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Diversification in Home Science Education

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Employee Happiness: The Key Factor of Organizational Growth

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The Role and Impact of Election Commissions in Democratic Governance

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Shruti, Dr. Sharad Kumar Bhatnagar

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Muzaffarnagar, U.P. (INDIA)

MEDIA TECHNOLOGY AND HUMAN CAPACITY

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ABSTRACT

The advancement of technology has undoubtedly brought about numerous benefits to society, from increased productivity to improved communication and connectivity. However, there is growing concern that technology may be affecting human capacity in various ways, including but not limited to cognitive abilities, social skills, and mental health. This paper aims to review the current state of research on the relationship between media technology and human capacity. The literature review covers studies that investigate the impact of technology on different aspects of human capacity, including attention, memory, creativity, empathy, and emotional intelligence. The paper also discusses potential solutions to mitigate the negative impact of media technology on human capacity, including limiting screen time, promoting digital literacy, and fostering human connections. Overall, this paper highlights the need for further research on this topic to inform the development of effective interventions and policies that can promote a healthy balance between media technology use and human capacity.

Keywords: Human capacity, Cognitive abilities, Maker spaces, exacerbate, canvassing.

INTRODUCTION

Web Survey

Web-based surveys are surveys designed and delivered using the internet. The use of these survey tools is becoming increasingly common in research. Their advantages are appealing to surveyors because they allow for rapid development and administration of surveys, fast data collection and analysis, low cost, and fewer errors due to manual data entry than telephone or mailed questionnaires. Internet surveys may be used in academic research settings with improved speed and efficacy of data collection compared with paper or verbal survey modalities. However, limitations such as potentially low response rates, demographic biases, and variations in computer literacy and internet access remain areas of concern.

Advantages of web surveys

1. **Faster medium to reach the target audience:**
In comparison to the other surveys techniques

such as pen-and-paper surveys, web surveys are exceedingly fast in acquiring feedback from respondents.

2. **Real time analysis :** After collecting information, the analysis is an important step for researchers to take prompt actions. With the availability of web survey software such as question pro, researchers can analyze collected data in real time from a central dashboard.
3. **Cost-efficient:** Due to the minimum required resources, web surveys are much cheaper than the other surveys methods such as telephonic or pen-and-paper Surveys.
4. **Minimum margin-of-error :** unlike the traditional survey methods, respondents directly answer the surveys, without the involvement of a mediator. The margin-of-error in case of web surveys is hence, very limited.

5. Convenient to understand for respondents:

Web surveys are usually very easy to answer as they either come to the email inbox or social media, it can be answered with a click.

6. Saves researchers time :- Web surveys are quick to configure and due to ease, they tend to save re searchers time.

- 6. Respondents are more truthful :** When a web survey is conducted within a target audience, researchers allow respondents to answer anonymously. Due to the anonymity involved in web surveys, respondents usually depict a more honest and truthful behavior in providing feedback.

Media Technology

Technology has been an integral part of human life since its inception. It has changed the way we live, work and interact with each other. While technology has many benefits, it has also been blamed for reducing human capacity in various ways.

Media technology has revolutionized the way we consume and interact with information and entertainment in the modern world. From the humble beginnings of the printing press to the digital age of the internet and social media, media technology has constantly evolved to shape our daily lives. With the advent of television, radio, and now streaming services, we have unparalleled access to news, music, movies, and TV shows from around the globe. The rise of social media platforms has enabled instant communication and connectivity with people worldwide, fostering new communities and facilitating the spread of ideas. Additionally, media technology has played a significant role in democratizing information, empowering citizen journalists, and bringing attention to important social and political issues. However, with this great power comes responsibility. The proliferation of fake news, echo chambers, and online harassment also highlights the need for media literacy and ethical use of technology. In conclusion, media technology has been a double-edged sword, profoundly transforming

our lives, but also challenging us to navigate its complexities responsibly.

The relationship between media technology and human capacity has become increasingly intertwined and interdependent. As technology evolves, it requires individuals with the skills and expertise to develop, operate, and maintain it. Conversely, human capacity is enhanced through the use of technology, as it enables individuals to perform tasks more efficiently and effectively.

Human Capacity

Human capacity refers to the range of abilities, skills, knowledge, and potential that individuals possess to perform tasks, solve problems, make decisions, and adapt to changes in their environment. Human capacity encompasses both innate and acquired qualities, including cognitive, emotional, social, and physical abilities.

Examples of human capacity include intelligence, creativity, critical thinking, emotional intelligence, communication skills, leadership abilities, teamwork, resilience, adaptability, and physical strength and endurance.

Human capacity is not fixed and can be developed and improved through education, training, and practice.

Human capacity is an important concept in fields such as psychology, education, management, and public policy, as it helps to understand how individuals and communities can maximize their potential and achieve their goals.

Media Technology and Human capacity

Media Technology and human capacity are closely intertwined, with each influencing the other in various ways. Media Technology such as television, camera, software, social media applications, etc, has the potential to enhance human capacity by providing tools and resources that can increase efficiency, productivity, and effectiveness. At the same time, human capacity is necessary to develop, implement,

and use technology in meaningful ways that benefit society.

While media technology has many benefits, it also has the potential to decrease human capacity in various ways. It can make us less skilled and less practical. It is important for us to be aware of the negative impacts of technology and take steps to minimize them. This includes limiting our screen time, engaging in physical activities, and cultivating face-to-face relationships. Ultimately, the goal should be to use technology in a way that enhances our capacity, rather than diminishes it.

LITERATURE REVIEW

1. **Cian O'Donovan & Adrian Smith in Technology & Human Capabilities (2019):** This study highlights the differentiated expansion of capabilities of people in terms of Technology in the same or similar makerspaces and how these expansions rely on wider structures. The results are noteworthy for policy-makers, firms, educators and activists interested in opening makerspaces and making use of the Technological capabilities. This research paper analyzed capabilities typically experienced by users of UK makerspaces. Obviously, such analysis does not include the wider population, nor makerspaces elsewhere.
2. **Patrick Beer & Regina H. Mulder (2020)** in the Article The Effects of Technological Developments on Work and Their Implications for Continuous Vocational Education and Training provide the insight into the effects of new technological developments on work characteristics in order to derive the necessary work demands and their implications for the design of formal learning environments in CVET (Continuous Vocational Education and Training).
3. **Janna Anderson & Lee Rainie (2018)** in the paper Artificial Intelligence and the

Future of Humans by Pew Research Centre Analysts expect that people will become even more dependent on networked artificial intelligence (AI) in complex digital systems. There is 979 people participated in this paper canvassing. This report is a collaborative effort based on the input and analysis of the following individuals.

4. **Clive Lawson in the paper Technology and the Human Capabilities (2010):** This paper argues that a defining aspect of technology is the role that it plays in extending human capabilities. The conception of extension defended here is first compared with some well known extension theories from the philosophy of technology and then developed both by considering extension as a form of 'enrolment' and by integrating this conception of extension within a more general, conception of material artefacts.
5. **Human Capital, Technology, & Economic Growth: by Suryaning Bawono in Journal of Asian Finance, Economics and Business 2021:** discusses the effect of human capital and technology on economic growth in Indonesia using annual time series data over the 35-year research period (1984–2019). This study approach to understanding the relationship between human capital, technology, and economic growth. This study concluded that human capital is effective in promoting long term economic growth.

STATEMENT OF PROBLEMS

Yes, There are some common problems that I encounter while writing this Paper. Selecting a research topic is challenging, as a student I struggle to find a topic that is interesting and feasible. I face the problem of language, as I have used English language in my survey form and some of my responders are unable to understand English in correct way, Also I got the response of only 50 candidates however, this no. Should be enlarged. Crafting a strong thesis

statement was quite challenging, as a student I feel trouble in articulating a clear and focused argument that is supported by my research.

OBJECTIVE

1. Aims to explore and investigate about Media technology and human capacity or research questions in depth.
2. The study aims to investigate the evolution of media technology over time, from traditional platforms to digital innovations, and explore how it has influenced information dissemination, audience engagement, and cultural trends.
3. To present the body of knowledge on Media Technology and human capacity by presenting you finding theories or interpretation.
4. Objective is reevaluate existing literature methodology and data source identifies gap or limitation and developed well supported arguments or conclusion based on evidence.
5. To enhance the research skill and competences in the field of study.
6. To make a positive impact for media Technology and human capacity on society by providing valuable inside and recommendations.
7. To get the deep information on the topic media technology and human capacity.

HYPOTHESES

- H1- Media Technology boosts-Up Human Capacity.
- H2- Media Technology is Decreasing the Human Capacity.
- H3- Media Technology do not change in Human Capacity.

Through the progress in various fields of technology, humans have been able to extend their capabilities, enhance their productivity, and explore

new frontiers like never before. These technologies not only enhance mobility and independence but also contribute to societal inclusion by providing equal opportunities for participation. Moreover, media technology has revolutionized productivity and efficiency across industries. Automation, artificial intelligence, and machine learning have streamlined processes, reduced manual labor, and accelerated decision-making. This has freed up human potential to focus on higher-value tasks that require creativity, critical thinking, and emotional intelligence.

While media technology has undeniably brought numerous benefits to humanity, it is also argued by some that it is decreasing human capacity in certain aspects. People often find themselves immersed in their digital devices, leading to reduced personal connections and a decline in essential social skills such as active listening, empathy, and effective communication. Another aspect where media technology can decrease human capacity is in terms of information overload and attention span. The vast amount of information available at our fingertips can be overwhelming, leading to a phenomenon known as “information overload.” Constant notifications, emails, and social media updates can fragment our attention and decrease our ability to focus and concentrate on tasks that require deep thinking and analysis.

This hypothesis suggests that while media technology can enhance and facilitate certain aspects of user capabilities, it does not alter the fundamental capacity or potential of individuals. In other words, regardless of the level of technological progress, human beings possess certain innate cognitive, emotional, and physical abilities that remain relatively constant. while media technology can undoubtedly enhance and augment certain aspects of human capability, the hypothesis suggests that it does not fundamentally change the underlying capacity of human beings. Human potential remains rooted in our adaptability, emotional needs, and moral agency, which remain relatively constant despite the progress of technology.

RESEARCH METHODOLOGY

The researchers used descriptive research survey design in building up this Research work. The choice of this research design was considered appropriate Because of this advantages of identifying impact of internet addiction on youth the Design was suitable for the study as the study sought the impact of internet Addiction on youth. Data were collected from online questions sources.

Target Groups

Students and teachers of Shri Ram College and other college's faculty, Friends and family members or relatives (online whatsapp, Gmail users, Twitter users, Groups)

50 responses

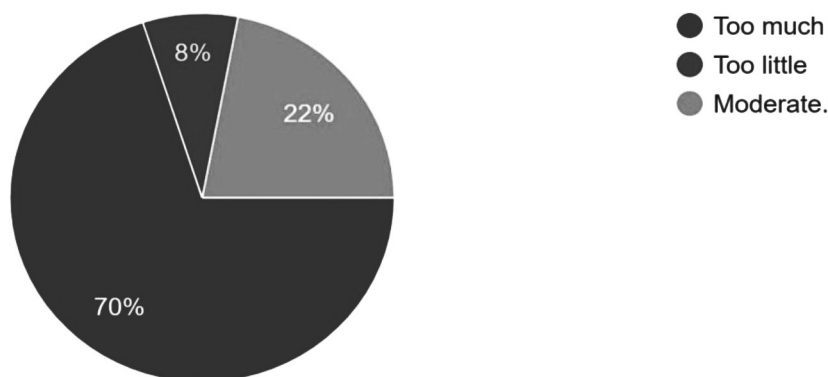


Table-1

According to the data I received there is 70% moderate and only 8% use too little out of 50. people use too much technology while 22% use

50 responses

2. In what ways do you use Media Technology?

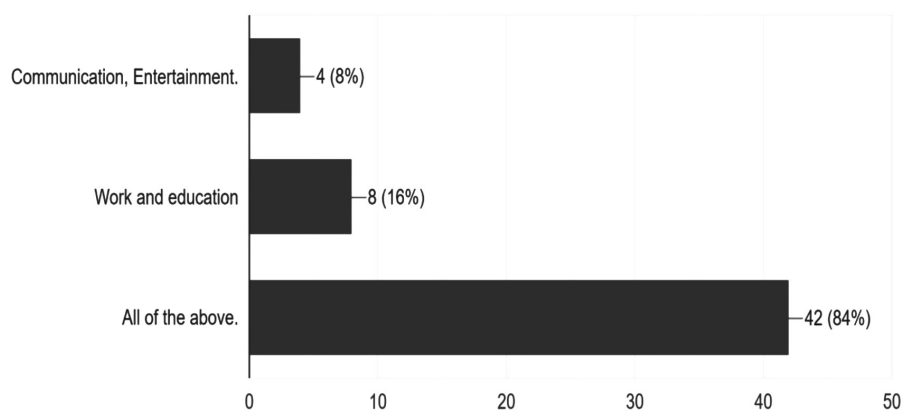


Table-2

In the present research, the 4% of respondents use technology as a way of communication & Entertainment, 8% as Work and Education and 42% as for Both options.

50 responses

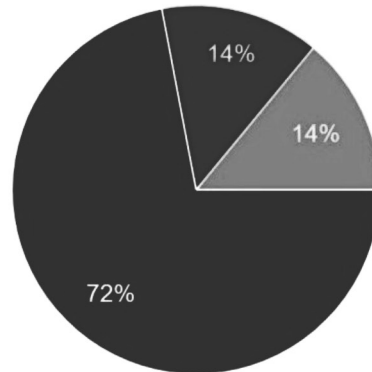


Table-3

According to the data, 72% respondents think that technology has made us more efficient as society. However, 14% responds for less efficient and resting 14 % think no change.

50 responses

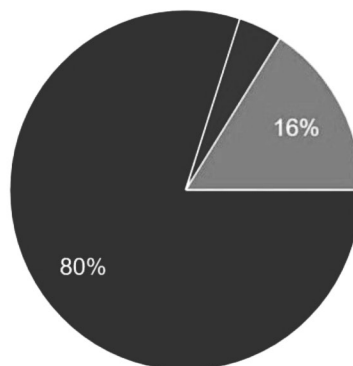


Table-4

As per the data obtained in above table 80% of respondents noticed the changes in their ability to concentrate for long periods of time since the rise of technology, 4% noticed not change and 16% noticed sometimes.

3. Do you think media Technology has made us more efficient or less efficient as a society?

4. Have you noticed any changes in your ability to concentrate for long periods of time since the rise of Media Technology?

5. Do you think that media Technology has decreased the need for certain skills or abilities?

50 responses

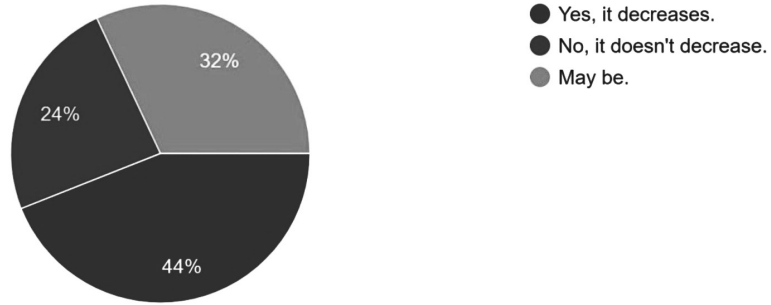


Table-5

According to the data, 44% respondents think that technology has decrease the need for certain skills or abilities. However, 24% think it doesn't decreases and 32% responds for May be.

6. Do you think Media Technology has affected our Social Interaction?

50 responses

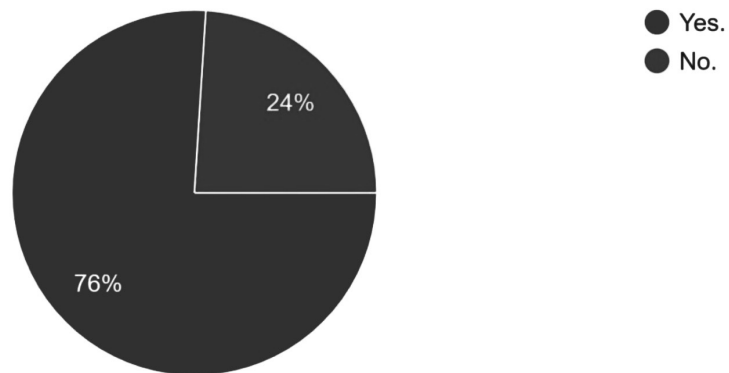


Table-6

According to the Data mentioned in above table, 76% of responds Yes technology has affected their social interaction and other side 24% responds for No.

7. Have you ever felt overwhelmed or Addicted to media Technology?

50 responses

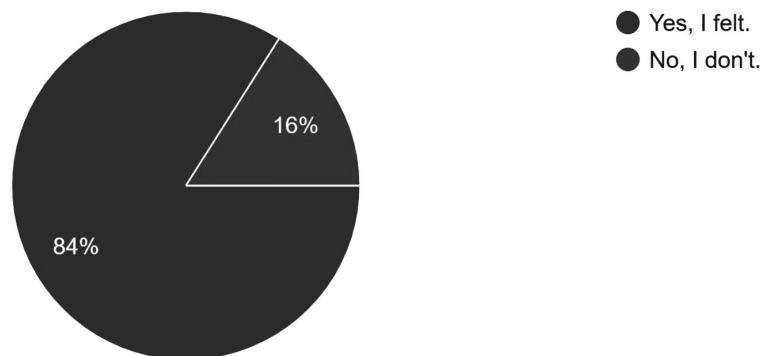
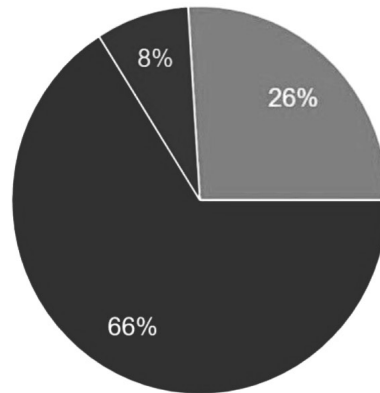


Table-7

According to the data received 84% respondents felt Overwhelmed or addicted to technology and 16% not.

50 responses



- Yes, i feel.
- No, I don't feel.
- Sometimes.

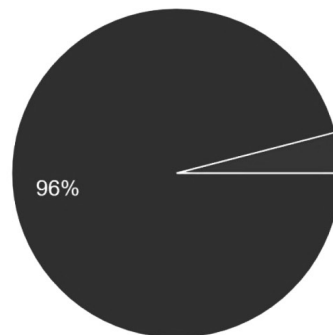
Table-8

As per the data obtained, 66% of respondents noticed changes in their physical health due to technology, 8% do not noticed and 26% noticed sometimes.

50 responses

8. Have you noticed any changes in your physical health (eye-strain, neck pain) due to Media Technology?

9. Do you believe that we should be more cautions about the way we are using media Technology?



- Yes, we should have to be concern.
- No.

Table-9

According to the data received, 96% responses 'Yes' we should be more cautions about the way we are using technology and 4% vote for No.

10. In what ways do you think we can mitigate the negative effects of media technology on human capacity? 35 responses

Yoga

1.Changes in sleep, eating and exercise habits 2.Anxiety and stress for no apparent reason 3. Frequent headaches, eye strain, muscle pain, or overuse injuries

By awareness, the use of technology

No ans

By using less

We should find ways to use our creativity in real life instead of using it on the internet.

Social comparison, feelings of missing out, and cyber bullying all stem from the content we see online. These negative impacts lead to more depression and anxiety

Overall, tech is amazing, and it has changed the world for the better, from improving our daily lives to building better businesses. The majority of the adverse effects of technology stem from its misuse. The way we choose to utilize tech can help or harm ourselves and others.

Technology increased isolation and increase human to machine interaction due to this human effects many problem:- Lack of attention ,Psychological effects ,Health issues like eye effects thinking ability etc.

1)By using technology in less amount. 2)By taking knowledge regarding to its harmful effects. 3)If we are already addicted to technology than we should have to make a change in our daily routine.

Don't

knowNa

Human become more depending on technology and it also cause several diseases

You can set a limit for every app as per the individual.

Establish limits for when and where technology should be used.By using in a moderate way

There is no

wayYes

Meditation

Physical health effects

it Is Necessary for Human Life.

Read the newspaper, communicate in society

By using less Technology.

Do more &more yoga,,also try to use less Technology.

Meditation

By the less use of

TechnologiesUse the

Technologies shortly Use more

human resources.

more and more use of Human

resources.By spreading awareness

Less use of

technologyBy

Table-10

As per the responses, respondents lots of suggestions to mitigate negative effects to technology on human capacity like Meditation, Yoga, Awareness, etc. But only 35 out of 50 responses for this questions.

Out of some reply 'Don't Know'.

Awareness, etc. But only 35 out of 50 responses for this questions. Out of some reply 'Don't Know'.

Your Name.

50 responses

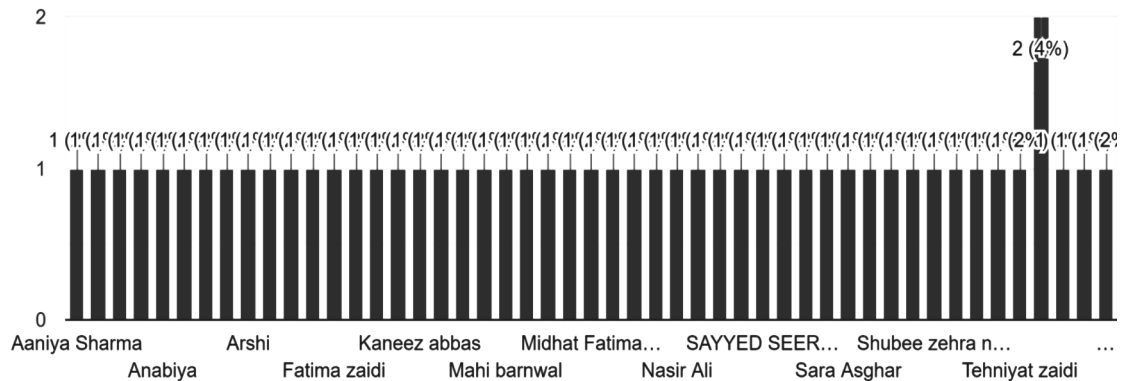


Table-11

This describe list of 50 respondents who response for the survey of this research Paper.

Your Age

50 responses

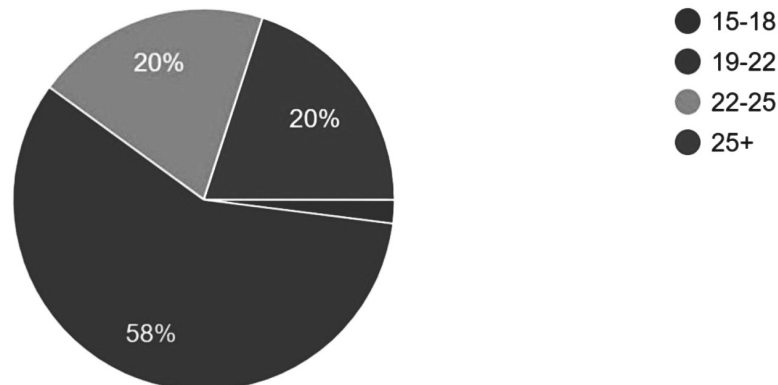


Table-12

According to the data received, 2% of respondents belongs to 15-18 age group, 58% from 19-22, 20% from 22-25 and 20% are above 25.

FINDING

1. This research Paper includes the survey of 50 responders with variable age groups.
2. It include the respondents of different age group as 2% are from 15-18 age group, 58% are from 19-22 age group, 20% are from 22-25 age group and resting are from 25+ age group.
3. It results that the media technology confused

and overwhelmed the user as they get bundle of notification at same time.

4. From this research we find that people use Too much media technology in daily life, as 70% of respondents vote for too much use of technology in daily life, 8% vote for Too little and resting 22% use Moderate.
5. In research we find, people use media technology for different-different purpose, the 4% of respondents use technology as a way of communication & Entertainment, 8% as Work and Education and 42% as for Both options.

6. According to the data, 72% respondents think that media technology has made us more efficient as society. However, 14% responds for less efficient and resting 14 % think no change.
7. As per the data Obtained, 80% of respondents noticed the changes in their ability to concentrate for long periods of time since the rise of media technology, 4% noticed not change and 16% noticed sometimes.
8. According to the data, 44% respondents think that media technology has decrease the need for certain skills or abilities. However, 24% think it doesn't decreases and 32% responds for May be, so, they are not confirm.
9. According to the Data we obtained, 76% of respondents believes media technology has affected their social interaction and other side 24% responds for No.
10. According to the data received 84% respondents felt Overwhelmed or addicted to media technology and 16% are not feel that so.
11. In the point of impact of media technology on human's health, As per the data obtained, 66% of respondents noticed changes in their physical health due to technology, 8% do not noticed and 26% noticed sometimes.
12. As the use of media technology rise day by day According to the data received, 96% responses that we should be more cautions about the way we are using media technology and 4% vote for No, we do not need to be cautions about the way we are using media technology.
13. As per the responses, 35 respondents out of 50 respondents give lots of suggestions to mitigate negative effects of technology on human capacity like Meditation, Yoga, Awareness, Changes in sleep, Eating and exercise habits.

Anxiety and stress for no apparent reason.

Exercise for Frequent headaches, eye strain, muscle pain, or overuse injuries

By aware about correct way to use technology.
 By using less technology.

We should find ways to use our creativity in real life instead of using it on the internet.

We can set a limit for every app as per the individual.

Establish limits for when and where technology should be used.

By using in a moderate way.

Meditation

Read the newspaper instead of getting update through digital platforms. By using less Technology.

Do more & more yoga, also try to use less Technology.

Meditation

Use the Technologies shortly

By spreading awareness about correct use of technology, etc.

14. By this research we find People are addicted to the use of technology, and they want to prevent from that.

15. By this research we find technology is decreasing our skills and ability to work creative.

CONCLUSION

In conclusion, the interplay between media technology and human capacity has emerged as a critical area of research in today's rapidly evolving world. Throughout this research paper, we have explored the multifaceted relationship between media technology and human capacity, highlighting both the trans-formative potential and the challenges associated with technological advancements.

Media Technology has undoubtedly revolutionized various aspects of human life, enabling unprecedented levels of connectivity, efficiency, and convenience. It has amplified human capacities in diverse domains, including communication, uploading content, broadcasting, education, healthcare, and productivity. Through the development of sophisticated tools, automation, and artificial intelligence, technology has expanded the boundaries of human capabilities, enhancing problem-solving, creativity, and decision-making processes. Moreover, technology has empowered individuals and communities by providing access to information, resources, and opportunities. It has played a pivotal role in bridging geographical and socioeconomic gaps, enabling marginalized populations to participate in the digital age. From the proliferation of mobile devices to the democratization of knowledge through the internet, technology has empowered individuals to acquire new skills, pursue entrepreneurship, and foster economic growth.

However, alongside these remarkable advancements, there are significant challenges that arise from the symbiotic relationship between media technology and human capacity. Media Technology, despite its numerous benefits, has had a detrimental impact on our health and creativity. The widespread use of technology, such as internet, social media application, has led to a sedentary creativity and decreased physical activity. Hours spent sitting in front

of screens have contributed to an increase in obesity, musculoskeletal disorders, and various other health issues. Additionally, the constant exposure to screens and artificial light disrupts our natural sleep patterns, leading to sleep disorders and fatigue. Moreover, media technology has also hindered our creativity. With the constant availability of entertainment and information at our fingertips, there is a tendency to rely on pre-packaged content rather than exploring and creating something new. Social media platforms, while offering opportunities for self-expression, often lead to comparison and self-doubt, stifling

Originality and authentic creativity. The instant gratification provided by technology discourages deep thinking and reflection, replacing it with superficial engagement and quick fixes.

In conclusion, the relationship between media technology and human capacity is dynamic and complex. While media technology has the potential to augment human abilities and empower individuals, it also poses challenges related to plagiarism, overwhelmed content, no gatekeeping, privacy, and ethics. By fostering a balanced and inclusive approach to technological advancement, we can maximize the benefits of media technology while mitigating its potential drawbacks. Ultimately, the responsible and ethical integration of media technology into human society holds the key to a sustainable and prosperous future.

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EMPLOYMENT AND UNEMPLOYMENT OF YOUTH IN INDIA

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ABSTRACT

The increasing proportion of the young population due to a demographic “dividend” or “youth boom” is likely to be one of the sources of future economic growth in India. Although youth participation in the labour force has declined with increasing enrolment in schools and universities, the high youth labour force participation rate indicates that the problem of youth unemployment and underemployment will remain a major policy challenge for India for many years to come. In this context, this paper examines the youth employment and unemployment situation in India over the last 25 years. Trends in labour force and labour force participation rates, unemployment, unemployed, working poor, growth and employment elasticity's etc. are analysed. The document also offers policy recommendations to increase productive employment and reduce unemployment among young people. Low employability of the workforce could hinder the benefits of the dividend. Demographic trends will worsen if measures are not taken to improve levels of education and skills development among young people.

Keywords: Youth employment, unemployment, skills development, unemployment, demographic dividend, literacy, schooling, vocational training

I. Introduction

Youth are a key resource for development and a key driver and force for social change. They are the driving force behind economic growth and innovation. However, misuse of these resources is creating major challenges. The task of youth is considered the most critical the task of economic development of the 21st century. In addition, a decrease in the birth rate has led to a profit in the working age population, which it is considered a demographic dividend. A major concern is to what extent this increase in the working-age population will provide opportunities for national growth and prosperity. The consequences and possibilities of this surge and how countries are going to respond to it. Fatal some aspects of the problem are mainly related to the entry of young

people into the labour market. Difficulty in finding and keeping decent employment. The growing number of unemployed youth is one of the most challenging problems facing developed and developing countries alike. The failure to integrate young people into the labour market has far-reaching implications for a country's future prosperity and development. So, the issue of youth employment and unemployment has an important place in the international debate. Development programmes. It is one of the pillars of the Millennium Development Goals (MDGs) and has been confirmed. Ministers and heads of delegations participating in the high-level segment Substantive meeting of the Economic and Social Council (ECOSOC) in 2006. They are committed to: Drawing up and implementing strategies to provide real and

equal opportunities for young people around the world Finding full and productive employment and decent work¹. International Labour Council (ILC) Discussion on the employment. I concluded that there were many young workers who couldn't access decent work. A fair number of young people are unemployed, unemployed, searching for work, Work for a long time during work, unofficial, intermittent, unnoticed time Work arrangements without the possibility of personal and expertise development. Without a career outlook, the wages are insufficient and low in the possibility of low work Advanced; Part-time, temporary, occasional, or seasonal employment is trapped. And in both people in the rural areas, often under the poor and unstable conditions of the unofficial economy and urban areas. Youth, determined by the United Nations as individuals aged 15 to 24, is the transition period from childhood to adulthood represents almost 18% of the current World population. Low-income countries and lower-middle income countries, which together account for 80 per cent of the world's population of young people, are highly concentrated.

The youth population of the world lived in the Asian and Pacific region. India has the largest youth population in the world. As per the 2001 Indian Census, India's total population was 1,028.61 million. Nearly 40 present of the population was aged 13 to 35. The number of young people aged 15 to 24 was 195.07 million, accounting for 19.0 per cent of the total population. India accounts for about 33% of the youth population in developing Asian countries. The increase in the share of the youth population due to the demographic "dividend" or "youth bulge" appears to be one of the sources of future economic growth in India. The proportion of people aged between 15 and 24 has increased over time. Although youth labour force participation has declined as school and college enrolment has increased, their high labour force participation indicates that the problem of youth unemployment and underemployment will remain a major policy challenge for India for many years

to come. The demographic bonus or "youth bulge" is expected to increase the size of the working-age population, reducing the dependency ratio. In other words, the convexity of the working population will lead to accelerated growth. However, recent studies have shown that reduced employability of the workforce due to lack of education and health could thwart the benefits associated with the demographic dividend. Since independence; there have been political concerns about young people in India. The Indian Planning Commission has recognized youth as the most important section of the society. It has also highlighted unemployment among the problems faced by youth⁴. Various youth welfare activities, including sports promotion, are being planned and developed. However, youth unemployment is relatively high and

Sufficient attention is not being paid to this issue. The first National Youth Policy was formulated in India, the International Year of Youth, the Department of Youth Affairs and Sports, Ministry of Human Resource Development, Government of India, initiated a proposal to formulate a National Youth Policy, which was implemented in 1988. The 1988 National Youth Policy recognized that the most important element of youth programs should be the elimination of unemployment.

However, no concrete action has been taken to realise the goal of eliminating or reducing youth unemployment. Yet again, the National Youth

The policy was aimed at encouraging the youth to rise to new heights. The recently created National Skill Development Council (NSDC) in 2005 is chaired by the Prime Minister. In this advice, the Government of India has made skill development a key national priority, especially for the youth. In this regard, the President of India has declared: "India is a nation of young people." India's demographic dividend can only be realised if the country invests in developing employable skills for its youth.

II. Situation with employment and unemployment in India

a. Rate of Labour Force Participation

The labour force participation rate reflects the percentage of the population that is either currently working or willing to work if given job opportunities. In other words, the labour force encompasses both the employed individuals and those who are unemployed. India is projected to be the second largest nation globally in terms of labour force size. There were approximately 469.96 million individuals in the labour force, making up 43 per cent of India's total population, which was estimated to be around 1092 million. In the recent period, India's labour force had grown to 471.7 million.

b. Worker Population Rate (WPR)

The work participation rate quantifies the proportion of individuals who were either employed or engaged in work within the entire population. The work participation rate (WPR) omits the proportion of the unemployed from the labour force participation rate (LFPR). In India, there were approximately 459 million workers in, which represented 42 per cent of the country's overall population, and the workforce grew to 461 million.

c. Level of Unemployment

Unemployment poses a significant challenge for both developed and developing nations. India is among the developing nations that still grapples with issues of unemployment and underemployment, even with on-going policy focus and initiatives aimed at resolving the issue. The unemployment rate in India is evaluated in three ways according to National Sample Survey (NSS) data: using usual status (US), current weekly status (CWS), and current daily status (CDS). The unemployment rate calculated using usual status reflects the scale of individuals unemployed for a relatively extended period and serves as an approximation of the chronically unemployed. The 'weekly status' encompasses both chronic and sporadic

unemployment of individuals typically classified as employed, resulting from seasonal variations in the labour market. The 'daily status' concept provides an average overview of unemployment on a specific day within the survey year.

III. Characteristics of Youth in India

a. Size of the Youth Population

In order to comprehend the condition of young individuals in India, it is essential to grasp the rapid demographic transformations that led to the historically unprecedented numbers of young people. These demographic transformations may have significant implications for labour market opportunities, access to public resources, and availability of family resources for youth. The youth population size (ages 15 to 24) has tripled over the last four decades of the 20th century. It grew from 73.22 million in 1950 to 222.1 million in 2019. The projected estimates (RGI) suggest a further rise in the youth population to 239.77 million by 2025. The youth population in India would surpass the total population of numerous countries around the globe.

IV. Youth Labour Market in India

a. Work participation rate

The projected total population (all ages) is approximately 1092.94 million. The NSS 61st round estimates indicate that the proportion of youth (15-24) in the total population is roughly 18.6 per cent and the youth population size is 203.63 million. However, according to the Registrar General of India's (RGI) population projections, one would estimate the youth population at 215 million, constituting about 19.8 per cent of India's total population. The labour force participation rate (LFPR) and work participation rates (WPR) based on usual status among the youth population (aged 15-24) in India were approximately 50 and 46 per cent, respectively. Thus, the size of the youth labour force, which refers to individuals available for the labour market, was 107.3 million while the workforce size, which refers to individuals

working or employed in various economic activities, stood at 98.7 million.

b. Distribution of Workers by the Status of Employment

The employment status reveals that approximately 52.4 per cent of the youth workforce was self-employed in, 34.4 per cent were casual labourers, and only 13.2 per cent were regular or salaried workers. In comparison to the 'all' workers (across all ages), the proportion of casual labourers was significantly higher among young workers, while the proportions of self-employed and regular salaried workers were lower. The share of casual labour among young workers was observed to have risen, but it declined between, the share of self-employment has decreased in a similar trend. However, the proportion of more secure employment, defined as regular salaried positions, has seen a slight increase from 10.7 per cent to 13.2 per cent.

c. Distribution of Workers by Industry Division

The allocation of young workers across industry sectors indicates that they are primarily situated in agriculture and related activities. Approximately 55 per cent of the young workers were engaged in agriculture and related activities in, while the remaining 45 per cent were involved in non-agricultural activities.

d. Youth and the Information Technology (IT) Sector

At this point, it is essential to analyse the role of the information technology sector in providing employment, particularly for the youth. In India, information technology (IT) is regarded as a pathway to swift economic growth and advancement. India's goal to become an "IT superpower" and a "knowledge-based society" is now widely acknowledged. IT, a segment of the service industry, has exhibited outstanding growth regarding its value addition. Employment within the IT sector has been

expanding. The rapid expansion of the IT sector is indeed creating job opportunities for educated and skilled workers both in India and overseas. There are hopes that the growth of the IT sector may address the employment challenges in India.

Unemployment among the Youth Labour force

Unemployment is among the primary issues encountered by young individuals in the job market. The likelihood of being employable is diminished by a deficiency in education and skills. According to the usual status, the unemployment rate for the youth labour force in India stands at a staggering 8 per cent, and this figure has been on the rise over time, particularly, the unemployment rate fluctuated based on the definitions of unemployment, literacy levels, and educational attainment. Compared to the usual status, it was greater in the weekly status (10.0 per cent) and peaked in the daily status (14.8 per cent). When compared to the overall unemployment rate shown in Table 2.4, the unemployment rate among the youth labour force illustrated in Table 4. 6 were elevated according to all three alternative definitions and at every time point.

e. Joblessness among the Youth

It should be noted that the effectiveness of the unemployment rate as a sufficient measure for evaluating the issue of youth in the labour market has been debated for a considerable time. Attention has indeed shifted to concentrate on the discouraged young workers who are left out of the assessments of youth unemployment. Discouraged young workers are those individuals who are neither enrolled in educational institutions nor employed, and they might not be actively seeking work. They are not pursuing job opportunities because they understand or believe that viable employment options are unavailable. The broader or more lenient definition of the International Labour Organisation (ILO) regarding the unemployment rate actually encompasses this group of individuals who are not attending school or colleges and are not employed. This group of youth is

referred to as jobless youth. The definition of jobless youth includes both the unemployed and those who are neither employed nor pursuing education.

VII. Recommendations

- (1) Labour force and work participation rates have varied between 40 to 44 per cent over the past three and a half decades. The percentage of youth outside the labour force has risen.
- (2) The size of the youth population (aged 15 to 24) has tripled in the last four decades of the 20th Century. The anticipated population in 2011 is approximately 240 million youth in the country.
- (3) The literacy rate for the youth population increased from 56. 4% . The proportion of youth enrolled in educational institutions grew from 17. 4% to 32. 8% during the same timeframe. In terms of employability, only 4. 9% of young workers possessed post-secondary education in.
- (4) Self-employed individuals comprise the majority of youth workers (50%). Casual labourers represent the next largest group among youth workers (35%). Over time, the share of regular salaried/wage employment among youth has risen.
- (5) Nevertheless, the proportion of agriculture in youth employment has decreased more rapidly than for adults. it stood at 54. 4% for youth and 57% for adults. Notably, the share of the industrial sector has grown faster for

youth compared to services. For youth, the share of industry surpassed that of services.

- (6) India had 459 million workers in . Out of this, 423 million (92%) were unorganized workers. The majority of youth are also engaged in the unorganized sector.
- (7) The count of unemployed youth in India rose from 6. 5 million to 9. 5. Of this, 61% are in rural regions and 70% of them are male. Unemployed youth constitute nearly half (49%) of the total unemployed, despite the fact that the youth's share of total adult workers was only 21%. The ratio of youth unemployed to adult unemployed decreased from 52. 2% to 49. 0%.
- (8) Youth unemployment is three times that of adults for usual status. It is double that of adults for weekly status.
- (9) Joblessness (27%) is significantly higher than the unemployment rate. In absolute terms, among the total 203. 6 million youth
- (10) Literacy and educational attainment are improving for Indian youth. However, there are still numerous illiterates, and only a small number of workers possess education beyond secondary and graduation levels. Approximately 89 percent of the youth have not received any form of vocational training, and among those who have, about half obtained it through hereditary practices. This indicates a minimal level of formal vocational training among the youth.

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PHYSICO-CHEMICAL ANALYSIS OF POND WATER OF INDUSTRIAL AREA OF MUZAFFARNAGAR DISTRICT OF UTTAR PRADESH (INDIA)

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ABSTRACT

Pond water is contaminated around muzaffarnagar district area due to mining and industrial activities. The major cause of the contamination of pond water may be due to improper management. The aim of the present study was to assess the pond water quality and also to have a statistical analysis of physicochemical parameters of pond water sugar cane industrial area, muzaffarnagar district of Uttar Pradesh (India). Four water samples were collected from the various sites located around pond of muzaffarnagar area during pre-monsoons and post monsoons seasons in the year 2020 and analyzed for physicochemical parameters such as pH, TDS, EC, DO, Fluoride, Chlorides, Nitrate, Sulphate and Lithium. A systematic calculation of the correlation coefficient has also been carried out between different analyzed parameters. The pond water of the study area is alkaline in nature. EC found above maximum permissible limit prescribed by BIS in the pre-monsoon (478 $\mu\text{S}/\text{cm}$) and post-monsoon (562 $\mu\text{S}/\text{cm}$). From correlation analysis it was observed that very strong correlation four sites between NO - and Cl- (0.944), Cl- and F- (0.804), NO - and EC (0.684), NO - and F- (0.667), during pre-monsoon season and SO -2 and pH (0.881), F- and pH (0.854), SO -2 and DO (0.808) during post-monsoon.

Keywords: Physicochemical parameters, correlation co-efficient, pondwater, sugarcane industry area of Muzaffarnagar.

Introduction

Water is an essential and vital component for our life-support system. Rapidly deleting of water availability as a consequence of continued population growth and industrialization threaten the quality of many aquifers in India. For evaluating the suitability of Coalmines pond water for different purpose, understanding the chemical composition of pond water is necessary. Further, it is possible to understand the change in quality due to rock-water interaction (weathering) or any type of anthropogenic influence (Todd 1980, Kelly, 1946) [1- 2]. The definition of water quality is much depending on the desired use of water. Therefore different uses require different criteria of

water quality as well as standard method for reporting and comparing result of water analysis (Babiker, 2007) [3]. Access to safe drinking water remains an urgent necessity, as 30% of urban and 90% of the rural Indian population still depends completely on untreated surface or groundwater resources (Kumar, et al. 2005) [4]. The present study was carried out to determine the physicochemical characteristics of groundwater during the pre and post- monsoon seasons in the study area and compared the results with WHO drinking water quality standards (WHO, 2007) [7]. Global Positioning System (GPS) was used to identify the sample location of pond water sugarcane industry of muzaffarnagar district of Uttar Pradesh (India).

Material and Methods

Study area

Sugarcane industry of muzaffarnagar district of Uttar Pradesh (India).. It has a designed capacity of 0.6 million-tonnes-per-annum.

Sampling Techniques

Pondwater Samples were collected in Polythene bottles of 1.0 liter. In the present investigation, pondwater samples were collected from four different treated area around pond of sgar mills area during pre-monsoon and post-monsoon seasons in the year 2020. It was ensured that the concentrations of various water quality parameters do not changes in time that elapse between the drawing of samples and the analysis in the laboratory. Pondwater samples were immediately transferred to the laboratory for the physicochemical analysis. The various water quality parameters such as pH, electrical conductivity, dissolved oxygen and

total dissolved solids were analyzed at the sampling station by using the Multiparameter apparatus and other parameters like Fluoride, Chlorides, Nitrate, Sulphate and Lithium, were analyses in the laboratory.

Results and Discussion

The collected pondwater sample was analyzed in the laboratory for various water quality parameters viz. pH, TDS, EC, DO, Fluoride, Chlorides, Nitrate, Sulphate and Lithium. The physicochemical characteristics of the analyzed water sample of pre-monsoon and post-monsoon seasons have been presented in Table-1 & 2. Various statistical analysis of the experimental data was performed using Microsoft Excel 2016. The statistical analysis of physicochemical parameters of pond water quality of area near by sugarcane industry of muzaffarnagar district of Uttar Pradesh (India). during the pre-monsoon and post-monsoon seasons is presented in Tables-1-4.

Table 1: Physico-Chemical Parameters of pond water sample

S. No.	Parameters	S1	S2	S3	S4	Min.	Max.	Mean	Median	SD	Permissible limit by WHO and BIS
1.	pH	7.05	7.03	7.84	6.85	6.85	7.84	7.19	7.04	0.441	6.5-8.5
2.	TDS	235	277	286	329	235	329	281.75	281.5	38.552	500
3.	EC	415	255	266	358	255	415	323.50	312	76.509	300
4.	DO	5.65	5.83	5.21	4.87	4.87	5.83	5.39	5.43	0.434	>5
5.	Fluoride	0.378	0.524	0.412	0.463	0.378	0.524	0.44	0.4375	0.064	1.5
6.	Chlorides	25.621	65.412	52.104	77.328	25.621	77.328	55.12	58.758	22.199	250
7.	Nitrate	5.851	10.201	7.058	18.562	5.851	18.562	10.42	8.6295	5.731	45
8.	Sulphate	16.256	20.471	12.358	28.621	12.358	28.621	19.43	18.3635	6.968	150
9.	Lithium	0.081	0.088	0.072	0.079	0.072	0.088	0.08	0.08	0.007	-

All parameters are given in mg/l, excluding pH and Electrical conductivity ($\mu\text{S}/\text{cm}$).

Note: Min-Minimum, Max-Maximum, SD-Standard deviation

Table 2: Physico-Chemical Parameters of pond water Samples.

S. No.	Para-meters	S1	S2	S3	S4	Min.	Max.	Mean	Median	SD	Permissible limit by WHO and BIS
1.	pH	7.13	6.89	7.08	7.21	6.89	7.21	7.08	7.105	0.136	6.5-8.5
2.	TDS	132	260	248	189	132	260	207.25	218.5	58.988	500
3.	EC	562	476	488	521	476	562	511.75	504.5	38.526	300
4.	DO	5.36	5.21	5.63	5.38	5.21	5.63	5.40	5.37	0.174	>5
5.	Fluoride	0.386	0.314	0.417	0.404	0.314	0.417	0.38	0.395	0.046	1.5
6.	Chlorides	28.84	26.99	29.35	35.07	26.99	35.07	30.06	29.095	3.489	250
7.	Nitrate	17.252	8.522	9.325	12.452	8.522	17.252	11.89	10.8885	3.958	45
8.	Sulphate	20.245	15.362	23.358	26.521	15.362	26.521	21.37	21.8015	4.756	150
9.	Lithium	0.071	0.069	0.072	0.068	0.068	0.072	0.07	0.07	0.002	-

All parameters are given in mg/l, excluding pH and Electrical conductivity ($\mu\text{S}/\text{cm}$).

Note: Min-Minimum, Max-Maximum, SD-Standard deviation

Table 3: Correlation Matrix of pond water Quality Parameters (Pre-Monsoon Season).

S. No.	pH	TDS	EC	DO	F ⁻	Cl ⁻	NO ₃ ⁻	SO ₄ ⁻²	Li ⁺
pH	1								
TDS	-0.163	1							
EC	-0.243	-0.422	1						
DO	-0.096	-0.717	0.022	1					
F ⁻	-0.255	0.208	0.070	0.253	1				
Cl ⁻	-0.041	0.167	0.484	-0.054	0.804	1			
NO ₃ ⁻	-0.143	0.080	0.684	-0.159	0.667	0.944	1		
SO ₄ ⁻²	-0.355	0.239	0.261	0.148	0.430	0.513	0.363	1	
Li ⁺	-0.643	-0.083	-0.310	0.443	0.221	-0.328	-0.304	-0.211	1

Table 4: Correlation Matrix of pondwater Quality Parameters (Post-monsoon Season)

S. No.	pH	TDS	EC	DO	F ⁻	Cl ⁻	NO ₃ ⁻	SO ₄ ⁻²	Li ⁺
pH	1								
TDS	-0.075	1							
EC	0.068	-0.931	1						
DO	0.661	0.229	-0.393	1					
F ⁻	0.854	0.007	0.048	0.696	1				
Cl ⁻	0.189	-0.598	0.463	-0.070	0.178	1			
NO ₃ ⁻	0.772	-0.273	0.249	0.483	0.474	-0.145	1		
SO ₄ ⁻²	0.881	-0.040	-0.107	0.808	0.798	0.409	0.527	1	
Li ⁺	0.008	0.279	-0.009	0.078	0.355	-0.603	0.025	-0.238	1

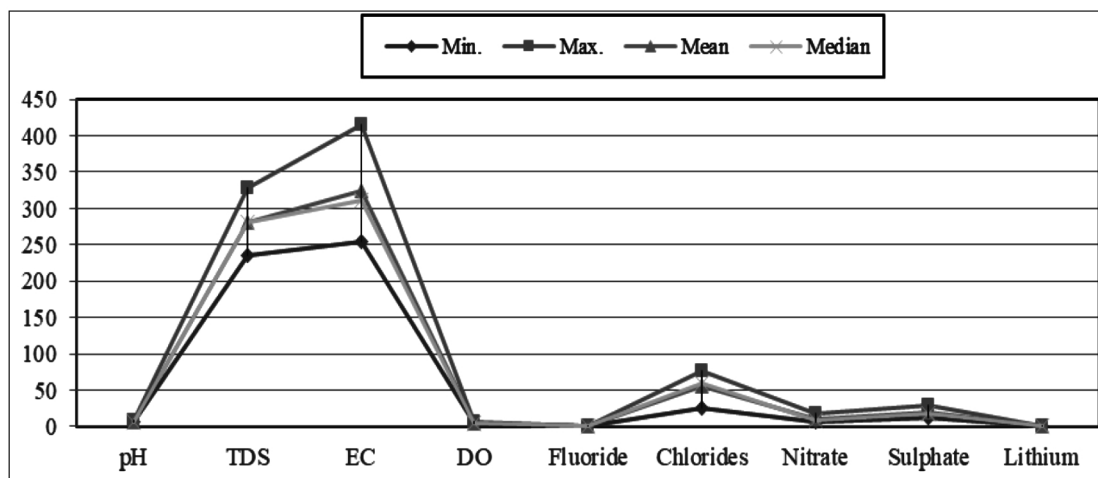


Fig 1: Graph analysis of Physico-Chemical Parameters of pondwater Samples

pH: The pH value of pondwater samples varied between 6.85 to 7.84 during pre-monsoon and 6.89 to 7.21 during post-monsoon seasons (Table-1&2). The sampling points-S3 showed high pH value in the pre-monsoon seasons. In the period of pre-monsoon season correlation coefficient observed between pH & TDS (-0.163), pH & EC (-0.243), pH & DO (-0.096), pH & F- (-0.255), pH & Cl- (-0.041), pH & NO₃⁻ (-0.143), pH & SO₄²⁻ (-0.355) and pH & Li⁺ (-0.643) (Table 3) and post-monsoon observed between pH & TDS (-0.075), pH & EC (0.068), pH & DO (0.661), pH & F- (0.854), pH & Cl- (0.189), pH & NO₃⁻ (0.772), pH & SO₄²⁻ (0.881) and pH & Li⁺ (0.008) (Table 3). Hence, it is a helpful tool for the promotion of research activities (Shrivastava and Joshi, 2008; Borkar and Tembhre, 2018; and Verma et al. 2021) [10-12].

Total Dissolved Solids (TDS): Total dissolved solids (TDS) is the term used to describe the inorganic salts and small amounts of organic matter present in solution in water. In the present study TDS value ranged from 235mg/l to 329 mg/l in the pre-monsoon season and 132 mg/l to 260 mg/l. EC & TDS (-0.422), EC & DO (0.022), EC & F- (0.070), EC & Cl- (0.484), EC & NO₃⁻ (0.684), EC & SO₄²⁻ (0.261) and EC & Li⁺ (-0.310) (Table 4) and post-monsoon observed between EC & pH (-0.068), EC & TDS (-0.931), EC & DO (-0.393), EC & F- (0.048), EC & Cl- (0.463), EC & NO₃⁻ (0.249), EC & SO₄²⁻ (-0.107) and EC &

Li⁺ (-0.009) (Table 4). Hence, it is a helpful tool for the promotion of research activities (Shrivastava and Joshi, 2008; Borkar and Tembhre, 2018; and Verma et al. 2021).

Dissolved oxygen (DO): The concentration of Dissolved oxygen of pondwater sample ranges (4.87-5.83) mg/l in the pre-monsoon season and (5.21-5.63) mg/l during post monsoon (Table-1&2). In the period of pre-monsoon season correlation coefficient observed between DO & pH (-0.096), DO & TDS (-0.717), DO & EC (0.022), DO & F- (0.253), DO & Cl- (-0.054), DO & NO₃⁻ (-0.159), DO & SO₄²⁻ (0.148) and DO & Li⁺ (0.443) (Table 3) and post-monsoon observed between DO & pH (0.661), DO & TDS (0.229), DO & EC (-0.393), DO & F- (0.696), DO & Cl- (-0.070), DO & NO₃⁻ (0.483), DO & SO₄²⁻ (0.808) and DO & during post-monsoon season (Table-1&2). The sampling points S4 (pre-monsoon) and S2 (post-monsoon) showed high TDS value. In the period of pre-monsoon season correlation coefficient observed between TDS & pH (-0.163), TDS & EC (-0.422), TDS & DO (-0.717), TDS & F- (0.208), TDS & Cl- (0.167), TDS & NO₃⁻ (0.080), TDS & SO₄²⁻ (0.239) and TDS & Li⁺ (-0.083) (Table 4) and post-monsoon observed between TDS & pH (-0.075), TDS & EC (-0.931), TDS & DO (0.229), TDS & F- (0.007), TDS & Cl- (-0.598), TDS & NO₃⁻ (-0.273), TDS & SO₄²⁻ (-0.040) and TDS & Li⁺ (0.279) (Table 5). Hence, it is a helpful tool for the promotion of research activities

(Shrivastava and Joshi, 2008; Borkar and Tembhre, 2018; and Verma et al. 2021).

Electrical Conductivity (EC): Electrical conductivity was found to be very high and ranges from 255-415 $\mu\text{S}/\text{cm}$ in the pre-monsoon season and 476 – 562 $\mu\text{S}/\text{cm}$ during post monsoon. The sampling points-S1, showed high EC value in the pre-monsoon seasons and S1, during post-monsoon (Table-2&3). In the period of pre-monsoon season correlation coefficient observed between EC & pH (-0.243), Li^+ (0.078) (Table 4). Hence, it is a helpful tool for the promotion of research activities (Shrivastava and Joshi, 2008; Borkar and Tembhre, 2018; and Verma et al. 2021). [10-12].

Fluoride (F-): Fluoride content of the study area is ranged from 0.378 mg/l to 0.524 mg/l in the pre-monsoon season and 0.314 mg/l to 0.417 mg/l during post monsoon (Table- 1&2). In the period of pre-monsoon season correlation coefficient observed between F- & pH (-0.255), F- & TDS (0.208), F- & EC (0.070), F- & DO (0.253), F- & Cl^- (0.804), F- & NO^- (0.667), F- & SO^{2-} (0.430) and F- & Li^+ (0.221) (Table 3) and post-monsoon observed between F- & pH (0.854), F- & TDS (0.007), F- & EC (0.3048), F- & DO (0.696), F- & Cl^- (0.178), F- & NO^- (0.474), F- & SO^{2-} (0.798) and F- & Li^+ (0.355) (Table 4). Fluoride is a geochemical contaminant and natural sources account for most of the fluoride in surface and pondwater. Its concentration is dependent on the solubility of fluoride- containing rocks. Intake of excess fluoride causes skeletal and dental fluorosis (Meena and Bhargava, 2012) [8].

Chlorides (Cl^-): The concentration of Chlorides ion of pondwater sample ranges from (25.621-77.328) mg/l in the pre-monsoon season and (26.99-35.07) mg/l during post monsoon (Table-1&2). The sampling points- S4 (Pre- monsoon) and S4 (Post-monsoon) showed high Chlorides value. In the period of pre-monsoon season correlation coefficient observed between Cl^- & pH (-0.041), Cl^- & TDS (0.167), Cl^- & EC (0.484), Cl^- & DO (-0.054), Cl^- & F- (0.804), Cl^- & NO^- (0.944), Cl^- & SO^{2-} (0.513) and Cl^- &

Li^+ (-0.328) (Table 3) and post-monsoon observed between Cl^- & pH (0.189), Cl^- & TDS (-0.598), Cl^- & EC (0.463), Cl^- & DO (-0.070), Cl^- & F- (0.178), Cl^- & NO^- (-0.145), Cl^- & SO^{2-} (0.409) and Cl^- & Li^+ (-0.603) (Table 4). Chloride is the most important parameter in assessing the water quality and higher concentration of chloride indicates a higher degree of organic pollution (Sonkar, and Jamal, 2018) [9].

Nitrate (NO^-): The nitrate content of the pond water samples ranges from (5.851-18.562) mg/l in the pre- monsoon season and (8.522-17.252)mg/l during post monsoon (Table-1&2). In the period of pre-monsoon season correlation coefficient observed between NO^- & pH (- 0.143), NO^- & TDS (0.080), NO^- & EC (0.684), NO^- & Joshi, 2008; Borkar and Tembhre, 2018; and Verma et al 2021.

Test of Significance of the Observed Correlation Coefficient

The correlation coefficient study is very useful to determine a predictable relationship which can be exploited in practice. It is used for the measurement of the strength and statistical significance of the relation between two or more water quality parameters. Hence, it is a helpful tool for the promotion of research activities (Carlos et al. 2011 [5], Shrivastava and Joshi, 2008; Borkar and Tembhre, 2018; and Verma et al. 2021) [10-12]. The correlation coefficients (r) among the various water quality parameters of Bijuri coalfields for the pre-monsoon and post-monsoon seasons have been calculated and the numerical values are tabulated as shown in Table-3 and Table-4.

In Pre-monsoon: In the period of Pre-monsoon season, out of 45 correlation coefficients, 17 negative and 28 positive correlation coefficients. In table-3, the highly positive correlation is observed between NO^- - and Cl^- (0.944), Cl^- and F- (0.804), NO^- - and EC (0.684), NO^- - and F- (0.667), DO (-0.159), NO^- & F- (0.667), NO^- & Cl^- (0.944), NO^- & SO^{2-} (0.363) and NO^- & Li^+ (-0.304) (Table 3) and post- where highly negative correlation is observed between DO and TDS (-0.717), Li^+ and pH (-0.643), EC and TDS

monsoon observed between NO⁻ & pH (0.772), NO⁻ & 0.422) and SO⁻² and pH (-0.355). Very poor positive TDS (-0.273), NO⁻ & EC (0.249), NO⁻ & DO (0.483), NO⁻ & F⁻ (0.474), NO⁻ & Cl⁻ (-0.145), NO⁻ & SO⁻²-correlation was observed between DO and EC (0.022), F⁻ and EC (0.070), NO⁻ and TDS (0.080), SO⁻² and DO (0.527) and NO⁻ & Li⁺(0.025) (Table 4). Hence, it is a helpful tool for the promotion of research activities (Shrivastava and Joshi, 2008; Borkar and Tembhre, 2018; (0.148), Cl⁻ and TDS (0.167), F⁻ and TDS (0.208), Li⁺ and F⁻ (0.221), SO⁻² and TDS (0.239), SO⁻² and EC (0.261), F⁻ and DO (0.253), SO⁻² and NO⁻ (0.363), SO⁻² and F-Verma et al. 2021) [10-12].

Sulphate (SO₄⁻²): The sulphate concentration of the pondwater samples varied between 12.358 mg/l (S3) to 28.621 mg/l (S4) in the pre-monsoon season and 15.362 mg/l (S2) to 26.521mg/l (S4) during post-monsoon of the study area (Table-1&2). In the period of pre-monsoon season correlation coefficient observed between SO⁻² & pH(-0.355), SO⁻² & TDS (0.239), SO⁻² & EC (0.261), SO⁻² & (0.430), Li⁺ and DO (0.443), SO⁻² and Cl⁻ (0.513).

In Post-monsoon: In the period of Post-monsoon season, out of 45 correlation coefficients, 12 negative and 33 positive correlation coefficients. In Table-4, the highly positive correlation is observed between SO⁻² and pH (0.881), F⁻ and pH (0.854), SO₄⁻² and DO (0.808), where highly negative correlation is observed between EC and TDS (-0.931), Li⁺ and Cl⁻ (-0.603) and Cl⁻ and TDS DO (0.148), SO⁻² & F⁻ (0.430), SO⁻² & Cl⁻ (0.513), SO⁻² & NO⁻ (0.363) and SO⁻² & Li⁺(-0.211) (Table 3) and post-0.598). Very poor positive correlation was observed between F⁻ and TDS (0.007), Li⁺ and pH (0.008), Li⁺ and monsoon observed between SO⁻² & pH (0.881), SO⁻² & NO⁻ (0.025), while very negative poor correlation was TDS (-0.040), SO⁻² & EC (-0.107), SO⁻² & DO (0.808), SO⁻² & F⁻ (0.798), SO⁻² & Cl⁻ (0.409), SO⁻² & NO⁻ observed between SO⁻² and TDS (-0.040), Cl⁻ and DO (-0.070). (0.527) and SO⁻² & Li⁺(-0.238) (Table 4). Hence, it is a helpful tool for the promotion of research activities (Shrivastava and

Joshi, 2008; Borkar and Tembhre, 2018; and Verma et al. 2021) [10-12].

Lithium (Li⁺): The Lithium concentration of the pondwater samples varied between (0.072 mg/l to 0.088 mg/l) in the pre-monsoon season and (0.068 mg/l to 0.072 mg/l) during post monsoon (Table-1&2). In the period of pre-monsoon season correlation coefficient observed between Li⁺ & pH (-0.643), Li⁺ & TDS (0.083), Li⁺ & EC (-0.310), Li⁺ & DO (0.443), Li⁺ & F⁻ (0.221), Li⁺ & Cl⁻ (-0.328), Li⁺ & NO⁻ (-0.304) and Li⁺ & SO⁻² (-0.211) (Table 3) and post-monsoon observed between Li⁺ & pH (0.008), Li⁺ & TDS (0.279).

Conclusion

In the present study, the pond water samples taken from four sites S1, S2, S3 and S4 Coal field present in Bijuri coalfield district Anuppur area were analysed. The correlation of 09 physicochemical parameters of pondwater of the study site revealed that all the parameter were more or less correlated with one another. The pondwater of the study area is alkaline in nature. EC found above maximum permissible limit prescribed by BIS in the pre-monsoon (478 µS/cm) and post-monsoon (562µS/cm). From correlation analysis it was observed that very strong correlation six between NO⁻ and Cl⁻ (0.944), Cl⁻ and F⁻ (0.804), NO⁻ and EC (0.684), NO⁻ and F⁻ (0.667), during pre-monsoon season and SO⁻² & EC (-0.009), Li⁺ & DO (0.078), Li⁺ & F⁻ (0.355), Li⁺ & Cl⁻ (-0.603), Li⁺ & NO⁻ (0.025) and Li⁺ & SO⁻² (-0.238). (Table 4). Hence, it is a helpful tool for the promotion of research activities (Reza et al. 2009 [6], Shrivastava and and pH (0.881), F⁻ and pH (0.854), SO⁻² and DO (0.808) during post-monsoon. The analysis shows that the pondwater of the study area needs some treatment before its consumption.

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RESEARCH PAPER ON IMPACT OF STREET FOOD CONSUMPTION PATTERN ON THE HEALTH OF COLLEGE GOING GIRLS IN MUZAFFARNAGAR CITY, U.P., INDIA

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ABSTRACT

Street food is food that is economical, can be prepared quickly and is readily available outside the colleges and hostel areas of the various college campuses in Muzaffarnagar. But rich in calories and high fat and deficient in most vitamins & Minerals or nutrients. Due to increased globalization, urbanization, peer influence, changing lifestyle patterns of people, and commercial advertisements as well as great street food outlets, college-going girls are getting indulged in eating these types of Street foods. In recent research, it is clear that street food is one of the reasons for metabolic disorders and various non – communicable diseases such as obesity, diabetes, and heart disease, etc. The present study was therefore conducted to check the consumption pattern of street food consumption by college- going girls in Muzaffarnagar city and also to study the overall impact of street food consumption on their health. 198 college-going girls were randomly selected and assessed by self – administration of a structured questionnaire. The present study revealed that about 51% college going girls regularly consume fried/high-fat street food in the form of kachori, tikki, Pani puri, samosa, chole bhature, Momos etc. and almost 31% of college girls regularly consumed high sugar-based food like cold drinks, sugarcane juice, shakes, etc with the street foods. Most of the college girls revealed that the taste of street food is the sole reason for the consumption of street foods. The present study also revealed that about 23% of college-going girls were having adequate knowledge about the effects of street food consumption on health whereas 42% of college-going girls had insufficient knowledge about the ill effects of street food consumption on health. It is, therefore, necessary to create awareness about the ill effects of fast food and the benefits of a balanced diet for college-going girls.

Index Terms: Street - Food, Nutritional Awareness, General Health, Non – Communicable Diseases, Unhealthy Food

Introduction

The Food and Agricultural Organization defines street food as “ready-to-eat foods and beverages prepared and sold in streets and other similar public places.” The changes taking place in people’s lifestyles lead to the habit of eating outside. Because the college-going girls have no cooking facilities at hostels,

the changes in consumption habits of the society, cultural interactions, fast living, peer influence, etc are influencing and changing the nutrition style in Muzaffarnagar. In the current time span, college-going girls and young generations prefer to buy food sold on the streets to meet their requirements and needs and also like that food more than home-cooked food. Street foods are being prepared and sold

at places like streets, schools, colleges, train stations, bus terminals, and entertainment and festival areas where people are crowded. Street foods generally found on the streets are integral to any country's cuisine. Street foods commonly found in INDIA are Pani Puri, Aaloo Tikki, Chaat, Puri Sabji, Samosa, Momos, Chowmein, Sugarcane Juice, Soda Shakes, Milkshakes, etc. Indian street food differs from state to state, not in the food items themselves but due to the different spices used. Street foods are highly demanded and welcomed by consumers because they are economical, tasty, and easily available. The environment in the college influence the behavior of the college-going girls toward street food consumption. College-going girls are indulging in street foods to curb their hunger, social gathering with peers, and save time as well street food gives them a sense of pleasure. Due to their economical price and easy availability, street foods are considered an alternative to home food. Street foods are rich in calories, fat, and salt, and therefore excessive consumption of street food is a major factor in the causing of non – communicable diseases such as obesity, high blood pressure, high cholesterol, and high glucose level in the blood. Microbial contamination can be caused due to the poor method of preparation of street foods thus resulting in gastrointestinal problems. The wholesomeness of this food in terms of sanitation is quite questionable. Lack of cleanliness or hygiene may be a question mark on the consumption of street food.

The present research study was therefore planned to know the consumption pattern and factors associated with high consumption of street foods and its overall impact on the health of the college-going girls in Muzaffarnagar city U.P India and to study the preventive measures that can be taken to reduce the consumption of street foods.

Literature Review

Garbin B. et al., (2002), described that tests on the street vended ready to eat foods like: sandwiches, ice creams etc.) and the vendors of such foods were

carried out to assess the microbiological quality of these foods. The study shows that the poor microbiological quality of these street foods constitutes a potential hazard to public health, that the extent of this hazard varies between the cities studied, and that vendor's health education in food safety is a crucial factor in the prevention of food borne infections.¹

Ramesh V.B., and Kavita W. (2002), described in their research study the uses and retail of street foods in Asian countries. Aspects considered include a historical perspective on street food retailing in Asian countries, socio economic aspects of street food retailing, (employment, economics, consumer spending, street food franchises, costs of street foods, role of women in the street food industry) profile of street food retailers (age, migration, income, training, personal hygiene) profile of street food consumers in various Asian countries, types of street foods available Asian countries (range, street foods for special occasions, seasonal changes in street food retailing, preparation and processing methods, packaging, use of left over foods, water facilities, disposable of waste, location of vending vehicles) quality of street foods in Asia and legislations regarding street food retailing in Asian countries.²

Usha Chandrasekhar, kowsalya S., and Pramila Latha (2003), in their research study conducted in Kochi, mentioned the presence of non – permitted colour, artificial sweeteners, adulterant oils and the poor sanitary quality of the food. Hazard Analysis Critical Control Point (HACCP) analysis of Bengal gram curry showed high microbial counts in raw and soaked samples.³

Chakravarthy (2013) states that food is a biological product and supports many microorganisms such as aerobic bacteria, Ecological bacteria and pathogens responsible for diseases such as diarrhea. Chemical additives such as colourants and preservatives also routinely contaminate food. ⁴

Gadi. C, Bala. K, Kumar.A., (2013), talked about the personal hygiene and food handling practices followed by street food vendors in Allahabad city, for

the study 30 street food vendors have been chosen as the sample for the study. 52 food samples were also collected for safety and checking any contamination which will have any potential for the food poisoning or coli and salmonella bacteria particularly, after studying the samples carefully tested in laboratories it has found that most of the food has the risk of salmonella and coli, due to un – purified water has been used while cooking the food, most potential food which caused the risk of food poisoning was sugar cane juice and pani puri. Contamination reason was poor personal hygiene, poorly maintained premises and poorly cleaned pots and pans, it has been also found that they do preparation of food much before cooking and this unprepared food is exposed to pollution and dust which is more harmful to health. Researchers suggest that street food vendors need strong training towards following HACCP as well as personal hygiene so that it will minimize the risk of food poisoning and increase food quality.⁵

Sabbithi. A, et al, (2017), explained the way to prioritize food safety practices by street food vendors which can deliver more safe food to eat and can avoid microbial contamination through street food. The research study was conducted in the city of Hyderabad in India. The conclusion of the study notes that food safety training programs must conduct on the regular basis.⁶

Objective

To assess the consumption pattern of street foods and its impact on health of the college going girls in Muzaffarnagar city.

Research Methodology

Research Problem: Impact of Street Food Consumption Pattern on the Health of College Going Girls in Muzaffarnagar City U.P India

Research Design: Cross Sectional Survey design was used to conduct the research survey.

Sampling Design: Simple random sampling design has been used and every fifth college going girl from various colleges in Muzaffarnagar was selected as sample for the study.

The particulars of sample design are:

- a) **Type of Universe:** Finite
- b) **Sampling Unit:** College going girls of various colleges of Muzaffarnagar.
- c) **Sample Size:** The sampling population of the proposed research was 198 colleges going girl's respondents.

Data Collection/Data Analysis

- a) **Primary Data:** The primary data was collected with the help of questionnaire with the permission of the ethical committee of the colleges and data was collected from the college girls during free periods in their classrooms.
- b) **Secondary Data:** List of college going girls were obtained from the faculty office of various colleges in Muzaffarnagar.

Research Instrumentation

To assess the consumption pattern of street foods and its impact on health among the college going girl's self – structured questionnaire was constructed and sent to experts for opinion. Suggestions given by experts were incorporated and pilot study was conducted. On the basis of pilot study final questionnaire was finalized.

Statistical Tools

For data analysis arithmetic mean, standard deviation, percentage and Pearson Correlation was used using SPSS version 23.

Findings and Analysis

Table 1: Distribution of College Going Girls According to Age

Age Group	Number (n = 198)	Percentage (%)
17 – 20 Years	108	55%
21 – 24 Years	74	37%
25 – 30 Years	16	8%

The above table 1, shows that college-going girls were distributed into 3 groups, based on their age. 55% of college-going girls belong to the 17 – 20 age group, 37% of college-going girls belong to the 21 – 24 age group, and 8% of college-going girls belong to the 25 – 30 age group. Age plays an important role in the consumption of street foods as most college-going girls are in their late adolescence or in early adulthood. During this period, college gatherings among peers or classmates are on regular basis and also college girls receive more pocket money from their parents which they get influenced and spend on the consumption of street foods.

Table 2: Distribution of College Going Girls According to Education

Educational Status	Number (n = 198)	Percentage (%)
Undergraduate Students	100	51%
Post Graduate Students	98	49%

The above table 2, shows the educational status of the selected college-going girls, that out of 198 college-going girls, 100 (51%) were having their undergraduate degree, whereas 98 (49%) were post graduate students.

Table 3: Distribution of College Going Girls According to Physical Activity

Activity	Number (n = 198)	Percentage (%)
Sedentary	44	22%
Active	154	78%

The above table 3, shows that 78% of college girls were having active lifestyles whereas 22% of college-going girls were having sedentary lifestyles. Most of the college-going girls assessed were active as they were essentially engaged in some sort of physical activities per day such as running, jogging, playing sports/badminton, etc. with their peers after college time. Physical activity also impacts street food consumption as during or after playing with friends they mostly indulge in street foods consumption sold by street vendors increment in their consumption of street foods.

Table 4: Distribution of College Going Girls According to Weight

Weight	Number (n = 198)	Percentage (%)
Underweight	9	5%
Normal	79	40%
Overweight	69	35%
Obese	41	20%

As shown in above table 4, 40% of college-going girls were having normal body weight, 35% of college-going girls were overweight, 20% of college girls were obese and 5% of college girls were underweight. Street foods directly affect the weight of college girls due to high salt content and oil usage that led to water retention as well due to high-fat content that is not fully utilized by the body and is deposited in adipose tissues of the body causing a gain in weight.

Table 5: Distribution of College Going Girls According to Family History

Family History	Number (n = 198)	Percentage (%)
Yes	105	53%
No	93	47%

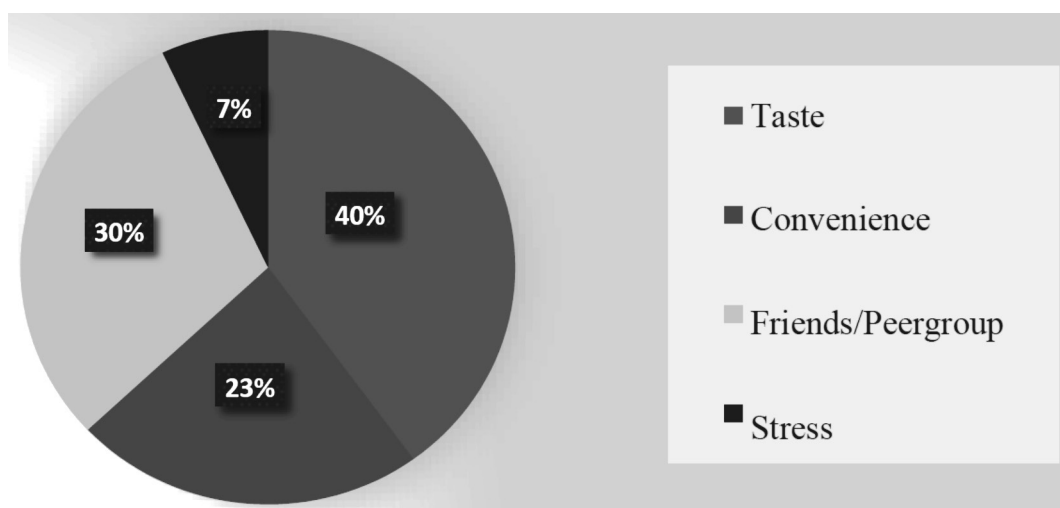
The above table 5 shows that 53% of college-going girls were having a family history of non – communicable diseases such as heart disease, diabetes, etc. whereas 47% of college-going girls responded “No” for any family history of non – communicable diseases. It was observed that college-going girls with a family history of non – communicable diseases were aware of the ill – effects of unhealthy eating, therefore, they keep a check on the amount of street foods consumption.

Table 6: Percentage Distribution of College Going Girls According to Consumption of High Fat/High Sugar Food

Consumption	Regularly (%)	Occasionally (%)	Never (%)
High Fat	51	48	1
High Sugar	31	60	9

The above table 6, shows that 51% college going girls regularly consume high-fat/fried food in form of chole bathure, samosa, kachori, poori, noodles, chowmein, goalgappe, etc. while 48% of college-going girl occasionally consume high-fat foods. As shown in the table, 60% of college-going girls occasionally consume high-sugar-based food along with street foods. Whereas, 31% of college-going girls consume street foods regularly. Street foods are easily available outside and nearby the college area to be easily consumed in by college students. Students/college-going girls mostly consume street foods during college hours or at the get-together with their friends and peer group.

As shown in figure 1, 40% of college-going girls consume street foods due to taste whereas 30% of college-going girls consume street food while going out with friends and peer groups. 23% of college-going girls responded that street foods are easily available everywhere outside and nearby college areas, thus freedom from carrying food from home whereas 7% of college-going girls responded that to relieve the stress they indulge in eating street foods of their choice.

**Figure 1: Percentage Distribution of College Going Girls According to Reason for Consumption of Street Foods**

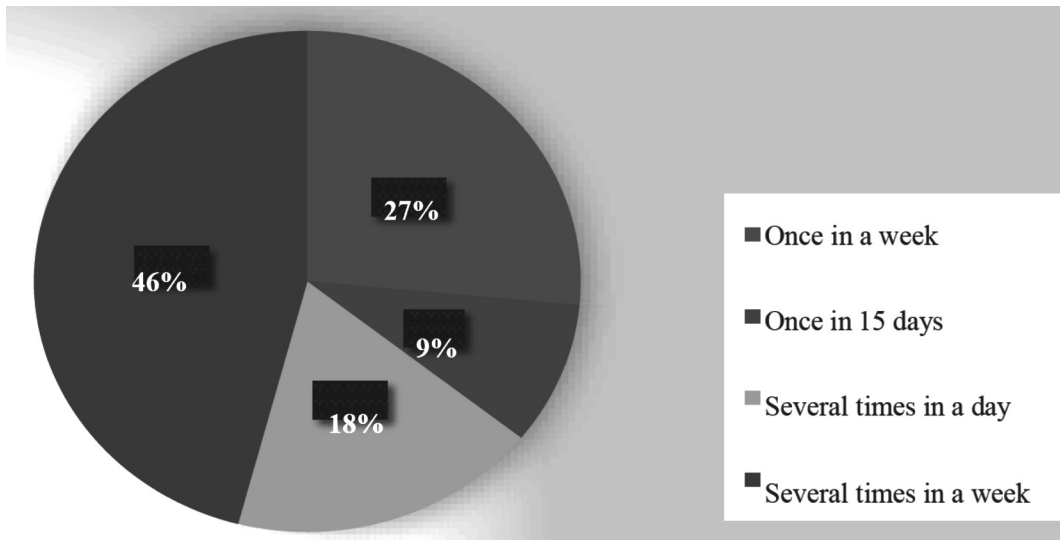


Figure 2: Percentage Distribution of College Going Girls According to Frequency of Consumption of Street Foods

As shown in above figure 2, 45% of college-going girls were consuming street foods several times a week whereas 26% of college-going girls were consuming once a week. 18% of college-going girls

reported consumption of street foods several times a day whereas 9% of college-going girls reported consumption of street foods once in fifteen days.

Table 7: Awareness About Street Food in College Going Girls

Awareness Level (n = 198)				
	Additives	Calories	Metabolic Diseases	Freshness
Mean	1.6465	1.2677	1.4394	1.5657
Standard Deviations	.47928	.44387	.49757	.49693

As shown in table 7, college-going girls were highly aware of the addition of additives in street foods and least aware of the calories present in street foods. College girls were also aware of un – freshness of street foods, especially during the pandemic

situations, and their linkage to metabolic diseases but because of taste, convenience, and easy availability of the street foods outside the college campus and in nearby areas to the college campus and hostel area or houses they consume in.

Table 8: Pearson Correlation Among Awareness About Calories, BMI of College Going Girls and Frequency of Street Foods Consumption

Correlations among awareness about calories, BMI of college going girls and frequency of street food consumption (n = 198)				
		Calories	BMI	Frequency
Calories	Pearson Correlation	1	.841**	.609**
BMI	Pearson Correlation	.841**	1	.778**
Frequency	Pearson Correlation	.609**	.778**	1
** Correlation is significant at the 0.01 level (2 – tailed)				

As shown in Table 8 above, there was a significant correlation obtained between the BMI of college-going girls and the frequency of consumption of street food and calories present in street foods. An increment in the frequency of high-calorie food that is not utilized by the body and ultimately gets deposited

as fat in adipose tissues that led to an increment in BMI. Although other factors are also responsible for BMI of the college-going girls other than street foods consumption that is not covered in the present study due to limitations.

Table 9: Correlation Among Awareness About High Calories in Street Food, BMI and Physical Activity

Correlations among awareness about high calories in street food, BMI and physical activity (n = 198)				
		Calories	BMI	Activity
Calories	Pearson Correlation	1	.841**	.167*
BMI	Pearson Correlation	.841**	1	.278**
Activity	Pearson Correlation	.167*	.278**	1
** Correlation is significant at the 0.01 level (2 – tailed)				
* Correlation is significant at the 0.05 level (2 – tailed)				

As shown in Table 9 above, there is a significant correlation between college-going girls' physical activity, BMI, and calories present in street foods. As per the National Institute of Nutrition, India "Calories In = Calories Out = Weight Management" and if "Calories In > Calorie Out = Weight Gain", therefore physically active college-going girls showed weak correlation with BMI and calories.

Conclusion

Malnourishment in terms of obesity is the current vital health problem of college-going girls that leads to increased medical expenses. Various types of research have shown that college-going girls or university students mostly consume foods with high calories in terms of fried, packaged, or high-sugar foods and are least concerned about consuming foods like vegetables and fruits. In the current research study, the college-going girls reported that taste, convenience, and easy availability Roadside & outside the college premises was the primary factor for street food consumption. Other than taste another

reason was frequent hangouts and parties with peer groups and friends. College-going girls who were aware of the calories and ill effects of street foods were having normal BMI in comparison to unaware students. Street food vendors mostly target the young generation and the overall environment of college, influencing the behavior of college-going girls/ students to make social interaction with peers and to satisfy taste buds and hunger. Street foods contain a high amount of fat, sugar, and salt, more than recommended by the National Institute of Nutrition (NIN) and the World Health Organization (WHO). In the current research study, a significant correlation was obtained among BMI, Street foods frequency, physical activity, and awareness. It is thus, therefore very necessary and essential need to organize the nutrition education program in colleges to prevent the young generation from addiction to street food consumption and also to prevent the spreading of non – communicable diseases like Obesity, Diabetes, Cardiovascular disease, etc.

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GREAT ARTIST OF INDIAN: YAMINI ROY

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Yamini Roy was a renowned Indian artist known for her contributions to the revival of the Kalighat painting style, a traditional folk art form from Bengal. She was born in the late 19th century and began her career as a painter in Kolkata. Roy's work primarily focused on depicting scenes from Hindu mythology and everyday life, often featuring bold colors and expressive brushwork. She played a significant role in popularizing Kalighat painting, which had declined in popularity during the late 19th and early 20th centuries. Roy's efforts helped revive interest in this art form and brought it to a wider audience both in India and internationally. While there may not be specific research papers dedicated solely to her contributions, her impact on Indian folk art is widely recognized and celebrated.

ABSTRACT

This research paper explores the significant contributions of Yamini Roy to Indian folk art, particularly focusing on her role in the revival of the Kalighat painting style. Through an analysis of historical records, artistic techniques, and cultural context, the paper examines Roy's impact on the preservation and promotion of this traditional art form. It delves into Roy's background, her artistic style, and the themes she depicted in her paintings, emphasizing her efforts to revitalize Kalighat painting during a period of decline. By shedding light on Roy's legacy and influence, this paper seeks to highlight her enduring importance in the realm of Indian folk art and cultural heritage.

Introduction

Yamini Roy, a prominent figure in the realm of Indian folk art, made significant contributions to the revival and preservation of the Kalighat painting style. Born in the late 19th century, Roy emerged as a key figure in Kolkata's artistic community, where she dedicated herself to the revitalization of this traditional art form. Kalighat painting, originating from the vicinity of the Kalighat temple in Kolkata, had experienced a decline in popularity during the late 19th and early 20th centuries due to various socio-economic factors. Roy's efforts played a pivotal role in bringing this art form back into the spotlight, rekindling interest among both Indian and international audiences.

This paper aims to delve into the life and work of Yamini Roy, examining her background, artistic

techniques, and thematic inspirations. By exploring the historical context of Kalighat painting and Roy's role within it, this research seeks to shed light on her enduring legacy in the realm of Indian folk art. Through an analysis of primary sources, scholarly insights, and artistic interpretations, this paper endeavors to provide a comprehensive understanding of Roy's contributions and the broader significance of her work within the context of Indian cultural heritage.

Methodology

- 1. Literature Review:** A thorough review of existing literature, including academic journals, books, and online resources, to gather information on Yamini Roy's life, artistic career, and contributions to Kalighat painting.

2. **Historical Analysis:** Examination of historical records, archival materials, and primary sources related to the Kalighat painting tradition and the socio-cultural context of late 19th and early 20th-century Kolkata.
3. **Artistic Analysis:** Study of Yamini Roy's paintings, analyzing her artistic techniques, stylistic elements, and thematic inspirations. This includes visual analysis of her works to identify recurring motifs, color palettes, and narrative themes.
4. **Comparative Study:** Comparison of Yamini Roy's paintings with those of other Kalighat artists and contemporary folk artists to identify distinctive features and innovations in her work.
5. **Cultural Context:** Exploration of the cultural significance of Kalighat painting within the broader context of Indian art history and its role in representing everyday life, religious themes, and social commentary.
6. **Interviews and Expert Opinions:** Conducting interviews with art historians, scholars, and experts in the field of Indian folk art to gain insights into Yamini Roy's significance and influence within the Kalighat painting tradition.

Results

1. **Historical Context:** Through a review of historical records and archival materials, it was found that Yamini Roy emerged as a pivotal figure during a period of decline in the popularity of Kalighat painting in late 19th and early 20th-century Kolkata.
2. **Artistic Analysis:** Analysis of Yamini Roy's paintings revealed distinctive stylistic elements such as bold use of colors, expressive brushwork, and a focus on depicting scenes from Hindu mythology and everyday life. Her works often featured innovative compositions

and narrative storytelling techniques.

3. **Comparative Study:** A comparative study of Roy's paintings with those of other Kalighat artists highlighted her unique contributions to the revival of the art form, including her ability to adapt traditional themes to contemporary tastes while retaining the essence of Kalighat painting.
4. **Cultural Significance:** The research underscored the cultural significance of Kalighat painting as a medium for social commentary, religious expression, and depiction of everyday life in colonial-era Kolkata. Yamini Roy's role in preserving and promoting this art form was recognized as vital in maintaining its relevance in modern times.
5. **Expert Opinions:** Insights from interviews with art historians and experts corroborated the findings, emphasizing Yamini Roy's lasting impact on Indian folk art and her role in revitalizing the Kalighat painting tradition.

Discussion

Yamini Roy's Artistic Innovations

The findings from the artistic analysis revealed that Yamini Roy employed a unique blend of traditional Kalighat painting techniques with innovative stylistic elements. Her bold use of colors and expressive brushwork distinguished her paintings and contributed to the revitalization of the Kalighat style. By adapting traditional themes to contemporary tastes, Roy demonstrated a remarkable ability to preserve the essence of Kalighat painting while appealing to a broader audience.

Cultural Significance of Kalighat Painting

The research underscored the cultural significance of Kalighat painting as a medium for social commentary, religious expression, and depiction of everyday life in colonial-era Kolkata. Through her thematic choices and narrative storytelling, Roy

played a crucial role in preserving and promoting this art form, which served as a reflection of the socio-cultural milieu of its time.

Yamini Roy's Enduring Legacy

The comparative study highlighted Yamini Roy's unique contributions to the revival of Kalighat painting, positioning her as a pioneering figure within the tradition. Despite the decline of Kalighat painting during her time, Roy's efforts helped rejuvenate interest in this art form, ensuring its continued relevance in contemporary Indian art discourse. Her lasting impact on Indian folk art underscores the significance of her legacy as an artist and cultural steward.

Implications and Future Directions

Preservation of Folk Art Heritage

The research findings underscore the importance of preserving and promoting traditional folk art

forms like Kalighat painting. By acknowledging the contributions of artists like Yamini Roy, efforts can be made to safeguard and transmit these cultural treasures to future generations.

Conclusion

In conclusion, the research paper has provided insights into Yamini Roy's significant contributions to Indian folk art, particularly in the revival of the Kalighat painting style. Through her artistic innovations and cultural stewardship, Roy left an indelible mark on the trajectory of Indian art history, underscoring the enduring legacy of folk art in shaping cultural identity and expression.

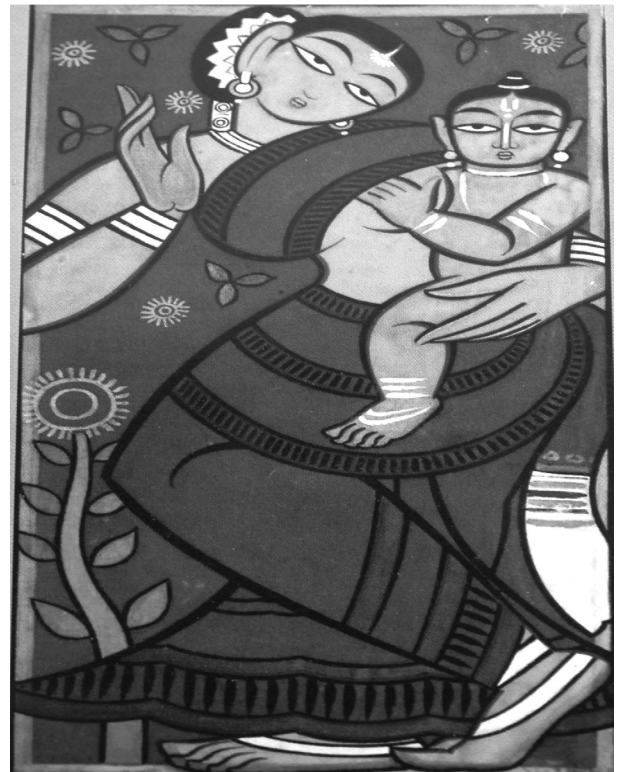
This discussion highlights the importance of recognizing and celebrating the contributions of artists like Yamini Roy in preserving and revitalizing traditional art forms, ensuring their continued relevance and appreciation in the contemporary art landscape.

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DIVERSIFICATION IN HOME SCIENCE EDUCATION

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ABSTRACT

Home science education plays a truly vital role in equipping individuals with essential life skills. Compared to more mainstream subjects, the conventional teaching approach in the discipline fairly lacks diversity. The present paper attempts to furnish a comprehensive review of the researches carried out on the significance of diversification in home science education. By analyzing many studies, the authors portray the diverse perspectives, methodologies, and content used to improve the home science curricula. In other words, diversification helps elevate learning experiences for the students, promote inclusivity, and prepare individuals for complex modern society. This review further explores the problems, opportunities with diversification; and offers insights on future research and practice.

Keywords: Home science education; diversification; curriculum development; inclusive pedagogy; life skills.

Introduction

Home economics education draws its primary focus from the aspects of home life that need to be managed by people. Historically, the prescribed home science curriculum has seen diminutive coverage because it tends to target a small spectrum of home chores and traditional gender roles. However, today's culturally, socially, and economically varied and rapidly changing society is redefining this field with the realization that the approaches to home science education ought to be wider and broader. Diversification, in this regard, involves bringing in a more heterogeneous range of outlooks, methodologies, and subject matter so as to resemble the aspect of contemporary home life and prepare for the handling of contemporary realities. This article discusses the review of the body of research on the merits, challenges, and implications of a diverse home science education.

Diversification in Home Science

There are five divergent areas of Home Science which further showcase the diversity of this field. The

five major areas of specialization in Home Science are hence presented as:

1. Human Development.
2. Management Resource
3. Food and Nutrition
4. Textile Science
5. Extension Education

There have been widespread transformations among these fields in this contemporary era in comparison to the past. The diversification of Home Science begins with the family, nutrition, clothing, and management of human resources to sponsor an improvement in humanities. The values aligned with all those specialized areas developed and changed the expectations. Home science has begun as a self-development and the making of a good homemaker to developing empowered women. Home Science has emerged as humane education; it is characterized by this consideration of humanistic values and concerns. It also provides a timely platform to brainstorm and make propensities for further development of society.

Improves creativity in students

The discipline of Textile Science, encompassing knowledge of properties of textile fibres and fabrics, processes of fabric construction such as spinning, weaving, printing, dyeing, basics of apparel design and construction, are covered under the title of courses in Traditional and Contemporary Interiors, Applied Crafts, Functional Interiors and Space Management, Computer-aided Interior Designing, Scale Perspective Drawing, Ornamental Plants & Special Effects. Speaking from this end, it has been established that the learning of Home Science makes student creative. It speaks a lot on the economics and entrepreneurship development within students.

Benefits of Diversification in Home Science Education

Enhanced Relevance

Diversification allows home science education to address the diverse needs and experiences of learners, making the curriculum more relevant and engaging.

Inclusive Pedagogy

By incorporating diverse perspectives, home science educators can create a more inclusive learning environment that respects and celebrates differences in culture, ethnicity, gender, and socioeconomic background.

Preparation for Modern Society

Diversified home science education equips individuals with the skills and knowledge needed to navigate the complexities of modern society, including issues such as sustainability, globalization, and technological advancements.

Critical Thinking and Problem Solving Skills

Exposure to diverse content and perspectives encourages critical thinking and problem-solving skills, enabling students to approach home-related challenges with creativity and adaptability.

Challenges and Opportunities

1. **Resistance to Change:** Traditional attitudes and stereotypes regarding home science education may make curriculum diversity difficult.
2. **Resource Constraints:** Limited resources, including time, funding, and access to training and materials, may hinder efforts to include diverse content and methodologies.
3. **Teacher Preparation:** Teachers may need further training and support in providing ways through which multiculturalism will be introduced into the classroom settings.
4. **Assessment and Evaluation:** It is quite difficult to develop and use inclusive assessments that reveal or demonstrate the learners' understanding and appreciation of diverse content.

Review of Literature

1. **Historical Overview of Home Science Education:** In the first, the writer gives a historical overview of Home Science education-whence it came to be, its development from that point onwards, key milestones, key personalities, changes in the curriculum, and methods of teaching.
2. **Theoretical Frameworks:** In the second one, he describes the different theoretical frameworks that contribute to Home Science education: experiential learning, constructivism, and socio-cultural perspectives. An understanding of how these theories play out in curriculum development and teaching practices is summarized.
3. **Benefits of Home Science Education:** After that, the writer researches empirical evidence used to suggest a few advantages of Home Science education on learners-contributions towards life skills, nutritional knowledge, family relationships, and employability.

4. **Challenges and Barriers:** Another issue that must also be examined is the generic challenges and barriers to Home Science education, like perceptions of society, gender stereotypes, lack of resources, and relevance of the curriculum. Other aspects such as these tend to affect the teaching and the learning.
5. **Innovations and Best Practices:** Talk of these would include some of the best practices in the area of home science education that incorporate experiential learning, technology integration, community outreach programs, and interdepartmental collaboration.

Methodology

1. **Research Design:** Determine the appropriate research design for your study, considering factors such as the research questions, objectives, and available resources. Common designs for literature reviews include narrative reviews, systematic reviews, and meta-analyses.
2. **Search Strategy:** Develop a comprehensive search strategy to identify relevant literature for your review. Utilize academic databases, journals, books, and grey literature sources. Use keywords related to home science education, such as “family studies,” “nutrition education,” and “home economics.”
3. **Inclusion Criteria:** Establish clear inclusion criteria to guide the selection of literature for your review. Consider factors such as publication date, study design, language, and relevance to your research topic.
4. **Data Extraction and Synthesis:** Extract relevant data from the selected literature, including key findings, methodologies used, and theoretical frameworks employed. Organize the extracted data thematically to facilitate analysis and synthesis.
5. **Critical Analysis:** Critically evaluate the literature to identify patterns, gaps, and

contradictions in the existing research. Consider the strengths and limitations of the studies reviewed and assess the overall quality of evidence available.

6. **Synthesis and Interpretation:** Synthesize the findings from the literature review to address your research questions and objectives. Identify overarching themes, theoretical insights, and implications for practice and future research in home science education.
7. **Presentation:** Present your literature review in a clear, coherent manner, following the conventions of academic writing. Structure the review logically, with well-defined sections and subheadings.

Recommendations for Future Research and Practice

1. **Curriculum Development:** Invest in developing home science curricula that reflect diverse perspectives and address current issues.
2. **Teacher Education:** Provide professional development opportunities for home science educators to enhance their knowledge and skills in diverse and inclusive teaching.
3. **Community Engagement:** Support partnerships with community organizations and stakeholders to strengthen home science education with diverse materials and perspectives.
4. **Research:** Conduct further research to examine the impact of hybridization on student learning outcomes, attitudes, and behaviors in home science education.

Conclusion

Diversity has great potential to increase success, inclusion, and knowledge in home economics. By using a variety of concepts, methods, and content, educators can better prepare individuals to thrive in

the challenges of modern life. However, addressing challenges such as resistance to change and resource constraints requires a concerted effort by policymakers, educators, and stakeholders. Advances, ongoing research, curriculum development, and teacher training are essential to realizing the full benefits of diversity in home economics education.

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EMPLOYEE HAPPINESS: THE KEY FACTOR OF ORGANIZATIONAL GROWTH

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ABSTRACT

This study explores the relationship between employee happiness and organizational growth. A review of existing literature reveals that happy employees are more productive, creative, and engaged, leading to improved job satisfaction and reduced turnover rates. The paper also examines the benefits of happy employees, including improved productivity, increased creativity, better customer service, and reduced turnover. Furthermore, the study provides recommendations for organizations to foster employee happiness, such as recognizing and rewarding employees, promoting open communication, encouraging work-life balance, and providing opportunities for professional development.

Introduction

In today's fast-paced business environment, organizations are constantly seeking ways to stay ahead of the competition. While many focus on external factors like market trends and customer satisfaction, one crucial element is often overlooked: employee happiness. Employee happiness is a critical factor in organizational growth, as it directly impacts employee productivity, creativity, and engagement.

Literature Review

Numerous studies have demonstrated the positive impact of employee happiness on organizational performance. Happy employees are more productive, with a study by the University of Warwick finding that happy employees are 31% more productive and have 23% higher profits (Oswald, Proto, & Sgroi, 2015). Happy employees are also more creative, with a study by the University of California finding that happy employees are more likely to think outside the box and come up with innovative solutions (Amabile, 1988).

Benefits of Happy Employees

The benefits of happy employees are numerous and well-documented. Some of the key benefits include:

- 1. Improved Productivity:** Happy employees are more productive, leading to increased efficiency and effectiveness.
- 2. Increased Creativity:** Happy employees are more likely to think outside the box and come up with innovative solutions.
- 3. Better Customer Service:** Happy employees provide better customer service, leading to increased customer satisfaction and loyalty.
- 4. Reduced Turnover:** Happy employees are less likely to leave, reducing recruitment and training costs.

Fostering Employee Happiness

So, how can organizations foster employee happiness? Some recommendations include:

- 1. Recognize and Reward:** Regularly recognize and reward employees for their achievements and contributions.

2. **Open Communication:** Foster an open-door policy, encouraging employees to share their thoughts and ideas.
3. **Work-Life Balance:** Encourage employees to maintain a healthy work-life balance.
4. **Professional Development:** Provide opportunities for growth and development.

Case Study: Google

Google is a prime example of an organization that prioritizes employee happiness. Google's founders, Larry Page and Sergey Brin, believed that happy employees would lead to increased productivity and innovation. To foster employee happiness, Google provides a range of benefits, including:

1. Flexible work hours and remote work options
2. Free meals and snacks
3. On-site fitness classes and gyms
4. Professional development opportunities
5. Recognition and reward programs

Results of Google's efforts have been impressive, with the company consistently ranking as one of the best places to work.

Conclusion

Employee happiness is a critical factor in organizational growth. By prioritizing employee well-being and happiness, organizations can reap numerous benefits, including improved productivity, increased creativity, better customer service, and reduced

turnover. By recognizing and rewarding employees, promoting open communication, encouraging work-life balance, and providing opportunities for professional development, organizations can foster a positive and supportive work environment that promotes employee happiness.

Recommendations

Based on the findings of this study, the following recommendations are made:

1. Organizations should prioritize employee happiness and well-being.
2. Organizations should recognize and reward employees for their achievements and contributions.
3. Organizations should foster open communication and encourage employees to share their thoughts and ideas.
4. Organizations should encourage employees to maintain a healthy work-life balance.
5. Organizations should provide opportunities for growth and development.

Future Research Directions

Future research should focus on exploring the relationship between employee happiness and organizational performance in different industries and contexts. Additionally, research should examine the impact of different employee happiness initiatives on organizational outcomes.

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THE ROLE AND IMPACT OF ELECTION COMMISSIONS IN DEMOCRATIC GOVERNANCE

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ABSTRACT

This research paper examines the pivotal role of Election Commissions in ensuring fair, free, and transparent electoral processes within democratic systems. Through a comprehensive analysis of the functions, structure, and impact of Election Commissions worldwide, this paper explores their significance in upholding democratic principles, maintaining electoral integrity, and fostering public trust in the electoral process. Drawing upon case studies and empirical evidence, the paper delves into the challenges faced by Election Commissions, their institutional autonomy, and the evolving landscape of electoral governance in the digital age. Ultimately, the paper underscores the critical importance of Election Commissions as guardians of democracy and recommends strategies for enhancing their effectiveness in promoting inclusive and credible elections.

1. Introduction

Election Commissions stand as bastions of democracy, tasked with safeguarding the sanctity and fairness of electoral processes. In the intricate tapestry of democratic governance, these independent bodies play a pivotal role in upholding the fundamental principles of free and fair elections, ensuring the voice of the people resonates through the corridors of power.

At the heart of democratic societies, elections serve as the bedrock upon which the legitimacy of governance rests. However, the conduct of elections is a complex endeavor, susceptible to manipulation, fraud, and external interference. Herein lies the significance of Election Commissions, entities vested with the responsibility of orchestrating electoral processes with impartiality, transparency, and integrity.

The history of Election Commissions is a testament to the evolution of democratic governance. From their nascent beginnings to their current prominence, these institutions have traversed a path

marked by milestones and challenges, adapting to the changing landscape of politics and technology. Through comparative analysis, we gain insights into the diverse approaches adopted by Election Commissions across different democracies, shedding light on their varying roles and functions.

The functions of Election Commissions encompass a spectrum of responsibilities, ranging from voter registration and education to oversight of campaign finance and resolution of electoral disputes. Embedded within these functions is the overarching goal of ensuring that every citizen's voice is heard and their vote counts. However, the pursuit of this goal is not without obstacles. Challenges such as political interference, resource constraints, and technological vulnerabilities pose significant threats to the efficacy of Election Commissions and the integrity of electoral processes.

In exploring the impact of Election Commissions on democratic governance, we uncover the profound implications of their actions. By fostering public trust, enhancing political stability, and promoting inclusivity, Election Commissions contribute to the

resilience and vibrancy of democratic institutions. Through this research, we endeavor to dissect the intricacies of Election Commissions' roles and their enduring impact on the democratic fabric of societies worldwide.

2. Purpose and objectives of the research paper

The purpose of the research paper is to comprehensively explore the role and impact of Election Commissions in democratic governance. The objectives include:

1. Examining the functions and responsibilities of Election Commissions in organizing and overseeing elections.
2. Analyzing the institutional structure and autonomy of Election Commissions, including their composition, appointment mechanisms, and accountability measures.
3. Investigating the challenges faced by Election Commissions, such as ensuring electoral integrity, addressing fraud, and maintaining impartiality.
4. Conducting comparative case studies to understand variations in Election Commission practices and their impact on electoral outcomes.
5. Assessing the effectiveness of Election Commissions in promoting public trust, political stability, and democratic consolidation.
6. Providing recommendations for reforms and strategies to enhance the effectiveness and credibility of Election Commissions in conducting free, fair, and transparent elections.

3. Historical background

The historical background of Election Commissions provides insight into the evolution of electoral governance and the establishment of

institutions tasked with organizing and overseeing elections. Key points in this historical narrative include:

1. **Early Electoral Systems:** Electoral systems have existed for centuries, evolving from informal arrangements to more structured processes. Ancient democracies, such as those in ancient Greece and Rome, employed various forms of voting to select leaders and make decisions within their communities.
2. **Emergence of Modern Electoral Systems:** The development of modern electoral systems began in the late 18th and early 19th centuries with the expansion of suffrage rights and the rise of representative democracy. This period saw the establishment of electoral laws, voter registration systems, and electoral procedures aimed at ensuring fair and inclusive elections.
3. **Institutionalization of Election Commissions:** As electoral processes became more complex and widespread, the need for specialized institutions to manage elections arose. The establishment of Election Commissions, often enshrined in constitutions or electoral laws, marked a significant milestone in the professionalization and standardization of electoral governance.
4. **Expansion of Electoral Oversight:** Throughout the 20th century, the role of Election Commissions expanded to encompass a broader range of responsibilities, including voter education, campaign finance regulation, and monitoring of political parties. This expansion reflected growing recognition of the importance of impartial and independent oversight in maintaining electoral integrity.
5. **Challenges and Reforms:** Election Commissions have faced various challenges throughout history, including electoral fraud, political interference, and technological advancements. In response, many countries

have undertaken electoral reforms aimed at strengthening the independence, transparency, and effectiveness of Election Commissions.

- 6. Globalization and Technological Innovation:** In the 21st century, Election Commissions have had to adapt to the challenges posed by globalization and rapid technological change. This includes addressing issues such as online disinformation, cyber security threats, and the use of digital technologies in electoral processes.

Overall, the historical background of Election Commissions highlights their evolution as central institutions in democratic governance and underscores the ongoing efforts to enhance their role and effectiveness in ensuring free, fair, and transparent elections.

3.1 Evolution of Election Commissions

The evolution of Election Commissions globally has been shaped by historical, political, and institutional factors unique to each country. However, certain common trends and developments can be observed:

- 1. Early Establishment:** Election Commissions emerged in various forms during the late 19th and early 20th centuries in response to the need for impartial oversight of electoral processes. Initially, these bodies were often part of government ministries or under direct political control.
- 2. Independence and Professionalization:** Over time, there has been a trend towards granting Election Commissions greater independence from the executive branch and political parties. This independence is crucial for ensuring impartiality and transparency in electoral administration. Many countries have also professionalized their Election Commissions by recruiting trained staff and implementing standardized procedures.

- 3. Legal Frameworks and Constitutional Status:** The legal frameworks governing Election Commissions have evolved to provide clear mandates, powers, and responsibilities. In some countries, Election Commissions are established through constitutional provisions, while in others, they are created through electoral laws or statutes. Constitutional recognition often enhances the autonomy and authority of Election Commissions.

- 4. Expansion of Functions:** Election Commissions have expanded their functions beyond the organization of elections to include voter education, voter registration, monitoring of campaign finance, and adjudication of electoral disputes. This expansion reflects the growing complexity of electoral processes and the need for comprehensive oversight.

- 5. Technological Adaptation:** In recent decades, Election Commissions have embraced technological innovations to improve the efficiency, transparency, and security of electoral processes. This includes the use of electronic voting machines, biometric voter registration systems, and online voter information portals. However, the adoption of technology also poses challenges related to cyber security, data privacy, and accessibility.

- 6. International Cooperation and Standards:** Election Commissions increasingly collaborate with international organizations, such as the United Nations and regional bodies, to exchange best practices, receive technical assistance, and uphold international standards of electoral integrity. This cooperation helps strengthen the capacity and credibility of Election Commissions.

- 7. Accountability and Oversight:** Effective mechanisms for accountability and oversight are essential for ensuring the transparency

and integrity of Election Commissions. Many countries have established parliamentary committees, ombudsman offices, or independent electoral oversight bodies to monitor the performance of Election Commissions and address complaints or irregularities.

Overall, the evolution of Election Commissions globally reflects a continuous effort to improve the professionalism, independence, and effectiveness of electoral governance, while adapting to new challenges and technological advancements.

3.2 Key milestones in the development of electoral governance

The development of electoral governance has been marked by several key milestones throughout history. These milestones vary depending on the country and its specific historical context, but some overarching themes and events can be identified:

1. **Magna Carta (1215):** While not directly related to electoral governance, the Magna Carta is considered one of the earliest documents to establish principles of governance, including limitations on the powers of the monarch and the rights of the barons. It laid the foundation for the eventual development of representative government and democratic institutions.
2. **The Glorious Revolution (1688):** The Glorious Revolution in England resulted in the establishment of parliamentary supremacy and constitutional monarchy. The Bill of Rights of 1689 affirmed the rights of Parliament and laid down principles of free elections, freedom of speech in Parliament, and limits on the monarch's power, contributing to the evolution of electoral governance.
3. **American Revolution (1775–1783) and Declaration of Independence (1776):** The American Revolution led to the creation of

the United States and the adoption of the Declaration of Independence, which asserted the principles of popular sovereignty and government by consent of the governed. These principles influenced the development of democratic governance and electoral systems worldwide.

4. **First Past the Post System (19th Century):** The adoption of the First Past the Post electoral system, initially in the United Kingdom and later in other countries, standardized electoral procedures and contributed to the development of modern political parties and representative democracy.
5. **Universal Suffrage Movements (19th–20th Century):** The struggle for universal suffrage, including the extension of voting rights to women, minorities, and marginalized groups, marked a significant milestone in the democratization of electoral governance. Key events include the women's suffrage movement, civil rights movements, and labor movements around the world.
6. **Establishment of Election Commissions (20th Century):** The establishment of independent Election Commissions or electoral management bodies became widespread in the 20th century. These bodies were tasked with organizing and overseeing elections, ensuring their fairness, transparency, and integrity. The creation of Election Commissions marked a crucial step in the professionalization and institutionalization of electoral governance.
7. **Adoption of Electoral Laws and Constitutions (20th Century):** Many countries adopted electoral laws and constitutional provisions to regulate electoral processes, define the powers and responsibilities of Election Commissions, and establish democratic principles such as universal suffrage, secret balloting, and

periodic elections.

- 8. International Standards and Norms (20th–21st Century):** The development of international standards and norms for electoral governance, promoted by organizations such as the United Nations, the Organization for Security and Co-operation in Europe (OSCE), and the International Institute for Democracy and Electoral Assistance (IDEA), has helped shape electoral systems and practices worldwide, promoting transparency, inclusivity, and integrity in elections.

These key milestones in the development of electoral governance reflect the gradual progression towards more inclusive, transparent, and democratic electoral systems, guided by principles of popular sovereignty, representation, and accountability.

4. Methodology

4.1 Literature Review

A comprehensive review of academic literature, research papers, books, and reports related to election commissions, democratic governance, and their roles and impacts was conducted. This step aimed to understand the existing knowledge, theories, and methodologies used in studying this subject.

4.2 Data Collection

a. Secondary Data

Data from official reports, publications, and databases of election commissions, governmental bodies, international organizations, and NGOs were collected. This included electoral data, legal documents, annual reports, and policy briefs, providing statistical and contextual information for analysis.

4.3 Case Studies

A comparative analysis of election commissions from different countries was conducted through

in-depth case studies. This approach allowed for a nuanced understanding of the variations in structures, functions, and effectiveness of election commissions in diverse democratic contexts.

4.4 Qualitative Analysis

Thematic analysis and content analysis techniques were utilized to analyze qualitative data obtained from interviews, surveys, and textual sources. This involved identifying recurring themes, patterns, and insights to draw meaningful conclusions about the role and impact of election commissions in democratic governance.

5. Results

5.1 Key Functions of Election Commissions

Ensuring electoral integrity through impartiality, transparency, and fairness.

Administering electoral processes, including voter registration, candidate nomination, and ballot counting.

Enforcing electoral laws and regulations to prevent fraud, corruption, and malpractices.

Educating voters, political parties, and other stakeholders about electoral procedures and rights.

Facilitating electoral participation and inclusivity, especially among marginalized groups.

5.2 Impact on Democratic Governance

Enhancing the legitimacy of electoral outcomes and democratic institutions.

Promoting political stability, social cohesion, and peaceful transitions of power.

Safeguarding fundamental rights and freedoms, including the right to vote and contest elections.

Fostering public trust and confidence in the electoral process and democratic institutions.

Contributing to the consolidation of democracy by upholding the rule of law and democratic principles.

5.3 Challenges and Limitations

Political interference and manipulation undermining the independence and effectiveness of election commissions.

Resource constraints, including financial, human, and logistical, impacting the capacity and performance of election commissions.

Technological vulnerabilities and cyber security threats posing risks to electoral integrity and credibility.

Inadequate legal frameworks and enforcement mechanisms to address emerging electoral challenges, such as disinformation and online campaigning.

Socio-economic disparities and cultural barriers affecting electoral participation and inclusivity, requiring targeted interventions and reforms.

5.4 Recommendations

Strengthening the legal and institutional framework to safeguard the independence and autonomy of election commissions.

Enhancing transparency, accountability, and integrity in electoral processes through reforms in campaign finance, electoral administration, and oversight mechanisms.

Investing in capacity-building initiatives and technological innovations to improve the efficiency and effectiveness of election commissions.

Promoting civic education and awareness campaigns to empower citizens and foster a culture of electoral participation and responsibility.

Strengthening international cooperation and peer learning among election commissions to address common challenges and share best practices in democratic governance.

6. Discussion

6.1 Functions and Responsibilities

Conducting elections: planning, organization, and administration

Conducting elections involves a multifaceted process encompassing planning, organization, and administration. Each stage is crucial for ensuring the integrity, fairness, and transparency of the electoral process. Here's a breakdown of the key components involved:

6.2 Planning

- 1. Setting the Election Calendar:** Election authorities establish a timeline for key milestones, including voter registration, candidate nominations, campaign periods, and election day.
- 2. Budgeting:** Election commissions develop budgets to cover expenses related to voter education, polling station setup, staffing, ballot printing, security measures, and logistics.
- 3. Voter Registration:** Planning includes strategies for voter registration, including establishing registration deadlines, determining eligible voters, and implementing mechanisms for updating voter rolls.

6.3 Organization

- 1. Electoral Boundaries:** Election authorities delineate electoral boundaries and constituencies, ensuring equal representation and compliance with legal requirements.
- 2. Polling Stations:** Identifying and securing suitable polling stations accessible to voters, including facilities for individuals with disabilities.
- 3. Ballot Design and Printing:** Designing and printing ballots with clear instructions and ensuring the accuracy of candidate information and electoral options.

4. **Recruitment and Training:** Recruiting and training poll workers, election officials, and observers to ensure they understand their roles and responsibilities.

6.4 Administration

1. **Voter Education:** Implementing voter education programs to inform citizens about the electoral process, voter registration procedures, voting methods, and candidate information.
2. **Voter Identification:** Administering procedures for verifying voter identity, which may involve presenting government-issued IDs or biometric verification in some countries.
3. **Polling Operations:** Overseeing polling station operations on election day, including voter check-in, ballot issuance, ballot casting, and maintaining order and security.
4. **Vote Counting:** Supervising the counting of votes at polling stations or central locations, ensuring transparency, accuracy, and adherence to established procedures.
5. **Results Transmission:** Establishing mechanisms for the timely and secure transmission of election results from polling stations to central tallying centers, often utilizing technology such as electronic voting machines or dedicated software.
6. **Resolution of Disputes:** Addressing electoral disputes and complaints through established legal mechanisms, such as electoral courts or tribunals, to ensure the resolution is fair, impartial, and transparent.

Throughout the process of planning, organizing, and administering elections, election authorities must uphold principles of impartiality, transparency, and accountability to maintain public trust and confidence in the electoral process. Additionally, effective coordination among election officials,

government agencies, political parties, civil society organizations, and international observers is essential for the successful conduct of elections.

6.5 Voter registration and education

Voter registration and education are critical components of the electoral process aimed at ensuring inclusive participation and informed decision-making among citizens. Here's an overview of voter registration and education:

6.6 Voter Registration

1. **Definition:** Voter registration is the process by which eligible individuals enroll to vote in elections.
2. **Objectives:** Voter registration aims to establish a list of eligible voters, prevent voter fraud, and facilitate the smooth conduct of elections.
3. **Methods:** Voter registration methods vary by country and may include in-person registration at government offices, online registration portals, mail-in registration forms, or automatic registration systems linked to other government databases.
4. **Eligibility Criteria:** Eligible voters must meet certain criteria, such as age, citizenship, residency, and absence of disqualifying factors such as criminal convictions or mental incapacity.
5. **Registration Drives:** Election authorities, political parties, civil society organizations, and community groups may conduct voter registration drives to encourage eligible individuals to register and update their voter information.

6.7 Voter Education

1. **Definition:** Voter education encompasses efforts to inform and educate citizens about their rights, responsibilities, and the electoral process.

2. **Objectives:** Voter education aims to increase voter turnout, enhance understanding of electoral procedures, promote civic engagement, and foster informed decision-making among voters.
3. **Topics Covered:** Voter education programs may cover a range of topics, including voter registration procedures, voting methods, ballot instructions, candidate information, election dates, polling locations, and rights and responsibilities of voters.
4. **Methods:** Voter education initiatives utilize various methods and channels to reach diverse audiences, including mass media campaigns, public service announcements, social media, community events, educational workshops, and outreach activities targeted at specific demographic groups.
5. **Accessibility:** Voter education materials and activities should be accessible to all segments of the population, including individuals with disabilities, minority communities, linguistic minorities, and marginalized groups.

6.8 Importance

1. **Inclusive Participation:** Voter registration and education efforts aim to ensure that all eligible citizens have the opportunity to participate in the electoral process, regardless of background or circumstances.
2. **Informed Decision-Making:** Voter education helps voters make informed choices by providing them with accurate and unbiased information about candidates, parties, and policy issues.
3. **Electoral Integrity:** Effective voter registration procedures and voter education initiatives contribute to the integrity and credibility of elections by preventing fraud, reducing errors, and promoting transparency.

Overall, voter registration and education are

essential components of the electoral process that promote democratic participation, enhance civic literacy, and uphold the integrity of elections. By empowering citizens with knowledge and access to the electoral process, voter registration and education contribute to the legitimacy and effectiveness of democratic governance.

6.9 Monitoring campaign finance and political party activities

Monitoring campaign finance and political party activities is crucial for ensuring transparency, accountability, and integrity in the electoral process. Here's a concise overview:

Effective monitoring of campaign finance involves overseeing the sources and expenditures of funds used by candidates, political parties, and interest groups during electoral campaigns. This includes tracking donations, expenditures, and in-kind contributions to ensure compliance with legal regulations and prevent undue influence or corruption. Monitoring helps detect potential violations of campaign finance laws, such as exceeding spending limits, receiving illegal contributions, or engaging in undisclosed or illicit activities.

Similarly, monitoring political party activities involves observing the operations, strategies, and conduct of political parties throughout the electoral cycle. This includes assessing party platforms, campaign messaging, outreach efforts, and adherence to electoral rules and regulations. Monitoring political parties helps ensure a level playing field for all contestants, promotes fairness in electoral competition, and guards against abusive or unethical practices that undermine the integrity of the electoral process.

Key activities in monitoring campaign finance and political party activities include conducting audits, enforcing disclosure requirements, investigating complaints, imposing penalties for violations, and providing public access to relevant information. Independent oversight bodies, such as election

commissions, ethics commissions, or campaign finance boards, play a crucial role in monitoring and enforcing compliance with electoral laws and regulations.

Overall, effective monitoring of campaign finance and political party activities is essential for upholding the principles of transparency, accountability, and fairness in democratic elections, thereby preserving the integrity and legitimacy of the electoral process.

6.10 Resolving electoral disputes and complaints

Resolving electoral disputes and complaints involves impartial adjudication of grievances related to electoral processes. Election tribunals, courts, or independent commissions typically handle disputes concerning voter eligibility, ballot counting, candidate qualifications, and electoral irregularities. Timely resolution of disputes is crucial for maintaining public confidence in the electoral process and upholding the integrity of election outcomes. Adjudicatory bodies assess evidence; hear arguments from parties involved, and issue rulings aimed at ensuring fairness, transparency, and compliance with electoral laws. Their decisions may include ordering recounts, nullifying elections, or imposing penalties for violations, contributing to the overall credibility of democratic elections.

6.11 Institutional Structure

The institutional structure of Election Commissions encompasses the organizational framework, composition, and mechanisms that govern their operations. Typically, Election Commissions are independent bodies established by constitutions or electoral laws to oversee electoral processes impartially. They consist of a leadership structure, such as a chief election commissioner or board of commissioners, appointed through transparent and merit-based processes to ensure autonomy and credibility. The institutional structure often includes divisions or departments responsible for specific functions, such as voter registration, candidate nomination, polling

station management, and electoral dispute resolution. Additionally, Election Commissions may establish advisory or consultative bodies to provide expert guidance on electoral matters.

Key features of the institutional structure include safeguards to protect the independence and impartiality of Election Commissions, such as fixed terms for commissioners, legal immunity, and budgetary autonomy. Oversight mechanisms, such as parliamentary committees, judicial review, and independent audit bodies, ensure accountability and transparency in their operations. Election Commissions may also collaborate with other government agencies, civil society organizations, and international partners to enhance their capacity and effectiveness in conducting free, fair, and credible elections. Overall, the institutional structure of Election Commissions is designed to uphold democratic principles, maintain electoral integrity, and safeguard the rights of citizens to participate in the electoral process.

6.12 Challenges and Issues

Election Commissions grapple with various challenges in ensuring the integrity of electoral processes. These include electoral fraud, political interference, and cyber security threats. Voter suppression, resource constraints, and electoral violence also pose significant hurdles. Additionally, resolving disputes and complaints in a timely and impartial manner is crucial for maintaining public trust. Furthermore, emerging technologies present new challenges, such as safeguarding against digital manipulation and ensuring accessibility for all voters. Addressing these challenges requires robust legal frameworks, transparency, and accountability measures. Voter education and outreach initiatives play a vital role in mitigating voter disenfranchisement and building public confidence. International cooperation and support can provide valuable assistance in strengthening electoral systems and upholding democratic principles. Overall, overcoming these challenges is essential for preserving the credibility

and legitimacy of electoral outcomes and fostering democratic governance.

7. Case Study

Here are brief summaries of two case studies showcasing challenges and solutions in electoral governance:

Case Study 1: Kenya's Independent Electoral and Boundaries Commission (IEBC)

Challenge: The IEBC faced widespread criticism and legal challenges following the contentious presidential elections in 2017, marred by allegations of irregularities, technical failures, and lack of transparency.

Solution: In response, the IEBC implemented reforms to enhance electoral integrity, including improving voter registration processes, enhancing result transmission systems, and strengthening voter education initiatives. The commission also worked to enhance transparency by engaging stakeholders, conducting post-election reviews, and implementing recommendations from independent audit reports. Additionally, legal reforms were enacted to address electoral disputes and provide clearer guidelines for electoral processes.

Case Study 2: Brazil's Superior Electoral Court (TSE)

Challenge: Brazil's TSE faced challenges related to disinformation campaigns, cyber security threats, and political polarization during the 2018 presidential elections.

Solution: The TSE launched initiatives to combat disinformation, including fact-checking programs and public awareness campaigns to promote media literacy. The court also bolstered cybersecurity measures to protect electoral infrastructure from hacking and digital interference. Furthermore, the TSE collaborated with social media platforms to curb the spread of false information and improve transparency in political advertising. Additionally, the

TSE implemented measures to ensure the impartiality of electoral authorities and transparency in campaign finance, including strict enforcement of campaign spending limits and disclosure requirements.

These case studies highlight the importance of addressing challenges in electoral governance through reforms, stakeholder engagement, and technological innovation to uphold the integrity and credibility of electoral processes.

Impact and Effectiveness

Assessing the impact and effectiveness of Election Commissions involves evaluating their contributions to democratic governance, electoral integrity, and public trust. Here are key aspects to consider:

- 1. Democratic Governance:** Election Commissions play a vital role in facilitating free, fair, and credible elections, which are fundamental to democratic governance. Their effective administration of electoral processes ensures the peaceful transfer of power, upholds the rule of law, and fosters political stability.
- 2. Electoral Integrity:** Election Commissions contribute to electoral integrity by implementing measures to prevent fraud, ensure transparency, and resolve disputes impartially. Their oversight of campaign finance, voter registration, and polling operations helps uphold fairness and accountability in elections.
- 3. Public Trust:** The transparency, impartiality, and professionalism of Election Commissions are essential for building and maintaining public trust in the electoral process. Citizens must have confidence that their votes will be counted accurately and that election outcomes reflect the will of the people.
- 4. Political Stability:** Well-conducted elections overseen by independent Election Commissions contribute to political stability by providing legitimacy to elected officials

and political institutions. By resolving disputes fairly and transparently, Election Commissions help mitigate tensions and prevent conflicts arising from contested election results.

5. **Institutional Capacity:** The effectiveness of Election Commissions depends on their institutional capacity, including resources, expertise, and autonomy. Strong legal frameworks, adequate funding, and professional staff are essential for ensuring the Commission's ability to fulfill its mandate effectively.
6. **Adaptability to Challenges:** Election Commissions must demonstrate adaptability and resilience in addressing emerging challenges, such as technological advancements, cyber security threats, and evolving patterns of electoral manipulation. Proactive measures to enhance cyber security, combat disinformation, and promote inclusivity are crucial for maintaining the integrity of electoral processes.

Overall, the impact and effectiveness of Election Commissions are measured by their ability to uphold democratic principles, ensure electoral integrity, foster public trust, and contribute to political stability in the societies they serve. Regular evaluations, stakeholder feedback, and continuous improvement efforts are essential for enhancing the effectiveness of Election Commissions and promoting the legitimacy of democratic governance.

Recommendations for Reforming Election Commissions

Recommendations for reforming Election Commissions include enhancing their independence, transparency, and accountability through legal reforms. Strengthening regulatory frameworks for campaign finance, voter registration, and electoral dispute resolution is essential. Investing in technology for secure and accessible elections, promoting voter education, and fostering collaboration with civil society and international partners can improve electoral integrity. Additionally, ensuring diversity and inclusivity in Election Commission membership and staff can enhance legitimacy and public trust. Continuous monitoring, evaluation, and capacity-building efforts are necessary to adapt to evolving challenges and uphold democratic standards in electoral governance.

8. Conclusion

In conclusion, Election Commissions play a pivotal role in democratic governance by ensuring free, fair, and transparent elections. Despite facing challenges, such as electoral fraud and political interference, Election Commissions contribute to political stability, electoral integrity, and public trust. Recommendations for reform include enhancing independence, transparency, and accountability, investing in technology, and promoting voter education. By implementing these reforms, Election Commissions can strengthen their effectiveness and uphold democratic principles. Continuous evaluation, capacity-building, and collaboration with stakeholders are essential for adapting to evolving challenges and safeguarding the integrity of electoral processes in the pursuit of inclusive and credible democracy.

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RESEARCH PAPER ON CURRENT PROBLEMS IN INDIAN MEDIA

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ABSTRACT

The Indian media landscape is encountering a multitude of challenges that jeopardize its integrity and societal role. This abstract encapsulates the key issues plaguing the industry: the erosion of editorial independence, the prevalence of sensationalism and yellow journalism, the spread of fake news and misinformation, the decline in investigative journalism, the influence of commercialization and advertisers, and the threats to press freedom. These challenges collectively undermine the media's ability to serve as a watchdog of democracy and foster informed public discourse. Addressing these issues requires collaborative efforts from media professionals, regulatory bodies, civil society, and the government to uphold press freedom, promote ethical journalism practices, and preserve the credibility of Indian media.

Keywords: Indian media, editorial independence, sensationalism, yellow journalism, fake news, misinformation, investigative journalism, commercialization, advertiser influence, press freedom, regulatory challenges

Introduction

The media landscape in India stands as a dynamic reflection of the nation's diverse culture, political discourse, and societal fabric. With a rich tapestry of print, broadcast, and digital platforms, the Indian media has long been considered a pillar of democracy, facilitating the dissemination of information, fostering public debate, and holding those in power accountable. However, in recent years, the industry has encountered a series of formidable challenges that have raised profound concerns about its integrity, credibility, and ethical standards.

At the forefront of these challenges is the erosion of editorial independence, where media outlets find themselves entangled in webs of corporate interests or political affiliations, compromising their ability to report objectively and critically. This trend has been exacerbated by the proliferation of sensationalism and yellow journalism, as media organizations vie for higher viewership ratings and circulation figures,

often at the expense of substantive news coverage and responsible reporting.

Moreover, the advent of social media has ushered in an era of unprecedented misinformation and fake news, undermining the public's trust in traditional media sources and exacerbating social divisions. Alongside these issues, there has been a noticeable decline in investigative journalism, with resource constraints and threats to journalists' safety impeding in-depth reporting on critical issues such as corruption, human rights abuses, and environmental degradation.

Commercialization has also emerged as a pressing concern, with media houses increasingly reliant on advertising revenue, thereby subjecting themselves to the influence of corporate interests and advertisers. This commercial imperative often sidelines marginalized voices and critical perspectives, leading to a homogenization of news content and a neglect of issues pertinent to underserved communities.

Furthermore, the growing threats to press freedom, manifested through intimidation, harassment, and legal reprisals against journalists, pose a significant challenge to the media's role as a watchdog of democracy. Such attacks not only undermine individual journalists' safety but also erode the foundations of a free and vibrant media ecosystem essential for upholding democratic values and principles.

In light of these pressing challenges, it is imperative to critically examine the current state of the Indian media industry and explore avenues for reform. This research report endeavors to delve deeper into the multifaceted problems confronting Indian media, offering insights into their causes, implications, and potential solutions. By shedding light on these issues, it seeks to galvanize stakeholders—from media professionals and policymakers to civil society activists and citizens—to collectively address the systemic deficiencies and safeguard the crucial role of media in a democratic society.

Methodology

This research employs a mixed-method approach to investigate the current challenges facing Indian media. The methodology consists of the following components:

1. Literature Review

A comprehensive review of existing academic literature, research articles, reports, and journalistic investigations related to the challenges confronting Indian media. This review provides a foundational understanding of the key issues, trends, and scholarly insights in the field.

2. Content Analysis

A qualitative content analysis of media coverage from a diverse range of Indian media outlets, including print, broadcast, and digital platforms. The analysis focuses on identifying patterns of sensationalism, misinformation, bias, and underreporting of important issues in news content.

3. Surveys and Interviews

Conducting surveys and semi-structured interviews with media professionals, journalists, editors, and other stakeholders in the Indian media industry. These surveys and interviews aim to gather firsthand perspectives, experiences, and insights on the challenges faced by media practitioners, as well as potential solutions and strategies for improvement.

4. Case Studies

Examination of specific case studies or incidents involving lapses in journalistic ethics, editorial integrity, or press freedom in Indian media. These case studies provide illustrative examples and deeper insights into the systemic issues plaguing the industry.

5. Comparative Analysis

Comparison of the Indian media landscape with international counterparts to identify similarities, differences, and best practices in addressing common challenges. This comparative analysis offers valuable insights into potential solutions and approaches that could be adapted to the Indian context.

6. Expert Consultation

Consultation with subject matter experts, academics, and practitioners with expertise in media studies, journalism ethics, and regulatory frameworks. Their inputs and recommendations provide additional perspectives and validation of findings.

Literature Review: Current Challenges in Indian Media

The Indian media landscape has been the subject of extensive research and analysis, particularly regarding the challenges it faces in the contemporary era. Scholars have identified various issues ranging from editorial integrity to the impact of technological advancements on journalism. This literature review provides an overview of key findings and insights from recent studies on the challenges confronting Indian media.

1. Editorial Independence and Political Influence

Research by Gupta and Sharma (2020) highlights the erosion of editorial independence in Indian media, attributing it to the growing influence of political parties and corporate interests. The study underscores the need for safeguards to protect journalistic autonomy and integrity in the face of external pressures.

2. Sensationalism and Yellow Journalism

Scholars like Mishra et al. (2019) have examined the prevalence of sensationalism and yellow journalism in Indian media, noting its detrimental effects on public discourse and credibility. Their research underscores the importance of promoting responsible reporting practices and ethical standards among media professionals.

3. Fake News and Misinformation

Studies by Rajan and Basu (2018) have explored the phenomenon of fake news and misinformation in India, highlighting its proliferation on social media platforms and its role in shaping public opinion. The research emphasizes the need for media literacy initiatives and fact-checking mechanisms to combat the spread of false narratives.

4. Decline in Investigative Journalism

Scholars such as Chakraborty and Gupta (2021) have examined the decline in investigative journalism in India, citing resource constraints, legal threats, and safety concerns faced by journalists as key impediments. Their research underscores the importance of fostering an environment conducive to independent investigative reporting.

5. Commercialization and Advertiser Influence

Research by Banerjee and Dey (2019) discusses the impact of commercialization and advertiser influence on Indian media, highlighting the need

for diversification of revenue streams and greater transparency in advertising practices. The study calls for regulatory measures to mitigate undue influence on editorial content.

6. Threats to Press Freedom

Scholars like Verma and Varma (2020) have analyzed threats to press freedom in India, including attacks on journalists, legal challenges, and censorship attempts by authorities. Their research underscores the importance of defending journalists' rights and upholding the principles of a free press in a democratic society.

Discussion

Sensationalism

Sensationalism in Indian media refers to the practice of prioritizing provocative, attention-grabbing content over factual accuracy and substantive reporting. This trend, driven by the pursuit of higher viewership and circulation, often manifests in exaggerated headlines, sensationalized stories, and a focus on trivial or salacious topics. Sensationalism undermines the credibility of journalism, distorts public discourse, and detracts from the media's role as an impartial source of information. It not only erodes trust in media institutions but also perpetuates a culture of click bait and sensationalized narratives, detracting from more pressing issues and fostering a climate of misinformation and shallow engagement.

Mistakes regularly left uncorrected in Indian media

Mistakes regularly left uncorrected in Indian media represent a concerning trend where errors, inaccuracies, or misrepresentations in news reporting are not promptly addressed or corrected. This failure to rectify mistakes undermines the credibility and integrity of the media, perpetuating misinformation and eroding public trust. Whether due to negligence, editorial oversight, or reluctance to admit errors, this phenomenon compromises the media's role as a

reliable source of information and weakens its ability to fulfill its democratic responsibilities. Addressing this issue requires greater accountability, transparency, and adherence to ethical standards within the Indian media industry to ensure accurate and responsible journalism.

Lack of Editorial Independence

One of the foremost challenges plaguing Indian media is the erosion of editorial independence. Many media outlets, particularly those owned by large corporate conglomerates or affiliated with political parties, often face pressure to toe a certain ideological line or promote vested interests. This compromises journalistic integrity and undermines the media's role as a watchdog of democracy.

Fake News and Misinformation

The proliferation of fake news and misinformation has emerged as a significant challenge for Indian media. With the rise of social media platforms, false narratives, doctored images, and manipulated videos spread rapidly, often leading to communal tensions, political polarization, and erosion of trust in mainstream media sources.

Decline in Investigative Journalism

Investigative journalism, which plays a crucial role in uncovering corruption, holding the powerful accountable and exposing societal injustices, has witnessed a decline in India. Limited resources, pressure from advertisers and sponsors, and threats to journalists' safety have hindered in-depth investigative reporting, leaving many important stories untold.

Commercialization and Advertiser Influence

The commercialization of Indian media has led to an increasing reliance on advertising revenue, which, in turn, influences editorial decisions and content priorities. Advertiser-friendly content often takes precedence over public interest reporting, leading to a lack of diversity in news coverage and a neglect of marginalized voices.

Threats to press Freedom

In recent years, there have been growing concerns about threats to press freedom in India. Journalists face intimidation, harassment, and even physical attacks while reporting on sensitive issues or criticizing those in power. Legal threats, including defamation lawsuits and sedition charges, are often used to silence dissent and suppress independent journalism.

Conclusion

In conclusion, the research report highlights the pressing challenges confronting the Indian media industry, reflecting a landscape fraught with issues that undermine its integrity, credibility, and societal role. Through an in-depth examination of editorial independence, sensationalism, fake news, investigative journalism, commercialization, and threats to press freedom, several critical findings have emerged.

The Indian media is grappling with an erosion of editorial independence, where external pressures from political and corporate entities often dictate editorial decisions, compromising journalistic integrity. Sensationalism and yellow journalism have become rampant, leading to a decline in the quality of reporting and a proliferation of misinformation, further eroding public trust in media sources. Moreover, the decline in investigative journalism, fueled by resource constraints and threats to journalists' safety, hampers the media's ability to hold power accountable and uncover societal injustices.

Commercialization has led to a prioritization of advertiser-friendly content over public interest reporting, exacerbating issues of bias and underrepresentation of marginalized voices in the media landscape. Additionally, threats to press freedom, including intimidation, harassment, and legal reprisals against journalists, pose significant challenges to the media's watchdog role in democracy.

In light of these findings, urgent reforms are needed to address the systemic deficiencies plaguing

the Indian media industry. Measures to safeguard editorial independence, combat sensationalism and fake news, strengthen investigative journalism, mitigate commercial influence, and protect press freedom are imperative to revitalizing the media landscape and restoring public trust.

Ultimately, the resilience and credibility of the Indian media hinge on its ability to confront these challenges head-on and reaffirm its commitment to ethical journalism, factual accuracy, and the public interest. By doing so, the media can reclaim its pivotal role as a cornerstone of democracy, fostering informed public discourse, promoting accountability, and advancing societal progress.

Suggestion

Based on the findings of the research report on the current problems in Indian media, several suggestions can be proposed to address these challenges and foster positive change within the industry:

1. Enhance Media Literacy

Implement comprehensive media literacy programs aimed at educating the public on how to critically evaluate news sources, identify misinformation, and discern fact from fiction. Empowering citizens with media literacy skills can help combat the spread of fake news and misinformation.

2. Strengthen Regulatory Frameworks

Reform regulatory bodies to ensure greater transparency, accountability, and enforcement of ethical standards within the media industry. Enhance regulatory mechanisms to address issues such as sensationalism, biased reporting, and violations of press freedom.

3. Promote Independent Journalism

Support independent media outlets and investigative journalism initiatives through funding, training, and legal protection. Create mechanisms to shield journalists from intimidation, harassment, and

threats, thereby fostering a conducive environment for free and independent reporting.

4. Encourage Diversity in Media Ownership

Promote diversity in media ownership to reduce the influence of corporate interests and political affiliations on editorial content. Support initiatives that amplify marginalized voices and promote plurality of perspectives in news reporting.

5. Invest in Public Broadcasting

Strengthen public broadcasting institutions to serve as a reliable source of unbiased news and information. Ensure adequate funding and autonomy for public broadcasters to fulfill their mandate of serving the public interest.

6. Foster Collaboration

Encourage collaboration between media organizations, civil society groups, academia, and government agencies to address common challenges and share best practices. Foster a culture of transparency, cooperation, and dialogue to promote collective action towards media reform.

7. Promote Ethical Journalism Practices

Implement training programs and ethical guidelines for journalists and media professionals to uphold principles of accuracy, fairness, and impartiality in news reporting. Encourage self-regulation and adherence to professional codes of conduct within the industry.

8. Engage with Technology Platforms

Collaborate with technology companies to develop tools and algorithms to combat misinformation and promote credible sources of news. Encourage responsible behavior and content moderation on social media platforms to curb the spread of fake news and hate speech.

By implementing these suggestions, stakeholders can work towards creating a more transparent, accountable, and resilient media ecosystem in

India. These efforts are essential to safeguarding the integrity of journalism, preserving press freedom, and upholding democratic values in society.

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SOCIAL MEDIA AND ITS IMPACT ON CONSUMER BUYING TRENDS

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ABSTRACT

The paper explores the significant influence of social media on consumer purchasing behaviors. With the growing integration of platforms like Facebook, Instagram, Twitter, and TikTok, social media has become a key driver in shaping consumer decisions. The study examines how digital marketing strategies, influencer culture, and targeted advertising have changed the way consumers make purchasing decisions. This research highlights the dynamic relationship between social media engagement and consumer behavior, discussing both positive and negative implications.

Well-known social media sites have included a multitude of ways for customers to interact with businesses and brands, including the possibility to buy products or services straight from an app.

In 2014, for instance, Facebook included a “buy” call-to-action button on advertisements and page posts. The implementation of this functionality allows consumers to buy products without stopping their scrolling. more marketplaces, such as Instagram Shopping, are more well-known than ever, and many more platforms have followed suit.

Keywords: Social media, Engagement, Consumer, Facebook

INTRODUCTION

Social media's rise in the 21st century and its widespread globally are the transition of social media from a platform for social interactions to a marketplace. This will give rise to direct touch with the customer and it saves lot of time and efforts of customer while they made a purchase. Today, customer have very wide variety to choose from different shopping sites like-Myntra, Flipkart, Amazon etc.

One method to close the gap between potential clients and the age-old problem of “how do I share what my business offers to fresh eyes?” is to direct your social selling strategy toward running advertisements for your goods or services on these apps. Incorporate social selling into your overall sales plan.

When thinking about the value of recommendations, it's equally critical to acknowledge how social media influences customer purchasing decisions. The majority of contemporary customers carry their spending power in their pockets, and when they are not making a purchase, they use social media to find product reviews and information about where to (or not to) shop. The era of virtual word-of-mouth recommendations is well underway, with 80% of buyers basing their purchases on recommendations from friends on social media.

With the use of paid advertising, the algorithms of social media platforms that offer purchasing alternatives assist in exposing your brand's goods or services to pertinent audiences based on demographics, geography, and interest. To boost

sales, set aside money each month for sponsored posts or product advertisements. You can also use free strategies like adding trending and pertinent hashtags to posts to expand their organic reach.

Customers are drawn to brands that are approachable, accessible, and humanized, and they anticipate meaningful interactions from businesses that go beyond simple product listings or advertisements. You may improve your brand's reputation and raise the possibility that a customer will suggest you to others by taking actions like responding to questions on Facebook or Instagram, or even something as easy as replying to a tweet expressing enthusiasm about your product or service. To boost customer happiness and enhance the possibility of those sought favourable social media referrals to peers, cultivate relationships with your followers and customers.

OBJECTIVES

1. To analyze the role of social media platforms in shaping consumer buying trends.
2. To explore the effectiveness of social media advertising and influencer marketing.
3. To understand consumer attitudes towards social media-driven purchasing decisions.

LITERATURE REVIEW

Theories related to consumer buying decisions (e.g., AIDA Model, Theory of Planned Behavior) A review of major platforms such as (Facebook, Instagram, Twitter, TikTok, Pinterest) and their user demographics and how these platforms enable brands to reach a wider audience.

The term "social media consumer behaviour" describes the actions and choices people make when interacting with companies, goods, and services on social media.

This conduct encompasses everything from perusing and engaging with social media content to deciding what to buy. Consumer behaviours have changed dramatically in the modern era as a result of social media platforms like Facebook, Instagram, and

Twitter altering how consumers locate, evaluate, and buy goods and services.

In order to comprehend consumers' brand preferences, how they react to advertising campaigns, and how they share their online experiences, it is crucial to analyse elements such as social media trends, consumer psychology, and brand perception.

Consumers are influenced by user reviews, peer recommendations, celebrity endorsements and targeted ads on social media.

SOCIAL MEDIA ADVERTISING

Conversely, any form of unfavourable suggestion could harm your brand. Fortunately, customers may now interact with brands in a new way on social media. The days of waiting on a customer support agent over the phone and a new era of voiceless, contactless help has arrived. Active community management, social listening, all can help ward off that negativity.

CHALLENGES

1. Always delivered attractive content
2. Keeping up algorithm and new trends
3. Search for new ideas for fresh content
4. Reaching your targeted audience
5. Potential issues like over-saturation of ads, privacy concerns.
6. Ethical concerns regarding influencer authenticity and transparency.

CONCLUSION

Social media has a powerful influence on modern consumer behavior, with both positive and negative consequences. Influencers and social media advertisements are becoming primary tools for marketers to drive consumer decisions.

Online platforms have created a level playing field for brands and are the modern storefronts, connecting customers with products.

As Jeff Bezos said – "It's hard-to-find things that won't sell online".

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THE ROLE OF NON-VERBAL COMMUNICATION IN BUSINESS NEGOTIATIONS: ADVANCING SUSTAINABLE ENTREPRENEURSHIP

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ABSTRACT

This article highlights the vital importance of recognizing and interpreting body language during business negotiations. Elements such as posture, attire, gestures, eye contact, facial expressions, and physiological reactions offer valuable insights into an individual's emotional and physical state. These non-verbal signals can either support or contradict verbal messages, helping to evaluate the credibility of spoken communication. Whether consciously displayed or unconsciously revealed, understanding these cues can profoundly influence the success of a negotiation.

Keywords: Non-Verbal Communication, Body Language, Business Negotiations, Business Interactions.

Introduction

The sustainability of entrepreneurial activities depends on multiple factors, including innovation, patenting, resource efficiency, and the influence of management techniques and styles on business performance. Despite this, the significance and nuances of non-verbal communication in achieving successful business negotiations often go unnoticed. Non-verbal communication, commonly referred to as body language, involves transmitting information through facial expressions, gestures, touch, physical movements, posture, adornments, and tone of voice.

The Importance of Body Language in Business Communication

Body language is a critical aspect of business communication, often conveying more meaning than words. Studies indicate that only 7% of communication comes from spoken words, while 38% is through vocal

tone and 55% through non-verbal cues. In business negotiations, aligning body language with verbal messages builds trust and enhances communication, while mismatched signals can undermine credibility.

Understanding and interpreting body language helps predict emotions, intentions, and actions, a skill developed through practice and awareness. Non-verbal communication—whether intentional or instinctive—stems from the brain's connection to emotions and survival instincts, influencing physical expressions such as posture, gestures, facial expressions, and tone of voice.

Cultural, professional, and individual differences affect non-verbal communication, making context vital for accurate interpretation. Mastery of body language in professional settings can enhance negotiation outcomes, foster stronger relationships, and contribute to long-term business success. Recognizing subtle cues, such as freezing,

distancing, or confrontational behaviours, can also provide insights into discomfort or strategy during negotiations.

Ultimately, understanding body language allows professionals to navigate complex interactions effectively, improving decision-making and communication in business.

Comfort, Discomfort and Maintaining Composure in Body Language

Interpreting body language is essential for effective business communication and negotiations. Observing an opponent's gestures, movements, and behavioral shifts can reveal valuable insights into their thoughts and emotions. Joe Navarro highlights the importance of identifying comfort and discomfort to better understand intentions (Navarro, 2013).

Comfort in body language reflects confidence and positive emotions, while discomfort signals stress or insecurity. Self-soothing behaviours, such as touching the face, neck, or hair, are instinctive reactions to anxiety and can provide clues about a person's internal state (Navarro, 2007; Navarro, 2013).

In professional settings, these behaviours often occur as a response to negative stimuli or stressors. For instance, a person might touch their neck or adjust their clothing when feeling uneasy or withholding information. While these cues don't always indicate dishonesty, they often point to underlying stress or concerns.

Steps to Interpret Self-Soothing Behaviours (Navarro, 2013):

- 1. Identify the Action:** Observe specific behaviours and consider potential triggers.
- 2. Recognize Patterns:** Note repeated or intensified gestures over time.
- 3. Analyze the Cause:** Link these behaviours to the context, uncovering stressors or hidden concerns.

By understanding self-soothing actions, professionals can gain deeper insights into emotional

states, allowing for more strategic communication and decision-making.

Reading and Analyzing Nonverbal Cues: Key Guidelines by Joe Navarro

To effectively interpret nonverbal behavior, follow these ten principles outlined by Joe Navarro (2013):

- 1. Develop Observational Skills:** Attentive observation requires practice, effort, and focus. By training yourself to notice nonverbal cues, you can better understand people's behavior and intentions.
- 2. Understand Context:** Nonverbal cues must be interpreted within their context. For example, crossed arms in negotiations may signal defensiveness, but in a cold environment, it could simply indicate warmth-seeking behavior.
- 3. Identify Common Cues:** Recognize universal signs such as pressed lips, sweating palms, or raised eyebrows, which often indicate worry or tension.
- 4. Learn Unique Behaviours:** Each individual has distinct nonverbal habits. Familiarizing yourself with these personal patterns helps in drawing accurate conclusions.
- 5. Understand Baseline Behaviour:** Observing someone's usual posture, expressions, and movements allows you to detect deviations that may reveal their true feelings or intentions.
- 6. Look for Patterns:** Clustered behaviours, like several simultaneous nonverbal signals, provide a clearer picture of someone's emotional or mental state.

Additional Tips for Accurate Interpretation

Allan and Barbara Pease (2012) suggest using their three rules for sign interpretation, emphasizing that a single gesture may carry multiple meanings

depending on the situation. Understanding nonverbal behavior requires a nuanced approach, combining context, observation, and experience.

Analyze Clusters of Nonverbal Cues

According to Allan and Barbara Pease, body language functions like words, sentences, and punctuation. Gestures often occur in clusters, reflecting an individual's feelings or attitudes. To accurately interpret a gesture, it should be part of a "nonverbal sentence" consisting of at least three signals. Skilled observers compare these nonverbal clusters with spoken words to uncover the true message (Pease & Pease, 2012).

Observe Alignment Between Words and Actions

To build trust, monitor how body language aligns with spoken words. Allan and Barbara Pease highlight that nonverbal cues are over five times more impactful than verbal communication (Pease & Pease, 2012). Discrepancies between speech and body language, such as crossed arms or aggressive gestures while claiming kindness, can undermine credibility. When we speak sincerely, the brain reinforces our words with confident body language, like hand gestures or facial expressions. In contrast, when lying, people often lack emphasis in their speech, hide their mouths, or display limited movements. This is because liars focus on crafting their words rather than naturally expressing themselves. Nonverbal cues, such as wide eyes or raised eyebrows, often reveal the true message and are more reliable than spoken words (Knapp & Hall, 2002; Navarro, 2007; 2013). Liars may distance themselves physically, control their facial expressions, or pretend to think deeply, using time to evaluate their responses. Recognizing these behaviours is crucial for distinguishing honesty from deception in communication.

Conclusion

In business communication and negotiations, how information is presented, including voice nuances and body language, is as crucial as the content itself. Nonverbal cues—whether intentional or subconscious—play a vital role in revealing a person's state of mind, emotions, intentions, and goals. Observing these physical changes can help negotiators select and implement effective strategies of influence.

Key Reasons Body Language Matters in Business

1. Provides insights into an opponent's mental and emotional state and their changes over time.
2. Reinforces or contradicts verbal communication.
3. Helps skilled interpreters assess truthfulness.

Successful negotiators must control their own nonverbal cues, understand the signals they convey, and interpret their opponent's body language accurately. This skill can shape the direction and outcomes of discussions. While body language offers valuable insights, it is often ambiguous and requires experience and knowledge to interpret effectively. Mastery of nonverbal communication involves continuous learning and practice. Body language includes various elements such as posture, attire, gestures, facial expressions, eye contact, and physiological reactions like sweating or redness. Some cues are deliberate, while others are instinctive responses to external stimuli. Understanding and applying these signals can significantly enhance communication and decision-making in business settings.

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SOCIALLY RESPONSIBLE MARKETING: PRINCIPLES, STRATEGIES, AND IMPACT

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ABSTRACT

Socially responsible marketing (SRM) refers to the integration of ethical, social, and environmental considerations into marketing strategies, with a focus on creating long-term value for both businesses and society. This approach emphasizes transparency, sustainability, consumer welfare, and social equity, while balancing profit-driven motives with a commitment to addressing societal issues. This paper explores the key principles of socially responsible marketing, including ethical advertising, sustainability, and cause-related marketing, and highlights the strategies companies can adopt to align their marketing practices with social responsibility. Additionally, the paper examines the impact of SRM on consumer behavior, business performance, and societal development. The growing demand for ethically marketed products, coupled with increasing consumer awareness, has made socially responsible marketing a critical factor in building brand loyalty, enhancing reputation, and fostering positive social change. By adopting these principles and strategies, businesses can not only achieve financial success but also contribute to a more sustainable and equitable world.

Keywords: Socially responsible marketing, sustainability, long-term value

Introduction

In an increasingly interconnected world, the concept of social responsibility has moved beyond government regulations and corporate ethics. Today, businesses are expected to contribute positively to society and align their marketing practices with broader social values. Socially responsible marketing (SRM) refers to the promotion of products and services in ways that consider the welfare of society, the environment, and the community. It involves engaging in marketing activities that not only generate profit but also address ethical, social, and environmental concerns. This research paper explores the principles of socially responsible marketing, examines the strategies businesses can employ to integrate social responsibility into their marketing

efforts, and discusses the impact of these practices on consumers, businesses, and society as a whole.

Defining Socially Responsible Marketing

Socially responsible marketing goes beyond the traditional objective of selling products and services. It focuses on the broader impact of marketing decisions, ensuring that businesses contribute positively to society while also meeting the needs of their consumers. This involves making marketing decisions that reflect ethical principles, promote social causes, and consider the long-term welfare of both individuals and the environment.

The main tenets of socially responsible marketing include:

- 1. Ethical Practices:** Marketing that is honest,

transparent, and free of manipulation. Companies avoid deceptive advertising, respect consumer privacy, and provide accurate product information.

2. **Environmental Responsibility:** Marketing practices that emphasize sustainability, resource conservation, and eco-friendly solutions in both the product and the process.
3. **Social Impact:** Companies use their marketing efforts to promote social causes, support marginalized communities, and advocate for human rights.
4. **Long-Term Value Creation:** Socially responsible marketing focuses on creating long-term value for consumers, society, and the business, rather than pursuing short-term profits.

The Importance of Socially Responsible Marketing

1. Enhancing Brand Image and Loyalty

As consumer awareness of social and environmental issues grows, many people are becoming more discerning about the companies they support. Brands that demonstrate social responsibility, such as those engaged in environmental sustainability or community development, are more likely to build strong relationships with customers. When consumers perceive a company as socially responsible, they tend to develop a stronger emotional connection to the brand, which can translate into customer loyalty. For example, companies like Patagonia, Ben & Jerry's, and The Body Shop have built their brands on a foundation of social and environmental responsibility, which has fostered deep customer loyalty.

2. Meeting Consumer Demand for Ethical Products

Consumers are increasingly seeking brands that align with their values. A 2020 survey by Nielsen found that 73% of global consumers are willing to pay

more for products and services that come from brands committed to positive social and environmental impact. This trend highlights the demand for ethically produced goods and services, providing companies with a strong incentive to adopt socially responsible marketing strategies. By responding to this demand, businesses can not only satisfy consumer preferences but also gain a competitive edge in the marketplace.

3. Corporate Social Responsibility (CSR) Integration

Socially responsible marketing is often intertwined with a company's Corporate Social Responsibility (CSR) initiatives. CSR refers to a company's commitment to ethical behavior and its responsibility toward society, encompassing environmental protection, community development, and social equity. Effective socially responsible marketing integrates CSR into business practices by promoting a company's ethical and social commitments through its marketing efforts. This alignment between marketing and CSR helps ensure that a company's actions resonate with consumers and stakeholders, fostering trust and long-term sustainability.

4. Impact on Consumer Behavior

The way companies market their products can influence consumer behavior significantly. Socially responsible marketing can reshape purchasing decisions by promoting ethical considerations such as fair trade, sustainable sourcing, and eco-friendly production. Consumers are increasingly prioritizing the environmental and social impact of their purchases, which has led to the rise of markets for organic, fair-trade, and eco-friendly products. By marketing products that offer social value, businesses can tap into this growing consumer base.

Key Strategies for Socially Responsible Marketing

1. Sustainability and Green Marketing

Green marketing is a crucial component of socially

responsible marketing, involving the promotion of environmentally friendly products or practices. Businesses engaging in green marketing highlight their commitment to sustainability, such as reducing carbon emissions, using renewable resources, or promoting eco-friendly packaging. Companies like Tesla, which markets electric vehicles, and IKEA, which emphasizes sustainable home products, are prime examples of green marketing efforts.

Effective green marketing strategies include:

1. **Sustainable Product Design:** Creating products that are durable, recyclable, and have minimal environmental impact.
2. **Eco-friendly Packaging:** Using materials that are recyclable or biodegradable.
3. **Carbon Offsetting:** Engaging in practices that offset carbon emissions, such as planting trees or investing in renewable energy sources.

However, businesses must ensure that their green claims are authentic and transparent, as consumers are becoming increasingly skeptical of “greenwashing” — the practice of making misleading claims about environmental benefits.

2. Cause-Related Marketing

Cause-related marketing refers to the partnership between a business and a social cause to promote the brand and raise awareness for the cause. In this strategy, a portion of a product’s sales goes toward supporting a charitable organization or social initiative. This approach benefits both the business, by improving its public image, and the cause, by increasing awareness and funding.

For cause-related marketing to be successful, it must be authentic and aligned with the company’s values. Consumers can sense when cause-related efforts are purely commercial or inauthentic, which can damage a company’s reputation.

3. Ethical Advertising and Consumer Education

Socially responsible marketing requires ethical advertising that prioritizes transparency, honesty, and consumer education. Businesses should avoid manipulative tactics and instead focus on providing consumers with accurate, relevant information about their products. This can include clear labeling, transparent ingredient lists, and honest claims about product benefits.

Ethical advertising also includes educating consumers about the social and environmental impact of their purchasing decisions. For example, companies might create marketing campaigns that raise awareness about climate change, fair trade, or ethical sourcing, empowering consumers to make informed decisions.

4. Inclusivity and Diversity in Marketing

Promoting inclusivity and diversity is an essential component of socially responsible marketing. Brands that embrace diversity in their advertising, hiring practices, and product offerings appeal to a broader audience and demonstrate a commitment to social equity. In marketing, this means representing diverse racial, ethnic, gender, and socioeconomic groups in a positive and respectful manner.

Companies like Nike and Coca-Cola have been praised for their inclusive advertising campaigns that feature athletes and individuals from diverse backgrounds. By celebrating diversity, businesses can create deeper connections with their customers and position themselves as socially responsible leaders.

Challenges in Implementing Socially Responsible Marketing

1. Balancing Profit and Social Responsibility

One of the main challenges in socially responsible marketing is balancing profitability with social and environmental goals. Companies may be tempted to focus on profit maximization, especially when

short-term financial pressures mount. Implementing sustainable practices or supporting social causes may require significant investment, which can deter some businesses from adopting socially responsible marketing strategies. However, studies have shown that socially responsible marketing can lead to long-term financial success by enhancing brand reputation, fostering customer loyalty, and opening up new market opportunities.

2. Consumer Skepticism and Greenwashing

Another challenge businesses face is the growing skepticism surrounding corporate claims about social responsibility. With the rise of socially responsible marketing, consumers are becoming increasingly critical of brands that make vague or misleading claims about their sustainability or social impact. This phenomenon, known as “greenwashing,” occurs when companies exaggerate or falsify their environmental claims to attract ethical consumers. To avoid this, businesses must ensure that their socially responsible marketing practices are transparent, verifiable, and consistent with their actual practices.

3. Navigating Complex Regulations and Standards

The landscape of socially responsible marketing is shaped by a complex web of regulations and standards that vary across regions and industries. Companies must navigate local laws related to advertising, environmental standards, and social equity while adhering to global guidelines and consumer expectations. For example, regulations on advertising to children, labeling requirements for organic products, or standards for carbon emissions can differ from one country to another, complicating the global implementation of socially responsible marketing initiatives.

Impact of Socially Responsible Marketing

1. On Consumers

Socially responsible marketing has a profound

impact on consumer behavior. As consumers become more conscious of the social and environmental implications of their purchasing decisions, they are increasingly inclined to support brands that reflect their values. The rise of ethical consumerism has prompted companies to adapt their marketing strategies to appeal to socially conscious buyers. This shift has led to the growth of markets for ethical products such as organic food, fair-trade goods, and sustainable fashion.

2. On Businesses

Businesses that embrace socially responsible marketing often experience improved brand loyalty, increased customer retention, and a stronger competitive position. In addition to building a positive reputation, socially responsible marketing can lead to cost savings through efficiencies in energy use, waste reduction, and supply chain management. Companies that successfully integrate social responsibility into their marketing efforts are better positioned to attract top talent, particularly among millennials and Gen Z, who prioritize ethical business practices.

3. On Society

Socially responsible marketing has the potential to drive social change by raising awareness of important social and environmental issues. By promoting sustainable practices, supporting social causes, and advocating for ethical behavior, companies can influence consumer behavior and encourage positive societal shifts. In this way, socially responsible marketing plays a crucial role in shaping a more sustainable, equitable, and just world.

Conclusion

Socially responsible marketing is more than just a trend — it represents a fundamental shift in how businesses interact with consumers, society, and the environment. By embracing ethical practices, promoting sustainability, and supporting social causes, businesses can build strong brand loyalty, foster consumer trust, and contribute positively to

society. However, implementing socially responsible marketing comes with its own set of challenges, including balancing profit with social responsibility, addressing consumer skepticism, and navigating complex regulatory landscapes. Despite these obstacles, the long-term benefits of socially responsible

marketing — both for businesses and society — are clear. As consumer preferences continue to evolve, businesses that adopt socially responsible marketing practices will not only thrive in a competitive marketplace but also help create a more sustainable and equitable world.

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WATER RESOURCES MANAGEMENT IN INDIA

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ABSTRACT

Given its rapidly expanding population and growing needs in the fields of agriculture, industry, and other areas, India is expected to confront significant challenges in managing its freshwater resources. The nation's economy is presently expanding quickly, making the management of freshwater resources even more crucial. This essay examines the current state of freshwater resources in India, including their quantity and quality, needs, and management-related issues. In order to prevent freshwater shortage from impeding national economic development and food security, a number of steps that are required for a long-term solution to the issue are proposed.

India's unique geographical, meteorological, and demographic characteristics make water resource management (WRM) a crucial and multifaceted endeavor. Water consumption has grown in a number of sectors, including home use, industry, and agriculture, as a result of urbanization and population growth. Seasonal variations in rainfall across the Indian subcontinent cause both droughts and floods in different parts of the subcontinent. These problems are made worse by climate change, which modifies patterns of precipitation and makes water supplies more unpredictable. The management problem is made more difficult by the unequal allocation of water resources among the states. The Indian market's consumption. Initiatives to support sustainable farming and increase the efficiency of agricultural water use procedures, as well as implement initiatives related to watershed management, are essential elements of complete WRM plans.

Keywords: Water scarcity, Groundwater, River linking, Water pollution, Artificial recharge, National water policy.

Roughly one-sixth of the world's population, one-fifth of its territory, and one-quarter of its water resources are found in India. People often believe that the nation has an abundance of freshwater resources because of its large aquifers and powerful rivers. However, this image is inaccurate given the unequal temporal and geographical distribution of water supplies. In addition, India's massive and fast growing population combined with a GDP growth rate of over 8% is placing a great deal of strain on the country's water resources.

Water Availability in India

For a country of similar size, the nation's long-term average annual rainfall is the highest in

the world at 1160 mm (Lal 2001). India receives approximately 4000 km³ of precipitation on average each year. Rainfall is influenced by local storms, shallow cyclonic depressions and disturbances, and the North-East and South-West monsoons.

Precipitation varies greatly in India both in space and time. The majority of it, or roughly 3000 km³, is affected by the South-West monsoon from June to September, and even then, only for 100 hours of wet days. With respect to geographical variance, the area near Cherrapunji in Meghalaya has the most annual rainfall, at roughly 11,690 mm. There are numerous locations on the windward side of the Western Ghats that receive up to 6000 mm of rain annually. The yearly rainfall in the northern plains drops from

1500 mm in West Bengal to 150 mm in Jaisalmer, Rajasthan. Roughly 21% of the nation's land area experiences yearly rainfall of less than 750 mm, while 15% experiences rainfall over 1500 mm.

With an extensive network of rivers and snow-capped mountains, India receives over 3880 billion cubic meters (BCM) of precipitation on average each year. However, the net amount of water resources that are available for usage is projected to be roughly 1,123 BCM because of the unequal distribution of rainfall and high rates of evaporation. This amount comprises surface water from rivers, lakes, and reservoirs, as well as replenishable groundwater, as well as precipitation (snow and rain). About 690 BCM of the total amount of water resources are surface water, while the remaining 436 BCM are groundwater. Around 690 BCM of the total amount of water resources are surface water, and the remaining 436 BCM are groundwater. The latest estimate states that India recharges its groundwater at a rate of 437.60 BCM annually. The estimated annual extractable groundwater resource, taking into consideration natural discharge, is 398.08 BCM. The yearly extraction of groundwater in 2022

is 239.16 BCM (CGWB 2022). So, India is the world's greatest groundwater extractor, taking out 239 billion cubic meters of groundwater annually.

Table-1 Different parameters of water and their respective availability.

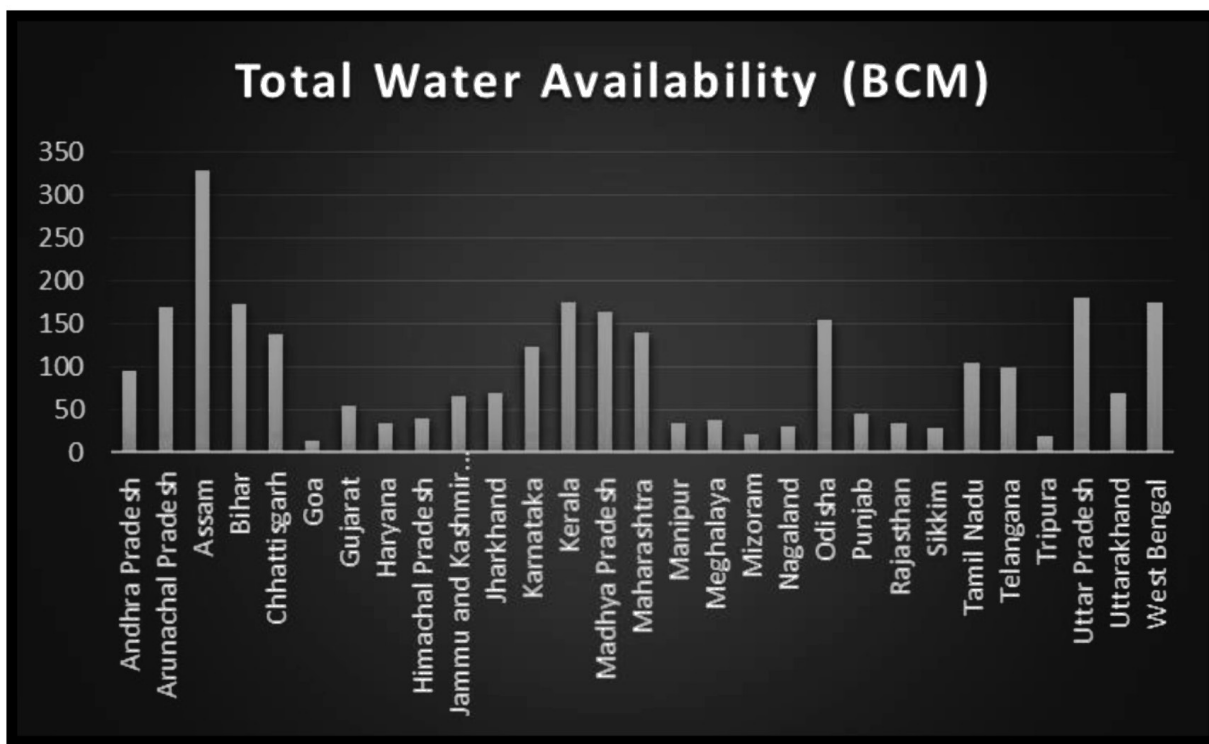
S. No.	Parameter	Unit (Billion Cubic Meter/Year)
1.	Annual water availability	1,869
2.	Usable water	1,126
3.	Surface water	690
4.	Ground water	43

But for the past few decades, our water resources have been severely strained due to fast population expansion, modifications to agricultural operations, shifts in food consumption patterns, changes in lifestyles, and changes in land use. Even while India receives a lot of rainwater during the monsoon season, there isn't enough storage space for it to add much to the country's water reserves. Notably, the four months of the southwest monsoon season account for 80% of the yearly flow of rivers in India.

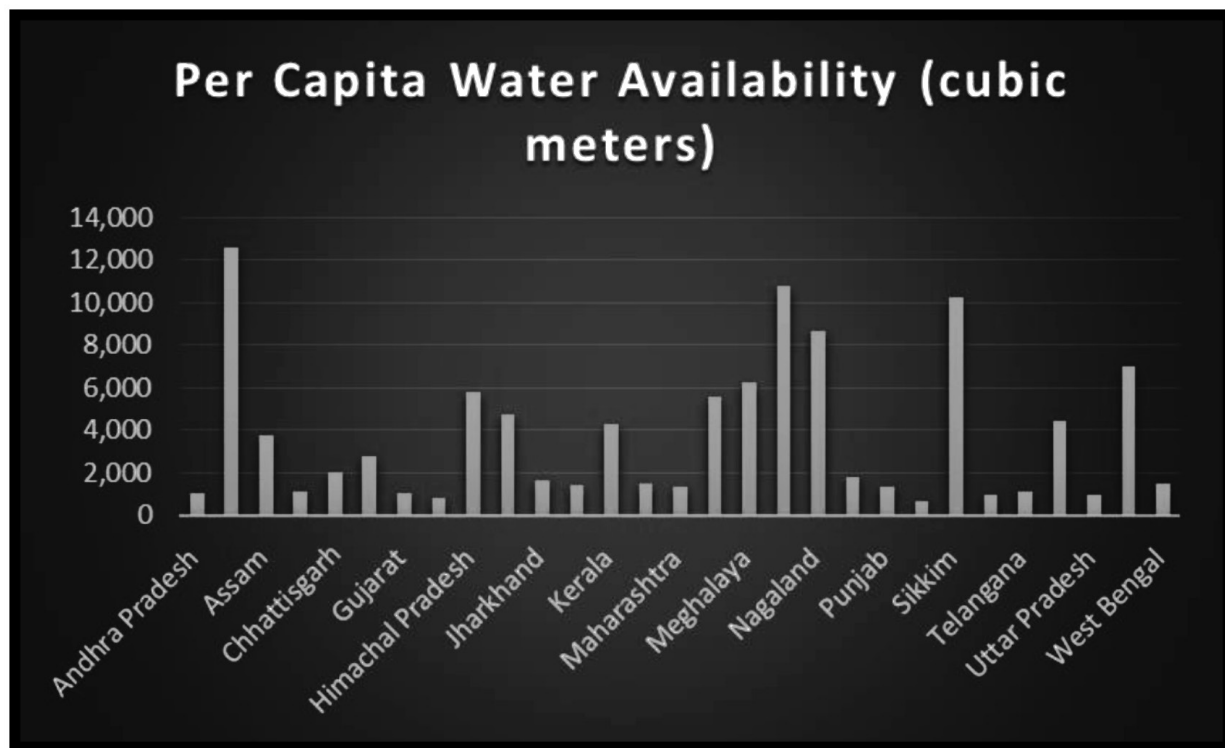
Table-2. State/UT Total Water Availability (BCM) Per Capita Water Availability (cubic meters)

S. No.	State/UT	Total Water Availability (BCM)	Per Capita Water Availability (cubic meters)
1.	Andhra Pradesh	94.1	1,076
2.	Arunachal Pradesh	168.5	12,574
3.	Assam	329.2	3,742
4.	Bihar	173.8	1,120
5.	Chhattisgarh	138.2	2,059
6.	Goa	12.7	2,745
7.	Gujarat	53.5	1,021
8.	Haryana	33.4	803
9.	Himachal Pradesh	39.5	5,763
10.	Jammu and Kashmir	64.5	4,767
11.	Jharkhand	68.2	1,652
12.	Karnataka	123.4	1,425
13.	Kerala	174.1	4,257

14.	Madhya Pradesh	163.4	1,483
15.	Maharashtra	140.3	1,325
16.	Manipur	34.6	5,576
17.	Meghalaya	37.5	6,272
18.	Mizoram	21.5	10,750
19.	Nagaland	29.3	8,657
20.	Odisha	154.5	1,827
21.	Punjab	45.4	1,345
22.	Rajasthan	34.1	642
23.	Sikkim	28.2	10,272
24.	Tamil Nadu	104.3	932
25.	Telangana	99.2	1,130
26.	Tripura	18.5	4,431
27.	Uttar Pradesh	180.7	945
28.	Uttarakhand	69.4	6,994
29.	West Bengal	175.3	1,528



GRAPH-1. STATEWISE TPTAL WATER AVAILIBLITY (BILLION CUBIC METER)



GRAPH-2. STATEWISE PER CAPITA WATER AVAILABILITY IN BILLION CUBIC METER

GOVERNMENT POLICIES AND INITIATIVES

India has started a number of sustainable water-related initiatives to promote efficient water management and address the problem of water scarcity. Among the noteworthy initiatives are:

1) Jal Shakti Abhiyan (JSA)

JSA was introduced in 2019 with the goal of enhancing national water management and conservation.

2) Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)

The goal of the 2015-launched Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) is to improve the efficiency of water use in agriculture.

3) National Water Mission (NWM)

In 2011, the National Water Mission (NWM) was established. Preserving water, cutting waste, and ensuring its fair distribution among and within states are the core goals.

4) Atal Bhujal Yojana (ABHY)

ABHY was introduced in 2019 with the goal of enhancing water availability in underserved areas and encouraging sustainable groundwater management.

5) Har Khet Ko Pani (Every Field A Water)

This project, which was introduced in 2015, aims to provide water to every field in order to enhance irrigation coverage and guarantee efficient water usage.

6) National Rural Drinking Water Programme (NRDWP)

This government-funded program was introduced in 2009 with the goal of resolving the rural water crisis and guaranteeing a sustainable water supply for everybody.

7) The Jal Jeevan Mission

One of India's largest initiatives is to supply all rural communities with safe and clean drinking water by 2024. The mission was started in August 2019.

with the goal of giving every rural family access to Functional family Tap Connections (FHTCs).

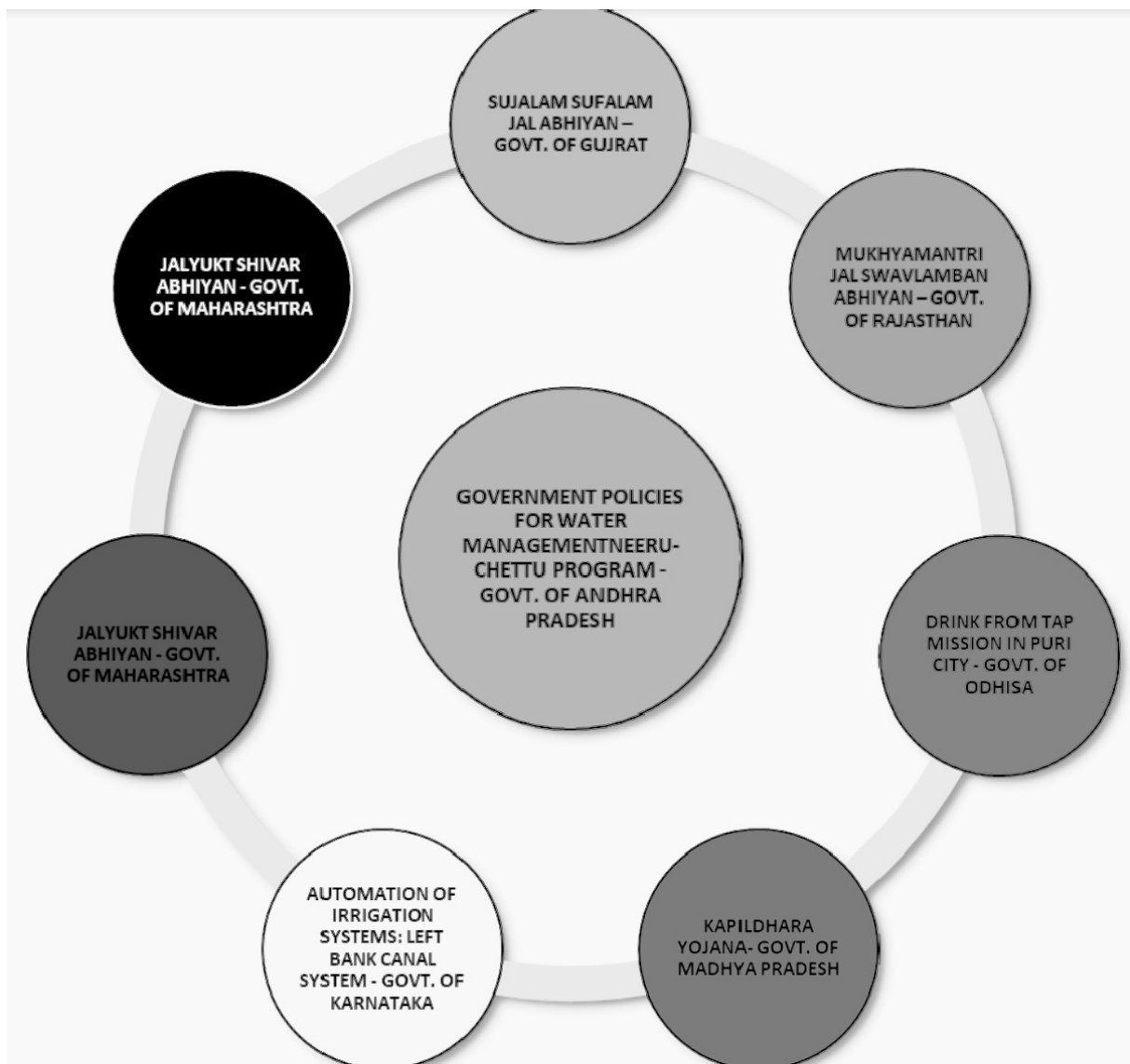


FIGURE-1 DIFFERENT GOVERNMENT POLICIES FOR WATER MANAGEMENT IN INDIA

TIMELINE OF INDIA'S WATER ACTION

2012

2008

1. National Action Plan on Climate Change
2. Web enabled Water Resources Information System
3. National Urban Sanitation Policy

1. Revised National Water Policy 2012
2. Dam Rehabilitation and Improvement Project (Phase -I)
3. National Aquifer Mapping and Management (NAQUIM) Programme

2011

1. National Water Mission

2013

1. Hydrometeorological Data Dissemination Policy 2013

2014

1. Namami Gange Programme
2. Swachh Bharat Mission (Rural) Phase 1
3. Swachh Bharat Mission (Urban) Phase 1

2015

1. Atal Mission for Rejuvenation and Urban Transformation (AMRUT) Phase 1
2. Watershed Development Component - Pradhan Mantri Krishi Sinchayi Yojana (PMKSY)
3. Per Drop More Crop - Rashtriya Krishi Vikas Yojana
4. National Plan for Conservation of Aquatic Ecosystem

2016

1. First State Policy on Wastewater Reuse - Rajasthan
2. National Hydrology Project
3. National Council for Rejuvenation, Protection and Management of River Ganga (National Ganga Council)
4. National Mission for Clean Ganga as an Authority under Environment (Protection) Act, 1986

2018

1. Dedicated Micro-Irrigation Fund
2. First Composite Water
3. Management Index Report
4. National Water Informatics Centre
5. Revised Hydrometeorological
6. Data Dissemination Policy 2018

2019

1. Ministry of Jal Shakti formed by merging Ministry of Water Resources, River

Development & Ganga Rejuvenation, and Ministry of Drinking Water and Sanitation

2. Jal Jeevan Mission
3. Atal Bhujal Yojana
4. Pradhan Mantri Kisan Urja Suraksha
5. Evam Utthaan Mahabhiyan (PM KUSUM)

2020

1. Revised Master Plan for Artificial Recharge of Ground Water, 2020
2. Swachh Bharat Mission (Rural) Phase 2

2021

1. Swachh Bharat Mission (Urban) Phase 2
2. Atal Mission for Rejuvenation and Urban Transformation (AMRUT) Phase 2
3. National Aquifer Mapping and Management (NAQUIM) Programme
4. Dam Rehabilitation and Improvement Project (DRIP) - Phase II
5. Ken-Betwa River Interlinking Project The Dam Safety Act, 2021
6. Jal Shakti Abhiyan: Catch The Rain - 2021

2022

1. Jal Shakti Abhiyaan: Catch the Rain - 2022
2. National Framework on Safe Reuse of treated water
3. River Rejuvenation Plan Bureau of Water Use Efficiency
4. National Framework for Silt Management

2023

1. India's first Annual Ministerial Conference on Water and India Water Vision 2047 announced
2. Jal Shakti Abhiyan: Catch The Rain - 2023 launched by Hon'ble President of India

PROSPECTS AND RECOMMENDATIONS FOR THE FUTURE

Water Resources & Management department in India necessitates a thorough strategy. Innovations in technology, community involvement, and sustainable practices are critical. Climate resilience techniques and the visualization of changing weather patterns need to be addressed.

SUGGESTIONS

1. **Water Efficiency:** Promote water-saving farming techniques, like drip irrigation and crop selection depending on local water resources.
2. **Infrastructure Development:** Make investments in treatment facilities, pipelines, and storage tanks as examples of water infrastructure.
3. **Community Involvement:** Promote community involvement in decisions on water management while taking into account their knowledge of regional needs and conditions.
4. **Technology Integration:** To enhance water monitoring and management, include modern technologies including sensors, data analytics, and remote sensing.
5. **Policy Reforms:** Implement measures to save water, such as limiting the amount of water

used for agriculture and industry.

6. **Education and Awareness:** Through campaigns and educational programs, encourage water conservation.

CONCLUSION

In India, the management of water resources (WRM) is a major issue that requires all-encompassing and sustainable solutions. The rapid increase in population and industrialization has led to a massive rise in water use, placing a significant burden on the available water resources. The scarcity issue is made worse by the nation's problems, which include erratic monsoons, water pollution, and poor distribution networks. For the ecosystem to remain balanced overall, urban growth, and agricultural productivity depend on effective management of water resources. Long-term water availability can be ensured through effective irrigation techniques, rainwater collection, and watershed management.

In addition, the government is crucial in formulating and carrying out laws and policies that restrict water use, stop pollution, and encourage wise water use. Effective water management also requires active community participation and knowledge. Long-term solutions can be found through promoting environmentally conscious culture, educating the public about water conservation, and supporting responsible water usage in industry.

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THE ROLE OF TRAINING IN A DIGITALLY-DRIVEN WORKPLACE: A THEORETICAL FRAMEWORK

Shruti, Dr. Sharad Kumar Bhatnagar

Introduction

The workplace is experiencing a profound transformation driven by digital technologies. As the global economy becomes more interconnected and reliant on digital tools and platforms, organizations are confronted with the challenge of adapting to a fast-evolving landscape. In this context, the role of training has become more crucial than ever. It serves as a critical tool for equipping employees with the necessary skills to effectively navigate and leverage the opportunities presented by the digital age.

Training in the digital age is not just about improving existing skills or teaching new technical capabilities but also about fostering a mindset of continuous learning, adaptability, and resilience. The rapid pace of technological innovation means that organizations must be proactive in preparing their workforce to embrace change and stay competitive. This shift has fundamentally altered how training is designed, delivered, and evaluated within organizations.

A digitally-driven workplace requires training strategies that are not only aligned with technological advancements but also focused on enhancing employee engagement, knowledge retention, and performance outcomes. The integration of digital tools in training programs — such as e-learning platforms, virtual reality (VR), artificial intelligence (AI), and gamified learning experiences — has revolutionized the way employees acquire skills. Moreover, the rise of digital collaboration tools and the increasing prevalence of remote work have necessitated new approaches to training that prioritize flexibility, accessibility, and personalization.

This chapter seeks to provide a theoretical framework for understanding the role of training in

a digitally-driven workplace. By examining relevant theories, models, and practices, it aims to explore how organizations can create effective training programs that are responsive to the needs of a digital workforce. The framework also emphasizes the importance of aligning training initiatives with organizational goals, employee development needs, and the rapidly changing technological environment.

In addition, this chapter will delve into key concepts such as digital literacy, competency development, and lifelong learning, all of which are essential for fostering a skilled workforce capable of navigating the complexities of a digital world. Drawing on a range of literature from fields such as organizational behavior, educational technology, and human resource management, this chapter will provide insights into the theoretical underpinnings of digital training and its implications for practice.

The increasing reliance on data analytics and AI in decision-making processes has also raised questions about the future of human roles in the workplace. As automation becomes more pervasive, the need for training that promotes creative thinking, problem-solving, and emotional intelligence has never been greater. This chapter will explore the evolving skill sets required in a digitally-enhanced work environment and offer guidance on how organizations can build sustainable training programs that address both current and future workforce needs.

The Importance of Training in a Digital World

1. Continuous Learning as a Competitive Advantage

In a digitally-driven workplace, skills become obsolete much faster than in traditional work

environments. To keep pace with rapid technological advancements, employees must embrace lifelong learning. This ongoing learning culture helps companies stay ahead of the curve by fostering a workforce that is agile and responsive to change.

Training is no longer a one-time event; it is an ongoing process embedded within daily work activities. Companies that foster a culture of continuous learning can:

1. Increase employee retention by offering opportunities for growth.
2. Maintain a competitive edge by ensuring their workforce has the latest knowledge and expertise.
3. Improve innovation by empowering employees to develop new ideas, optimize processes, and solve problems in creative ways.

2. Filling the Skills Gap

As digital tools become more integrated into every department, there is a growing demand for employees to possess a range of technical and soft skills. However, there is a widespread skills gap—especially in fields like AI, data analytics, cybersecurity, and software development.

Training is crucial in helping employees bridge this gap by equipping them with the skills needed to thrive in a digital environment. By offering tailored training programs, organizations can address this gap internally rather than relying on external hires, which can be costly and time-consuming.

3. Adapting to Changing Roles and Workflows

Digital transformation often results in shifting job responsibilities and the automation of routine tasks. As jobs evolve, so must the skills of the workforce. For instance, employees who previously managed repetitive administrative tasks may now be required to use AI-powered tools to analyze data or optimize workflows. Training helps employees adapt to these

new roles by:

1. Teaching them how to use new digital tools effectively.
2. Offering reskilling and upskilling opportunities that keep them relevant in their roles.
3. Helping them navigate changes in organizational structures and workflows.

Key Digital Tools and Platforms for Training in a Digitally-Driven Workplace

In a digitally-driven workplace, training is increasingly facilitated through a variety of digital tools and platforms that offer flexibility, scalability, and accessibility to learners. These tools help employees across industries stay updated with the latest skills and knowledge. In India, where digital transformation is rapidly progressing, organizations are adopting a wide range of digital training platforms to enhance workforce capabilities.

This section discusses some of the key digital tools and platforms for training, with real-world examples from Indian organizations.

1. Learning Management Systems (LMS)

Learning Management Systems (LMS) are a cornerstone of modern corporate training, providing a centralized platform to manage, deliver, and track training content. These systems allow businesses to create customized learning paths, assess employee progress, and ensure effective learning management across teams.

Examples of LMS in Indian Organizations

i. Tata Consultancy Services (TCS)

- a. **TCS iON:** TCS has developed its own learning platform, **iON**, which offers cloud-based learning solutions for employees and educational institutions. This platform is used for both corporate training and external certifications, allowing employees to access a

wide variety of training modules ranging from technical skills to leadership development.

- b. **iON Skill Development Platform:** TCS also uses the iON platform to train employees and even customers on skills related to digital technologies like AI, cloud computing, and data analytics.

ii. Infosys

- a. **Infosys Wingspan:** Infosys has developed **Wingspan**, an integrated LMS for continuous learning. Wingspan focuses on AI-driven personalized learning experiences, adaptive learning, and skill development. It enables employees to access a wide range of courses, from technical expertise to soft skills, and track their learning journey over time.

iii. HCL Technologies

- a. **HCL's Learning and Development Platform:** HCL uses a combination of its internal LMS and external platforms to deliver both technical and non-technical training to its employees. HCL's Learning Management System hosts a variety of e-learning modules on topics ranging from programming languages to project management and leadership development.

2. E-Learning and Microlearning Platforms

With the growing demand for flexible and bite-sized learning experiences, e-learning and microlearning platforms have become immensely popular. These platforms enable employees to access short, targeted courses that can be completed quickly, often from mobile devices, making them ideal for the modern, fast-paced workplace.

Examples of E-Learning and Microlearning Platforms in India:

i. Byju's

- a. **Byju's for Business:** Known for its K-12

educational platform, Byju's has expanded into corporate training through **Byju's for Business**. This platform offers customized learning solutions for organizations in India, focusing on leadership development, management skills, and specialized technical training.

- b. Byju's offers a combination of video-based content, interactive lessons, and live sessions to help employees quickly acquire new skills.

ii. UpGrad

- a. **UpGrad for Enterprises:** UpGrad provides e-learning solutions for businesses in India, focusing on higher education and professional development. Their platform offers personalized learning paths in partnership with top universities. Notable training areas include data science, artificial intelligence, and digital marketing.
- b. **UpGrad's corporate learning offerings** are used by several large Indian companies like **Flipkart**, **L&T**, and **Cognizant** to upskill their employees in emerging technologies and leadership competencies.

iii. Skillshare

- a. **Skillshare for Teams:** Skillshare is widely used by Indian professionals and organizations for learning creative and business skills. Although more common in the West, it is gaining traction in India for offering bite-sized courses in areas such as design, coding, marketing, and personal productivity.
- b. Organizations like **Zomato** and **Swiggy** use platforms like Skillshare to offer employees creative learning options and foster a culture of continuous learning.

3. Virtual and Augmented Reality (VR/AR) for Training

Virtual and Augmented Reality (VR/AR) offer

immersive learning experiences that are especially useful for training in high-risk environments, technical skill development, and hands-on simulations. These technologies provide employees with realistic simulations that can be repeated and adjusted without the risks associated with real-world scenarios.

Examples of VR/AR Training Platforms in India

i. KPMG India

- a. **KPMG's VR Training Solutions:** KPMG in India uses VR training simulations for soft skill development, leadership training, and financial services. For example, VR simulations help employees practice high-stakes decision-making in business environments like mergers and acquisitions, giving them a safe space to hone their skills without real-world consequences.

ii. Maruti Suzuki

- a. **Maruti Suzuki VR Training for Automobile Mechanics:** Maruti Suzuki has incorporated VR training for its mechanics to simulate car repairs, enabling them to practice without using actual vehicles. This training program is part of their initiative to upskill the workforce in an interactive and efficient way.

iii. Mahindra & Mahindra

- a. **Mahindra's AR for Manufacturing Training:** Mahindra Group uses Augmented Reality (AR) in its manufacturing plants to train employees in complex machinery operations. AR overlays digital instructions onto physical objects, helping employees learn how to handle and troubleshoot machinery by offering step-by-step visual cues.

4. Mobile Learning Platforms

With the rise of mobile-first workforces, mobile learning platforms have become an essential tool for

employee training. These platforms deliver learning content in bite-sized formats that employees can easily access via smartphones or tablets, ensuring that learning can happen anytime, anywhere.

Examples of Mobile Learning Platforms in India

i. TalentSprint

- a. **TalentSprint Mobile Learning:** TalentSprint offers mobile learning platforms that provide professional certification programs in partnership with top institutions like IITs and IIMs. Programs in digital technologies, entrepreneurship, and leadership are made accessible via their mobile apps, enabling employees to learn on the go.

ii. LearnPick

- a. **LearnPick for Corporate Training:** LearnPick offers customized learning solutions for organizations through its mobile app. The app focuses on a variety of subjects, including programming, languages, and data science, and is used by Indian startups and mid-sized companies to provide skill development training to their employees.

iii. Udemy for Business

- a. **Udemy Business:** Udemy is widely used by Indian professionals and organizations for its wide range of online courses across different domains. Through its mobile app, employees can learn skills in areas such as coding, marketing, communication, and leadership. Many Indian organizations, including **HDFC Bank** and **Reliance**, use Udemy Business to upskill their employees.

5. AI-Driven Learning Tools

Artificial Intelligence (AI) is increasingly being used to personalize training, improve learning outcomes, and offer real-time feedback. AI-driven platforms can analyze employees' progress, identify

gaps in knowledge, and recommend learning resources tailored to individual needs.

Examples of AI-Driven Learning Tools in India

i. Wipro

- a. **Wipro's AI-Powered Learning Platform:** Wipro uses **Wipro Learning** as an AI-powered tool to help employees with personalized learning experiences. The platform uses machine learning to track progress and recommend courses that suit employees' skill levels, helping them progress at their own pace.

ii. TCS

- a. **TCS' Cognitive Learning Platform:** TCS employs cognitive learning through AI to offer employees personalized development opportunities. The AI analyzes data from employees' learning patterns and suggests content that is most relevant to their career development.

iii. Cognizant

- a. **Cognizant's Smart Learning Platform:** Cognizant uses AI to create a personalized learning experience for its employees. The system tracks employees' progress, skill gaps, and preferences, recommending personalized learning modules that enhance skills in digital technologies, leadership, and soft skills.

6. Collaborative Learning Platforms

Collaboration and knowledge-sharing are key elements of modern training. Collaborative learning platforms help employees engage with each other, share knowledge, and work together on projects, fostering a learning community within organizations.

Examples of Collaborative Learning Platforms in India

i. Slack

- a. **Slack for Internal Communication and Knowledge Sharing:** Slack is widely used by Indian organizations like **Zomato**, **Swiggy**, and **Flipkart** to facilitate communication and collaboration among employees. It also functions as a collaborative learning space, where employees can share resources, engage in discussions, and access training materials from within team channels.

ii. Microsoft Teams

- a. **Microsoft Teams for Learning and Collaboration:** Microsoft Teams, commonly used by Indian companies like **HDFC Bank** and **L&T**, integrates various training resources, providing a platform for real-time collaboration and learning. Teams can be used to deliver training sessions, share documents, and hold discussions, making it easier to engage employees in continuous learning.

Strategies for Effective Digital Training in a Digitally-Driven Workplace

As the digital transformation of businesses accelerates, the way organizations approach training and development has evolved significantly. Digital tools and platforms have made training more accessible, flexible, and scalable, but ensuring their effectiveness requires well-thought-out strategies. Successful organizations leverage these strategies to maximize the impact of their digital training programs and align them with organizational goals.

In India, many companies are adopting innovative and effective strategies for digital training that not only enhance learning but also ensure the development of a highly skilled workforce. This section will explore key strategies for effective digital training and provide

real-world examples of how companies in India are implementing these strategies.

1. Align Training with Business Objectives

A critical strategy for effective digital training is ensuring that training programs are aligned with the organization's overall business objectives. By focusing on the skills that directly impact business performance and growth, organizations can ensure that their training efforts contribute to their long-term success.

Examples from Indian Organizations

i. Tata Consultancy Services (TCS)

- a. **TCS iON for Skill Development:** TCS aligns its training programs with the company's strategic goals by focusing on industry-specific skills, particularly in areas like cloud computing, AI, and machine learning. The **TCS iON** platform offers personalized learning tracks that cater to the skill gaps in various industries. For instance, TCS launched the **TCS Digital Reimagination** initiative, which provided employees with the tools and skills required to adapt to new digital technologies and align their skills with the company's transformation goals.

ii. Infosys

- a. **Infosys Wingspan for Business Goals:** Infosys uses its internal learning platform, **Wingspan**, to tailor its training to business objectives. By identifying core skills related to digital transformation, AI, and automation, Infosys ensures that their employees' training is in direct alignment with the company's strategic focus. Wingspan provides employees with access to a dynamic learning catalog, helping them acquire new skills while staying aligned with business priorities.

2. Promote Self-Directed Learning and Personalization

Promoting self-directed learning, where employees take responsibility for their learning paths, is another effective strategy. Personalization ensures that the training experience is tailored to individual needs, learning styles, and career aspirations, making it more relevant and engaging for employees.

Examples from Indian Organizations

i. Wipro

- a. **Wipro HOLMES AI Platform:** Wipro promotes self-directed learning through its **Wipro HOLMES** platform, which uses AI to personalize learning experiences. HOLMES curates content based on individual learning preferences, career development needs, and current skill gaps. Employees can access a variety of learning resources and training modules, allowing them to control their learning journey while ensuring that it remains aligned with their professional growth.

ii. HCL Technologies

- a. **HCL's "Smart Learning":** HCL focuses on personalized learning through its **Smart Learning** platform, which uses data analytics to recommend courses and training materials based on employee performance and learning history. By empowering employees to choose their training courses, HCL encourages autonomy while maintaining alignment with business needs.

3. Foster a Culture of Continuous Learning

In a rapidly changing digital environment, continuous learning is key to staying competitive. To ensure the success of digital training, organizations should foster a culture where learning is a constant and ongoing process. This involves providing

opportunities for employees to upskill and reskill continuously through a range of resources.

Examples from Indian Organizations

i. Flipkart

- a. **Flipkart Learning Hub:** Flipkart has built a culture of continuous learning through its **Learning Hub** platform, where employees can access a variety of digital learning resources on demand. The company encourages employees to engage in learning activities regularly and integrates learning into their daily work. Flipkart also provides access to advanced courses in areas such as data science, digital marketing, and leadership, ensuring that employees are always equipped with the latest skills needed to drive business growth.

ii. Mahindra & Mahindra

- a. **Mahindra's Learning Ecosystem:** Mahindra has built an integrated **learning ecosystem** that includes digital learning tools, collaborative spaces, and real-time training modules. The ecosystem promotes continuous learning by offering microlearning modules, AI-based recommendations, and mobile-enabled learning. Employees are encouraged to update their skills regularly and access relevant content at the point of need. Mahindra also integrates learning into performance management, ensuring that employees' growth is continuously supported by learning opportunities.

4. Use Data-Driven Insights to Improve Training Effectiveness

Data-driven insights are essential for optimizing training programs. By tracking learning progress, identifying skills gaps, and measuring the impact of training, organizations can refine their training strategies and ensure that they meet their goals.

Examples from Indian Organizations

i. HDFC Bank

- a. **HDFC Bank's Data-Driven Learning Pathways:** HDFC Bank uses **Learning Analytics** to track the performance of employees during their training and assess the effectiveness of the learning modules. The bank collects data from various sources, including employee surveys, completion rates, and test scores, to continuously optimize its training content. The bank also uses data to predict future skill requirements, ensuring that training is aligned with emerging business needs and regulatory changes.

ii. Cognizant

- a. **Cognizant Academy's Data Analytics Platform:** Cognizant uses its **Cognizant Academy**, a data-driven training platform, to measure employee engagement, skills development, and learning outcomes. The platform uses AI and machine learning to analyze learning behaviors and identify patterns, helping the company to provide more personalized learning experiences. Cognizant also leverages this data to ensure that its training programs remain relevant and adaptive to industry trends.

5. Incorporate Social and Collaborative Learning

Social learning, or learning from peers and colleagues, plays a vital role in today's digital workplace. By fostering collaboration and knowledge-sharing, organizations can create an environment where learning is social and dynamic, encouraging employees to share experiences, solve problems together, and learn from each other.

Examples from Indian Organizations

i. L&T (Larsen & Toubro)

- a. **L&T's Learning & Knowledge Sharing**

Platforms: L&T encourages social learning by leveraging platforms like **LMS** integrated with social features, where employees can engage in discussions, share resources, and collaborate on learning projects. L&T also integrates peer-to-peer learning initiatives, allowing employees to act as trainers or mentors for each other. The collaborative tools enable the sharing of best practices across the organization, fostering a sense of community while enhancing learning.

ii. Zomato

- a. **Zomato University and Knowledge Communities:** Zomato employs social learning strategies by integrating **Zomato University** with collaborative platforms like **Slack** and **Microsoft Teams**. Employees can access training material while also engaging in team discussions, Q&A sessions, and brainstorming sessions. Through these platforms, employees can ask questions, share insights, and collaborate on real-time projects, creating a culture of collaborative learning.

6. Leverage Mobile Learning for On-the-Go Training

Mobile learning platforms allow employees to access training material from anywhere, providing greater flexibility and enabling learning to fit into busy schedules. In India, mobile learning is especially important due to the increasing mobile-first workforce and the rise of remote and hybrid work models.

Examples from Indian Organizations

i. Airtel

- a. **Airtel's Mobile Learning Platform:** Airtel uses mobile learning apps to deliver training content to its employees across India. The **Airtel Learning Hub** offers mobile-friendly learning modules on topics ranging from

leadership skills to technical knowledge. Employees can access these materials during their commute, at home, or while on the job, making learning more flexible and integrated into their daily routines.

ii. Tata Steel

- a. **Tata Steel's e-Learning Portal:** Tata Steel integrates mobile learning through its e-learning platform, offering employees training content on mobile devices. The company's mobile learning strategy ensures that employees working in remote locations or on the manufacturing floor can access training materials when needed. This flexibility is key to reaching employees who may not have constant access to desktop computers.

7. Encourage Gamification to Increase Engagement

Gamification is an effective way to engage employees in digital training programs. By incorporating game-like elements such as points, leaderboards, and rewards, organizations can make learning more enjoyable and motivate employees to complete training.

Examples from Indian Organizations

i. ICICI Bank

- a. **ICICI's Gamified Learning Platform:** ICICI Bank uses **gamification** to enhance employee engagement with their learning programs. The bank incorporates elements like quizzes, challenges, and progress tracking to make the learning process more interactive. Employees earn badges, points, and certifications for completing training modules, which motivates them to keep learning and progress through the content.

ii. Tech Mahindra

- a. **Tech Mahindra's gamified e-learning platform:** Tech Mahindra has implemented a gamified learning approach through its **iLearn** platform. The platform allows employees to engage in learning challenges, earn rewards, and compare their progress with colleagues. This approach helps foster friendly competition, enhances engagement, and encourages employees to complete learning modules faster.

Challenges in Digital Training

Despite the many benefits, digital training in the workplace comes with its challenges:

1. **Technological barriers:** Not all employees may have access to the necessary tools or internet connectivity for online learning, which could create inequities in access to training.
2. **Engagement issues:** Without face-to-face interaction, employees may feel disconnected or disengaged from the training process.
3. **Resistance to change:** Employees may be resistant to new digital tools and platforms, especially if they are accustomed to traditional

training methods.

4. **Keeping content up-to-date:** In a rapidly changing digital environment, training content must be continuously updated to remain relevant.

Conclusion

Training plays a pivotal role in preparing employees for the challenges and opportunities presented by a digitally-driven workplace. As digital technologies continue to evolve, organizations must adopt agile and innovative training solutions that empower their workforce to learn and grow. By aligning training programs with business goals, leveraging cutting-edge tools, and fostering a culture of continuous learning, companies can ensure that their employees are equipped to succeed in a fast-paced, tech-enabled environment.

In summary, training in a digitally-driven workplace is not just about technical skills but also about fostering the adaptability and learning agility needed to thrive in a dynamic, technology-oriented world. This chapter will provide a comprehensive theoretical framework for understanding how organizations can develop and implement training programs that empower employees, drive performance, and create a culture of continuous improvement in the digital age.

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