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Digital Learning In Psychology

* ***Cicilia Chettiar***

ABSTRACT

Digital learning is an approach that fulfils various emotional and professional needs through a mode that is stress free, convenient and financially viable. The present paper looks at the meaning of digital learning, its techniques and strategies and the current technologies that allow a speedier and more interesting method to disseminate knowledge. In spite of all the courses offered through this method, it has been found that offering the masters course in psychology through the digital mode or distance learning is often met with a lot of resistance and rejections. The specific concern in the field of psychology is producing trained personnel who can practise and research in the field. Conventionally training in psychology is skill based requiring personal and individual supervision. The paper questions these restrictions in the study of psychology and offers alternatives in the form of latest technologies that can be utilised in offering psychology in the Distance Learning mode. It also clarifies how the process of internships can be carried out in spite of the limited interaction with academic supervisors. The paper concludes by looking at two studies carried out by the American Psychological Association that can have an impact on how Distance Learning courses in psychology can be conducted successfully. The recommendations of the Madhava Menon report on Distance Learning are also taken into account to further reinforce the point that psychology can be offered as a Distance Learning subject with the help of digital media.

KEYWORDS: ONLINE LEARNING, MOOC, PSYCHOLOGY, COURSE MANAGEMENT SYSTEMS, WEBINARS, MULTI-USER CHAT.

INTRODUCTION

Open and Distance Learning (ODL) is an approach to learning that offers learners flexibility and choice over what, when, at what pace, where, and how they will learn, guided by some structure and support from an institution. ODL in India can be meant to be:

- Asynchronous (time separation)
- At par or better quality than conventional learning
- Automatically equally accessible

The Madhava Menon report released in 2010 conceives that Distance Learning in India has evolved from the stage of "print material oriented correspondence" to the stage of "self-instructional packages with an integrated multi-media approach, and incorporation of interactive communication technologies, leading towards building of virtual learning". It highlights that ODL has approximately three million students indicating the need for more such courses. ODL's have found greater accessibility in the past few years due to the understanding of the need for constant upgradation, greater accessibility to knowledge and the evolution of the individual from a degree/certificate centred person to a knowledge centred person. The availability of a diverse range of courses allows individuals to not just find greater opportunities for education, but the overall impact is felt with an emergence of a more educated and versatile populace. There is also a perplexity due to the bewildering array of institutions and courses with different time durations, leading to questions about the benefit and value of these courses. Some courses by their very nature are inherently challenging to offer through a distance mode.

The present paper aims to identify the challenges and recommend alternatives which can allow the possibility of learning psychology through the Distance Learning mode with the help of digital means. In order to understand the challenges and the solutions, a brief summarisation of the technologies that can aid in the functioning of a Distance Learning course in psychology should be studied.

* *Dr. Cicilia Chettiar - Head, Department of Psychology*
Maniben Nanavati Women's College - Mumbai

INDIAN AGRICULTURE UNDER MULTILATERAL AND REGIONAL TRADE AGREEMENTS

Competitiveness and Food Security

Editors:
Sachin Kumar Sharma
Seema Bathla

Indian Agriculture Under Multilateral and Regional Trade Agreements

Competitiveness and Food Security

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Seema Bathla

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Indian Agriculture Under Multilateral and Regional Trade Agreements

Competitiveness and Food Security Concerns

Sachin Kumar Sharma and *Seema Bathla*

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Special Issue, December 2017

PEACE AND PATTERN OF DEVELOPMENT

Work Life Balance in the New Millennium

Harshada Rathod

INTRODUCTION

Work Life Balance (WLB) is growing in importance day by day in today's fast paced global world. The heightened debate of balance between work and personal life owes to (i) high speed technological innovations, (ii) considerable raise in expectations for both employees and employers and (iii) a realization among employees for a fit between work and personal life which has got blurred due to mobile technologies. So, employees greatly value firms who see employees not just as physical input to generate output but accept their other roles. Such firms continuously adopt policies which facilitate balance of employees work role and personal role. Meeting employee WLB concerns is now a strategic imperative for many organizations. In some industries, global competition for human resources has made an organization's ability to facilitate WLB an important competitive factor in attracting talent. According to McKinsey and Company's, The War for Talent, WLB, factors account for more than two-thirds of those work characteristics rated 'absolutely essential' to attracting and retaining talent. Barnett and Hall's recent article, "How to use Reduced Hours to Win the War for Talent" reports that over half of the professional work force wants to work fewer hours and than they are making employment decisions that allow them to do so.

With the rapid growth of globalization and privatization there is a need to study the conceptual frame work and consequences WLB and is forwarded with the following

Objectives

- To study the concept of WLB
- To review the researches been conducted on WLB
- To know resources which most frequently discussed in WLB
- To examine consequences and strategies affecting the WLB

The present study is based on secondary data only.

Conceptual Framework

WLB has progressed a lot since its realization in the middle of 20th Century. It began with employees especially working women experiencing difficulties to balance the obligations of family and work assignments. With more working women joining workforce, policies were created to facilitate their effort of balancing work and family roles. With close of 21st

Principal, Maniben Nanavati Women's College, Vallabhbhai Raod, Vile Parle (W), Mumbai.

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Interrogating Insurgency: The Politics of Representation and the Short Stories of Temsula Ao

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Mumbai – 400 056

My paper attempts to analyze how the issue of insurgency is conceived, visualized and represented by Temsula Ao. Insurgency. A powerful word that evokes a myriad of conflicting emotions. A question that comes to mind is why? "Why is that many of us living in different parts of our country are not able to acknowledge, in their heart, that India is theirs unlike the rest of us"? The question posed by Udayon Misra (Misra 74) itself carries within it the seeds of contention. Who are the "rest of us" and who are "they and theirs '' One of the ways of engaging with this question of why several groups living within the Indian republic, the Northeast in particular, still do not consider themselves as Indians, is to ask ourselves how the Indian state and the people of the rest of India have been viewing the Northeast and vice versa.

Northeast India, as we know, comprises of eight states namely Assam, Arunachal Pradesh, Nagaland,Manipur, Meghalaya, Tripura, Mizoram and Sikkim.The Northeast is connected to India by a narrow strip of 22 kms called the Siliguri Corridor or Chickens' Neck. Interestingly it also shares a great part of its border with neighboring countries like Bangladesh, Bhutan, Myanmar, China and Nepal. These Northeast states have ephemeral, social, cultural,political, linguistic connections with neighboring countries and the rainbow of cultures and traditions of this region varies a lot from the rest of India.

समकालीन कथा-विमर्श

रवीन्द्र कात्यायन

केन्द्रीय हिंदी निदेशालय (मानव संसाधन विकास मंत्रालय, उच्चतर शिक्षा विभाग, पश्चिमी खण्ड-7, आर.के. पुरम्, नई दिल्ली) के संस्वीकृति-पत्र संख्या 5-30/2016 वें.अनु. ए. दिनांक ..... के माध्यम से प्राप्त वित्तीय सहायता से प्रकाशित हुई है। कॉपी राईट अनुदानग्राही के पास है।

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3. समकालीन हिन्दी उपन्यास और 'चाक' (चाक–मैत्रेयी पुष्पा)
4. भटकने की त्रासदी (भटको नहीं धनंजय–पद्मा सचदेव)
5. खबर होती संवेदना का आख्यान (यह खबर नहीं–कमल कुमार)
6. संघर्षशील बचपन की करुण गाथा (जूझ–आनंद यादव)
7. दलित विमर्श का नया आख्यान (चतुरंग–शैलेंद्र सागर)
8. स्वातंत्र्योत्तर राजनीतिक दस्तावेज (ढलान–प्रेम कुमार मणि)
9. बदरंग होती सभ्यता से साक्षात्कार (अक्षयवट–नासिरा शर्मा)
10. एक विकृत व्यवस्था से अलविदा (लाल कोठी अलविदा–शरत् कुमार)
11. सत्ता, कार्पोरेट संस्कृति और जनता के अंतर्संबंध (एक ब्रेक के बाद–अलका सरावगी)

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8. अकेलेपन और संवेदना की गुत्थमगुत्था अभिव्यक्ति (गुत्थमगुत्था–पद्मजा घोरपड़े)
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11. नारी विमर्श की धीमी पर स्थिर रफ्तार (रफ्तार–दूर्वा सहाय)
12. शोषण के नये चेहरे और विमर्श (ज झ द–विजय)
13. सचिव हैरान भगवान परेशान (भगवान ने कहा था–सूर्यवाला)

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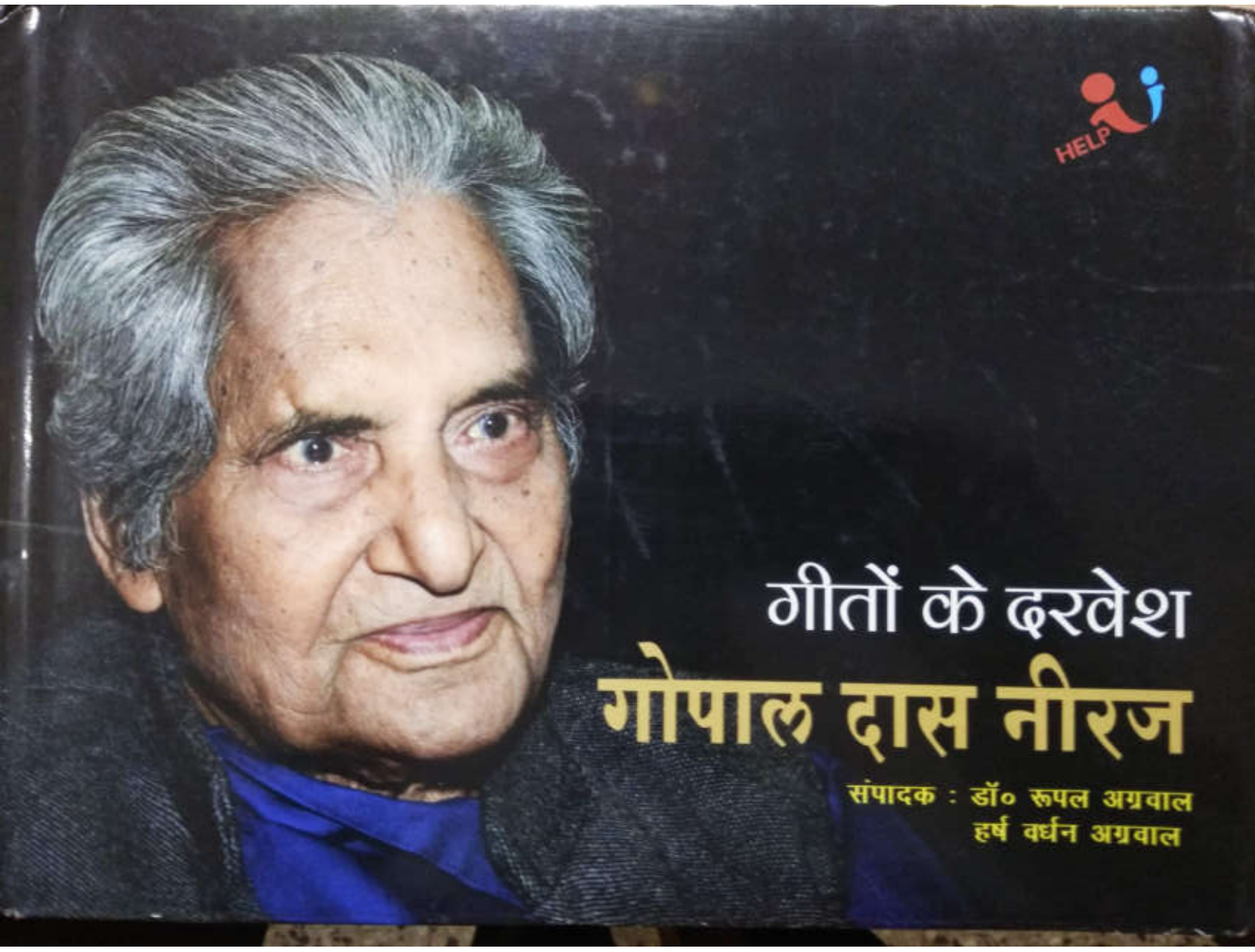

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साँसों की सरगम से रचे प्यार के गीत

–रवीन्द्र कात्यायन

लिखे जो खत तुझे

हिंदी सिनेमा में इतिहास रचने वाले बिरले ही हैं। यूं तो सिनेमा में काम करने वालों की जुनूनी भीड़ में कमोबेश कुछ सफलता तो हर एक को मिल ही जाती है, लेकिन ऐसी सफलता जो इतिहास रच दे, वो बहुत कम लोगों को ही मिलती है। वैसे भी सिनेमा में काम करने वही आता है जो फिल्मों का दीवाना हो, पागल हो अथवा बहुत बड़ा व्यापारी। लेकिन व्यापारी इतिहास नहीं रचते, कमाकर निकल जाते हैं, या फिर कमाते रहते हैं। इतिहास वे बनाते हैं, जो अपने दीवानेपन से, अपनी रचनात्मकता से, समय की शिला पर लकीरें खींच जाते हैं। एक मामूली सा टाइपिस्ट, जिसके जीने का न तो जरिया मुकम्मल था, न कोई और आधार, न ही उसका कोई सरपरस्त, फिर भी वो भारतीय सिनेमा के इतिहास में अपने निशां छोड़ जाता है। तो इसे क्या कहा जा सकता है? वो दीवानापन, वो जुनून, वो पागलपन, जिसे आप रचनात्मकता भी कह सकते हैं– ही वह असली तत्व है जो एक मामूली से टाइपिस्ट को संसार भर में प्रसिद्ध कर देता है।

जी हाँ! गोपालदास सक्सेना उर्फ 'नीरज' का नाम आज न सिर्फ कविता की दुनिया में बल्कि फिल्मों की दुनिया में भी बड़े सम्मान से लिया जाता है। फिल्मों में आने के लिए नीरज को कोई संघर्ष नहीं करना पड़ा, बल्कि उनके गीतों ने ही उनके लिए इस जादुई दुनिया के दरवाजे खोल दिए, जहाँ जाने के लिए बड़ी लंबी लाइन लगी रहती है। और एक बार नीरज मायानगरी पहुंच गए तो फिर उन्होंने रच दी फिल्मी गीतों की एक ऐसी दुनिया, जिससे मायानगरी अछूती थी। उन्होंने

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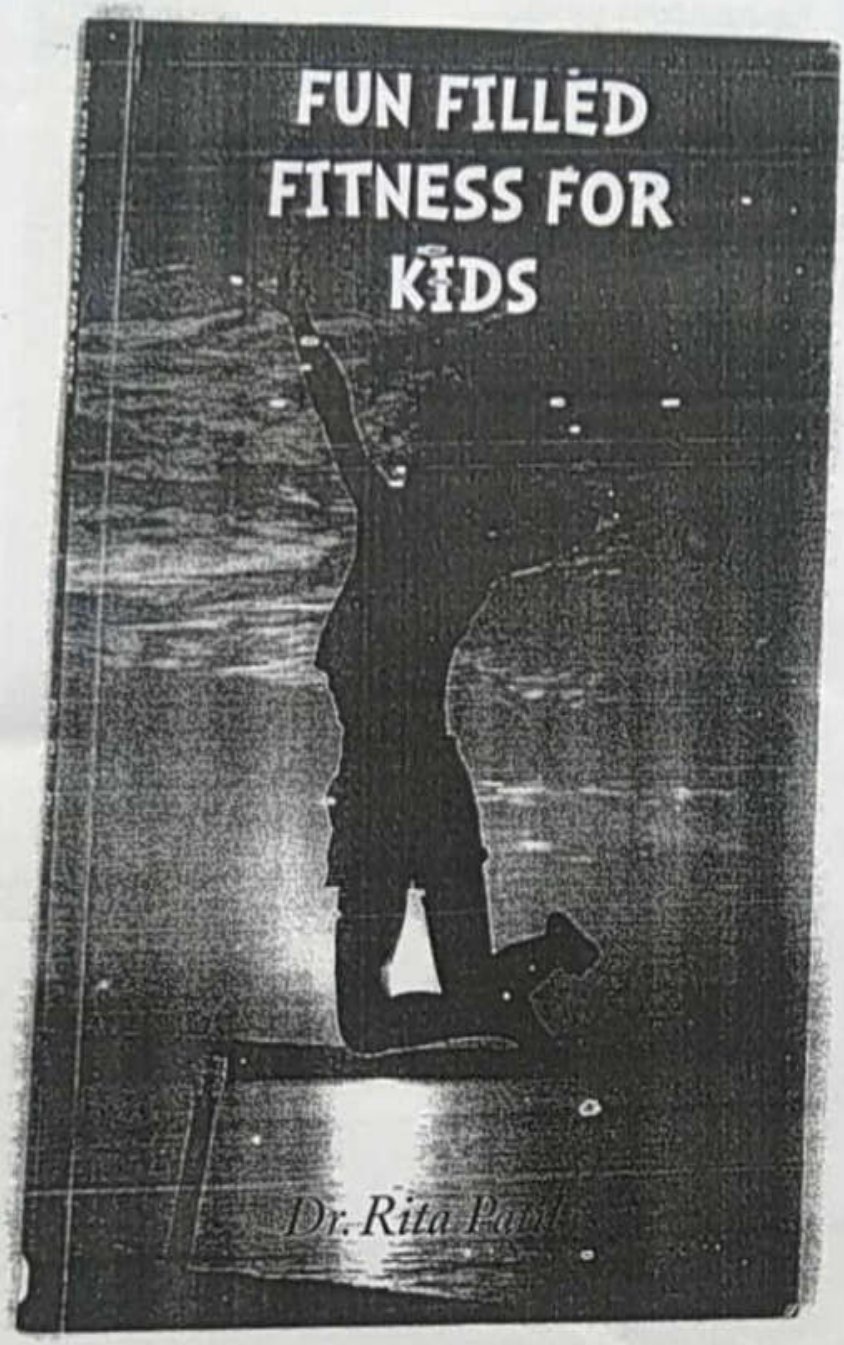

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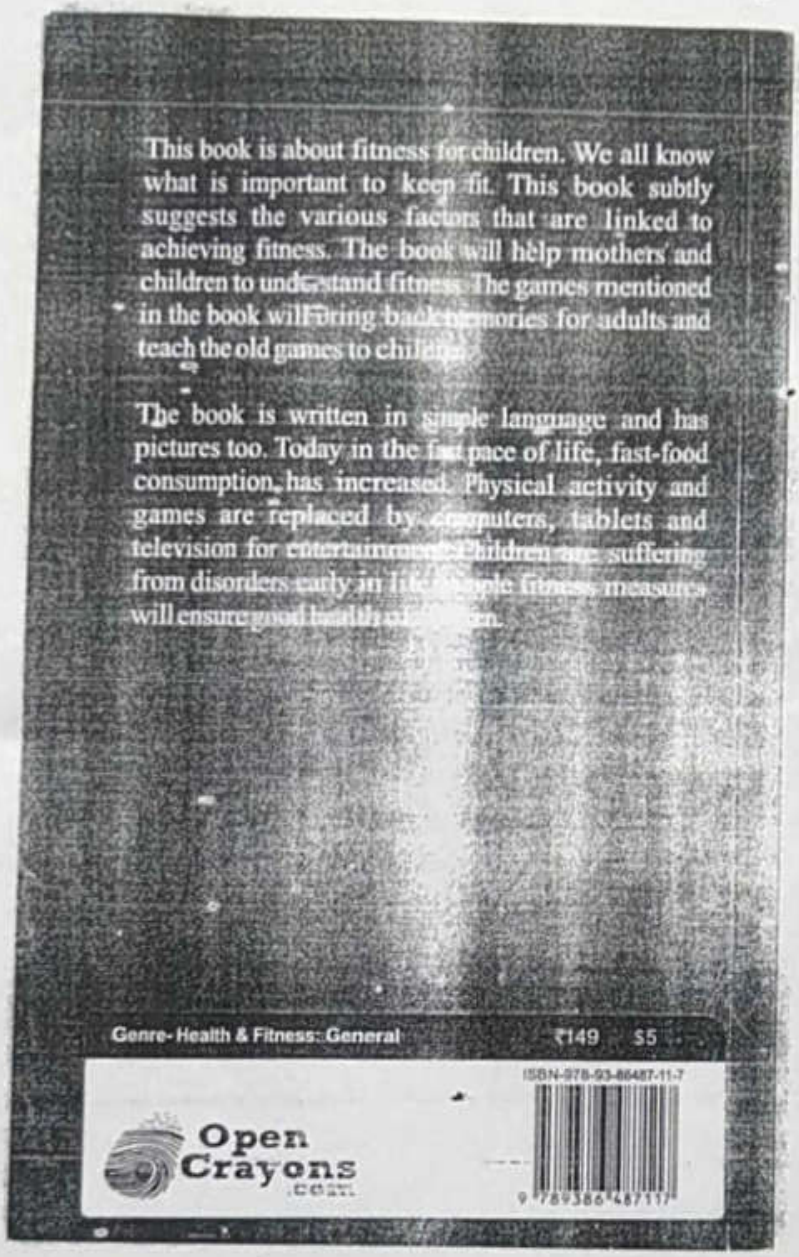

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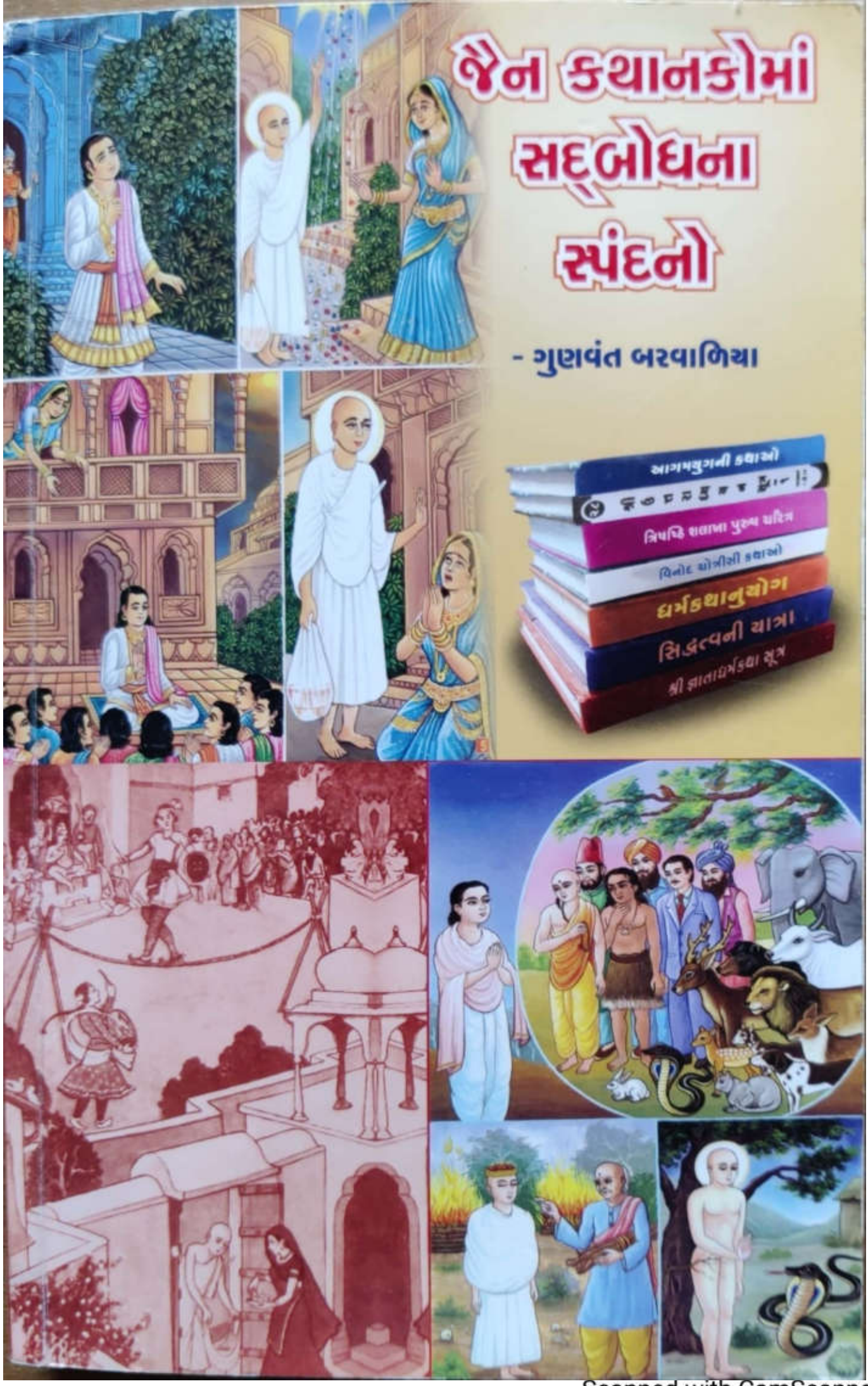

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૨૩ જૈન કથાનુયોગમાં વ્યક્ત થતું નીતિ સદાચાર અને ધર્મદર્શન

- ડૉ. સેજલ શાહ

સાહિત્ય વાસ્તવિકતામાં ઉમેરો કરે છે. એ માત્ર વાસ્તવનું આલેખન નથી કરતું પણ તમારા રોજિંદા જીવનમાં આવશ્યક રસોનું ઉમેરણ કરે છે. એ દ્વારા એ વેરાનમાં પણ વાવેતર કરવાની કોશિશ કરે છે. જીવનને ગતિમાન, ચેતનવંતુ અને સંવેદનશીલ બનાવવાનું કામ સાહિત્યનું છે.

ઉચ્ચ કક્ષાના વાઙમય સાહિત્યનું પ્રચ્છન્નતા એક એવું લક્ષણ છે કે એમાં જો કોઈ જીવનનો સંદેશ હોય તો પણ તે વાંચકને પ્રગટપણે સંભળાતો નથી. ઉપદેશના તત્ત્વથી બીજે છેડે આવી કલાકૃતિઓ હોય છે. જૈનસાહિત્યની ઘણી કૃતિઓ નીવડી છે. પણ સાંપ્રદાયિકતાના સીમિત દૃષ્ટિકોણને કારણે તે વાંચક સુધી પહોંચી નથી. 'સીતારામ ચૌપાઈ' સમયસુંદરની કૃતિ એક વિશિષ્ટ કલાકૃતિનો નમૂનો છે. મધ્યકાળનું સાહિત્ય બહુધા ધર્મપ્રધાન કે ધર્મમૂલક હતું. સૌથી વિષમ સમયમાંયે સમાજશરીરમાં, ધર્મની નાડીમાં ચેતન હોઈ

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❑ ડૉ. સેજલ શાહ

'આજ અદીઠા તીરને સોણે
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Quality Enhancement of Teaching and Learning Processes in Higher Education

Prin. Dr. Ancy Jose
Editor-in-Chief

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Multiple Intelligences Theory: An Innovative Pedagogy in Teaching and Learning

Dr. Swati Partani
Assistant Professor & HOD Dept. of Child Development MNWC, Mumbai

Every child is unique, displaying varying potential. Early identification of strength and weaknesses of children might help teachers to nurture individual needs of children. Teachers are the most important part of any educational institute. They can strengthen and give direction to the educational endeavour. The Right of Children to Free and Compulsory Education Act, 2010 (www.nic.in on 3rd July 2010) in particular, places challenge for the role and place of the school teacher for the all round development of children.

Psychologists since decades have relied on singular form of intelligences in which intelligence was measured in isolation with the context. Then came the era where psychologists pluralized the notion of intelligence in which, few emphasized on capacity and few on contexts. Howard Gardner in 1983 posited a theory which balanced the capacity and context i.e. theory of multiple intelligences. Gardner's Multiple Intelligences Theory (MIT) is such one theory that emphasize not only on traditional intelligences (linguistic & logical-mathematical) rather on the other five non-traditional intelligences (spatial, interpersonal, intrapersonal, bodily-kinesthetic, naturalistic).

In the traditional classroom, the teacher lectures while standing at the front of the classroom, writes on the board, questions students about the assigned readings or handouts, and waits as students finish written work. In comparison, in the MI classroom, the teacher continually shifts method of presentation from linguistic to spatial to musical, and so on, often combining intelligences in creative ways (Stanford, 2003). As a theory, MI holds great promise possibly because of the potential to connect with students via multiple pathways. A second but equally enticing aspect of MI is its adaptability- the ability to be applied to many disparate uses in many different ways. This flexibility lends itself well in how one interprets and decides to apply the basic tenets of MI (Yearwood, 2004).

Training of teachers is essential to identify intelligences among children. As teachers are the actual mentors of classrooms practices, there is a need to formulate programs for them to bridge the gap between teaching and learning. With the existing classroom practices, MIT holds great scope to reach student's mind as it can be blended with the existing practices.

Joyce (2003) tested the viability of using Gardner's theory of multiple intelligences as a structure for identifying knowledge diversity in business students and whether such knowledge increases identification of self

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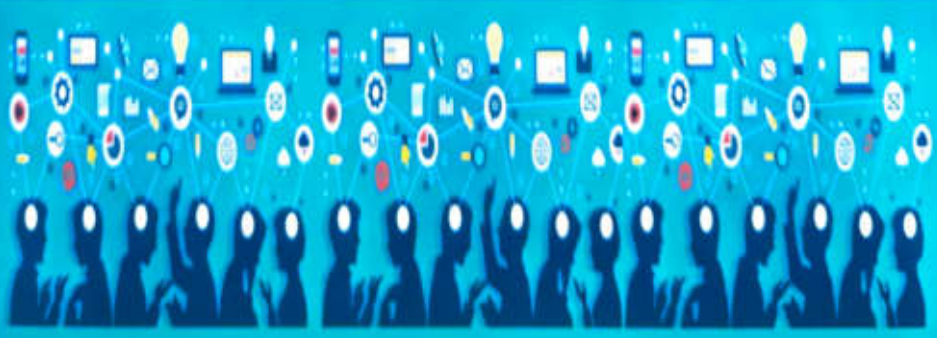

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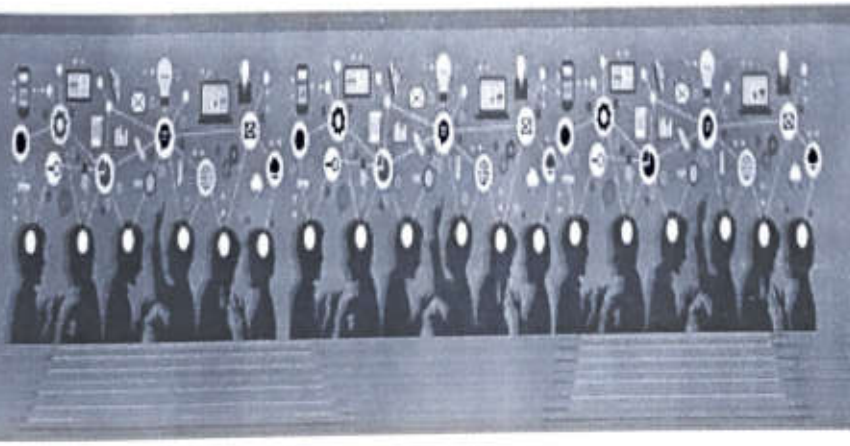

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Perception of Adolescents Towards Cyberbullying

* **Swati Partani**
** **Arshiya Burud**

ABSTRACT

The aim of this study was to explore the perception of adolescents towards cyberbullying and to compare the perception of adolescents towards cyberbullying with respect to gender and age. A sample of 300 college going students in the age group of 15-16 years (150 students-75 males and 75 females) and 17-19 years (150 students-75 males and 75 females) were purposively selected from western suburbs of Mumbai. A self-structured tool was developed to obtain information on perception of adolescents towards cyber bullying with the split half reliability (r =0.89). The results indicated that the majority (56.70%) of adolescents' level of perception for cyberbullying was medium. The t-test results revealed that, with respect to age statistical significant difference was found for denigration (t-value=2.85, p-value=0.006), outing and trickery (t-value=1.31,p-value=0.01), where the adolescents in 17-19 years old had higher perception as compared to their counterparts. There was no gender difference in perception of cyberbullying among adolescents.

Key words: Cyber bullying, Adolescents, Denigration, Outing and trickery

Introduction

Electronic devices are integral part of adolescence's lives in the twenty-first century. Adolescents browse the Internet, watch movies, and even write on blogs from their cellular phones. Such convergence and the development of new social media (e.g., Instant Messaging, Facebook) have given adolescents a "new" method to involve in antisocial behaviors which may be termed as cyber bullying. Cyber bullying, a term for Internet bullying defined as the targeting of a child or adolescent by another youth using technology (e.g., e-mail, cell phone and pager text messaging, instant messaging, defamatory web sites and polling sites) for the purpose of intentionally humiliating, tormenting, threatening or harassing the individual. It is being increasingly used to harm individuals (Finkelhor, Mitchell, &Wolak, 2000).

Individuals can send unkind text messages and emails, post secrets about another for public viewing, and even upload embarrassing photos/videos of others all with the intent to harm others. Even respectable information sites, such as Wikipedia, can be used to disseminate false, harmful information about others. Recent statistics suggest that cyberbullying is a major problem. Survey findings showed that 11% of youth engaged in cyber-aggression regularly, 47% have witnessed cyber-aggression, and 29% reported being cyber-victimized (Patchin& Hinduja, 2006), further validating the need to continue to study what factors predict cyberbullying behavior. Being able to predict cyberbullying behavior has important implications, both theoretically and practically. Several studies have found that those who are cyber-victimized experience a wide array of negative psychological and behavioral outcomes. For instance, research has found that cyber-victims are more likely to feel angry (Dehue, 2008), fearful, sad, have problems in school, and engage in aggressive behaviors (Hinduja &Patchin, 2008).

According to the Chapell et al. (2006) study with 119 undergraduate students, bullying behaviors including perpetration, victimization, or perpetration/victimization continue from childhood into emerging adulthood. Over 70% of students who are bullied in their childhood or adolescence bully others in their emerging adulthood. Approximately 50% of students who experience perpetration/victimization or perpetration behaviors in elementary and high school repeat the pattern in university (Chapell et al., 2006). Due to the increase in the significance of cyber bullying behaviors, there is an evident need across the nation for the establishment of distinct laws to deter these actions from occurring.

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Use of Online Banking and Financial Services in Mumbai

Dr. Sameer G. Thakur
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Abstract

This paper is based on a survey to identify the use of online banking and financial services in Mumbai. An effective sample of 200 adult respondents from Mumbai was taken and responses were tabulated. An Electronic Financial Services Preference Index (EFSPI) has been developed using weighted responses of respondents to questions regarding usage of online/electronic financial and banking services. The responses have been tested through regression analysis to observe the correlation between the age, gender, occupation and income level of the respondents and the EFSPI. Later a single regression is employed, which considers all the significant variables as regressors and the EFSPI as the dependent.

The study concludes that age group and monthly family income of the respondent are important factors which determine the usage of electronic banking and financial services. It also concludes that people working in the IT, ITES or finance sectors have a significantly higher usage of such services as compared to people employed in other occupations. It also finds that the gender and education of the respondents are not important factors in determining the usage of electronic banking and financial services.

Digital Age and Advertisement and Publicity Expenditure by Banks

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Abstract:

In today's digital age, banks not only face competition for resource mobilization, but also for lending and other areas of banking activity. The profile of bank customers has undergone change. Financial needs of the customers have grown multifold into various forms like quick cash accessibility money transfer, financial advice, deferred payments etc.

The banks have continued to perform old functions of accepting deposits and giving advances, but they also provide electronic products and investment banking services. It is in context of customer relationship management, the researcher makes an attempt in the research paper.

- To review the Banking Landscape in the second decade of 21st Century.
- To find out how much do the banks spend on advertisement and publicity
- To find out the percentage of amount spend on advertisement and publicity of the total operating expenses of the bank.
- To know what is its impact on the total business of the bank, which includes deposits and advances.
- To explore the relationship between expenditure on advertisement and publicity and bank business.

Data has been collected from primary and secondary sources

Global Society for
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HANDBOOK OF BEHAVIORAL ADDICTIONS

Editor : Dr. Avinash De Sousa

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HANDBOOK OF BEHAVIORAL ADDICTIONS

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11 Smartphone Addiction

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INTRODUCTION & EPIDEMIOLOGY

Smartphone addiction is yet another variant of behavioural addiction. It is also a sub category under internet addiction and gadget addiction. Abbreviated as SmA, it is also referred to as Problematic Smartphone Use or PSU. Smartphones are no more luxury but a necessity in today's time. Apart from the necessary communication via calls and messages, smartphones typically have touch screens, mobile Internet access via Wi-Fi or cellular networks, capability for installation of smartphone applications, and other functions such as media players, digital cameras, and GPS-based navigation. The world of internet gets translated on a mobile device, making internet use accessible from anywhere and at anytime. The smartphone is 24/7 accessible with applications that stimulate its continuous usage. These devices could lead to excessive and impulsive behaviour because of problematic habitual evolvement [1]

Griffiths [2] operationally defined these addictions as non-chemical behavioural addictions that involve human–machine interaction. Other than 'gambling disorder', 'Internet gaming disorder' is currently the only non-substance-related disorder proposed for inclusion in the fifth edition of the Diagnostic and Statistical Manual of Mental Disorders (DSM-5) as a substance-related and addictive disorder [2]. Many individuals use their smartphone not only as a means of making phone calls, but also as playing games, a handheld computer, and even as a friend with whom they can have a personal relationship. The daily duration of calling and the number of messages sent are related to problematic phone usage. In other words, excessive usage of smartphones causes addiction. Smartphone applications lead people to check their phones more frequently. Although a primary smartphone characteristic is the use of Internet-based applications, smartphone portability and capability for installing applications that are suited to individuals' needs and lifestyles make it a versatile, multi-purpose object that many persons

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Character Strength Development FIRST EDITION

Perspectives from Positive Psychology

Edited by:

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Character strengths are the foundations of life-long development and thriving. These strengths help individuals to deal with everyday challenges and move forward in life with confidence and resilience.

Character Strength Development: Perspectives from Positive Psychology aims to document research and evidence-based practices in positive psychology with specific focus on character strengths. The arguments and perspectives shared by the experts in their respective chapters will help create new research avenues. It is an excellent resource for researchers, academicians, practitioners and teachers to develop a comprehensive understanding of different approaches, models and best practices for character education across the globe. Practitioners, educators and policymakers in the field of character education will also find this book immensely helpful for incorporating character strength-based approaches in their practice.

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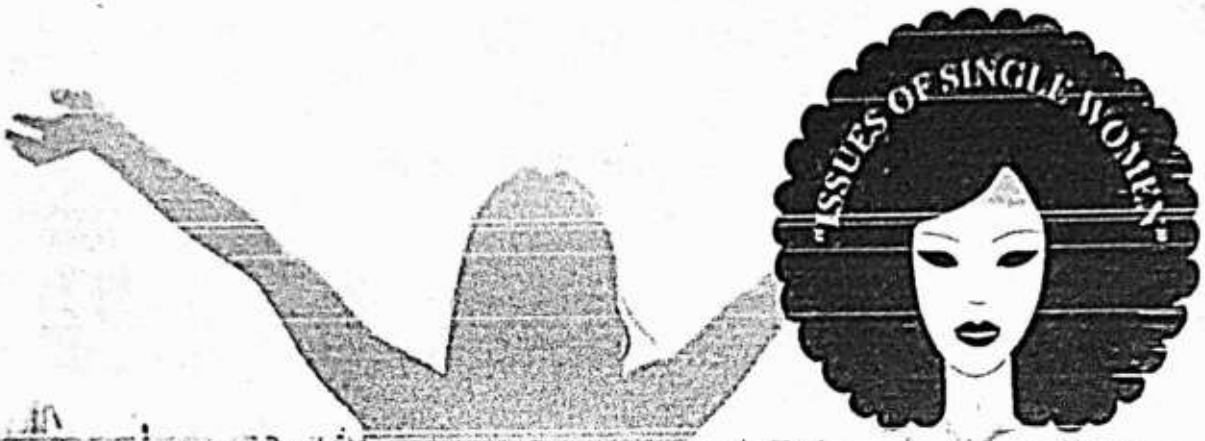

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SINGLE MOTHERHOOD: MOTHERHOOD BEYOND BOUNDARIES OF MARRIAGE

Dr. Twinkle Sanghavi, Assistant Professor, Head Department of Sociology, Maniben Nanavati Women's College.Mumbai
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Abstract

Motherhood and womanhood stand in a multifaceted and ambiguous relationship with one another. In a patriarchal society, women are always expected to play the role of a mother, to the extent her womanhood is measured through her fertility. Feminists have a different perspective to put forward. According to them in mythology women were given status that no other women have enjoyed. But in reality, mothers' lives often fail to achieve such privileges. Motherhood is a potentially enjoyable challenge. It is also hard work and routinely stressful. Motherhood is central to women's lives irrespective whether they become mothers or not. Today we often see many women who are single and play the role of a mother. But there is hardly any recognition for such women, whereas due to the new reproductive technology available, men have the choice of being a father without marriage, which is not enjoyed by women. Many celebrities like Karan Johar, TusharKapoor have taken advantage of this technology and are enjoying their fatherhood outside the institution of marriage. There are several questions that are standing in front of the society regarding this that what if women decide to bear a biological child outside the marriage system? A feminist especially radical feminist feels that marriage is the reason for all sorts of exploitation of women be it social, sexual or mental. If motherhood is so important then why can't women enjoy this outside marriage? This paper examines the several perspectives which will try to find out certain questions regarding the empowerment of women in true sense.

Keywords: Womanhood, Motherhood, Single Mother, Marriage.

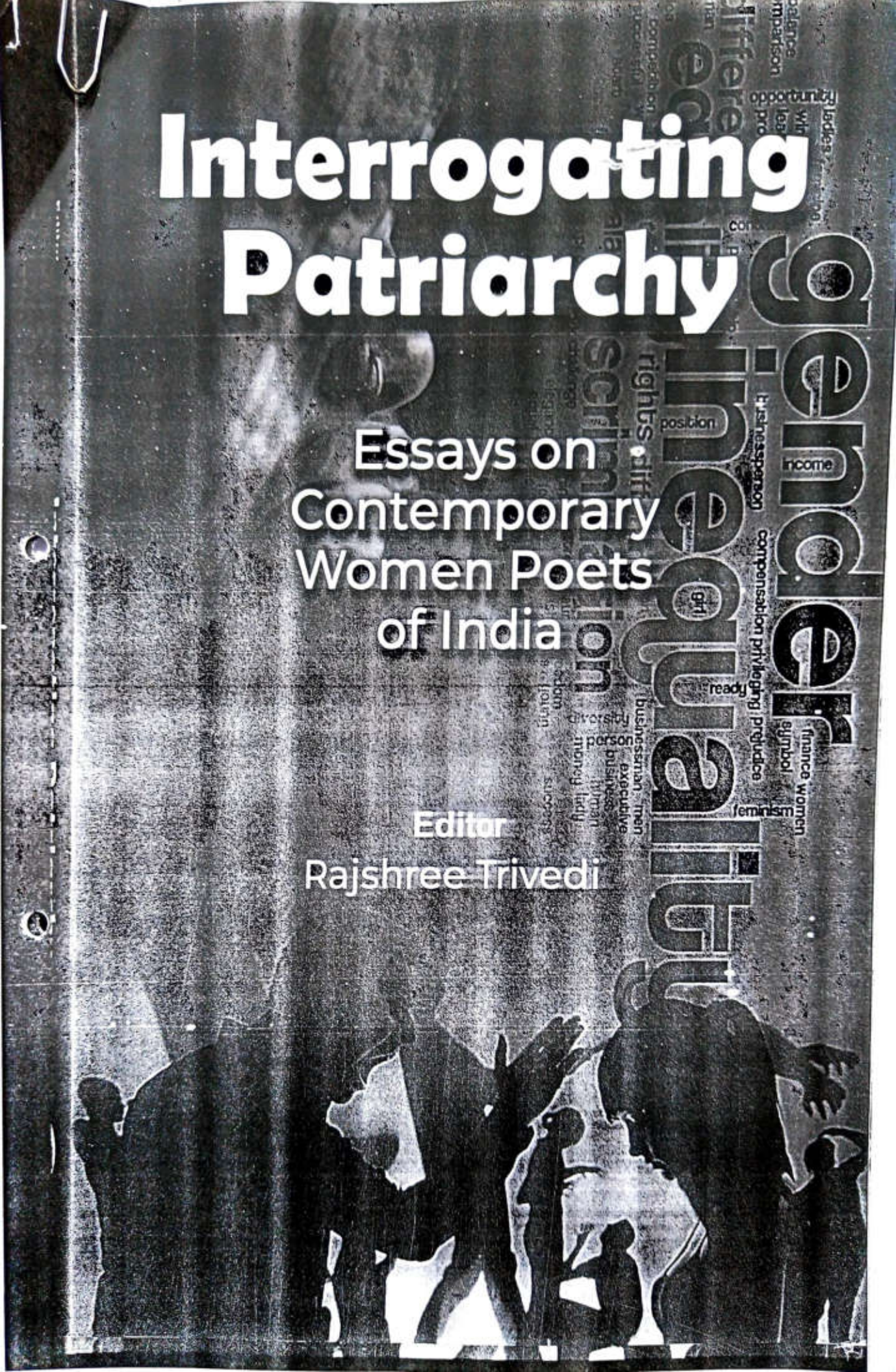
Introduction

The experience of single motherhood by choice has become more common in the last few years and yet the literature reveals a very little information about this parenting fashion. The essays explore the various normative structures of motherhood in Indian society as articulated through religion, epics, literature and popular culture. It indicates that despite the glorification

Interrogating Patriarchy

Essays on Contemporary Women Poets of India

Editor
Rajshree Trivedi



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11

'I am a Woman': The 'Songs' of Temsula Ao and the Voice of Women

Jayashree Palit

Temsula Ao is a renowned writer from the North-East whose short stories and articles have attracted scholarly attention. Her focus has been on insurgency, oral tradition, folk songs, myths and cultural traditions of the Ao Nagas. Her collections of poetry have established her as a poet of eminence. While scholars have focused on the social and cultural agenda of her poetry, not much has been written on her as a poet who interrogates patriarchy. This chapter is an attempt to explore a powerful contemporary poet from the North-East and examine the voice of women who belong to a distinctive cultural tradition

The first challenge facing any critic is how to locate Ao's poems in a tradition. She has been described as an ethnographer – poet because of her deep concern with the history of her people; part, present and future. In her poems she seeks to resurrect lost history, to reinforce cultural makers and to instill pride in community identity (Book of Songs Introduction XV). The fear of the loss of the culture of the Naga people permeates her writings. The forces of education and modernisation; she writes, will eventually reduce identity to anonymity, ('Identity and Globalization: A Naga Perspective' Indian Folk Lore 22, 2006:7)

However, she is cautious about being read merely as a 'tribal writer – informant' (Book of Songs Introduction XV). It seems

more like the poet in her 'seeks to alleviate her essential loneliness in the feeling of communal togetherness, in specifically identifying with her gender, her tribe, her lands, and then with humanity. (Book of Songs Introduction XVII)

In fact, the poems or 'Songs' as she calls them are to be placed in the larger context of the issues she foregrounds in all her literary writings. Literature from the North-East has often been described as 'soaked in blood' (Misra XXIV) and Ao is no stranger to writing about terror, violence and loss. The insurgency and counterinsurgency operations have had a deep impact on her writings. The fear of losing identity, of the invasion of an alien culture, of oppression by the mainland is pervasive. There are other issues too like ethnic conflicts, migrant, identity assertion, marginalisation, gender discrimination, conflict between tradition and modernity and ecological issues.

If we look at Temsula Ao's poems through the lens of feminism we find that as a woman she seems to have assimilated all the political, socio-economic issues into her psyche and given expression to them in her 'songs'. Her poems, especially those dealing directly with women, reflect an understanding of patriarchy, as the 'other' which is desperately and malevolently seeking to erase cultures and identity. It is the woman, in a sense, who becomes a symbol not only of the beleaguered gender but culture, tribe, terrain and nature. Thus, the angst she expresses in her other writings are integral to her poems where she grapples with the issues of identity as a woman.

It is interesting to note that she began her writing career as a poet as poetry offered her a chance for expressing her innermost feelings and concerns. Her first book of poems, *Songs That Tell* was published in 1988. This was followed by *Song That Try to Say* 1992 and *Song of Many Moods* in 1999, *Songs from Here and There* 2003 and *Songs from the Other Life* 2007 completed the series which is now available in *BOOK OF SONGS* collected poems 1998 -2007.

Ao's use of the word 'Songs' instead of 'poems' is deliberate. She is keenly aware that there is a strong oral tradition and poems

CONTEMPORARY ADIVASI WRITINGS IN INDIA: SHIFTING PARADIGMS

Editors

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Identity and Belonging in the Short Stories of the Northeast: Temsula Ao and Mohonto Panging

Mitalee Shome & Jayashree Palit

The Northeast located on the eastern most region of India,comprises of 7 states known as the 7 sisters, namely, Assam, Arunachal Pradesh, Manipur, Tripura, Meghalaya, Nagaland and Mizoram. Formation of these states began during the British colonial period. At that time it was ruled as a part of the Bengal Province. In 1874 the state of Assam came into existence. Post 1947 marked the creation of the other states. The Northeast is connected to India by a narrow strip of 22 kms called the Siliguri Corridor or Chicken's Neck. It shares a great part of its border with neighbouring countries like Bangladesh, Bhutan, Mynamar, China and Nepal. The region represents the fusion of two great traditions namely Indic and Mongoloid. The rainbow of cultures and traditions of this region varies a lot from the rest of India.

It is the most ethnically and linguistically diverse region of India. This region has over 160 scheduled tribes and over 400 other tribal and sub-tribal communities and groups. The nomenclature 'tribal' is an inheritance from colonial categorizations and carries with it ambiguous meanings with which the people of the region have had to come to terms. People of this region also make it unique through the diversity of culture, languages, religion, festivals and rituals. Various tribes like Bodo, Assamese, Nagas, Adi, Khasi, Akas, etc. follow different beliefs and practices.

However in spite of India's much lauded multi-eth linguistic and religious diversity the truth is that the 'Indo-Ar 'Dravidian' cultural and linguistic frames have been the predomina operational category of viewing the people of the Northeast. The popular perceptions of the people of the Northeast have resonated with unfamiliarity and 'not-knowing.'

One must locate the Northeast within the larger canvas of India in order to understand how the region is visualized and represented by 'mainland' India. The notion of "seeing" is organized by the "other" and this is a significant aspect of identity and the way it leads to insurgency. The main area of concern is the need of a "significant other in the creation of identity" [Charles Taylor, 1992, np]. The idea of 'differences is seen as being a tool created by powerful states as part of their hegemonizing strategies.' One of the frameworks used by in addressing the nature of the relationships India has with its Northeastern states, and understanding this concept is that of Edward Said's famous work 'Orientalism.'

The focus of Said's work is on the 'othering' of West Asia in Western, mostly colonial discourses. To Said this representation was a discourse, a creation and management of the 'East' by the 'West' that was deeply embedded in the notion of cultural hegemony. It permeated all areas — political, sociological, military, ideological, scientific and the imaginative. This discourse, Said believed, helped the west to define, understand and manage notions of 'otherness' with the end to dominate and subjugate. It did all this with the firm belief in its rationality and superiority.

Noted scholar Joy Pachuau extends this framework to the way India has engaged with the Northeast. In his book *Being Mizo: Identity And Belonging In Northeast India* (2014), he uses examples from popular cinema to trace the nature of the engagement. In 1972 a film 'Yeh Gulistan Hamara' [This Garden is Ours], directed by Atma Ram, touched on Nehru's socialist vision of equality and the glorification of the nation state addressed through 'unity in diversity.' The hero is an engineer who tries to convince a Northeastern 'tribe' that modernity is

मीडिया लेखन
एवं
फ़िल्म विमर्श

रवीन्द्र कात्यायन

''केंद्रीय हिंदी निदेशालय (मानव संसाधन विकास मंत्रालय, उच्चतर शिक्षा विभाग, पश्चिमी खण्ड-7, आर.के. पुरम, नई दिल्ली) के संस्वीकृत पत्र-संख्या 5-59/2017 के. अनु. दिनांक 23-3-2018 के माध्यम से प्राप्त वित्तीय सहायता से प्रकाशित हुई है। कॉपीराइट अनुदानग्राही के पास है।''

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(Ravindra Katyayn)

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शिक्षा– एम. ए. उस्मानिया विश्वविद्यालय, पी–एच. डी. लखनऊ विश्वविद्यालय, पत्रकारिता में स्नातकोत्तर डिप्लोमा (मुंबई), इलेक्ट्रॉनिक्स में डिप्लोमा (बेंगलुरू)।

भूतपूर्व सैनिक– भारतीय वायु सेना में राडार टेक्नीशिएन (1985–1997)।

अध्यापन– गोवा विश्वविद्यालय, पुणे विश्वविद्यालय, एस.एन.डी.टी.महिला विश्वविद्यालय एवं मणिबेन नानावटी महिला महाविद्यालय मुंबई (1997 से)। सिम्बयासिस सेंटर फॉर मीडिया एंड कम्यूनिकेशन, पुणे में अतिथि व्याख्याता (2004 से)।

कृतियाँ– प्यार में लड़की, (कहानी संग्रह), दक्षिण भारत की हिंदी पत्रकारिता, समकालीन कथा विमर्श, समकालीन कवि और कविता (संयुक्त–संपादन)। Indicators of Women's Status (Co-Writer)। नोबेल पुरस्कार विजेता लेखक ऑक्टेवियो पाज की पुस्तक "In Light of India" का अनुवाद "आँखों देखा भारत" शीघ्र प्रकाश्य।

प्रकाशन– देश की विभिन्न पत्र–पत्रिकाओं में कहानियाँ, आलेख, समीक्षाएँ, अनुवाद आदि प्रकाशित।

मीडिया लेखन– तीन टीवी धारावाहिक प्रसारित। दो फीचर फिल्मों की पटकथा लेखन– TOMCHI और Yeh Hai Paranormal IIshq। एक डॉक्यूमेंटरी– द गर्ल (The Girl) का निर्माण।

पुरस्कार– अखिल भारतीय कथाक्रम कहानी पुरस्कार 2000, अंतर्राष्ट्रीय हिंदी कहानी प्रतियोगिता, मॉरीशस में प्रथम पुरस्कार 2012.

यात्राएँ– जापान, थाइलैण्ड, अमेरिका, दुबई, चीन, हांग कांग तथा इंडोनेशिया की अकादमिक एवं सास्कृतिक यात्राएँ।

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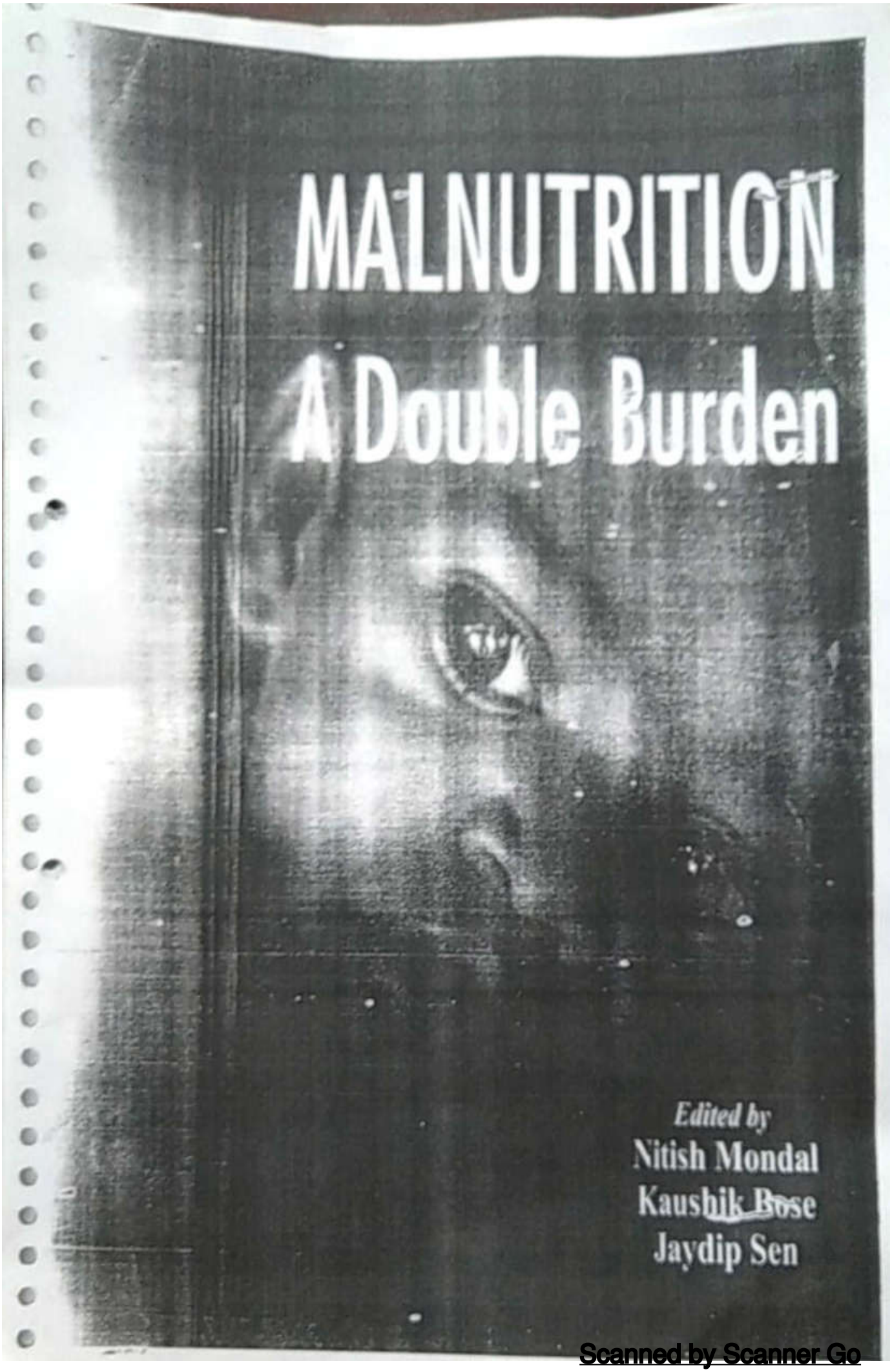

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Chapter-10

FACTORS INFLUENCING THE PREVALENCE OF UNDERWEIGHT, OVERWEIGHT AND OBESITY PREVALENCE IN URBAN INDIAN CHILDREN

Rita Patil & Mitravinda Aneesh

Introduction

Over the last two decades, urbanization has become a global phenomenon. Migration from rural to urban areas is one of the main features of urbanization. According to United Nations (2014), 54.0% of the world's population resided in urban areas which would rise to 66.0% by the year 2050. Of which, nearly 90% of the increase is likely to be concentrated in Africa and Asia. India, China and Nigeria are expected to account for almost 37.0% of the projected world's urban population growth between 2014 and 2050.

In the past 50 years, India's urban population has nearly doubled. From 18.0% in 1960 it has reached to 33.0% in 2015 (World Bank, 2015). In the next 33 years, India is likely to add another 404 millions individuals to its present urban population (United Nations, 2014). There are several reasons

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સોનગઢ મુકામે યોજાયેલ ૨૩મા જૈન સાહિત્ય સમારોહના પ્રાપ્ત શોધપત્રોનો
સંચય રૂપ-માણક ભણશાલી ચૅરિટેબલ ટ્રસ્ટના સૌજન્યથી
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જૈન સાહિત્ય વિમર્શ

સંપાદકીય...

શ્રી મહાવીર જૈન વિદ્યાલય ૧૯૭૭થી શ્રુતયજ્ઞરૂપ જૈન સાહિત્ય સમારોહનું આયોજન કરે છે. જેમાં ચોક્કસ વિષયો વિદ્વાનોને અગાઉથી જણાવી, તેમના શોધ નિબંધો પ્રસ્તુત કરવાનું આમંત્રણ આપવામાં આવે છે.

૨૩મો જૈન સાહિત્ય સમારોહ તા. ૪ થી ૮ ફેબ્રુઆરી, ૨૦૧૬ના સોનગઢ (જિ. ભાવનગર) મુકામે યોજાયો. જેમાં ચાર વિષયો પર વિદ્વાનોએ પોતાના શોધપત્રો પ્રસ્તુત કર્યા હતા.

પહેલો વિષય : 'જૈન આગમ અને પરમાગમ વિશેના સાહિત્ય પરનું સાહિત્ય' આ વિષયમાં ૩૯ વિદ્વાનોના પ્રાપ્ત શોધપત્રોનો સંચય 'આગમ અવગાહન' રૂપે સમારોહના સમયે જ પ્રગટ કરવામાં આવ્યો હતો.

બીજો વિષય : તીર્થ સંબંધી સાહિત્ય.

ત્રીજો વિષય : જૈન સજઝાય.

ચોથો વિષય : બાર ભાવના અને ચાર પરભાવના આ ત્રણે વિષયના કેટલાંક શોધપત્રોના સંચયને ***'જૈન સાહિત્ય વિમર્શ'*** રૂપે ગ્રંથસ્થ કરી પ્રગટ કરતાં આનંદ અનુભવીએ છીએ.

સાહિત્ય સમારોહમાં ભાગ લેનાર તમામ વિદ્વાનોનો આભાર માનીએ છીએ.

સૌજન્ય માટે 'વીરતત્વ પ્રકાશક મંડળ', શિવપુરી રૂપ-માણક ભણશાલી ટ્રસ્ટ, સુંદર આયોજન માટે શ્રી મહાવીર જૈન વિદ્યાલય મુંબઈનો આભાર. સતત માર્ગદર્શન માટે ડૉ. કુમારપાળ દેસાઈનો આભાર.

ડૉ. ધનવંતભાઈ શાહના સતત સંપર્ક પુરુષાર્થને કારણે સાહિત્ય સમારોહને સફળતા મળી હતી. આજે આપણી વચ્ચે નથી એવા શ્રુત પૂજક ડૉ. ધનવંતભાઈ શાહની પાવન સ્મૃતિને આ તકે અભિવંદના કરીએ છીએ.

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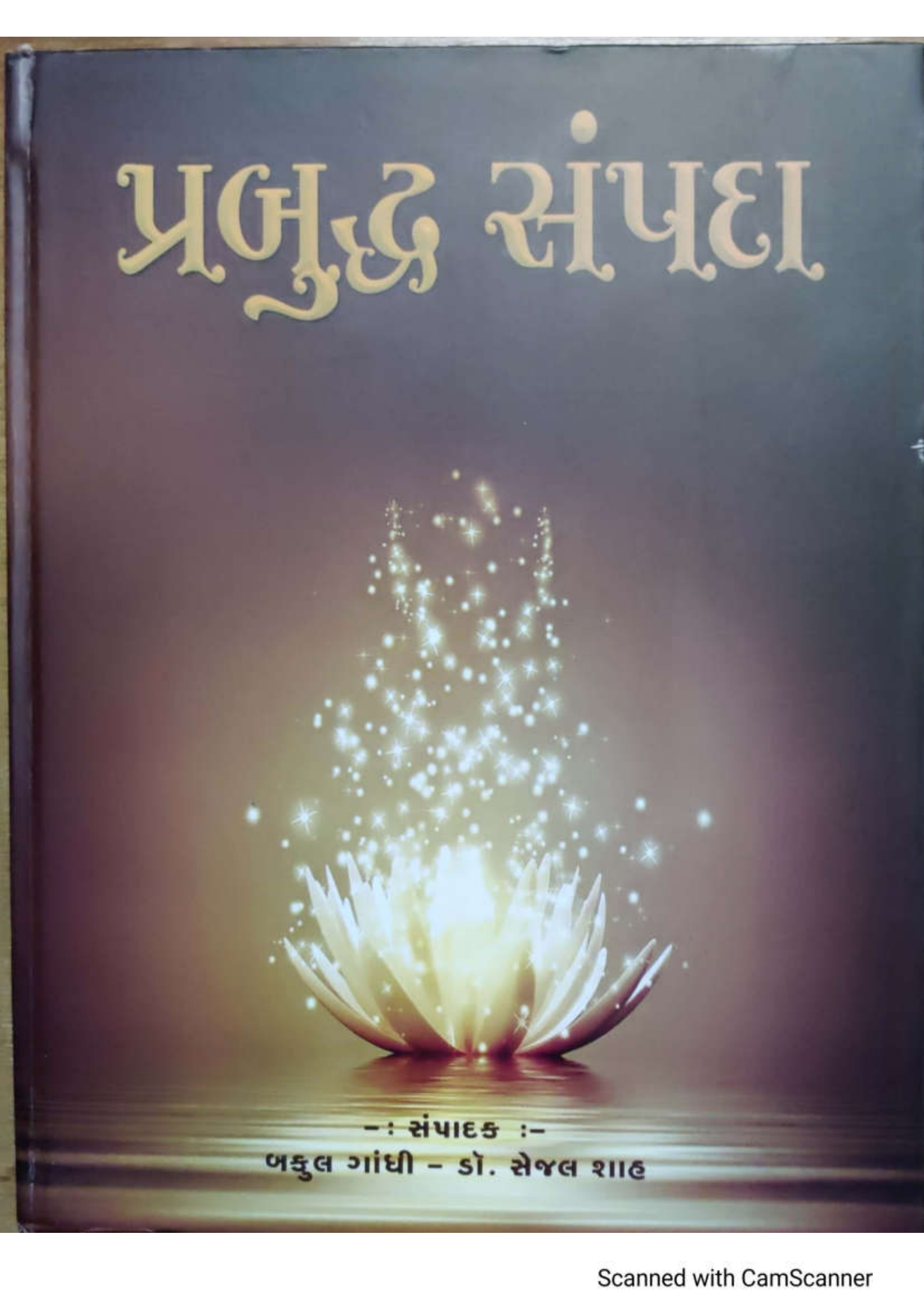

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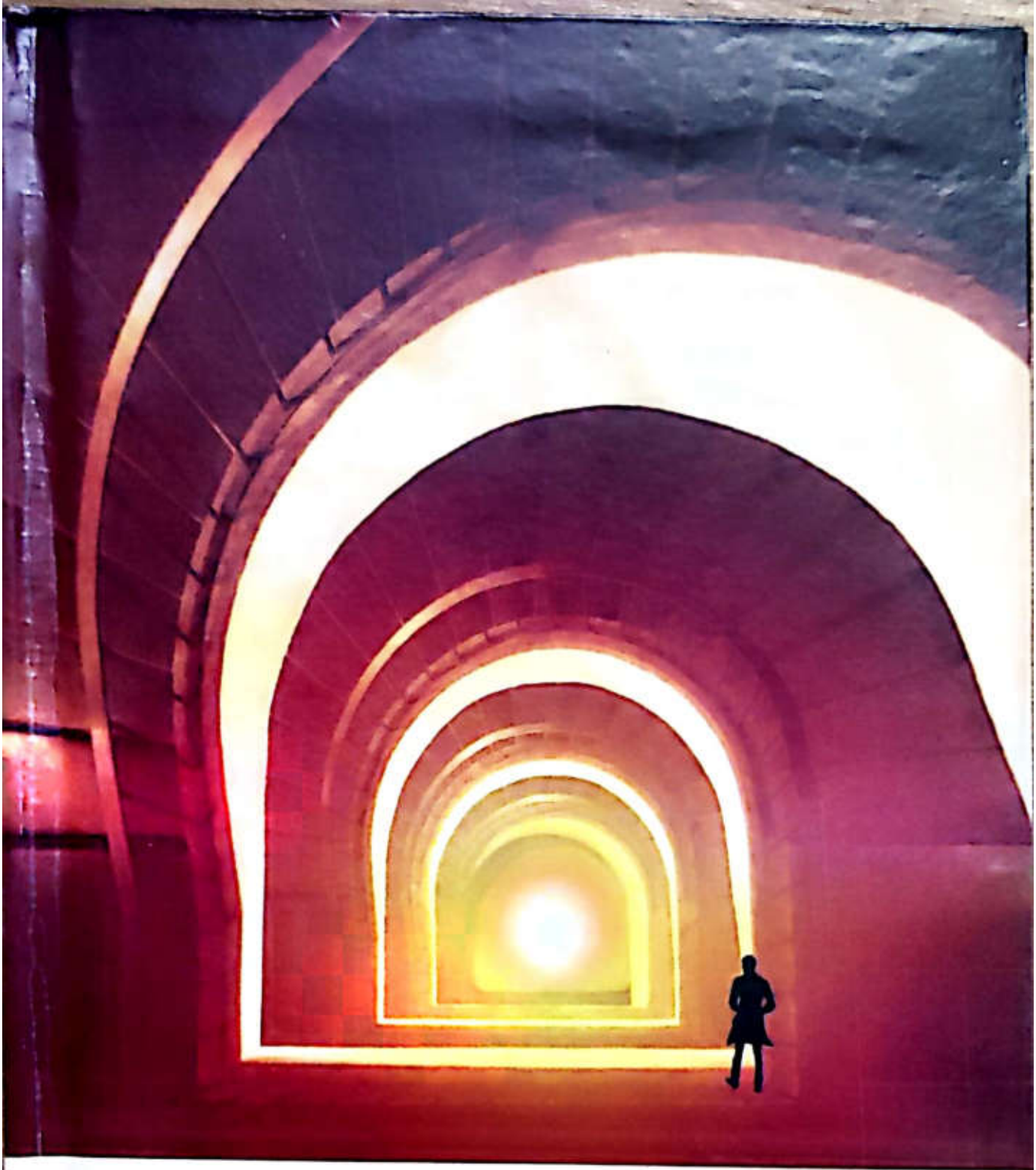

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Research Paper for National Teachers Congress
THEME: USE OF TECHNOLOGY IN EDUCATION – IMPACT VS IMPEDIMENT

TITLE: Teachers' Perception On Integrating Technology In Higher Education Classroom

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Abstract:

Use of technology in higher education classroom is increasing with digitalization. It helps to make teaching and learning process easy and meaningful. Students can enhance their academic skills with the use of technology. Therefore, teachers play vital role in developing these skills among the students. This study attempts to find perception of teachers on integrating technology in higher education classroom. It also explored the effect of teachers' age, gender and work experience on the perception about integrating technology in higher education classroom. A sample of 100 teachers was selected from 6 different colleges of Western Suburbs of Mumbai using purposive sampling technique. Self structured questionnaire was content validated. The reliability of the tool found to be good (r=.80) using Chronbach's Alpha. Perception of teachers on integration of technology was found to be high. The results revealed no significant difference in the perception of teachers on integrating technology in higher education classrooms with respect to age, gender and work experience.

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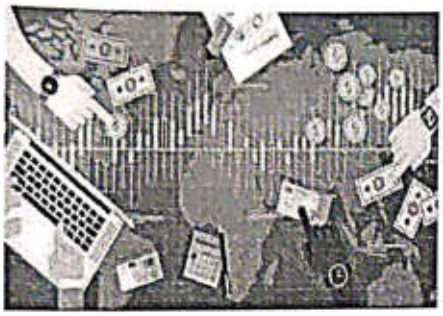

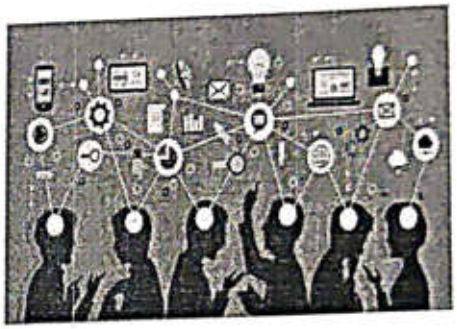

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Gender Role Portrayals: Princes and Princesses in Walt Disney's Animation Films

[1]Zeba Barudgar & Rukhsar Shaikh
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Abstract: This paper focuses on Sustainable Development Goal 5 i.e. Gender Equality. It attempts to understand how the notion of gender equality is explored through animation. The paper particularly focuses on Walt Disney's animated movies that have been produced primarily for children.

Keywords Gender roles, animation films, sustainable development.

INTRODUCTION

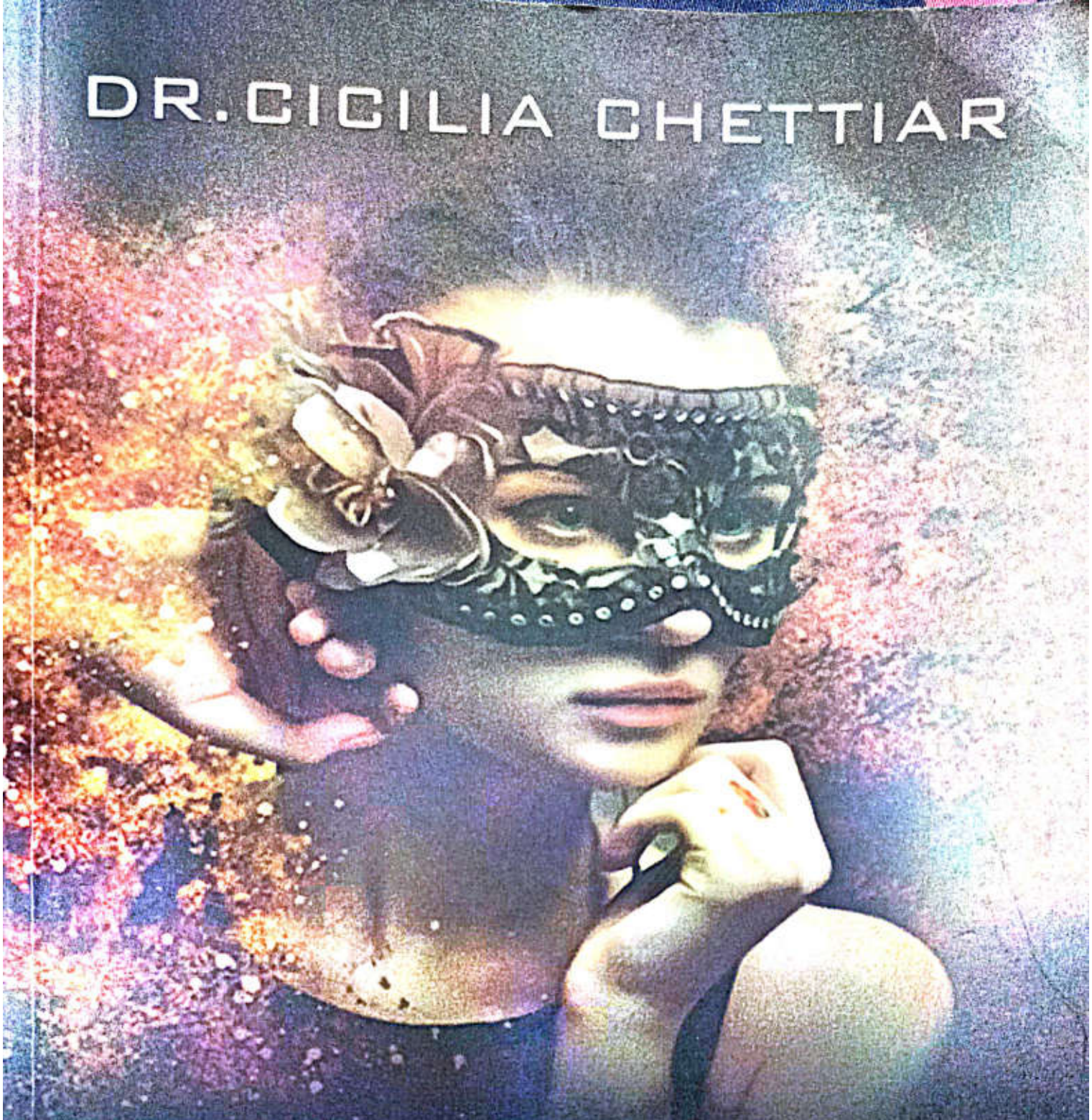
The Walt Disney Animation Studios has produced 56 feature films, from *Snow White and the Seven Dwarfs* (1937) to *Moana* (2016). The Walt Disney animation in total has produced 12 Disney Princess movies and few sequels of these 12 movies. The first era of Walt Disney Animation included *Snow White and the Seven Dwarfs* (1937), *Cindrella* (1950), and *Sleeping Beauty* (1959). These Disney Princess movies have been in the list of favorite Disney heroines for young girls for the last fifty years. These movies have certain themes in common—the female protagonist in each of these films is shown as a "Disney Princess" but the traits of these princesses, featured through these films are submissiveness and servitude. Though they possess divine beauty, these princesses only seem to be capable of suffering in silence, and it is because of this, they are finally given the ultimate reward: salvation through the handsome Prince Charming.

The feminist movement that took place in the 1960s left a deep impact in the role of women. A certain shift was seen particularly in the type of princess portrayed by the film makers of Disney. Where the first era princess was seen only doing chores the second era princess where seen to be more independent, heroic, athletic and educated. The second era princess include *The Little Mermaid* (1989), *Beauty and the Beast* (1991), *Aladdin* (1992), *Pocahontas* (1995) and *Mulan* (1998). Though they have become more self-sufficient, they still possess timeless beauty but have become more sexualized.

The third era of princesses seem to go beyond the concept of marriage and romantic love. Walt Disney Princesses in this era include The Princess and the Frog (2009), Tangled (2010), Brave (2012), Frozen (2013), Moana (2016). These movies seem to challenge the messages about love presented in the first two eras and hopefully represent the new norm that will be continued to be represented by princesses that follow. It is believed that third era Disney Princesses are a reflection of the current status of women as society has reached a point in which independent, confident women are celebrated.

Many critics believe that Disney Princess Movies have been portraying their characters, specifically females, in stereotypical ways. One of the key issues is that of gender equality and portrayal of gender roles. Gender Equality is one of the most discussed topics in today's society. Gender represents and also reproduces certain attributes, expectations and roles which are connected with male and female. Gender roles are passed on through generations.

DR. CICILIA CHETTIAR



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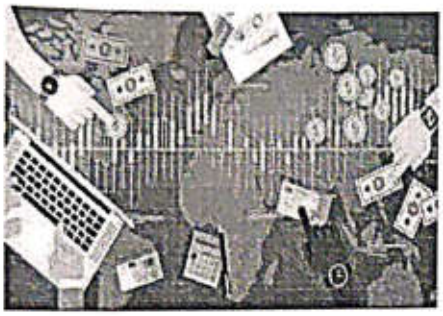

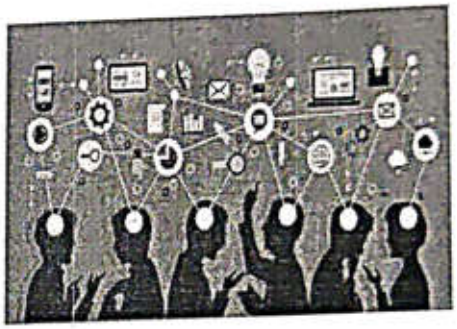

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Gender Role Portrayals: Princes and Princesses in Walt Disney's Animation Films

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Abstract: This paper focuses on Sustainable Development Goal 5 i.e. Gender Equality. It attempts to understand how the notion of gender equality is explored through animation. The paper particularly focuses on Walt Disney's animated movies that have been produced primarily for children.

Keywords Gender roles, animation films, sustainable development.

INTRODUCTION

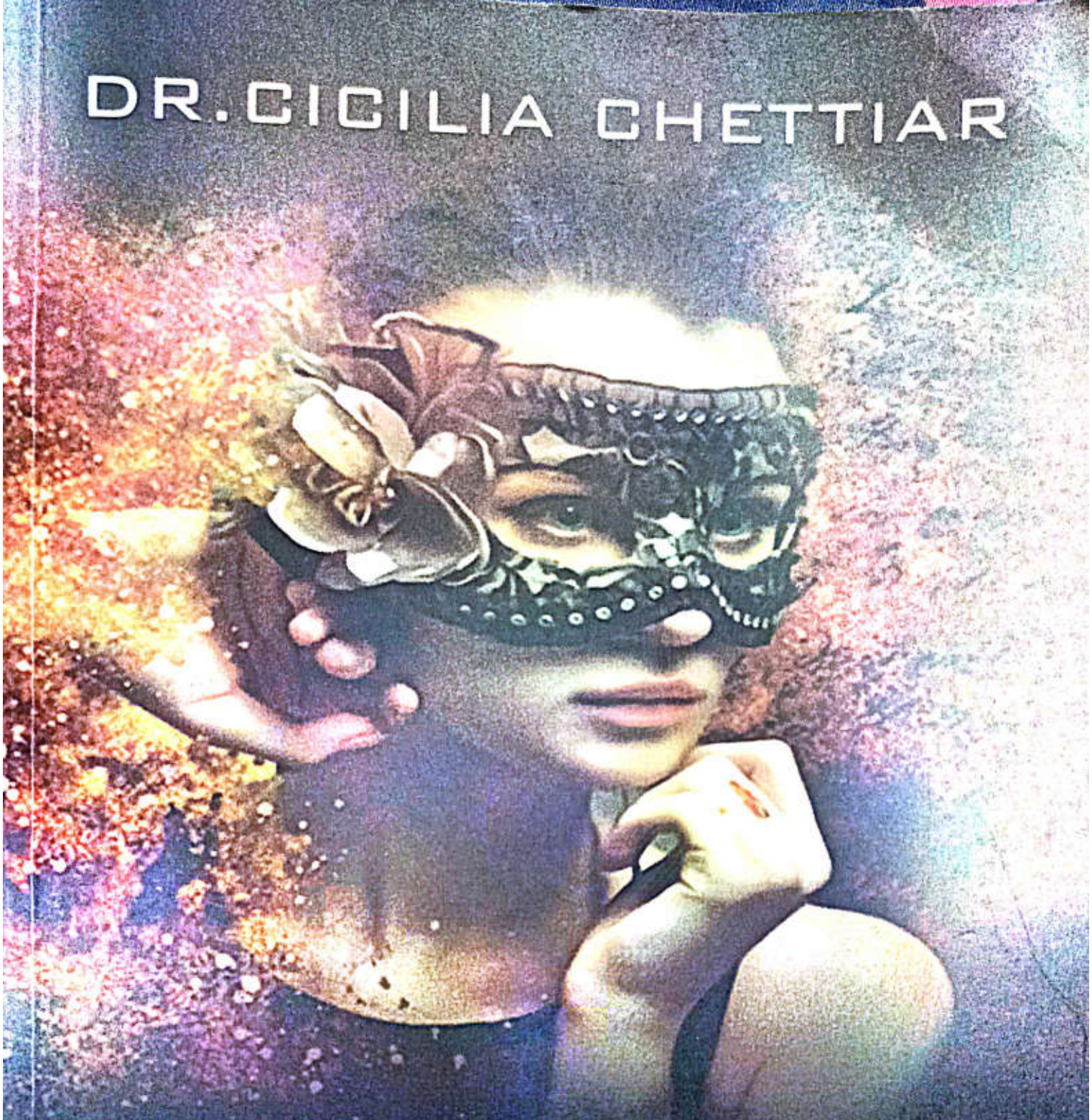
The Walt Disney Animation Studios has produced 56 feature films, from *Snow White and the Seven Dwarfs* (1937) to *Moana* (2016). The Walt Disney animation in total has produced 12 Disney Princess movies and few sequels of these 12 movies. The first era of Walt Disney Animation included *Snow White and the Seven Dwarfs* (1937), *Cindrella* (1950), and *Sleeping Beauty* (1959). These Disney Princess movies have been in the list of favorite Disney heroines for young girls for the last fifty years. These movies have certain themes in common—the female protagonist in each of these films is shown as a "Disney Princess" but the traits of these princesses, featured through these films are submissiveness and servitude. Though they possess divine beauty, these princesses only seem to be capable of suffering in silence, and it is because of this, they are finally given the ultimate reward: salvation through the handsome Prince Charming.

The feminist movement that took place in the 1960s left a deep impact in the role of women. A certain shift was seen particularly in the type of princess portrayed by the film makers of Disney. Where the first era princess was seen only doing chores the second era princess where seen to be more independent, heroic, athletic and educated. The second era princess include *The Little Mermaid* (1989), *Beauty and the Beast* (1991), *Aladdin* (1992), *Pocahontas* (1995) and *Mulan* (1998). Though they have become more self-sufficient, they still possess timeless beauty but have become more sexualized.

The third era of princesses seem to go beyond the concept of marriage and romantic love. Walt Disney Princesses in this era include The Princess and the Frog (2009), Tangled (2010), Brave (2012), Frozen (2013), Moana (2016). These movies seem to challenge the messages about love presented in the first two eras and hopefully represent the new norm that will be continued to be represented by princesses that follow. It is believed that third era Disney Princesses are a reflection of the current status of women as society has reached a point in which independent, confident women are celebrated.

Many critics believe that Disney Princess Movies have been portraying their characters, specifically females, in stereotypical ways. One of the key issues is that of gender equality and portrayal of gender roles. Gender Equality is one of the most discussed topics in today's society. Gender represents and also reproduces certain attributes, expectations and roles which are connected with male and female. Gender roles are passed on through generations.

DR. CICILIA CHETTIAR



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Gandhiji's Thought on Social Political Equality and Non-Violence

Maitri Dedhia

Mohandas Karamchand Gandhi, who we also called him Mahatma Gandhi or "Bapu", was a social activist, politician and lawyer by profession. Gandhiji was a great man in Indian history. Gandhiji played an important role in social and political areas in India. He had explained the importance of civil rights to people of India. Gandhiji itself had helped India get freedom from British rule. Gandhiji had also participated in many social and political movements against British rule. Gandhiji was an inspiration not only for Indians but even for other people in the world because his principals like Non-Violence (Ahimsa), Truthfulness (Satya), No Stealing (Asteya), Use Domestic Goods (Swadeshi) etc. Mahatma Gandhi said, "There are seven main things which we need to follow", they are given below:

- Wealth Without Work
- Pleasure Without Conscience
- Knowledge Without Character
- Commerce (Business) Without Mortality (Ethics)
- Science Without Humanity
- Religion Without Sacrifice
- Politics Without Principles

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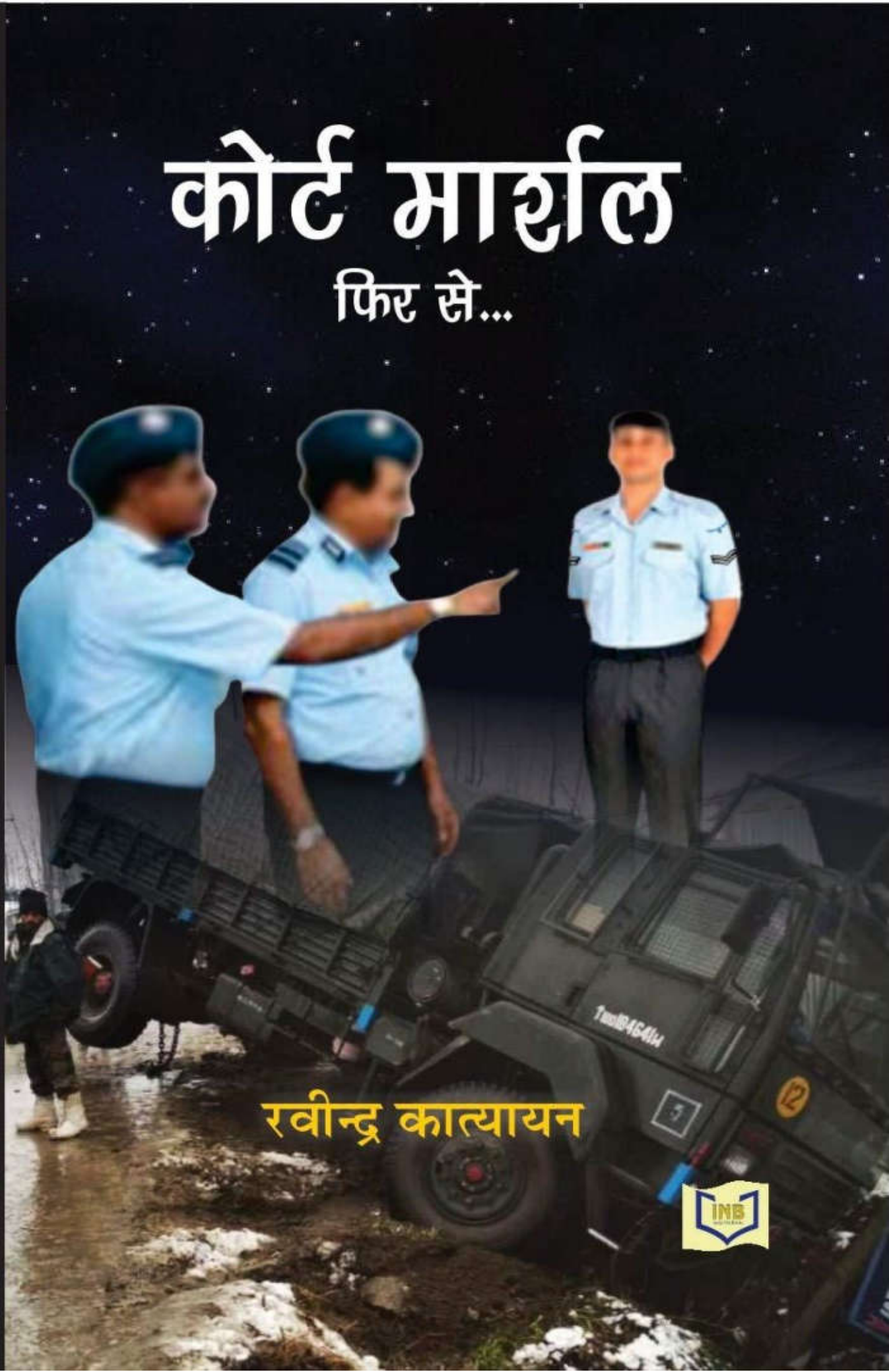

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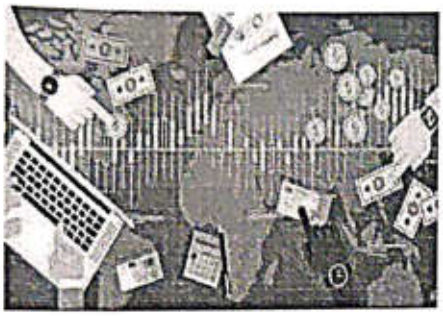

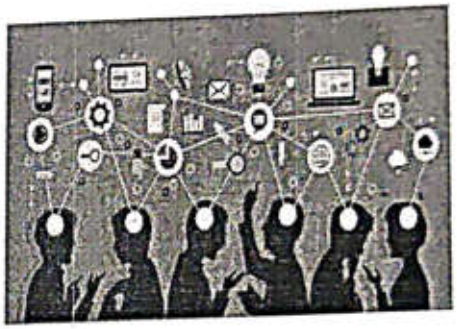

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12th January, 2019
Maniben Nanavati Women's College, Vallabhbhai Road, Vile Parle (West), Mumbai, India

Gender Role Portrayals: Princes and Princesses in Walt Disney's Animation Films

[1]Zeba Barudgar & Rukhsar Shaikh
[2]Ms. Annabel Rebello & Dr. Jayashree Palit
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Abstract: This paper focuses on Sustainable Development Goal 5 i.e. Gender Equality. It attempts to understand how the notion of gender equality is explored through animation. The paper particularly focuses on Walt Disney's animated movies that have been produced primarily for children.

Keywords Gender roles, animation films, sustainable development.

INTRODUCTION

The Walt Disney Animation Studios has produced 56 feature films, from *Snow White and the Seven Dwarfs* (1937) to *Moana* (2016). The Walt Disney animation in total has produced 12 Disney Princess movies and few sequels of these 12 movies. The first era of Walt Disney Animation included *Snow White and the Seven Dwarfs* (1937), *Cindrella* (1950), and *Sleeping Beauty* (1959). These Disney Princess movies have been in the list of favorite Disney heroines for young girls for the last fifty years. These movies have certain themes in common—the female protagonist in each of these films is shown as a "Disney Princess" but the traits of these princesses, featured through these films are submissiveness and servitude. Though they possess divine beauty, these princesses only seem to be capable of suffering in silence, and it is because of this, they are finally given the ultimate reward: salvation through the handsome Prince Charming.

The feminist movement that took place in the 1960s left a deep impact in the role of women. A certain shift was seen particularly in the type of princess portrayed by the film makers of Disney. Where the first era princess was seen only doing chores the second era princess where seen to be more independent, heroic, athletic and educated. The second era princess include *The Little Mermaid* (1989), *Beauty and the Beast* (1991), *Aladdin* (1992), *Pocahontas* (1995) and *Mulan* (1998). Though they have become more self-sufficient, they still possess timeless beauty but have become more sexualized.

The third era of princesses seem to go beyond the concept of marriage and romantic love. Walt Disney Princesses in this era include The Princess and the Frog (2009), Tangled (2010), Brave (2012), Frozen (2013), Moana (2016). These movies seem to challenge the messages about love presented in the first two eras and hopefully represent the new norm that will be continued to be represented by princesses that follow. It is believed that third era Disney Princesses are a reflection of the current status of women as society has reached a point in which independent, confident women are celebrated.

Many critics believe that Disney Princess Movies have been portraying their characters, specifically females, in stereotypical ways. One of the key issues is that of gender equality and portrayal of gender roles. Gender Equality is one of the most discussed topics in today's society. Gender represents and also reproduces certain attributes, expectations and roles which are connected with male and female. Gender roles are passed on through generations.

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SOCIAL INCLUSION OF TRANSGENDER IN INDIA

Introduction

Globally, people with a wide range of transgender-related identities, cultures, or experiences exist. Transgender is an umbrella term for persons whose gender identity, gender expression or behavior does not conform to that typically associated with the sex to which they were assigned at birth. It includes people who are transsexuals, transgender or otherwise considered as gender non-conforming. Transgender people may self-identify as transgender, female, male, transwoman, transman, trans-sexual,or, by a variety of indigenous terms used in specific cultures such as hijra (India), kathoey (Thailand), waria (Indonesia) or one of many other transgender identities (World Health Organisation).

This community has been recognized internationally and extensive efforts have been put forward by international bodies to provide them with their human rights. On 25th May, WHO has removed so-called "gender identity disorder" from its official manual of diagnoses, which is being hailed as a major win for transgender rights. Article 1 of the Universal Declaration of Human Rights provides that "all human beings are born free and equal in dignity and rights", and Article 2 declares that "everyone is entitled to all the rights and freedoms set forth in this Declaration". All people, including LGBTI individuals, are entitled to enjoy the protection provided for by international human rights law on the basis of equality and non-discrimination.

A 2018 report by Ipsos Public Affairs indicated that 59% of people interviewed around the world believed that their country is becoming more tolerant of transgender people. This perception is strongest in Argentina (78%), Canada (78%), and Great Britain (75%). A majority of people in countries surveyed (52%) believe that transgender people are a natural occurrence. This belief is most commonly held in Spain (64%) and Germany (60%) India is highest (57%) on the opinion that transgender people have a special place in society. A strong majority of people around the world would like their country to do more to support and protect transgender people (60%), with those in Spain (70%) and Argentina (67%) most likely to agree.

Transgender community prevalence in India

Transgender communities are prevalent in India since centuries. They are known by various names like Hijras, Aravanis, Kothis, Jogtas/Jogappas, and Shiv-Shakthis etc. Indian census felt need to recognize this "Other gender category" in census 2011 that too only for educational purpose. According to 2011 Indian census the population of transgenders in India is around 4.9 lakhs out of which almost 55,000 transgenders are in the 0-6 years population. Overall, the highest proportion of the transgender population, about 28%, was identified in Uttar Pradesh followed by 9% in Andhra Pradesh, 8% each in Maharashtra and Bihar, over 6% in both Madhya Pradesh and West Bengal and well over 4% in Tamil Nadu, Karnataka and Odisha. Rajasthan accounted for over 3% of the total transgender population and Punjab for 2%. There is an estimate of about 2 million individuals across the country, based on limited evidence.

Literacy rate and employment status of transgender people

As per 2011 census the literacy rate among the total population of transgender people remain 56.07%. Over 66% of the population identified as third gender lived in rural areas, very close to 69% of the overall population that lives in villages. The census data also revealed the low literacy levels in the community (46%) compared to 74% literacy in the general population. Only 46% of the transgender population, as compared to 76% of the general population, are literate. Additionally, Mizoram accounts for the relatively highest literacy rate among transgender population of 87% with a total population being 166 transgenders and Kerela has 84.61% of literacy rate while the transgender population is 3,902. Maharashtra ranks as the 3rd state with the transgender population of 40,891 and the literacy rate in the respective state being significantly high 67.57%. A survey conducted among 25,000 transgender people in the state Kochi had shown that 58% of them could not complete school education due to the taboo associated with trans sexuality (TOI, 0ctober, 2016).

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Sustainable Development of Natural Resources : Challenges and Solutions

Dr. K.P. Kariya Shri Uday Shankar Singh
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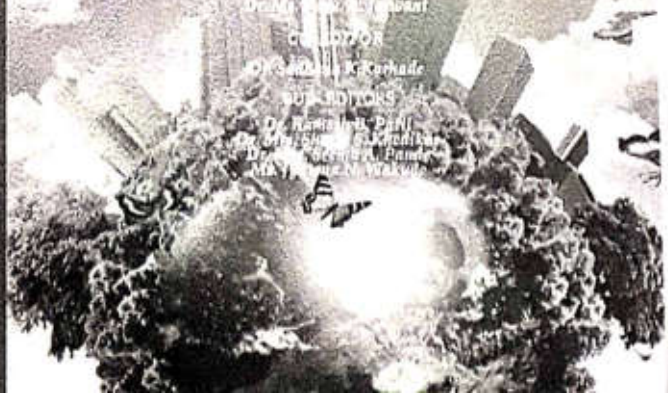

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Role of Swachhata Abhiyan for Sustainable Development with Reference to Gender Diversity

Dr. Preeta Joshi and Ms. Vaishali Ranadive

INTRODUCTION

Gender Diversity is equitable or fair representation of people of different genders. It most commonly refers to an equitable ratio of men and women. Gender diversity in a work place means that men and women are hired at a similar and consistent rate, are paid equally and are given the same working opportunities with the same promotional opportunities. Management with greater gender diversity tends to perform better than that dominated by one gender. Multiple benefits are achieved by the organisations through gender diversity.

"A Clean India" would be the best tribute to Mahatma Gandhi on his 150th Birth Anniversary in 2019," quoted by our Honourable Prime Minister Shri Narendra Modi as he launched the Swachhta Bharat Mission on 2nd October 2014 at Rajpath in New Delhi.

Swachhta Bharat Abhiyan (SBA) or **Clean India Mission** was a Nation-wide campaign launched in the Country for the period from 2014 to 2019 that aims to clean up the streets, roads and infrastructure of villages, cities, towns and all urban and rural areas in the Country.

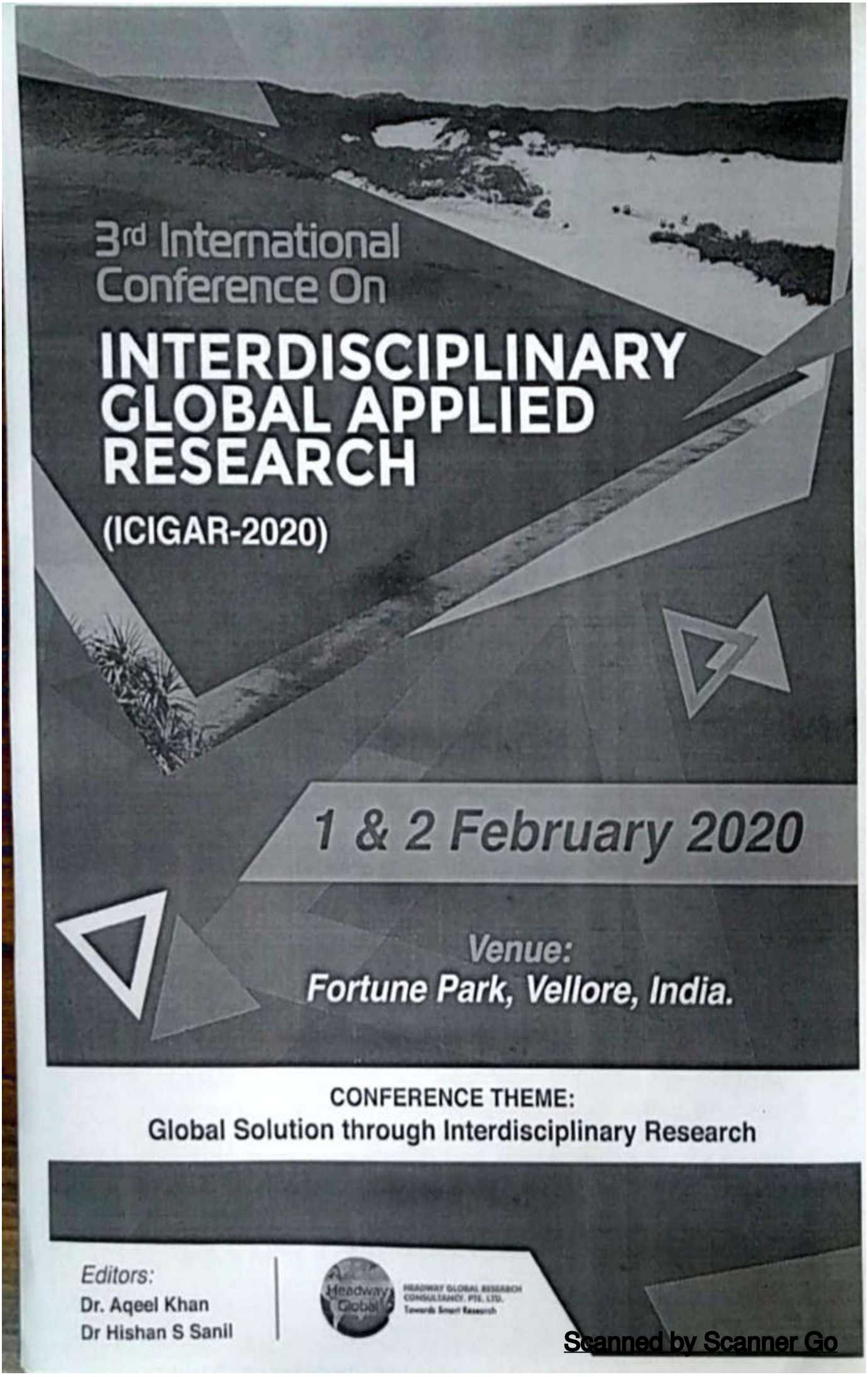
SUSTAINABLE DEVELOPMENT

Sustainable development is development that meets the needs of the present without compromising the ability of future generations. Sustainable development seeks to achieve economic and social development with environmental protection in a balanced manner. Sustainable development recognizes growth which must be both inclusive and environmentally sound, to reduce poverty and build shared prosperity for present population and to continue to meet the needs of future generations.

AAKAR FOUNDATION

Aakar Foundation , is a Non Government Organisation (NGO), contributing towards sustainable development of diverse genders through Swachhta Abhiyan. Aakar is involved in the collection, sorting and recycling of garbage in urban Mumbai area. It has 4 collection centres where the garbage is collected and dumped for further processing. The garbage collecting workers, called as Safai Sathi, enrolled in the NGO collects the garbage from the allotted area and transport or dump it in the collection centres. Some part of the wet garbage is recycled at the centres where the machineries are set for further processing. The remaining garbage is transported or sold to the recycling Companies. For example – wet coconut is crushed and the traces and the dry residue formed are used as raw material in the production of cushions for the vehicles. This processed material is sold out to the needing companies at a profit. The earning from such activities are distributed to the Safai Sathi in different forms. This leads to sustainable development of both natural and human resources.

Assistant Professor, Maniben Nanavati Women's College, Vileparle, Mumbai.



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in 2018, or about 1.7 million barrels per day (bpd). Biodiesel is simple to use, biodegradable, nontoxic, and essentially free of sulphur and aromatics (Zafar, 2017). It is usually used as a petroleum diesel additive to reduce levels of particulates, carbon monoxide, hydrocarbons and toxics from diesel-powered vehicles. Biodiesel is produced through a process in which organically derived oils are combined with alcohol (ethanol or methanol) in the presence of a catalyst to form ethyl or methyl ester. The biomass-derived ethyl or methyl esters can be blended with conventional diesel fuel or used as a neat fuel (100% biodiesel).Government of India launched ambitious project to encourage biodiesel production and consumption in 2009. The mission identified Jatropha curcas as the most suitable tree borne oilseed for biodiesel production. Globally, biofuels have caught the attention in last decade and it is imperative to keep up with the pace of developments in the field of biofuels. India's dependency on the crude oil for the purpose of diesel is rising at a very high rate; this is resulting not only in large demand for forex but also rising rate of pollution. Both on the economic as well as environmental ground, Biofuel can be considered as a feasible substitute for it. Current production of the biodiesel is not enough to fulfil the need of the green economy. India has signed several MoU's and International commitment to develop more of greener fuel by 2030.National Biodiesel Mission was launched in 2009 to capture the potential of the country in the production & processing of biodiesel using the Jatropha. The plant has properties to grown even in dry land and yield good quality. Production of biodiesel from it can reduce the cost of diesel to the end consumer on an average by 30%, given environmental benefits and blended approach. It failed as it was not able to increase the size under the Jatropha cultivation as there was no proper market for the same.

Keywords: Bio-Diesel; Jatropha; Economics; Cleaner Fuel

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Title: PREDICTING LIFE-SATISFACTION, HAPPINESS AND FORGIVENESS AMONG COLLEGE STUDENTS FROM THEIR EXPERIENCE OF GRATITUDE.

Corresponding Author: Dr. Anuja Deshpande

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Affiliation: Maniben Nanavati Women's College

Abstract: In 20th century, there is a major in shift in mental health practice and research has been noticed which emphasizes on positive human functioning and psychological well-being (Seligman, Steen, Park, & Peterson, 2005). Various positive psychological variables are investigated in understanding the human functioning. Empirical evidence has shown that gratitude is associated with a range of good mental health outcomes. Gratitude plays an important role in many spheres of individual's life to boosts wellbeing of an individual both physically and emotionally. Gratitude leads to benefits for both mental health and interpersonal relationships. "Gratitude has been conceptualized as an emotion, a virtue, a moral sentiment, a motive, a coping response, a skill, and an attitude (Emmons &

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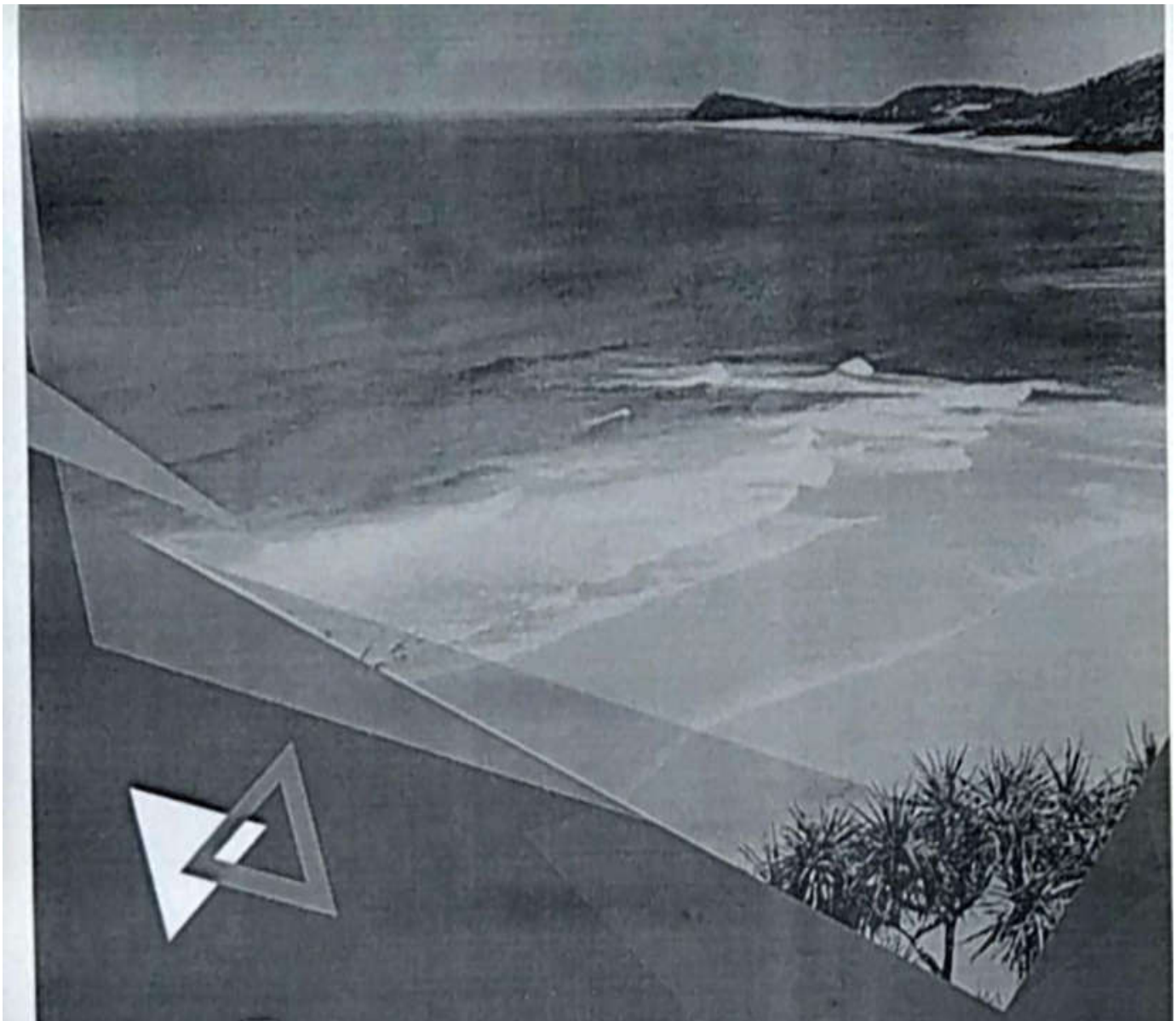

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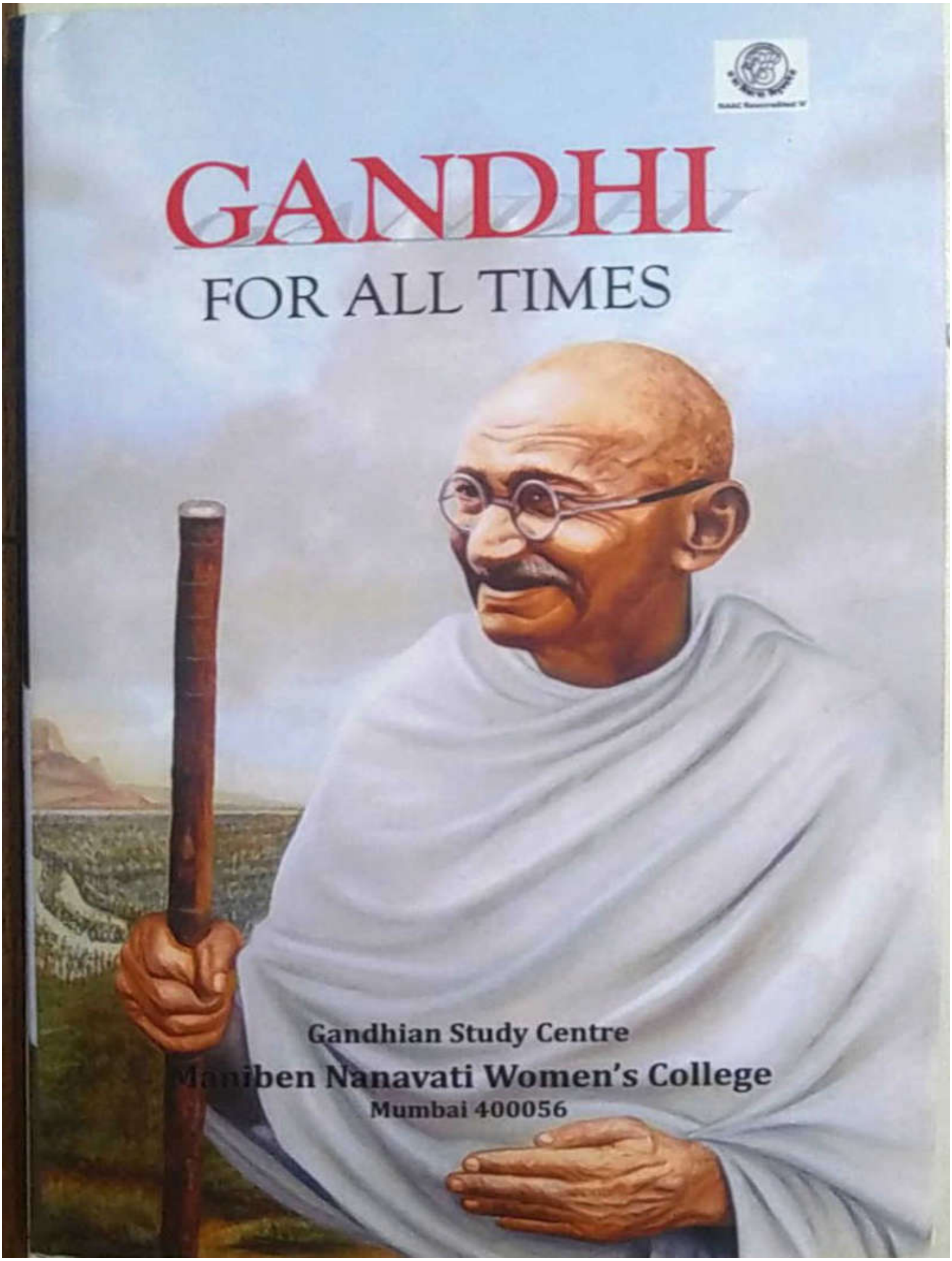

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Gandhian Idealogy of Nutrition: Relevance to the 21ST Century

Rita Patil

Hippocrates has said 'Let Food be Thy Medicine; Thy Medicine shall be Thy Food'. This is probably the principle that motivated Gandhiji to experiment with food and keep healthy. He advised that food should be taken like a medicine. He has said – "It is Health that is real Wealth and not pieces of Gold and Silver". However, our father of the nation had his own set of health problems. Though he supported and believed in modern medicine, he preferred to select naturopathy.

Gandhiji suffered from hypertension, pleurisy, flu and malaria. Twice in his life he had to be operated too. Gandhiji suffered from many digestive issues. He frequently complained of constipation and took herbal medicine which helped but not too much. He therefore experimented with remedies which were inexpensive and could be easily available to the rural masses (application of mud on abdomen, use of wet compresses etc.). He has penned down these experiments and written also about nature cure. These were later published in 1942, in his book "Key to Health" which is translated in several Indian and European languages. For this he was known for his "healing touch". In 1945, he visited and stayed at the Dr. Dinshaw Mehta's Nature cure clinic for two months; which is today known as National Institute of Naturopathy. He believed in vegetarianism which is also close to the naturopathic treatment of illnesses. Gandhiji was a member of a vegetarian society in England

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શિરીષ પંચાલ

અધ્યયનગ્રંથ

સંપાદક

શરીફા વીજળીવાળા

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SHIRISH PANCHAL ADHYAYANGRANTH
Edited by
Sharifa Vijaliwala

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સંપાદકના શરીફા વીજળીવાળાના
લેખોના જે તે લેખકોના

પ્રકાશક
બાબુભાઈ એચ. વોરા
પાર્શ્વ પબ્લિકેશન
૧૦૨, નંદન કોમ્પ્લેક્સ, મીઠાખળી ગામ,
અમદાવાદ-૩૮૦૦૦૬
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મો. ૯૭૨૫૬૪૦૮૫૭

મુદ્રક

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૩. વિવેચનપોથી

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સેજલ શાહ

સાહિત્યના અભ્યાસ વખતે વિભાવનાઓનો પાયાનો અભ્યાસ આવશ્યક છે. સાથે વિવેચન જાગતિક અને અન્ય વિદ્યાશાખાઓ સાથેના પ્રત્યાયન અંગે જાગૃત હોય, તે આવશ્યક છે. કૃતિના રસકીય-ભાષાકીય સૌન્દર્યની, શોધ અને તરસ સતત ચાલુ રહેવી જોઈએ. ગુજરાતી સાહિત્ય પાસે કેટલાંક એવા અધ્યાપકોની પરંપરા છે, જેમની તરસને કારણે જે કાર્ય થયું તે આવનારી પેઢી માટે અત્યંત શાતાદાયક અને ઉપકારક બન્યું છે. શિરીષ પંચાલનાં અનેક પુસ્તકો પૈકી કેટલાંક પુસ્તકો સાહિત્યના અધ્યાપક માટે અત્યંત આવશ્યક અને હૅન્ડબુક સમાન બન્યાં છે, 'વાત આપણા વિવેચનની', 'રૂપરચનાથી વિઘટન' અને 'વિવેચનપોથી', 'પશ્ચિમનું સાહિત્ય વિવેચન', 'કાવ્યવિવેચનની સમસ્યા' વગેરે. (આમાં હજુ થોડા નામો ઉમેરી શકાય.)

પણ મારે અહીં વિશેષરૂપે 'વિવેચનપોથી'ની વાત કરવી છે. શિષ્યવર્તુળમાં અત્યંત લોકપ્રિય અને સન્માન પામેલા આ અધ્યાપક પોતાના બે શિષ્યોને આ પુસ્તક અર્પણ કરે છે, સાથે ભવિષ્યમાં આ કાર્ય આવા જ કોઈ શિષ્યો ઉપાડી લે, તેવી સ્વાભાવિક અપેક્ષા પણ રાખે છે. પુસ્તકના રચયિતા સાહિત્યશિક્ષણના અધ્યાપક છે, એટલે આ ક્ષેત્રે જેટલા તેઓ વિદ્યાર્થીના પ્રશ્નોથી પરિચિત છે તેટલા જ કદાચ શિક્ષકોના પ્રશ્નો/મૂંઝવણથી પણ પરિચિત છે. પુસ્તકના નિર્માણમાં તેમના શિક્ષક હોવા ઉપરાંત, અન્ય બે પરિબળો મહત્ત્વનાં બન્યાં છે, એક- પોતાના વિદ્યાર્થીકાળ દરમ્યાન વાંચેલ પુસ્તક આર. સ્ટૉલમૅનનું 'અ ક્રિટિક્સ હૅન્ડબુક' અને બીજું તેમના નિકટના મિત્ર નીતિન મહેતાના પુસ્તક 'નિરંતર'નો લેખ- 'ભાષાસાહિત્યનું અધ્યયન-અધ્યાપન અને સાહિત્યસિદ્ધાંતો' - આ બે મહત્ત્વના ઉદ્દીપક પરિબળો એમણે ગણાવ્યાં છે. એક તરફ પોતે જોયેલી ઉત્તમ સામગ્રી અને તેના જેવી ગુજરાતીમાં નથી તે અભાવ અને બીજું, નીતિન મહેતાના લેખનો સંદર્ભ જેમાં સાહિત્યશિક્ષણના અધ્યાપનમાં જે સંકુચિતતા આવી ગઈ છે, તેમાં સામગ્રીનું ઉમેરણ કરી જો બદલાવ લાવી શકાય તો એ દિશાનો પ્રયત્ન.

આ કોશ પ્રાથમિક કક્ષાએ જેટલો ઉપયોગી છે તેટલો જ ઉપયોગી

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28th January 2020 at VMV Commerce, JMT Arts & JJP Science College, Warhaman Nagar, Nagpur - 08(Maharashtra).

He / She also ~~presented~~ published a paper titled A Study of Women Empowerment Among Members of Mahila Bachat Gat [MBG] in Uban Mumbai.

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Prof. (Dr.) Paresh Sheth
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Prof. Paresh Sheth is the founder of the Group: CASI Global New York; the Global Certification Body for CSR and Sustainability. CASI New York is the world's largest peer-to-peer platform for CSR and Sustainability. The CASI group companies include CSR Diary - World's largest volunteering platform, Massive Dynamics and IIBSR; the Investment banking arm; mainly into Mergers & Acquisition, cross-border technology, defense, heavy engineering. Prof. Paresh Sheth has been a career banker and now serves as an advisor to many boards and family offices, he is also a board member at many global corporates / fund houses. He is also an active "Growth-Strategy consultant".

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António Guterres
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Thank you for getting involved, and for standing up for the shared values of all humanity.

Mitez Sheth
Trustee | CSR Diary

. has been a career banker with his last job in India at Bank of America Merrill Lynch as the Group Head (Treasury
ently is a part of the CASI Group as the Global Head for Strategic initiatives. He also manages CSR Diary; the world's
g platform. Dr. Mitez serves as an advisor (Treasury - Operations - Risk) to large corporates & educational colleges group.

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SOCIAL INCLUSION OF TRANSGENDER IN INDIA

Introduction

Globally, people with a wide range of transgender-related identities, cultures, or experiences exist. Transgender is an umbrella term for persons whose gender identity, gender expression or behavior does not conform to that typically associated with the sex to which they were assigned at birth. It includes people who are transsexuals, transgender or otherwise considered as gender non-conforming. Transgender people may self-identify as transgender, female, male, transwoman, transman, trans-sexual,or, by a variety of indigenous terms used in specific cultures such as hijra (India), kathoey (Thailand), waria (Indonesia) or one of many other transgender identities (World Health Organisation).

This community has been recognized internationally and extensive efforts have been put forward by international bodies to provide them with their human rights. On 25th May, WHO has removed so-called "gender identity disorder" from its official manual of diagnoses, which is being hailed as a major win for transgender rights. Article 1 of the Universal Declaration of Human Rights provides that "all human beings are born free and equal in dignity and rights", and Article 2 declares that "everyone is entitled to all the rights and freedoms set forth in this Declaration". All people, including LGBTI individuals, are entitled to enjoy the protection provided for by international human rights law on the basis of equality and non-discrimination.

A 2018 report by Ipsos Public Affairs indicated that 59% of people interviewed around the world believed that their country is becoming more tolerant of transgender people. This perception is strongest in Argentina (78%), Canada (78%), and Great Britain (75%). A majority of people in countries surveyed (52%) believe that transgender people are a natural occurrence. This belief is most commonly held in Spain (64%) and Germany (60%) India is highest (57%) on the opinion that transgender people have a special place in society. A strong majority of people around the world would like their country to do more to support and protect transgender people (60%), with those in Spain (70%) and Argentina (67%) most likely to agree.

Transgender community prevalence in India

Transgender communities are prevalent in India since centuries. They are known by various names like Hijras, Aravanis, Kothis, Jogtas/Jogappas, and Shiv-Shakthis etc. Indian census felt need to recognize this "Other gender category" in census 2011 that too only for educational purpose. According to 2011 Indian census the population of transgenders in India is around 4.9 lakhs out of which almost 55,000 transgenders are in the 0-6 years population. Overall, the highest proportion of the transgender population, about 28%, was identified in Uttar Pradesh followed by 9% in Andhra Pradesh, 8% each in Maharashtra and Bihar, over 6% in both Madhya Pradesh and West Bengal and well over 4% in Tamil Nadu, Karnataka and Odisha. Rajasthan accounted for over 3% of the total transgender population and Punjab for 2%. There is an estimate of about 2 million individuals across the country, based on limited evidence.

Literacy rate and employment status of transgender people

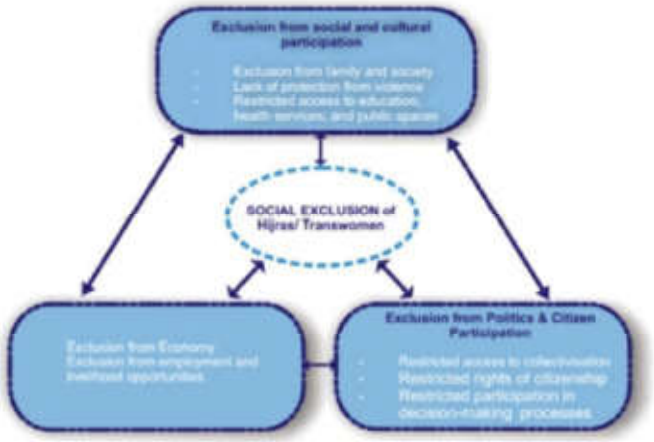
As per 2011 census the literacy rate among the total population of transgender people remain 56.07%. Over 66% of the population identified as third gender lived in rural areas, very close to 69% of the overall population that lives in villages. The census data also revealed the low literacy levels in the community (46%) compared to 74% literacy in the general population. Only 46% of the transgender population, as compared to 76% of the general population, are literate. Additionally, Mizoram accounts for the relatively highest literacy rate among transgender population of 87% with a total population being 166 transgenders and Kerela has 84.61% of literacy rate while the transgender population is 3,902. Maharashtra ranks as the 3rd state with the transgender population of 40,891 and the literacy rate in the respective state being significantly high 67.57%. A survey conducted among 25,000 transgender people in the state Kochi had shown that 58% of them could not complete school education due to the taboo associated with trans sexuality (TOI, 0ctober, 2016).

The proportion of those working in the transgender community is much lower (38%) compared to 46% in the general population. Only 65% of the TGs, as compared to 75% in the general population, find work for more than six months in the year. Despite being the topper in the cut-off list, I was not given a job because I am a transgender (R Anushri, lead organiser of Trans Rights Now Collective). Lower literacy rates and employment status has incubated many challenges for transgender people in society.

Social exclusion areas of Transgender people

Many transgender people experience social exclusion and marginalization because of the way in which they express their gender identity. *The transgender woman -- the victim -- said the the government railway police (GRP) at Mumbai Central asked her to produce her gender identity certificate before filing FIR.* There could be multiple reasons for this social exclusion. Social exclusion describes a process by which certain groups are thoroughly disadvantaged because they are discriminated against on the basis of their ethnicity, race, religion, caste, gender, disability, migrant status, sexual orientation or even HIV status.

Below diagram (Source: UNDP) illustrates the root cause of social exclusion of transgender people.



Hijras and other Transgender people in India face social exclusion in various ways. So far, Hijra/TG communities have been excluded from effectively participating in social and cultural life; economy; and politics and decision - making processes. It is a key barrier that often prevents them in exercising their civil rights in their desired gender. As an outcome of social exclusion, these people experience many challenges to live a sustainable healthy life.

1. Family rejection and violation of the right to education and employment

The 2018 study, conducted by Kerala Development Society on behalf of NHRC, stated that only 2% of the transgenders stay with their parents. This social exclusion affects their self-perception and sense of worth. It may contribute to depression, anxiety, drug and alcohol use, self-harm and suicide. Young transgender people are particularly vulnerable to homelessness, unemployment and economic instability, as they often depend on family and education institutions for housing and other resources. NACO (2011) survey revealed that, 41.2 per cent transgender / hijra were not accepted by their family members due to their gender status, 75.2 per cent of the respondent's family mentioned that the transgender / hijras status was not accepted and as a result they were forced to leave their parents house, because of this 48.8 per cent were drop-outs between 6th-12th standard, and 18.4 per cent remained illiterate.

2. Violence, criminalization and transphobia

Around the world, transgender people experience physical and sexual violence and hate crimes. The full extent of the violence and hate crimes faced by transgender people is difficult to gauge because it is thought to be underreported. However, **an international community**-based project to monitor killings of transgender and gender variant people collected 1509 cases of reported killings in 61 countries from 1 January 2008 to 31 March 2014. Close to 80% of the reported killings took place in Latin America, a region with a well-organized transgender community that contributed to the monitoring. In other regions, potentially large numbers of cases go unreported, as there is less capacity for monitoring.

3. Lack of recognition of gender identity

In India, an earlier draft of the bill, introduced in 2016, mandated an "expert evaluation" for transgender people who wanted to be legally recognized according to their gender identity and offered an inaccurate and stigmatizing definition of " transgender". Indian transgender communities, as well as Human Rights Watch, flagged concerns over the draft law.

It seems to be derogatory for the person when there are chances of abuse in this process. It is also evident that without official documents to recognize their gender identity, transgender people can be denied access to basic rights, including the right to health, education and social welfare, resulting in a detrimental effect on their health and well - being. Transgender people are vulnerable to arrest in those countries that criminalize cross-dressing. Gender identity is not a protected status in binding international human rights instruments, so transgender people struggle to find a recognized platform upon which to base their advocacy efforts.

4. Discrimination in health systems

In health-care settings, transgender people often face stigma and ill treatment, including refusal of care, harassment, verbal abuse and violence. Despite evidence of heightened HIV vulnerabilities and risks, resulting in high HIV prevalence among transgender people, the coverage of HIV prevention programmes among transgender people remains poor across all regions. A meta-analysis of 15 countries showed that transgender women are in urgent need of HIV prevention, treatment and care services. Chakrapani (2004) further reported health issues of transgender persons. Often, healthcare providers rarely had the opportunity to understand the sexual diversities and they do not have adequate knowledge about the health issues of sexual minorities. Thus, TG people face unique barriers when accessing public or private health services. Barriers in accessing HIV testing, antiretroviral treatment and sexual health services have been well documented. Types of discrimination reported by Hijras/TG communities in the healthcare settings include, deliberate use of male pronouns in addressing Hijras; registering them as 'males' and admitting them in male wards; humiliation faced in having to stand in the male queue; verbal harassment by the hospital staff and co patients; and lack of healthcare providers who are sensitive to and trained on providing treatment/care to transgender people and even denial of medical services. Discrimination could be due to transgender status, sex work status or HIV status or a combination of these.

5. Some specific challenges

Discrimination:- Discrimination is the major problem of transgender. They are discriminated in terms of education, employment, entertainment, justice etc.

Disrespect:-They are disrespected in each and every aspect of life except in few cases like after the birth of a child for their blessings or to bless the newly wedded couple.

Downtrodden:-These people are treated badly or oppressed by people in power. They are prone to struggle for social justice because of their identity as Transgender.

Child Nabbing:-This community always searches for those babies/ infants/ children who are born with this feature of Transgender. Once they come to know, they try to nab the child from their parents.

Prostitution:-They are forced to enter the profession of prostitutions by their community, friends or relatives. Even, in some cases, it is seen that their parents are involved in it.

Unwanted attention:-People give unwanted attention to the Transgender in public. They try to create the scene by insulting, punishing, abusing or cursing them.

Rejection of entry:-They are rejected to get enter in religious places, public places like hotels, restaurants, theaters, parks etc.

Rape and verbal and physical abuse:-This is the most common people Transgender people face. They are prone to face rape followed by physical and verbal abuse. A 2007 study documented that in the past one year, the percentage of those MSM and Hijras (n=75) who reported: forced sex is 46%; physical abuse is 44%; verbal abuse is 56%; blackmail for money is 31%; and threat to life is 24%(UNDP).

Human trafficking: Transgender belongs to the most neglected group. That's why, they are prone to face the problem of human trafficking also.

A progressive time line in Indian Judiciary system for Transgender people

1861: The British introduced Section 377. Thomas Macaulay drafted this section in 1838 and it was modeled on the Buggery Act of 1533. The term 'buggery' refers to an "unnatural sex act against God's will" and criminalises anal penetration, bestiality, and homosexuality.
1994: Bhedbhav Virodhi Andolan (ABVA) filed the first petition against Section 377 IPC in the Delhi High Court. The petition challenged the prison authorities' ban on distribution of condoms, besides questioning the constitutionality of the said section. Hijras were legally granted voting rights as a third sex.
2001: The Naz Foundation, an NGO which works on HIV/AIDS and sexual health issues, filed its landmark petition that challenged the constitutionality of Section 377 before the Delhi High Court.
2004: The Delhi High Court dismissed the petition filed by Naz Foundation.
2006: The Supreme Court asked the Delhi High Court to hear the Naz Foundation's petition afresh.
2009: The Delhi High Court delivered its landmark verdict and decriminalised Section 377. It said this section violates fundamental rights guaranteed by the Constitution. It held that Section 377 was in violation of Article 14, 15 and 21 of the Constitution.
2013: The Supreme Court overturned the Delhi High Court's verdict saying it was "legally unsustainable". The court reasoned that in over 150 years, less than 200 people were prosecuted under Section 377. The court also said that it was up to Parliament to consider scrapping laws. Transgender and gender activists S. Swapna and Gopi Shankar Madurai from Srishti Madurai staged a protest in the Madurai collectorate on 7 October 2013 demanding reservation and to permit alternate genders to appear for examinations conducted by TNPSC, UPSC, SSC and Bank exams. Swapna, incidentally, had successfully moved the Madras High Court in 2013 seeking permission to write the TNPSC Group II exam as a female candidate. Swapna is the first transgender person to clear TNPSC Group IV exam
2014: The Supreme Court dismissed a review petition filed by the Naz Foundation against the 2012 order. In April 2014, the Supreme Court of India ruled in NALSA vs Union of India that the rights and freedoms of transgender people in India were protected under the Constitution. On 15 April 2014, the Supreme Court of India declared transgender people a socially and economically backward class entitled to reservations in education and jobs, and also directed union and state governments to frame welfare schemes for them.
2015: On 24 April 2015, the Rajya Sabha unanimously passed the Rights of Transgender Persons Bill, 2014 guaranteeing rights and entitlements, reservations in education and jobs (2% reservation in government jobs), legal aid, pensions, unemployment allowances and skill development for transgender people. Social justice and Empowerment Minister Thawar Chand Gehlot stated on 11 June 2015 that the Government would introduce a new comprehensive bill for transgender rights in the Monsoon session of Parliament. The bill would be based on the study on transgender issues conducted by a committee appointed on 27 January 2014.
2016: In July 2016, the state of Odisha enacted welfare benefits for transgender people, giving them the same benefits as those living below the poverty line. This was aimed at improving their overall social and economic status, according to the Odisha Department of Social Security.
2017: The Supreme Court in another landmark judgment declared that right to privacy is a fundamental right under the Constitution. This was seen as a milestone in context of the fight against Section 377. Re introduction of The Transgender Persons (Protection of Rights) Bill, 2016, which was initially introduced to Parliament in August 2016. Some transgender activists opposed the bill because it does not address issues such as marriage, adoption and divorce for transgender people. Akkai Padmashali criticised the bill's definition of transgenderism, which states that transgender people are "based on the underlying assumption of biological determinism. In April 2017, the Ministry of Drinking Water and Sanitation instructed states to allow transgender people to use the public toilet of their choice. February 2017, the Ministry of Health and Family Welfare unveiled resource material relating to health issues to be used as a part of a nationwide adolescent peer-education plan called Saathiya.
2018: On July 10, the Supreme Court received number of petitions challenging the constitutionality of Section 377 and revisiting its 2012 verdict when it had re-criminalised homosexuality. The Constitution bench comprised Chief Justice of India Dipak Misra, Justices Rohinton Nariman, DY Chandrachud, AM Khanwilkar and Indu Malhotra. The bill passed the Lok Sabha on 17 December 2018 with 27 amendments, including a controversial clause prohibiting transgender people from begging. The bill was sent to a parliamentary committee, but lapsed with the dissolution of the 16th Lok Sabha (September 6): "Take me as I am. I am what I am", and with this, the Supreme Court decriminalized Section 377 IPC, thus ending a long-drawn legal battle.

2019: A government bill, the Transgender Persons (Protection of Rights) Bill, 2019, was reintroduced to Parliament after the 2019 general election. The bill approved on 10 July by the Cabinet of India. The bill defines transgender persons as those "whose gender does not match the gender assigned to that person at birth and includes trans-men or trans-women, persons with intersex variations, gender-queers, and persons having socio-cultural identities such as kinnar, hijras, aravani and jogta". According to the bill, a person would have the right to choose to be identified as a man, woman or transgender, irrespective of sex reassignment surgery and hormonal therapy. The bill aims to set up a "National Council for Transgender" that would comprise a host of government and community representatives, and is meant to advise the Union Government on formulation of policies with respect to transgender persons, monitor and evaluate the impact of said policies, coordinate the activities of all departments dealing with these matters and redress the grievances of transgender persons. A controversial clause that would have criminalised begging by transgender people has been removed from the bill. Another controversial clause that would have made transgender people subject themselves to certification by a district screening committee to be acknowledged as transgender has also been struck out. The bill was passed by the Lok Sabha on 5 August 2019 by voice vote. The Rajya Sabha on 26th November, Tuesday passed the Transgender Persons (Protection of Rights) Bill, 2019 by voice vote that seeks to provide a mechanism for social, economic and educational empowerment of transgender persons in India.

2020 A comprehensive scheme for transgender persons being enclosed by the centre suggests that at least one government hospital in every state will provide free gender re-assignment surgery and counseling. The ministry of social justice and empowerment will also be working with states to enable segregation of wards for transgender person in government hospitals. The facility for gender surgeries can prove to be a benefit as such procedures are expensive. A portal has been set up that will enable transgender to seek certification without having to visit any office, something that can in itself prove to be an obstruction.

Reformative steps for Transgender people in India

Various national and international organizations are working towards development of the transgender people of the Indian community. In India, begin with, Maharashtra has become the second state in India to set up a welfare board and the first, to set up a cultural institute dedicated to the transgender community with the support on United Nations Development Programme in 2013. Issues related to sex workers and availability of health care facilities to transgender people are highlighted.

UNDP in India is also working with the state governments of Bihar and Chhattisgarh in setting up similar transgender welfare boards and providing technical support in how states can effectively roll out development initiatives targeting the transgender community. The government of Tamil Nadu has taken the bold step of officially recognizing transgender as a separate sex. For the first time in the country, a government order has been issued by an education department of a state government creating a third gender category for admission in educational institutions. Government and aided colleges will have to admit transgenders ('hijras/aravanis/alis') ... This is in tune with the Tamil Nadu governor's address in the legislative assembly in January 2008 expressing concern about the welfare of transgenders and announcing a number of welfare measures like the issue of ration cards, free surgeries in government hospitals and the establishment of a welfare board.

As noted by Justice Sathasivam on 12 February 2011, India's transsexuals are listed as 'others', on electoral rolls and voter identity cards since 2009.The Unique Identification Authority of India, under the 'Aadhaar' project, is offering all people in the country a unique identity number (UID) linked to their demographic and biometric data in section 29. The Aadhaar enrolment form gives individuals the option of registering their identity as 'transgender'.

Other Major Schemes introduced in Tamil Nadu by the government are as follows; employment schemes that include: Self-employment grants (INR 20,000) for small business entrepreneurs, Vocational training projects implemented by TG CBOs (e.g., tailoring), Material support (e.g., sewing machines), Training by NGOs on formation and governance of TG SHGs, Vocational trainings to TG people (e.g., beautician, artist), Access to employment opportunities by registering in state government 'employment exchange. Housing schemes such as: Short-stay home / Transit home, IAY (Indira Awaas Yojana) – Subsidies or Grants for constructing houses, Free registered land. Education schemes like: Education grants, Government schools and college open for transgender

students. Health schemes such as: Free health insurance, Free sex reassignment surgery (SRS) in select government hospitals. Schemes related to Food are Ration/Food cards and Public Distribution System. Recently, the State of Tamil Nadu appointed its first Transgender Police Officer Prithika Yashini to ensure employment to the third gender.

Additionally, The Government of Odisha formulated an umbrella scheme 'Sweekruti' to secure the rights of transgender persons and ensure equitable justice. It recognises that transgender persons are subject to discrimination and hardships in society. Also, the government bill: Transgender Persons (Protection of Rights) Bill, 2019, was reintroduced to Parliament after the 2019 general election and The bill approved on 10 July by the Cabinet of India. Also, Kerala government has decided to bear the training cost of 20-year-old Adam Harry to help him become the country's first transgender airline pilot.

The section 6 of NCC act, 1948 allows enrolment only to "males" and "females". Challenging this act, a Transwomen moved a petition in the Kerala High Court where Justice Devan Ramachandran exclaimed that "A person cannot be denied a legitimate right only because she is a transgender". The Central Government Standing Counsel (CGSC), submitted on behalf of the NCC that this was not discrimination but reasonable classification according to the Article 14 of the Indian Constitution. Since, the last date of enrolment is Nov 15, 2020 the Court passed an interim order directing the NCC unit of the university to keep the seat vacant.

Social Inclusion of Transgender people

There is a significant change in the government policies and non-government organizational efforts aimed at improving the health, lifestyle, physical infrastructure facilities and vocational development skills of the existing transgender people in India. Though the policy reforms have to be diligently framed and executed, efforts are required at the lowest microsystem of the society.

A child grows in the multiple ecosystems which shapes the development of children. Parents are the first and foremost individuals from whom children learn to socialize. Any kind of non acceptance or unawareness of parents for their children will break this cycle of social development. In true sense, social inclusion starts from the family. Therefore, parent's perception towards transgender people becomes an important element in creating awareness and acceptance in the society. More importantly, interventions aimed at the existing and potential transgender children and their parents can create a positive ecosystem for them. With growing digitalization, much of the services can be provided with this platform. Digital platform can be easily used to connect the parents of transgender people with support groups and counsellors for coping mechanisms. In addition to this, key demands of transgender people, includes accommodation, pension and medical arrangements in the city for uneducated and ageing transgender people. Separate arrangements for transgender people in public toilets, Commission to resolve problems of transgender people, Reservation in government jobs and educational institutions as per SC order. “Legislation and education are two important aspects that we need to consider. Criminalizing transphobic violence, and sensitizing children and adults - especially mental health and healthcare professionals - about trans identities, are of primary importance,” says Liliana il Graziosco Merlo Turan, a twenty-one-year-old law student from Bengaluru, who identifies as an a gender Transwomen.

Conclusion

Orienting children about other gender through education will create acceptance in the society. Social inclusion of transgender people has to follow the process of identification, awareness, acknowledgement, acceptance and creating a healthy social atmosphere with a room to address their needs. Further, Government policies geared towards social inclusion of transgender people will not only help to uplift their status but also create more room and equality for transgender people in society.

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READING HABITS A TOOL FOR LIFELONG LEARNING

16

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INTRODUCTION

Reading is very essential for every one's life in order to gain the new knowledge in the technological world. Reading is a skill. Initially people don't like to read but once we get the Habit of reading it will be our favourite activity. For some people reading is a passion eg. Company directors, CEO etc. It is very essential tool for lifelong learning.

In education, Reading is considered to be a mental process and cognitive ability which a person is able to use when interacting with the written text. Many scholars and scientists of language have confirmed the important of reading like Davies (1968) who states that reading skills involve: identifying word meaning, drawing inferences, identifying writer's technique, recognizing mood of passage, finding answers to questions. Farther more reading skill should not be separated from other skills. This means that everything that people talk or write is all about things that they have read. Reading relates to reading comprehension. Students when they are reading, they think by comprehending all the words, phrases, sentences, and paragraphs in order to get the meaning of the texts as a whole.

ADVANTAGES OF READING

Reading habits can benefits our life in many ways like

1) It Improve our Concentration Power
2) Help to build self esteem
3) Increase Vocabulary

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Edited by
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Best Practices Offered by College Libraries: Western Mumbai

*Mrs. Sheetal Sawant**

ABSTRACT

The article highlighted on various Best Practices offered by College libraries of Western Mumbai like Best reader Award, formation of NDL club, Marketing of library services through Social Media, Book Bank Facility, Circulation of Newsletters, arranging various Competitions like Book review, Quiz Competition, Nlist Traning, Library orientation, Group Reading Session, digitization of question papers. These practices will helpful to attract more users towards library which results in increase overall library foot falls The study also shows that today's librarians are proactive and play important role in proving value added quality services to the library users in the digital age.

Keywords: Best Practices, Library Services, NAAC, College libraries, Western Mumbai

INTRODUCTION

The 'Best Practice" as means for continuous learning through sustainable innovations is familiar in the world of Business Management. In the recent year approach is being adopted in any fields including higher education. The practice qualifies to 'Best Practice' Status if it resulted in

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. has been a career banker with his last job in India at Bank of America Merrill Lynch as the Group Head (Treasury
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SOCIAL INCLUSION OF TRANSGENDER IN INDIA

Introduction

Globally, people with a wide range of transgender-related identities, cultures, or experiences exist. Transgender is an umbrella term for persons whose gender identity, gender expression or behavior does not conform to that typically associated with the sex to which they were assigned at birth. It includes people who are transsexuals, transgender or otherwise considered as gender non-conforming. Transgender people may self-identify as transgender, female, male, transwoman, transman, trans-sexual,or, by a variety of indigenous terms used in specific cultures such as hijra (India), kathoey (Thailand), waria (Indonesia) or one of many other transgender identities (World Health Organisation).

This community has been recognized internationally and extensive efforts have been put forward by international bodies to provide them with their human rights. On 25th May, WHO has removed so-called "gender identity disorder" from its official manual of diagnoses, which is being hailed as a major win for transgender rights. Article 1 of the Universal Declaration of Human Rights provides that "all human beings are born free and equal in dignity and rights", and Article 2 declares that "everyone is entitled to all the rights and freedoms set forth in this Declaration". All people, including LGBTI individuals, are entitled to enjoy the protection provided for by international human rights law on the basis of equality and non-discrimination.

A 2018 report by Ipsos Public Affairs indicated that 59% of people interviewed around the world believed that their country is becoming more tolerant of transgender people. This perception is strongest in Argentina (78%), Canada (78%), and Great Britain (75%). A majority of people in countries surveyed (52%) believe that transgender people are a natural occurrence. This belief is most commonly held in Spain (64%) and Germany (60%) India is highest (57%) on the opinion that transgender people have a special place in society. A strong majority of people around the world would like their country to do more to support and protect transgender people (60%), with those in Spain (70%) and Argentina (67%) most likely to agree.

Transgender community prevalence in India

Transgender communities are prevalent in India since centuries. They are known by various names like Hijras, Aravanis, Kothis, Jogtas/Jogappas, and Shiv-Shakthis etc. Indian census felt need to recognize this "Other gender category" in census 2011 that too only for educational purpose. According to 2011 Indian census the population of transgenders in India is around 4.9 lakhs out of which almost 55,000 transgenders are in the 0-6 years population. Overall, the highest proportion of the transgender population, about 28%, was identified in Uttar Pradesh followed by 9% in Andhra Pradesh, 8% each in Maharashtra and Bihar, over 6% in both Madhya Pradesh and West Bengal and well over 4% in Tamil Nadu, Karnataka and Odisha. Rajasthan accounted for over 3% of the total transgender population and Punjab for 2%. There is an estimate of about 2 million individuals across the country, based on limited evidence.

Literacy rate and employment status of transgender people

As per 2011 census the literacy rate among the total population of transgender people remain 56.07%. Over 66% of the population identified as third gender lived in rural areas, very close to 69% of the overall population that lives in villages. The census data also revealed the low literacy levels in the community (46%) compared to 74% literacy in the general population. Only 46% of the transgender population, as compared to 76% of the general population, are literate. Additionally, Mizoram accounts for the relatively highest literacy rate among transgender population of 87% with a total population being 166 transgenders and Kerela has 84.61% of literacy rate while the transgender population is 3,902. Maharashtra ranks as the 3rd state with the transgender population of 40,891 and the literacy rate in the respective state being significantly high 67.57%. A survey conducted among 25,000 transgender people in the state Kochi had shown that 58% of them could not complete school education due to the taboo associated with trans sexuality (TOI, 0ctober, 2016).

The proportion of those working in the transgender community is much lower (38%) compared to 46% in the general population. Only 65% of the TGs, as compared to 75% in the general population, find work for more than six months in the year. Despite being the topper in the cut-off list, I was not given a job because I am a transgender (R Anushri, lead organiser of Trans Rights Now Collective). Lower literacy rates and employment status has incubated many challenges for transgender people in society.

Social exclusion areas of Transgender people

Many transgender people experience social exclusion and marginalization because of the way in which they express their gender identity. *The transgender woman -- the victim -- said the the government railway police (GRP) at Mumbai Central asked her to produce her gender identity certificate before filing FIR.* There could be multiple reasons for this social exclusion. Social exclusion describes a process by which certain groups are thoroughly disadvantaged because they are discriminated against on the basis of their ethnicity, race, religion, caste, gender, disability, migrant status, sexual orientation or even HIV status.

Below diagram (Source: UNDP) illustrates the root cause of social exclusion of transgender people.

Hijras and other Transgender people in India face social exclusion in various ways. So far, Hijra/TG communities have been excluded from effectively participating in social and cultural life; economy; and politics and decision - making processes. It is a key barrier that often prevents them in exercising their civil rights in their desired gender. As an outcome of social exclusion, these people experience many challenges to live a sustainable healthy life.

1. Family rejection and violation of the right to education and employment

The 2018 study, conducted by Kerala Development Society on behalf of NHRC, stated that only 2% of the transgenders stay with their parents. This social exclusion affects their self-perception and sense of worth. It may contribute to depression, anxiety, drug and alcohol use, self-harm and suicide. Young transgender people are particularly vulnerable to homelessness, unemployment and economic instability, as they often depend on family and education institutions for housing and other resources. NACO (2011) survey revealed that, 41.2 per cent transgender / hijra were not accepted by their family members due to their gender status, 75.2 per cent of the respondent's family mentioned that the transgender / hijras status was not accepted and as a result they were forced to leave their parents house, because of this 48.8 per cent were drop-outs between 6th-12th standard, and 18.4 per cent remained illiterate.

2. Violence, criminalization and transphobia

Around the world, transgender people experience physical and sexual violence and hate crimes. The full extent of the violence and hate crimes faced by transgender people is difficult to gauge because it is thought to be underreported. However, **an international community**-based project to monitor killings of transgender and gender variant people collected 1509 cases of reported killings in 61 countries from 1 January 2008 to 31 March 2014. Close to 80% of the reported killings took place in Latin America, a region with a well-organized transgender community that contributed to the monitoring. In other regions, potentially large numbers of cases go unreported, as there is less capacity for monitoring.

3. Lack of recognition of gender identity

In India, an earlier draft of the bill, introduced in 2016, mandated an "expert evaluation" for transgender people who wanted to be legally recognized according to their gender identity and offered an inaccurate and stigmatizing definition of " transgender". Indian transgender communities, as well as Human Rights Watch, flagged concerns over the draft law.

It seems to be derogatory for the person when there are chances of abuse in this process. It is also evident that without official documents to recognize their gender identity, transgender people can be denied access to basic rights, including the right to health, education and social welfare, resulting in a detrimental effect on their health and well - being. Transgender people are vulnerable to arrest in those countries that criminalize cross-dressing. Gender identity is not a protected status in binding international human rights instruments, so transgender people struggle to find a recognized platform upon which to base their advocacy efforts.

4. Discrimination in health systems

In health-care settings, transgender people often face stigma and ill treatment, including refusal of care, harassment, verbal abuse and violence. Despite evidence of heightened HIV vulnerabilities and risks, resulting in high HIV prevalence among transgender people, the coverage of HIV prevention programmes among transgender people remains poor across all regions. A meta-analysis of 15 countries showed that transgender women are in urgent need of HIV prevention, treatment and care services. Chakrapani (2004) further reported health issues of transgender persons. Often, healthcare providers rarely had the opportunity to understand the sexual diversities and they do not have adequate knowledge about the health issues of sexual minorities. Thus, TG people face unique barriers when accessing public or private health services. Barriers in accessing HIV testing, antiretroviral treatment and sexual health services have been well documented. Types of discrimination reported by Hijras/TG communities in the healthcare settings include, deliberate use of male pronouns in addressing Hijras; registering them as 'males' and admitting them in male wards; humiliation faced in having to stand in the male queue; verbal harassment by the hospital staff and co patients; and lack of healthcare providers who are sensitive to and trained on providing treatment/care to transgender people and even denial of medical services. Discrimination could be due to transgender status, sex work status or HIV status or a combination of these.

5. Some specific challenges

Discrimination:- Discrimination is the major problem of transgender. They are discriminated in terms of education, employment, entertainment, justice etc.

Disrespect:-They are disrespected in each and every aspect of life except in few cases like after the birth of a child for their blessings or to bless the newly wedded couple.

Downtrodden:-These people are treated badly or oppressed by people in power. They are prone to struggle for social justice because of their identity as Transgender.

Child Nabbing:-This community always searches for those babies/ infants/ children who are born with this feature of Transgender. Once they come to know, they try to nab the child from their parents.

Prostitution:-They are forced to enter the profession of prostitutions by their community, friends or relatives. Even, in some cases, it is seen that their parents are involved in it.

Unwanted attention:-People give unwanted attention to the Transgender in public. They try to create the scene by insulting, punishing, abusing or cursing them.

Rejection of entry:-They are rejected to get enter in religious places, public places like hotels, restaurants, theaters, parks etc.

Rape and verbal and physical abuse:-This is the most common people Transgender people face. They are prone to face rape followed by physical and verbal abuse. A 2007 study documented that in the past one year, the percentage of those MSM and Hijras (n=75) who reported: forced sex is 46%; physical abuse is 44%; verbal abuse is 56%; blackmail for money is 31%; and threat to life is 24%(UNDP).

Human trafficking: Transgender belongs to the most neglected group. That's why, they are prone to face the problem of human trafficking also.

SOCIAL INCLUSION OF TRANSGENDER IN INDIA:

A progressive time line in Indian Judiciary system for Transgender people

1861: The British introduced Section 377. Thomas Macaulay drafted this section in 1838 and it was modeled on the Buggery Act of 1533. The term 'buggery' refers to an "unnatural sex act against God's will" and criminalises anal penetration, bestiality, and homosexuality.
1994: Bhedbhav Virodhi Andolan (ABVA) filed the first petition against Section 377 IPC in the Delhi High Court. The petition challenged the prison authorities' ban on distribution of condoms, besides questioning the constitutionality of the said section. Hijras were legally granted voting rights as a third sex.
2001: The Naz Foundation, an NGO which works on HIV/AIDS and sexual health issues, filed its landmark petition that challenged the constitutionality of Section 377 before the Delhi High Court.
2004: The Delhi High Court dismissed the petition filed by Naz Foundation.
2006: The Supreme Court asked the Delhi High Court to hear the Naz Foundation's petition afresh.
2009: The Delhi High Court delivered its landmark verdict and decriminalised Section 377. It said this section violates fundamental rights guaranteed by the Constitution. It held that Section 377 was in violation of Article 14, 15 and 21 of the Constitution.
2013: The Supreme Court overturned the Delhi High Court's verdict saying it was "legally unsustainable". The court reasoned that in over 150 years, less than 200 people were prosecuted under Section 377. The court also said that it was up to Parliament to consider scrapping laws. Transgender and gender activists S. Swapna and Gopi Shankar Madurai from Srishti Madurai staged a protest in the Madurai collectorate on 7 October 2013 demanding reservation and to permit alternate genders to appear for examinations conducted by TNPSC, UPSC, SSC and Bank exams. Swapna, incidentally, had successfully moved the Madras High Court in 2013 seeking permission to write the TNPSC Group II exam as a female candidate. Swapna is the first transgender person to clear TNPSC Group IV exam
2014: The Supreme Court dismissed a review petition filed by the Naz Foundation against the 2012 order. In April 2014, the Supreme Court of India ruled in NALSA vs Union of India that the rights and freedoms of transgender people in India were protected under the Constitution. On 15 April 2014, the Supreme Court of India declared transgender people a socially and economically backward class entitled to reservations in education and jobs, and also directed union and state governments to frame welfare schemes for them.
2015: On 24 April 2015, the Rajya Sabha unanimously passed the Rights of Transgender Persons Bill, 2014 guaranteeing rights and entitlements, reservations in education and jobs (2% reservation in government jobs), legal aid, pensions, unemployment allowances and skill development for transgender people. Social justice and Empowerment Minister Thawar Chand Gehlot stated on 11 June 2015 that the Government would introduce a new comprehensive bill for transgender rights in the Monsoon session of Parliament. The bill would be based on the study on transgender issues conducted by a committee appointed on 27 January 2014.
2016: In July 2016, the state of Odisha enacted welfare benefits for transgender people, giving them the same benefits as those living below the poverty line. This was aimed at improving their overall social and economic status, according to the Odisha Department of Social Security.
2017: The Supreme Court in another landmark judgment declared that right to privacy is a fundamental right under the Constitution. This was seen as a milestone in context of the fight against Section 377. Re introduction of The Transgender Persons (Protection of Rights) Bill, 2016, which was initially introduced to Parliament in August 2016. Some transgender activists opposed the bill because it does not address issues such as marriage, adoption and divorce for transgender people. Akkai Padmashali criticised the bill's definition of transgenderism, which states that transgender people are "based on the underlying assumption of biological determinism. In April 2017, the Ministry of Drinking Water and Sanitation instructed states to allow transgender people to use the public toilet of their choice. February 2017, the Ministry of Health and Family Welfare unveiled resource material relating to health issues to be used as a part of a nationwide adolescent peer-education plan called Saathiya.
2018: On July 10, the Supreme Court received number of petitions challenging the constitutionality of Section 377 and revisiting its 2012 verdict when it had re-criminalised homosexuality. The Constitution bench comprised Chief Justice of India Dipak Misra, Justices Rohinton Nariman, DY Chandrachud, AM Khanwilkar and Indu Malhotra. The bill passed the Lok Sabha on 17 December 2018 with 27 amendments, including a controversial clause prohibiting transgender people from begging. The bill was sent to a parliamentary committee, but lapsed with the dissolution of the 16th Lok Sabha (September 6): "Take me as I am. I am what I am", and with this, the Supreme Court decriminalized Section 377 IPC, thus ending a long-drawn legal battle.

2019: A government bill, the Transgender Persons (Protection of Rights) Bill, 2019, was reintroduced to Parliament after the 2019 general election. The bill approved on 10 July by the Cabinet of India. The bill defines transgender persons as those "whose gender does not match the gender assigned to that person at birth and includes trans-men or trans-women, persons with intersex variations, gender-queers, and persons having socio-cultural identities such as kinnar, hijras, aravani and jogta". According to the bill, a person would have the right to choose to be identified as a man, woman or transgender, irrespective of sex reassignment surgery and hormonal therapy. The bill aims to set up a "National Council for Transgender" that would comprise a host of government and community representatives, and is meant to advise the Union Government on formulation of policies with respect to transgender persons, monitor and evaluate the impact of said policies, coordinate the activities of all departments dealing with these matters and redress the grievances of transgender persons. A controversial clause that would have criminalised begging by transgender people has been removed from the bill. Another controversial clause that would have made transgender people subject themselves to certification by a district screening committee to be acknowledged as transgender has also been struck out. The bill was passed by the Lok Sabha on 5 August 2019 by voice vote. The Rajya Sabha on 26th November, Tuesday passed the Transgender Persons (Protection of Rights) Bill, 2019 by voice vote that seeks to provide a mechanism for social, economic and educational empowerment of transgender persons in India.

2020 A comprehensive scheme for transgender persons being enclosed by the centre suggests that at least one government hospital in every state will provide free gender re-assignment surgery and counseling. The ministry of social justice and empowerment will also be working with states to enable segregation of wards for transgender person in government hospitals. The facility for gender surgeries can prove to be a benefit as such procedures are expensive. A portal has been set up that will enable transgender to seek certification without having to visit any office, something that can in itself prove to be an obstruction.

Reformative steps for Transgender people in India

Various national and international organizations are working towards development of the transgender people of the Indian community. In India, begin with, Maharashtra has become the second state in India to set up a welfare board and the first, to set up a cultural institute dedicated to the transgender community with the support on United Nations Development Programme in 2013. Issues related to sex workers and availability of health care facilities to transgender people are highlighted.

UNDP in India is also working with the state governments of Bihar and Chhattisgarh in setting up similar transgender welfare boards and providing technical support in how states can effectively roll out development initiatives targeting the transgender community. The government of Tamil Nadu has taken the bold step of officially recognizing transgender as a separate sex. For the first time in the country, a government order has been issued by an education department of a state government creating a third gender category for admission in educational institutions. Government and aided colleges will have to admit transgenders ('hijras/aravanis/alis') ... This is in tune with the Tamil Nadu governor's address in the legislative assembly in January 2008 expressing concern about the welfare of transgenders and announcing a number of welfare measures like the issue of ration cards, free surgeries in government hospitals and the establishment of a welfare board.

As noted by Justice Sathasivam on 12 February 2011, India's transsexuals are listed as 'others', on electoral rolls and voter identity cards since 2009.The Unique Identification Authority of India, under the 'Aadhaar' project, is offering all people in the country a unique identity number (UID) linked to their demographic and biometric data in section 29. The Aadhaar enrolment form gives individuals the option of registering their identity as 'transgender'.

Other Major Schemes introduced in Tamil Nadu by the government are as follows; employment schemes that include: Self-employment grants (INR 20,000) for small business entrepreneurs, Vocational training projects implemented by TG CBOs (e.g., tailoring), Material support (e.g., sewing machines), Training by NGOs on formation and governance of TG SHGs, Vocational trainings to TG people (e.g., beautician, artist), Access to employment opportunities by registering in state government 'employment exchange. Housing schemes such as: Short-stay home / Transit home, IAY (Indira Awaas Yojana) – Subsidies or Grants for constructing houses, Free registered land. Education schemes like: Education grants, Government schools and college open for transgender

students. Health schemes such as: Free health insurance, Free sex reassignment surgery (SRS) in select government hospitals. Schemes related to Food are Ration/Food cards and Public Distribution System. Recently, the State of Tamil Nadu appointed its first Transgender Police Officer Prithika Yashini to ensure employment to the third gender.

Additionally, The Government of Odisha formulated an umbrella scheme 'Sweekruti' to secure the rights of transgender persons and ensure equitable justice. It recognises that transgender persons are subject to discrimination and hardships in society. Also, the government bill: Transgender Persons (Protection of Rights) Bill, 2019, was reintroduced to Parliament after the 2019 general election and The bill approved on 10 July by the Cabinet of India. Also, Kerala government has decided to bear the training cost of 20-year-old Adam Harry to help him become the country's first transgender airline pilot.

The section 6 of NCC act, 1948 allows enrolment only to "males" and "females". Challenging this act, a Transwomen moved a petition in the Kerala High Court where Justice Devan Ramachandran exclaimed that "A person cannot be denied a legitimate right only because she is a transgender". The Central Government Standing Counsel (CGSC), submitted on behalf of the NCC that this was not discrimination but reasonable classification according to the Article 14 of the Indian Constitution. Since, the last date of enrolment is Nov 15, 2020 the Court passed an interim order directing the NCC unit of the university to keep the seat vacant.

Social Inclusion of Transgender people

There is a significant change in the government policies and non-government organizational efforts aimed at improving the health, lifestyle, physical infrastructure facilities and vocational development skills of the existing transgender people in India. Though the policy reforms have to be diligently framed and executed, efforts are required at the lowest microsystem of the society.

A child grows in the multiple ecosystems which shapes the development of children. Parents are the first and foremost individuals from whom children learn to socialize. Any kind of non acceptance or unawareness of parents for their children will break this cycle of social development. In true sense, social inclusion starts from the family. Therefore, parent's perception towards transgender people becomes an important element in creating awareness and acceptance in the society. More importantly, interventions aimed at the existing and potential transgender children and their parents can create a positive ecosystem for them. With growing digitalization, much of the services can be provided with this platform. Digital platform can be easily used to connect the parents of transgender people with support groups and counsellors for coping mechanisms. In addition to this, key demands of transgender people, includes accommodation, pension and medical arrangements in the city for uneducated and ageing transgender people. Separate arrangements for transgender people in public toilets, Commission to resolve problems of transgender people, Reservation in government jobs and educational institutions as per SC order. “Legislation and education are two important aspects that we need to consider. Criminalizing transphobic violence, and sensitizing children and adults - especially mental health and healthcare professionals - about trans identities, are of primary importance,” says Liliana il Graziosco Merlo Turan, a twenty-one-year-old law student from Bengaluru, who identifies as an a gender Transwomen.

Conclusion

Orienting children about other gender through education will create acceptance in the society. Social inclusion of transgender people has to follow the process of identification, awareness, acknowledgement, acceptance and creating a healthy social atmosphere with a room to address their needs. Further, Government policies geared towards social inclusion of transgender people will not only help to uplift their status but also create more room and equality for transgender people in society.

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Chapter 25

Education System during Covid-19: Challenges & Opportunities

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COVID-19 AND THE NEED TO LEARN ONLINE

The Covid-19 pandemic swept across the planet in early 2020 and led to entire economies and social communities being shut down. This virus is a highly contagious one, and due to it's heavy load on human life and wellbeing it was deemed necessary to limit it's spread as much as possible until therapeutics and preventive steps could be developed (Yadav, 2020). This meant a huge uptick in two things - adults working from home, and children and adults alike learning from home.

Schools, colleges, and universities scrambled to set up online learning options where practically none existed; and to restructure classroom experiences to ensure that they were able to reach and educate as many students as possible. A variety of platforms like Zoom, Google classroom, Whatsapp, etc saw a sudden surge in users of all ages as institutions and individuals tried to find the right technology to continue the task of education (Qudsia, 2020; Dong, Cao, & Li, 2020).

READINESS OF INDIA FOR ONLINE CLASSES

When the pandemic hit India, it was not ready for an immediate switch to online education. Teachers and institutions had to work through the summer vacation and the following months to provide a semblance of structure to students (Qudsia, 2020).

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While the affluent class made the switch with relative ease, the middle and lower classes of society struggled with the basics like a calm learning environment, access to the internet, and access to books and other learning material (Sudevan, 2020). A majority of the households in India do not have access to consistent internet facilities, making it impossible for students to take online classes. It is a credit to startups and nonprofits that have taken the challenge and used IVR, radio and SMS services (Sudevan, 2020) to bring at least some education to households that would otherwise have received none.

Almost all ages of students in India started online education in 2020. Even the very young had some online classes; and school and college going children received most of their instruction for the year 2020-2012 online. While this brought a lot of relief to students and parents who were worried about continuing education, this trend also brought a host of concerns. School aged children showed some dependence on screens due to their increased screen-time, education has had to be truncated and simplified for online classes, and none of the concerned parties - teachers, students, or parents - were very happy with the online learning experience (Sudevan, 2020; Yadav, 2020).

BARRIERS TO ONLINE EDUCATION

The internet can be a powerful tool in providing education. It can provide access to a multitude of resources, help people study synchronously as well as asynchronously, help reach large numbers of people, and help avail quick and efficient solutions to various problems. But the speed at which education in India shifted online meant there were a number of teething troubles that need to be acknowledged and addressed.

Access to the Internet

It is nearly impossible to learn online when one does not have access to reasonable internet speeds, or even simply consistent access to the internet and/or electricity supply (Bania & Banerjee, 2020). Students in rural locations in many countries face this problem, and therefore receive a sporadic and substandard educational experience compared to those that have regular access to high speed internet (García & Weiss, 2020). In India, for example, very few rural homes have devices that can be used for education, or even internet access (Sudevan, 2020; Guru, 2020). Even urban areas do not have the kind of proliferation of internet

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use that would be necessary for consistent access to online education.

Lack of consistent internet connection can mean that students miss out on real-time lectures, have to choose between activities, and may even miss out on exams/evaluations (Gaur, Mudgal, Dharni, Sharma & Suyal, 2020). This can seriously set them back as with each class students miss, it becomes increasingly difficult for them to gain an in-depth understanding of the subject matter. Mahdy (2020) asked students of veterinary science from 92 countries about their experience with online education, and found that students from rural locations had multiple issues with accessing online material consistently. On the other hand, those from urban areas did not mention this problem as frequently.

Costs associated with using devices that can access the internet, as well as costs of internet services themselves are often out of the reach of students (Bania & Banerjee, 2020). Many students who responded to Mahdy's (2020) study felt that universities and governments should make internet services free or at reduced costs for students during the pandemic. This problem also exists in India; and is one that will need to be addressed as the importance of online education continues to grow.

Lack of Training/Experience with the Technology

Multiple researchers found that students were not happy with online classes because they and their educators lacked the training in how to use online resources effectively (Mahdy, 2020; Sudevan, 2020; García & Weiss, 2020; Dong, Cao, & Li, 2020). The sudden switch to an online platform left teachers with very little time to re-organise classes, add interesting elements, and use tools that could enhance the educational experience. For students and parents, the challenge was learning to use the online platform selected by their institutions, tune in to the online classes, and try to understand everything that was taught.

Younger students have had significant trouble with this, as they are often handling the devices and applications used for the very first time, and it can become stressful for them to learn this as well as actually attend to what the teacher is saying (Dong, Cao, & Li, 2020). Younger students also have a lot more trouble getting their doubts through to the teacher, who is also often overwhelmed by the technology they are using. With very small children, it is the parents who have to make sure that the devices are set up and the child is mentally available for the session. This is often quite

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a task, as the children do not feel the same way about attending an online class as they do about actually going to school. Parents also have their own work to attend to, and it can be difficult to balance that with the involvement needed to keep young children involved in classwork (Dong, Cao, & Li, 2020).

Reduced Time to Learn and Finish Exams

Although many students may want to disagree, the longer a student sends in a learning environment, the better the literacy skills. This is seen for students of all ages, and is particularly relevant to younger students (García & Weiss, 2020). As education has had to shift online, most students are spending fewer hours per day engaging with classwork, assignments, and interacting with educators and peers. There have been concerns about the amount of screen time for children of all ages (Yadav, 2020), and this has meant that more information is dispersed in fewer sessions than would have happened in a traditional classroom. This will likely lead to lowered understanding and comprehension and reduced in-depth learning. Educators and educational institutions will have to work doubly hard once regular in-class instruction starts to make up the gaps in student learning and development (García & Weiss, 2020).

Online exams by necessity are more structured and less able to test for detailed comprehension of the subject. Most educators are required to use MCQ's (multiple choice questions) or short answer questions in order to make sure that all students are able to access the tests. But this can lead to less in-depth study by the students, and an inaccurate picture of the students' actual understanding of the subject. If online exams are to continue, educators will have to find creative ways to challenge and test students.

Lack of a Conducive Environment

A home is - understandably so - very different from a classroom. It is full of distractions for a learner, and lacks all the cues that a classroom provides that encourage attention and interest. Students felt bored easily out of the classroom environment, missed their class-fellows, and felt isolated during learning sessions (Angdhiri, 2020). Teachers are not able to read body language effectively and thus, cannot address the unspoken tedium or confusion that their students may be experiencing. Because students are at home, they may easily get distracted by things happening around them - including the movements of their siblings, caretakers, or pets. Being at home can also make a child feel vulnerable if their

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resources do not match those of their peers (Bania & Banerjee, 2020). Often, it can be difficult for a student - particularly a young child - to convey this to the teacher in the online setup, and the teacher may miss cues that they would have caught had they been in a traditional classroom (García & Weiss, 2020).

The presence of peers and interacting with them and with the teachers is a key part of a young student's educational experience. Angdhiri (2020) is a school age student from Indonesia who has voiced what many other students feel - that while online education has many benefits and is better than none; it misses much of what helps students grow as they learn.

Lack of Direct Student-Teacher Interaction

In the classroom, a student has the opportunity to ask doubts and make observations that are easily responded to by the teacher. Other students will also benefit from the interactions between one student and the teacher. In the online classroom, a lot of these opportunities for communication - and therefore, the opportunities for learning - may be lost (García & Weiss, 2020). In many cases, these discussions (if they do happen) are had in a one-to-one conversation. This means that the other students lose out on gaining from these discussions. Shy and less tech-savvy students tend to hold back on their doubts and observations, and may lose these opportunities to enhance their understanding of the subject being taught.

Personality and Personal Challenges

For some students, their own personal challenges could make online education more difficult. Gaur, Mudgal, Dharni, Sharma and Suyal (2020) found in their survey of nearly 400 nursing students that some students had trouble with online instruction as all the instruction was delivered in English - a language that the students were still learning to use on a regular basis. Had they been in regular classes, they would have asked the lecturers to explain some concepts in their vernacular languages; but this was not possible in the online classes. Many of their participants also mentioned that the physical fatigue from looking at a screen and the related headaches/eye-strain was also an important issue that made them favour in-person classes.

Students from poorer homes may feel alienated or ashamed if they cannot match their classmates in being able to keep up with classes or find a peaceful place to attend online classes (Bania & Banerjee,

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2020). This can make students decide to skip classes, which then leads to falling behind, which leads to further alienation. Students caught in this loop may end up dropping out of school altogether.

It may be that some students thrive in online classes and some in classroom learning environments. Thus, student personality may be a key component in whether a student is able to stay motivated to keep up with their studies. Self-regulatory behaviours like goal setting, problem solving, time management, and seeking help can be difficult to practice consistently in online learning because the natural cues to practicing these are missing. Amir et al (2020) found that many students agreed that their own focus and self-constraint was a key factor in setting and reaching goals.

Positives of Online Education

The challenges and barriers to learning online can look daunting. Yet, the news is not all bad. The forced move to online education has also highlighted some of the strengths of internet-based instruction that can serve as a founding stone to better and more inclusive educational strategies for all segments and age-groups.

Continued Education

Despite all it's shortfalls, shifting education online has allowed at least some learning to occur. Even limited contact with teachers is important to ensure that students learn effectively (Horn, 2020; Bao, 2020), and by continuing classes online, schools and colleges may have reduced the rates of student dropout. Online classes make it easier for some students - particularly those from vulnerable backgrounds or those with personal challenges to continue learning from the safety of their homes. Online education will always be more affordable, accessible, and easy to keep up with (assuming asynchronous classes) than in-person classes; making it possible for students with limited funds to access education by taking online classes (Horn, 2020).

Saved Time and Effort

Students tend to spend a lot of time and financial resources in travel to and from their place of education. Urban India sees students travel for significant durations on a daily basis. Moving classes online saves these students a lot of time and energy that they can dedicate to study. It brings education to students who would have found travel difficult, and allows them to participate in a classroom of sorts. Amir et al (2020) found that dental school students in Indonesia have a somewhat positive approach to

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online learning - particularly the classes whose material was more theoretical and formal. The students agreed that they saved a lot of time and were able to focus on their work more effectively with online classes. Adult learners will always find online education more lucrative as they will be able to balance it alongside their existing responsibilities of work and family.

Encouraged Digital Literacy

Having to use online resources for their education encourages students and their families to explore their options and gain proficiency in these applications. It helps them gain confidence in and form an ally of technology that would have otherwise been an intimidating foe. They will then pass these skills on to others, causing a ripple effect of digital literacy.

Moving classes online also encourages educators to update their skills and learn new ways of reaching out to their students. Teachers are motivated to find the tools to bring their online classes closer to their in-person classroom experience (Qudsia, 2020). This has brought out a lot of creative teaching aids that serve as an inspiration to many. The last few months have seen multiple videos of such inspirational teachers go viral; from kindergarten teacher to college professors. As educators learn to use online resources effectively and reach out to students efficiently, there will be a rise in student engagement and learning as well (Bao, 2020).

Fostering Independence

Barring the real-time classes, most of the online learning options - from class videos to e-books are available to the learner at any time. This means that a student can review the information multiple times if need be and can spend as little or as long as required for each topic. Some subjects will come easier to some students, while others will work quicker with some others. With online material, students can pace themselves based on their individual levels of skill and competence in each subject instead of all students spending the same amount of time for each class (Guru, 2020).

Self-paced learning also fosters independence and confidence as students can make their own choices. Helping students to learn by themselves encourages independence and confidence, which translates back into student engagement (Bao, 2020). It allows the students to assess their own skills and to choose the skills they need to work on at any point in time. Younger students would

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need guidance in making these choices; but they will nevertheless learn to become more introspective and to challenge themselves.

Long-term Impact: The Case for Blended Learning

The Covid-19 pandemic has shown up the lack of infrastructure required to support remote learning at both institution and government levels. But it has also created awareness of the potential scope of online education (Horn, 2020). While the coming years will definitely see some return to the norm of classroom education, the same years will also see the growth and development of platforms that will help enhance the online learning experience.

There are certain things that online options cannot truly replace; at least in the near future. These include peer interactions, classroom discussions, socializing beyond the classroom, student-teacher interactions - both, in class and outside the classroom - and engaging in group activities. Online classes cannot stand in for lab work and physical training that is an inherent part of many fields of study (Qudsia, 2020). These are all particularly true with younger students who are also particularly susceptible to physiological strain and fatigue from increased screen-time. The time spent with peers is a major building block of a child's social development, and in-person school is a way to combine this peer socialization with the structure and attention that most children thrive on. Although less important as students age, peer interactions and structured settings continue to have value that cannot be replicated in online learning.

But for older students, the future may hold a mix of online and offline learning that helps create a 'best of both worlds' experience. There are some marked benefits to online classes - paced learning, saved time and effort, and affordability being key elements. There are also clear benefits to in-person instruction - namely, better interactions, peer communications, social benefits, and hands-on learning (Amir et al, 2020). It seems feasible that in the coming years, a student will be able to mix these two modes to their benefit, so that some classes will be online, while other instruction will happen in-person (Horn, 2020). Bao (2020) discusses strategies that can help institutions and educators improve their delivery of online education. These include institutional support to educators and students, making the learning environment engaging and interactive as well as relevant to the student, combining learning online and off-line effectively, and making sure there is adequate

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interaction to ensure that students understand the delivered content (Bao, 2020). There is a lot of ground to cover before this can become a reality, but this blended learning may be a very real part of our future as students and educators.

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ALIPORE TO OBE

Autobiography

Ahmad Lunat 'Gul'

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Autobiography began to be written in India in the early decades of the 20th century and aroused considerable resistance. It was seen as legitimising self-justification and self-glorification. It was predatory and invaded the privacy of the author's family, friends , and associates. It was individualist, looked at the world from the individual's point of view, and ignored their social embeddedness. Like a biography, it could only be written by a great man, which most of its authors were not.

Not surprisingly, when Mahatma Gandhi thought of writing his autobiography, he and his associates felt overcome with these and other anxieties. In order to reassure them and himself, he distinguished between *jivanvritant*, autobiography properly so-called, and *atmakatha*, a story of how an individual shapes his soul in the pursuit of truth. Gandhi saw autobiography largely as what Herder called 'self-biography', 'auto-biography', or one's own biography written by oneself. Over time autobiography became an accepted genre of writing in India but never became as popular as in the West. Even now autobiographies in India are few in number, quite discreet in their content, and uncertain about their form and identity.

Ahmad Gul's autobiography is a valuable addition to the slowly growing literature on the subject. He begins the story at the beginning of his life and describes the village and the social order in which he was born and raised. The story moves to Batley in England and narrates his various literary and public activities. It finally culminates in Gul receiving an OBE, an event he describes with a blend of pride and humility.

In his descriptions of various activities and organisations with which he has been connected, he is invariably fair and balanced. His transparency shines through the book and reveals a sensitive and reflective human being doing his best for his community. His love of both Britain and India is evident and shows how to be integrated without rendering oneself rootless. In the original Gujarati version, his Gujarati is largely chaste and from time-to-time highly Sanskritised, but he also uses Urdu words to add flavour to his language, thereby showing both his rootedness in and love for Gujarat's two major communities. There are several places where a less gifted writer could have slipped into self-justification but Gul instinctively avoids the temptation and appreciates the moral limits of autobiography. He reflects the concerns and tensions of the immigrant Gujarati and more generally Indian community settled in an important region of Britain. As a result, his autobiography becomes the autobiography of his community, the narrative of an individual life becomes the narrative of a shared communal life. A truly remarkable achievement.

Lord Bhikhu Parekh
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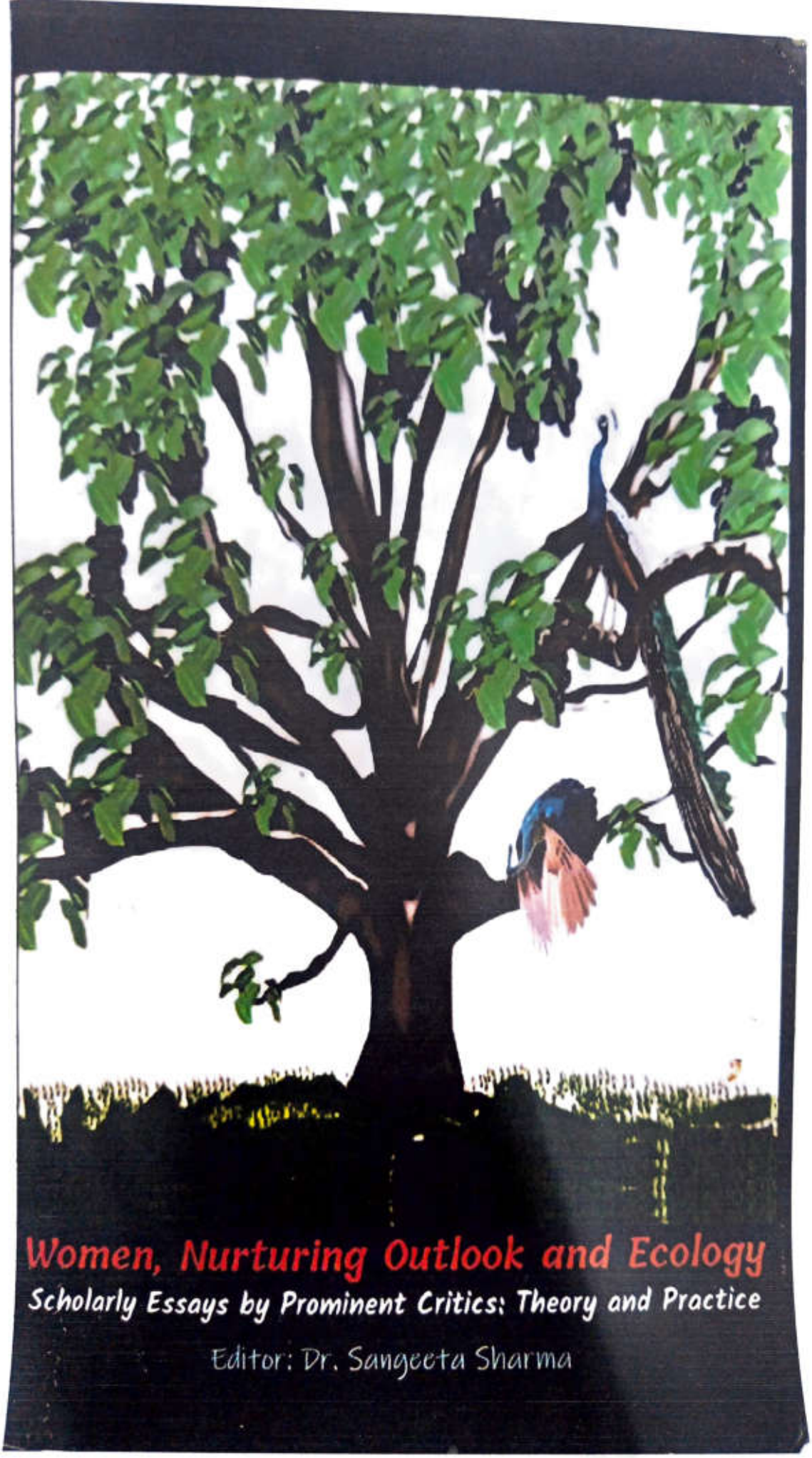

Women, Nurturing Outlook and Ecology

Scholarly Essays by Prominent Critics: Theory and Practice

Editor: Dr. Sangeeta Sharma

WOMEN, NURTURING OUTLOOK AND ECOLOGY: THEORY AND PRACTICE

Edited by

Dr. Sangeeta Sharma

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WOMEN, NURTURING OUTLOOK AND ECOLOGY: THEORY AND PRACTICE

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The study of folklore or folktales has received huge acclaim in past few years. Both academicians and masses in general are engaged with folklore in some or the other way. One can witness the impact of folklore almost everywhere; be it literature, fashion, cinema or the world of music, folklore is making its impact. There is a renewed interest in people for the native ways of thinking and behavioral patterns. As the folklore constitutes the wisdom of the masses of several generations put together, it continues to hold its relevance even today. That is the reason why they come handy for the authors endeavouring to critique the contemporary scenario. Folklore offers insight into various aspects of social life.

The present book consists of chapters on folklore from Jammu Kashmir to Kanya Kumari. The task being to cover as far as possible folklores from all parts of India, especially those that were not addressed earlier.

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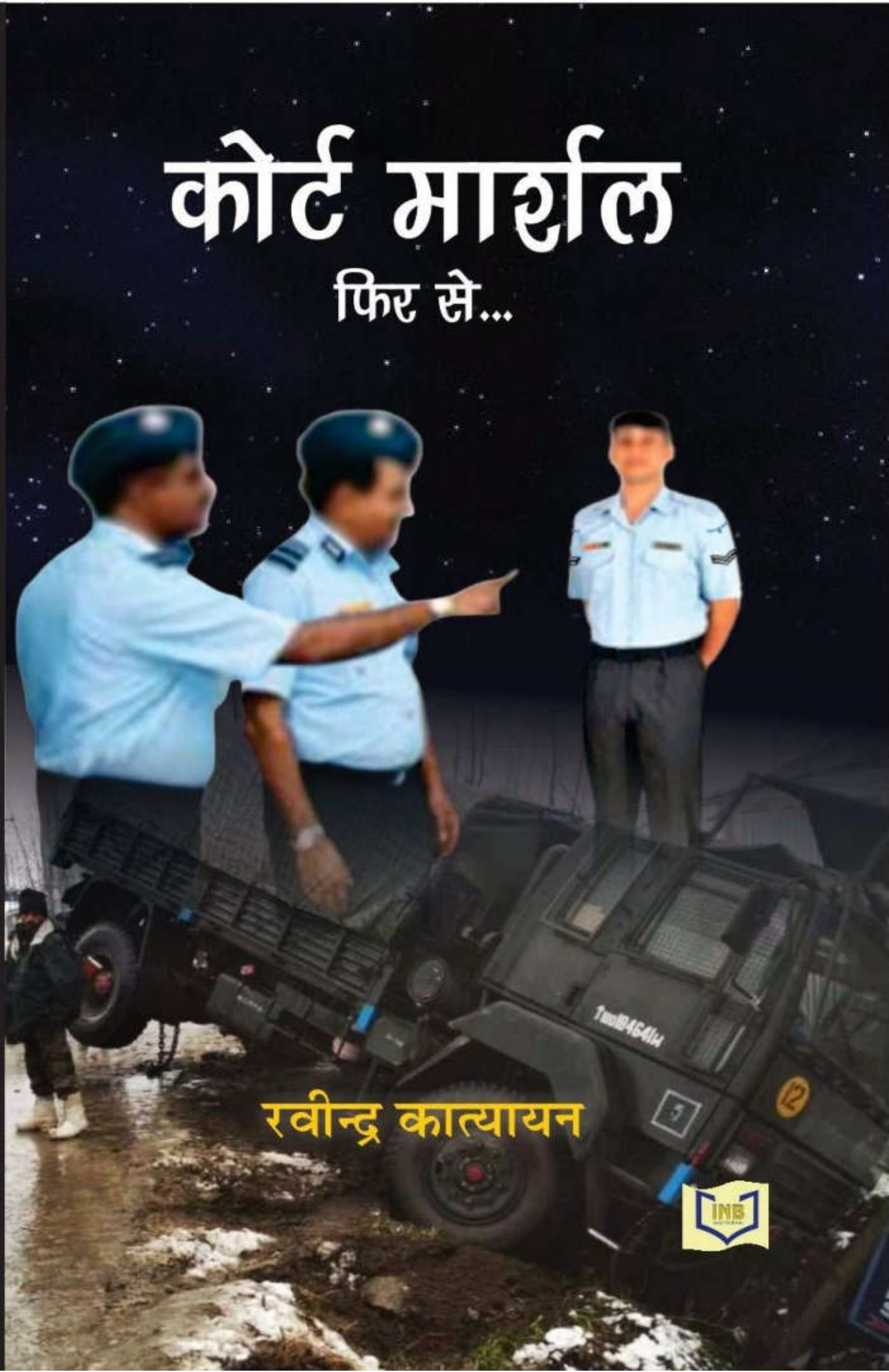

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संघर्ष की आंच में तपे बिना भला इस धरा पर कौन कब चमक पाया

❐ डॉ. रवींद्र कात्यायन

हर पल हर घड़ी हर मौसम
पल पल भीगना
फिर टकराना
टकराकर उलझना
लहरों में खोना
खोकर फिर उफनना
कैसा है ये मुकद्दर
कौन यहां साहिल
कौन यहां कश्ती
कौन राही कौन मांझी
कहाँ है खेवैया मेरा
खुद से लड़ना
खुद से रूठना
क्या यही है मुकद्दर मेरा ....।

(सागर के साथ कुछ पल)

ये पंक्तियां हैं 'योद्धा गिरिधर' यानी गिरिधर बलोधी की कविता की। गिरिधर बलोधी की इन पंक्तियों में एक गहरा आत्म संघर्ष, खुद को सिद्ध करने की इच्छा और संघर्ष के साथ जीने की नियति प्रकट होती है। बलोधी की कविताओं में प्रकृति, मनुष्य के साथ उसके गहरे रिश्ते को प्रकट करती है, जहां प्रकृति का संघर्ष मनुष्य का संघर्ष बन जाता है, और मनुष्य का संघर्ष प्रकृति में दिखाई देता है।

'संघर्ष की आंच में तपे खपे बिना
भला इस धरा पर कौन कब चमक पाया
अंधड़ आंधियों में बेखौफ़ जो जलेगा
यारो उसी निर्भीक दीप से मुकर्रर उजाला होगा।'

(निर्भीक दीप)

योद्धा गिरिधर

कवि, लेखक, पत्रकार, हिन्दी सेवी, एनएलपी ट्रेनर
श्री गिरिधर बलोधी के व्यक्तित्व और कृतित्व पर आधारित ग्रन्थ

सम्पादन
डॉ. रवींद्र कात्यायन

योद्धा गिरिधर

**(कवि, लेखक, पत्रकार, हिन्दी सेवी,
एनएलपी ट्रेनर श्री गिरिधर बलोधी के
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इस पुस्तक के किसी भी अंश को किसी भी माध्यम में प्रयोग करने के लिए
स्वत्वाधिकारी से लिखित अनुमति लेना अनिवार्य है।

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गिरिधर बलोधी जी की सक्रियता चकित करती है

'वह व्यक्ति जिसमें आगे बढ़ने और उसके लिए उपयुक्त योग्यता प्राप्त करने का संकल्प है, वह हजार मुश्किलों, मुसीबतों और विरोधों के बावजूद अपने लिए योग्य स्थान बना ही लेता है। बलोधी जी को मैं इसी कोटि में रखता हूं। क्योंकि मैं मानता हूं कि शिखर केवल हिमालय का ही नहीं होता, छोटी-बड़ी पहाड़ियों का भी होता है।'

- प्रख्यात कथाकार व समीक्षक डॉ. देवेश ठाकुर

गिरिधर बलोधी जी के व्यक्तित्व तथा कृतित्व के अनछुए पहलुओं पर मित्रों, परिचितों, सहकर्मियों, आत्मीयों और कुटुंबी जनों ने खुलकर लिखा है। किस तरह एक ग्रामीण पहाड़ी परिवार अभावों और मुफलिसी के चलते शहर की ओर पलायन करने पर विवश होता है। नाजुक उम्र, जिस किशोरावस्था में पढ़ाई के साथ मौज-मस्ती होनी थी, उस अवस्था में बॉयलर सूट पहन कर फैक्ट्री में नौकरी करने की विवशता। आखिर ऐसा क्या था इस शख्स (योद्धा गिरिधर) में, जो मुफलिसी, विषमता, सम्बन्धों के दंश, मारक परिस्थितियों के थपेड़ों एवं असाध्य शारीरिक व्याधियों की मर्मांतक पीड़ा को झेलते हुए भी न बिखरता है और न निराशा और हताशा की धुंध में गुम होता है। बल्कि जीवन में आई हर चुनौती और हर एक बाधा को पार करते हुए आगे ही बढ़ता जाता है। श्रमिक, लेखक, शिक्षक, प्रशासक और प्रबंधक की भूमिकाओं को वह मात्र जीता ही नहीं है, बल्कि प्रदत्त सभी दायित्वों का सफलतापूर्वक निर्वहन करते हुए परिवार को भी उन्नत व समृद्ध बनाता है। इतना ही नहीं, अपनी उम्र के इस पड़ाव पर जहां अधिकांश लोग शारीरिक और मानसिक रूप से भी अपने आपको निष्क्रिय मान लेते हैं और बैठे-ठाले जीवन बिताते हैं, बलोधी जी की सक्रियता चकित करती है। कितना सुखद है कि बलोधी जी युवाओं जैसी ऊर्जा के साथ अपने पैशन (जुनून) को ही मिशन बनाकर एक बड़े उद्देश्य के साथ समाज में सकारात्मक बदलाव लाने के लिए दिलो-जान से आज भी काम कर रहे हैं।

इस ग्रंथ के सभी संस्मरण लेखक गिरिधर जी के चिर-परिचित स्नेही मित्र, परिजन, सहकर्मी और शुभचिंतक हैं। लेखकों में अन्तर्राष्ट्रीय ख्याति प्राप्त वैज्ञानिक, साहित्यकार, कलाकार, प्रोफेसर, शिक्षाविद, कॉरपोरेट कंपनियों के उच्च अधिकारी, उद्योगपति, वरिष्ठ पत्रकार, सम्पादक, राष्ट्रीय कवि, हिन्दी संस्थानों के निदेशक, राजभाषा अधिकारी, समाज सेवक, आत्मीय जन, डिफेन्स सेवा के बड़े अधिकारी व राष्ट्रपति पुरस्कृत अफसर व कलमकार हैं। इन आलेखों को मन:पूर्वक पढ़ने के उपरांत इतना तय है कि लघु से विराट और शून्य से शिखर पर पहुंचने के कुछ सूत्र हमारे हाथ अवश्य लगेंगे। 'योद्धा गिरिधर' के जीवन का यह उत्तर काल है। जीवन की इस दूसरी पारी में वे लोक मंगलकारी यात्रा के बड़े मिशन पर हैं। आप सभी सहृदय पाठकों का भरपूर स्नेह उन्हें मिले, वे इस मिशन में भी सफल हों, इन्हीं शुभकामनाओं के साथ!

- डॉ. रवींद्र कात्यायन
मुम्बई

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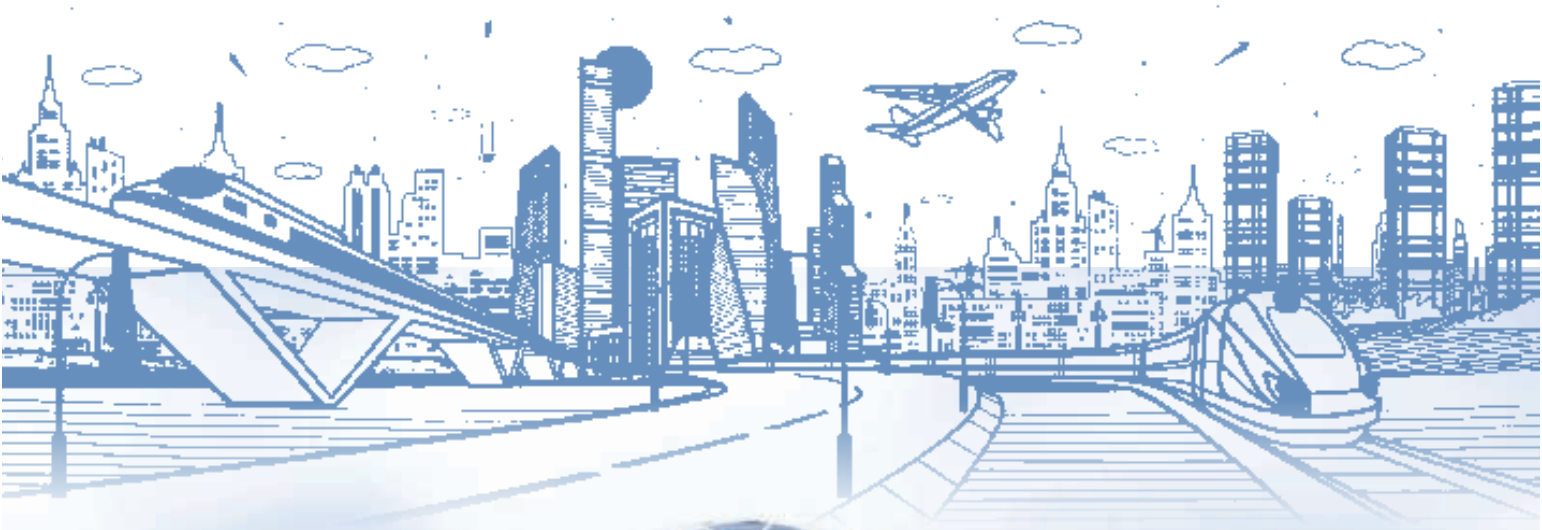

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IMPACT OF CUSTOMER SERVICE AMONG YOUNG CONSUMERS IN MUMBAI METRO REGION

48

Snehal Obhan

ABSTRACT

We have witnessed Evolution of Marketing from the product concept to production concept and from Selling concept to Marketing. Consumers today are no longer interested only in the product but they also consider services associated with the product as a major part of concern. On the other hand, we cannot pass over the concept of levels of products since one talk about understanding the needs and wants of the customer and the other talks about providing products with multiple attributes attached to it. Combining both the concepts can lead to the success for a firm. This research focuses on understanding the importance of customer service and its impact on consumers' buying choices.

Keywords: *Customer Service, Potential Product, Customer Satisfaction*

I. INTRODUCTION

With the changing customer lifestyle and consumption patterns, so is the demand for the products. We have seen the shift from three levels of product to five levels of the product, we have also witnessed the shift from product concept to Marketing concept. Globalization and increasing income the demands are increasing. the consumers don't mind to pay high for products of high quality and services. Young consumers are demanding, modernized, and innovative. The company strives hard to create a greater level of customer satisfaction through the means of customer service. hence the research into focus on the strategies, the factors and the level of satisfaction that customer service creates.

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II. STATEMENT OF PROBLEM

Customers not only buy products but also have certain Expectations certain augmentations and certain potentials that they look forward to in a product. a product may satisfy the basic need or want of a customer but when it comes to satisfaction no one can escape the potential product which refers to the factors due to which one wants to buy the product which gives an ongoing image in the mind of the customer. Hence It is essential for every company to interact with the services provided along with the product. the consumers are not forgiving in case they need and not met in case of the service.
Hence the researcher has made an attempt to find out the impact of customer service on young consumers in the Mumbai Metro region.

III. OBJECTIVE OF THE STUDY

- To Understand the Concept of Customer Service
- To understand Various Customer Service Strategies.
- To Understand the impact of customer service among consumers in the Mumbai Metro Region.
- To Provide conclusion and Suggestion to the study.

IV. SIGNIFICANCE OF THE STUDY

This Study will help Companies develop better customer service strategies. It will also help the Customer service managers to understand the consumer's attitude towards customer service in Mumbai Metro Region. It will also be beneficial for customers to receive better customer service. Similarly, the companies will be able to provide better customer service.

V. RESEARCH METHODOLOGY

The researcher has collected data from both primary and secondary sources.

The secondary data has been collected from E- Journals, Newspapers, Magazines, articles and blogs.

The Primary data have been conducted with a set of questionnaires. The sample has been the 117 Respondents both Male and female from Mumbai Metro Region.

VI. REVIEW OF LITERATURE

In [1] Researcher has stated that Due to high levels of elevation there and number of products available in the market the only way to retain the customer is through its potential product that

is true is customer service. he also stated that there is a growth in small and micro industries which are able to get a much more personalized products with better quality of service enabling customers to take a shipped over from multinational product to personalized product. This is creating another level of competition in the market.

Pribanic Emily (August, 2020). Article stated that customer service can lead to success, it is also a critical factor for the industry. She addressed the technology which helps improve customer service experience and address concerns raised by the customers. That companies Must understand the needs and wants of the customer, their likes and preferences with the help of technology and develop a mechanism to provide service using that data. Certain factors to improve customer experience like emotional connection with the customers Which includes emotions of gratitude, positive attitude, condolences, apologies and much more customer a satisfaction disappointed with the product, getting a real-time feedback- when a customer purchases a product that product [2] is at the highest point of mind of the customer, the customer is making a post purchase evaluation of the product at that point of time, collecting a real-time feedback Assist appropriate answers and to your experience of the customers, she also mentioned to satisfy the customer's needs which can be done with a quality of core product. Lastly, to re-examine the opportunities in the market to come up with innovative ideas. Another major focus was on creating customer experience irrespective of the time of purchase. She considered customer experience as one of the vital keys to success. to conclude the whole article emphasizes on two major aspects foreskin Technology and second customer experience in order to win the customers.

[3] In an article by Peter Desmet and Paul Hekkert they stated that consumers look forward to experience if the core product can be stated as pleasant, calm, unpleasant, activated. the stated that emotion, concern and product all are interrelated with appraisal. they concluded that experience is the basic purpose by which a consumer purchases a product they also stated that a user centered design can be a strong approach to retain its customer Respective to the rational experience or irrational experience as each level of the product uses the product experience.

[4] Morgan Blake, contributed impressive examples of customer services initiated by various brands that are not only successful but innovative to meet the modern consumer's needs. She shared examples from Mercedes to Ford launching AR based apps to convenience stores in taxi in Singapore, from bottles AR with games to Gamification loyalty programs. All the examples listed

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1 Dudic, Branislav a Zdenka & Mirkovic, Vladimir. (2016). AN IMPORTANT DETERMINANT OF THE SUCCESS OF INNOVATIONS – THE COMMERCIALIZATION OF INNOVATIONS.

2 Pribanic E., 5 Innovative Ideas to Improve Customer Experience in 2020, https://www.techfunnel.com/martech/5-innovative-ideas-to-improve-customer-experience-in-2019/

3 Desmet P., P.M.A., and Hekkert P.(2007). Framework of Product Experience, International Journal of Design, l (1), 57-66.

4 Morgan B., 20 Fresh Examples of Customer Experience Innovation, https://www.forbes.com/sites/blakemorgan/2019/10/21/20-fresh-examples-of-customer-experience-innovation/?sh=2516bba87c41

can be concluded as a base for creating customer experience which leads to customer satisfaction as a means through customer service.

VII. DATA INTERPRETATION

Quantitative method of research was conducted with the help of a well-structured questionnaire and data was collected from 117 Young respondents of Mumbai Metro Region. On analyzing the following statical data was generated.

Age

According to the research conducted it was observed that 94.9 percent of consumers there are under the age of 18 to 25 and only 95.1 % of consumers belong to the age group of 26 to 32 which theory made the objective of the research that is to focus on young consumers in Mumbai Metro region.

Type of Population

It was also observed that 87.2 % of respondents by students which consists of the majority of the young generation who are smarter when they buy a product can also conclude that the respondents are still a dependent population and the products that they buy are not luxury products or are not and products which have incurred high prices.

Seek Customer Service

When asked for customer service they stated 50.4% of respondents see customer assistants sometimes whereas, 36.8 percent stated that only if in their face a major difficulty 8.5 % of consumers always look for customer service. It can be observed that a very smaller number of young respondents always seek customer service.

Customer Service- Purpose

According to the research conducted It was observed that 22.22% of respondents seek personal assistants or attention while buying a product for any kind of help, whereas 35% of respondents look for customer service only after sales of the product that is after Sales Service 20.5 percent respondents see loyalty cards and other loyalty methods and very few stated that they look for other services like email customer service social media service live chat with customers technical support marketing support sales etc.

Customer Service- an Important Aspect

According to the research conducted it was observed that when respondents were asked whether they consider before buying a product or brand 13.8% respondents said yes, they consider customer service as one of the aspects 19.7 percent respondents do not consider customer service as an important aspect where 49.6 % stated maybe. This symbolizes that very less number of respondents do not consider customer service as a crucial part whereas the majority of respondents

consider customer service as one of the essential parts or one of the parts that they look forward to, which States that customer service is an important element of a product. Respondents were also asked the reason why they consider it as important they stated points like it determined relationship, customers always listens to the buyers, give the Assurance and self-satisfaction of the product being purchased, really important for image of the product in the market, it reflects brand impression, it can attain their customers if approach immediately, customers feel secured, it acts as a guiding roll with the product, give more satisfaction, customer tends to be loyal, As customer service is one of the face of the company.

Customer service- Satisfied Customers

The respondents stated that 47.9 person respondents said satisfied, 48.7 percent respondents said they are always satisfied and very few stated never. with the overall view it can be observed that there is a greater impact of customer satisfaction on respondents. The respondents also listed their Brands from which they are very satisfied which included brands like Amazon, LG, Nike, Nykaa, Apple, Reliance, Myntra.

Customer service- Factors

Respondents also listed the factors of satisfaction which included customer service, helped them clear doubts, prompt responses, immediate service, quick problem solving, good service, good follow up. it was observed that a majority of respondents stated immediate problem solving and prompt actions as one of the factors which aids satisfaction.

Types of Products preferred for Customer Service

When the respondents were asked about the products which they prefer customer service 65.4% respondents stated electronic products like laptops, mobiles and other Gadgets. While only 9.6% respondents preferred in food and restaurants, on the other hand 23.2% respondents said they prefer in fashion and other retail aspects.

Level of Satisfaction

Also asked to rate their satisfaction level received from the company they mentioned. The majority of respondents rated their satisfaction between 8 to 10 which was the highest another set of customers rated between 5 to 7 which was around 12% to 11.1% respectively whereas only a few respondents stated their satisfaction between two to four which included 0.9 % to 5.1 % of respondents. It can be clearly observed when customers rated their level of satisfaction unsatisfied and still treated them 8 has the highest respondents.

Benefit to the Company

According to the research conducted it was also observed that satisfied customers also referred the brand to their friends and others which is around 96.6 percent. It was also concluded that satisfied customers turn out to be loyal customers and they prefer to stick to their brand irrespective to other better product choices. consumers find assurance as one of the essential factors which

can be achieved with the help of customer service.

VIII. CONCLUSION

It can be concluded that customer satisfaction plays a vital role in the product industry. In order to beat the competition in the market customer service can play as a major weapon to beat it other competitors in the market but also to retain its customer for a longer duration. A loyal customer is an asset to the company. A Loyal customer will not only recommend the product to others but will also continue with the product as Respective to the turbulence in the market. Young consumers today want to be at short about any products they purchase. young consumers patience and especially when a product is purchased and money is disbursed customers seek to have assurance with the product. It was also observed that consumers look forward to physical evidence which in turn can be a person on call or physical in nature. The level of responses given to a customer from the company helps determine the customer satisfaction. customers see more personal assistants when it comes to high end products which involves high involvement of the consumer. The professionalism and politeness rejected by the customer service team create a huge impact in the minds of customers creating a brand image and brand loyalty towards a company. It is also observed that a mere advertisement can only attract customers but it is customer service that leads to actual sales of the product.

Customer service has been enhanced with the help of technology, 24/7 customer service platforms, social media platforms and other e-services methods are enabling consumers to interact with the companies in no matter of time.

IX. SUGGESTIONS

Developing a strong customer is essential for any company. Today consumers today look for personalization and customization. A personal touch with the help of a customer service can help customers make decisions to a better level. We live in a world of humans, no matter how far the technology goes yet human touch to any product or service makes a huge difference.

- Immediate response with the help of chatbots and artificial intelligence can help companies give immediate response to its customers.
- Is another component adding to customer service- humans today are so impatient to wait for customer service representatives to respond. On the other hand, self-service adds an experience to the customer while purchasing a product. Example: retail stores like 7 Eleven provide Stations with instant noodle making machines, microwave and water heaters at their stores, enabling customers to immediately reheat the products, and even cook their products and add other customized products like eggs. This concept is quite trending in the Asian market, making it open the gates for Indian Market.

- Micro interactions can do a great extent creating opportunity for customers to make repeat purchases. Creating small clips humorous messages and creative offers can help assist customer service to greater extent.
- Customer experience in the terms of professional talks, industry knowledge, product knowledge can generate confidence among the customers.
- In case of non-personalized products customer service can lead to create satisfaction for products.
- Immediate customer feedback, quick actions, convenient service options like home service will help companies in the long run.
- Customer services at physical stores or on call in regular intervals can assist the customer feeling privileged, and important to the company.
- Long and tedious Methods of service can be boring and shall also push away the customer. Simple structured customers service mechanism, no multiple visits no multiple calls from customer end can enable a smooth customer service pattern.
- The company should conduct feedback on the product on regular intervals shall help the company retain a good image.
- Use AR/ VR and AI to customize and provide better services to the customers.

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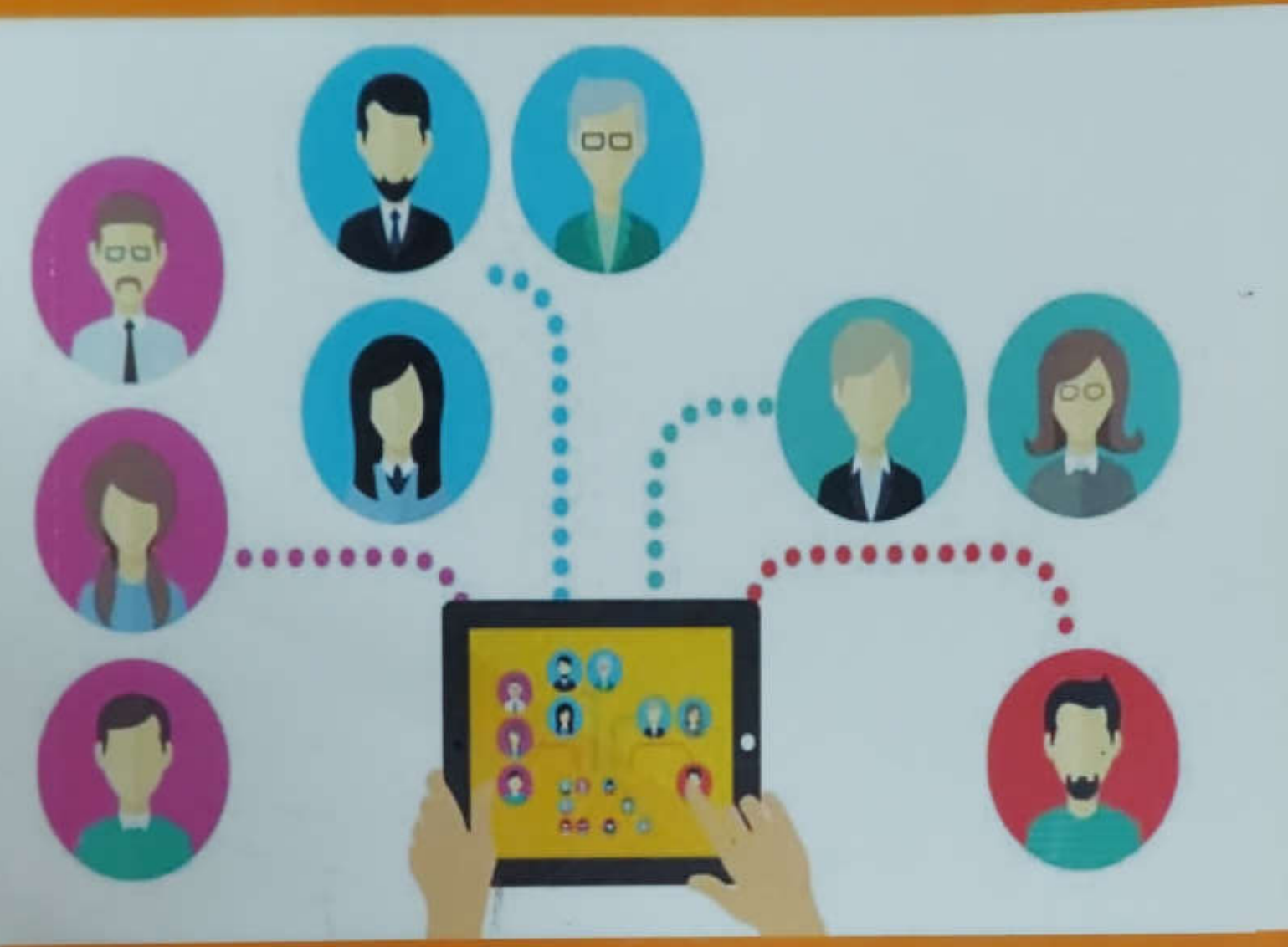

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PRODUCT CUSTOMIZATION: NEW ERA OF PRODUCT DEVELOPMENT

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ABSTRACT

Globalization and the Internet has made the world a very small place to live in. Consumers not only have a variety of brands to choose from but also a variety of products under the same brand. With the wide range of product lines catering different market segmentations and meeting the needs of every customer is now easy. Companies today launch not only just one product but a number of variants of the same products to suit the customers preference of different segments. The times are changing and with this companies are shifting over customization of products in order to stand strong in the market and achieve greater amounts of customer satisfaction.

Key Words: customization of products, consumer satisfaction, New product development

INTRODUCTION

"It's better to have quality than quantity", is what we say, a quality product will last for a longer time in the minds of the customers. As it will provide a greater amount of customer satisfaction, high quality product, meets the customer's needs. During the time when Maggie faced a crisis with its noodles, it was able to revive itself back into the market only on one condition and that was consumer loyalty. Today with Multinational Brands entering different markets and large amounts of competition, it is difficult to sustain a loyal customer. A consumer will be loyal only when he/she is satisfied. Today with the changing times the meaning of satisfaction has also changed. The demands of consumers have increased and meeting their demand to the point is when customisation is something that can solve the problem. This paper focuses on understanding the emerging era of product customization with the help of case studies. The attempt is made to understand the opportunities and challenges in this emerging era.

CONCEPTUAL FRAMEWORK

- **The Production Concept-** Emerges from production orientation. This was in the olden days when the consumers only had to buy from the products available in the market. The manufacturers assumed that the products that are in mass volume and low in prices was most accepted by the consumers. Product managers assumed that the products available at low prices and are widely available are the products purchased by the consumers. Application of this concept leads to poor quality of product.
- **The Product Concept-** This concept orients on the attributes of the products. The product managers focus on the attributes of the products, improving the quality and technological improvements. The drawback of this stage was that the producers focused only on the products and not on consumer needs.

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- **The Selling Concept-** This concept believed that the customers will buy products when persuaded and selling efforts are initiated. The whole focus of this concept was to create sales by persuasion, the drawback of this concept was the assumption that the "Sales happen through persuasion and dissatisfied customers do not complain." In real life situations the ideology does not work and often leads to failure in the business.
- **The Marketing Concept-** Selling focuses on the needs of the customer's whereas Marketing focuses on the needs of the buyers. The marketing concept helps understand the consumer needs and wants and satisfy them with the products and services that consumers seek. This concept has worked as the most successful method in the market, earning economies for the company.
- **The Societal Marketing Concept-** This concept is an extension to the marketing concept. Here the focus is to match the goal of profit maximization with the goal of customer satisfaction. With the growing need of concern towards society this concept focuses on giving in return the best to the society by making marketing relevant to the society.
- **The Product Customization Concept-** product customization arises when the product is tailor made according to the customer's preferences. The likes, dislikes, needs, wants, and all the other preferences are recommended by the customer while making the product. Previously customizations were made only to a specific category of products and only a certain set of manufacturers could do the needful, but today with the help of E-commerce customization of products are taking place. The customization provides a great amount of satisfaction to the customer. The product developed is based on the term "made-to-order" or "Tailor Made".

REVIEW OF LITERATURE

In an article by Aviva Freuidman in the New York Times stated that all businesses today are sifting to customize products to extend their product lines. Companies that have just entered the market to companies that are already pioneers in the market are now starting to use this strategy. Freudman stated that there is a huge shift in the business today right from social to cultural, economic to technology. **Wiivv,** a Canadian sportswear company manufacturers footwear i.e., sports shoes based on the footprint of every customer based on the scan the customer creates on the manufacturers Application. The company started in 2014 and is now making business in billions. Their revenue has turned into 6 digits. The company also personalities the name of customers on their shoes.

Similarly, many companies are now using 3D printers to create every type of products possible from Appalled to jewellery, medical implant, pharmaceuticals steel all are undergoing mass customization with these changes in the market and increasing demand big brands also have to offer the same due to competition pressure.

Rae Witte, in her article "Three brands taking customization beyond personalization to treat yourself with." On Forbes; shared example of 3 such brands that have created customization is, money demanding task but satisfaction is guaranteed.

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Hawthorne, launched in the year 2016 is a New York based brand that creates perfumes based on customers, diet, lifestyle, habits and body chemistry; the data is collected on the Website and each user is offered 2 scents for work and for play, created by top fragrance created. The cost of the scent is around $100 and the products are replaced till the time the customer finds the right fragrance that suits them.

Function of Beauty is a personalized hair care brand that provides products based on a questionnaire filled by the customer. The question contains concerns like hair type, colour and scent preferences. A section also includes the hair goals one wishes to achieve such as frizz free hair, colour protection, deep cleaning etc. Function of beauty offers guaranteed products, each product filled individually when an order is placed. Another product is replaced in case the customer is not satisfied with the product at first.

BAUME, launched in the year 2018 offering customized watches as per the customers interest. The watches are sustainable and one can select the shape size, colour, frame, material and even material of bands, each option has more than 2000 varieties to choose from. As there is customization to switch according to their choice.

STATEMENT OF PROBLEM

The needs and demands of the consumers are rapidly increasing. New set of items are adding to their basic needs. Consumer's today have become very picky about the products they choose as they look forward to products and services that suit their needs and lifestyle. A consumer buys a product to satisfy psychological needs of looking good, or consuming good or buying good quality products. And when a brand provides a product which can be altered or customized according to their choice is like a cherry on the cake. We have seen examples of car modifications where the company assists the customer to modify a certain set of accessories in the car like seat covers, lights, etc. but when we talk about soaps being customised or cosmetic products being customized it goes beyond imagination. There is an increase in brands creating customized products right from sofa, interiors, clothing, soaps & toiletries to beauty products, gifting crockeries to bedsheets. Today what not can be customised? We are happy to have customized mobile covers to customized mobile phones today made of Gold. With the increasing customization there is an increase in demand, customers are ready to pay any amount if they are able to get the product of their favourite brand developing a product specially for an individual. This is a rising concern for many companies whereas adding USP to others. This study aims at understanding the challenges and opportunities that Customization of products brings into the scene.

OBJECTIVE OF THE STUDY

1. To understand the concept of product customization.
2. To understand the difference between customization and personalization.
3. To understand the opportunities and challenges in product customization.
4. To study the prospects of product customization.
5. To provide conclusions and suggestions to the study

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SIGNIFICANCE OF THE STUDY

This study will be helpful for the manufacturers to understand the upcoming trends in product development. It will also help them to understand the opportunities and potential scope in their products. This study will also be helpful to the marketing Agencies and Advertising agencies to understand what and how they are expected to promote the products. It will also be helpful to the candidates seeking employment as customized products will lead to more employment opportunities.

RESEARCH METHODOLOGY

The researcher will use the secondary data for the research. The sources for the secondary data are E-Journals, Articles, blogs, E- Newspapers, reference books etc. The research will be elaborated with the help of a case study in a descriptive method.

ANALYSIS

CUSTOMIZATION VS PERSONALIZATION

Both are often used as synonyms by people but in practical sense both are different, they both perform different functions. Let's say for an example when we visit Starbucks the coffee that we order the waiter writes our name on it- that is personalized, but when we order a latte with no sugar, hazelnut flavour and whipped cream on the top- that is customized. In other terms customization happens when the inputs of the customer are considered and the product is created accordingly but personalization is user relevant products or services being offered. Personalization is offered by the company whereas customization is initiated by the customer.

CUSTOMIZATION THE GROWING CHALLENGE

- Customization is an emerging challenge in the market with competition, leaving no choice for mass producers to shift into customization.
- When every product has to be customised according to individuals' preferences it requires larger technological application, each product has to be worked upon individually which is time consuming.
- Consumer behaviour is very dynamic and you never know what the consumer may ask for. Understanding every individual's preferences is time consuming and a slow process.
- When people pay an exclusively high amount for a product, they expect it to be of a class quality. Also, customers have high expectation due to customization, the consumer has certain set of ideology or imagination which at times also may not be realistic in nature but when the actual product reaches them there is higher amount of satisfaction
- Customization incurs higher cost for manufacturers as best of skills, expertise technologies are needed which are extremely expensive every business has the common risk of failure if not marked properly or if it did not meet the customer expectation, All effort and investment into vain.

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- Every customer has difficult demands with respect to the quality and type of product, it is nearly impossible to stock raw material in advance as the producer is unaware of what would be their next order.
- Globalization has made the customer smarter, with a wide range of products available in the market for one specific product it is confuses the manufacturer

ADVANTAGES

- As the products are made for individuals based on specific needs, stocking and warehousing is of the least requirement. It indirectly saves logistics and warehousing expenses for the organization.
- It adds value to the brand and higher level of customer satisfaction.
- The company does not have to waste time and money in continuous research.
- Products made doesn't require bulk purchases. The manufacturer can buy only what is needed, reducing the wastage of excess product.
- It helps the company to develop brand equity and nurture the brand for a longer period in the Market.
- It helps the company beat competition in the market. As it helps the brand to stay updated with what to expect next.
- It has been helping brands and the products to stand out in the crowd and that's where it is taking over the attention of new customers.

FUTURE PROSPECTS OF PRODUCT CUSTOMIZATION

"Customization is Here to Stay!" When The customer is given personal attention, the product created according to the customer's choice gives a better experience. Function of Beauty and Hawthorn has been successful in creating better experience. Similarly, the wiivv Sportswear were able to produce products which were customized according to individual foot size and width. They were able to deliver a better-quality product that suited every individual's needs and the customers did not have to compromise their experience to any extent.

There are a number of brands that are today coming up with customized products and the growth has been seen in that industry. More and more companies are adding another product line to their Product mix by doing customization. India is also now acknowledging personalized products. Soon shall be taken over by customization. Pandemic has given birth to homegrown entrepreneurs and today more and more people are using their creativity as a source of business right from customised Nameplates to hand painted dupattas, customised passport wallets and much more to explore from. Customers like to follow the trend and when they can achieve a product that can showcase their personality it attracts more customers.

As it creates product differentiation, it is a level up for the customers to add attributes of their choice to the products of the. Which in turn increases brand loyalty and helps sustain the customers. Previously the companies have been striving hard to give value added benefits to its customers, provide number of

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services for creating experience which incurs extra cost, efforts and time but with customization the product itself creates the whole experience for the consumers cutting down all additional expenses again encouraging the manufacturer to focus only on the product rather than additional marketing services. This ideology will motivate more manufacturers to enter the market.

The future is technology and CAD based systems, 3D systems will help manufacturers to develop products more efficiently and easily again as a bonus to manufacturers to invest less and receive more profits.

With the growing demand for Artificial Intelligence adds boon to customization, customers can order products and services with the help of chatbots and other artificial intelligence mechanisms like 3D image, Customers can view themselves using the products, so that they can decide whether the product suits them or not.

CONCLUSION

We have seen the transition from the societal marketing era to Personalization where the customers data is taken and preferences are modified accordingly, products adding Name and choice of colour of the customer has been a very successful strategy. Netflix, YouTube are really good jobs, to add to it even coca cola- "Share a coke" has used this strategy to add individuals' names on the bottle sticker. To conclude it is observed that consumers are liking the concept of Personalized and custom products, but there is a greater demand for customised products that can be predicted as personalisation is offered from the company where as customisation happens according to the customer's choice. In past few years we have seen a great demand for personalized gifting products from Mugs to keychains etc, but now we are witnessing brands like Bare Anatomy creating customised hair care products, LANCÔME with cosmetic products, BAUME with watches, Louis Vuitton with custom run-away sneakers, Nike has also come up with the same strategy.

With the examples shared it can be seen that most of the brands that have come up with this strategy are not really old in the market, yet they have done exceptional jobs and prospered their revenues. With the increasing demands of the customers, it can be said that more and more customers will soon look forward to customised products in all spectrums.

SUGGESTIONS

- Companies must conduct SWOT analysis of their products with their competitor's products so to understand where they stand.
- Companies should be ready to adopt new production and marketing strategies in the market.
- Extension of product lines can be done with product customization and mass customization can be considered to be safe for the future changes in the market.
- Use of Artificial Intelligence, Virtual Reality and Augmented Reality are emerging tools to marketing products which will be very helpful to brands when we talk about product customisation.

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- It is a must for every company to update themselves according to the changing environment in order to survive in the market.

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DEMYSTIFYING TECHNOLOGIES FOR COMPUTATIONAL EXCELLENCE
MOVING TOWARDS SOCIETY 5.0

Transforming Higher Education Through Digitalization

Insights, Tools, and Techniques

EDITED BY
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Preface

Amidst the backdrop of a dramatically changed world affected by COVID-19, the education sector has witnessed a massive transformation. From primary to the higher education levels, online teaching and assessment became mainstreamed. This has proved to be a boon in disguise as the process of education needed to be reinvented and aligned with the requisites of the fourth industrial revolution called Education 4.0. Digitalization and the adoption of technology lie at the core of this next generation of education. In fact, experts have opined that "education will be an entirely digital pursuit fortified by artificial intelligence and virtual reality".[1]

A simplistic definition of digitalization is that it is "the use of digital technology to teach students". It forms the core of Education 4.0 that aims to prepare graduates for a future that is more aligned and engaged with technology. The distinctive characteristics of Education 4.0 are the transformed education processes such as peer-to-peer learning, critical thinking skills, automated assessment methods, advanced data analytics and personalized learning.

The success of digitalization in higher education institutions is not just adopting new technologies or upgrading to the latest tools. It is rather a reflection of the process in creating a sustainable education model where the success accrues in different capability areas. It needs a curriculum overhaul aimed at imparting the right tools and skills for preparing *"the workforce of the future"*.

The program delivery is set to include both remote and face-to-face learning. Remote learning by the digitalized medium will enhance theoretical learning, whereas the latter medium will be useful for practical skills.

Innovative technologies such as Artificial Intelligence (AI), robotics, Big Data, Internet of Things, and social media are all bound to influence the skills required in the workplace. The new set of skills for the future includes digital skills as well as training in science, technology, engineering and mathematics (STEM).

The teaching and learning process is the pivot of educational transformation. It implies that higher education institutions across the world should gear up for a major overhaul of their curricula, assessment, learning delivery methods and learning outcomes.

Adopting technology in education should not just be aimed at meeting industry needs but also at enhancing students' learning experience and optimizing resource utilization. "Customizable degrees" are going to be a reality where students do not limit themselves to a few courses. They would instead be allowed to study modules from varied programs. Such complex permutations in program management would only be possible through digitalization.

Students' assessment methods must be altered so that the results reflect the skills learned by students and not a mere reflection of numerical grades. There will be a continuous assessment based on practical and experiential activities. Digitalization will play an important role in assessing the performance of each student throughout

[1] https://www.plm.automation.siemens.com/global/en/our-story/glossary/digitalization-in-education/25307

his/her "learning journey". Technologies that store student data would help in "optimizing learning strategies".

The need for higher education institutions to embrace digitalization for aligning with Education 4.0 motivated us to offer this book. We aim at providing critical insights into the role of digitalization in achieving a holistic transformation of higher education institutions.

The book covers various facets of transformation and the challenges associated with them. These challenges include those associated with sustainability, delivery and outcomes.

The book has been organized into three main sections and 18 chapters. The first section covers the issues and challenges in digitalization of education. The second section includes the various technologies and applications that are currently being used or will soon be embraced by higher education institutions. The role of digitalization in teaching and learning is the area covered in the third section. A brief summary of the contents of each chapter is presented below:

Chapter 1 covers "Determining Sustainability of Online Teaching: Issues and Challenges".
Chapter 2 discusses "Effectiveness of Online Learning and Face-to-Face Teaching Pedagogy".
Chapter 3 contains "Issues and Challenges Faced by College Students in Online Learning during the Pandemic Period".
Chapter 4 describes "Teacher's Perception towards Online Higher Education Teaching during COVID-19".
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Chapter 6 describes "Ramifications of Digitalization in Higher Education Institutions with Reference to Indian Educators: A Thematic Analysis".
Chapter 7 discusses "Digital Education and Society 5.0".
Chapter 8 explains "Moodle: Learning Management System".
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Chapter 16 consists "Strengthening the retention rate of Massive Open Online Courses through Emotional Intelligence and Intrinsic Motivation".
Chapter 17 covers "Digitalization of Higher Education: Issues and Challenges".

Chapter 18 discusses "Creating a Sustainable Future with Digitalization in Online Education: Issues and Challenges".

With the enduring support and encouragement of our respective families, we believe we have compiled a book that should serve as an important resource for both scholarly and practical needs. It explores the challenges associated with digitalization, the trends in education technology and how higher education institutions should prepare to achieve the goals of Education 4.0.

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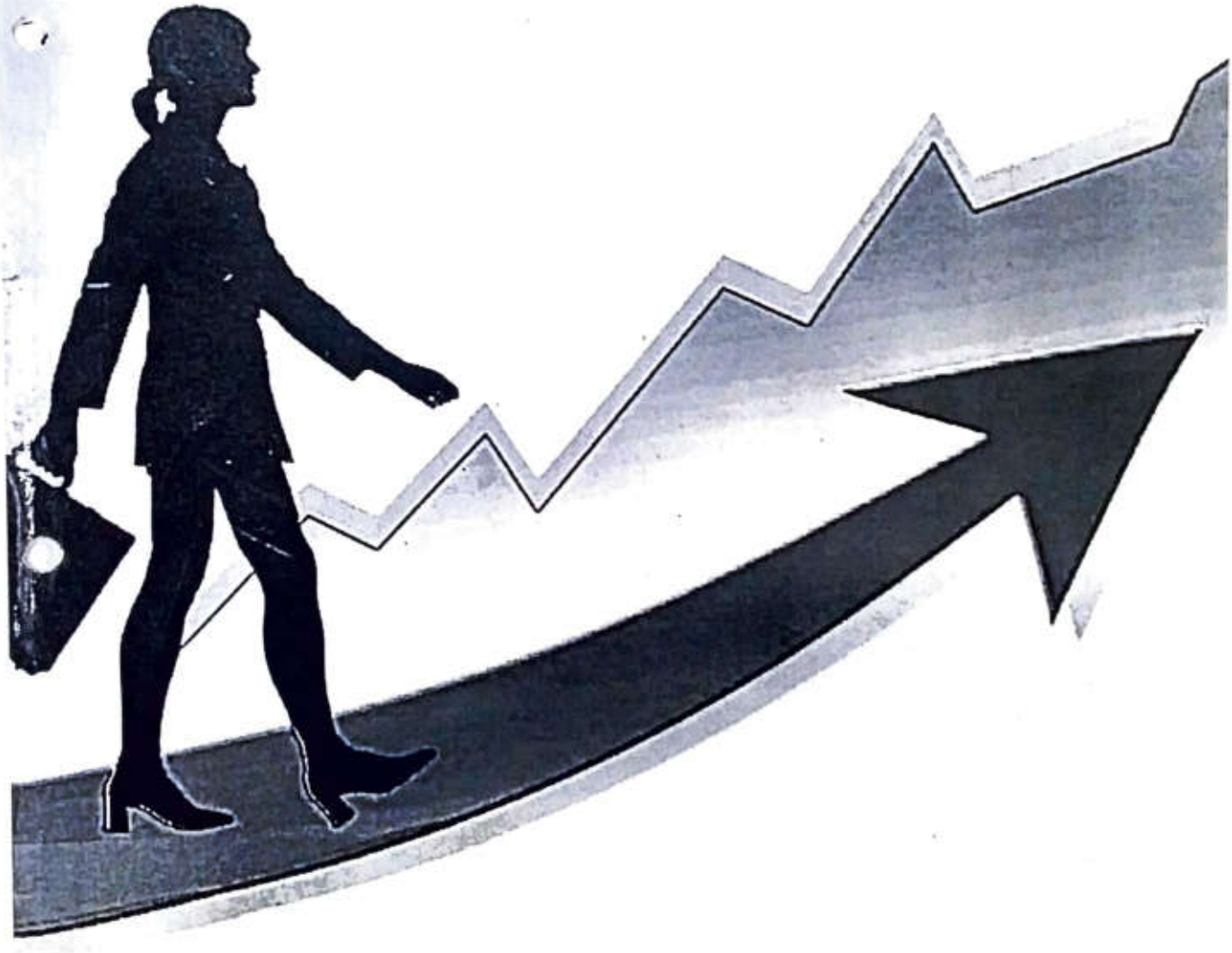

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ISSUES AND SOLUTIONS REGARDING WOMEN ISSUES AT WORKPLA A QUALITATIVE PERSPECTIVE

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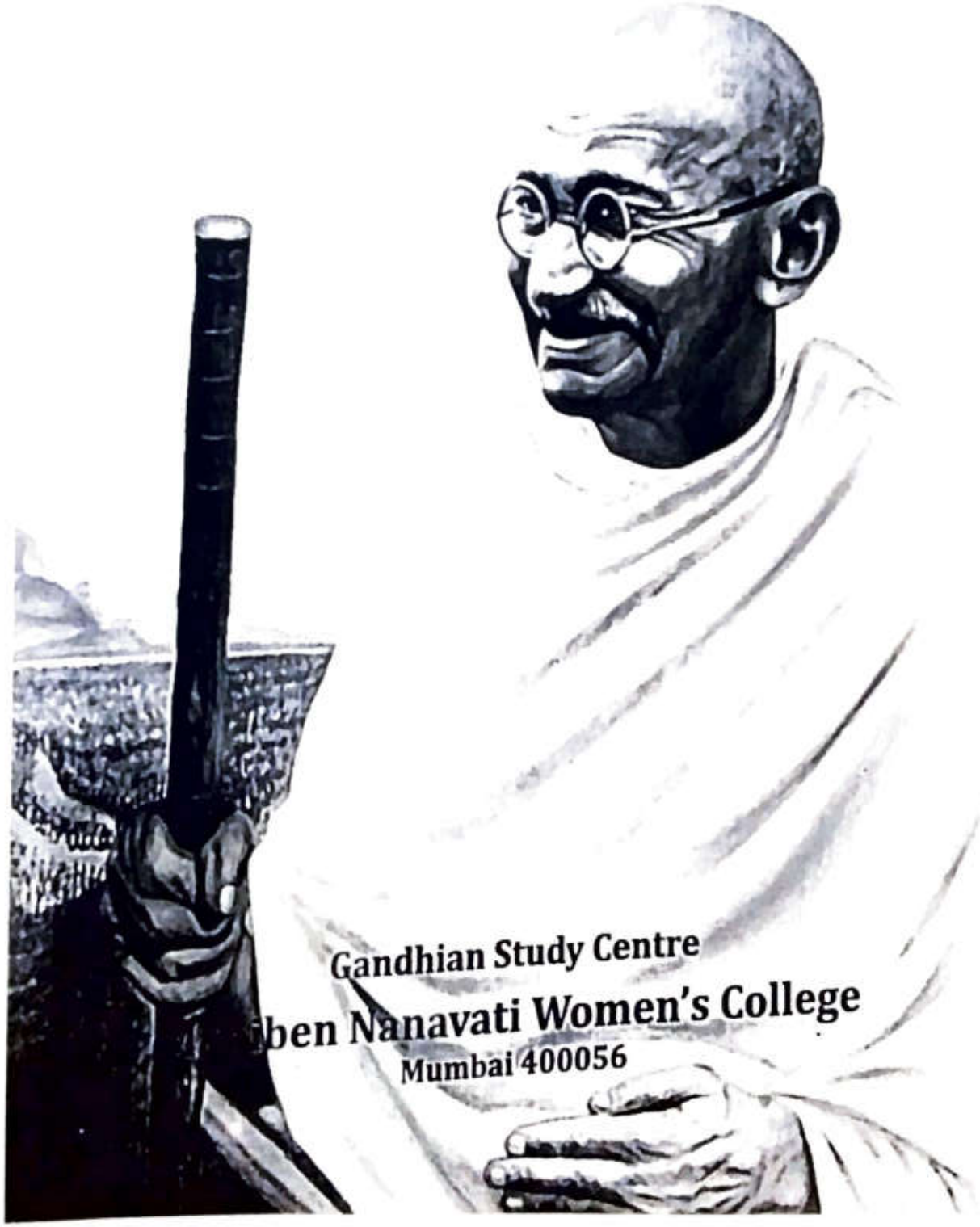
ABSTRACT

Gender Inequality is a very common phenomenon which seems to be rather comple organizations. Professionalism and position of women in businesses have become a tre topic lately. The human resource policies followed in organizations are responsible f creating differences in the workplaces. A robust and employee friendly atmosphere whic is free from biases, is the need of the hour. (Kelly, et al., 2011). The practices related t human resources such as compensation, work hours, decision making and so on are th prime reasons of gender issues at the work spaces. The prime objective of this paper is t analyze the issues faced by women in general at office settings. This study deals with typical problems faced by women and solutions related to those problems in particular. The understanding developed by this paper would help us learn about the working atmosphere, the ability of women to handle difficulties at workplace and the major roadblocks to development of the organizations, due to such issues.

1.0 INTRODUCTION

Women have played a pertinent role in developing the economy of any country throughout the history. The total success of any business may be estimated by the behavior towards women at workplace and the amount of work done by women (Stainback et al., 2016). The active participation of working women makes a business more superior and developed in many ways. Ironically women employees, generally are taken lightly by managers or superiors, and also by colleagues sometimes. In the ancient history women have faced restrictions in various ways by the society. Family responsibilities often pose a threat to

GANDHI
FOR ALL TIMES



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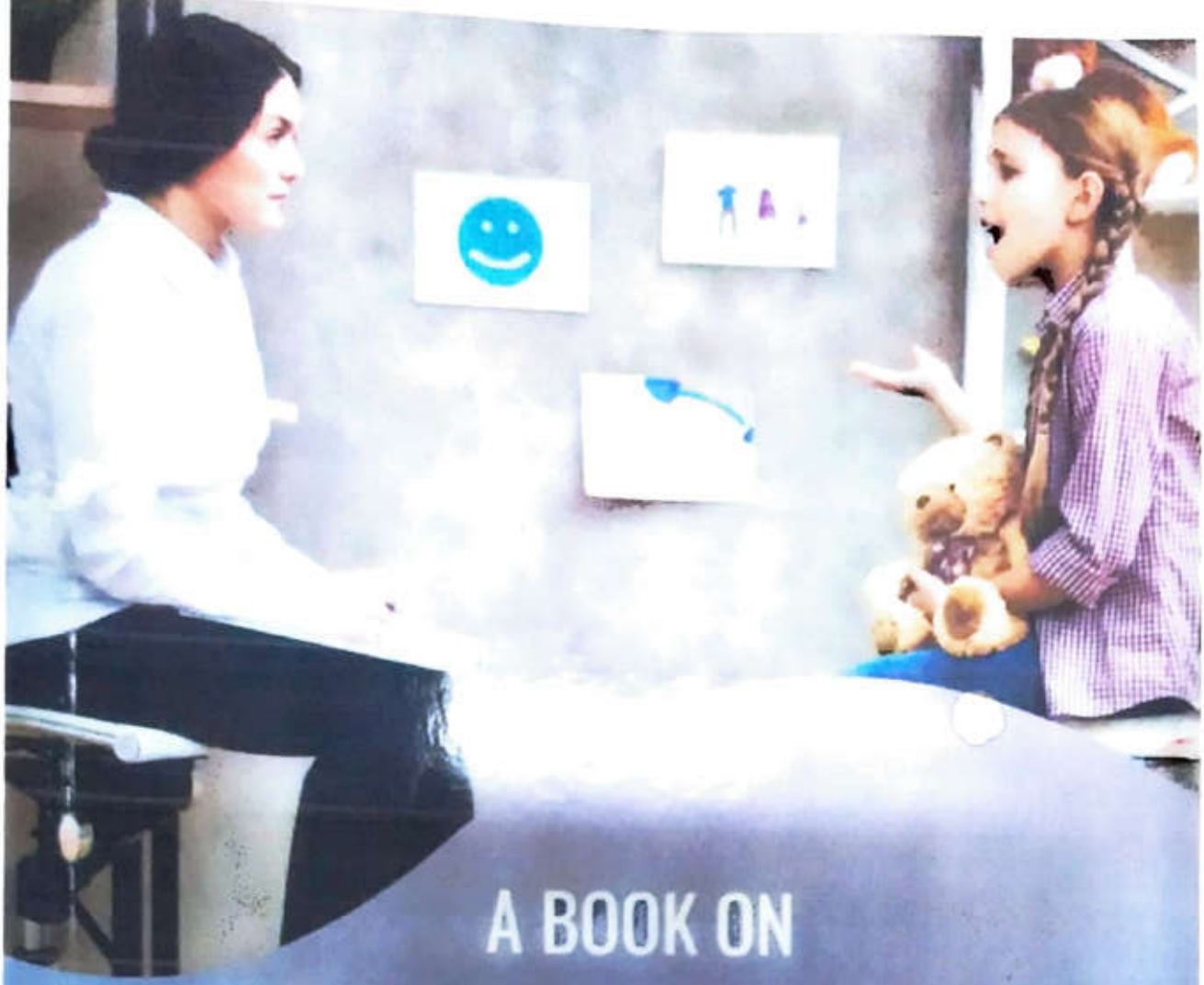
4

Gandhiji's Views on Women Empowerment

Twinkle Sanghavi

Mohandas Karamchand Gandhi, the great Indian freedom fighter who not only built reforms for political development but also left no stones unturned to bring a social change. One of his biggest achievements in the field of societal upliftment is the empowerment strategies designed for women development. One of the firm believes of Gandhiji is that the community as a whole can progress hurriedly if it eliminates all classes, gender and sections and comes together as humans. Gandhi's political philosophy is sturdily based on the humanitarian principles. The leader believed that politics cannot be secluded from social determinants. The relevance of political liberation was equally important as social liberation.

Gandhiji, all throughout his life, fought got the empowerment for the socially unfortunates, making omnipotent assistance for the growth of the situation of Indian women. The women during the Gandhian era got the support and motivation to move ahead and reinstate their own identity. The dogmas of Gandhiji enhanced their confidence and assisted them to reinvent their self-esteem. The women of that epoch not only worked for their individual upliftment but there was an arousal of national instinct among them as most of them even took active part in national engagements. Gandhiji considered that it's defaming to tag women as the weaker sex. His opinion and actions is not equally relevant in the



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A COMPREHENSIVE REVIEW ON PERSONALITY DYNAMICS IN ADOLESCENCE

Dr. Anuja Deshpande [15]

Abstract

Just like adults and children, adolescents can also be depicted in context of personality dynamics such as their thinking pattern, feelings and behavior, etc. In latest research, it is examined that specific behavior of youths conjoin into broader nature, the study is about how such nature gets developed across the childhood then in adolescence as well as how it is associated with biological, social and health results. The study identified that there are similarities as well as differences between the personality traits of youth and adults that assist them in shaping up their lives. The study will help in understanding the personality features of adolescence and would need more research at the convergence of personality, clinical psychology and developmental. Important points of consent have come up with reference to how specific the behavioral tendency is organized in wider traits like the structure of the personality, how the features of personality changes over time that is the development of personality and how it affects the outcomes of life.

***Keywords**: Adolescence, personality traits, Psychological Well-Being, personality development, Adolescent Psychology*

Introduction

Personality is a notion that is used to recognize the consistency as well as the stability of nature or behavior of a person in different situations; it is the uniqueness of

[15] Assistant Professor, Department of Psychology, Maniben Nanavati Women's College

पुरवाई

6-18 उम्र के बच्चों के लिए एक निःशुल्क कक्षा बुक करें।

कहानी

डॉ. रवीन्द्र कात्यायन की कहानी – कोर्ट मार्शल फिर से

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– धड़ धड़ धड़ धड़- धड़ाम! (कार्टून) जो दो सेकंड जोर-जोर से ट्रेनवाला पीट रहा था। केवल ट्रेनवाला खोलने वाली पुलिसी के दोहरे पर धमाका थी।

– मुझे अंदर आने दीजिए। वो लोग मुझे जान से मार देंगे। जल्दी कीजिए वे आ रहे हैं... ये टुकड़ा-टुकड़ा होने लगती पर धारावेट ब्लाक पूरे के अलावा के लिए। खोलिए। मुझे बचा लीजिए। पुलिस चिल्लाई।

– उस कहने के पीछे छिप जाएँ। पुलिसी ने पुलिस पर विश्वास करने हुए उसे अंदर का रास्ता दिखाया और ट्रेनवाला जल्दी से बंद कर दिया। सपनों के अनुसार का शोर सड़क से घर तक आया और फिर आगे बढ़ना शुरू हो गया। धीरे-धीरे सन्नाटा हो गया। सभी कि क्रीड़ा जा चुकी थी।

तुमच्या मित्रांसह कनेक्ट व्हा

पुलिसी ने सभी के साथ में अपने साथ का पदाघात देते हुए पूछा- अब बताओ क्या हुआ है? तुमने बहुत शराब पी रखी है। सच-सच बोलें मैं हो जा?

– जी।

– मैं तुम्हारे कुछ से ही समझ गई। लेना आदमी को एहसासों में है। इसे देखकर मैं जैसे तुमने घर में अपने दिया। लेकिन उससे यह बताओ कि हुआ क्या है?

– मेरी शादी का एक्सीडेंट हो गया है। डॉक्टिनसान टूक का

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संपादक

प्रा. डॉ. अनिल दिगंबर वाडकर

राष्ट्रीय सेवा योजना पर्यावरण संवर्धन एवं नारी सम्मान

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खर्डेकर स्टॉप, औसा रोड, लातूर

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58.
The Indigenous Groups and an Integral Part of India

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Introduction:

The word tribe or Adivasi comes from a word **'Adi'** meaning original and so we describe tribes as the original inhabitants of India, the natives of our land as well as an integral part of Indian society. As per the census of 2011, there are 550 tribes in India and contribute to 8.6 percentage which amounts to 104.2 million people of India's Population. Out of the total tribe's 11.3 per cent live in rural areas while 2.8 per cent live in urban areas and the remaining live in tribal or forest areas. The origin of tribes can be traced as hunters and food gatherers with its roots located after the decline of the Indus Valley Civilization. The word indigenous have been used here as it means natives of a place or an area and therefore, we consider the tribes as indigenous or natives of India.

The maximum number of tribes are found in central part of India and about ninety percent of North East India is tribal population of India. The tribes are named as Khasis, Gonds, Mundas, Kolis, Oraons, Ho, Bhils, Garos, Warlis, Santhals, Kuki, Lepcha, Meena, Chakma, Bora, Miri, Aka, and many more to name, speaking various dialects and found in all corners across India. Among them many still indulge in hunting and are food gatherers and even survive in very remote areas using rudimentary tools for survival. As per the government records 75 among them are very vulnerable and are in dire state away from the benefits provided by the administration and due to their backward state not able to adapt to new ways of life. Their population is also declining

as they are very primitive and are reluctant to mingle with nearby communities as well as places as they live in isolation. As there is no contact with civilization, they have a hand to mouth existence and therefore economically very backward.

Andre Beteille, a very well-known Anthropologist describes tribes as no more very isolated, they are very much influenced by the impact of civilizations in nearby areas. Anthropology has a very close connection with tribes as it gathers data from the archaeologists and provides information about the various tribes, preserves their way of life useful for national heritage. As anthropology is a scientific study of humanity and is concerned with human behaviour, human biology and societies of the past and present. Overall, it studies man's social life, culture with norms, values along with languages which influence his social life in return, along with the physical development of human beings. Therefore, all communities whether urban, rural or tribal being part of our society and our progress, only tribal society is included in the Anthropological studies as it deals with the past of man and the transition from Homo habilis, Homo erectus, Homo neanderthalensis to Homo sapiens. Anthropology thus is a science which preserves our culture and contributes in keeping our National Heritage alive. There are about 7000 languages in the world and around 3000 of them are declared as endangered. In India around 197 languages are on the verge of extinction out of the 19569 (languages and dialects), as per the 1961 census we have 1100 languages and 1652 are our mother tongues and although officially we have only 22 languages in India. In 1999, Bhasha Research and Publication Centre was started in Gujarat to preserve the rich heritage of our languages.

Family is a single unit with kinship bonds and being a close-knit community has a very rich cultural heritage and is passed from one generation to another. **Gotul** is a very close formal organization monitored by elders where the adolescents and youth are trained by them in hunting, fishing, archery, dance, music, playing instruments and singing together along with important things like good values, ethics and norms in youth. As the tribal areas are isolated there are no schools around and a few of them which are close by are about a few kilometres

away and have the basic elementary education, either primary or secondary level. Government of India has made provision of school for tribal children in the form of **Ashram schools** which are boarding schools specially built to provide education and other facilities so that children from nearby areas come and study together. The response to these schools is very less as children have to stay away and parents need them for grazing animals, farming and for other chores. As most of them are poor and live a hand to mouth existence, due to it they lack proper food and nutrition and although they have super foods like ragi and other millets along with meats, they are in debts and many have lost their land to money lenders. They have succumbed to alcohol and other vices like robbery, gambling etc. They believe in old traditional methods of healing and nursing and avoid doctors and medical facility, leading to deaths and spread of diseases and even emergencies. The new generation now visit the local primary health centres and are also getting educated by enrolling in Ashram Schools, today these are known as the **Eklavya** Model Residential Schools.

The tribes are very secure in their surroundings and have a very traditional and competent knowledge of herbs and barks in the forest to heal almost all diseases, the challenges they face today are due to deforestation and development causing them to relocate and exposure to urban ways of life. Research reveals that due to this they are exposed to T.B, Leprosy, water, air borne diseases and due to loss in habitat and traditional occupations as well as traditional methods of cure dwindling as well as superstition, they are facing several challenges in health areas. The loss of traditional work, deforestation, displacement along with illiteracy has made them poor and vulnerable to be exploited. This has compelled them to vices like gambling, alcoholism, prostitution and also robbery and several other crimes. There were instances in Mumbai where Pardhi would commit robbery at night as they are expert in climbing. The tribes also robbed people on the highways at night. Some examples of Husband soliciting customers for their wives and daughters is reported at Delhi-Haryana border where they live.

The tribes follow polyandry as well as polygyny, child marriage, Infanticide, homicide, exchange of wives, trial marriage, trading of

women. Black magic was common in olden times, today few of the tribes follow them and believe in **Animism** where they worship all the forces of nature like animals, birds, water etc. They also believe in Ethnocentrism like all societies do where you believe that your culture including your language, food, dressing style, language, music, dance, values etc. are the best. Some of tribes are very open and modern in outlook as they follow trial marriage and a few communities believe and follow Matriarchy where women are the head of households like the Khasis of North India and Nair in South India. The tribes were influenced by British Missionaries and some tribes of North East India got converted to Christianity and went to missionary schools to follow western way of life. They are very modern in outlook and going away from tradition and losing their culture under western influences.

The government is consistently trying to protect them and preserve their culture by providing benefits under various schemes under the Ministry of Tribal Welfare and other schemes, as they are isolated, less or not educated, they are unable to utilize the benefits of the schemes and many provisions do not reach them due to bureaucracy and corruption. Several of the tribal people are found to be working as farm labourers, bonded labourers, mine and industry workers, a miniscule percentage of them are working in organized sectors as well as government organizations under the ST quota in urban areas. The tribal areas have also remained backward due to unavailability of staff like teachers and officers unwilling to go and work in these remote areas due to lack of road connectivity and amenities. Some of the tribes in north India demanded separate states like Jharkhand, Uttarakhand, Bodoland, Chhattisgarh, Uttaranchal and new states were formed with maximum tribal population. Although the struggle for Bodoland still continues their several demands have been met. Some tribes are declared as Naxalites by government as they are seen indulging in warfare and militant activities and have spread across the country.

There are several tribes which are on the verge of extinction like the **Sentinelese, Onge, Jarawa** and the **Great Andamanese** tribe of Andaman and Nicobar Islands; the **Kamar** tribe of M.P and Chhattisgarh, the **Kadar** tribe of Kerala and the **Kurumba** tribe of

Kerala and Tamil Nadu. In Malabar region a tribe called as Moplah or Mappila who were brought by British to India and belong to Negroid race, they have adopted to the local culture and are part of the region.

Several leaders have initiated movements for tribes and most famous among them was Birsa Munda who was not only a great leader, an activist, loved and also worshipped as god by many tribes in North India. Another very famous personality among the tribes was Rani Gaidinliu who was a freedom fighter and later a political leader. Today we have several of them in Indian Administrative as well as Indian Police Services and in Government offices which indicates that they are slowly becoming a part of our mainstream fabric.

The culture of India is very rich with vibrant heritage which comes from all communities, religious groups as well as regions and the tribes certainly add colour to it with its dance, music, knowledge, and make our heritage richer with traditional values and customs and therefore the tribes being an integral part of our country and heritage, need to be saved from extinction, their dwindling number as well as their mixing with other cultures. They need to be saved and protected for our own existence as well as culture and heritage of India to be preserved for future generations too.

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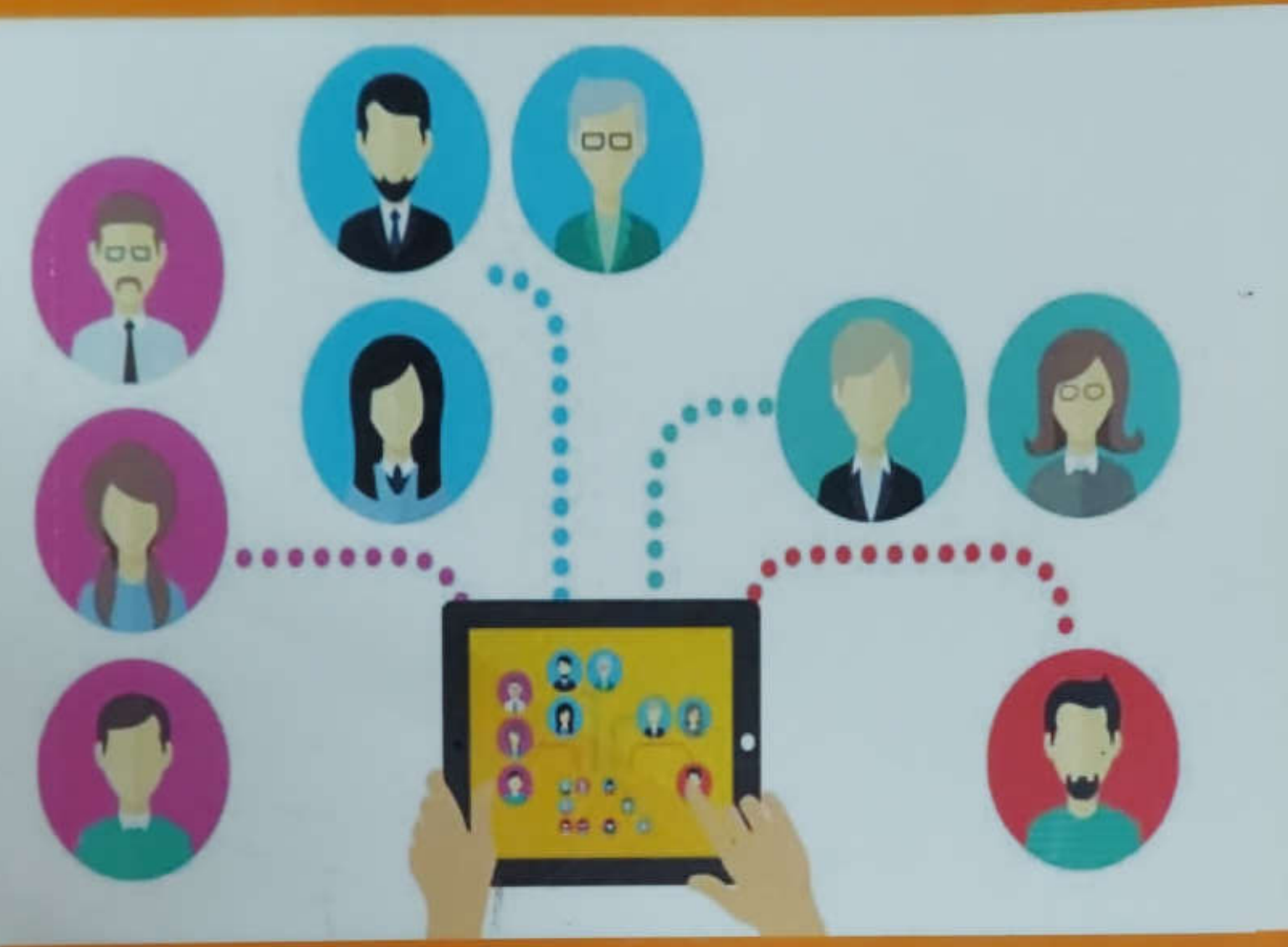

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PRODUCT CUSTOMIZATION: NEW ERA OF PRODUCT DEVELOPMENT

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ABSTRACT

Globalization and the Internet has made the world a very small place to live in. Consumers not only have a variety of brands to choose from but also a variety of products under the same brand. With the wide range of product lines catering different market segmentations and meeting the needs of every customer is now easy. Companies today launch not only just one product but a number of variants of the same products to suit the customers preference of different segments. The times are changing and with this companies are shifting over customization of products in order to stand strong in the market and achieve greater amounts of customer satisfaction.

Key Words: customization of products, consumer satisfaction, New product development

INTRODUCTION

"It's better to have quality than quantity", is what we say, a quality product will last for a longer time in the minds of the customers. As it will provide a greater amount of customer satisfaction, high quality product, meets the customer's needs. During the time when Maggie faced a crisis with its noodles, it was able to revive itself back into the market only on one condition and that was consumer loyalty. Today with Multinational Brands entering different markets and large amounts of competition, it is difficult to sustain a loyal customer. A consumer will be loyal only when he/she is satisfied. Today with the changing times the meaning of satisfaction has also changed. The demands of consumers have increased and meeting their demand to the point is when customisation is something that can solve the problem. This paper focuses on understanding the emerging era of product customization with the help of case studies. The attempt is made to understand the opportunities and challenges in this emerging era.

CONCEPTUAL FRAMEWORK

- **The Production Concept-** Emerges from production orientation. This was in the olden days when the consumers only had to buy from the products available in the market. The manufacturers assumed that the products that are in mass volume and low in prices was most accepted by the consumers. Product managers assumed that the products available at low prices and are widely available are the products purchased by the consumers. Application of this concept leads to poor quality of product.
- **The Product Concept-** This concept orients on the attributes of the products. The product managers focus on the attributes of the products, improving the quality and technological improvements. The drawback of this stage was that the producers focused only on the products and not on consumer needs.

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- **The Selling Concept-** This concept believed that the customers will buy products when persuaded and selling efforts are initiated. The whole focus of this concept was to create sales by persuasion, the drawback of this concept was the assumption that the "Sales happen through persuasion and dissatisfied customers do not complain." In real life situations the ideology does not work and often leads to failure in the business.
- **The Marketing Concept-** Selling focuses on the needs of the customer's whereas Marketing focuses on the needs of the buyers. The marketing concept helps understand the consumer needs and wants and satisfy them with the products and services that consumers seek. This concept has worked as the most successful method in the market, earning economies for the company.
- **The Societal Marketing Concept-** This concept is an extension to the marketing concept. Here the focus is to match the goal of profit maximization with the goal of customer satisfaction. With the growing need of concern towards society this concept focuses on giving in return the best to the society by making marketing relevant to the society.
- **The Product Customization Concept-** product customization arises when the product is tailor made according to the customer's preferences. The likes, dislikes, needs, wants, and all the other preferences are recommended by the customer while making the product. Previously customizations were made only to a specific category of products and only a certain set of manufacturers could do the needful, but today with the help of E-commerce customization of products are taking place. The customization provides a great amount of satisfaction to the customer. The product developed is based on the term "made-to-order" or "Tailor Made".

REVIEW OF LITERATURE

In an article by Aviva Freuidman in the New York Times stated that all businesses today are sifting to customize products to extend their product lines. Companies that have just entered the market to companies that are already pioneers in the market are now starting to use this strategy. Freudman stated that there is a huge shift in the business today right from social to cultural, economic to technology. **Wiivv,** a Canadian sportswear company manufacturers footwear i.e., sports shoes based on the footprint of every customer based on the scan the customer creates on the manufacturers Application. The company started in 2014 and is now making business in billions. Their revenue has turned into 6 digits. The company also personalities the name of customers on their shoes.

Similarly, many companies are now using 3D printers to create every type of products possible from Appalled to jewellery, medical implant, pharmaceuticals steel all are undergoing mass customization with these changes in the market and increasing demand big brands also have to offer the same due to competition pressure.

Rae Witte, in her article "Three brands taking customization beyond personalization to treat yourself with." On Forbes; shared example of 3 such brands that have created customization is, money demanding task but satisfaction is guaranteed.

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Hawthorne, launched in the year 2016 is a New York based brand that creates perfumes based on customers, diet, lifestyle, habits and body chemistry; the data is collected on the Website and each user is offered 2 scents for work and for play, created by top fragrance created. The cost of the scent is around $100 and the products are replaced till the time the customer finds the right fragrance that suits them.

Function of Beauty is a personalized hair care brand that provides products based on a questionnaire filled by the customer. The question contains concerns like hair type, colour and scent preferences. A section also includes the hair goals one wishes to achieve such as frizz free hair, colour protection, deep cleaning etc. Function of beauty offers guaranteed products, each product filled individually when an order is placed. Another product is replaced in case the customer is not satisfied with the product at first.

BAUME, launched in the year 2018 offering customized watches as per the customers interest. The watches are sustainable and one can select the shape size, colour, frame, material and even material of bands, each option has more than 2000 varieties to choose from. As there is customization to switch according to their choice.

STATEMENT OF PROBLEM

The needs and demands of the consumers are rapidly increasing. New set of items are adding to their basic needs. Consumer's today have become very picky about the products they choose as they look forward to products and services that suit their needs and lifestyle. A consumer buys a product to satisfy psychological needs of looking good, or consuming good or buying good quality products. And when a brand provides a product which can be altered or customized according to their choice is like a cherry on the cake. We have seen examples of car modifications where the company assists the customer to modify a certain set of accessories in the car like seat covers, lights, etc. but when we talk about soaps being customised or cosmetic products being customized it goes beyond imagination. There is an increase in brands creating customized products right from sofa, interiors, clothing, soaps & toiletries to beauty products, gifting crockeries to bedsheets. Today what not can be customised? We are happy to have customized mobile covers to customized mobile phones today made of Gold. With the increasing customization there is an increase in demand, customers are ready to pay any amount if they are able to get the product of their favourite brand developing a product specially for an individual. This is a rising concern for many companies whereas adding USP to others. This study aims at understanding the challenges and opportunities that Customization of products brings into the scene.

OBJECTIVE OF THE STUDY

1. To understand the concept of product customization.
2. To understand the difference between customization and personalization.
3. To understand the opportunities and challenges in product customization.
4. To study the prospects of product customization.
5. To provide conclusions and suggestions to the study

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SIGNIFICANCE OF THE STUDY

This study will be helpful for the manufacturers to understand the upcoming trends in product development. It will also help them to understand the opportunities and potential scope in their products. This study will also be helpful to the marketing Agencies and Advertising agencies to understand what and how they are expected to promote the products. It will also be helpful to the candidates seeking employment as customized products will lead to more employment opportunities.

RESEARCH METHODOLOGY

The researcher will use the secondary data for the research. The sources for the secondary data are E-Journals, Articles, blogs, E- Newspapers, reference books etc. The research will be elaborated with the help of a case study in a descriptive method.

ANALYSIS

CUSTOMIZATION VS PERSONALIZATION

Both are often used as synonyms by people but in practical sense both are different, they both perform different functions. Let's say for an example when we visit Starbucks the coffee that we order the waiter writes our name on it- that is personalized, but when we order a latte with no sugar, hazelnut flavour and whipped cream on the top- that is customized. In other terms customization happens when the inputs of the customer are considered and the product is created accordingly but personalization is user relevant products or services being offered. Personalization is offered by the company whereas customization is initiated by the customer.

CUSTOMIZATION THE GROWING CHALLENGE

- Customization is an emerging challenge in the market with competition, leaving no choice for mass producers to shift into customization.
- When every product has to be customised according to individuals' preferences it requires larger technological application, each product has to be worked upon individually which is time consuming.
- Consumer behaviour is very dynamic and you never know what the consumer may ask for. Understanding every individual's preferences is time consuming and a slow process.
- When people pay an exclusively high amount for a product, they expect it to be of a class quality. Also, customers have high expectation due to customization, the consumer has certain set of ideology or imagination which at times also may not be realistic in nature but when the actual product reaches them there is higher amount of satisfaction
- Customization incurs higher cost for manufacturers as best of skills, expertise technologies are needed which are extremely expensive every business has the common risk of failure if not marked properly or if it did not meet the customer expectation, All effort and investment into vain.

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- Every customer has difficult demands with respect to the quality and type of product, it is nearly impossible to stock raw material in advance as the producer is unaware of what would be their next order.
- Globalization has made the customer smarter, with a wide range of products available in the market for one specific product it is confuses the manufacturer

ADVANTAGES

- As the products are made for individuals based on specific needs, stocking and warehousing is of the least requirement. It indirectly saves logistics and warehousing expenses for the organization.
- It adds value to the brand and higher level of customer satisfaction.
- The company does not have to waste time and money in continuous research.
- Products made doesn't require bulk purchases. The manufacturer can buy only what is needed, reducing the wastage of excess product.
- It helps the company to develop brand equity and nurture the brand for a longer period in the Market.
- It helps the company beat competition in the market. As it helps the brand to stay updated with what to expect next.
- It has been helping brands and the products to stand out in the crowd and that's where it is taking over the attention of new customers.

FUTURE PROSPECTS OF PRODUCT CUSTOMIZATION

"Customization is Here to Stay!" When The customer is given personal attention, the product created according to the customer's choice gives a better experience. Function of Beauty and Hawthorn has been successful in creating better experience. Similarly, the wiivv Sportswear were able to produce products which were customized according to individual foot size and width. They were able to deliver a better-quality product that suited every individual's needs and the customers did not have to compromise their experience to any extent.

There are a number of brands that are today coming up with customized products and the growth has been seen in that industry. More and more companies are adding another product line to their Product mix by doing customization. India is also now acknowledging personalized products. Soon shall be taken over by customization. Pandemic has given birth to homegrown entrepreneurs and today more and more people are using their creativity as a source of business right from customised Nameplates to hand painted dupattas, customised passport wallets and much more to explore from. Customers like to follow the trend and when they can achieve a product that can showcase their personality it attracts more customers.

As it creates product differentiation, it is a level up for the customers to add attributes of their choice to the products of the. Which in turn increases brand loyalty and helps sustain the customers. Previously the companies have been striving hard to give value added benefits to its customers, provide number of

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services for creating experience which incurs extra cost, efforts and time but with customization the product itself creates the whole experience for the consumers cutting down all additional expenses again encouraging the manufacturer to focus only on the product rather than additional marketing services. This ideology will motivate more manufacturers to enter the market.

The future is technology and CAD based systems, 3D systems will help manufacturers to develop products more efficiently and easily again as a bonus to manufacturers to invest less and receive more profits.

With the growing demand for Artificial Intelligence adds boon to customization, customers can order products and services with the help of chatbots and other artificial intelligence mechanisms like 3D image, Customers can view themselves using the products, so that they can decide whether the product suits them or not.

CONCLUSION

We have seen the transition from the societal marketing era to Personalization where the customers data is taken and preferences are modified accordingly, products adding Name and choice of colour of the customer has been a very successful strategy. Netflix, YouTube are really good jobs, to add to it even coca cola- "Share a coke" has used this strategy to add individuals' names on the bottle sticker. To conclude it is observed that consumers are liking the concept of Personalized and custom products, but there is a greater demand for customised products that can be predicted as personalisation is offered from the company where as customisation happens according to the customer's choice. In past few years we have seen a great demand for personalized gifting products from Mugs to keychains etc, but now we are witnessing brands like Bare Anatomy creating customised hair care products, LANCÔME with cosmetic products, BAUME with watches, Louis Vuitton with custom run-away sneakers, Nike has also come up with the same strategy.

With the examples shared it can be seen that most of the brands that have come up with this strategy are not really old in the market, yet they have done exceptional jobs and prospered their revenues. With the increasing demands of the customers, it can be said that more and more customers will soon look forward to customised products in all spectrums.

SUGGESTIONS

- Companies must conduct SWOT analysis of their products with their competitor's products so to understand where they stand.
- Companies should be ready to adopt new production and marketing strategies in the market.
- Extension of product lines can be done with product customization and mass customization can be considered to be safe for the future changes in the market.
- Use of Artificial Intelligence, Virtual Reality and Augmented Reality are emerging tools to marketing products which will be very helpful to brands when we talk about product customisation.

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- It is a must for every company to update themselves according to the changing environment in order to survive in the market.

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Edited By
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IMPACT OF CUSTOMER SERVICE AMONG YOUNG CONSUMERS IN MUMBAI METRO REGION

48

Snehal Obhan

ABSTRACT

We have witnessed Evolution of Marketing from the product concept to production concept and from Selling concept to Marketing. Consumers today are no longer interested only in the product but they also consider services associated with the product as a major part of concern. On the other hand, we cannot pass over the concept of levels of products since one talk about understanding the needs and wants of the customer and the other talks about providing products with multiple attributes attached to it. Combining both the concepts can lead to the success for a firm. This research focuses on understanding the importance of customer service and its impact on consumers' buying choices.

Keywords: *Customer Service, Potential Product, Customer Satisfaction*

I. INTRODUCTION

With the changing customer lifestyle and consumption patterns, so is the demand for the products. We have seen the shift from three levels of product to five levels of the product, we have also witnessed the shift from product concept to Marketing concept. Globalization and increasing income the demands are increasing. the consumers don't mind to pay high for products of high quality and services. Young consumers are demanding, modernized, and innovative. The company strives hard to create a greater level of customer satisfaction through the means of customer service. hence the research into focus on the strategies, the factors and the level of satisfaction that customer service creates.

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II. STATEMENT OF PROBLEM

Customers not only buy products but also have certain Expectations certain augmentations and certain potentials that they look forward to in a product. a product may satisfy the basic need or want of a customer but when it comes to satisfaction no one can escape the potential product which refers to the factors due to which one wants to buy the product which gives an ongoing image in the mind of the customer. Hence It is essential for every company to interact with the services provided along with the product. the consumers are not forgiving in case they need and not met in case of the service.
Hence the researcher has made an attempt to find out the impact of customer service on young consumers in the Mumbai Metro region.

III. OBJECTIVE OF THE STUDY

- To Understand the Concept of Customer Service
- To understand Various Customer Service Strategies.
- To Understand the impact of customer service among consumers in the Mumbai Metro Region.
- To Provide conclusion and Suggestion to the study.

IV. SIGNIFICANCE OF THE STUDY

This Study will help Companies develop better customer service strategies. It will also help the Customer service managers to understand the consumer's attitude towards customer service in Mumbai Metro Region. It will also be beneficial for customers to receive better customer service. Similarly, the companies will be able to provide better customer service.

V. RESEARCH METHODOLOGY

The researcher has collected data from both primary and secondary sources.

The secondary data has been collected from E- Journals, Newspapers, Magazines, articles and blogs.

The Primary data have been conducted with a set of questionnaires. The sample has been the 117 Respondents both Male and female from Mumbai Metro Region.

VI. REVIEW OF LITERATURE

In [1] Researcher has stated that Due to high levels of elevation there and number of products available in the market the only way to retain the customer is through its potential product that

is true is customer service. he also stated that there is a growth in small and micro industries which are able to get a much more personalized products with better quality of service enabling customers to take a shipped over from multinational product to personalized product. This is creating another level of competition in the market.

Pribanic Emily (August, 2020). Article stated that customer service can lead to success, it is also a critical factor for the industry. She addressed the technology which helps improve customer service experience and address concerns raised by the customers. That companies Must understand the needs and wants of the customer, their likes and preferences with the help of technology and develop a mechanism to provide service using that data. Certain factors to improve customer experience like emotional connection with the customers Which includes emotions of gratitude, positive attitude, condolences, apologies and much more customer a satisfaction disappointed with the product, getting a real-time feedback- when a customer purchases a product that product [2] is at the highest point of mind of the customer, the customer is making a post purchase evaluation of the product at that point of time, collecting a real-time feedback Assist appropriate answers and to your experience of the customers, she also mentioned to satisfy the customer's needs which can be done with a quality of core product. Lastly, to re-examine the opportunities in the market to come up with innovative ideas. Another major focus was on creating customer experience irrespective of the time of purchase. She considered customer experience as one of the vital keys to success. to conclude the whole article emphasizes on two major aspects foreskin Technology and second customer experience in order to win the customers.

[3] In an article by Peter Desmet and Paul Hekkert they stated that consumers look forward to experience if the core product can be stated as pleasant, calm, unpleasant, activated. the stated that emotion, concern and product all are interrelated with appraisal. they concluded that experience is the basic purpose by which a consumer purchases a product they also stated that a user centered design can be a strong approach to retain its customer Respective to the rational experience or irrational experience as each level of the product uses the product experience.

[4] Morgan Blake, contributed impressive examples of customer services initiated by various brands that are not only successful but innovative to meet the modern consumer's needs. She shared examples from Mercedes to Ford launching AR based apps to convenience stores in taxi in Singapore, from bottles AR with games to Gamification loyalty programs. All the examples listed

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can be concluded as a base for creating customer experience which leads to customer satisfaction as a means through customer service.

VII. DATA INTERPRETATION

Quantitative method of research was conducted with the help of a well-structured questionnaire and data was collected from 117 Young respondents of Mumbai Metro Region. On analyzing the following statical data was generated.

Age

According to the research conducted it was observed that 94.9 percent of consumers there are under the age of 18 to 25 and only 95.1 % of consumers belong to the age group of 26 to 32 which theory made the objective of the research that is to focus on young consumers in Mumbai Metro region.

Type of Population

It was also observed that 87.2 % of respondents by students which consists of the majority of the young generation who are smarter when they buy a product can also conclude that the respondents are still a dependent population and the products that they buy are not luxury products or are not and products which have incurred high prices.

Seek Customer Service

When asked for customer service they stated 50.4% of respondents see customer assistants sometimes whereas, 36.8 percent stated that only if in their face a major difficulty 8.5 % of consumers always look for customer service. It can be observed that a very smaller number of young respondents always seek customer service.

Customer Service- Purpose

According to the research conducted It was observed that 22.22% of respondents seek personal assistants or attention while buying a product for any kind of help, whereas 35% of respondents look for customer service only after sales of the product that is after Sales Service 20.5 percent respondents see loyalty cards and other loyalty methods and very few stated that they look for other services like email customer service social media service live chat with customers technical support marketing support sales etc.

Customer Service- an Important Aspect

According to the research conducted it was observed that when respondents were asked whether they consider before buying a product or brand 13.8% respondents said yes, they consider customer service as one of the aspects 19.7 percent respondents do not consider customer service as an important aspect where 49.6 % stated maybe. This symbolizes that very less number of respondents do not consider customer service as a crucial part whereas the majority of respondents

consider customer service as one of the essential parts or one of the parts that they look forward to, which States that customer service is an important element of a product. Respondents were also asked the reason why they consider it as important they stated points like it determined relationship, customers always listens to the buyers, give the Assurance and self-satisfaction of the product being purchased, really important for image of the product in the market, it reflects brand impression, it can attain their customers if approach immediately, customers feel secured, it acts as a guiding roll with the product, give more satisfaction, customer tends to be loyal, As customer service is one of the face of the company.

Customer service- Satisfied Customers

The respondents stated that 47.9 person respondents said satisfied, 48.7 percent respondents said they are always satisfied and very few stated never. with the overall view it can be observed that there is a greater impact of customer satisfaction on respondents. The respondents also listed their Brands from which they are very satisfied which included brands like Amazon, LG, Nike, Nykaa, Apple, Reliance, Myntra.

Customer service- Factors

Respondents also listed the factors of satisfaction which included customer service, helped them clear doubts, prompt responses, immediate service, quick problem solving, good service, good follow up. it was observed that a majority of respondents stated immediate problem solving and prompt actions as one of the factors which aids satisfaction.

Types of Products preferred for Customer Service

When the respondents were asked about the products which they prefer customer service 65.4% respondents stated electronic products like laptops, mobiles and other Gadgets. While only 9.6% respondents preferred in food and restaurants, on the other hand 23.2% respondents said they prefer in fashion and other retail aspects.

Level of Satisfaction

Also asked to rate their satisfaction level received from the company they mentioned. The majority of respondents rated their satisfaction between 8 to 10 which was the highest another set of customers rated between 5 to 7 which was around 12% to 11.1% respectively whereas only a few respondents stated their satisfaction between two to four which included 0.9 % to 5.1 % of respondents. It can be clearly observed when customers rated their level of satisfaction unsatisfied and still treated them 8 has the highest respondents.

Benefit to the Company

According to the research conducted it was also observed that satisfied customers also referred the brand to their friends and others which is around 96.6 percent. It was also concluded that satisfied customers turn out to be loyal customers and they prefer to stick to their brand irrespective to other better product choices. consumers find assurance as one of the essential factors which

can be achieved with the help of customer service.

VIII. CONCLUSION

It can be concluded that customer satisfaction plays a vital role in the product industry. In order to beat the competition in the market customer service can play as a major weapon to beat it other competitors in the market but also to retain its customer for a longer duration. A loyal customer is an asset to the company. A Loyal customer will not only recommend the product to others but will also continue with the product as Respective to the turbulence in the market. Young consumers today want to be at short about any products they purchase. young consumers patience and especially when a product is purchased and money is disbursed customers seek to have assurance with the product. It was also observed that consumers look forward to physical evidence which in turn can be a person on call or physical in nature. The level of responses given to a customer from the company helps determine the customer satisfaction. customers see more personal assistants when it comes to high end products which involves high involvement of the consumer. The professionalism and politeness rejected by the customer service team create a huge impact in the minds of customers creating a brand image and brand loyalty towards a company. It is also observed that a mere advertisement can only attract customers but it is customer service that leads to actual sales of the product.

Customer service has been enhanced with the help of technology, 24/7 customer service platforms, social media platforms and other e-services methods are enabling consumers to interact with the companies in no matter of time.

IX. SUGGESTIONS

Developing a strong customer is essential for any company. Today consumers today look for personalization and customization. A personal touch with the help of a customer service can help customers make decisions to a better level. We live in a world of humans, no matter how far the technology goes yet human touch to any product or service makes a huge difference.

- Immediate response with the help of chatbots and artificial intelligence can help companies give immediate response to its customers.
- Is another component adding to customer service- humans today are so impatient to wait for customer service representatives to respond. On the other hand, self-service adds an experience to the customer while purchasing a product. Example: retail stores like 7 Eleven provide Stations with instant noodle making machines, microwave and water heaters at their stores, enabling customers to immediately reheat the products, and even cook their products and add other customized products like eggs. This concept is quite trending in the Asian market, making it open the gates for Indian Market.

- Micro interactions can do a great extent creating opportunity for customers to make repeat purchases. Creating small clips humorous messages and creative offers can help assist customer service to greater extent.
- Customer experience in the terms of professional talks, industry knowledge, product knowledge can generate confidence among the customers.
- In case of non-personalized products customer service can lead to create satisfaction for products.
- Immediate customer feedback, quick actions, convenient service options like home service will help companies in the long run.
- Customer services at physical stores or on call in regular intervals can assist the customer feeling privileged, and important to the company.
- Long and tedious Methods of service can be boring and shall also push away the customer. Simple structured customers service mechanism, no multiple visits no multiple calls from customer end can enable a smooth customer service pattern.
- The company should conduct feedback on the product on regular intervals shall help the company retain a good image.
- Use AR/ VR and AI to customize and provide better services to the customers.

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