૩૩ નોટબંધીની અર્થતંત્ર પર અસર
પ્રો. ડૉ. દિનેશ આર. ચાવડા



ભારતમાં GSTનો અમલ : એક મહત્વનો કર સુધારો

પ્રો. રેખા કાકલોટકર

મણીબહેન નાણાવટી મહિલા કોલેજ, મુંબઈ

પ્રસ્તાવના :

કોઈપણ દેશમાં કરવેરાનીતિ તેના મજબૂત સંચાલન અને સાતત્યપૂર્ણ વિકાસને સૂચવે છે. સફળ શાસનકર્તા માટે ઉત્તમ સંચાલન ઉપરાંત યોગ્ય કરવેરાનીતિનો અમલ એટલો જ જરૂરી છે. મૌર્ય, ચંદ્રગુપ્ત તથા અકબર જેવા શાસકો તેમની ઉત્તમ કરવ્યવસ્થાને લીધે પ્રજામાં વધુ પ્રચલિત હતા. કૌટિલ્યે પણ શાસકે કરવેરા પદ્ધતિ કેવા પ્રકારની અપનાવવી જોઈએ તે માટેના વિવિધ સિધ્ધાંતો રજૂ કર્યા છે. કરવેરા એ માત્ર અવક અને વિકાસનું જ સ્રોત નથી, પરંતુ કરવેરા ભરનાર માટે તે કેટલા પ્રમાણમાં સંતોષકારક છે તે પણ એટલું જ મહત્વનું છે.

ભારત એક સમવાયી ગણતંત્ર છે. કેન્દ્ર, રાજ્ય, જિલ્લા, તાલુકા તથા સ્થાનિક કક્ષાએ બંધારણની જોગવાઈ મુજબ વહીવટ ચલાવવામાં આવે છે. વહીવટના દરેક તબક્કે વિવિધ સરકારોએ વિકાસના કાર્યો કરવા માટે નાણાની જરૂરિયાત રહે છે. આ નાણા મુખ્યત્વે કરવેરા દ્વારા મેળવવામાં આવે છે. સમગ્ર દેશમાં બે પ્રકારના કરવેરાની જોગવાઈ છે. પ્રત્યક્ષ કર અને પરોક્ષ કર. જેમાં પ્રત્યક્ષ કરવેરા જે વ્યક્તિ કે સંસ્થા પર લાદવામાં આવે છે, તેમણે જ તેનો ભાર વહન કરવો પડે છે. જેમકે આવકવેરો, સંપત્તિવેરો વગેરે. જ્યારે પરોક્ષ વેરા એ ઉત્પાદન, વેચાણ કે સેવાઓના વિવિધ તબક્કે નાખવામાં આવે છે અને તેનો અંતિમ બોજ ગ્રાહક ઉઠાવે છે. સરકાર દ્વારા લાદવામાં આવતા સીધા કરવેરા માત્ર કેન્દ્ર સરકાર જ નાખી શકે છે જ્યારે પરોક્ષ વેરા કેન્દ્ર, રાજ્ય કે સ્થાનિક સરકાર દ્વારા લાદવામાં આવે છે. પ્રત્યક્ષ કરવેરા કેન્દ્ર સરકાર દ્વારા લાદવામાં આવતા હોવાથી સમગ્ર દેશમાં તેના દર એકસમાન રીતે લાગુ પડે છે. માટે પરોક્ષ કરવેરાના દર દરેક રાજ્યમાં અલગ અલગ હોવાથી વસ્તુના ભાવો દરેક રાજ્યમાં અલગ અલગ જોવા મળે છે. પરોક્ષ કરવેરામાં ઉત્પાદક અને ગ્રાહક વચ્ચે મધ્યસ્થીઓની હાજમાળા હોવાથી દરેક તબક્કે નફાનું પ્રમાણ ઉમેરાય છે. છેવટે ગ્રાહકે ચુકવેલી કિંમત અને સરકારને પ્રાપ્ત થતી આવકમાં ખાસ્સો ફરક જોવા મળે

છે. પરિણામે દેશના કરમાળખામાં પરિવર્તન કરી દુનિયાના અન્ય દેશમાં અમલી પરોક્ષ કરવેરાનું માળખું અપનાવવાની માગણી વધવા લાગી.

આમ, તમામ પરોક્ષ કરવેરાને એક જ કરમાં સમાવી ૧ જુલાઈ, ૨૦૧૭ના રોજ GSTનો અમલ થયો. આ કર કેન્દ્ર અને રાજ્ય સરકારના વિવિધ ૧૭ પરોક્ષ વેરા અને ૨૨ સેસને આવરે છે.

GSTનો ઇતિહાસ

વિશ્વમાં ૧૯૫૪માં GSTનો અમલ કરનાર ફ્રાન્સ પ્રથમ દેશ હતો. હાલ વિશ્વના લગભગ ૧૫૦થી વધુ દેશોમાં GSTનો અમલ છે છતાં ભારત જેટલી વિવિધતા, વિશાળતા તથા જટિલતા વિશ્વના અન્ય દેશોમાં ન હોવાથી તેના અમલનો લાભ આપણને મળે તેની શક્યતા ઓછી છે. ભારતમાં ૧૯૫૦ના દાયકાના પ્રારંભે કરમાળખાને વિસ્તૃત અને ઊંડું કરવા પર ભાર મૂકવામાં આવ્યો હતો. ત્યારબાદ ૧૯૫૬માં સીધા કરવેરા તપાસ સમિતિએ સીધા કરવેરાના દરમાં ઘટાડો કરવાની ભલામણ કરી હતી. જે અન્વયે કમશઃ આવકવેરાનો મહત્તમ દર હાલ ૩૦% + ૧૦% સરચાર્જ કરવામાં આવેલ છે. ઉપરાંત આઝાદી પૂર્વે મહત્તમ જકાત દર ૧૫૦% હતો તે ઘટીને ૪૦% થવા પામ્યો છે.

GSTનો સૌ પ્રથમ વિચાર ૨૦૦૦માં અટલ બિહારી બાજપેઈના અધ્યક્ષપણા હેઠળની સરકાર દ્વારા કરવામાં આવેલ અને પ. બંગાળના નાણાપ્રધાન શ્રી અસીમદાસ ગુપ્તાના નેતૃત્વ હેઠળ GSTનું મોડેલ નક્કી કરવા માટે સમિતિની નિમણૂક કરવામાં આવી. ૨૦૦૩માં વિજય કેલકરના નેતૃત્વ હેઠળ કરવેરા સુધાર અંગે એક સમિતિની નિમણૂક કરવામાં આવી, તેમજ VATના કાયદાનો અમલ ૨૦૦૬થી કરવામાં આવ્યો. ત્યારબાદ ૨૦૦૬માં મનમોહનસીંગના અધ્યક્ષપણા હેઠળ નાણામંત્રી ચિદમ્બરમે GSTનો અમલ કરવા પ્રયત્ન કર્યો. ૨૮ ફેબ્રુઆરી, ૨૦૦૬ના રોજ નાણામંત્રીએ GSTનો અમલ ૨૦૧૦થી કરવાની દરખાસ્ત પણ રજૂ કરી. ત્યારબાદ મોદીના અધ્યક્ષપણા હેઠળની NDA સરકાર ૨૦૧૫થી

URL : <http://ijrar.com>

ISSN 2349 - 5138

E - ISSN 2348 - 1269

An open Access, peer reviewed, refereed, online and print research journal

International Journal of Research and Analytical Reviews

UGC Approved Research Journal

Periodicity - Quarterly



Atman Publishing Academy



International Journal of Research and Analytical Reviews

Atman Publishing Academy

2061-C/2/B, Nr. Adhyatma Vidya Mandir, Sanskar Mandal, Bhavnagar-364002.

Contact : 9427903033 E mail : editorsijrar@gmail.com, ijrar1@gmail.com

Contents Part XV

- | | | |
|-----|---|-------------|
| 701 | "POET OF THE NILE" HAFIZ IBRAHIM'S POETRY: AN ANALYTICAL STUDY
Dr. Md. Mehedi Hasan | 782z – 786z |
| 702 | A study on the sales promotional techniques and customer satisfaction in PVS Ford
SWARUN SEBASTIAN | 787z – 793z |
| 703 | A Study of Phytochemical Screening and Antioxidant Activity of Ethanolic Leaves Extract of <i>Punica granatum</i>
V. Ramamurthy & J. Antonia Auxi Marueen | 794z – 800z |
| 704 | SUSTAINABLE URBAN NEIGHBOURHOOD WITH EFFECTIVE NON-MOTRISED TRANSPORTATION
Harcharan Singh | 801z – 810z |
| 705 | APPLICATION OF SOFT COMPUTING IN CLOUD COMPUTING
Mohammed Khalid Kaleem & Rituraj Jain | 811z – 818z |
| 706 | AN EMPIRICAL RESEARCH ON MICRO SMALL AND MEDIUM ENTERPRISES IN JODHPUR REGION WITH SPECIAL REFERENCES TO SKILL EFFICIENCY AND TECHNOLOGY
Prawal Sharma | 819z – 825z |
| 707 | PRODUCTION OF PECTINASE ENZYME BY PECTINOLYTIC BACTERIA ISOLATED FROM FRUIT WASTE DUMPING SOIL SAMPLES
P. M. Tumane, Krutika S. Tambe, Durgesh D. Wasnik & Nikhil A. Kolte | 826z – 835z |
| 708 | "Role of cross-repertorized, individualized Homoeopathic treatment in cases of Acne Vulgaris."
Dr. Jyoti Deepak Patil, Dr. Jay N. Shah, Dr. Sanjeev M. Dole, Dr. Arun Bhargav Jadhav | 836z – 840z |
| 709 | Education, Employment and Human Development in India: Challenges and Prospects
Dr. Dhiren Tamuli | 841z – 843z |
| 710 | GST: One Country, One Community and One taxation command
Maulshree Rao & Sushant Kumar Vishnoi & Dr. Teena Bagga | 844z – 848z |
| 711 | Cultural regulation of female sexuality through marriage and motherhood
Dr. Irengbam Bijeta Devi & Prof. M C Arunkumar | 849z – 852z |
| 712 | Impact of reed bamboos on the surrounding vegetation in reserve forests of Thiruvananthapuram, Kerala.
Nisha S.A. & Grima G. & Santhoshkumar R. | 853z - 857z |
| 713 | Toxicological effect of Paraquat and Protective role of Ginger (<i>Zingiber officinale</i>) on Albino mice with Special reference to Biochemical and Histopathological Study of kidney
Tufaila Manzoor, Suhaib Mohd Malik, Purnima Shrivastava & Varsha Rawat | 858z – 868z |

International Journal of Research and Analytical Reviews

- 714 **Effect of Duval's Semiotic Approach on Higher Order Thinking Skill in relation to Brain Dominance**
Maninder Pal Singh & Dr. Manju Gera 869z – 873z
- 715 **Impact of Tourism on the Economy of Jammu and Kashmir**
Mudasir Hamid Bhat & Dr. Mahipal Singh Yadav 874z – 879z
- 716 **Ideal Privacy-Preserving Probabilistic Routing for Wireless Networks**
Rashmi. V. Pawar & A.S.Jadhav & Nirmala B. Huded 880z – 882z
- 717 **THE CONCEPT OF PERSONAL IDENTITY: A JOURNEY FROM JOHN LOCKE TO THOMAS REID**
C. Anjaneyulu 883z – 887z
- 718 **Evaluation of phytochemical and antimicrobial activities of *Vitex negundo* L. leaf extracts.**
Giri Prasad T. & Vanita Das V 888z – 892z
- 719 **Globalization of Organized Retail Markets: Emerging Challenges and Future Prospects**
Mohd. Afzal Saifi & Dr. Mohd. Kamalun Nabi 893z – 900z
- 720 **COMPARATIVE ANALYSIS OF RAINFALL PATTERN AND RAIN WATER HARVESTING IN KALGHATAGI AND NAVALGUND TALUKS OF KARNATAKA**
Mr. Prakash.S. Bilebal & Prof. H. H. Bharadi 901z – 907z
- 721 **Role of Indian Banking System in Financial Inclusion**
Dr. Virender Koundal 908z – 913z
- 722 **Teacher Effectiveness: A Self-Report Study on Secondary School Teachers**
Radha Rani Roy & Ujjwal Kumar Halder 914z – 919z
- 723 **A critical study about the *Nyāya-Vaiśeṣika* theory of atomism**
Dr. Bhaskar Jha 920z – 924z
- 724 **Societal Services of Shanmuga Rajah, 11th Zamindar of Sivaganga**
Dr.L.Kalai selvi 925z- 927z
- 725 **SEASONAL VARIATION IN ZOOPLANKTON COMMUNITY AND PHYSICO-CHEMICAL PARAMETERS VARIATION OF BADOPAL WETLAND, HANUMANGARH DISTRICT, RAJASTHAN**
Surender kumar & Dr. A.K Gautam 928z – 933z
- 726 **Recent advancement in treatment of Duchenne muscular dystrophy (DMD) in Ayurveda.**
Srivastava Niraj & Saxena Varsha 934z – 937z
- 727 **Morpho-physiological modulations contribute for enhanced Pb-tolerance of *Vigna unguiculata* L. (Cowpea)**
Jagadeesh Kumar N, Anthony Johnson AM, Jayamma N, Boya Venkatesh, Uppala Lokesh & Chinta Sudhakar 938z– 944z
- 728 **A STUDY ON VARIOUS DATA COMPRESSION TYPES AND TECHNIQUES**
945z – 950z

International Journal of Research and Analytical Reviews

729	[ZnO] based Hybrid Materials: Structural and Optical Studies Bhavnaish Chand	951z – 954z
730	EMERGENCE OF BALURGHAT AS A CLASS-I CITY: DEMOGRAPHIC IMPACT OF PARTITION AND BANGLADESH LIBERATION WAR Dr. Prabir Kumar Kundu	955z – 964z
731	EFFECT OF STRESS MANAGEMENT PROGRAMME ON PROFESSIONAL COMMITMENT OF SECONDARY SCHOOL TEACHERS Bandana Kumari & Dr. Manju Gera	965z – 968z
732	Multiple shoot Induction In <i>Abrus precatorius</i> L Var W S C (white seed coat). Nagamani.S & Aniel Kumar.O and Snikdha.V	969z – 974z
733	SADAK HASAN MANTO: A FEARLESS CHRONICLER Bhumida Sharma	975z – 978z
734	COMMODIFICATION OF WOMEN BODY IN INDIAN MEDIA ISHDEEP KAUR BHANDARI	979z – 981z
735	FRAMING AND THE CONSTRUCTION OF THE RECENT DEMONETISATION BY THE INDIAN MASS MEDIA Giselle Gemma Fernandez & Roseline Florence Gomes	982z - 985z
736	PARTITION AND TREATMENT OF WOMEN: THE LOST RIBBON- A STORY BY SHOBHA RAO Manjinder Dhaliwal	986z- 988z
737	Hydro Electric Power Dams in Kerala and Environmental Consequences from Socio-Economic Perspectives. Liji Samuel & Dr. Prasad A. K.	989z – 992z
738	EFFECT OF MOTIVATIONAL INTERVIEW AMONG SUBSTANCE USERS- A META-ANALYTIC FRAMEWORK. Lalhriatpuii Fanai & Roseline Florence Gomes & Lalpeki Ralte	993z – 998z
739	Right to Legal Aid: An integral Part of Social Justice. Dr. Abhijit Bhattacharjee	999z – 1001z
740	Smart Lighting and Security Solution Using Arduino, WI-FI Module and PIR Sensors Pinak Desai & Dr. Nilesh Modi	01a – 04a
741	ભારતમાં અસંબંધિત ક્ષેત્રના વિવિધ વ્યવસાયોમાં કામ કરતા કામદારોની સમસ્યાઓ : પૂર્વે થયેલા સંશોધનોની સમીક્ષા Rita Chandrakant Chandarana	05a – 07a
742	Scrutiny of Water Quality Using Physico-Chemical Parameters of surface water taken from five blocks in Kanyakumari District, Tamil Nadu, India T. Ajantha Aekis & B. Indirani	08a – 12a
743	A Research on FRP: Development and Use in Construction Dr. Ravikant Shrivastava	13a – 17a

International Journal of Research and Analytical Reviews

- 744 Hybrid Spectrum Sensing Algorithm Based On Adaptive Double Threshold and Covariance Detection
Pawandeep & Silki Baghla 18a – 25a
- 745 BACTERIOLOGICAL ASSESSMENT OF SWIMMING POOLS IN RESIDENTIAL AND COMMERCIAL SECTORS IN MUMBAI
Santhini S. Nair, Supriya Kamble, P.D. Anthappan, Ambika S. Nair 26a – 33a
- 746 Occupational Hazards Plaguing Jewellery Workers: A Review
Divya N. M. & Dr. Prasad A. K. 34a – 37a
- 747 दक्षिण पूर्व मध्य रेलवे में मानवीय संबंधों का विश्लेषण
डॉ. शोभित बाजपेयी & डॉ. रूपाली श्रीवास्तव 38a – 39a
- 748 Nutrigenomic:-Play an Important role in life style related diseases and personalised Nutrition
Neeraj Kumar Tyagi & Prof. Sunita Mishra 40a – 43a
- 749 A continuous function on Convex topological Space
Bijoy Samanta 44a – 47a
- 750 A Study On Cryptocurrencies and Its Issues
Ashish Kheskani & Harsha Bucha & Yogita Agrawal & Dr Varsha Agarwal 48a – 53a

Journal

Ecology of Food and Nutrition

Latest Articles

0 0 0

Views CrossRef citations to date Altmetric

Listen

Articles

Dual-Malnutrition Burden in Lower Socioeconomic Status Women in Mumbai

Nidhi Kaku & Rita Patil

Published online: 04 Mar 2020

Download citation

<https://doi.org/10.1080/03670244.2020.1733995>

Check for updates

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

ABSTRACT

Formulas display MathJax

Dual-malnutrition burden has increased across all SES groups. This study aimed to record the prevalence of underweight and overweight in low-socioeconomic status women. The study included 100 women selected by the snowball sampling technique. Their anthropometric measurements were recorded. BMI and WHR were calculated. Mean BMI and WHR of subjects were $23.56 \pm 4.82 \text{ kg/m}^2$ and 0.82 ± 0.07 cm, respectively. In the lower-class, there were 18.2% underweight and 45.4% overweight/pre-obese subjects. In the upper-lower class, 49.3% subjects had $WC \geq 80$ cm and 42.3% subjects had $WC \geq 80$. Overweight/obesity was observed to over-power under-nutrition burden among the low-socioeconomic status subjects.

Abbreviations: SES – socioeconomic status

KEYWORDS: Under-nutrition, over-nutrition, lower socioeconomic status, women, overweight

Introduction

Low-and middle-income countries are experiencing nutrition transition with the coexistence of undernutrition and overweight problems (Malik, Puri, and Tulsi 2018). Healthy diets are now being replaced with ready-to-eat processed foods that are rich in fat, sugar, salt, and food additives. The changes in the nutritional profile of the people are due to the modifications in both dietary and nutrient intake and lifestyle patterns. These patterns are contributed by various factors like economic, demographic, environmental, social, and cultural factors (Popkin 1993). When it comes to women, it is also found that age of the women, religion, area of residence,

In this article on profile, wealth index, and lifestyle patterns are significantly related to both underweight shankar 2012).

<https://www.tandfonline.com/doi/full/10.1080/03670244.2020.1733995>

A CASE STUDY OF FOSTERING DIVERSITY IN CLASSROOM: STEPS TOWARDS EXCELLENCE BY MANIBEN NANAVATI WOMEN'S COLLEGE, MUMBAI.

□ Malathi Iyer*
Rita Patil**

ABSTRACT

Diversity in classrooms have driven much research and presentations targeted in creating more exemplification for fostering diversity in classroom. Increasingly, diversity in higher education in India needs to address both diversity and inclusion as part of teacher education reforms. To understand diversity in education we need to explore interviews, classroom explanations, and analyse documents. This case study describes the activities that Maniben Nanavati Women's college follows for fostering diversity in classrooms for their learners. With regards to Individual teachers in classrooms, they play an important role in providing impartiality of opportunity to learners in enriching comprehensive beginnings of diversity. This article will address fostering diversity in the classroom and how diversity is valued and what can be done to improve it. Having small groups is one among the most innovative and popular strategies of learning for present century students. Since cooperative learning is in the upcoming stage in India and it is not a much prevalent method of education, we researchers carried out the present study. We recommend that teachers of all colleges should be oriented to use the cooperative instructional strategy to teach.

Keywords: foster, diversity, classroom, learner

Introduction

Fostering diversity is often misunderstood and needs to be unswerving with some of our most persistent ideals for the learners to pursue and promote these amongst peers. All learners carry with them to college different global insights, upbringings, practices, cultural influences, likes, dislikes, behaviours, etc. Making sure each learner feel oneness in the class is necessary to make utmost use and effectiveness of new education methods. Students will be less involved in the classroom if they do feel they are not valued for who they are. Also, professors will observe low participation, poor confidence and reduced attention spans. Such students may also feel and want to be distanced from the others. Teachers can't afford to treat every learner

in the class the same. Same criteria cannot be used when there is a lot of diversity in the lecture room. Hence teachers must give a thought to making classrooms as comprehensive as possible.

Objective:

This study investigated how Maniben Nanavati Women's College (MNWC) fosters diversity in classroom and prepares teachers for diversity in education in their college.

This research explores:

1. How is diversity in classroom conceptualized?
2. How is diversity addressed in the structure of programs offered in college?
3. What is the pedagogy for fostering diversity in classroom education?

*Associate Professor, Head of Department of Economics, Vivek College of Commerce.

**Supervisor Degree College, Head of Food and Nutrition Department, Maniben Nanavati Women's College.



Use of Smartphones and Snacking by Young Adults

Dr. Rita Patil¹, Hetvi Shah² and Dr. Anuja Deshpande³

¹Associate Professor, Dept of Food and Nutrition, Maniben Nanavati Women's College,
Mumbai, India.

²Clinical Nutritionist, Mumbai, India.

³Assistant Professor, Dept of Psychology, Maniben Nanavati Women's College, Mumbai, India.

¹rita.spatil@gmail.com, ²shah.hetvi2333@gmail.com, ³anuja185@gmail.com

Abstract: The number of obese adolescents in India has been increasing over the last few years. Along with physical activity and food intake use of smart phone is also emerging as a cause of obesity. The purpose of the study was to observe an impact of smartphone addiction on physical activity and obesity in young adults. In the study, 120 boys and girls between 18 to 20 years of age were selected from different colleges of Mumbai using snowball sampling technique. Using a questionnaire data was collected for physical activity, smartphone addiction scale (SAS) and consumption of high energy foods. Height and weight was measured. There were 40.8% subjects with normal BMI and 44.5% subjects were overweight and obese. The mean consumption of high sugar beverages, high fat snacks and processed foods of all subjects was higher compared to other snacks. Girls had a higher consumption of all these foods compared to boys. The mean score of the SAS was 33.80 ± 8.94 . Girls had a higher mean SAS score compared to boys. Subjects with high smartphone usage had higher intakes of high fat and high sugar foods. Thus, smartphone usage seems to influence food habits.

Key Words: Smartphone Addiction, Smartphone Addiction Scale, High Fat Foods.

Article History

Received: 19/07/2020; Accepted: 24/08/2020

Corresponding author: Dr. Rita Patil, Email id: rita.spatil@gmail.com

Introduction

Technology has progressed rapidly. Mobile phones are considered as an important tool for communication and are used by all age groups.¹ Smartphones have different features like E-mail, internet access and various applications. Today Facebook, Twitter, Hike, Whatsapp, Instagram, Snapchat, Wechat, Skype, Viber, Flipkart, Myntra, Amazon, Hotstar, Sony liv, Truecaller,

Print ISSN - 2394-4579
Online ISSN - 2394-6652

Indian Journal Of Mental Health

(A Desousa Foundation Initiative)



Issue : 2017 ; 4(3)
July September 2017

**A Journal devoted to promoting mental health,
Cross-disciplinary research and awareness**

Official Journal of The Global Society for Digital Psychology
www.indianmentalhealth.com
A UGC Approved Journal

[Home](#)[Aims and Scope](#)[Editorial Board](#)[Available Issues](#)[Publishers](#)[Instructions to Authors](#)[Contributor's Form](#)[Copyright Form and Terms for Authors](#)[List of Reviewers](#)[Journal Ethics Policy](#)[Authorship Criteria](#)[Clinical Trial Registry](#)[Open Access Policy](#)[Licensing Policy](#)[Peer Review Process and Policy](#)[Plagiarism Policy](#)[Author Charges](#)[Home](#) → [Available Issues](#) → 2017

2017 - Vol 4. Issue 3

	Article	Page No.
Editorial	The Blue Whale Phenomenon – what can be done? Avinash De Sousa	206-209
Review Paper	A Review of Metacognition in the diagnosis and treatment of Obsessive Compulsive Disorder Kaneenica Ninawe, Hemal Shroff 10.30877/IJMH.4.3.2017.210-220	210-220
Original Research Article	The Effect of Sleep Disorder on Emotional Empathy and Quality of Life Akansha Chawla, Pooja Nair 10.30877/IJMH.4.3.2017.221-227	221-227
Original Research Article	A study on Happiness and Quality of Life based on Smoking Status Anjali Majeethia, Neha Bhanjali 10.30877/IJMH.4.3.2017.228-234	228-234
Original Research Article	General Health during pregnancy and the post-partum period in women Gayatri Raina, Puja Thakur 10.30877/IJMH.4.3.2017.235-242	235-242
Original Research Article	A study on Hope, Stress and Self-Efficacy in Parents of children with Intellectual Disability Rupa Kore, Salindhavi Venkatraman 10.30877/IJMH.4.3.2017.243-251	243-251
Original Research Article	A study on the prevalence of Minor Physical Anomalies in schizophrenia and bipolar disorder and their first degree relatives: a comparative study Md.Shahnawaz Zafar, Rakesh Kumar, Avinash De Sousa 10.30877/IJMH.4.3.2017.252-262	252-262
Original Research Article	Gender differences in the age of onset of schizophrenia in South Rajasthan Shakeel Ansari, Shakila Mulla 10.30877/IJMH.4.3.2017.263-266	263-266
Original Research Article	The relationship between Basic Psychological Needs, Depression, Anxiety and Stress in students from urban India Cicilia Chettiar 10.30877/IJMH.4.3.2017.267-274	267-274
Original Research Article	Exploring the relationship between Perceived Stress and Life Satisfaction among college students: the Indian context Meghna Basu Thakur 10.30877/IJMH.4.3.2017.275-278	275-278
Original Research Article	Narcissism and forgiveness : an association study Pooja Soni, Gautami Gawali 10.30877/IJMH.4.3.2017.279-284	279-284
Original Research Article	Multimedia addiction and its impacts on adolescent's personality Vandana Goswami, Divya Rani Singh 10.30877/IJMH.4.3.2017.285-292	285-292
Viewpoint	Multiple Hats	293-294

Original Research Article

A study on Hope, Stress and Self-Efficacy in Parents of Children with Intellectual Disability

Rupa Kore¹, Saindhavi Venkatraman²

¹Post Graduate Student

²Assistant Professor

Department of Psychology, Maniben Nanavati Women's College, Mumbai

E-mail – sayhi2rupa@gmail.com

Corresponding Author – Rupa Kore

ABSTRACT

Introduction: The purpose of the study is to understand the impact of hope on perceived stress and self-efficacy among parents of children suffering from intellectual disability. Due to the researcher's personal experience as well as working with the parents or caregivers of children with intellectual disability has always been the researcher's area of interest. Another reason behind doing research in the area of intellectual disability is to study and understand how positive factors such as hope & self-efficacy can help the parents & family members to see the disability or the situation in a positive way and deal with it more effectively.

Methodology: 60 participants were purposively selected from resource rooms of special schools, hospitals and private intellectual disability centers. The head of the centres and the principals of the schools and parents were contacted to provide information regarding the objective of the research, scales, principle of confidentiality and to seek their permission for the study. The data was collected using the survey method. The General Perceived Self-Efficacy Scale (GPSS), Procrastination Scale and the Brief Resilience Scale will be administered on each of the students.

Results: The first hypothesis was parents of children with intellectual disability having higher level hope will score lower on perceived stress as compared to parents with lower level hope. The statistical result obtained was in line with the hypothesis and also was in line with previous studies. The second hypothesis was parents of children with intellectual disability having higher level hope will have higher level of self-efficacy as compared to parents with lower level hope. The statistical result found was in line with the second hypothesis and also in line with past studies.

Conclusion: The findings indicate that the parents having higher level hope had lower level of perceived stress and higher level of self-efficacy as compared to parents with lower level hope. The results obtained are in line with hypotheses and past research.

Key Words: Hope, self efficacy, stress, perceived stress, intellectual disability, parents.

(Paper received – 22nd June 2017, Peer review completed – 18th July 2017, Accepted – 20th July 2017)

INTRODUCTION

Parents of children with intellectual disability experience deleteriously high levels of stress. Parenting stress is an anxiety and tension related to the role of a parent [1]. Perceived stress is defined as the degree to which situations in one's life are appraised as stressful [2]. Research on families of Children with intellectual disability has repeatedly indicated three stressful effects of the intellectual disability – a) Social isolation increased indicators of stress in the parents and c) a greater incidence of problems in school and in the society when the parents learn that the child is having some form of disability, it causes enormous distress to them [3]. Giving birth to a child with disability is a stressful event which affects the whole

UGC APPROVED
CARE LISTED JOURNAL

ISSN 2229-3620

GOVT. OF INDIA RNI NO. - UPBIL/2015/62096



शोध संचार बुलेटिन

SIA

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

★ Vol. 10

★ Issue 39

★ July to September 2020

Editor in Chief
Dr. Vinay Kumar Sharma
D.Litt. - Gold Medalist



sanchar
Educational & Research Foundation

UGC APPROVED
CARE LISTED JOURNAL
GOVT. OF INDIA RNI NO. - UPBIL/2015/62096

ISSN No. 2229-3620



SHODH SANCHAR

Bulletin

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

• Vol. 10

• Issue 39

• July - September 2020

EDITORIAL BOARD

Prof. Arun Kumar Bhagat

Mahatma Gandhi Central University, Motihari (Bihar)

Prof. Shraddha Singh

Banaras Hindu University

Prof. Santosh Kumar Shukla

Jawahar Lal Nehru University, New Delhi

Prof. Pawan Sharma

Meerut University, Meerut

Prof. Karuna Shankar Upadhyay

Mumbai University, Mumbai

Prof. Hemraj Sundar

Mahatma Gandhi Sansthan, Moka, Mauritius

Prof. Abdul Alim

Aligarh Muslim University, Aligarh

Prof. Susheel Kumar Sharma

Mizoram University, Mizoram

Prof. Padam Kant

University of Lucknow

Prof. Arbind Kumar Jha

BBA Central University, Lucknow

Prof. Sheela Mishra

Usmania University, Hyderabad

Prof. Nagendra Ambedkar Sole

Central University of Rajasthan

EDITOR IN CHIEF

Dr. Vinay Kumar Sharma

Chairman

Sanchar Educational & Research Foundation, Lucknow

PUBLISHED BY



sanchar
Educational & Research Foundation

CONTENTS

	Topic	Page No.
•	DECODING MAGIC BULLET THEORY IN TIMES OF COVID-19 PANDEMIC Kishor Kumar Dash	1
•	LEARNING MANAGEMENT SYSTEM (LMS) : POST COVID SIGNIFICANCE IN HEIS J. Lalitha	8
•	A STUDY ON INFLUENCE OF COVID 19 TOWARDS HIGHER EDUCATION WITH SPECIAL REFERENCE TO DEGREE COLLEGE STUDENTS OF UNIVERSITY OF MUMBAI C.A. Kiran Gajjar Pritesh Somani Subhash Shengale	13
•	A STUDY ON MENTAL HEALTH OF INTERNATIONAL STUDENTS WHO ARE STUDYING IN ABROAD DURING COVID - 19 Surekha Shetty Bhushan Langi	22
•	SUGGESTIVE POA TO CONQUER THE BURDEN OF COVID-19 Rutuja Shinde Chinmay Prabhu Minakshi Gurav	29
•	IMPACT OF PANDEMIC ON HOUSEHOLD EXPENDITURE WITH SPECIAL REFERENCE TO WORKING WOMEN OF MUMBAI AND SUBURBAN REGION Vidya Kailash Darvesh	37
•	ECONOMIC AND SOCIAL IMPACT OF COVID-19 ON INDIAN ECONOMY Dr. Sachin Puranik	44
•	THEORETICAL ANALYSIS OF INDIA'S SELF- RELIANT MISSION Dr. Deepti Kiran Itisha Sharma	48
•	IMPACT OF COVID-19 ON HEALTHCARE INDUSTRY IN INDIA Dr. Priya D. Gedam	55
•	A COMPARATIVE STUDY OF THE SELECTED STORIES OF MANOJ DAS AND O. HENRY Narendra Sonu Tayade	62
•	A STUDY OF THE FEMININE PRINCIPLE IN THE CONTEXT OF TANTRA IN SINGING TO THE GODDESS Surya Suresh Kumar	67
•	INTERTEXTUALITY AND GUJARATI PLAY Sejal Shah	72
•	MATERIAL CULTURE OF GOND TRIBES IN CENTRAL PROVINCES : A HISTORICAL STUDY Dr. Naresh M. Madavi	77
•	A STUDY OF EMPLOYABILITY SKILLS OF MANAGEMENT GRADUATES IN MUMBAI REGION Diti Dave	80
•	PEDAGOGY USED IN ADVANCED HOSPITALITY TECHNOLOGY - CHALLENGES FACED Trupti Laghate Vibhuti Mehra Trupti Patole	86
•	HELPLEFULNESS OF YOGA AND MEDITATION FOR IMMUNIZATION AND STRESS REDUCTION TO FIGHT AGAINST COVID-19 Dilip Chaudhari Zafar Iqbal	92



INTERTEXTUALITY AND GUJARATI PLAY

Sejal Shah

ABSTRACT

Today, the point of view of the author alone is no longer considered the most critical aspect of his/her creation, rather how a reader reads & interprets author's creation has become very important. Once a piece of literature is created, reader of that literature needs to be alert and aware while reading it. On one hand, the literary creation is about the experience, perceptions and interpretations of its author who is surrounded by the cultural, political and social undercurrents during his/her time, but on the other hand, reader has his/her own frame of reference in his/her time that may lead to an entirely different but not necessarily incorrect interpretation of same piece of literature. In fact, this process of readers reading, reacting and coming with his/her own interpretation provides a new meaning, a new aspect that adds to the creative quotient of the literary work. A play can be understood and interpreted through two highly engaging processes – performance in a theatre and reading of the story. And hence performance and reading themselves can lead to an entirely different interpretation of same play. In this paper we will critically read important play of well-known Chinu Mody's 'Khalifa no Veshyani Aurangzeb'

Keywords : Intertextuality, drama, reader, text, paratext

INTRODUCTION

Today, the point of view of the author alone is no longer considered the most critical aspect of his/her creation, rather how a reader reads & interprets author's creation has become very important. Once a piece of literature is created, reader of that literature needs to be alert and aware while reading it.

The concept of intertextuality has been significant within a range of theoretical debates (Orr 2003). Though often assumed to be a matter of one text directly citing or quoting material from another, intertextuality has also been theorized as underpinning the general condition of textuality itself. As French structuralist Julia Kristeva (1969) argues: "Every text takes shape as a mosaic of citations." This has become a crucial concept in structuralist attacks on the authority of the author (Barthes 1977; Allen 2000). It is argued that language and textuality, the structuring systems, should form the

proper objects of analysis, and not authorial agency.

RESEARCH METHODOLOGY

Literary criticism refers to the analysing of a literary text with a particular approach. Critical, comparative and appreciation approach have been used to understand/gain a new meaning of text.

Intertextuality postulates that all texts are intrinsically entangled with other texts. Texts are a form of translinguistic semiotic practice and, in being permutations of other texts, are both destructive and constructive of language, genre, style, norms, and meaning. In this sense, they are both productive and redistributive of meaning while never being authoritative, bounded, or foreclosing interpretation by readers. Furthermore, texts always reflect the structures of dominance and marginality in society.

Recently, new avenues have emerged in 'Sahitya Vivechan' i.e. literary criticism. Now, references have

*Maniben Nanavati Women's College, Vileparle, Mumbai, Maharashtra, India



ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL



AJANTA

Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)

Volume - VII, Issue - I
Part - I
January - March - 2018

IMPACT FACTOR / INDEXING
2017 - 5.2 www.sjifactor.com

AJANTA PRAKASHAN

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VII

Issue - I

Part - I

January - March - 2018

**Peer Reviewed Referred
and UGC Listed Journal**

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

**IMPACT FACTOR / INDEXING
2017 - 5.2**

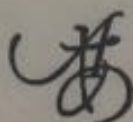
www.sjifactor.com

❖ EDITOR ❖

Assit. Prof. Vinay Shankarrao Hatole

M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R),
M.Drama (Acting), M.Drama (Prod & Dirt), M.Ed.

❖ PUBLISHED BY ❖



Ajanta Prakashan
Aurangabad. (M.S.)

The information and views expressed and the research content published in this journal, the sole responsibility lies entirely with the author(s) and does not reflect the official opinion of the

Editorial Board, Advisory Committee and the Editor in Chief of the Journal "AJANTA".
Owner, printer & publisher Vinay S. Hatole has printed this journal at Ajanta Computer and Printers, Jaisingpura, University Gate, Aurangabad, also Published the same at Aurangabad.

Printed by

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Published by :

Ajanta Prakashan, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Cell No. : 9579260877, 9822620877, Ph.No. : (0240) 2400877, 6969427.

E-mail : ajanta1977@gmail.com, www.ajantaprakashan.com

AJANTA - ISSN 2277 - 5730 - Impact Factor - 5.2 (www.sjifactor.com)

**CONTENTS OF PART - I**

Sr. No.	Name & Author Name	Page No.
1	Managing Non-Performing Assets in Public Sector Banks: Issues and Challenges Dr. Daksha Dave	1-11
2	PNB Scam and Auditing Reforms in Banking Sector Dr. (CA) Seema Gosher	12-18
3	A Study on Existence of Organised Retail Formats and its Impact on Consumer's Purchase Behaviour in Mumbai Ms. Snehal I. Obhan	19-31
4	Cashback Effectiveness in Online Shopping Among Mumbai Consumers Ms. Aurora Vaz	32-39
5	Daycare Centre: A Boon for Working Parents in the City of Mumbai Dr. Sarita Kasaralkar	40-49
6	Legal Perspective of Indian Financial Sector Prof. Amar Salve	50-55
7	A Review on Social Media Marketing By the Wellness Services Sector in India Ms. Purvy Karia	56-65
8	Challenges for Hospitality Industries Dr. Meena Mehta	66-77
9	Privatization of Education Ms. Usha Tailor	78-89
10	Influence of FB Feeds on Millennial's Choice of Eating Destinations Ms. Sonal Santosh Mane	90-97
11	A Study on Customer Retention Program - A Case of Speciality Store "Crossword" Ms. Renuka Prajapati	98-106
12	Corporate Debt Restructuring - Stressed Companies and Restructuring Packages Dr. Sunita Sharma	107-118
13	Privatization of Education- With Special Reference to Legal Education: Its Pros and Cons Ms. Savina R. Crasto	119-125

3. A Study on Existence of Organised Retail Formats and its Impact on Consumer's Purchase Behaviour in Mumbai

Ms. Snehal I. Obhan

Lecturer Maniben Nanavati Women's College, Vile - Parle, Mumbai

Abstract

The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats such as departmental stores, hypermarkets, supermarkets and specialty stores. Western-style malls have begun appearing in metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before. The sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. High quality ambience and courteous and well-trained sales staff are regular features of these retailers. The Indian population is witnessing a significant change in its demographics.

In this research the researcher is making an attempt to assess the overall customer satisfaction, response of customers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls in Mumbai.

Key words: Organized retailing, Consumer behaviour, buying behaviour, Shopping Malls.

I. Introduction

Organized retail formats have changed the way the people use to purchase earlier. Now shopping is not only the term that has transformed into an experience for which customers do not mind paying good amount for it. Organized retail formats are large size infrastructure complex where variety of products, brands and services are available under one roof. Organized retail formats cater to the multi-pronged needs of customers.

Organized retail formats have gradually developed in various parts of Mumbai and have been successfully running with more than thousands of footfalls in a day. During initial stages organized retail formats were providing benchmarks for communities. In the later stage the consumers preferred organized retail formats as a part of their daily life.

Consumers are looking forward for comfortable shopping which includes entertainment and shopping. Organized Retail Formats have come up with an interesting shopping format. Today multi storey shopping malls are shopaholic's paradise in Mumbai, accommodating every taste, pocket and style.

II. Conceptual Framework

Gilbert David has defined retail as "any business that directs its marketing effort towards satisfying the final consumer based upon the organisation of selling goods and services as a means of distribution".

Mall management along with operation and maintenance management team plays a major role in keeping mall up-to-date physically and helps in keeping occupant along with customer happy, stress free and comfortable.

Motivation is the driving force to enable customers to get into the act of purchasing a retail. Thrilled with the act of shopping, women's like to browse carefully and buy as evidenced by the motivation of shopping.

Consumer behaviour can be defined as processes a person goes through when purchasing and using products and services, including the mental and social processes that precede and follow these actions.

III. Review of Literature

Nair Suja R.¹ has highlighted that retail business is taking boom and consumer's demands are increasing so it is very necessary to understand consumer behaviour, consumer buying process. It is also necessary for the retailers to maintain good relations with customer, develop a position in customer's mind, provide services and also entertain them appealing music in the store free diaries etc. Author also mentions impulse buying and unplanned purchases constitute to the larger part of sales many marketers are trying to innovate the attempt to increase incidence of impulse buying. According to retailers, impulse buying does not occur in all product categories.

Shivakumar R. Sharma², In Their Research "Customer Attitude towards Shopping Malls in Mumbai", has found that today multi storey shopping malls are a shopaholic's paradise in Mumbai. These shopping malls accommodate every taste, pocket and style. Also, the city of Mumbai offers ample shopping opportunities to tourists who come here to spend their vacation.

¹Nair.R.Suja, Retail Management, Himalaya Publishing House, 3rd Edition 2008

²R. Sharma Shivakumar, (2012) "Customer Attitude Towards Shopping Malls in Mumbai" Int. J. of Trade and Commerce-IIARTC, Vol. 1, No. 2, pp. 269-280.

The study also reveals that a majority of 'Mumbaikars' do prefer to shop at shopping malls as it is a convenient place to buy anything they desire. Most respondents expressed that the shopping malls are just not a place to shop due to its constant availability, but has also created an ideal environment for social interaction for people of all ages. Also shopping malls offer excellent parking facilities, create value for money, credit / debit card facilities, and so on. As a result, higher customer traffic is attracted towards shopping malls.

Athaide Susanna³, has explained how today's generation with high disposable income is spending to fulfil their demands combining leisure with retail. The author has also explained a new concept retail-tainment as a combination of retail and entertainment. The author describes how organized retail formats have become one stop shop for family and friends.

Prof.KSudhanshuandShekhar and Dr. Kumar SahooSarat⁴, Retail is India's largest industry accounting for over 14 percent of the country's GDP and around nine percent of total employment opportunities. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. But the heavy initial investment in this sector dampens the spirit of the investors as their break even takes longer time and even and players haven't even tasted the success. Today's Indian market has become very challenging due to changing taste and preferences of consumers shift in loyalties. Hence marketers has to develop various strategies to retain loyalties or at least in preference list of customers.

IV. Statement of Problem

The lifestyle of the Indian consumer pervades various aspects of his/her life and varies according to the sociologically relevant variables. Family incomes are seeing a jump in recent times resulting in the consumer spending more and a change in the lifestyle of the Indian consumer is of great interest to society at large, manufacturing and consumer companies, advertisers, super - mall owners, economists, census, researchers and so on.

The study investigates the behaviour of the customer at organised retail format. The study will reveal the options on why people prefer to buy from organised retail format. This study highlights the factors behind impulse buying of the consumers. The study also covers the evolution of the organized retail format and factors behind its growth.

V. Objective of the Study

- To study the concept of organized retail.
- To study the consumer purchasing behaviour with regard to organised retail formats.

³Athaide Susanna, Driving the retail boom, Retail Biz, Oct.2008, p 48.

⁴Prof.KSudhanshuShekhar, Dr. Kumar SahooSarat Organized Retailing In India: Issues And Challenges,

RESEARCH CULTURE SOCIETY JOURNALS	 ISSN: 2455-0620	INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD	
		Research Culture Society & Publication Monthly Peer-Reviewed, Refereed, Indexed Journal	
		<small>USA CANADA ASIA AUSTRALIA EUROPE AFRICA UAE UK REST OF THE WORLD</small>	

MF || Submit your Original Research work for Publishing. || Submission deadline till 25th of every month. || Th

NAVIGATION

**INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH
IN MULTIDISCIPLINARY FIELD (IJIRMF)** A Monthly,
Peer-Reviewed, Refereed, Indexed International Scientific
Research Journal

CALL FOR
RESEARCH
PAPERS

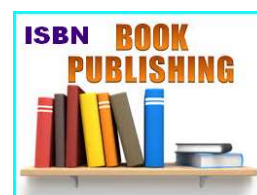
CONFERENCE-
SEMINAR
PROPOSAL



UGC – CARE
DETAILS –
IJIRMF

PUBLISH BOOK
WITH ISBN

UGC-CARE
Form & UGC
Approval



IMPACT FACTOR
(SJIF) & IC VALUE

INT.
CONFERENCE –
NOV – 2021



INDEXING AND
ABSTRACTING



INT.
CONFERENCE –
NOV – 2021

Index Copernicus (ICI) Journal Master list with IC Value :
86.87 Scientific Journal Impact Factor : 6.719

UGC Approved Journal Number : 47793

Call us..

NEW October, 2021 issue submissions are open !	IJIRMF
IJIRMF is a Peer-Reviewed Journal and valid as per UGC Gazette regulations on minimum qualifications for appointment of teachers and other academic staff in universities and colleges (Date:18/07/2018)	VIEW DETAILS
NEW Recommend IJIRMF for UGC – CARE Journals listing : Universities/Colleges officials, Research Director, Dean and teaching staff are requested to recommend	Click here to DOWNLOAD

Index of /wp-content/uploads/2017/06/

Name ▾	Last Modified ▾	Size ▾
⬆ Parent Directory		
201704038.pdf	2017-06-27 11:25	172k
201705030.pdf	2017-06-15 07:10	412k
201705031.pdf	2017-06-05 05:15	164k
201705032.pdf	2017-06-05 05:15	132k
201705034.pdf	2017-06-05 05:15	164k
201705035.pdf	2017-06-05 05:15	236k
201705036.pdf	2017-06-09 14:01	128k
201705037.pdf	2017-06-06 13:24	196k
201705038.pdf	2017-06-05 05:15	260k
201705039.pdf	2017-06-05 05:16	196k
201705041.pdf	2017-06-05 05:16	132k
201705042.pdf	2017-06-05 05:16	160k
201705043.pdf	2017-06-05 05:16	148k
201705044.pdf	2017-06-05 05:16	180k
201705045.pdf	2017-06-05 05:16	160k
201705046.pdf	2017-06-15 10:52	304k
201705047.pdf	2017-06-15 07:11	164k
201705048.pdf	2017-06-15 07:12	172k
201705049.pdf	2017-06-15 07:14	148k
201705050.pdf	2017-06-15 07:16	256k

A comparative study of personality traits among adolescents across gender

Dr. Swati Partani¹, Pranjali Bhakre²

¹Head & Assistant Professor, Department of Child Development, Maniben Nanavati College, Mumbai, Maharashtra, India

²M.Sc. Human Development, SNDT University, Mumbai, Maharashtra, India

E-mail: ¹swatip@gmail.com, ²bhakrepranjali@gmail.com

Abstract: Adolescent is the most vital stage of development. Many physiological and psychological changes are taking place at this stage. Personality development plays an important role in emotional independence and identity formation in adolescents. This study aims to compare personality traits of adolescents across gender. Purposive sampling technique was used to collect sample of 300 students from 5 SSC board English medium schools in western suburbs of Mumbai. Further, sixty students of 9th grade were selected from each school. Sixteen Personality Factor Test (1991) made by Raymond B. Cattell was used to analyze Personality traits among adolescents.

Results revealed that, in terms of personality traits adolescent respondents were found to be warm-hearted, affected by feelings, feel few obligations, conscientious, stubborn, socially bold, dependent, and suspicious. They were found to be practical, wrapped up in inner urgencies, experimenting, and self-conflicted, frustrated and group dependent. They were also found to be concrete thinkers, prudent, taciturn, and realistic. In terms of gender difference in personality traits male respondents were found to be more warm-heartedness; less affected by feelings, more socially bold, tensed, and had more acceptances for changes. Whereas female adolescents were having traits like high reasoning, independent, stubborn, more suspicious, wrapped up in inner urgencies, shrewder, worrying, troubled, and more socially precise. These results can be recommended to schools to incorporate various programs to furnish adolescent's personality developmental needs.

Key Words: Personality traits, gender. Adolescence, development,

1. INTRODUCTION:

Adolescence is one of the most important periods of development where a child is going through a transition to become socially acceptable adult. Adolescent's period of development corresponds roughly to the period between the ages of 10-19 years, which is consistent with the World Health Organizations of adolescence. Yerpude (2013) mentioned that, In India, 21.4% of total population belongs to age group of 10-19 years. Adolescence begins with the onset of physiologically normal puberty, and ends when an adult identity is formed. One of the major developmental tasks of adolescents consists of achieving emotional independence as well as forming an identity as an individual (Havinghurst, 1972).

Adolescents are at most vulnerable stage, while going through transition of this stage adolescents strive to behave socially precise. So that society can accept them as an individual personality. But these vulnerabilities in them may affect their behavior, making them irritable and uncomfortable, which may affect their socialization. These kind of contradictory behaviors among adolescents create uncertainty among them while taking any decision.

Every person has some or the other characteristics which makes their personality. Personality of a person is of utmost importance as it is the way that how other people perceive that person. The combinations of attitudes, behavior, values etc. makes the personality of a person. How does a person reacts to situation depends upon his qualities which are behavioral or inherent also. Funder (2004) referred personality as an individual's characteristic patterns of thought, emotion, and behavior, together with the psychological mechanisms – hidden or not behind those patterns.

Adolescent's personality traits have an impact of gender, genes, or even their environment. Larsen & Buss (2005) defined personality as the set of psychological traits and mechanisms within the individual that are organized and relatively enduring and that influence his or her interactions with, and adaptations to, the intra psychic, physical, and social environments.

With regards to personality traits, the diagnostic and statistical Manual of Mental Disorder of the American Psychiatric Association (2000) posited that, "personality traits are enduring patterns of perceiving, relating to and thinking about the environment and about oneself that are exhibited in a wide range of personal and social context. Whereas other researchers maintained that a personality traits is a consistent and long lasting tendency in an individual's behavior and action." Not only at stage of adolescence but also in later life of a person has similar traits which constitute their personality.



Management Guru: Journal of Management Research

International Journal

A Journal Approved by UGC (University Grants Commission)

Under the Category of "Social Sciences All" SL. No: 616 Journal No. 45007

Vol. V | Issue No. 12. | January 2018 | Thane | Special Issue.



Inter-collegiate Students' MINI RESEARCH COMPETITION

URJITA 2018

Gen NEXT: Contemporary Issues, Promises and Challenges



SMT. P. N. DOSHI WOMEN'S COLLEGE,

Jag Dhir Boda Vidya Sankul, Cama Lane, Ghatkopar (w). Mumbai – 400 086

Phone : 25135439 Fax: 022-25094065 Email: Principalspndoshi@gmail.com

URJITA 2018

**Interdisciplinary UG Home Science / Home Economics Inter-
Collegiate Students' Mini Research Competition**

“GENNEXT: CONTEMPORARY ISSUES, PROMISES AND CHALLENGES”

3rd February 2018

**Organised By Home Science Faculty
S.P.N. Doshi Women's College Ghatkopar West
Editors**

**Dr. Asha Menon
Ms. Sunalee Doshi
Ms. Amrita Behel**



Sharayu Prakashan

B-7/ 501, Vijay Park, Kasar vadavali, Ghodbunder Road, Thane (W) 400615,

Contact: Mob. 7506707761/ 9967357415, Email-ashtikarcd@gmail.com, /

Sharayu1954@gmail.com/ www.mngtguru.com/www.sharayuprakashan.com

**Interdisciplinary UG Home Science / Home Economics
Inter-Collegiate Students' Mini Research Competition
"Gennext: Contemporary Issues, Promises and Challenges"
(Proceedings)
3rd February 2018
Organised By Home Science Faculty**

**S.P.N. Doshi Women's College Ghatkopar West
Editors**

**Dr. Asha Menon
Ms. Sunalee Doshi
Ms. Amrita Behel**

Publisher :

Sharayu Prakashan

B-7/501, Vijay Park, Kasarvadavali,
Ghodbunder Road, Thane (West) 400615.

Mobile : 7506707761/ 9967357415

E-mail : ashtikarcd@gmail.com/sharayu1954@gmail.com

Cover Design : Swati Pawar

Published, Owned and Printed by:

Mrs. Sharayu, Chandrashekhar Ashtikar

Printed at, Shree Ganesh Enterprises, A-111,

Amargian Ind. Estate, Opp. S.T. Workshop,

Khopat, Thane (W) 400601

ISSN 2319-2429

The views and opinions expressed in this Journal are the authors own and not necessarily those of the publishers. While every effort has been made to ensure that all facts are stated correctly, the publishers regret their inability to accept responsibility for any inadvertent errors or inaccuracies, issues regarding plagiarism, and any other technical and legal matters involved in the publication of the conference proceedings.

The publishers shall endeavor, wherever possible to remedy all errors and omissions which are brought to their attention in subsequent editions.

All rights reserved. No part of this publication may be reproduced, stored or introduced into retrieval system, or transmitted in any form or by any means (electronic, photocopying, recording or otherwise) without the prior written permission of the copyright owner.

INDEX

Sr. No	Title/ Author	Page No
1.	Facebook And It's Influence On Generation Next Menon,A.* , Shukla,S., Bangale,P.,Parmar,D., Marathe, A. & Singh, N.	1-10
2.	Influence Of Media On Nutrition Knowledge And Food Selection In Gennext Behel, A.* ,Gokhale,C., Lalan,B. Bhatkar,A., Mulla ,K., Shaikh, S., Khan, S. & Khan ,S.	11-18
3.	Commercially Available Fast Food Variety & Gennext Gokhale,C.* , Behel, A., Lalan,B., Shirsat, M., Rajkumar,M., Gopal, V., Verma,A. &Pednekar,H.	19-24
4.	Roles And Responsibilities Of Single Fathers: Perception Of Single Fathers And Their Dependent Children Rege,K.* , Hamid, A., Furtado ,S., Rasalkar, S., Kazi ,H. & Thakur, N.	25-35
5.	Third Gender- Perception Regarding Lifestyles, Challenges And Contribution To Society Rege ,K.* , Gala, P., Hotelwala, R., Kapitan, K. & Neemuchwala, A.	36-46
6.	Attitude Of Adolescents Towards Live In Relationships Menon,A.* , Pujare,D., Shaikh,S., Shallar,P., Sitaram,S & Bhupati,P	47-56
7.	Socio Demographic Variables And Correspondence Between Maternal And Paternal Parenting Styles Of Adolescent's Parents Partani,S.* , Lakdawala, Y., Qasmi, A. & Pinto,V.	57-67
8.	Millennials: Simulacrum Of Gen Next Dattani,N.* , Bodhak ,C., Darekar, S., Jankar,S., Kodag,V & Raut, R.	68-81
9.	Evaluation Of Postures Adopted By Teenagers (Aged 14 – 19 Yrs) While Using Electronic Gadgets Rao,R.* , Bhandwalkar,S., Chauhan,S. , Pandhare,S. & P. Patel	82-91
10.	Public Spaces For Gen Next: A Millennials' Perspective Dattani,N.* , Bodhak ,C., Darekar, S., Jankar,S. &Kodag,V	92-100

SOCIO DEMOGRAPHIC VARIABLES AND CORRESPONDENCE BETWEEN MATERNAL AND PATERNAL PARENTING STYLES OF ADOLESCENT'S PARENTS

Partani, S.*, Lakdawala, Y., Qasmi, A. & Pinto, V.

**Department of Child Development
Maniben Nanavati Women's College
Mumbai**

***Email : swatip@gmail.com**

ABSTRACT

This research aims to study the correspondence between maternal and paternal parenting styles of adolescents' parents as well as the effect of socio- demographic variables like age, education and family income on the parenting styles adopted by them. The study was conducted in western suburbs of Mumbai. A total sample of 80 families (160 participants), which further comprised of 80 fathers & 80 mothers was collected using Snowball sampling technique. The parents were assessed using Parenting Style Dimension Questionnaire given by Robinson, et al., 1995. Results displayed that mothers used more authoritative parenting styles as compared to fathers. Family income and education had a significant effect on the parenting styles of the fathers, whereas mothers' education had a significant effect on the parenting style adopted by them.

Key Words: Parenting Style, Adolescents, Socio-demographic variables

Introduction

"Adolescence" is a dynamically evolving theoretical construct informed through physiological, psychosocial, temporal and cultural lenses. This critical developmental period is conventionally understood as the years between the onset of puberty and the establishment of social independence (Steinberg, 2014). The most commonly used chronologic definition of

Adolescence includes the ages of 10-18, but may incorporate a span of 9 to 26 years depending on the source (APA, 2002). Family life shapes and encourages an adolescent's social nature. Adolescents' abilities, values, beliefs, and self-esteem develop primarily in the context of family where they have the chance to learn how to have relationships and how to treat people mainly by observing and interacting with family members. In the family, Parents' role is very important in bringing up the child as a psychologically and sociologically well adjusted person. Children who get attention, affection, and emotional satisfaction from their parents develop a balanced and healthy personality (Raza, et al., 2008). During adolescence, however, the influence of peers also serves as an important socialization agent. Despite this new sphere of influence, research has clearly demonstrated that parenting accounts for more variance in externalizing behaviours in adolescence than any other single factor (Crosswhite, et al., 2009). Thus, Parents have been implicated as the principal causal agents in their child's behavioural, personality, cognitive and emotional development (Essays, 2013). Mainly the two distinctive roles of parents include both

paternal and maternal. The proper blending of masculine supervision and feminine tenderness seems to be of utmost importance in the upbringing of the child (Jisha, 2016). Although parents deal with the same child, as a result of the difference in personalities, they may use different parenting styles. In general, mothers tend to provide more warmth and support and generally have closer relationships with their children and adolescents than fathers do (Mckinney, et al., 2008). Thus, to have a complete insight into parenting it is important to give enough importance to the individuality of parents.

A parenting style however, is a psychological construct representing standard strategies that parents use in their child rearing (Essays,2015). Baumrind (1971) proposed a parenting style model including authoritative, authoritarian, and permissive typologies which are currently widely employed models of parenting styles. However, Baumrind originally conceptualized eight types of parents including rejecting-neglecting, nonconforming, authoritative nonconforming, authoritarian- rejecting- neglecting, etc (Hoskins, 2014). The current study employs Authoritative, Authoritarian and Permissive styles, of the many.

Authoritative parenting style is most often associated with positive adolescent outcomes and has been found to be the most effective and beneficial style of parenting among most families. Authoritative parents encourage verbal give and take, convey the reasoning behind rules, and use reason, power, and shaping to reinforce objectives. Whereas authoritarian parents exhibit low levels of trust and engagement toward their child, discourage open communication, and engage in strict control. The authoritarian parenting style is associated with parents who emphasize obedience and conformity and expect that rules be obeyed without explanation in a less warm environment. Permissive parents do not set rules, avoid engaging in behavioural control, and set few behavioural expectations for adolescents. Further, permissive parents showed steep decreases in monitoring, once their children reached adolescence and these children increased their levels of externalizing behaviour (Hoskins, 2014).

Parenting, as it is a complex psychological construct, has a number of factors – defined-undefined, known-unknown - that mould the parenting styles used by parents. Parenting style is affected by both the parents' and children's temperaments, and is largely based on the influence of one's own parents and culture (Essays,2015). A set of studies have clearly demonstrated that early child care-giving patterns vary within India according to family size, class / caste, rural-urban, and even regional differences (Joseph & John,2008). Factors such as socioeconomic status that affect parenting styles have also been studied. The relationship between SES and parenting style concisely when he wrote, "poverty and economic loss diminish the capacity for supportive, consistent, and involved parenting"(Fox, et al., 2000). A research conducted by Kashahu et al. in 2008 showed that most parents who practice authoritarian style were under ages 35-45 (54.3%). When the parents were younger than 34, more than half of the parents practiced authoritative style. There was no reported case of liberal style. Authoritative parents had the highest level of education and were followed in descending order by authoritarian parents who represent 38.2% of parents with higher education.

Rationale

Parenting plays an important role in the overall development of adolescents. The two distinctive roles of parents are paternal and maternal. Although parents deal with the same child, as they are two different individuals, may use different parenting styles. Parenting styles used by parents independently, might affect the child's development, thus it becomes important to find out the differences, if any. In the past few decades, researches in the area of parenting styles have been considering both parents together as one variable or a single entity as against two different personalities. To have a complete insight into parenting, it is important to give enough emphasis to the individuality of both the parents. Thus, this study aims to focus on the parenting styles used by both the parents independently. Parenting goals and strategies are essential in the child's development, and are modelled by a number of factors, both environmental as well as genetic. Among the various environmental factors, a few of the parental socio demographic variables, such as family income, age and education are explored in the study.

Objectives

1. To identify the parenting styles used by the parents of adolescents
2. To compare the maternal and paternal parenting styles of the parents of adolescents
3. To study the effect of the parental socio-demographic variables of family income, education & age on the parenting styles used by them

Hypotheses

- H₀₁: There is no statistically significant difference between maternal and paternal Parenting styles of the parents of adolescents.
- H₀₂: There is no statistically significant difference in terms of parenting styles of Father and mother with respect to family income.
- H₀₃: There is no statistically significant difference in terms of parenting style of Father and mother with respect to their education.
- H₀₄: There is no statistically significant difference in terms of parenting style of father and mother with respect to their age.

Methodology

Sampling Procedure

The data was collected from the western suburbs of Mumbai. Using snowball sampling technique the questionnaire was administered to 80 parents, which includes 80 mothers and 80 fathers. Thus, the total sample comprised of 160 participants.

Variables

Independent variable: Parents' age, education and family income.

Dependent Variable: Parenting styles.

Tool

The Tool used to measure parenting styles was given by Robinson et al., in 1995. The tool consisted of global typologies consistent with Baumrind's main conceptualization of parenting styles. The reliability of Authoritative Items consisting of 27 questions had a Cronbach *alpha* of .91, the Authoritarian Items consisting of 20 questions had a Cronbach *alpha* of .86, and the Permissive Items consisting of 15 questions had a Cronbach *alpha* of .75. Demographic variables like Age, education, income of parents, siblings of the child and others were taken into consideration.

Data Analysis

Mean, SD, T test and ANOVA were used to analyze the results.

Results And Discussions

The data was screened and the findings were presented in the order of objectives of the research.

Demographics

Family Income of the Participants

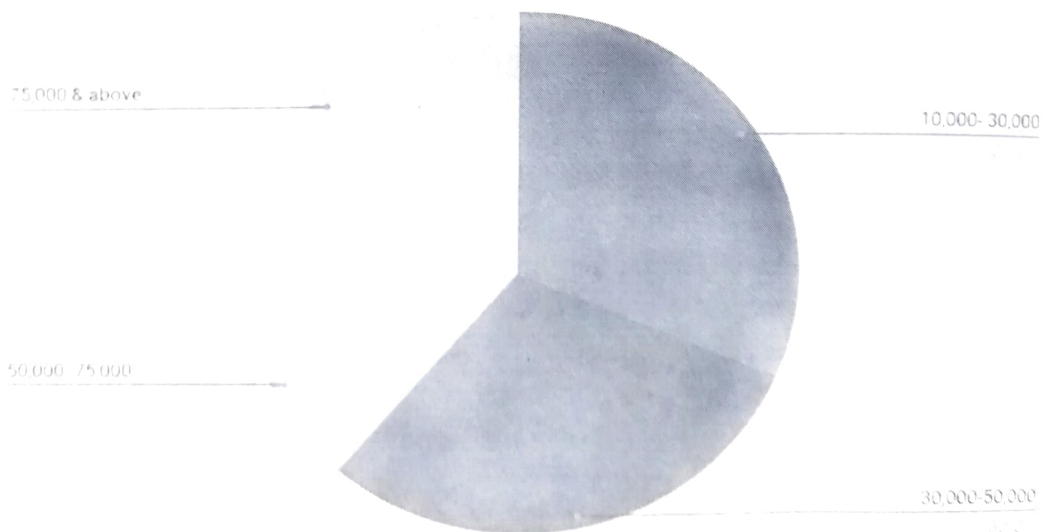


Figure 1: Percentage of Family Income

Figure 1 depicts the percentage of families in different income categories. Most (31.3%) families were found in the monthly income range of Rs. 10,000 to 30,000 whereas least (12.5%) fell in the category of Rs. 50,000- 75,000.

Educational Qualification of the Participants

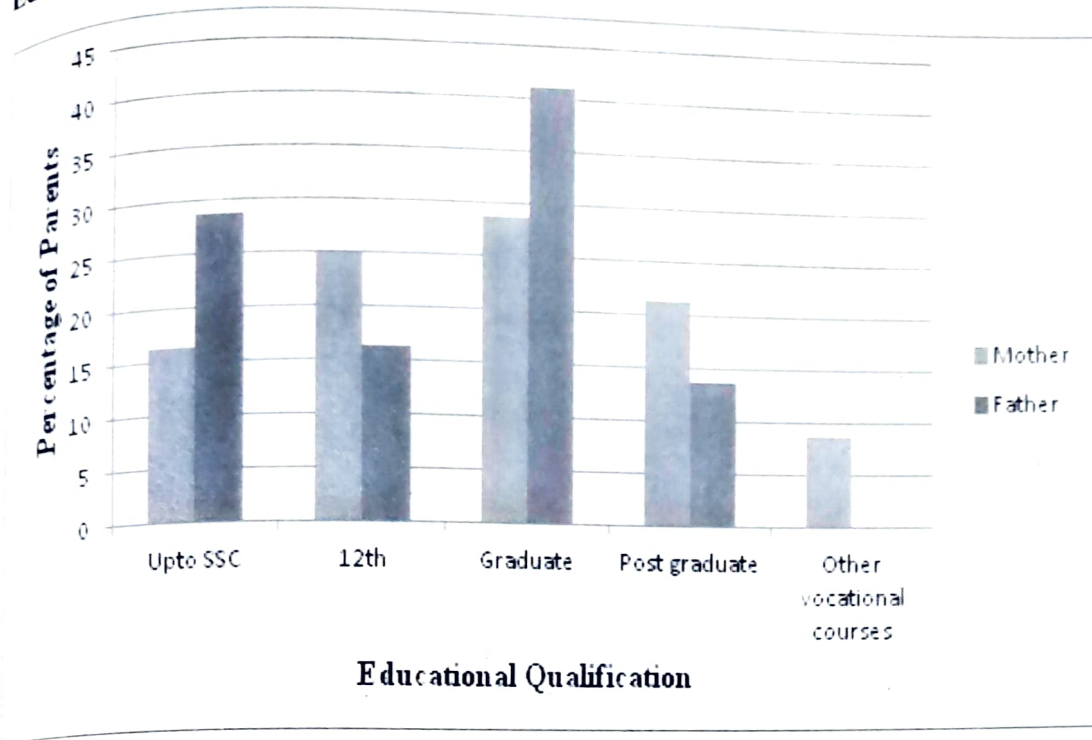


Figure 2: Percentage Graph of Educational Qualification of Mothers And Fathers

Figure 2 depicts educational qualification of the parents. Majority of the fathers (41.25%) and mothers (28.75%) were graduates.

Age of the participants

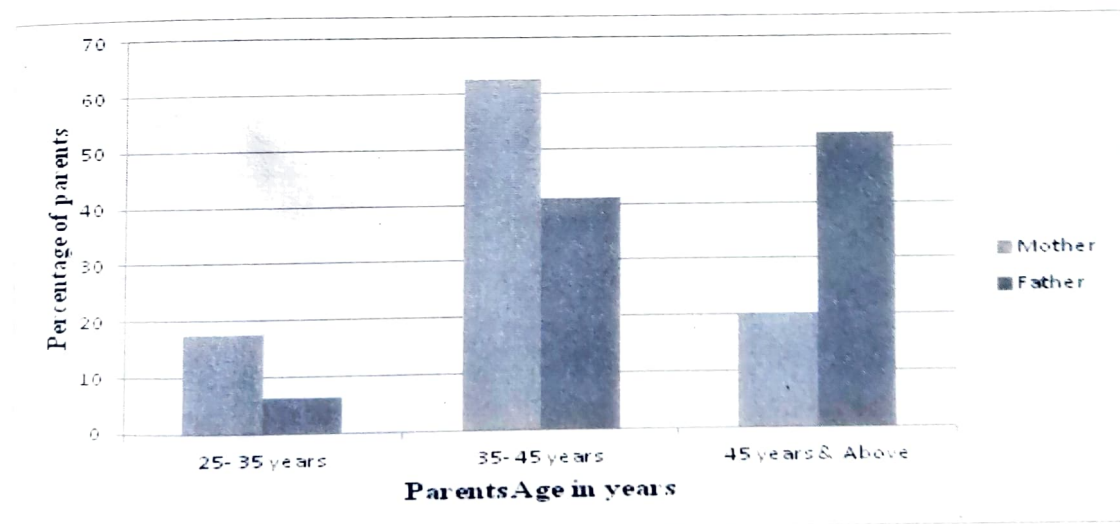


Figure 3: Percentage of the Age of Mothers and Fathers

Figure 3 depicts that majority (62.5%) of the mothers belonged to the age group of 35-45 years whereas Majority (52.5%) of the fathers belonged to the age category of 45 years and above.

Table 1: Mean, SD, t-value, p-value of Authoritative, Authoritarian and Permissive Maternal and Paternal Parenting Styles

N = 80

Parenting Styles	Parent	Mean	SD	t- value	p- value
Authoritative	Mother	110.62	12.79	2.02*	.04
	father	105.45	18.94		
Authoritarian	Mother	52.26	12.28	.202	.84
	father	51.85	13.51		
Permissive	Mother	38.17	7.29	.231	.81
	Father	38.42	6.37		

*p<0.05 significance level

Results suggested that there was a statistically significant difference in the authoritative parenting style of both the parents. Results also suggested that mothers were more authoritative as compared to fathers, this could be due to more time mothers spend with the adolescent. Thus, first null hypothesis H_{01} was rejected for authoritative parenting style and accepted for authoritarian and permissive parenting style.

Research by McKinney, et al., in 2008 revealed that in general, mothers tend to provide more warmth and support and generally have closer relationships with their children and adolescents than fathers do.

Table 2: Mean, SD, f- value, p-value Of Authoritative, Authoritarian and Permissive Parenting Styles of the Father with Respect to Family Income

Parenting style	Monthly income	N = 80			
		Mean	SD	F value	p-value
Authoritative	10,000 - 30,000	103.72	21.66	2.59	0.59
	30,000 - 50,000	113.75	12.27		
	50,000 - 75,000	103.30	13.18		
	75,000 and above	99.04	21.03		
Authoritarian	10,000 - 30,000	57.20	14.93	3.95*	.011
	30,000 - 50,000	49.50	9.93		
	50,000 - 75,000	57.20	14.86		
	75,000 and above	45.61	11.95		
Permissive	10,000 - 30,000	40.16	5.64	7.42**	.000
	30,000 - 50,000	40.08	5.62		
	50,000 - 75,000	40.70	5.29		
	75,000 and above	33.38	6.06		

*p<0.05 significance level, **p<0.01 significance level

Table 2 suggested that there was no statistically significant difference in authoritative parenting styles of the father with respect to income of the family. However, Fathers' authoritarian and permissive parenting style was influenced by family income. Difference in mean values indicate that fathers belonging to middle class families were more authoritative where as those belonging to lower family income groups or upper middle class were more authoritarian. However, the fathers in upper middle class i.e. Rs. 50,000-75,000 were seen to be more permissive. Thus, second null hypothesis H_{02} was rejected for the father.

In terms of mothers' parenting style and the effect of family income on the same, results revealed that there was no statistically significant difference in terms of parenting styles of mother with respect to income. Thus, second hypothesis H₀₂ that family income does not influence the adoption of maternal parenting styles, was accepted for the mother.

Lower family income was associated with greater parental harshness (authoritarianism) in third- and fifth-graders. Also economic hardship was directly related to higher reports of coercive family processes, implying more authoritarian parenting (Fox, et al., 2000).

Table 3: Mean, SD, f- value, p-value of Authoritative, Authoritarian and Permissive Parenting Styles of Father with Respect to Education

N = 80					
Parenting style	Education	Mean	SD	F value	p-value
Authoritative	up to 10 th grade	108.62	12.54	1.28	.283
	12 th grade	97.20	22.60		
	Graduate	107.87	15.24		
	Post graduate	108.18	22.91		
	Any other	108.57	15.44		
Authoritarian	Up to 10 th grade	57.76	12.76	4.94**	.001
	12 th grade	55.65	14.30		
	Graduate	52.91	14.51		
	Post graduate	40.47	5.32		
	Any other	54.14	8.95		
Permissive	Up to 10 th grade	42.15	5.03	5.80**	.000
	12 th grade	41.65	5.42		
	Graduate	37.39	6.62		
	Post graduate	34.23	5.16		
	Any other	25.85	5.69		

**p<0.01 significance level

Table 3 suggests that there was statistically significant difference in terms of parenting style of the fathers with respect to education. Mean differences indicate that those fathers who were less educated used more authoritarian parenting style or permissive parenting. Thus, the fourth null hypothesis H_{03} was rejected for fathers' authoritarian and permissive parenting style and accepted for fathers' authoritative parenting style.

Table 4: Mean, SD, f- value, p-value Of Authoritative, Authoritarian and Permissive Parenting Styles of Mother With respect to Education

N = 80					
Parenting style	Education	Mean	SD	F value	p-value
Authoritative	Up to 10 th grade	106.17	14.98	10.31**	.000
	12 th grade	105.15	15.57		
	Graduate	114.97	8.79		
	Post graduate	113.36	10.26		
Authoritarians	Up to 10 th grade	57.60	12.65	5.48**	.002
	12 th grade	57.00	12.32		
	Graduate	46.33	10.91		
	Post graduate	53.27	8.02		
Permissive	Up to 10 th grade	41.43	7.19	3.45*	.021
	12 th grade	43.92	5.90		
	Graduate	34.27	6.05		
	Post graduate	36.27	5.04		

* $p < 0.05$ significance level, ** $p < 0.01$ significance level

There was statistically significant difference in terms of parenting style of mother with respect to education in table 4. It indicates that graduate mothers used more authoritative parenting style, those mothers who were less educated, employed authoritarian and permissive parenting styles. Thus, the third null hypothesis H_{03} i.e. There is no statistically significant difference in terms of parenting style of mother with respect to her education, was rejected for mothers.

This might be because the age old Indian parenting which was value based, and focused on interdependence and obedience persists due to lack of literacy. Such parenting generally gives little autonomy to the children and more assertiveness on the parent's side. Literacy brings about a level of awareness about parenting and leads the parents to a parenting style that is beneficial for the adolescents, that is authoritative parenting.

Effect of Age on Maternal and Paternal Parenting Styles

There was no statistically significant difference in terms of parenting styles of father or the mother with respect to their age. Thus, fourth null hypothesis H_{04} was accepted.

A research conducted by Nam & Chun in 2013 contradicted the current results by revealing that mother's age was significantly related to mother's parenting style.

Conclusion

The main focus of the study was to find out the difference in maternal and paternal parenting styles and the results were found to indicate that mothers were more authoritative as compared to fathers. It was also evident that only fathers' parenting style was affected by family income and not mothers' parenting style. Fathers belonging to middle income groups were more authoritative whereas those belonging to lower family income groups were more authoritarian and those belonging to upper middle income groups were more permissive. Education of the parents individually had a significant effect on their respective parenting styles. Mothers who were more educated were more authoritative whereas those parents who were low on literacy were more authoritarian or permissive in their approach. However, neither paternal nor maternal age had an effect on the parenting styles used by the parents individually. Thus, parents employ similar parenting styles irrespective of their age and mothers irrespective of their income.

Limitation

The study was conducted using snowball sampling technique, which makes the sample less representative.

Recommendation

A larger, more representative sample would be suggested for further research. Other factors affecting parenting styles should be considered.

Reference

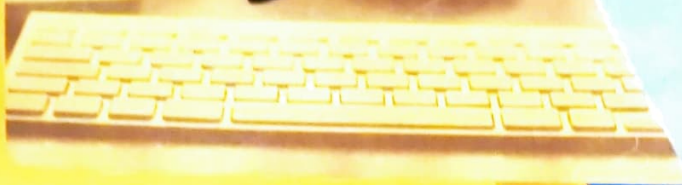
1. Crosswhite, J.M. & Kerpelman, J. (2009). Coercion theory, self-control, and social information processing: Understanding potential mediators for how parents influence deviant behaviors. *Deviant Behaviour*, 30, 611–646.
2. Essays, UK. (November 2015). Impact Of Parenting Styles On Adolescent Emotional Maturity Psychology Essay. Retrieved from

- <https://www.ukessays.com/essays/psychology/impact-of-parenting-styles-on-adolescent-emotional-maturity-psychology-essay.php?cref=1>
3. Fox, K., Scholar, M. & Timmerman, L. (2000). The Relationships Between Socioeconomic Status, Parenting Styles, and Motivation Orientation. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.211.2936&rep=rep1&type=pdf>
 4. Hoskins, D. (2014). Consequences of Parenting on Adolescent Outcomes. *Societies*, 4, 507-531. doi:10.3390/soc4030506
 5. Jisha, K. V. (2016). A Study on the Relationship of Parenting Style with Emotional Maturity of Secondary School Students. *The International Journal of Indian Psychology*, 3(3), 21-22. Retrieved from <http://oaji.net/articles/2016/1170-1460578473.pdf>
 6. Joseph M. V., John J. (2008). Impact of parenting styles on child development. *Global Academic Society Journal: Social Science Insight*, 1 (5). 16-25. ISSN 2029-0365.
 7. Kashahu, F., Dibra, G., & Osmanaga, F., (2015), The relationship between parental demographics, parenting style and student academic achievement. *European Scientific Journal*, 10(4), 237-251. Retrieved from <https://eujournal.org/index.php/esj/article/viewFile/3352/3264>
 8. Mckinney, Cliff & Renk, Kimberly. (2008). Differential Parenting Between Mothers and Fathers. *Journal of Family Issues*, 29.806-827. 10.1177/0192513X07311222.
 9. Milevsky, A. & Schlechter, M. & Netter, S. & Keehn, D. (2007). Maternal and Paternal Parenting Styles in Adolescents: Associations with Self-Esteem, Depression and Life-Satisfaction. *Journal of Child and Family Studies*, 16. 39-47. doi: 10.1007/s10826-006-9066-5.
 10. Nam, S., & Chun, J. (2013). Influencing factors on mothers' parenting style of young children at risk for developmental delay in South Korea: The mediating effects of parenting stress. *Children and Youth Services Review*, 36. 81-89, doi : 10.1016
 11. Raza, S. & Adil, A. & Ghayas, S. (2008). Impact of Parental Death on Adolescents' Psychosocial Functioning. *Journal of Psychosocial Research*. 3. 1-11. Retrieved from https://www.researchgate.net/publication/233529501_Impact_of_Parental_Death_on_Adolescents'_Psychosocial_Functioning
 12. Robinson, C., Mandleco, B., Roper, S & Hart, C. (1995). Authoritative, authoritarian, and permissive parenting practices: Development of a new measure. *Psychological Reports*, 77, 819-830. doi 10.2466/pr0.1995.77.3.819
 13. Steinberg, L. (2014). *Age of opportunity: Lessons from the new science of adolescence*. Boston, MA: Houghton Mifflin Harcourt.



**Peer Reviewed Referred
and UGC Listed Journal
(Journal No. 40776)**

Handwritten signature



**ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL**

AJANTA

**Volume-VIII, Issue-I
January - March - 2019
English Part - V**

**IMPACT FACTOR / INDEXING
2018 - 5.5
www.sjifactor.com**

Ajanta Prakashan

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VIII Issue - I English Part - V January - March - 2019

**Peer Reviewed Refereed
and UGC Listed Journal**

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING
2018 - 5.5
www.sjifactor.com

❖ EDITOR ❖

Asst. Prof. Vinay Shankarrao Hatole

M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.

❖ PUBLISHED BY ❖



Ajanta Prakashan
Aurangabad. (M.S.)

The information and views expressed and the research content published in this journal, the sole responsibility lies entirely with the author(s) and does not reflect the official opinion of the

Editorial Board, Advisory Committee and the Editor in Chief of the Journal "AJANTA".

Owner, printer & publisher Vinay S. Hatole has printed this journal at Ajanta Computer and Printers, Jaisingpura, University Gate, Aurangabad, also Published the same at Aurangabad.

Printed by

Ajanta Computer, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Published by :

Ajanta Prakashan, Near University Gate, Jaisingpura, Aurangabad. (M.S.)

Cell No. : 9579260877, 9822620877, Ph.No. : (0240) 2400877

E-mail : ajanta1977@gmail.com, www.ajantaprakashan.com

AJANTA - ISSN 2277 - 5730 - Impact Factor - 5.5 (www.sjifactor.com)

❧ CONTENTS OF ENGLISH PART - V ❧

S. No.	Title & Author	Page No.
9	Engaging and Building Millennial Leadership Assit. Prof. Supriya Bhagat Ms. Harsha Chandra Muthaiya Ms. Mariya Iqbal Pithawala	67-75
10	A Study of Academic Anxiety of Adolescents in Relation to their Home Environment Dr. Rohit Bhandari Ms. Sudha Kumari	76-82
11	A Study on Beta Analysis of Selected Stocks Prof. Indrajeet Kole	83-90
12	Relationship between Emotional Maturity and Personality Traits among Adolescents Dr. Swati Partani Pranjali Bhakre	91-97
13	Equal Pay for Equal Work as A Social and Economical Charter for Agricultural Labour : A Study Asst. Prof. Sonnar R. S.	98-101
14	Socio-Economic Problems of Scheduled Caste and Scheduled Tribe Graduate Students: Special Reference to Karnataka (Ballari) Karibasappa G. Dr. Veerendra Kumar N.	102-108
15	Significance of Finishing Schools for Employability Skills Mohammad Nasiruddin Bashiruddin	109-114
16	Problems and Prospect of West Bengal Public Libraries with Special Reference to South 24 Parganas : A Study Dr. Subal Kumar Barui	115-123
17	Specific Areas of Accountability of Teachers and Schools Prof. Dr. B. J. Mundhe	124-131

12. Relationship between Emotional Maturity and Personality Traits among Adolescents

Dr. Swati Partani

Assistant Professor & Head, Department of Child Development, Maniben Nanavati College,
Mumbai, Maharashtra, India.

Pranjali Bhakre

Educational Coordinator, Jeevandeep Edumedia Pvt. Ltd., Nagpur, Maharashtra, India.

Abstract

Adolescent is the most vital stage of development. Many physiological and psychological changes are taking place at this stage. Emotional and personality development play an important role in emotional independence and identity formation in adolescents. This study aims to find correlation between Emotional Maturity and Personality Traits among Adolescents. Purposive sampling technique was used to collect sample of 300 students from 5 SSC board schools in western suburbs of Mumbai. Further, sixty students of 9th grade were selected from each school. Sixteen Personality Factor Test (16 PF) by Raymond B. Cattle (1991) was used to analyze Personality traits and Emotional Maturity Scale developed by Yashvir Singh and Mahesh Bhargava(1990) was used to measure Emotional Maturity among adolescents.

Results revealed that, in terms of personality traits adolescent respondents were found to be warm-hearted, affected by feelings, feel few obligations, conscientious, stubborn, socially bold, dependent, and suspicious. They were found to be practical, wrapped up in inner urgencies, experimenting, and self-conflicted, frustrated and group dependent. They were also found to be concrete thinkers, prudent, taciturn, and realistic.

On scale of emotional maturity most of adolescent respondents were found to be emotionally extremely unstable.

Key Words: Emotional Maturity, Personality Traits

Introduction

In the developmental stages of human being, adolescence is one of the very important stages where an individual is no longer a child but is in the process of becoming an adult. Adolescence is the period of development corresponds roughly to the period between the ages of 10 and 19 years, which is consistent with the World Health Organization's definition of adolescence. Yerpude (2013) mentioned that, In India, 21.4% of total population belongs to age

group of 10-19 years i.e. 1/5th of total Indian population are adolescents. Adolescence begins with the onset of physiologically normal puberty, and ends when an adult identity is formed. One of the major developmental tasks of adolescents consists of achieving emotional independence as well as forming an identity as an individual (Havinghurst, 1972).

Adolescence is also known as the age of identity formation, where a person strives to establish his or her own identity in this society. Every person has some or the other characteristics which makes his or her personality. The combinations of attitudes, behavior, makes the personality of a person. Adolescent's personality traits have an impact of gender, genes, or even their environment. Larsen & Buss (2005) defined personality as the set of psychological traits and mechanisms within the individual that are organized and relatively enduring and that influence his or her interactions with, and adaptations to, the intra psychic, physical, and social environments.

With regards to personality traits, the diagnostic and statistical Manual of Mental Disorder of the American Psychiatric Association (2000) posited that, personality traits are enduring patterns of perceiving, relating to and thinking about the environment and about oneself that are exhibited in a wide range of personal and social context. Whereas other researchers maintained that a personality traits is a consistent and long lasting tendency in an individual's behavior and action.

Arora (2016) quoted Stenberg (1994) said that "all people are essentially born with the same set of traits and that individual difference can be ascribed to the extent to which they are in possession." Personality traits can differ among individuals depending on the situation or the degree to which person reflects a particular behavior.

One another most important perspective of development for an adolescent is their emotionality. Adolescents strive for attaining emotional maturity. At this stage of emotional development, adolescent's experiences much emotional turmoil sometimes adolescent become very happy or excited and at very next moment the same person will be sad about something. When an adolescent makes transition from childhood to adulthood, he or she strives to control their emotion, to become emotionally independent as it is one of the most important developmental tasks for them. An adolescent can only be called emotionally mature when he or she is able to regulate their emotion. And a person who is able to regulate emotions and express them in a controlled manner can be called as emotionally stable person.

It can be said that, emotional maturity among adolescent help them to make wiser choices which doesn't create harm. Singh (1990) defined 'Emotional maturity as not only the effective

determinant of personality patterns but it also helps to control the growth of an adolescent's development. A person who is able to keep his emotions under control, which is able to rock delay and to suffer without self-pity, might still be emotionally stunted and childish.

Rationale

Personality of adolescent is developed with a combination of person's attitude, beliefs, emotions, behavior etc. and a person's emotions are not just feelings but a unique way to express their thoughts, which differs from person to person so as personality. With the changing self and environment of adolescence, they start feeling uncomfortable, emotionally upset and tensed which further showcase their personality. Adolescents different reaction in different situations differs according to their personality, which also shapes their social identity, as adolescents are at the stage of identity formation. So there is need to assess personality traits and emotional maturity among them. If adolescent's emotionality affects their behavior which is an important constituent of their personality, there is a need to find relation between their personality traits and emotional maturity which can be helpful for them to control their reaction and to shape their personality. So this study further tries to find correlation between two most important assets of development emotional maturity and personality traits.

The study was designed with following objectives:

- To explore personality traits among adolescents
- To assess the level of emotional maturity among adolescents
- To find relationship between personality traits and emotional maturity among adolescents

Hypothesis

H₀₁: There is no statistical significant co-relation between personality traits and emotional maturity of adolescent

Methodology

Research design

Co relational design was used for this study.

Sample

Purposive sampling technique was used for sampling. Sample of 300 SSC board students were selected, from 5 schools in western suburb of Mumbai. From each school data of 60 students was collected. All these students belonged to 9th grade, from which 150 were boys and rest 150 were girls.

Tool

Sixteen Personality Factor Test (1991) – R. B. Cattell

Emotional Maturity Scale (1990) – Dr. Yashvir Singh and Dr. Mahesh Bhargava

If the score for emotional maturity scale is more, the adolescent is emotionally extremely unstable i.e. as the score on emotional maturity scale increases, the emotional maturity decreases.

Procedure for data collection

From every permitted school, students were provided with information about purpose of study and consent was taken from them before administering this test on them. Sixty students from each school were provided with appropriate instructions for answering the tool and data was collected.

Data analysis

The quantitative analysis was done for collected data with the help of Statistical software, in which test such as frequency, mean, and co-relation were used. The data representation was done through tables and graphs and results were discussed further.

Results and discussion

1.1 Assessment for Personality Traits among Adolescents

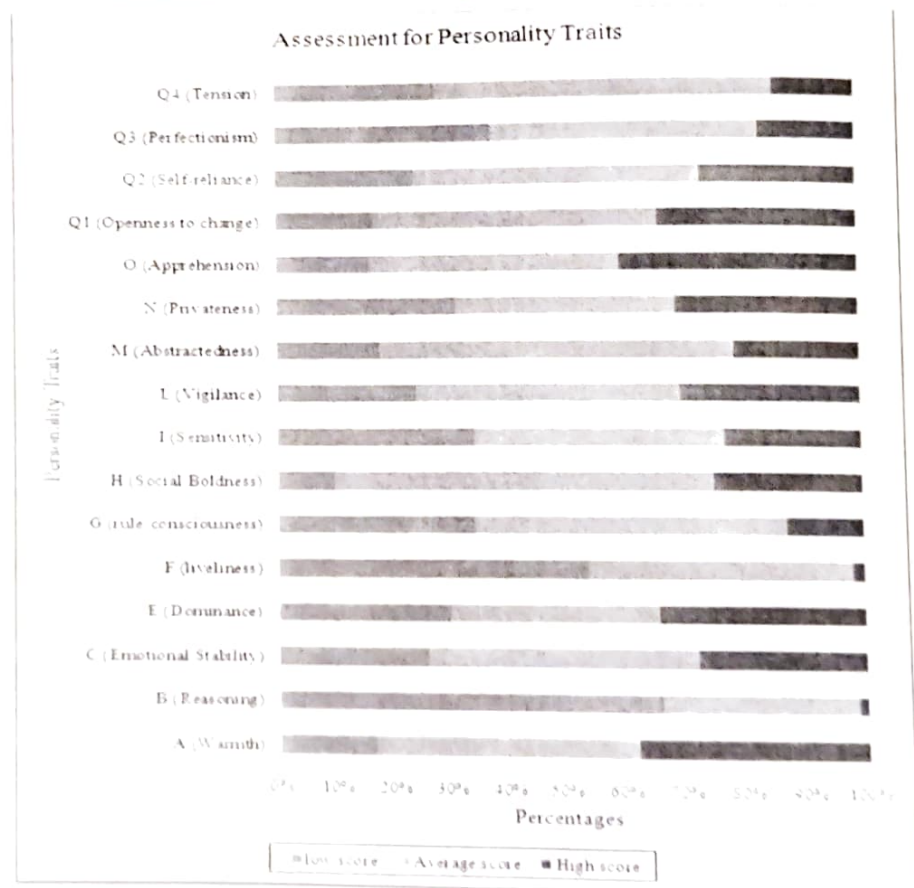


Figure 1.1 Percentages of Personality Traits among Adolescents

According to the figure 1.1, traits apprehension (39.66%), warmth (38%), dominance (34%) and openness to change (33%) scored high as compared to other traits in adolescents. Social boldness (65.66%), tension (58%), rule-consciousness (52%), self-reliance (49.66%), emotional stability (46.33%), sensitivity (42.33%), vigilance (43.66%), Abstractedness (45.33%), perfectionism (45.66%) and privateness (38%), traits found to have average score for the adolescent respondents. Low scores were observed for reasoning (66.33%) and liveliness (54.33%) of the adolescent (1-4).

For the trait of social boldness adolescent were found to be venturesome, uninhibited and spontaneous which can be because adolescent like to involve more with peer, these group which is important socialization according to them, making them socially bold. Adolescents likely to involve more with peer groups than with their parents or other as it is a trait of this age and involve in risk taking behavior. For trait of vigilance, adolescents were suspicious and self-opinionated, because of changes happening in their body adolescents often uncomfortable. When in this stage parent try to instruct them to act in certain way, it is hard for them behave according to them feeling obligation for rules and make them suspicious.

2.1 Assessment of Level of Emotional Maturity among Adolescents:

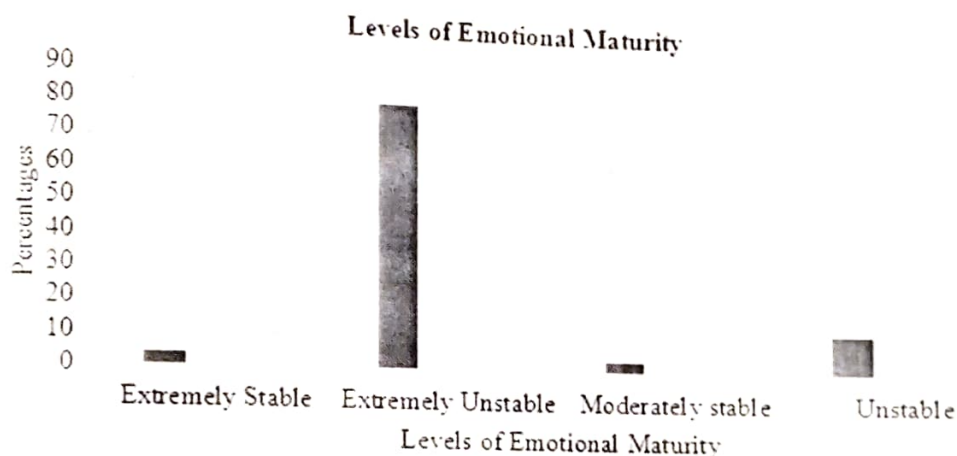


Figure 2.1 Percentage of Level of Emotional Maturity among Adolescents

The figure 1.2, illustrates the percentage of adolescents belong to different levels of emotional maturity. Only 4% of the samples were found to be extremely stable whereas 80.3% of samples were found to be extremely unstable.

At this vulnerable stage of development, adolescents go through many changes which make them uncomfortable, and emotionally volatile. Adolescents are emotionally volatile. So it can be seen that, they are overjoyed for something but can be sad at other moment. They can

rarely take practical decisions and generally acts emotionally in most of situation which make them more emotionally unstable.

3.1 Co-relation between Personality Traits and Emotional Maturity of adolescents

Table 3.1, Co-relation between Personality Traits and Emotional Maturity

Personality Traits	Co-relation Value Emotional Maturity
A (warmth)	0.05
B (Reasoning)	-0.11*
C (Emotional stability)	-0.16**
E (Dominance)	0.11*
F (Liveliness)	0.001
G (rule-consciousness)	-0.03
H (social boldness)	-0.19
I (Sensitivity)	0.002
L (Vigilance)	-0.05
M (Abstractedness)	0.04
N (Privateness)	0.16**
O (Apprehension)	0.08
Q1 (Openness to change)	-0.07
Q2 (Self-reliance)	-0.11*
Q3 (Perfectionism)	-0.14*
Q4 (Tension)	-0.03

** Correlation is significant at the 0.01 level * Correlation is significant at the 0.05 level

As discussed in methodology, more the scores of emotional maturity less is the emotional maturity. Results were interpreted accordingly. According to Table 3.1, for total score of emotional maturity, there was significant positive correlation with personality trait dominance ($r = 0.11$, $p = 0.05$) and privateness ($r = 0.16$, $p = 0.00$) and significant negative correlation with reasoning ($r = -0.11$, $p = 0.05$), emotional stability ($r = -0.16$, $p = 0.01$), self-reliance ($r = -0.11$, $p = 0.05$), and perfectionism ($r = -0.14$, $p = 0.01$). There was no significant correlation of emotional maturity with rest of the personality traits.

This result can be supported by research done by Kumar, Sharma and Singh in year (2014) on Personality factors as correlates of Emotional Maturity among Adolescent which signifies that different traits have negative or positive correlation with emotional maturity. Traits such as agreeableness and consciousness had significant positive correlation with emotional maturity. Neuroticism had negative correlation with emotional maturity.

Conclusion

- Adolescent respondents scored average on various personality traits, though scored more for traits warmth, dominance, and openness to change as compared to other personality traits. Whereas adolescents scored low for traits reasoning and liveliness.
- Most of the respondents were found to be emotionally extremely unstable.
- Reasoning, emotional stability, self-reliance and perfectionism increased with emotional maturity.
- Personality traits, dominance and privateness decreased with emotional maturity.

Recommendations

- This research can be done for other stages of adolescent to understand emotional maturity and personality traits among them.
- This research can be diversified by including other variables such as urban and rural, different age group etc. for better understanding of emotional and personality development among adolescents.
- Adolescent need to be educated for their better emotional development. It will also be helpful for their better personality development.

References

1. American Psychiatric Association (2000). Diagnostic and Statistical manual of Mental D Disorders, 4th edition- Text revision.
2. Arora, R. (2016). Personality traits of adolescents of working and non-working mother. *Imperial Journal of Interdisciplinary Research*, 2(4), ISSN: 2454-1362, 216-218.
3. Cattell, R.B. (1991). *Administrator's Manual for The 16 PF*. Campaign: IPAT.
4. Havinghurst R. J. (1972). *Developmental Tasks & Education*. New York McKay.
5. Kumar, S., Sharma, M., & Singh, R. (2014). 'Personality factors as correlates of Emotional Maturity among adolescents. *Journal of the Indian Academy of Applied Psychology*, 40 (2), 221-227.
6. Larsen, R. J., & Buss, D. M. (2005). *Personality psychology: Domains of knowledge about human nature (2nd Ed.)*. New York: McGraw Hill, 4.
7. Shafeeq, N.Y., Thaqib, A. (2015). Comparative study of Emotional maturity of secondary school students in relation to academic achievement. *The International Journal of Social Sciences and Humanities Invention*, 2(06), 1437-1444.
8. Singh, Y. and Bhargava, M. (1990). *Manual for Emotional Maturity Scale (EMS)*. Agra National Psychological Corporation. New Delhi.

Volume 6, Issue 1 (X).
January - March 2019

ISSN 2394 - 7780



ज्ञान-विज्ञान विमुक्तये
UGC
University Grants Commission
Journal No.: 63571

International Journal of
Advance and Innovative Research
(Conference Special)

Indian Academicians and Researchers Association
www.iaraedu.com

CONTENTS

Research Papers

A STUDY OF NPAS AND CREDIBILITY OF INDIAN BANKING SYSTEM	1 – 6
Dr. (Mrs.) Sunita Sharma	
APPLICATION OF ZHOU'S DIFFERENTIAL TRANSFORM METHOD TO MECHANICAL ENGINEERING FOR DAMPED MOTION OF SPRING	7 – 13
Abhishek Upadhyay, Tejas Sangle and Prof. Narhari Onkar Warade	
A STUDY ON THE CHALLENGES FACED BY MILLENNIALS AT THE WORKPLACE AND FACTORS IMPACTING THEIR JOB SATISFACTION	14 – 17
Khushboo Chhabria	
STUDY OF CHANGING TRENDS IN FINANCING STEEL SECTOR IN INDIA	18 – 20
Dr. Khushpat Jain and Kruti Aditya Shah	
INDUSTRIAL ENGINEERING APPLICATIONS OF ZHOU'S DIFFERENTIAL TRANSFORM METHOD BY FIRST ORDER DIFFERENTIAL EQUATION OF REAL WORLD SYSTEMS	21 – 27
Narhari Onkar Warade and Dr. Prabha Rastogi	
A STUDY OF FINANCIAL ANALYSIS USING RATIOS WITH SPECIAL REFERENCE TO BMTC	28 – 31
Dr. R. Saminathan and Hemalatha P	
THE STUDY OF OPPORTUNITIES AND CHALLENGES OF DIGITAL ADVERTISING IN INDIA	32 – 35
Dr. Rita Khatri	
A COMPARATIVE STUDY OF CURRICULUM AND COURSE OF B.COM AND SELF FINANCING COURSES OFFERED BY UNIVERSITY OF MUMBAI	36 – 39
Saima Shueb Khan and Yadav Nilesh Inderkumar	
DIGITAL TECHNOLOGY IN TEACHING: CHALLENGES AND OPPORTUNITIES	40 – 43
Dr. Shelkh Shaheda	
A STUDY ON THE IMPACT OF WORKPLACE DIVERSITY ON ORGANIZATION	44 – 46
Afreen Khan	
USE OF PAYTM – A BOON FOR CASHLESS ECONOMY	47 – 49
Arli More	
SECURITY IN WIRELESS AD HOC NETWORK	50 – 52
Diana J Fernandes	
GROWTH OF WIRELESS COMMUNICATIONS IN DIGITAL INDIA	53 – 57
Kashish Malik	

2nd International Multidisciplinary Conference

on

*“Use of Digital Technology in Business,
Financial Services and Education Systems;
Challenges & Opportunities”*



Organized by

Seva Sadan College of Arts, Science & Commerce

(Affiliated to University of Mumbai)

Ulhasnagar

9th February, 2019 Saturday



Publication Partner

Indian Academicians and Researcher's Association



Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)

ISSN 2277 - 5730

AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume-VII, Issue-IV
October - December - 2018
English Part - I

Impact Factor / Indexing
2018 - 5.51
www.sjifactor.com



Ajanta Prakashan



ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VII

Issue - IV

October - December - 2018

ENGLISH PART - I

Peer Reviewed Referred
and UGC Listed Journal

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING
2018 - 5.5

www.sjifactor.com

❖ EDITOR ❖

Asst. Prof. Vinay Shankarrao Hatole

M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.

❖ PUBLISHED BY ❖



Ajanta Prakashan

Aurangabad. (M.S.)

❧ CONTENTS OF ENGLISH PART - I ❧

Sr.No.	Name & Author Name	Page No.
1	Concept of Health Education Dr. C. C. Chaudhari	1-7
2	Empowerment of Rural Women in India Dr. Mrs. Saumitra S. Sawant	8-15
3	A Study on Impact of Globalisation in India Farheen Anwar Hussain Makrani	16-21
4	Changing Trends in Marketing of Agricultural Inputs: A Case Study of Ajara Taluka of Kolhapur District Dr. Goral Sonappa Dajiba Mr. Manoj H. Desai	22-30
5	The Impact of Performance Appraisal on Job Satisfaction B. R. Kamble	31-39
6	A Study about Principles, Types and Legal Aspects of Corporate Social Responsibility Asst. Prof. Someshwar R. Panchakshari	40-44
7	Tourism, Culture and Development as Incredible India Dr. Abdul Samad Abdul Basit Shaikh	45-51
8	Multi Culturalism and Incredible India Dr. Faruqui Mohammed Quayyum	52-58
9	Green Business Strategy and Human Resource Development in Hotels: A Social and Corporate Responsibility towards a Sustainable Environment Pritilata Acharya	59-64
10	Development of Life Skills through Teaching of Environmental Science in Classroom Dr. Khan Zeenat Muzaffar	65-68
11	Microfinance: A Social Innovator Dr. Kulbhushan Baoskar	69-72
12	Unity in Diversity and Rural Incredible India Mr. Shaikh Gafoor Ahmed	73-79
13	Non Performing Assets and Financial Health - A Review of Indian Economy Dr. (Mrs.) Sunita Sharma	80-87
14	The Relationship between Emotional Intelligence and Social Maturity of an Adolescent Phra Werayut Poonsing Dr. M. K. Tajne	88-95

Nirma University Journal of Business and Management Studies

Vol.1, Nos. 2 & 3; April - September 2018

Articles

An Overview of the Smart Cities Mission of India:
A Case of Smart Cities of Gujarat

Hastimal Sagra

Impact of Fiscal Discipline On Public Expenditure and
National Income Of India

Dhyan Mehta

Surmounting the Glass Ceiling at the Workplace

Monali Chatterjee
Poonam Jha

Advertisement and Publicity Expenditure by Banks
in the Changing Banking Landscape

Sunita Sharma

Book Review

Santro The Car that Built a Company

Seema Bihari



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT
NAAC ACCREDITED 'A' GRADE

Institute of Management



Contents

Articles

- 01 An Overview of the Smart Cities Mission of India: A Case of
Smart Cities of Gujarat
Hastimal Sagra
- 29 Impact of Fiscal Discipline on Public Expenditure
and National Income of India
Dhyani Mehta
- 45 Surmounting the Glass Ceiling at the Workplace
Monali Chatterjee & Poonam Jha
- 65 Advertisement and Publicity Expenditure by
Banks in the Changing Banking Landscape
Sunita Sharma

Book Review

- 85 Santro The Car that Built a Company
Seema Bihari
-

3-3-4

VOLUME - VI, ISSUE - II, PART - I
MARCH - AUGUST - 2018

IDEAL

Peer Reviewed UGC listed
Journal No.: 47026



Ajanta Prakashan
Aurangabad. (M.S.)



ज्ञान-विज्ञान विमुक्तये

**AN INTERNATIONAL MULTI DISCIPLINARY
HALF YEARLY RESEARCH JOURNAL**

ISSN - 2319 - 359X

Impact Factor: 4.988 (www.sjifactor.com)

ISSN 2319 - 359X
AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL

IDEAL

Volume - VI

Issue - II

Part - I

March - August - 2018

**Peer Reviewed Referred
and UGC Listed Journal**

Journal No. 47026



ज्ञान-विज्ञान विमुक्तये

**IMPACT FACTOR / INDEXING
2017 - 4.988**

www.sjifactor.com

❖ EDITOR ❖

Assit. Prof. Vinay Shankarrao Hatole

M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R),
M.Drama (Acting), M.Drama (Prod & Dirt), M.Ed.

❖ PUBLISHED BY ❖



Ajanta Prakashan
Aurangabad. (M.S.)

VOLUME - VI, ISSUE - II - MARCH-AUGUST - 2018

IDEAL - ISSN 2319 - 359X - IMPACT FACTOR - 4.988 (www.sjifactor.com)



CONTENTS OF PART - I



Sr. No.	Name & Author Name	Page No.
11	A Study on Investor's Education as a Prominent Solution for Sustainable Financial System in VUCA World Ms. Sucheta S. Pawar Ms. Ekta R. Sawani	76-86
12	Ediotherapism a New Approach to Education: Enhancing a Students Result through Walk & Talk Theory Dr. Sudhir M. Purohit	87-90
13	Review of Non-Performing Assets in a VUCA World Dr. (Mrs.) Sunita Sharma	91-99
14	Students Awareness of Mobile Waste Management in VUCA World Ms. Swapnali Lotlikar	100-109
15	A Study of Financial behaviour and Literacy amongst the College Students in Mumbai Dr. Vijetha S. Shetty Mr. Baby Jaison Thomas	110-122



ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL



AJANTA

Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)

Volume - VII, Issue - I
Part - I
January - March - 2018

IMPACT FACTOR / INDEXING
2017 - 5.2 www.sjifactor.com

AJANTA PRAKASHAN



CONTENTS OF PART - I



Sr. No.	Name & Author Name	Page No.
1	Managing Non-Performing Assets in Public Sector Banks: Issues and Challenges Dr. Daksha Dave	1-11
2	PNB Scam and Auditing Reforms in Banking Sector Dr. (CA) Seema Gosher	12-18
3	A Study on Existence of Organised Retail Formats and its Impact on Consumer's Purchase Behaviour in Mumbai Ms. Snehal I. Obhan	19-31
4	Cashback Effectiveness in Online Shopping Among Mumbai Consumers Ms. Aurora Vaz	32-39
5	Daycare Centre: A Boon for Working Parents in the City of Mumbai Dr. Sarita Kasaralkar	40-49
6	Legal Perspective of Indian Financial Sector Prof. Amar Salve	50-55
7	A Review on Social Media Marketing By the Wellness Services Sector in India Ms. Purvy Karia	56-65
8	Challenges for Hospitality Industries Dr. Meena Mehta	66-77
9	Privatization of Education Ms. Usha Tailor	78-89
10	Influence of FB Feeds on Millennial's Choice of Eating Destinations Ms. Sonal Santosh Mane	90-97
11	A Study on Customer Retention Program - A Case of Speciality Store "Crossword" Ms. Renuka Prajapati	98-106
12	Corporate Debt Restructuring - Stressed Companies and Restructuring Packages Dr. Sunita Sharma	107-118
13	Privatization of Education- With Special Reference to Legal Education: Its Pros and Cons Ms. Savina R. Crasto	119-125



Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40726)



ISSN 2319 - 359X
AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL

IDEAL



Volume - VI, Issue - II
English Part - II
March - August - 2018

IMPACT FACTOR / INDEXING
2017 - 4.988 www.sjifactor.com

AJANTA PRAKASHAN

ISSN 2319 - 359X
AN INTERNATIONAL MULTIDISCIPLINARY
HALF YEARLY RESEARCH JOURNAL

IDEAL

Volume - VI Issue - II

English Part - II

March - August - 2018

**Peer Reviewed Referred
and UGC Listed Journal**

Journal No. 47026



ज्ञान-विज्ञान विमुक्तये

**IMPACT FACTOR / INDEXING
2017 - 4.988**

www.sjifactor.com

❖ EDITOR ❖

Assit. Prof. Vinay Shankarrao Hatole

M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R), -
M.Drama (Acting), M.Drama (Prod & Dir), M.Ed.

❖ PUBLISHED BY ❖



Ajanta Prakashan

Aurangabad. (M.S.)



CONTENTS OF ENGLISH PART - II



Sr. No.	Name & Author Name	Page No.
14	The Role of Education in Women Empowerment Ms. Jyotsna Ganesh Sangore	79-82
15	Challenges and Hurdles in the Journey of Women Empowerment and Suggested Measures to Overcome these Hurdles - Asst. Prof. Sujata R. Tripathi	83-87
16	Making India self-sustainable through Self Help Groups (SHGs) - A Step to Women Empowerment Ms. Annabel Rebello	88-93
17	Women Empowerment - The Need of Hour Smt. Jayashree N. Kolhe	94-98
18	Role of Physical Education in Women Empowerment Asst. Proff. Mrs. Shireen Asif Patel	99-106
19	Role of Public Library in the Women Empowerment Swati Suresh Borhade	107-113
20	Gender Inequality in India Miss. Aarti Bhagwandas Gupta Miss. Surabhi Ravindra Sakhale	114-120
21	Violence against Women and Legal Status Ankita Anant Patkar Ruchita Ashok Palkar	121-126
22	Role of Education in Women Empowerment Asst. Prof. Mrs. Crimita Pereira	127-131
23	Crime against Women in India - Sangeeta Panigrahi - Madhuri Manikhedkar	132-136
24	Role of Physical Education in Women Empowerment Miss. Shadha Vinod Kanojiya Miss. Ankita Rajendra Kolte	137-140

o. Making India self-sustainable through Self Help Groups (SHGs) - A Step to Women Empowerment

Ms. Annabel Rebello

Abstract

Recognised in the budget, the FM's diversion of the nation's funds to Self Help Groups came as a welcome boon. This will not only create more opportunities for women but will also boost the women towards being empowered. Women have always been given a secondary status – be it at home or in society. Women still remain poorest of the poor and can never break free from this cycle. Above all, a poor woman is vulnerable, insecure and lacks knowledge. Women's groups are increasingly becoming vehicles for social, political, and economic empowerment around the world. Such processes take time. But at the present moment, the coverage and reach of the SHG platform is unparalleled and its manifold strengths should be put to work where possible.

Keywords: Self Help, empowerment, women, NGOs

In this paper the focus will be on how Self Help Groups have been effective in uplifting the lives of women in India.

Muhammad Yunus, the winner of the 2006 Nobel Peace Prize and author of "Banker to the Poor: Micro-lending and the Battle Against World Poverty", said:

() *"When a destitute mother starts earning an income, her dreams of success invariably centre around her children. A woman's second priority is the household. She wants to buy utensils, build a stronger roof, or find a bed for herself and her family. A man has an entirely different set of priorities. When a destitute father earns extra income, he focuses more attention on himself. Thus money entering a household through a woman brings more benefits to the family as a whole."*

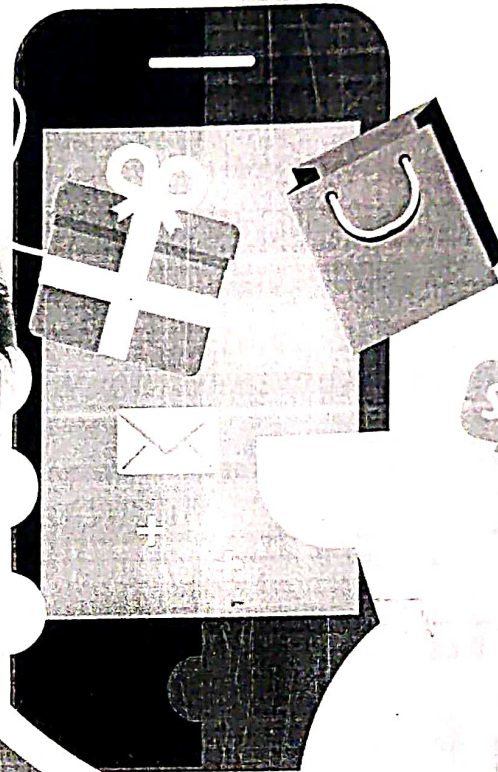
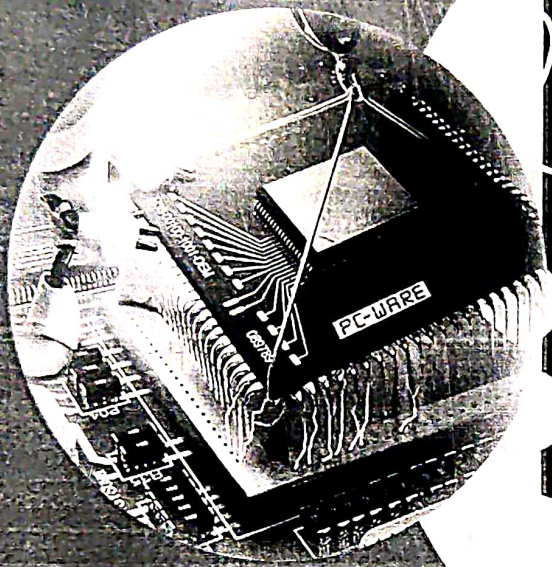
In this paper the focus will be on how Self Help Groups have been effective in uplifting the lives of women in India. Finance Minister Arun Jaitley who presented his last pre-poll budget for the year 2018-19 gave women a reason to cheer.



Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)



ISSN 2277 - 5730
AN INTERNATIONAL
MULTIDISCIPLINARY
QUARTERLY RESEARCH
JOURNAL



AJANTA



Volume-VIII, Issue-I
January - March - 2019
English Part - I

IMPACT FACTOR / INDEXING
2018 - 5.5
www.sjifactor.com



Ajanta Prakashan

❧ CONTENTS OF ENGLISH PART - I ❧

S.No.	Title & Author	Page No.
1	Women Empowerment Schemes in India Dr. Rihana Inamdar	1-9
2	Women Empowerment in India Kavita Sandesh Thakur	10-13
3	Role of Education in Women Empowerment Dr. Chetan Uttamrao Chavan Mrs Shireen Asif Patel	14-22
4	Emotional Intelligence: A Weapon for Women to Deal with Domestic Violence Wadhe Pritesh Rama	23-27
5	Women Empowerment with Reference to Indian Context Mrs. Sujata R. Tripathi	28-33
6	Role of Judiciary in Women Empowerment in Indian Context Prerana Chandramohan Patil	34-38
7	Women Empowerment Swati Suresh Borhade	39-44
8	Indian Constitution and Women Empowerment Aachal Suresh Jodhavat	45-51
9	An Analysis of the Status of Women Empowerment in Rural Districts of Pune Dr. Namrata Anand Kamble	52-58
10	Violence Against Women and Legal Status Mrs. Amandeep Kaur	53-58
11	Poetic Empowerment of Women - An Art, A Protest, A Catalyst for Change Ms Annabel Rebello	59-65
12	Women Empowerment with Respect to Indian Context Ms. Aparna Gopale	66-71
13	Women Empowerment in India Ashwini Dubey	72-77

11. Poetic Empowerment of Women - An Art, A Protest, A Catalyst for Change

Ms Annabel Rebello

Mumbai B.Ed College for Women, Mumbai.

Abstract

Feminism began as a movement to characterize and set up social, legal and cultural freedom and equality of women. Equality for the gender is at the centre of feminism: it advocates women's rights on the ground of the balance of genders in all spheres of life. Poetry has always been used as an outlet for the voiceless women to speak for themselves in the works and lives of two contemporary Indian Women poets namely – Amrita Pritam and Kamla Das. Poetry is used as a tool to serve a deeper purpose that of giving a voice to the voiceless and leading the women to empowerment. They challenge the tropes applied to woman who are simply seen as a consort/beloved, where her suffering and her dilemmas are expressed. Pritam and Das have bravely written works concerning their open discussions on male domination, sexual relations and beliefs. They have challenged male domination in literature and have today secured a place for themselves in the male dominated tradition.

Keywords: Poetry, empowerment, Pritam, Das, subjugation, patriarchy.

“.....there is no tool for development more effective than the empowerment of women.”
empowerment of women.” Kofi Annan, Ghanaian diplomat of the United Nations

In this paper the focus will be on how Indian Women Poets have used poetry as a tool to lead them to empowerment. The focus will be primarily on the works and lives of two contemporary Indian Women poets namely – Amrita Pritam and Kamla Das. Poetry has always been used as an outlet for the voiceless women to speak for themselves. They are able to express their beliefs, thoughts, struggles and victories through one of the most powerful medium of literature which is poetry.

Aristotle in his poetics states that the arts brings a cathartic relief to the artist as well as to the audience. It helps to bring release of suppressed emotions.

“There is no gate, no lock, no bolt that you can set upon the freedom of my mind.
Virginia Woolf

Vol. 13 No. 5, July 2020

ISSN : 0975-1386

Wesleyan Journal of Research

An International Research Journal

HUMANITIES & SOCIAL SCIENCES

Multidisciplinary | Peer Reviewed | Refereed

UGC Care Listed



Bankura Christian College
Bankura-722101
WEST BENGAL, INDIA

Scanned by Scanner Go

Wesleyan Journal of Research
Vol. 13 No. 5, July 2020.

Published by
Principal
Bankura Christian College,
Bankura - 722101
West Bengal, India,
TEL : 03242-256924
FAX : 03243-256924
e-mail : wjrj@bankurachristiancollege.in
bancollege@rediffmail.com
infobcc@bankurachristiancollege.in
Website : www.bankurachristiancollege.in
Home page : wjr.bankurachristiancollege.in

©Bankura Christian College

Printed at :
A. T. Press,
Bankura, India

(This is a refereed journal and all articles are professionally screened and reviewed. The articles reflect the opinion/views of the authors. The editorial board is in no way responsible for the same)

Wesleyan Journal of Research

Vol. 13 No. 5 July 2020 (ISSN: 0975-1386) | Impact
2020
Factor: 6.7

UGC Care Listed

Articles

1. **Effect of Peer Pressure Among Adolescents** 01-08
Author(s) By :- Dr. Supreet Kaur¹ and Meghna Bhalla²
2. **A Study on Effect of Stress on Work Family Conflict in Public and Private Sector Bank Employees in West Bengal** 09-20
Author(s) By :- Sudip Basu¹, Dr. Debasish Biswas² and Dr. Sumati Ray³
3. **Relationship between Internet Addiction, Loneliness, Quality of Sleep and Quality of Life among young adults in Mumbai** 21-30
Author(s) By :- Naushi Chokhani¹ and Anuja Deshpande²
4. **Loneliness, Self-Esteem and Anxiety in Adolescents with Specific Learning Disabilities** 31-41
Author(s) By :- Vhabbiz F. Lala¹ and Anuja Deshpande²
5. **Radhakrishnan on Spiritual Religion** 42-48
Author(s) By :- Madhab Chandra Roy
6. **On Religious Faith** 49-55
Author(s) By :- Kaizar Rahaman
7. **Position of 'Raw' as a Surveillance Agency in India: A Brief Study** 56-65
Author(s) By :- Priyanka Roy¹ and Dr. Priya Ranjan Kumar²
8. **The Ayodhya Dispute Resolution in India: An Analysis** 66-82
Author(s) By :- Naresh Kumar
9. **Representation of Social Aspects in Amit Chaudhuri's Novels** 83-87
Author(s) By :- Santosh¹ and Dr. Kartikey²
10. **Promoting Indian Culture through Archeo-Heritage** 88-97



Loneliness, Self-Esteem and Anxiety in Adolescents with Specific Learning Disabilities

Vhahbiz F. Lala¹ and Anuja Deshpande²

¹M.AII Psychology Student, Maniben Nanavati Women's College, India.

²Assistant Professor, Deptt. of Psychology, Maniben Nanavati Women's College, India.

¹vhahbizofficial@gmail.com, ²dranujadeshpande18@gmail.com

Abstract: The purpose of this study was to examine the levels of anxiety, loneliness and self-esteem in adolescents with Specific Learning Disabilities (SLD) as compared to their non-learning disabled peers. The sample consisted of 80 participants, comprising those diagnosed with SLD (N=40) and those without SLD (N=40) aged between 13-18 years, taken from schools and a college based in Mumbai, India. The tools used were the Beck Anxiety Inventory (1988), the Rosenberg Self-esteem Scale (1965) and the UCLA Loneliness Scale- Version 3 (1996). The Multivariate Analysis of Variance (MANOVA) was conducted to analyse the difference in the levels of anxiety, loneliness and self-esteem in the two groups of adolescents. Results indicated that the level of anxiety in adolescents with SLD was significantly higher $F(1, 78) = 14.101$, $p < .01$. The level of loneliness in adolescents with SLD was significantly higher $F(1, 78) = 21.644$, $p < .01$. Results of self-esteem would be lower in adolescents with SLD was found to be non-significant $F(1, 78) = 1.983$, $p < 0.163$.

Key Words: Specific Learning Disabilities, Anxiety, Loneliness, Self-Esteem.

Article History

Received: 21/06/2020; Accepted: 30/07/2020

Corresponding author: Vhahbiz F. Lala, Email id: vhahbizofficial@gmail.com

Introduction

Children with Specific Learning Disabilities are more often than not, bullied and mocked by their peers. A Specific Learning Disorder (SLD) is a delay or deficit in an academic skill that is evident when an individual's achievement and skills are substantially below what would be expected for others of comparable age, education, and level of intelligence. (Whitbourne & Halgin, 2014). According to the Diagnostic and Statistical Manual of Mental Disorders, Fifth

[Home](#)
[Aims and Scope](#)
[Editorial Board](#)
[Available Issues](#)
[Publishers](#)
[Instructions to Authors](#)
[Contributor's Form](#)
[Copyright Form and Terms for Authors](#)
[List of Reviewers](#)
[Journal Ethics Policy](#)
[Authorship Criteria](#)
[Clinical Trial Registry](#)
[Open Access Policy](#)
[Licensing Policy](#)
[Peer Review Process and Policy](#)
[Plagiarism Policy](#)
[Author Charges](#)

[Home](#) → [Available Issues](#) → 2018

2018 - Vol 5, Issue 4

	Article	Page No.
Editorial	Smartphone Addiction is for Real Anuja Deshpande	386-387
Review Paper	Genetic Epidemiology of Schizophrenia and Bipolar Disorders : a review A. Anuradha, V. Lakshmi Kalpana DOI Number: 10.30877/IJMH.5.4.2018.388-396	388-396
Original Research Article	Deviant Sexual Behavior amongst Substance Abusers - a clinical study Shertal Bidkar, Anuj Khandewal, Sunil Jhalani DOI Number: 10.30877/IJMH.5.4.2018.397-406	397-406
Original Research Article	A study of smart phone addiction and effects on perceived stress in medical students in a tertiary hospital in central India Abhishek Suman, Amit Nagarkar, Mevum Phirke, Praveer Waradkar DOI Number: 10.30877/IJMH.5.4.2018.407-411	407-411
Original Research Article	A Study of Depressive Features and Perceived Social Support in patients with Miscarriage Megha Ashok Maghade, Deepika Abhinath Singh, Abhijeet Dhawalram Faye, Sushil Gawande, Rahul Tadke, Sudhir H. Bhaye, Vivek C. Kirspekar DOI Number: 10.30877/IJMH.5.4.2018.412-418	412-418
Original Research Article	Effect of Nicotine Dependence on Cognition and Quality of Life in Patients Suffering from Schizophrenia Prachi Tripathi, Avinash De Sousa DOI Number: 10.30877/IJMH.5.4.2018.419-426	419-426
Original Research Article	Internet Addiction, Depression, Anxiety and Stress among Indian Youth Pragya Lodha DOI Number: 10.30877/IJMH.5.4.2018.427-442	427-442
Original Research Article	Effect of Compassion Focused Therapy (CFT) on level of Depression and Self-compassion Vishali Tiwari, Blessy Antony, M.K. Acharya DOI Number: 10.30877/IJMH.5.4.2018.443-452	443-452
Original Research Article	Impact of Academic Resilience on the Scholastic Performance of High School Students Padmashri S Rao, A.R. Krishnamurthy DOI Number: 10.30877/IJMH.5.4.2018.453-462	453-462
Original Research Article	Effect of Workplace Stress on Marital Adjustment and Marital Satisfaction among females across Mumbai Noelangea Nadar DOI Number: 10.30877/IJMH.5.4.2018.463-473	463-473
Original Research Article	Predictors of Suicide Ideations in Adolescents Chetan Lokhande, Nilesh Mahite, Reetika Dikshit, Pragya Lodha, Avinash De Sousa, Nilesh Shah DOI Number: 10.30877/IJMH.5.4.2018.474-480	474-480
Original Research Article	A Study on Premenstrual Syndrome symptoms and their association with the Attitudes towards Menstruation in Nursing Staff	481-485

Smartphone Addiction is for Real

Anuja Deshpande

Assistant Professor and Post Graduate Coordinator, Department of Psychology, Maniben Nanavati Women's College, Mumbai
E-mail – deshpande.anuja@mnwc-sndt.com

The digital millennials, born between 1980 and 2000 have grown up and witnessed the speedy digital developments and digital media. These millennials are hooked on the digital world be it, TV, Computers, Tablets and Smartphones. The smartphones have been the biggest explosion and revolution in the telecom and communication industry. The cell phones have become a necessity and symbol of social status more than a luxury.

With the availability of the Internet on the phone, the number of applications available on the cell phones are infinite, they could be games related, travel related for book reading, etc. These opportunities provided by smartphones are attractive, and the spending time on smartphones per day is very high for many people. Smartphones readily facilitate interpersonal and entertainment activities such as online social networking and online gaming.

A study conducted by Aligarh Muslim University and the Indian Council of Social Science Research (ICSSR) reported that college students in India check their smartphones more than 150 times in a day [1]. The excessive use of smartphones is a new kind of health disorder among all age groups but specifically high among the youth. They are generally the heaviest users of information and technology. Smartphone addiction displays itself in the excessive usage of their phones, when an individual is while involved in other activities such as studying, driving, social gatherings and even sleeping [2]. Smartphone addiction can be viewed as overuse of smartphones to the extent that it disturbs users' daily lives. The daily use duration of a smartphone is one of the most significant indicators of smartphone addiction. Gratifying experiences act as reinforcement and increase the risk of habitual or addictive behaviors which can be an indicator of smartphones.

Smartphone addiction considered as the behavioral addiction shows the sustained engagement in a behavior despite its negative effects, decreased control over participation in the behavior, compulsive participation, and appetitive or craving urges that instantly precede engagement in the behavior. It is a compulsive behavior that works similarly to substance addiction in the brain. Smartphone addiction consists of four main components namely compulsive behaviors; tolerance, withdrawal and functional impairment [3]. It's also important to know that smartphone users more commonly report obsessive behavior i.e. they constantly check their phone, seeking opportunities for a short dopamine reward, or overcome their boredom or take a break from their routine tasks.

Overuse of smartphones can lead to physical health-related problems such as blurred vision, sleep disturbances and pain in the wrists or neck [4]. Also, excessive use of smartphones lead to some psychological problems and cause maladaptive behavioral difficulties, interfere with school or work, reduce real-life social interaction, and lead to relationship disorders [5]. The excessive dependency on their smartphones show negative alterations in brain development. It also affects the memory, cognitive capacity showing deterioration in learning skills, the ability to concentrate and think deeply or creatively. However, empirical evidence suggests the problematic use of smartphones in relation to poor impulse control, personality disorders, depression, anxiety, chronic stress and/or low self-esteem.

Studies have also indicated that there are various other addictions due to these phones like selfie addiction, compulsive buying, cyber-stalking candy crush addiction, social media addiction like snap chat addiction, Instagram addiction Facebook addiction, Texting addiction and media streaming addiction like Netflix addiction.

The withdrawal symptoms among heavy smartphone users noticed while not using their smartphone include: Restlessness, Anger or irritability, Difficulty in concentration, sleep problems and craving access to use phone.

Few management techniques for smartphone addiction are as follow –

1. Monitoring the usage of cell phone
2. Set goals for when you can use your smartphone
3. Plan a Digital Detox
4. Ask for support
5. Download applications like Break-free and Mental to curb the usage of cell phone and Cold-Turkey and Self-Control allows to block the sites one wish to avoid.
6. Curb your fear of missing out
7. Substitute in healthier activities

Addiction of Smartphones referred as a digital drug today is now a challenge for mental health professionals and policy makers who need to globally think and address on this rapidly emerging issue through digital hygiene movement. It's time to address the heavy smartphone users how offline world is the new luxury.

REFERENCES

1. <https://indianexpress.com/article/lifestyle/life-style/college-students-in-india-check-smartphones-over-150-times-a-day-study-5184433/>.
2. Harwood J, Dooley J, Scott A, Joiner R. Constantly connected – the effects of smart-devices on mental health. *Comp Hum Behav* 2014;34:267–72.
3. Lin YH, Chang LR, Lee YH, Tseng HW, Kuo TB, Chen SH. Development and validation of the Smartphone Addiction Inventory (SPAI). *PLoS ONE* 2014; 9: e98312
4. Kwon M., Lee JY, Won WY, Park JW, Min JA, Hahn C, Gu X, Choi JH, Kim DJ. Development and validation of a smartphone addiction scale (SAS). *PloS One* 2013;8(2):e56936
5. Kuss DJ, Griffiths MD. Online social networking and addiction—a review of the psychological literature. *Int J Environ Res Pub Health* 2011;8(9):3528–52.

Acknowledgements – Nil
Source of Funding – Nil
Conflict of Interest – Nil

ISSN-p-2229-5356

e-2321-3698

Vol. 8, Issue 8

August, 2017

Indian Journal of Health & Wellbeing

Chief Editor
Sunil Saini, PhD

IAHRW

Indian Journal of Health and Wellbeing

Indian Journal of Health and Wellbeing (IJHW) is the official publication of Indian Association of Health, Research and Welfare, an association with a goal to promote health, speedy, quality and cross-cultural researches and welfare schemes for the society. The journal welcomes the submission of manuscripts that meet the general criteria of scientific excellence in the sub fields of psychology, psychiatry, education, social work, sociology, physiotherapy, paediatrics, medicines and other related sciences. IJHW is listed in **UGC list 2017**, have NAAS Rating of 4.13 (2017) and indexed with EBSCO, ProQuest, Cabell's Directories, J-Gate, and others.

Chief Editor

Sunil Saini, PhD

Indian Association of Health Research and Welfare

Editorial Board

Abha Singh, PhD, AIPS, Amity University, Noida

Akbar Husain, PhD, Aligarh Muslim University, Aligarh

Annalakshmi Naryanan, PhD, Bharathiar University, Coimbatore

Anuradha Sovani, PhD, Mumbai University, Mumbai

Aradhana Shukla, PhD, Kumaun University, Almora

Kiran Sahu, PhD, Meerut, Uttar Pradesh

Ravi Gunthey, PhD, TEPSE & HEPSEN, Jodhpur, Rajasthan

Radhy Shyam, PhD, MD University, Rohtak

Rahul K. Tiwari, MBBS MD, IMS, Banaras Hindu University Varanasi, UP

Sangeeta Trama, PhD, Punjabi University, Patiala

Sibnath Deb, PhD, Pondicherry University, Pondicherry

Sunita Malhotra, PhD, MD University, Rohtak, Haryana

Urvashi Ojha, IMS, Banaras Hindu University Varanasi

Waheeda Khan, PhD, SGT University, Gurgaon, Haryana

The subscription price of the journal are given below

	Indian	International
Single copy	Rs 750	\$ 30
Individual subscription price	Rs 5800 (12 issues)	\$ 200
Institutional subscription price	Rs 6000 (12 issues)	\$ 250
(Postal and packaging charges included)		

Published under the agies of Indian Association of Health, Research and Welfare. Mode of Payment: Kindly send the DD/ Cheque in favor of Indian Association of Health, Research and Welfare, payable at Hisar, addressed at Dr Sunil Saini, 1245/18, Mohalla Sainian, Hisar, Haryana, India For more Details contact 09255442103, 7988885490.

Contents

Influence of big five personality traits on well-being in psychiatrists <i>Bodhraj Kumkaria, O. P. Sharma, and Mridula Pal Singh</i>	853-855
Mental health of transgenders <i>Aarushi Dewan and Rita Kumar</i>	856-860
Parental involvement and adolescents <i>Poonam Devi and Madhu Anand</i>	861-863
Adjustment, anxiety and loneliness in cannabis users and controls <i>Ishita Pandya</i>	864-866
A study of cell phone dependency among college students <i>Anuja Deshpande and Savita Deshpande</i>	867-871
Attitude towards morality in alcohol dependence syndrome with and without family history of alcoholism <i>Deepak Salvi</i>	872-876
Employee engagement and goal setting theory <i>Farah Shoaib and Neena Kohli</i>	877-880
A study of psychological factor discriminating diabetic and non diabetic patients <i>Mahendra Kumar and Priyamvada Shrivastava</i>	881-884
Gender differences in self-esteem and quality of life among the elderly <i>Veni R. K. and Annie Marie Merlene A.</i>	885-887
Personality as predictor of compassionate love in psychiatrists <i>Choudhary, T. and Madnawat, A.V.S.</i>	888-892
The effects of dietetic therapies on depression, weight gain, cholesterol levels, hot flashes and bloating with reference to menopause <i>Shefali Kamal Kumar and N.R. Mrinal</i>	893-897
Spatial span and digit span's task performance in patients with mild cognitive impairment and matched controls <i>Priyanka Pandey and Komilla Thapa</i>	898-901
Contact with family: A boost for mental health of institutionalised elderly <i>Ritu Singh, Kusha Pant, and Pooja Lohia</i>	902-905
An assessment of attitude of female leprosy patients in different pattern of living with leprosy of Agra and Kanpur Districts of Uttar Pradesh in the integrated set up <i>S. Tomar, A.K. Yaduvanshi and S. Jain</i>	906-910
UN-Employment, poverty and recession impact on youth's mental health <i>Deepti Gupta</i>	911-914
Environmental factors affecting subjective well-being <i>Manpreet Ola and Roopa Mathur</i>	915-917
Counseling psychology in India: Issues and challenges <i>Poonam Yadav</i>	918-920
Rising demand for community based long-term care services for senior citizens in India <i>Ritu Sharma and Ekta Bhambri Marwah</i>	921-924
Community based rehabilitation services to HIV victim case studies <i>S. Radhakrishnan and S. Yesu Suresh Raj</i>	925-931
Organizational commitment as predictors of job satisfaction among executive of bank employees <i>Kr. Sajid Ali Khan and Shamsul Siddiqui</i>	932-935
Leisure and well-being among adolescents: A qualitative study <i>Gaurav Verma</i>	936-943

A study of cell phone dependency among college students

Anuja Deshpande and Savita Deshpande

Department of Psychology, Savitribai Phule Pune University, Pune, Maharashtra

The present study was conducted to investigate the demographic factors contributing to the problem of cell phone dependency. The study examined factors like gender, educational qualification, family type, living arrangement and other factors pertaining to duration of years using cell phones, availability of wi-fi, and subscription plan. A total of 400 students from different colleges in Mumbai, Navi-Mumbai, and Thane jurisdiction were recruited. Clustered Sampling and Snowball Sampling were used for data collection. Mobile Phone Problem Use Scale (MPPUS; Bianchi & Phillips, 2005) was used to measure the cell phone dependency among college students. The obtained data was analysed using Independent t-test and One-Way ANOVA. Results revealed that gender and duration of years using cell phone were statistically significant in predicting cell phone dependency. Other factors were not statistically impact cell phone dependency.

Keywords: cell phone dependency, college students, demographic, factors

In today's world technology is developing at a rapid space. Positive effects of technology are proving useful in people's daily life. However, it also has negative effects on society such as technology addiction. Cell phone dependency is one of the subset of technology addictions which have become serious problems these days; especially among younger users (Park, Hyun, Kim, & Lee, 2014). Davis (2012) defined it as a state of being hooked up to smart phone and its facility. Cell phone dependency drives people to check their phones frequently and compulsively; under any situations like, meetings, walking, or even during eating (Davis, 2012).

Mobile phones are available in two categories, i.e., feature-phone and smartphones. Today smartphones are preferred as they offer more applications and allow the users access to online activities at any time (Bolle, 2014). Previous study found that younger participants reported greatest problematic use in mobile phone (Griffiths, 2013; Bianchi & Phillips, 2005). Young people are becoming increasingly dependent or addicted to smartphones (Casey, 2012). With easy internet connectivity to mobile phone devices, users now have access to a multitude of media and data in their daily lives - anywhere and at any time - to perform computer based tasks (Kalkbrenner & McCampbell, 2011). The smartphone is now not only a tool of communication, but an indispensable instrument of an individual's social and work life.

There is a wide range in the data and studies on cell phone dependency. Although the majority of them essentially analyze age and sex differences, the evaluation of other demographic variables like family structure, educational level and living arrangement also need to be reviewed. Other contributing factors to excessive usage like easy availability of internet and type of subscriptions have also not been studied. There has been lack of literature pertaining to these areas.

A study by Pawlowska and Potembska (2012) on 291 participants reported gender differences in mobile phone and internet usage. Results indicated strong association in boys between mobile phone

usage and use of on-line pornography; while girl's inclination was more towards forming interpersonal relationships, and expressing oneself through messages and calls. In 2011, Hakoma and Hakoyama studied 501 Midwestern University, college students. The studies revealed females have high level of attachment to cell phones than males. The usage of females was again attributed for maintaining social relationships.

An analytical study was conducted by Bisen and Deshpande (2016) among 100 engineering students to explore the impact of smartphone use on behaviour. The results showed males' dependency on smartphones was higher compared to females. Males used their phones more for shopping while females used and preferred more education applications. Ling (2001) reported the trend between 1997 and 2001; suggesting that boys indulged more in mobile phones compared to girls. Frangos, Frangos, and Kiohos (2010) detected that males are more likely to use internet for gambling, playing games, and watching porn. A study by Devis, Velvet, Carrillo, and Tomas (2009) on 323 Spanish adolescents also reported that boys spend more time on mobile phones than girls. Bhise, Ghatule, and Ghatule (2014) reported the presence of males dependency on cell phones and also reported a relationship between education and mobile phone addiction.

Chimatapu, Jadhav, and Ajinkya (2015) reported mobile phone dependency significantly associated with males, participants staying in nuclear families, and duration of mobile phone use. In a study conducted by MACRO (2004) the market analysis and consumer research organisation revealed that the choice of pre-paid or post-paid was related to the actual consumption, whether it is low or high. North, Johnston, and Ophoff (2014) reported pre-paid plans been popular among college students. Rupani et al. (2016) investigated mobile phone dependency among 150 medical students and reported that 92.7% were highly involved with their mobile phones. They found no association found between mobile phone involvement and age, gender, per-capita income, number of family members, expenditure on the phone or type of mobile plan.

Cell phones give rise to problems that increasingly affect daily life, for the most part without the risk of uncontrolled spending with the establishment of flat rates or free Wi-Fi access and unlimited use (Gutierrez, Fonseca, & Rubio, 2016). Toda, Nishio, and Takeshita

Correspondence should be sent to Anuja Deshpande
Department of Psychology
Savitribai Phule Pune University, Pune, Maharashtra
E-mail: anuja185@gmail.com

ISSN-2347-3797
Volume 5, Issue 2
June, 2017

IAHRW
INTERNATIONAL
JOURNAL OF SOCIAL
SCIENCES REVIEW

Editor
Sunil Saini, PhD

IAHRW

IAHRW International Journal of Social Sciences Review

The IAHRW International Journal of Social Sciences Review (IJSSR) is the official publication of Indian Association of Health, Research and Welfare, an association with a goal to promote health, speedy, quality and cross-cultural researches and welfare schemes for the society. The journal welcomes the submission of manuscripts that meet the general criteria of scientific excellence in the sub fields of Psychology, Education, Management, Economics, History, Pol. Sci., Geography, Massmedia, etc. The Journal is listed in UGC list 2017, have NAAS Rating of 3.17 (2017) and indexed with J-Gate.

CHIEF EDITOR

Sunil Saini, PhD

Indian Association of Health, Research and Welfare

EDITORIAL BOARD

Anita Sharma, PhD, HP University, Shimla, HP

Damanjit Sandhu, PhD, Punjabi University, Patiala

Jaspreet Kaur, PhD, Punjabi University Patiala

Ritesh Kumar Singh, PhD, Delhi School of Economics, University of Delhi, Delhi

Radhy Shyam, PhD, MD University, Rohtak, Haryana

Sandeep Singh, PhD, GJUS&T, Hisar, Haryana

Sangeeta Trama, PhD, Punjabi University, Patiala

Sunita Malhotra, PhD, MD University, Rohtak, Haryana

C R. Darolia, PhD, Kurukshetra University, Kurukshetra, Haryana

Waheeda Khan, PhD, Jamia Milia Islamia, New Delhi

An electronic version of the paper in the Word file should be submitted in the format outlined in Publication Manual of the American Psychological Association (6th Edition) and as detailed on the inside back cover of the Journal. When submission via email is not possible, two copies of the paper version of the manuscript plus a CD of the paper should be sent to Dr Sunil Saini, 1245/18, Mohalla Sainian, Hisar, Haryana, INDIA..

The journal is published quarterly (March, June, September and December). The subscription price of the journal are given below

	Indian	International
Single copy	Rs 750	\$ 50
Individual subscription price	Rs 2800 (4 issues)	\$ 150
Institutional subscription price	Rs 3000 (4 issues)	\$ 200
(Postal and packaging charges included)		

Mode of Payment: Kindly send the DD/Cheque in favor of Indian Association of Health, Research and Welfare payable at Hisar, addressed at Dr Sunil Saini, 1245/18, Mohalla Sainian, Hisar, Haryana. For more details contact 09255442103

© 2017 Indian Association of Health, Research and Welfare

Contents

Correlates of romantic relationship among young adults in India <i>D. Barani Ganth</i>	167-171
To compare Merchant Navy officers on job satisfaction, subjective well-being and stress <i>Ankita and Akanksha Tripathi</i>	172-174
Depression and anxiety as correlates of internet addiction among adolescents <i>Ranjana and Nandini Moudgil</i>	175-179
Impact of financial difficulties on mental health among research students of Panjab University, Chandigarh, India <i>Komila Parthi and Shilpa Singh Rohilla</i>	180-184
Involvement of rural school going children in agricultural activities: Causes and problems <i>Simarjeet Kaur, Sugandha Asgola, and Sukhminder Kaur</i>	185-188
Haryana as a manufacturing hub <i>Sonam Jakhar</i>	189-193
Impact of hope and resilience on occupational stress of informational technology professionals <i>Ajitha Eswaramangalam Ayyappan and Pramod R. Shivcharan</i>	194-196
Self perception of the female sex workers <i>Archana Shukla and Nitya Yadav</i>	197-201
A comparative study of cognitive ability and learning strategies of adolescents with different levels of academic achievement <i>Nidhi Singhi and Gurminder Sokhey</i>	202-208
Alcoholism in girls: A theoretical framework <i>Sangeeta Trama and Omna</i>	209-212
Academics and boredom proneness <i>Komila Parthi and Radhika Gupta</i>	213-216
To see the level of anxiety in person's having skin disease <i>Shama Hamdani, Ashok parasar, and Deapti Mishra</i>	217-220
Professional life stress and work ability among media professionals <i>Adiba Ali and Shahina Maqbool</i>	221-224
Patterns of cell phone usage and associated factors among college students <i>Anuja Deshpande and Savita Deshpande</i>	225-229
Examining myths and realities of old age: A qualitative study <i>Surbhi Kumar</i>	230-239
Slums and provision of basic amenities in urban centres of India <i>Vikas Sehra</i>	240-244
Prevalence of health risk behaviors among adolescents in Delhi-NCR, India <i>Bhumika Kapoor</i>	245-248
Working condition and problem faced by of women construction worker in Varanasi district <i>Suman Singh and Shaila Parveen</i>	249-252
Television advertising: Influencing attitudes with information and involvement in sanitation campaigns <i>Aswathi Mary Varghese and Swati Jaywant Rao Bute</i>	253-258
Stress among adolescents of government intermediate schools <i>Anju Nagaur and Pallavi Bhatnagar</i>	259-261

Patterns of cell phone usage and associated factors among college students

Anuja Deshpande and Savita Deshpande

Department of Psychology, Savitribai Phule Pune University, Pune

The aim of the study was to explore patterns of cell phone usage, and the activities that contribute to cell phone dependency among college students. This is a mixed methods study. Chi-Square computed on data from 400 participants indicated that messaging was the popular reason for the mobile phone usage. Analysis also suggested that participants partook differently across various activities. Qualitative data was explored using thematic analysis. Forty college students with high cell phone dependency scores on the Mobile Phone Problem Use Scale (MPPS) were interviewed through semi-structured questions in an in-depth interview. The themes identified in their responses were tabulated and were also compared across theoretical frameworks that discuss cell phone use and dependence. The study provides direction for further investigation of cell-phone dependency and addictive symptom patterns among youth.

Keywords: cell-phone dependency, pattern usage, qualitative study, thematic analysis & college students

Today, cell phones are the most popular form of communication technology and hold a superior position compared to all other devices. They play an integral part in modern life by providing a unique platform for exchange in everyday relations and with human society as a whole. According to Epstein (2013) mobile technology is the single most rapidly embraced technology in world history. It can be said that for many people living without mobile phones is not possible; or at least, is not desirable. Although there has been little study about the excessive use of mobile phone, evidences indicate that problematic use of mobile phone can be considered a form of technological addiction. Many individuals who are dependent or addicted to their cell phones have low self-esteem and have difficulty in their social relationships and feel that they need to constantly contact with others (Babadi-Akash, Zamani, Abedini, Akbari, & Hedayti, 2014; Hassanzadeh & Rezaei, 2011; Gutierrez, Fonseca, & Rubio, 2016). They experience physiological, psychological and somatic distress when they are asked to switch off their phones (Igarshi, Motoyoshi, Takai, & Yoshida, 2008; Thomee, Harenstam, & Hagberg, 2011; Jenaro, Flores, Gomez-Vela, Gonzalez-Gil, & Caballo, 2007). Also it creates emotional attachment for users, so these people believe that without the use of cellphones they are unable to live (Vincet & Sanger, 2005).

The cell phones with internet capability are referred as Smart phones. These smart phones are no longer just devices for one-to-one communication through voice and texting services. They are used for variety of purposes, for example internet surfing, email sending and checking, online chatting, entertainment, playing online/offline games, taking and sharing pictures and videos, self-expression, establishing identity, and developing and running various mobile applications. They basically offer far more than the option of verbal communication, and that too right on their phone (Walsh & White, 2007). It's no surprise then, that cell-phones are speedily replacing lap-tops and computer and are preferred as a method of accessing the Internet. Given the easy Internet connectivity to mobile devices,

users can access multitudes of media and data in their daily lives - anywhere, and at any time (Kalkbrenner & McCampbell, 2011). This leads to increasing concerns about the pathological use of the mobile device as an 'immediate technology addiction' (Negahban, 2014). These devices are double edged swords as they create and destroy opportunities. The technological addiction research began based in traditional addiction studies and later widened to cover the excessive use of various technologies, such as TV, the Internet, mobile phones, or computer gaming (Leung, 2008). Recent research has linked problematic mobile phone use with addictive behaviour (Bianchi & Phillips, 2005; James & Drennan, 2005).

Griffiths (2000) views technological addictions as a subset of behavioral addiction and defines them as "non-chemical (behavioral) addictions that involve human-machine interaction". Cell-phone addiction appears to be the latest technological addiction to emerge. As the costs of cell-phone use drop and the functionality of these devices expands, cell-phones have entwined themselves into the everyday lives of consumers around the globe. Behavioral addictions, according to Brown (1993-1997) and Griffiths (1996-2005) feature what many consider to be the core components of addiction. Namely: salience, euphoria (mood modification), tolerance, withdrawal symptoms, conflict, and relapse. According to Lin et al. (2014) Smartphone addiction could be considered a form of technological addiction. Shambahre, Rugimbana, and Zhoua (2012) explored addictive and habitual behavior among students. Results indicate that indeed mobile phone usage is not only habit-forming, it is also quite addictive; possibly the biggest non-drug addiction of the 21st century. Roberts and Pirog (2012) believe that "research must dig beneath the technology being used to the activities that draw the user to the particular technology" (p. 308).

According to Blumler and Katz (1974) Uses and Gratification (U & G) theories attempt to explain the motivations to use technologies, especially why consumers use media to satisfy their social and psychological needs. The theory focuses largely on the three main objectives: (i) to explain how individuals use media to gratify their needs, (ii) discover underlying motives for individuals' media use

Correspondence should be sent to Anuja Deshpande
Department of Psychology
Savitribai Phule Pune University, Pune
E-mail: anuja185@gmail.com

ISSN - 2231-1432

INDIAN JOURNAL OF PSYCHOLOGY & EDUCATION (IJPE)

Volume 9, Number 1, January 2019

(Included in the UGC List of Journals)

Indexed in : Indian Citation Index

Chief Editor
Prof. Radhey Shyam,
Department of Psychology,
M. D. University, Rohtak (India)



Intellectual
Foundation (India)

Published by :

INTELLECTUAL FOUNDATION (INDIA)

A Foundation of Education

Scanned by Scanner Go

CONTENTS

Sr. No.	Articles	Page No.
1	Creativity and Job Satisfaction – A Study on Teachers Engaged in General and Special School, <i>Swaha Bhattacharya and Tiyaishi Biswas</i>	1-4
2	Relationship between Teachers' Perception, Passion and Obsession about Teaching with Success in Teaching, <i>Jagannath K. Dange, Somashekara M and Bhavya. R</i>	5-8
3	Developing and Implementing Critical Thinking Skills Package on Student Teachers of "Vadodara City", <i>Vaibhavi Gawarikar and P.V. Xavier</i>	9-14
4	Effect of Jigsaw Small Group Instruction in Facilitating Scholastic Achievement among Junior Intermediate Students, <i>Chinna Suresh</i>	15-21
5	Influence of Mothers' Nurturance on Self-Esteem of Children, <i>U. Sajitha and J Parameswari</i>	22-25
6	Social Competence of Eighth Graders in a Cooperative Learning Classroom, <i>Rajni Thakur and Kalpana Thakur</i>	26-32
7	Cross-Cultural Validation of the Motivated Strategies for Learning Questionnaire for Grades 7-11 Students in the Sultanate of Oman, <i>Hussain Alkharusi, Said Aldhafri, Marwa Alrajhi, Ibrahim Al-Harthy, Hafidha Albarashdi, and Amal Alhadabi</i>	33-42
8	Krashen's Affective Filter in Learning English as a Second Language among Primary School Students, <i>Nikhitha Raju and V.P. Joshith</i>	43-47
9	Note Taking skill of Secondary level students of Dakshin Dinajpur District, West Bengal, <i>Ananga Manjuri Basak and Debabrata Debnath</i>	48-50
10	Study of Performance of B.Ed. Students in Relation to Information and Communication Technology (ICT), <i>Vijay Pal Tewari</i>	51-56
11	Parenting Stress and Family Environment among Parents of Children with Specific Learning Disability, <i>Yogita Yadav and O P Sharma</i>	57-62
12	General Health, Quality of Life, and Coping among Cancer Caregivers: A Comparison of the Impact of Caregiver and Patient Gender, <i>Shoma Chakrawarty and Dhanalakshmi D</i>	63-70
13	Self-Worth and Psychosocial Well-Being among Young Adults, <i>Preety, Anjali Malik, Sarvdeep Kohli and Deepti Hooda</i>	71-75
14	Relationship of Peer Victimization with Self-esteem and Psychological Well-being among Adolescents, <i>Sujata Bhau and Suninder Tung</i>	76-81
15	Understanding Adolescent Health Behaviour through Injunctions, <i>Girija S and Elsheba Mathew</i>	82-88
16	Adjustment Problems among Tribal and Non- Tribal Students in Kerala, <i>Remya, and Bindu, P</i>	89-94
17	A Study on Neurotic Distortions in Creative Artists, <i>Chirmi Acharya and Madhu Jain</i>	95-100
18	Perceived Mental Health Issues of Elementary School Children and their Family Environment – A Qualitative Analysis, <i>Sushma G Murthy and Rameela Shekhar</i>	101-107
19	Effect of Physical Activity on the Level of Depression among Adolescents <i>Nirmala Singh Rathore and Vishva Chaudhary</i>	108-112
20	A Study of Mental Health of Users and Non-Users of Social Networking Sites among Undergraduate Students, <i>Birender Kaur</i>	113-116
21	Dysthymia: A Case study from a Gestalt Perspective, <i>Gayathri Menon and Saroj Arya</i>	117-120
22	Persistent Cannabis Use and Cognitive Functions: A Comparative Study of Persistent Cannabis Users and Non-users, <i>Sushma Rathee, and Radhey Shyam</i>	121-126
23	Gender Differences in Psychological Capital, Burnout and Social Support: A study among Medical Professionals, <i>Anita Sharma and Neelabh Kashyap</i>	127-133
24	Psychosocial Predictors of Suicide Ideation among Adolescents, <i>Sapna, Radhey Shyam and Naseeb Kumar</i>	134-139
25	A Structural Equation Model of Perceived Stress, Optimism, Self-Concept, and Adolescent Mental Health, <i>Jyotishree Boro, Dhanalakshmi D and Shoma Chakrawarty</i>	140-145
26	Impact of Music Training on Self-Concept and Self-Esteem of Young Adults, <i>Arpita Muthurjee and Subrata Dasgupta</i>	146-156
27	Haptic Memory (touch: texture) and Visual Memory in Deaf Adolescents, <i>V. N. Choudhary and R. V. Khubalkar</i>	157-161

Authors: Jwmwishree Boro*, Dhanalakshmi D** and Shoma Chakrawarty***






Abstracts

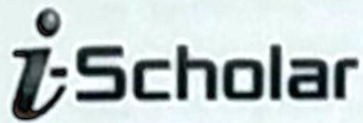
Being a vast and complex construct, the study of mental health and its determinants has occupied the centre stage of research attention in Psychology. Based on the context, life stage, and problem in relation to which mental health is being studied, different perspectives emerge and must be tested out in real life. In the current study, adolescent mental health was the focus. Stress, optimism, and self-concept were used as predictors in a Structural Equation Model (SEM) due to the relevance of variables in this stage of life. Using a multi-stage sampling strategy, 670 adolescents were surveyed using the Perceived Stress Scale, Life Orientation Test- Revised, Piers-Harris Children's Self-Concept Scale, and the Mental Health Inventory. Perceived stress and poor mental health were associated, while self-concept and optimism and positive aspects of mental health were positively associated. Supplementary analysis revealed that students attending government schools reported greater stress and anxiety, and lower behavioural adjustment and life satisfaction, than their private-school counterparts. The SEM shed light on the role of self-concept as an important mediator in adolescent mental health. The findings highlight the key role of self-perception and self-knowledge as important pathways to mental health that must be recognized and emphasized by parents, teachers, and significant others.

Keywords: Adolescent mental health, perceived stress, optimism, self-concept, structural equation modelling

*Asst Prof. Department of Psychology, The Assam Royal Global University, Guwahati, Assam, Email: jsrboro@gmail.com **Asst. Prof. Dept of Applied Psychology, Pondicherry University, Pondicherry, Email: divyalak@gmail.com ***Asst. Prof, Dept. of Psychology, Maniben Nanavati Women's College, Mumbai, Maharashtra, Email: shomachakrawarty011@gmail.com

26	Impact of Music Training on Self-Concept and Self -Esteem of Young Adults
27	Haptic Memory (touch: texture) and Visual Memory in Deaf Adolescents
28	Levels of Multitasking and Cognitive Performance
29	Quality of Work Life in Private and Public Sector Companies among Different Hierarchies
30	Role of Personality, Self-Attitude and Climate Change Perception in

-  Login
-  Register
-  Cart (0)
-  Check Out
-  Enquiry



MENU



IAHRW International
Journal of Social Sciences
Review

[Home](#) [Current](#) [Archives](#) [Authors](#) [Institutions](#)

All

Search

Vol 7, No 1 (2019) Pages: 21-26 Published: 2019-01-01

Perceived Stress, Optimism, and Self-Concept as Predictors of Adolescent Mental Health in India

Jwmwishree Boro ¹, D. Dhanalakshmi ², Shoma Chakrawarty ³

Affiliations

1 Department of Psychology, Royal Global University, Guwahati, Assam, India

2 Department of Applied Psychology, Pondicherry University, Tamil Nadu, India

3 Department of Psychology, Maniben Nanavati Women's College, Mumbai, India

[Buy this Article](#)[Subscribe/Renew Journal](#)

ABSTRACT

REFERENCES

ARTICLE METRICS

India is often touted as a young country with a sizeable population divider adolescents, who will be the working population in the future, are fr personal, social, and emotional challenges. The current study aimed perceived stress, optimism, and self-concept were associated and their i in predicting mental health. The Perceived Stress Scale, Life Orienta Piers-Harris Children's Self-Concept Scale, and the Mental Health Inve survey 670 adolescents in Puducherry. The results showed that per



positively associated with negative domains of mental health, while optimism was negatively associated. The regression analysis revealed that perceived stress, domains of self-concept except physical appearance significantly predicted adolescent mental health. Boys reported better life satisfaction and more freedom from anxiety, higher levels of intellectual and school status and popularity. The results suggest a need to consider how adolescents view themselves and their future and to help them effectively with the normative life-course challenges they face along with parental, societal, and peer influences which cause them distress.

Keywords

Adolescent Mental Health, Perceived Stress, Optimism, Self-Concept.

ISSN-2347-3797

Volume 6, Issue 9

November, 2018

UGC Journal No 41948

NAAS Rating 2.72

IAHRW

INTERNATIONAL JOURNAL OF SOCIAL SCIENCES REVIEW

Chief Editor

Sunil Saini, PhD

IAHRW

IAHRW International Journal of Social Sciences Review

Volume 6

Issue 9

November, 2018

Contents

Determinants of girls child marriage among high prevalence state in India <i>Purnendu Modak</i>	1676-1685
Perceived physical burden among caregivers of person with chronic mental illness <i>Jaya Bharti and Pallavi Bhatnagar</i>	1686-1692
Investigating the relationship between approval motivation and sensitivity to befallen injustice <i>Sujay Bhandary</i>	1693-1700
Performance of women representatives in Gram Panchayats in Punjab: A case study of Mansa district <i>Ranjit Singh and Ravneet Kaur</i>	1701-1706
Attitude towards home and family and loneliness among substance users <i>Priyanka and Shriya Vashisht</i>	1707-1712
Psychological capital and job satisfaction: A systematic review <i>Kahkashan Hashmi and Basheer Hasan</i>	1713-1718
An exploratory study on knowledge and perceptions of parents and teachers on adolescent reproductive and sexual health education in Pondicherry <i>Shaharban N. V., Sibnath Deb, and Fathima Sehra</i>	1719-1728
Education, employment, and socio-economic status as determinants of the cancer caregiving experience in India <i>Shoma Chakrawarty and Dhanalakshmi D.</i>	1729-1736
Energy security: The outlook for India, and the way forward <i>Sunil Kumar and Niti Nandini Chatnani</i>	1737-1743
Attitude towards disability among learning disability children <i>S. Srividya</i>	1744-1748
Association between early life events, loneliness and fear of negative emotions among female students <i>M. Mahalakshmi, K. Sumaiya, and Ayesha Arif Zinna</i>	1749-1753
Development and psychometric evaluation of the Hindi version of adolescents' Self-disclosure Scale <i>Sweta Pathak and Shubhra Sinha</i>	1754-1756
A study of customer satisfaction on Xiaomi smartphone <i>Kanika Garg, Mukesh Sharma, Nikhil Galhotra, and Souvik Pal</i>	1757-1759
Vitamin D deficiency among pregnant women attending tertiary care centre in Tamil Nadu <i>Kavitha Durairaj, R. Murali, J. Rukamani, M. Muthulakshmi and P. Venkataraman</i>	1760-1763
Cognitive emotion regulation and ability to delay gratification among alcoholic and non-alcoholic people <i>Sachin Kumar and Kumkum Pareek</i>	1764-1767
Optimism and quality of life: A correlational study among adolescents <i>Harshmeet Kaur and Shruti Shourie</i>	1768-1770

Education, employment, and socio-economic status as determinants of the cancer caregiving experience in India

Shoma Chakrawarty

Department of Psychology

Nanavati Women's College, Mumbai, Maharashtra

Dhanalakshmi D.

Department of Applied Psychology

Pondicherry University, Pondicherry, Tamil Nadu

Today, we have an unprecedented number of families dealing with cancer. Research exists to support the fact that cancer is increasing in prevalence across the globe, and that it is more devastating in developing nations. This could, in part, be linked to the socio-demographic context of caregivers in the developing nations. To explore this facet, a cross-sectional survey of 190 primary family caregivers of cancer patients was surveyed using the General Health Questionnaire, Caregiver Quality of Life-Cancer Scale, and the Brief COPE along with a detailed socio-demographic form. Results of inferential tests and post-hoc analysis revealed that caregivers with better education, employment, and economic stability experienced better general health and fewer disruptions in quality of life. In contrast, low-literacy caregivers and financially distressed caregivers used significantly elevated levels of dysfunctional coping strategies. The results clearly indicate the need to extend supportive services, like counselling and psycho-education, to cancer caregivers in hospitals. More research like this could be used to make informed suggestions for macro-level policy measures, like paid caregiving leave or other affordances for caregivers to cope effectively.

Keywords: caregiver education, caregiver employment, economic burden of caregiving, cancer caregiving

Cancer and its widespread psychosocial sequelae is necessitating a sense of family inclusivity in its management. Treating the patient medically, without taking into cognizance the burden caused by cancer to his family is shortsighted. A diagnosis of cancer is not just an intense emotional challenge for the patient and family; instead, it presents a significant obstacle when it comes to resources. The medical costs of cancer treatment are of the magnitude that would dent the financial stability of most families and this effect is most severe for low-middle income households. Devoid of a large monthly income, or savings, these families desperately attempt to arrange for finances, often selling off property or borrowing money. The fact that cancer treatment can often be prolonged and without a clear end-point implies that these financial demands continue to plague families affected with cancer over a prolonged duration.

Cancer is emerging as the biggest killer across the world, affecting both developed and developing countries (Torre, Siegel, Ward, & Jemal, 2016). Over 14 million people were diagnosed with cancer and over 8 million succumbed to it in the year 2012, according to a press release by the International Agency for Research in Cancer (Ferlay et al., 2013). India is projected to have .60 million deaths caused by cancer by 2021 (D'Souza, Murthy, & Aras, 2013). To cope with an illness of this magnitude and lethality, preparedness is vital. This preparedness could be in terms of information, access to medical care and insurance, or financial resources or provisions. The economic distress related to caregiving is often tied to a caregiver's or family's employment status. Employed caregivers are documented as being under severe stress due to the need to balance work, home,

and caregiving but they have the advantage of solid financial means to cope. As with any other health condition, the educational attainment of those affected plays a vital role in how the patient and family understand the illness, its effects, course, and treatment. Low-literacy caregivers are likely to hold misconceptions about the illness and fail to follow the prescribed regimens for the patients. Due to the inextricable linkages between education, employment, and income, it is wise to treat these as subsets of the same ability: an ability to understand, prepare, and execute the caregiving role.

The economic burden of caregiving is all-pervasive, enduring and sometime, invisible. Beyond the obvious components of the burden, like hospital bills and medical charges are other allied charges brought on by the crisis. For instance, a long commute to the hospital, or having to buy meals from outside regularly. Added to this is the fact that many caregivers take off from work to bring their patients to the hospital and incur a sizeable loss of work hours and pay, or finally, quit the job to focus on caregiving full-time. This results in additional financial concerns because the salary pool of the family shrinks. The situation is especially grim when the sole breadwinner of a family is afflicted with cancer (Sivakumar, 2017).

Looking after a family member with cancer is a major financial challenge (Houtven, Ramsey, Hornbrook, Atienza, & Ryn, 2010) and frequently necessitates a reduction or alteration in one's occupational functioning (Gruneled et al., 2004). Caregiving is predominantly seen as being detrimental to the caregiver's employment status. Literature has reinforced this effect in a number of ways, such as, reduced employment probability (Nguyen & Connelly, 2014); loss of pay due to long absences from work (Warner, Kirchhoff, Nam, & Fluchel, 2014); reductions in work performance (Reid, Stajduhar, & Chappell, 2009); or preliminary retirement (Jacobs, Laporte, van Houtven, & Coyte, 2014). Heavy caregiving demands eat into the caregiver's income, savings, insurance, and property (Girgis, Lambert, Johnson, Waller, & Currow, 2012; Papastavrou, Charalambous, & Tsangari, 2009).

Corresponding Author:

Shoma Chakrawarty

Assistant Professor, Department of Psychology
Nanavati Women's College, Mumbai, Maharashtra
E-mail: shomachakrawarty011@gmail.com

Furthermore, n
owing to cance
often leaving th
their property t
Engelgau, 2013

Examining c
perspective. Ca
Caregiving Ex
Schumacher, 2
contextual vari
stress inherent
of the most
developing co
factors like low
to examine how
cancer caregivi

Objectives o

The study aims
(education, em
quality of life

Hypotheses

- Hypothesis
quality of li
cancer care
- Hypothesis
quality of li
cancer care
- Hypothesis
quality of li
low, middle

The current
descriptive in
the effect of th

Participant

A sample of
purposive sam
criteria of bein
member with
aspects of the
context are c
caregiver in
sample were l
graduate lev
slightly less th
middle-income
constituted a
providing car
months of the

Instrument

General Hea
Health Quest
(1978) as a
morbidity. T

**Vol. XII
Number-16**

**ISSN 2319-7129
(Special Issue) April, 2018**

UGC Notification No. 62981



EDU WORLD

**A Multidisciplinary International
Peer Reviewed/Refereed Journal**

APH PUBLISHING CORPORATION

ISSN : 2319-7129

EDU WORLD

A Multidisciplinary International
Peer Reviewed/Refereed Journal

Vol. XII, Number - 16

April 2018

(Special Issue)

Chief Editor

Dr. S. Sabu

Principal, St. Gregorios Teachers' Training College, Meenangadi P.O.,
Wayanad District, Kerala-673591. E-mail: drssbkm@gmail.com

Co-Editor

S. B. Nangia

A.P.H. Publishing Corporation

4435-36/7, Ansari Road, Darya Ganj,
New Delhi-110002

Healing the Trauma of Sexual Abuse Through the Principles of Indian Psychology: A Case Study Cicilia Chettiar	77
Awareness in Blended Learning Strategy in Relation to Academic Achievement Among Postgraduates Dr. M. Omanaseelan and Nikhitha Raju	85
Higher Education and Human Resource Development: Role of Distance Education Dr. Swapnali Borah	92
Reconsidering Development Initiatives in a Fragile Zone: On the Possibilities and Limits of Good Governance for Development and Democracy in Darjeeling Hills, India Dr. Ambika Thami	98
Rgvedic Percolations in Vikramorvaśīya Dr. Jeena George	108
The Effect of Functional Exercise Training Programs on Physical Fitness Component: Cardiovascular Endurance Bharat Bhujbal	111
Narrative as History: The Subversion of Historiography Dr. K. M. Johnson	115
SWOT Analysis of Uttarakhand Road Transport Corporation Dr. Ashutosh Kumar	122
India's Economic Development 1947-2000 Dr. Noorul Hasan	132
बरेली में इफको का ग्रामीण विकास में योगदान का समाजशास्त्रीय अध्ययन डॉ. रवीन्द्र बन्सल	142
Indoor Plants: Weapon for Pollution Control Dr. Niharika Verma	147
Poverty Reduction-An in-Depth Analysis Dr. Buktare Deepak Mohanrao	154
Demonetisation of Indian Bank Notes Dr. Surendra Kumar Chauhan	165
Environmental Issues in India Dr. Sudhir Rawat	173
Analysis of Mulk Raj Anand's Novel Untouchable Dr. Anjana Vashishtha Rawat	175

Healing the Trauma of Sexual Abuse Through the Principles of Indian Psychology: A Case Study

Cicilia Chettiar*

ABSTRACT

The current paper discusses the case of a twenty year old female student reporting with symptoms of PTSD verified through PSSI – 5 and PDS 5. She was treated through the application of the principles of Indian Psychology across ten sessions stretched across three weeks. She presented with complaints of panic attacks beginning since the past six months. Previous attempts at therapy included CBT which only served to aggravate her symptoms. Research in Indian Psychology is usually challenging due to the emphasis on personal experience. The underlying sense is that the individual is not just a cluster of traits and chemicals, but is a spiritual being who has taken birth for a purpose. Two primary methods followed were a silent, non-judgmental self-observation and a growing surrender to the highest one can conceive. Each session empowered the individual to step away from the events in her life and focus instead on her life purpose. The sessions were of thirty minutes each as the technique used was introspection on one or two questions each. The client had to keep her eyes closed till she arrived at an answer. The therapist only provided feedback and reminders about keeping the body relaxed and remembering to breathe deeply. It was found that in the first session itself, the client was able to identify the purpose of her life. Following the identification and internalization of this purpose, the client experienced a deep sense of calm such that she had never experienced before. Every consequent session sought to keep her in this sense of calm and explore all stimuli connected to the traumatic events so that none of them would act as a trigger in future. All ten sessions had a clear goal and a client-reported outcome. At the end of ten sessions, the client was transformed and this feedback was provided by family, friends and peers.

Keywords: Trauma, Sexual Abuse, Indian Psychology, Life Purpose, introspection

INTRODUCTION

Post traumatic stress disorder or PTSD as it is more commonly known is the presence of an unhealthy mental condition caused after a terrifying event. The event could be a natural disaster like tsunami or an earthquake or a man-made one like rape, childhood sexual abuse or a kidnapping. DSM V requires eight criteria to be met for the diagnosis. This includes the presence of a stressor, intrusion symptoms, avoidance of trauma-related stimuli, negative alterations in mood and cognitions, alterations in reactivity and arousal, symptoms lasting for at least a month, functional impairment and the exclusion of medication, substance abuse or any other illness as causative factors.

Presence of nightmares, flashbacks, anxiety, sleep disturbances and exaggerated startle responses are common. The traumatic event could have occurred at any age. But the symptoms could continue till many years later unless correctly diagnosed and treated.

*Prof. Professor & HOD, Department of Psychology, Maniben Nanavati Women's College, Mumbai India.
Email: ciciliachettiar@yahoo.com

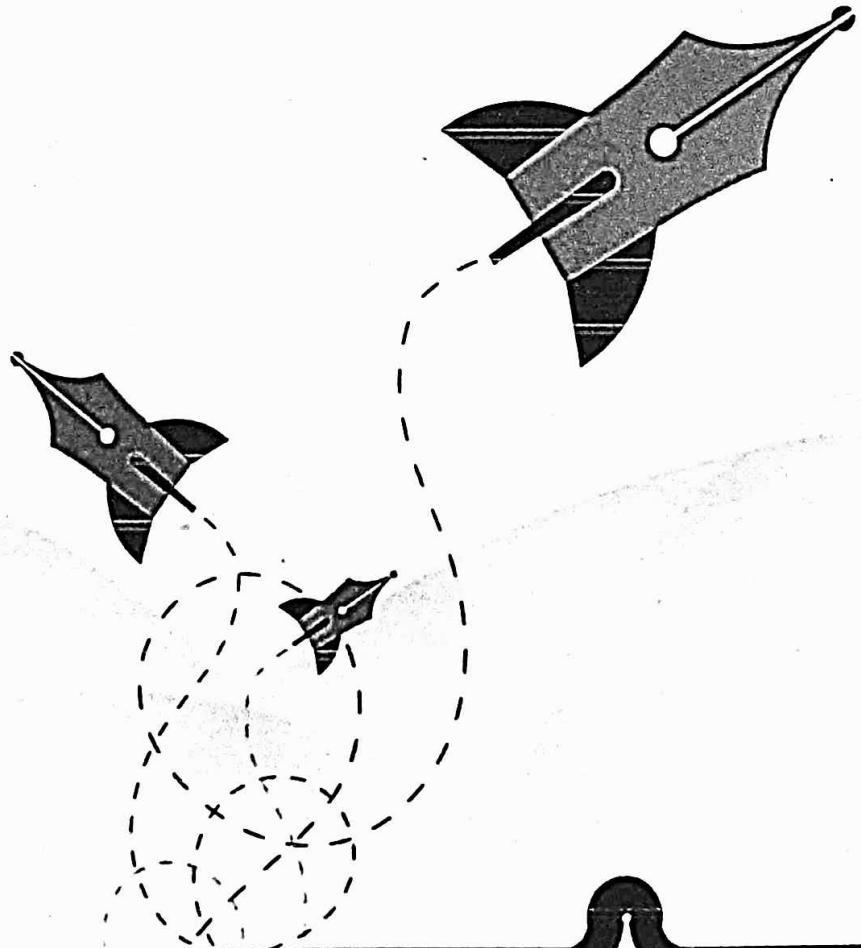
शोध सारिता

An International Multidisciplinary Quarterly
Bilingual Peer Reviewed Refereed Research Journal

• Vol. 7

• Issue 26 (V)

• April to June 2020



Editor in Chief

Dr. Vinay Kumar Sharma

D. Litt. - Gold Medalist



sanchar
Educational & Research Foundation

Shodh Sarita

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

• Vol. 7

• Issue 26 (V)

• April - June 2020

≡ EDITORIAL BOARD ≡

Prof. Surya Prasad Dixit

University of Lucknow, Lucknow

Prof. Parmeshwari Sharma

University of Jammu, Jammu

Prof. Kumud Sharma

Delhi University, Delhi

Prof. Ram Prasad Bhatt

Hamburg University, Germany

Prof. Sudheer Pratap singh

Jawahar Lal Nehru University, New Delhi

Prof. Girish Pant

Jamia Millia Islamia University, New Delhi

Prof. S. Chelliah

Madurai Kamraj University, Madurai

Prof. Ajay Kumar Bhatt

Amity University, Haryana

Prof. Pavitar Parkash Singh

Lovely Professional University, Punjab

Prof. M.P. Sharma

Jamia Millia Islamia University, New Delhi

≡ EDITOR IN CHIEF ≡

Dr. Vinay Kumar Sharma
Chairman

Sanchar Educational & Research Foundation, Lucknow

PUBLISHED BY

 **sanchar**
Educational & Research Foundation

49.	STUDY OF ALIENATION AMONG FIRST YEAR & THIRD YEAR UNDERGRADUATE STUDENTS OF GOVT. AND PVT. UNIVERSITIES	Narendra Kumar Rajive Kumar	269
50.	WOMEN AND GLOBALIZATION : THE IMPACT OF INCREASED WOMEN'S ECONOMIC RIGHTS ON GLOBALIZATION	Ashwini Kumar	273
51.	ARTAUD'S "PURE CINEMA" : THE MANIFESTATION OF THE DOUBLE IN THE CINEMA OF CRUELTY	Ishita Sareen	277
52.	ENTREPRENEURSHIP & INNOVATIONS-TOOLS FOR SUSTAINABLE SOCIAL DEVELOPMENT	Vishal Mathur Trilok Kumar Jain Manoj Srivastava	281
53.	INTRICACY OF UNDERSTANDING CONSUMER BEHAVIOUR FROM THE MARKETING PERSPECTIVE	Vishal H. Baldaniya Dr. Jayesh G. Poojara	287
54.	A REVIEW STUDY ON THE RELATIONSHIP BETWEEN JOB SATISFACTION, WORK-LIFE BALANCE ON EMPLOYEE PERFORMANCE IN AN ORGANIZATION	Sumit Chopra Dr. Shubha R. Singh	293
55.	ROLE OF THE PRESS IN JOURNEY OF INDIAN DEMOCRACY	Birendra Kumar Tiwari Aadya Dubey	298
56.	DOMESTIC VIOLENCE ON WOMEN DURING COVID-19	Dr. Twinkle Sanghavi	303
57.	COVID -19 PANDEMIC AND MIGRANT LABOUR : AN ANALYSIS OF LEGAL PROVISIONS IN INDIA	Harkirandeep Kaur	311
58.	IMPACT OF "BIG DATA ANALYTICS" ON ONLINE ORGANIZED "RETAIL SECTOR" IN INDIA.	Dr. M.S. Subhas Pratibha Hongal	316
59.	AN APPRAISAL OF AWARENESS IN HALF GIRLFRIEND	Dr. Rakesh Kumar Natrajan	323
60.	PRIDE AND PREJUDICE : AN ASSIMILATIVE STUDY	Dr. Abhinandan Kumar	326

DOMESTIC VIOLENCE ON WOMEN DURING COVID-19

Dr. Twinkle Sanghavi*

ABSTRACT

The study stresses on the obligatory repercussions that followed the lockdown which was imposed on several countries including India, due to the outbreak of Covid-19. Media and administrative officials focused on improving the obvious issues that caused sudden disruption in the nation's mechanism but failed to notice the vulnerable quandaries that equally developed during this time. The age-old patriarchal society has given redundant powers to men. In spite of the substantial transformation in the mindset of the present generation, there are people who visualize women as a subject of objectification. There were numerous instances of domestic violence practiced on women amidst the pandemic. During a time when everything is done from home and all the members are stuck together, there has been an unparalleled rise in brutality against women. This study is empirical in nature in which primary data from 73 females was collected. It was found that domestic violence has increased during Covid times and financial crisis is a major reason of it. The women were found aware about the domestic violence. The study has identified various types of domestic violence and from whom they seek help if they are the victim of domestic violence.

Keywords : Lockdown, Covid-19, India, women, domestic violence

Introduction

The sudden eruption of the virulent disease; Corona virus has entrapped the entire world in its shackles, causing discrepancy socially, culturally and economically. The cases of Covid-19 in India have crossed the 15 lakhs mark whereas 1.5 crore people are affected throughout the world. The practice of social isolation, travel restrictions, quarantines and stay-at-home orders have become the rule of life. In the absence of a proper medical treatment, these are the most favorable steps every nation has adopted; however, its profound psychological impact is another area of discussion. The effect of isolation can deteriorate susceptibilities due to the dearth of a recognized societal order. The provisional closure of dispensable businesses led to the increase in joblessness and financial tension (Punty, 2020). The situation of quarantine is related to fear abuse, despair, and delayed-stress symptoms.

Staying indoors for so long without any recreational interference of the outside world can create an appalling ambience for the ones whose lives are inundated by domestic violence. Domestic violence can only take place in a home setting where an individual dominates over others. It is a broad term that also includes abuse like intimate partner violence (IPV), elder abuse and also ill-treatment done to children. [However, more cases of domestic violence are related to sexual abuse in the present situation. According to UN (2020), around 1 of women and 1 out of 10 men have been a victim to the form of violence. The statistics of domestic violence were seen to be high since the dawn of Covid-19 and according to a report published by China; the numbers have tripled in the duration of a year. As per the facts provided by United Nations, the effect of violence since March has gone up by 30% in France and 25% in Argentina. There has been an elevation of 30% in helpline calls in Cy



ISSN 2277-5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)

AJANTA

Volume - VII, Issue - II
English Part - IV
April - June - 2018

IMPACT FACTOR / INDEXING
2017 - 5.2 www.sjifactor.com

AJANTA PRAKASHAN

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VII Issue - II English Part - IV April - June - 2018

**Peer Reviewed Referred
and UGC Listed Journal**

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

**IMPACT FACTOR / INDEXING
2017 - 5.2
www.sjifactor.com**

❖ EDITOR ❖

Assit. Prof. Vinay Shankarrao Hatole

M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R),
M.Drama (Acting), M.Drama (Prod & Dir), M.Ed.

❖ PUBLISHED BY ❖



Ajanta Prakashan
Aurangabad. (M.S.)



CONTENTS OF ENGLISH PART - IV



Sr. No.	Name & Author Name
14	Role of Teachers: Challenges and Opportunities Dr. Shilpa Shah
15	Threats to Professional Ethics in the Teaching Field Today Shanthi Seshadri
16	The Role of Teachers in Sensitizing Students at School and Colleges about Human Trafficking and Human Rights Violation in India and its Challenges: A Study Shaikh Nuzhat Afroz
17	The Role of Teacher with Reference to 'Divaswapna' by Gijubhai Badekha Prof. Monali Kakade
18	Learning Innovation Centered Teaching Process in Teacher Education Mrs. Shireen Asif Patel Mrs. Kavita Sandesh Thakur
19	Need of Professional Development of Teachers in Higher Education Hiralal Kashirao Bhosale
20	Role of Teacher in Moulding Society Dr. Devidas S. Bhagat
21	Role of Information and Communication Technology in Higher Education Dr. D. R. Khanderao
22	Importance of Teachers in Student's Lives Smt. Kusum Parisa Madhale
23	A Comparative Study of Selected Motor Components among College Level Men Basketball and Volleyball Players Abhijeet Dikkhat
24	Role of Information and Communication Technology on Higher Education Prof. Gargi Dubey
25	Unity and Integrity of the Nation: An Ideal Teacher in 21st Century Dr. G. Laxman
26	Study of Effectiveness of "Self Esteem Enhancement Programme" on the Teenagers Ms. Snehal Jadhav Prof. Priti Sonar
27	Classroom Relations between Teachers and Different Levels of Students

27. Classroom Relations between Teachers and Different Levels of Students

Dept. of Sociology, Mamben Nanvati Women's College

Abstract:

Teacher's role in student's life is not only to give the academic and subject knowledge, but much more than that. The teacher is expected not only to impart the subject knowledge in the students, but also motivate them for curricular and extracurricular activities, allow them to think and try to bring out the best from each students, maintaining harmony in the class specially when students coming from different background, not only on the basis of religion but also coming from different stand also have to maintain balance between the differently able students in the class. This article tries to examine how the student's profile not only changes the teaching methods but also the changes the interpersonal relations to bring the wholistic development amongst the students, the article is based on the primary data along with secondary data.

Key Words: Teachers, Students, Differently Able, Autism

Introduction:

Teacher's profession is considered as noble profession, and also there is belief that they contribute towards the nation building. The classroom is a social system where there is a give and take of information between students and teachers and also amongst the students (F. A. 2012) teachers has to play many roles in the life of the students as they spent their maximum time in the school or college. Over the period of time the teaching methods and learning styles has changed, what has not changed is the interpersonal relation of teacher and students. The relationship between teachers is very very important not only for the overall development of the student but also teacher keeps on leaning from their students.

Teachers have the ability to make student's life more meaningful. The large of the students is of "Lerner", which enables them to think, behave, speak, put forward their ideas, listening to others idea, also trying to reach the right understanding, and achieves the mature behavior over the period of time.

The above mentioned relations are the best understood in normal situation and condition, but many a times teacher has to face many other situations like when class has combination of



ISSN 2277-5730

**AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL**

**Peer Reviewed Referred and
UGC Listed Journal
(Journal No. 40776)**

AJANTA

**Volume - VII, Issue - II
English Part - IV
April - June - 2018**

**IMPACT FACTOR / INDEXING
2017 - 5.2 www.sjifactor.com**

AJANTA PRAKASHAN

ISSN 2277 - 5730
AN INTERNATIONAL MULTIDISCIPLINARY
QUARTERLY RESEARCH JOURNAL

AJANTA

Volume - VII Issue - II English Part - IV April - June - 2018

**Peer Reviewed Referred
and UGC Listed Journal**

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

**IMPACT FACTOR / INDEXING
2017 - 5.2**

www.sjifactor.com

❖ EDITOR ❖

Assit. Prof. Vinay Shankarrao Hatole

M.Sc (Math's), M.B.A. (Mkt), M.B.A (H.R),
M.Drama (Acting), M.Drama (Prod & Dir), M.Ed.

❖ PUBLISHED BY ❖



Ajanta Prakashan
Aurangabad. (M.S.)



CONTENTS OF ENGLISH PART - IV

Sr. No.	Name & Author Name
14	Role of Teachers: Challenges and Opportunities Dr. Shilpa Shah
15	Threats to Professional Ethics in the Teaching Field Today Shanthi Seshadri
16	The Role of Teachers in Sensitizing Students at School and Colleges about Human Trafficking and Human Rights Violation in India and its Challenges: A Study Shaikh Nuzhat Afroz
17	The Role of Teacher with Reference to 'Divaswapna' by Gijubhai Badekha Prof. Monali Kakade
18	Learning Innovation Centered Teaching Process in Teacher Education Mrs. Shireen Asif Patel Mrs. Kavita Sandesh Thakur
19	Need of Professional Development of Teachers in Higher Education Hiralal Kashirao Bhosale
20	Role of Teacher in Moulding Society Dr. Devidas S. Bhagat
21	Role of Information and Communication Technology in Higher Education Dr. D. R. Khanderao
22	Importance of Teachers in Student's Lives Smt. Kusum Parisa Madhale
23	A Comparative Study of Selected Motor Components among College Level Men Basketball and Volleyball Players Abhijeet Dikkhat
24	Role of Information and Communication Technology on Higher Education Prof. Gargi Dubey
25	Unity and Integrity of the Nation: An Ideal Teacher in 21st Century Dr. G. Laxman
26	Study of Effectiveness of "Self Esteem Enhancement Programme" on the Teenagers Ms. Snehal Jadhav Prof. Priti Sonar
27	Classroom Relations between Teachers and Different Levels of Students Ms. Twinkle Sanghvai

27. Classroom Relations between Teachers and Different Levels of Students

Ms. Twinkle Sanghvi

Dept. of Sociology, Maniben Nanvati Women's College

Abstract:

Teacher's role in student's life is not only to give the academic and subject knowledge, but much more than that. The teacher is expected not only to impart the subject knowledge in the students, but also motivate them for curricular and extracurricular activities, allow them to think and try to bring out the best from each students, maintaining harmony in the class specially when students coming from different background, not only on the basis of religion but also coming from different stand also have to maintain balance between the differently able students in the class. This article tries to examine how the student's profile not only changes the teaching methods but also the changes the interpersonal relations to bring the wholistic development amongst the students, the article is based on the primary data along with secondary data.

Key Words: Teachers, Students, Differently Able, Autism

Introduction:

Teacher's profession is considered as noble profession, and also there is belief that they contribute towards the nation building. The classroom is a social system where there is a give and take of information between students and teachers and also amongst the students (F. A. 2012) teachers has to play many roles in the life of the students as they spent their maximum time in the school or college. Over the period of time the teaching methods and learning styles has changed, what has not changed is the interpersonal relation of teacher and students. The relationship between teachers is very very important not only for the overall development of the student but also teacher keeps on learning from their students.

Teachers have the ability to make student's life more meaningful. The large of the students is of "Lerner", which enables them to think, behave, speak, put forward their ideas, listening to others idea, also trying to reach the right understanding, and achieves the mature behavior over the period of time.

The above mentioned relations are the best understood in normal situation and condition, but many a times teacher has to face many other situations like when class has combination of

Current Status of Surrogacy – Sociological understanding and Implementation

Dr. Twinkle Sanghavi

H.O.D. Asst. Professor

Department of Sociology

Maniben Nanavati Women's College

Abstract

Surrogacy is a process and a contract wherein a woman agrees to carry a baby in her womb for someone else. Surrogacy is very common now a days for those couples who are unable to have their own child due to some medical issues or are unable to conceive. Number of couples who are unable to produce a child or are suffering from some other medical issues from India as well as abroad are contacting Assisted Reproductive Technology (ART) clinics to have a child of their own through the process which is called surrogacy. Surrogacy is a risk to human rights and has been fully convicted as it is a medium for the exploitations of the surrogate mothers, it has become very important to regulate surrogacy services in the country and to safeguard rights of the surrogate mother as well as the child born out of surrogacy. As per the Surrogacy Bill 2016, government of India took a step to prohibit commercial surrogacy.

Keywords: *Commercial surrogacy, Infertile couples, Surrogacy regulation bill, surrogate mothers, Assisted Reproductive Technology (ART), Rights of Surrogate mothers*

Introduction

Surrogacy involves a woman who agrees to carry a baby in her womb, which will be given to other person when born. Undoubtedly, it is a controversial subject. Though surrogacy has emerged through history, this topic is nowadays strong on public agenda as current childbirths and the news of upcoming births, and also there is an increase in the count of people who are bending towards surrogacy because of their infertility. Increase in fertility has been reported in the society. The system of surrogacy leads to mystification regarding some traditional and basic proof of the society like a designation of a motherhood, status of a family, relation between a parent and child and especially contribution of a woman in the society. This is uplifting critical concern of commercialization of sex, child birth or of genitors by permitting agreements, sales and money to rule previously non-commoditized area of life.

Surrogacy is an issue for many societies as it provides the family arguable and forces us to think a new about values, about the basics of those values. Primarily, in authentic and organized dealings regeneration was supported at unselfish level, where sisters or any other close friends or relatives normally consent to be a surrogate for establishing ancestral association of the offspring. In this setup surrogate usually enters into a contract where in no commoditized instance is not involved because he or she does not get any money for carrying a child in her womb.

Vol. 13 No. 5, July 2020

ISSN : 0975-1386

Wesleyan Journal of Research

An International Research Journal

HUMANITIES & SOCIAL SCIENCES

Multidisciplinary | Peer Reviewed | Refereed

UGC Care Listed



Bankura Christian College
Bankura-722101
WEST BENGAL, INDIA

Wesleyan Journal of Research

Vol. 13 No. 5, July 2020.

Published by

Principal

Bankura Christian College,

Bankura - 722101

West Bengal, India,

TEL : 03242-256924

FAX : 03243-256924

e-mail : wjrj@bankurachristiancollege.in

bancollege@rediffmail.com

infobcc@bankurachristiancollege.in

Website : www.bankurachristiancollege.in

Home page : wjr.bankurachristiancollege.in

©Bankura Christian College

Printed at :

A. T. Press,

Bankura, India

(This is a refereed journal and all articles are professionally screened and reviewed. The articles reflect the opinion/views of the authors. The editorial board is in no way responsible for the same)

Wesleyan Journal of Research

Vol. 13 No. 5 July 2020 (ISSN: 0975-1386) | Impact
Factor: 6.7

UGC Care Listed

Articles

1. **Effect of Peer Pressure Among Adolescents** 01-08
Author(s) By :- Dr. Supreet Kaur¹ and Meghna Bhalla²
2. **A Study on Effect of Stress on Work Family Conflict in Public and Private Sector Bank Employees in West Bengal** 09-20
Author(s) By :- Sudip Basu¹, Dr. Debasish Biswas² and Dr. Sumati Ray³
3. **Relationship between Internet Addiction, Loneliness, Quality of Sleep and Quality of Life among young adults in Mumbai** 21-30
Author(s) By :- Naushi Chokhani¹ and Anuja Deshpande²
4. **Loneliness, Self-Esteem and Anxiety in Adolescents with Specific Learning Disabilities** 31-41
Author(s) By :- Vhabbiz F. Lala¹ and Anuja Deshpande²
5. **Radhakrishnan on Spiritual Religion** 42-48
Author(s) By :- Madhab Chandra Roy
6. **On Religious Faith** 49-55
Author(s) By :- Kaizar Rahaman
7. **Position of 'Raw' as a Surveillance Agency in India: A Brief Study** 56-65
Author(s) By :- Priyanka Roy¹ and Dr. Priya Ranjan Kumar²
8. **The Ayodhya Dispute Resolution in India: An Analysis** 66-82
Author(s) By :- Naresh Kumar
9. **Representation of Social Aspects in Amit Chaudhuri's Novels** 83-87
Author(s) By :- Santosh¹ and Dr. Kartikey²
10. **Promoting Indian Culture through Archeo-Heritage** 88-97



Relationship between Internet Addiction, Loneliness, Quality of Sleep and Quality of Life among young adults in Mumbai

Naushi Chokhani¹ and Anuja Deshpande²

¹M.AII Psychology Student, Maniben Nanavati Women's College, India.

²Assistant Professor, Deptt. of Psychology, Maniben Nanavati Women's College, India.

¹naushichokhani@yahoo.com, ²dranujadeshpandel8@gmail.com

Abstract: The present study was to investigate how Internet addiction impacts loneliness, quality of sleep and quality of life among young adults in Mumbai. The research design was a correlational study. Self-report survey data were collected from 275 young adults between the ages 18-25 years. To measure the variables, scales such as Young's Internet Addiction Scale (IAT) by Kimberly Young (1998), Pittsburgh Sleep Quality Index by Buysse, Reynolds, Monk, Berman and Kupfer (1989), UCLA Loneliness scale by University of California, Los Angeles. Published by Russell, Peplau and Ferguson (1978) and World Health Organization Quality Of Life – BREF by World Health Organization (1994) were used. Results found indicated that Internet addiction showed positive correlation with loneliness with the r value was 0.190 which was significant at 0.01 level, i.e. ($r=0.190, p<.01$). Internet addiction showed negative correlation with Quality of life with the r value was -0.343 which was significant at 0.01 level, i.e. ($r=-0.343, p<.01$). Internet addiction showed significant positive correlation with Quality of sleep with the r value was 0.323 which was significant at 0.01 level, i.e. ($r=.323, p<.01$). Thus, the results revealed that Internet addiction had an association with loneliness, quality of sleep and quality of life. Regression analysis showed that Internet addiction could be used to predict loneliness, quality of life and quality of sleep among young adults.

Key Words: Internet Addiction, Loneliness, Quality of Sleep, Quality of Life.

Article History

Received: 21/06/2020; Accepted: 30/07/2020

Corresponding author: Naushi Chokhani, Email id: naushichokhani@yahoo.com

Introduction

Print ISSN - 2394-4579
Online ISSN - 2394-6652

Indian Journal Of Mental Health

(A Desousa Foundation Initiative)



Issue : 2017 ; 4(3)
July September 2017

A Journal devoted to promoting mental health,
Cross-disciplinary research and awareness

Official Journal of The Global Society for Digital Psychology
www.indianmentalhealth.com
A UGC Approved Journal

[Home](#)[Aims and Scope](#)[Editorial Board](#)[Available Issues](#)[Publishers](#)[Instructions to Authors](#)[Contributor's Form](#)[Copyright Form and Terms for Authors](#)[List of Reviewers](#)[Journal Ethics Policy](#)[Authorship Criteria](#)[Clinical Trial Registry](#)[Open Access Policy](#)[Licensing Policy](#)[Peer Review Process and Policy](#)[Plagiarism Policy](#)[Author Charges](#)[Home](#) → [Available Issues](#) → 2017

2017 - Vol 4. Issue 3

	Article	Page No.
Editorial	The Blue Whale Phenomenon – what can be done? Avinash De Sousa	206-209
Review Paper	A Review of Metacognition in the diagnosis and treatment of Obsessive Compulsive Disorder Kaneenica Ninawe, Hemal Shroff 10.30877/IJMH.4.3.2017.210-220	210-220
Original Research Article	The Effect of Sleep Disorder on Emotional Empathy and Quality of Life Akansha Chawla, Pooja Nair 10.30877/IJMH.4.3.2017.221-227	221-227
Original Research Article	A study on Happiness and Quality of Life based on Smoking Status Anjali Majeethia, Neha Bhanjali 10.30877/IJMH.4.3.2017.228-234	228-234
Original Research Article	General Health during pregnancy and the post-partum period in women Gayatri Raina, Puja Thakur 10.30877/IJMH.4.3.2017.235-242	235-242
Original Research Article	A study on Hope, Stress and Self-Efficacy in Parents of children with Intellectual Disability Rupa Kore, Salindhavi Venkatraman 10.30877/IJMH.4.3.2017.243-251	243-251
Original Research Article	A study on the prevalence of Minor Physical Anomalies in schizophrenia and bipolar disorder and their first degree relatives: a comparative study Md.Shahnawaz Zafar, Rakesh Kumar, Avinash De Sousa 10.30877/IJMH.4.3.2017.252-262	252-262
Original Research Article	Gender differences in the age of onset of schizophrenia in South Rajasthan Shakeel Ansari, Shakila Mulla 10.30877/IJMH.4.3.2017.263-266	263-266
Original Research Article	The relationship between Basic Psychological Needs, Depression, Anxiety and Stress in students from urban India Cicilia Chettiar 10.30877/IJMH.4.3.2017.267-274	267-274
Original Research Article	Exploring the relationship between Perceived Stress and Life Satisfaction among college students: the Indian context Meghna Basu Thakur 10.30877/IJMH.4.3.2017.275-278	275-278
Original Research Article	Narcissism and forgiveness : an association study Pooja Soni, Gautami Gawali 10.30877/IJMH.4.3.2017.279-284	279-284
Original Research Article	Multimedia addiction and its impacts on adolescent's personality Vandana Goswami, Divya Rani Singh 10.30877/IJMH.4.3.2017.285-292	285-292
Viewpoint	Multiple Hats	293-294

Original Research Article

A study on Hope, Stress and Self-Efficacy in Parents of Children with Intellectual Disability

Rupa Kore¹, Saindhavi Venkatraman²

¹Post Graduate Student

²Assistant Professor

Department of Psychology, Maniben Nanavati Women's College, Mumbai

E-mail – sayhi2rupa@gmail.com

Corresponding Author – Rupa Kore

ABSTRACT

Introduction: The purpose of the study is to understand the impact of hope on perceived stress and self-efficacy among parents of children suffering from intellectual disability. Due to the researcher's personal experience as well as working with the parents or caregivers of children with intellectual disability has always been the researcher's area of interest. Another reason behind doing research in the area of intellectual disability is to study and understand how positive factors such as hope & self-efficacy can help the parents & family members to see the disability or the situation in a positive way and deal with it more effectively.

Methodology: 60 participants were purposively selected from resource rooms of special schools, hospitals and private intellectual disability centers. The head of the centres and the principals of the schools and parents were contacted to provide information regarding the objective of the research, scales, principle of confidentiality and to seek their permission for the study. The data was collected using the survey method. The General Perceived Self-Efficacy Scale (GPSS), Procrastination Scale and the Brief Resilience Scale will be administered on each of the students.

Results: The first hypothesis was parents of children with intellectual disability having higher level hope will score lower on perceived stress as compared to parents with lower level hope. The statistical result obtained was in line with the hypothesis and also was in line with previous studies. The second hypothesis was parents of children with intellectual disability having higher level hope will have higher level of self-efficacy as compared to parents with lower level hope. The statistical result found was in line with the second hypothesis and also in line with past studies.

Conclusion: The findings indicate that the parents having higher level hope had lower level of perceived stress and higher level of self-efficacy as compared to parents with lower level hope. The results obtained are in line with hypotheses and past research.

Key Words: Hope, self efficacy, stress, perceived stress, intellectual disability, parents.

(Paper received – 22nd June 2017, Peer review completed – 18th July 2017, Accepted – 20th July 2017)

INTRODUCTION

Parents of children with intellectual disability experience deleteriously high levels of stress. Parenting stress is an anxiety and tension related to the role of a parent [1]. Perceived stress is defined as the degree to which situations in one's life are appraised as stressful [2]. Research on families of Children with intellectual disability has repeatedly indicated three stressful effects of the intellectual disability – a) Social isolation increased indicators of stress in the parents and c) a greater incidence of problems in school and in the society when the parents learn that the child is having some form of disability, it causes enormous distress to them [3]. Giving birth to a child with disability is a stressful event which affects the whole

UGC APPROVED
CARE LISTED JOURNAL

ISSN 2229-3620

GOVT. OF INDIA RNI NO. - UPBIL/2015/62096



शोध संचार बुलेटिन

SIA

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

★ Vol. 10

★ Issue 39

★ July to September 2020

Editor in Chief
Dr. Vinay Kumar Sharma
D.Litt. - Gold Medalist



sanchar
Educational & Research Foundation

UGC APPROVED
CARE LISTED JOURNAL
GOVT. OF INDIA RNI NO. - UPBIL/2015/62096

ISSN No. 2229-3620



SHODH SANCHAR Bulletin

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

• Vol. 10

• Issue 39

• July - September 2020

EDITORIAL BOARD

Prof. Arun Kumar Bhagat

Mahatma Gandhi Central University, Motihari (Bihar)

Prof. Shraddha Singh

Banaras Hindu University

Prof. Santosh Kumar Shukla

Jawahar Lal Nehru University, New Delhi

Prof. Pawan Sharma

Meerut University, Meerut

Prof. Karuna Shankar Upadhyay

Mumbai University, Mumbai

Prof. Hemraj Sundar

Mahatma Gandhi Sansthan, Moka, Mauritius

Prof. Abdul Alim

Aligarh Muslim University, Aligarh

Prof. Susheel Kumar Sharma

Mizoram University, Mizoram

Prof. Padam Kant

University of Lucknow

Prof. Arbind Kumar Jha

BBA Central University, Lucknow

Prof. Sheela Mishra

Usmania University, Hyderabad

Prof. Nagendra Ambedkar Sole

Central University of Rajasthan

EDITOR IN CHIEF

Dr. Vinay Kumar Sharma

Chairman

Sanchar Educational & Research Foundation, Lucknow

PUBLISHED BY



PUBLISHER

Sanchar Educational & Research Foundation, Lucknow (U.P.) INDIA

PRINTER

Aradhya Prakashan, 448 /119/76
Kalyanpuri Thakurganj, Chowk, Lucknow-226003 U.P.

SUBSCRIPTION / MEMBERSHIP FEE

Single Copy (Special Order)

Rs. 300/-

Individual / Institutional

FOR INDIANS

One Year	Rs. 1000.00- (with Postal Charges)
Five Years	Rs. 5,000.00- (with Postal Charges)
Life Time Membership	Rs. 10,000.00- (with Postal Charges)

FOR FOREIGNERS

Single Copy	US\$60.00-
One year	US\$150.00-

SPECIAL

All the Cheques/Bank Drafts should be sent in the name of the **SANCHAR BULLETIN**, payable at Lucknow.
All correspondence in this regard should be sent by **Speed Post** to the **Managing Editor, SANCHAR BULLETIN**

CHIEF EDITORIAL OFFICE

Dr. Vinay Kumar Sharma

M.A., Ph.d., D.Litt. - Gold Medalist
Awarded by the President of India

Editor in Chief - SHODH SANCHAR BULLETIN

448 /119/76, KALYANPURI THAKURGANJ, CHOWK, LUCKNOW -226003 U.P.

Cell.: 09415578129, 07905190645

E-mail : serfoundation123@gmail.com

Publisher, Printer & Editor :-

Dr. Vinay Kumar Sharma Published at 448 /119/76 ,Kalyanpuri Thakurganj, Chowk, Lucknow-226003 U.P.
and printed by Aradhya Prakashan, 448 /119/76, Kalyanpuri Thakurganj, Chowk, Lucknow-226003 U.P.

- The Views expressed in the articles printed in this Journal are the personal views of the Authors. It is not essential for the Shodh Sanchar Bulletin Patrika or its Editorial Board to be in agreement with the views of Authors.
- Any material published in this Journal cannot be reprinted or reproduced without the written permission of the editor of the Journal.
- Printing, Editing, selling and distribution of this Journal is absolutely honorary and non-commercial.
- All disputes will be subject to Lucknow jurisdiction only.

CONTENTS

	Topic	Page No.
•	DECODING MAGIC BULLET THEORY IN TIMES OF COVID-19 PANDEMIC Kishor Kumar Dash	1
•	LEARNING MANAGEMENT SYSTEM (LMS) : POST COVID SIGNIFICANCE IN HEIS J. Lalitha	8
•	A STUDY ON INFLUENCE OF COVID 19 TOWARDS HIGHER EDUCATION WITH SPECIAL REFERENCE TO DEGREE COLLEGE STUDENTS OF UNIVERSITY OF MUMBAI C.A. Kiran Gajjar Pritesh Somani Subhash Shengale	13
•	A STUDY ON MENTAL HEALTH OF INTERNATIONAL STUDENTS WHO ARE STUDYING IN ABROAD DURING COVID - 19 Surekha Shetty Bhushan Langi	22
•	SUGGESTIVE POA TO CONQUER THE BURDEN OF COVID-19 Rutuja Shinde Chinmay Prabhu Minakshi Gurav	29
•	IMPACT OF PANDEMIC ON HOUSEHOLD EXPENDITURE WITH SPECIAL REFERENCE TO WORKING WOMEN OF MUMBAI AND SUBURBAN REGION Vidya Kailash Darvesh	37
•	ECONOMIC AND SOCIAL IMPACT OF COVID-19 ON INDIAN ECONOMY Dr. Sachin Puranik	44
•	THEORETICAL ANALYSIS OF INDIA'S SELF- RELIANT MISSION Dr. Deepti Kiran Itisha Sharma	48
•	IMPACT OF COVID-19 ON HEALTHCARE INDUSTRY IN INDIA Dr. Priya D. Gedam	55
•	A COMPARATIVE STUDY OF THE SELECTED STORIES OF MANOJ DAS AND O. HENRY Narendra Sonu Tayade	62
•	A STUDY OF THE FEMININE PRINCIPLE IN THE CONTEXT OF TANTRA IN SINGING TO THE GODDESS Surya Suresh Kumar	67
•	INTERTEXTUALITY AND GUJARATI PLAY Sejal Shah	72
•	MATERIAL CULTURE OF GOND TRIBES IN CENTRAL PROVINCES : A HISTORICAL STUDY Dr. Naresh M. Madavi	77
•	A STUDY OF EMPLOYABILITY SKILLS OF MANAGEMENT GRADUATES IN MUMBAI REGION Diti Dave	80
•	PEDAGOGY USED IN ADVANCED HOSPITALITY TECHNOLOGY - CHALLENGES FACED Trupti Laghate Vibhuti Mehra Trupti Patole	86
•	HELPLESSNESS OF YOGA AND MEDITATION FOR IMMUNIZATION AND STRESS REDUCTION TO FIGHT AGAINST COVID-19 Dilip Chaudhari Zafar Iqbal	92

•	MEASURING SERVICE QUALITY IN TELECOM SECTOR : A COMPARATIVE STUDY OF BSNL AND AIRTEL MOBILE SERVICES	Priyank Kumar Singh H C Purohit	97
•	IMPACT OF GOODS AND SERVICE TAX (GST) ON SMALL AND MEDIUM ENTERPRISES (SMES) WITH REFERENCE TO PALGHAR DISTRICT.	Shreya Mishra Dr. Rashi Gupta	104
•	ANANALYTICAL STUDY ON AVAILABILITY & CHANGE IN PRICING OF FAST MOVING CONSUMER GOODS WITH SPECIAL REFERENCE TO PANDEMIC SITUATION IN MUMBAI.	Lekha Dhagat	108
•	UTILIZATION OF COAL FLY ASH : A CIRCULAR ECONOMY STRATEGY	Bharat G. Tarmale R.S. Lokhande Sandeep R. Naik	117
•	IMPACT OF PANDEMIC ON USAGE OF CELL PHONES WITH SPECIAL EMPHASIS ON DURATION, DEPENDENCY AND CYBER CRIMES	Amogh Desai	129
•	CAPACITY BUILDING OF NGOS FOR EFFICACY IN PANDEMIC : A REVIEW	Chhaya K. Kokate	137
•	THE STUDY OF GROWING PREFERENCE TOWARDS WORK FROM HOME WITH SPECIAL REFERENCE TO YOUNGSTERS OF MUMBAI	Dr. Kiran Menghani	143
•	AN EMPIRICAL STUDY OF ETHICAL AND BUSINESS ETHICS IN MULTINATIONAL COMPANIES IN INDIA	Prarthita Biswas	149
•	CHALLENGES IN AGRICULTURAL EDUCATION IN INDIA	Dr. Archana Sharma Mrs. Seema Dwivedi	155
•	THE CRITICAL NEED OF IT INFRASTRUCTURE AND CHALLENGES TO ACHIEVE SOCIAL DISTANCING POST COVID-19 (ESPECIALLY IN EDUCATION SYSTEMS).	Ms. Arti Ulhas Parab	160
•	HISTORY OF COVID - 19 : SOCIO – ECONOMIC IMPACT ON INDIA	Ratnaprabha D. Mhatre	166
•	NEED OF HISTORY LABORATORY FOR SCHOOL AND COLLEGE STUDENTS	Sanyogita Sasane	169
•	ISSUES AND CHALLENGES OF E-LEARNING AT HIGHER EDUCATION IN TAMIL NADU	Dr. C. Praba	173
•	EFFICACY OF SAND SURFACE TRAINING ON SELECTED SKILL PERFORMANCE VARIABLE AMONG BADMINTON PLAYERS	Sajeed KP Dr. S. Manikandan	177
•	INFLUENCE OF PARENTING STYLE ON DEPRESSION AMONGST ADOLESCENTS	Aanchal Jain Anoushka Mirgnani Surekha Shetty	180
•	ATTITUDE AND KNOWLEDGE TOWARDS ORGAN DONATION	Supriya Namdev Kadam	191

•	MIGRATION, NOMADISM AND LONELINESS IN KUNZANG CHODEN'S THE CIRCLE OF KARMA	Dr. Shashikant R. Mhalunkar	199
•	INDIAN RATIONALISM : NYAYA-VAISESIKA SYSTEMS – RESTATED	Lt. Anagha Padhye-Deshmukh	204
•	E-RESOURCE APPLICATION : AN EDGE OVER TRADITIONAL RESOURCES USAGE PATTERN IN LIBRARY INFORMATION TECHNOLOGY	Rajani Gangula Rajkumar Bhakar PadmanabhaRao A	210
•	THE INTENTION TO USE E-WALLET APPS FOR FINANCIAL TRANSACTIONS : AN EMPIRICAL STUDY USING TAM WITH PERCEIVED RISK	Monilakshmane.A B.Rajeswari	220
•	NEW HORIZON OF RURAL DEVELOPMENT - TOURISM	Dr. (Mrs.) Smita Manoj Bhoir	228
•	GAP EVALUATION OF SERVICE QUALITY IN AIRLINE SECTOR	Priyank Kumar Singh H C Purohit	231
•	CHARVAKA DARSHANA (INDIAN EMPIRICISM) AND LOGICAL POSITIVISM (WESTERN EMPIRICISM) IN PRESENT CONTEXT	Kiran J. Save	239
•	REVIEW OF BUDDHIST ARCHITECTURE IN INDIA	Uday B. Govalkar	244
•	IMPORTANCE OF E- EDUCATION IN CURRENT SCENARIO	Dr. Batul Hamid	254
•	दक्षिण पूर्व एशिया में भारतीय संस्कृति का इतिहास	डॉ० गीतिका एस० तंवर	259
•	पत्रकारिता साहित्य के संदर्भ में	प्रा. गीता वरुण	262
•	पत्रकारिकेच्या नाटय व चित्रपट समिक्षेचा समाजावरील प्रभाव	प्रा. आनंद आंबेकर	266



पत्रकारिता साहित्य के संदर्भ में

□ प्रा. गीता वरुण*

शोध सारांश

21 वीं सदी को मास मीडिया की सदी माना जाता है क्योंकि मास मीडिया का प्रभाव हर क्षेत्र में फैला हुआ है। पूरी दुनिया कलम की ताकत से वाकिफ है। नेपोलियन सहित शक्तिशाली गणमान्य व्यक्तियों ने कलम की शक्ति का स्वीकार किया है। जमाना बदल गया है, फिर भी कलम का महत्व दुनिया द्वारा सहज रूप से स्वीकार किया जा रहा है। इन्फॉर्मेशन टेक्नोलॉजी के इस युग में, दुनिया भर के मीडिया दर्शक-पाठक को जानकारी प्रदान करने के लिए उत्सुक हैं। मानव जीवन में पत्रकारिता का बहुत महत्व है। भले ही हम इंटरनेट पर क्लिक करके दुनिया भर से जानकारी प्राप्त करते हैं, लेकिन कोई भी माध्यम, समाचार पत्रों की यात्रा को रोकने में सक्षम नहीं है। देश के एक कोने से दूसरे कोने में हो रही हलचल से भारत का प्रत्येक नागरिक जुड़ा है। इस जुड़ाव के अनेक माध्यम हैं, सिनेमा जगत, सोशल मीडिया, पर्यटन, आकाशवाणी, पत्रकारिता आदि। इनमें पत्रकारिता की भूमिका महत्वपूर्ण है। क्योंकि पत्रकारिता समाज के विचारों और साहित्य की संवाहिका है जो समाज और साहित्य के इतिहास में अपना महत्वपूर्ण स्थान रखती है। उसे प्रतिष्ठित करने के साथ ही साथ साहित्य और इतिहास का निर्माण भी करती है। वर्तमान जीवन के बहुआयामी विस्तार और विकास से सुपरिचित होने के लिए पत्रकारिता अपरिहार्य है। पत्रकारिता के द्वारा देश एवं समाज की सेवा की जा सकती है। सबसे पहले वर्तमान में पत्रकारिता की स्थिति को समझना होगा। पत्रकारिता कितना महत्वपूर्ण है। किस तरह से सत्य का उद्घाटन किया जा सकता है, समस्या का समाधान प्रस्तुत किया जा सकता है। साहित्य और पत्रकारिता दो विपरीत गतिविधियाँ हैं। पत्रकारिता एक ऐसा जन माध्यम है कि उसके साथ साहित्य का संबंध अप्रत्यक्ष नहीं होता। मेरा उद्देश्य यह चर्चा करना है कि साहित्य और पत्रकारिता एक दूसरे के पूरक कैसे हैं, विभिन्न साहित्यिक गतिविधियाँ, प्रतिलेखन, प्रकाशन के प्रश्न आदि का साहित्यिक पत्रकारिता से किस तरह संबंधित हैं। इस शोध पत्र में उक्त बिन्दुओं पर अपने विचार व्यक्त करने का उपक्रम है।

Keywords: मीडिया, पत्रकारिता, साहित्य, समूह माध्यम

प्रस्तावना

आज विश्व के एक कोने से दूसरे कोने तक हो रही हलचल से प्रत्येक मनुष्य जुड़ा है। इस जुड़ाव के अनेक माध्यम हैं – पर्यटन, सिनेमा जगत, सोशल मीडिया, रेडियो, पत्रकारिता आदि। इनमें पत्रकारिता की भूमिका महत्वपूर्ण है क्योंकि पत्रकारिता समाज के विचारों और साहित्य की संवाहिका है। जो समाज और साहित्य के इतिहास में अपना महत्वपूर्ण स्थान रखती है। उसे प्रतिष्ठित करने के साथ ही साथ साहित्य और इतिहास का निर्माण भी करती है। वर्तमान जीवन के बहुआयामी विस्तार और विकास से सुपरिचित होने के लिए पत्रकारिता अपरिहार्य है।

डॉ. भंवर सुराणा के कथानुसार, “पत्रकारिता वह धर्म है, जिसका संबंध पत्रकार के उस कर्म से है जिससे वह तात्कालीनी घटनाओं और समस्याओं का सबसे अधिक सही और निष्पक्ष विवरण पाठकों के सम्मुख प्रस्तुत करे तथा जनमत संग्रह करने

का श्रम भी करें।”¹

साहित्यिक पत्रकारिता का जन्म पत्रकारिता और साहित्य के उदात्त संगम से हुआ है। समाचार पत्र, साहित्य के योग कर रहे हैं। पत्रकारिता और साहित्य के संयोजन से साहित्य की सेवा तो हुई ही है लेकिन पत्रकारिता भी समृद्ध हुई है। अखबारों ने साहित्यिक पत्रकारिता के माध्यम से लोगों की पढ़ने की भूख को संतुष्ट करने, उनके साहित्यिक स्वाद को पूरा करने के साथ-साथ जनता के सांस्कृतिक गठन और मानवीय मूल्यों की स्थापना में महत्वपूर्ण भूमिका निभाई है।

पूना से प्रकाशित हिंदी शब्द सूची के अनुसार, हिंदी शब्द भंडार में, पत्र – पत्रिकाओं के योगदान को महत्वपूर्ण माना गया है। इस सर्वेक्षण के अनुसार अनुवाद, बाल साहित्य, महिला साहित्य तथा रेडियो वार्ताओं से 14210 शब्द, वैज्ञानिक तथा गंभीर साहित्य से 15340 शब्द, सरल साहित्य से 23153 शब्द

*मणिबेन नानावटी विमेन्स कॉलेज, विले पार्ले, महाराष्ट्र, भारत

1, Nathibai Thackersey Road,
New Marine Lines, Churchgate,
MUMBAI - 400 020.

Phone : + 91 22 2203 1879
Fax : + 91 22 2201 6226



A- Grade (CGPA 3.08)

श्रीमती वा. दा. ठाकरसी महिला विद्यापीठ
१, नाथीबाई ठाकरसी मार्ग, नु मलिन लाईन,
चर्चगेट, मुंबई - ४०००२०.

Telegram : UNIWOMEN
Website : sndt.ac.in

Ref. No. : Acad./RRC- 42/2020 -21/ 696

February 06, 2021.

To,
Dr. Darshana Oza
Head, University Dept. of Gujarati,
S.N.D.T. Women's University,
Mumbai - 400 020.

Sub: Title approval of Ph. D. Thesis.

Madam,

This is to inform you that, the **Research and Recognition Committee (RRC)** for the Board of Studies in **Gujarati** in its meeting held on **07 January, 2021** vide **Agenda No. 03 (i)** has **approved** the title of the thesis as "**Anuaadhunik Gujarati Ane Hindi Navalkathaono Paryavaran kendri abhyas : (Niyat Krutio Tatvamasi, Akupar ane Arvalli (Gujarati) and Marang Goda Nilkanth Hua, Kuiyajaan Mithineem (Hindi) Navalkathaona Sandarbhe**" of Ph.D. Scholar **Ms. Avani Solanki** doing Ph. D. under the guidance of **Dr. Sejal Shah.**

You are requested to convey the aforesaid decision of the **Research and Recognition Committee** for the Board of Studies in **Gujarati** to the concerned scholar and guide and do the needful in this matter.

ARKhale
08/02/2021
(Dr. Anubha Khale)

Dean, Faculty of Science & Technology
Affiliation & Academic Section (Addl. Charge)

c.c.: for information -

1. The Director, Board of Examinations and Evaluation,
2. The concerned Ph. D. Scholar and Guide.

Effect of Pesticides on Nervous System or Neural Health

Shama Chavan¹, Meena Mehta²

ABSTRACT

Pesticides will be utilized to manage pests that are important to agriculture and health care, and they will continue to be necessary for the future related to food security and prevention and control. Pesticides are unlikely to be phased out in the foreseeable future, but they should be handled with prudence. The majority of pesticides are hazardous to humans and can cause serious health problems which lead to death. During chemical spraying, skin contact accounts for about all of the body exposure. Contamination, such as for local farmers in open vegetable farming or pesticide industry employees, may result in direct exposure. Indirect exposure can occur through dietary goods such as food and drinking water, as well as the usage of repellents in homes. Some neurotoxic effects are immediately apparent, while others might take months or even years to appear. A variety of variables, including the toxin's characteristics and the dosage a person, is exposed to, determine the consequences of neurotoxicity. Amyotrophic Lateral Sclerosis, Intermediate syndrome, Parkinson's disease, and Alzheimer's disease are diseases that highly damage the mental health and the neural health of a person. This review is mainly focused on types of pesticides, route of pesticide entry in body, their effect on human health, and how these pesticides induce neural diseases.

Keywords: Pesticides, Neurotoxicity, Alzheimer, Parkinson, Amyotrophic Lateral Sclerosis, Intermediate syndrome
Asian Pac. J. Health Sci., (2022); DOI: 10.21276/apjhs.2022.9.45.03

INTRODUCTION

Pesticides are a broad and varied chemical family. Fungus, insects, rodents, and weeds are all killed and eradicated using these pesticides. Fungicides, herbicides, insecticides, molluscicides, nematocides, rodenticides, and plant growth regulators are some of the examples of pesticides [Figure 1].^[1]

Maximum pesticides have the main site of action in the neurological and endocrine systems, making them potentially hazardous to humans with substantial direct and indirect health consequences. Pesticides are directly or indirectly ingested by humans. Ingestion of tainted food and water, as well as absorption of pesticide droplets from the drift, are all examples of direct exposure in agriculture, public health, and livestock, as well as fumigation. Due to their physical constitution, temperament, and physiology, children are more sensitive to pesticides than adults, and even modest amounts of exposure during the early stages of development can create health problems. These pesticides can also cause neurotoxicity which damages the several function of the nervous system and cause neural disease.

According to existentialist philosophy, the nervous system is a complex component of an organism that governs its activities and sensory information by conveying impulses throughout the body. The central nervous system (CNS) is a marvel of intricate biomolecular connections that keep life moving and maintain homeostasis. The CNS, on the other hand, is not immune to alterations that generate neurological disease, which may be brought on by latent viral infections, chronic, or acute. Numerous viruses may infect resident cells in the CNS, including neurons. The nervous system detects changes in the environment that produces acute and then responds with the help of the endocrine system. The nervous system gets its name from nerves, which are cylindrical bundles of fiber (neuronal axons) that originates from the brain and spinal cord and branch out to innervate every part of the body. Nerves, which are cylindrical bundles of fiber (axons of neurons) arise from the brain and spinal cord and branch repeatedly to innervate every area of the body, are the foundation of the nervous system.^[2,3]

¹Department of Food and Nutrition, Maniben Nanavati Women's College, Mumbai, Maharashtra, India

²Department of Food and Nutrition, B.M.N College of Home Science, Mumbai, Maharashtra, India

Corresponding Author: ???

How to cite this article: Chavan S, Mehta M. Effect of Pesticides on Nervous System or Neural Health. *Asian Pac. J. Health Sci.*, 2022;9(45):1-7.

Source of support: Nil

Conflicts of interest: None.

Received: 15/02/2022 **Revised:** 29/03/2022 **Accepted:** 27/04/2022

The direct or indirect influence of chemicals on the neurological systems of people and animals is referred to as neurotoxicity. In humans, a variety of substances may cause neurotoxic illnesses. Although there may be a long delay between exposure and the emergence of neurotoxic consequences, neurotoxicity is typically self-limiting when exposure ends and seldom progressive in the absence of ongoing exposure.^[4]

Types of Pesticides and their Drawbacks

Herbicides

Herbicides may induce deformities by interfering with cell division, photosynthesis, and amino acid production. The harmful therapeutic action of herbicides, as well as the method of administration, have a significant impact on their prospective consequences.^[5]

Insecticides

Insecticides have a variety of consequences. Some pesticides disturb the neurological system, while others destroy the exoskeletons of pests, repel insects, or manipulate humans in other manners. Due to these variables, each pesticide may offer a varying amount of danger to non-target insects, humans, pets, and the environment.^[6]

1 of 1

Certificate of Appreciation

Dr. Rita Patil

has been awarded the **Second Prize** for presentation of her research on
"A Focus Group Study to Understand Factors Causing Overweight/Obesity in
Adolescent Girls"

on the 24th of July, 2021 at the International Webinar Series on
"Qualitative Research in Public Health Nutrition"
organized by **Nutrition Society of India, Mumbai Chapter**

M. Subhadra
Dr. Subhadra Mandalika
Convenor

Nutrition Society of India, Mumbai Chapter



Anuradha Shekar
Mrs. Anuradha Shekar
Co-Convenor

Nutrition Society of India, Mumbai Chapter

[Signature]

UGC CARE LIST No. 135
ISSN 0030 - 5324

3.2.2
Bms

Journal of The Oriental Institute

Vol.71



सत्यं शिवं सुन्दरम्

Estd. 1949

Accredited Grade 'A' by NAAC

Oriental Institute

The Maharaja Sayajirao University of Baroda
Vadodara

Editor
Sweta Prajapati

UGC CARE LIST No. 135
ISSN 0030 - 5324

JOURNAL OF THE ORIENTAL INSTITUTE

Volume 71, Year 2022

Editor

Sweta Prajapati

SPECIAL ISSUE



Accredited Grade 'A' by NAAC

Oriental Institute

The Maharaja Sayajirao University of Baroda
Vadodara

JOURNAL OF THE ORIENTAL INSTITUTE

(Referred and Blind 'Peer-reviewed' Annual International Indological Research Journal)

Vol. 71, 2022

© Oriental Institute, The Maharaja Sayajirao University of Baroda, Vadodara

Advisory Board :

Prof. Shrinivas Varkhedl, Vice-Chancellor, Kavikulguru Kalidas Sanskrit University, Ramtek, Nagpur

Prof. Gopabandhu Mishra, Vice-Chancellor, Shree Somnath Sanskrit University, Veraval, Gujarat

Prof. Sadashiv Kumar Dwivedi, Dept. of Sanskrit, Faculty of Arts, Banaras Hindu University, Varanasi

Prof. Deven M. Patel, Professor of Sanskrit and Indian Literature, Dept. of South Asia Studies, University of Pennsylvania, Philadelphia, Pennsylvania (U.S.)

Prof. N. C. Panda, ICCR Chair Visiting Professor of Sanskrit, Sanskrit Studies Centre, Silpakorn University, Bangkok, Thailand

Prof. Rabindra Kumar Panda, Department of Sanskrit, Pall & Prakrit, The Maharaja Sayajirao University of Baroda, Vadodara

Editorial Board :

Dr. Ramanath Pandey

Dr. Sharmila Bagchi

Dr. Vipul Patel

Dr. Nandkishor Mishra

Note : The statements and views expressed by the authors of articles in this Journal are their own and not necessarily of the Editorial Board.

ISSN

: 0030-5324

UGC CARE LIST NUMBER

: Arts & Humanities No. 135

Registration No.

: 15007/57

Published by

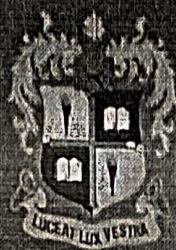
: Oriental Institute
The Maharaja Sayajirao University of Baroda
Vadodara - 390 001

Address

: The Director, Oriental Institute
The Maharaja Sayajirao University of Baroda
Near Palace Gate, Palace Road
Vadodara - 390 001, Gujarat, India

Website

: www.msubaroda.ac.in



LOYOLA COLLEGE(AUTONOMOUS)

CHENNAI-600034

Department of B.Com.(Honours)

Organises

**A TWO DAY VIRTUAL
INTERNATIONAL CONFERENCE
ON**

**Innovative Business
Practices of E-Commerce in
Contemporary World 4.0**

SPECIAL ISSUE



4th & 5th February, 2022

13.	Impact of Social Media Influencers on Purchasing Decision of Consumer in Digital Platforms Ms. Theboral. P and Dr. V. Vijayalakshmi	75-84
14.	Analysing the Impact of Cryptocurrency in Indian Economy- Trends and Challenges Dr. K. Rashi, Ms. Alisha James and Ms. Divya Susan Rajan	85-94
15.	Influence of E-HRM Practices over outcomes of IT Companies in Chennai Dr. A. Priya and Mr. S. Bala Murali	95-102
16.	A Study on the Business Environment of Insurance Business in India and Globally During Recent Times Mr. K. Dharmaraja and Dr. G. Rajesh Kumar	103-110
17.	Examining the Impact of Entrepreneurial Education and Self Efficacy on Entrepreneurial Intention Dr. B. Dhana Lakshmi and Dr. Annapoomi. M	111-114
18.	Marketing Innovation in Response to the Covid – 19 Pandemic Ms. Delphine Valarina. A and Ms. Sneha Priya. H	115-118
19.	A Study on Customer Satisfaction on Chatbots Services Ms. Jayasree .S , Ms. Mohana Priya. M and Ms. P. Jayanthi	119-122
20.	Conversational Marketing, the Next Generation Bot! Ms. Sneha Priya H and Ms. Delphine Valarina A	123-128
21.	To Study the Concept of Meme Marketing – A New Way of Social Media Marketing Ms. Alisha. A. Charaniya, Ms. Apeksha. D. Ravariya and Ms. Snehal Obhan	129-134
22.	The Effect of Fundamental Components of Influencer Marketing on Attitude Change: Focused on Elaboration Likelihood Model Ms. Pallavi Jaggi and Dr. B.B. Goyal	135-142
23.	The New Trends for Entrepreneurs as a Pandemic Effect Mrs.S.M.Nilofer Fathima and Dr. C. Muthuvelayutham	143-148
24.	6 C's In E-Marketing! Post Covid! 2022 Ms. R. Jayasree	149-154
25.	The Future of Currency in Business & Banking with Admix of Tech Dr. M Sivakumar, Mr. Jinansh P Jain and Mr. Adit Mehta	155-160

TO STUDY THE CONCEPT OF MEME MARKETING - A NEW WAY OF SOCIAL MEDIA MARKETING

Ms. Alisha. A. Charaniya, Student, Department of Management Studies, Maniben Nanavati Womens College
alishacharaniya786@gmail.com

Ms. Apeksha. D. Ravariya, Student, Department of Management Studies, Maniben Nanavati Womens College
apeksharavariya@gmail.com

Ms. Snehal Obhan, Head of the Department, Department of Management Studies, Maniben Nanavati Womens College
snehal.obhan@mnwc.edu.in

Abstract

Memes are generally used on Social Media Platforms. Both concepts are about engaging with people online. While social media is a platform for communication, memes are a way to convey a culturally related idea. A meme is an image or video that illustrates the thoughts and feelings of a particular audience. Most memes have captioned photos meant to spark humor. Memes have become a daily dose of unrepentant comedy that relieves us of the monotony of existence. Nowadays memes are also used by Marketers to carry out their Marketing Activities. It flares out like wildfire across all social sites and gets people to notice it and pass it on to others in their preferred target group. Although memes may or may not have a favorable impact on a company, the pros far overstep the cons. This paper intends to study how the marketing of memes can effectively influence the values and attitudes of consumers and further boost their purchase intention; furthermore, this research would aim at understanding consumer's intuitions about a brand through its Memes and how it can benefit in branding a product. It will also provide strategies used by Marketers and Advertisers of brands. In a nutshell, this study will explore numerous hidden facts about meme marketing and highlight future usefulness and prospective.

Keywords: Memes; Social Media Marketing Tool, consumer perception, Brand Promotion.

INTRODUCTION

An Internet meme, commonly known as a meme is an idea, behavior, or style that is spread through the internet or social media, especially for humorous purposes. The term meme was invented by Richard Dawkins in his book *The Selfish Gene* to explain how ideas replicate, mutate, and evolve memetics. The first resemblances of internet memes are Emoticons. According to him, internet memes are a "hijacking of the original idea," with the meme's core concept has changed and evolved in various new directions from the mid-1990s till date. Internet memes are regarded as a part of the culture of the internet. They can be transferred from one person to another by social media, blogs, emails etc. Internet memes can remain the same or evolve over time either by coincidence, or through criticism, imitations, parody or inclusion of news about itself. Memes on the Internet proliferate as a result of cultural influences. As social media marketing becomes the norm for businesses, from small businesses to conglomerates, the occasional use of a meme to highlight products or services has proven ineffective. Studies relating to the effective use of memes for marketing purposes are still lacking in terms of contextualized analysis. While knowing this aspect may improve the use of memes by marketers, it is also an engaging area for

OBJECTIVES OF THE RESEARCH:

1. To understand the concept of Meme marketing.
2. To study the negative or positive impact of Memes on brand image.
3. To examine whether memes really affect the brand preference of customers.
4. To understand the perception and opinions of consumers on Memes related to products they use.
5. To provide the conclusion and suggestion for the study.

RATIONALE OF THE STUDY:

This study is undertaken to understand the concept of memes marketing influencing the purchasing behavior of consumers through social media platforms. This study would be a major benefit to the Marketing department of companies and Advertising Agencies.

SIGNIFICANCE OF STUDY:

The meme concept creates instant humor and a big impact on viewers with limited words and pictures. It gives a distinctive position to the product in the mind of the customer. The concept of meme marketing needs to be explored and promoted further because it is cost-effective and gives good comebacks. This study is undertaken to evaluate the impact of meme marketing on the audience and its supporting factors. This study also helps to discover the effect of memes on brand image. It can provide the basis for marketers who are eager to adopt this marketing strategy.

RESEARCH METHODOLOGY

The study adopted both qualitative and quantitative research methods. The researchers attempted to obtain data from primary and secondary sources. It is based on a structured way of obtaining and evaluating data from different sources. Primary data is collected via the questionnaire method. Secondary data is collected by researching information sources such as reports, databases, e-books, e-journals. The research tool used for data collection was a questionnaire method. The sample size is 100 units. The study is mainly carried out on social media presence like Instagram, Facebook, and whatsapp.

REVIEW OF LITERATURE

Holt and Cameron, (2010) stated that, in any case, content is "king," and as Memes are one of the most extensively utilized types of content, and the process of selecting popular memes is considered crucial in a culturally entrenched branding strategy.

²Sajid et.al. (2016): Social media marketing, also known as social media promotion, strives to make maximum use of online community platforms to sell products and services that are tailored to the wants and needs of consumers. Many businesses are making an attempt to tap into this growing market in order to not only sell their products and services, but also to raise brand awareness.

1. Holt, D., & Cameron, D. (2010). Cultural strategy: Using innovative ideologies to build brands, New York, NY: Oxford University Press.
2. Sajid, S. I. (2016). Social media and its role in marketing. Business and Economics Journal, 7(1), 1-5.

Csordas et.al. (2017): Illustrated how user generated memes can affect a brand image by spreading like a virus and display a "alternative meaning" to what a company was originally intending to portray. They discovered that, while memes were beneficial for generating interest in specific businesses, they may also contribute to negative portrayals of those firms.

Brubaker et. al. (2018): Here the researcher stated that Memes are increasingly being used in social media marketing to ensure that any product or service appeals to a younger demographic. However, he also emphasized the need of examining meme-generation tactics.

Anton Lucan's (2019): According to Anton Lucan's The Internet meme culture has ushered in a new and strong digital marketing era. He says that the power of memes to appeal to any generation, to turn a boring product or event into a popular one, and to gain viral attention has contributed to its resurgence on the internet and across cultures.

According to Shubham Davey, (2021): Meme culture or memejacking, is the most underrated digital marketing tactic that no one is talking about. One's sense of humor may help him or her land a serious position with one of the most well known companies. There isn't a single brand that isn't using memes to its advantage. Even the most intelligent and traditional marketers are influenced by meme-culture

FINDINGS

After collecting the primary data and secondary data our findings for research paper are as follows: -

1. The world has altered as a result of social media, especially after the hit of pandemic people have come to digital platforms to socialize virtually. 96% of total respondents use social media out of this 5.9% spend more than 4 hours on social media whereas 15.8% and less than 2 hour.
2. Facebook being the most common social media, according to our findings Facebook and Twitter are not much frequent as compared to Whatsapp, Instagram, Youtube that are most frequently used.
3. Talking about memes, at present memes have gained a lot of popularity on social media platforms, people are now aware of memes and its use for entertainment, advertisement, etc. hardly few people know about memes for advertisement and 34.7% think that memes are for entertainment purpose and 5.8% think that it is for only brand awareness purpose, Whereas majority of respondents (59.4%) believe that it is both entertainment as well as brand awareness purpose.
4. As memes have various forms, Majority of respondents prefer image and caption form as it is the most common form of memes, and prefer video and GIFs. Making
5. People also gave perceptions on products consumed by them related to memes, majority of them find that it was funny, on an average basis they think it was informative and influential for buying a product and very few of them find it as boring.

3. Csordás, T., Horváth, D., Milev, A., & Markos-Kujbus, J. (2017). User-generated internet memes as advertising vehicles: Visual narratives as special consumer information sources and consumer tribe integrators. In G. Siebert, M. B. Rimscha, & S. Grubenmann, *Commercial Communication in the digital age* (pp. 274-266). Berlin, Germany: Walter de Gruyter.
4. Brubaker, P. J., Church, S. H., Hansen, J., Pelham, S., & Ostler, A. (2018). One does not simply meme about organizations: Exploring the content creation strategies of user-generated memes on Imgur. *Public Relations Review*, 44(5), 741-751.
5. Anton Lucan's, 5th March 2019 "Meme marketing isn't a joke — it's an A-I strategy, especially in Asia" <https://e27.co/meme-marketing-isnt-a-joke-its-an-a-i-strategy-especially-in-asia-20190305/>
6. Subhuman Davey 4 February, 2021 "The future of digital marketing that no one's talking about" <https://medium.com/limitedio/the-future-of-digital-marketing-no-ones-talking-about-it-79d770568455>

6. Memes marketing can also affect brand image of product or service in a positive or negative way depending on content, effectiveness, etc. of meme, as per our findings 38.6% of people feel that memes marketing can affect the brand as positive however, rest of them believe that it can effect in both positive and negative way. According to Teng.et.al (2021) Internet memes positively influence branding. However, not all of the characteristics of memes were associated to branding; only the prestige of the brand, interaction and the humor reinforce the image of the brand.
7. Many respondents claimed that they may get influenced for purchasing a product or services after watching its meme depending upon how effective a meme is.
8. Respondents had no problem with Memes used for television advertisement and the also think that Meme Marketing might become a crucial part of the advertisement industry.
9. As memes being popular on social media platforms made people (45.5%) think that meme marketing is an effective way of marketing brands.

IX. SUGGESTIONS

1. Clarity is the key when it comes to memes. A meme should be clear and simple to understand. The main purpose of the meme shouldn't get lost somewhere. For instance, a meme with a social message should remember to emphasize the product or service for the business. While this can spark a conversation, it should also be obvious about what you plan to sell. It should include Relation between the text and image that encourages to portray the message in a straightforward way. It is also suggested for companies to keep up with what is trending so that the memes utilized for marketing are not perceived as outdated.
2. As Majority of Consumers have shifted to virtual platforms, memes are a good way of engaging the audience through social media. Companies can engage consumers by using Memes for initiating various offers, schemes, etc.
3. It should be in general terms and not specifically designating or targeting anyone, also it shouldn't point out the competitors negatively in order to damage competitors' impression in the market.
4. Avoid using slang languages because using slang language would make memes funny but sometimes can be doubtful to understand. Trying to use slang language would make consumers feel the brand is striving too hard to be cool and will ultimately hurt the brand.
5. Confusion arises in the minds of consumers for purchasing a brand after viewing its meme, so companies must attach a landing page that keeps an eye on the target, provides value for offers along with eye-catching visuals.
6. Companies can raise social, cultural and environmental issues using meme marketing. It will help the company raise corporate social responsibility along with brand or product awareness.
7. Companies should take Meme marketing much more seriously, a strong content driven meme marketing can go viral over a few mins or hours. It is important for organizations to map the relevant communications ecosystems.

X. CONCLUSION:

From the research carried out above, it can be concluded that most of the young people today use social media apps for more than 2 hours a day. Larger amount of Middle age generation has also shifted to platforms like facebook and Whatsapp. Digital platforms have become more of an entertainment, socializing than being informative, memes play an

7. Teng, Hsuj & Lo, Chi-Feng & Lee, Hsin-Hui. (2021). How do internet memes affect brand image?. Online Information Review ahead-of-print 10.1108/OIR-05-2020-0192.

important role with reference to entertainment hence reaching larger amount of customers in an entertaining way rather than being informative. This calls for larger brand awareness value and building brand image among all age groups of customers. Memes have become a synonym to humor based content and with the fact that people enjoy it and also share it with friends and family, indirectly publicizing the brand name.

Most of the time, companies use memes to market movies or programs, but they are also used to market their brand or product. In this research, people also agreed that memes have the power to influence the sales of marketed products and services. In today's world, creating a meme that is acceptable to all audiences is a difficult task and hence, creating memes is considered skillful for any individual. Memes marketing has therefore become a new sight for the marketing industry over the centuries today. With fierce competition in all industries, marketers always have to find new, more successful and affordable strategies. Besides entertainment, it also advertises the product/service and easily reaches the target audience. Efficiency can be easily measured and necessary future decisions can be made. In addition to entertainment, it should be seen as important and serious.

To conclude, the use of memes in advertising is still a new phenomenon. Businesses use internet memes to show that they are actively participating in online culture. Advertisers do their best to make the ads memorable so that consumers can buy the product. Memes spread quickly and marketers use them to meet their needs. Advertisers try to attract consumers by creating funny and humorous memes. Hence we can say Meme marketing is here to stay!

XI. BIBLIOGRAPHY

1. Beata Bury (2016), 'Creative use of Internet meme in advertising', World Scientific News, p 33-41, EISSN 2392-2192. <http://www.worldscientificnews.com/wp-content/uploads/2016/06/WSN-57-2016-33-41.pdf>
2. Gideon Mazambani, Maria A. Carlson, Stephen Reysen, Christian F. Hempelmann, (2015), 'Impact of status and meme content on the spread of memes in virtual communities', An interdisciplinary Journal on humans in ICT Environments, Vol 11(2), p 148-164, ISSN: 1795-6889. https://humantechnology.jyu.fi/archive/vol-11/issue-2/mazambani-carlson-et-al-11_148-164
3. Dickerson, Freddie D., "Memes And Advertising" (2013). Research Papers. Paper 438. http://opensiuc.lib.siu.edu/gs_rp/438
4. Hui Lee, H. et al. (2019). Analyzing the Intention of Consumer Purchasing Behaviors in Relation to Internet Memes Using VAB Model. Basel, Switzerland <https://doi.org/10.3390/su1205549>
5. Lucanus, A. (2019, March 5). Meme marketing isn't a joke — It's an A-1 strategy, especially in Asia.E27. <https://e27.co/meme-marketing-isnt-a-joke-its-an-a-1-strategy-especially-in-asia-20190305/>
6. Manrai, L.A. et al. (2013). Memes, Memetics and Marketing: A State of the Art Review and a Lifecycle Model of Meme Management in Advertising. https://www.researchgate.net/publication/259528416_Memes_Memetics_and_Marketing_A_State_of_the_Art_Review_and_a_Lifecycle_Model_of_Meme_Management_in_Advertising
7. Subhuman Davey 4 February, 2021 "The future of digital marketing that no one's talking about" <https://medium.com/limitedio/the-future-of-digital-marketing-no-ones-talking-about-it-79d770568455>
8. Csordás, T. et al. (2017). User-generated internet memes as advertising vehicles: Visual narratives as special consumer information sources and consumer tribe integrators. In G. Sieger, M. B. Rimscha, & S. Grubenmann, Commercial Communication in the digital age (pp. 274-266). Berlin, Germany: Walter de Gruyter. https://www.researchgate.net/publication/316067157_43_User-Generated_Internet_Memes_as_Advertising_Vehicles_Visual_Narratives

as Special Consumer Information Sources and Consumer Tribe Integrators Information or Disinformation

9. Brubaker, P.J. et.al. (2018). One does not simply meme about organizations: Exploring the content creation strategies of user-generated memes on Imgur. Public Relations Review, 44(5), 741-751. <https://www.researchgate.net/publication/326454687> One does not simply meme about organizations Exploring the content creation strategies of user-generated memes on Imgur
10. Sajid, S. (2015). Business and Economics Journal. Social Media and Its Role in Marketing. <http://www.besjournal.org/10.4172/2151-6219.1000203>

சிறப்பிதழ்
Special Issue

Chief Editor

Dr. M. Sadik Batcha

Advisory Editor

Dr. N. Chandra Segaran

Editorial Board

Dr. MAM. Rameez

Dr. Jeyaraman

Dr.A. Ekambaram

Dr. G. Stephen

Dr. S. Chitra

Dr. S.Senthamizh Pavai

Dr. A. Shunmughom Pillai

Dr. P. Jeyakrishnan

Dr. Seetha Lakshmi

Dr. S. Easwaran

Dr. Kumara Selva

Dr. Ganesan Ambedkar

Dr. Krishanan

Dr. Kumar

Dr. S. Kalpana

Dr. T. Vishnukumaran

Dr M. N. Rajesh

Dr. Govindaraj

Dr. Uma Devi

Dr. Senthil Prakash

Dr. Pon. Kathiresan

Dr. S. Vignesh Ananth

Dr.M. Arunachalam

Dr. S. Bharathi Prakash

08-09 மார்ச்சு 2022
23rd-24th December 2021

ISSN : 2321 - 984X

நவீனத் தமிழாய்வு

(பன்னாட்டுப் பன்முகத் தமிழ் ஆய்விதழ்)

Journal of

Modern Thamizh Research

(A Quarterly International Multilateral Thamizh Journal)

Arts and Humanities (all), Language
Literature and Literary Theory, Tamil
UGC Care Listed (Group-I) Journal

Third International Multi-Disciplinary Conference -2021
Special Issue Rayat Shiksan Sanstha's Balwant College
Vita, Maharashtra.

**Emerging Trends in Humanities, Commerce, Management,
Science and Technology 2021. (IMCET – 2021)**

சிறப்பிதழ் ஆசிரியர்கள்

Special Issues Editors
Prof. J. Benet Rajadurai
Prof Kusuma R
Dr. Kanchana Gowda



Published by

RAJA PUBLICATIONS

10, (Upstair), Ibrahim Nagar, Khajamalai,
Tiruchirappalli - 620 023, Thamizh Nadu, India.

Mobile : +91-9600535241

website : rajapublications.com

36 பகுதி-2
Part -2

மற்றொன்று

செம்மொழித் தமிழ்

(பன்னாட்டுப் பன்முகத் தமிழ் காலாண்டு ஆய்விதழ்)
(கலை & மனிதவியல்)

ஜனவரி	-	மார்ச்
ஏப்ரல்	-	ஜூன்
ஜூலை	-	செப்டம்பர்
அக்டோபர்	-	டிசம்பர்

Journal of

CLASSICAL THAMIZH

(A Quarterly International Multi lateral Thamizh Journal)

January	-	March
April	-	June
July	-	September
October	-	December

ISSN:2321-0737

COMPREHENSIVE ANALYSIS OF LIVELIHOOD ISSUES OF PERSONS WITH DISABILITIES: A QUALITATIVE PERSPECTIVE

Dr. TWINKLE SANGHAVI

Assistant Professor,
Department of Sociology,
Maniben Nanavati Women's College.

Abstract

The study explores essential areas of livelihoods such as work, education as well as training, self-employment, and social security using an amalgamation of interview sessions as well as quantitative information from independent sources. It also investigates the influence of a lack of healthcare services on handicapped people's livelihoods. The study delves deeply into the numerous social, behavioural, as well as environmental difficulties experienced by distinct groups of handicapped persons. Additionally, it examines the gender elements of the barriers to employment experienced by handicapped persons. Extracts from the interview were utilised to learn about the perspectives and experiences of handicapped individuals in attaining possibilities. Their personal experiences indicate that, in addition to prejudice and hurdles, a lack of available possibilities is a significant difficulty for them. According to the survey, handicapped persons rely mostly on the compassion and generosity of family members to support their livelihoods. Furthermore, a lack of understanding, self-interest, as well as unfavourable attitudes among family members prohibit handicapped persons from becoming self-sufficient as well as empowered.

Keywords: Livelihood Issues, Persons with Disabilities, Education, Healthcare.

1. Introduction

The World Health Organization (WHO) defines disability as "an umbrella word that encompasses disabilities, activity limits, and functional limitations." A disability is an issue with physical function or structure; an endeavour constraint is a challenge confronted by a person in carrying out a function or activity; and a participatory stipulation is a difficulty faced by an individual in participating in life circumstances. Thus, disability is a complicated occurrence revealing an interplay among characteristics of a person's body as well as characteristics of his or her social environment." A disability is a constraint brought about by social, environmental, cultural, as well as economical obstacles. Disabled persons account for 10–20 percent of any population and are concentrated in the poorest neighbourhoods. As a result, reducing poverty necessitates addressing handicapped people's rights and aspirations. Disability has lately emerged as an international development concern, with legislative proposals aimed at mainstreaming disability into the development discourse. Disability, on the other hand, has not been embraced as a cross-cutting developmental concern.

According to Deepak, et al. (2014), disabled persons face numerous forms of

சிறப்பிதழ்
Special Issue

08-09 டிசம்பர் 2021
23rd-24th December 2021

ISSN : 2321 - 984X

Chief Editor

Dr. M. Sadik Batcha

Advisory Editor

Dr. N. Chandra Segaran

Editorial Board

Dr. MAM. Rameez

Dr. Jeyaraman

Dr.A. Ekambaram

Dr. G. Stephen

Dr. S. Chitra

Dr. S.Senthamizh Pavai

Dr. A. Shunmughom Pillai

Dr. P. Jeyakrishnan

Dr. Seetha Lakshmi

Dr. S. Easwaran

Dr. Kumara Selva

Dr. Ganesan Ambedkar

Dr. Krishanan

Dr. Kumar

Dr. S. Kalpana

Dr. T. Vishnukumaran

Dr M. N. Rajesh

Dr. Govindaraj

Dr. Uma Devi

Dr. Senthil Prakash

Dr. Pon. Kathiresan

Dr. S. Vignesh Ananth

Dr.M. Arunachalam

நவீனத் தமிழாய்வு

(மர்னாடி மர்முதல் தமிழ் ஆய்வு)

Journal of

Modern Thamizh Research

(A Quarterly International Multilateral Thamizh Journal)

Arts and Humanities (all), Language

Literature and Literary Theory, Tamil

UGC Care Listed (Group-I) Journal

Third International Multi-Disciplinary Conference -2021

Special Issue Rayat Shiksan Sanstha's Balwant College

Vita, Maharashtra

**Emerging Trends in Humanities, Commerce, Management,
Science and Technology 2021. (IMCET – 2021)**

சிறப்பிதழ் ஆசிரியர்கள்

Special Issues Editors

Prof. J. Benet Rajadurai

Prof Kusuma R

Dr. Kanchana Gowda



Published by

RAJA PUBLICATIONS