

# RESEARCH IMPRINTS

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## **Foreward**

### **From the Principal's Desk**

Research Imprints is an annual research journal launched exclusively to publish academic research papers and articles by the teachers and students on contemporary topics and issues aimed to cover a large area of Arts, Commerce, Science, Management and others.

This issue is solely students' research papers efficiently handled by the student editor Ms. Mansi Dumbre.

I believe that all the papers published in this special student's issue will have great influence on the student research community. We hope that this special issue will provide valuable information for better understanding of the various topics covered in this research journal.

I congratulate all the students whose research papers are published in this issue and express my sincere thanks to their mentors and referees. I also want to express my gratitude to the editorial team for their invaluable suggestions because of which the best has come out in this edition.

Best Wishes!

Dr Asha Menon  
Principal

## **Letter from the Student Editor**

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I am extremely happy and proud to present to our readers the current issue of our multidisciplinary refereed research journal- '**Research Imprints**'. It is my privilege to be a part of the sincere and hardworking editorial board and having the opportunity to work with dedicated and talented members who have meticulously accomplished this task.

I wish to extend my heartfelt gratitude to all the student authors and their mentors for their valuable contributions to our research journal and to all the referees from diverse fields, for their timely scrutiny and feedback. Majority of the papers published in this issue were presented in the Intercollegiate Research Competitions organized by BMS faculty and Urjita-An Inter-Collegiate Research Competition, by Home Science faculty and had been reviewed by eminent experts from the field.

Department of Computer Applications (BCA) and Department of B. A. (Mass Media) (BAMM) of our College, organised: Research Imprints Cover Page Designing Competition (Vol. 5). Ms. Arockiya Santhiya Sabitha (SYBCA) was declared as the winner on the basis of originality, uniqueness, and innovativeness. The same can be seen as the cover page of this issue.

On behalf of our editorial board, I assure you that we will continuously strive to provide a platform to researchers to publish quality work. We would be looking forward to receiving contributions from varied disciplines of Arts, Commerce, Social Science, Home Science, Management and Media Studies, Computer Applications and more.

Wish you worthwhile & rewarding reading experience!

Thanking you,  
Ms. Mansi Mangesh Dumbre  
Student Editor Research Imprints

# **A Study on The Use And Impact Of Instagram As A Marketing Tool By Online Businesses**

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## **Abstract:**

Social network marketing is becoming a popular marketing strategy for many business firms. Several social media networks such as Facebook and Twitter, Instagram have joined in the trend in recent times and provided a favorable marketing platforms for marketers to interact with their customers. Instagram is a globally used social media network, which serves as a marketing tool to many global business companies. It is a significant marketing tool that allows business communication to take place. Through Instagram, marketers are able to interact with their customers by sharing photos and videos and leaving comments as a way of sharing information; receiving comments and likes as a way of gaining feedback from customers. In this paper, discussion on how Instagram is used as a marketing tool by small businesses.

Keywords: Instagram, Social Network Marketing, Marketing tool

## **1.0 INTRODUCTION**

Marketing is a well-improved method or action that frequently changes the rules based on the requirement of promoting and selling products and services (Saravanakumar& Lakshmi, 2012). Unlike the past, traditional marketing strategies such as television commercials and newspaper advertisements do not yield much impact on the customers today (Or, 2010). People in the present day are likely to with the online communication. Today, social networking is said to be an important part of our life. As technology

improves, we are most likely to engage ourselves with electronic devices. Now, with the invention of smartphones, we are in the era of mobile social networking (Bergstrom & Backman, 2013). Moreover, according to Edelman (2010); Kietxmann, Hermkens, McCarthy, & Silvestres (2011) (as cited in Kontu, Nobbs, Montecchi, & Duffy, 2013, p. 71) the popularity of these new technologies does not only influence lifestyles but has also provided opportunities for innovative marketing strategy for marketers to promote and sell their products. As social media is getting more popular, marketers have to quickly adapted to the social networking space to be able to interact with customers (Fanning, n.d.).

Social media, an online community that target to provide a space for people to communicate has now become a well- liked channel for brand marketing (Hassan, 2014). Since 2014, there are already 150 million people using Instagram (Costill, 2014) which has grown immensely and rapidly. These social networking sites do not only provide users to expand personal network but also provide a medium for the business people to interact with potential customers (Blackman, 2009). Hence, social media is changing the current marketing scenario. Currently, there are many diverse industries advertising their product and services through social media. Through social media, large business can do better and small business can become better known without putting much investment on advertising (Zarrella, 2009). Social media has turned out to be one of the most favored marketing strategy used by businesses around the world (Hird, 2013).

## **2.0 OBJECTIVES OF THE STUDY**

A research objective is a clear, concise, declarative statement, which provides direction to investigate the variables under the study. The objectives of a research project summarize what is to be achieved by the study.



- To explore the usage of Instagram as a marketing tool by online businesses
- To analyse the impact of Instagram marketing on online businesses
- To provide suitable suggestions to online businesses to improve their marketing on Instagram

### **3.0 SIGNIFICANCE OF STUDY**

Instagram is undeniably one of the most important social channels around. The use of Instagram has become popular over the years specially amongst the digital natives and millennials, which makes it an attractive platform to attract consumers. As a result, Instagram business marketing is one of the most important social channels. Instagram enables eye catchy communication, appealing visuals and ability to showcase pictures in order to induce customer interest. This social app has more than 800 million active users currently across the world. However, the scope of Instagram is much more than just being able to show attractive pictures. The app is now an active part of the digital marketing strategy of a lot of businesses. Digital marketing is the main component of the mainstream marketing strategies. People now deal with more digital content. Digital marketing is highly fruitful. Social media marketing is one of the elements and Instagram is playing a vital role in marketing.

### **4.0 METHODOLOGY**

This research uses a descriptive research methodology. The researcher has used convenience based sampling technique to choose 102 samplerspondents from Suburban Mumbai. The profile of the respondents included small business owners who sold their goods online. Further suitable techniques were used to analyse the data and arrive at the conclusion.

## 5.0 REVIEW OF LITERATURE

Review of literature is a written overview of major writings and other sources on a selected topic. This provides a critical review of miscellaneous studies, researches, books, scholarly articles, blogs and all other sources related with social media marketing strategies.

Instagram is one of many social media applications that the Internet population is using on a daily basis. It is a simple photo-taking and photo-sharing application that was released on October 6, 2010 created by **Kevin Systrom and Mike Krieger**. When looking under the FAQ on Instagram's website, the application is defined as a fun and quirky way to share your life with friends through a series of photos (Instagram, 2015). The application allows one to use their mobile phone to snap a photograph, choose a filter to transform the image, and post it on the application. Everyone who creates an account on Instagram has a profile and news feed. Every user profile has a "Followers" and "Following" count which represent how many people they follow and how many users are following them (Webtrends, 2015). To interact with other people, you can double tap an Instagram post to "like it" or you can comment on the post by tapping on the comment button. To find other accounts to follow, you can press the Search tab. You can also find people by looking through suggested photos or a list of people. As the application continued to develop, more features were added. On January 2011, Instagram added the use of hashtags to help users discover both photographs and each other. A hashtag can be defined as a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. On December 2013, Instagram added Direct. This feature allowed users to send photos to specific people directly from the application as a messaging service. Through the last five years, Instagram has become a place where people can visually share and interact with each other in a new way.

**According to a survey by McKinsey & Co**, two-thirds of big companies now use Web 2.0 tools such as social networks or blogs with use of internal social networks up 50% since 2008 (USA Today, 2012). The use of social media networks as a tool of marketing has increased immensely. Marketers have already increased their social media advertising spending to \$5 billion in 2014 up from \$4.1 billion in 2013 (eMarketer, 2013). There are numerous amounts of marketing techniques used via social media networks to engage customers. Some of these ways can be without cost and some can. According to Tuten& Solomon (2013), several options for branding include placing paid display advertising, participating in social networks as a brand persona, developing branded engagement opportunities for customer participation within social networks, and publishing branded content. One of the marketing techniques that companies use to market their products is hiring a spokesperson or celebrity. According to Telegraph (2015), the top ten most popular Instagram accounts are all celebrities who all have around 30 million followers. By partnering with one of these celebrities, you are already reaching an engaged and targeted audience of 30 million people. This social media plan is cost-effective and can be very influential.

**Brendan James Keegan and Jennifer Rowley (2017)** contributes to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies. Two key challenges depicted by the study are the agency-client relationship and the available social analytics tools.

**Rodney Graeme Duffett (2017)** examines the influence of interactive social media marketing communications on teenagers’ cognitive, affective and behavioral attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers’ attitudes toward social media marketing communications. The study ascertained that social media marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel model. Thus this investigation also makes an important contribution to attitudinal research in developing countries, where there is a lack of research in social media marketing communications.

## **6.0 RESULTS AND DISCUSSION**

### **I. DEMOGRAPHIC DETAILS OF THE RESPONDENTS**

The study identified 102 respondents (sellers of products online) who use the Instagram Marketing Tool.

Table No.1 Gender

<b>Gender</b>	<b>% of Respondents</b>
Male	16.7
Female	83.3
Other	0
Total	100

The above Chart depicts that the major population for this research study is of females which is

equal to 83.3% and number of males respondents in the study is 16.7%.

Table No.2 Age

<b>Age Group</b>	<b>% of Respondents</b>
18-25	54.9
26-30	39.2
31-35	5.9
36-40	1
40-above	1
Total	100

The following data depicts that the out of the total 54.9% of the respondents are between the age group of 18 to 25 years. Whereas minimum percentage of respondents are from the age group of 31 to 35 years with a total of 5.9% respondents. There are 26 to 30 of the age group respondents which is equal to 39.2%

Table No.3 Locality of residence

<b>Where do you live</b>	<b>% of Respondents</b>
Andheri	20.6
Kurla	30.4
Ghatkopar	28.4
other	22
Total	100

For this research, the respondents are divided in the basis of place of order and allocation of order. Here there are 30.4% of the respondents residing or working in Kurla. While the rest 28.4% of the respondents reside or work in Ghatkopar. And 20.6% of the respondent are from Andheri.

Table No.4 Income

<b>Monthly Income</b>	<b>No.of Respondents</b>
Below-10000	35.3
10001-20000	15.7
20001-30000	19.6
30001-40000	16.7
40000-above	12.7
	100

The above chart indicates the monthly income of the respondents. Since maximum percentage of the respondents are from the age group of 18 to 25 and have just started out into business, they belong to the income group of below 10000. Whereas only 12.7% of the respondents have a monthly income of more than 40000 who majorly use Instagram marketing tool to get engaged with customers professionally.

## **II. USAGE PATTERN OF INSTAGRAM**

Table No.5 Followers on instagram

<b>How many Instagram followers you have?</b>	<b>% of Respondents</b>
1-1000	30.4
1001-5000	12.7
5001-10,000	24.5
10,001-above	32.4
Total	100

The above chart indicates that 32.4% only are having Instagram followers of 10,000 and above and with this they are highly engaged with the audience. Least active users on Instagram are 30.4 % who have less than 1000 followers.

Table No.6 Hashtag post

<b>How many hashtags do you use in your Instagram Post</b>	<b>% of Respondents</b>
0	5
1-10	16.7
10-20	43.1
20-above	35.3
Total	100

The above chart depicts shows that 43.1% of the respondents are using 10-20 Hashtags to reach the right audience. Hashtags helps to reach interest target audience. 35.3% of the respondents are using hashtags 20 above which are not more than 1000 followers of them.

Table No.7 Number of hours spent

<b>How many hours per day do you spend on Instagram</b>	<b>% of Respondents</b>
1-3 hours	7.8
3-5 hours	32.4
5-above hours	59.8
Total	100

The above chart depicts that 59.8% of the respondents are spend 5 hours and above on the Instagram per day. Others 32.4% of the respondents are spent 3-5 hours. 7.8% of the respondents are spend 1-3 hours only per day and income of 7.8 % of the respondents are less than 10,000 monthly.

Table No.8 Number of posts per week

<b>How many times per week you post on Instagram?</b>	<b>% of Respondents</b>
1-5	9.8
6-10	20.6
11-15	22.5
16-20	33.3
Over 20	13.17
Total	100

The above chart depicts shows maximum respondents are posting 16-20 times per week and least number of respondents post 1 to 5 times per week.

Table No.9 number of stories per day

<b>How many times per day do you post Instagram Stories?</b>	<b>% of Respondents</b>
1-5	22.5
6-10	30.4
11-15	11.5
16-20	16-20
Total	100

The above chart depicts shows that maximum respondents are 33.3% who post Instagram stories 11-15 per day.

Table No.10 Cross Posting

<b>Do you Cross-Post from Instagram to twitter or Facebook</b>	<b>% of Respondents</b>
Yes	13.7



No	86.3
Total	100

The above chart depicts analysis that maximum of the respondents do not Cross-post from Instagram to Twitter or Facebook. 13.7% of the respondents cross-post from Instagram to twitter or Facebook.

Table No.11 Posting Reels

<b>How many reels do you upload to Instagram feed Monthly</b>	<b>% of Respondents</b>
0	23.5
1-5	14.7
6-10	29.4
11-15	23.5
Over 15	8.8
Total	100

The above chart depicts 23.5% of the respondents do not yet upload reels to get attention of customers. Others- 23.5% of the sellers are uploading 11-15 reels monthly to reach to their audience.

Table No.12 Use of IGTV

<b>How many IGTV video do you post Monthly?</b>	<b>% of Respondents</b>
0	68.6
1-5	13.7
6-10	14.7
11-15	1.5
Over 15	1.5
Total	100

The above chart depicts maximum of the respondents are not using IGTV video.

14.7% and 13.7% are posting IGTV video 11-15 & 1-5 times monthly respectively to get more target audience for their Product.

Table No.13 Use of live streaming services

<b>Do you Live stream on Instagram?</b>	<b>% of Respondents</b>
Yes	64.7
No	35.3
Total	100

The above chart depicts 64.7% of the respondents are using Live Stream on Instagram. It implies that audience are more feel connected while Live on Instagram.

Table No.14 Monthly Budget on Instagram Ads

<b>Monthly budget on Instagram ads</b>	<b>% of Respondents</b>
0	26.5
100-500	22.5
501-1000	20.6
1001-above	30.40
Total	100

The above chart depicts that some respondents have less budget for running ads on Instagram. However, majority of the respondents spend Rs. 1001 and above for placing ads on the platform.

Table No.15 Payment means

<b>Where do you get payment on selling products through Instagram</b>	<b>% of Respondents</b>
Cash on Delivery	36.3
Phone Pay	1.5

Google Pay	61.8
Debit/Credit	1.5
Total	100

The above chart depicts shows 61.8% of the respondents are getting payments through Google pay. Other 36.3% for the respondents get payments through Cash on delivery may be because of trust issues.

Table No.16 Type of Reviews & Ratings

<b>Type of reviews on products sold through Instagram marketing</b>	<b>No.of Respondents</b>
Strongly positive (5 stars)	38.2
Positive (4 stars)	34.3
Negative (3 stars)	11.8
Strongly Negative (2 stars)	0
Neither positive nor Negative (1 star)	15.7
Total	100

The above chart depicts shows 38.2% of the respondents receive strongly positive reviews. And other 34.3% of their respondents receive positive review towards the Instagram marketing tool. 15.7% of the respondents receive neither positive nor negative reviews.

Table No. 17 Impact of Instagram marketing

<b>Statement</b>	<b>Agree</b>	<b>Disagree</b>
Has high Engagement Rates	<b>60%</b>	<b>40%</b>
Enables brand building	<b>92%</b>	<b>8%</b>
Aids targeted advertising	<b>96%</b>	<b>4%</b>
Has led to higher sales	<b>89%</b>	<b>11%</b>
Provides better connect with audience	<b>97%</b>	<b>3%</b>

The above table depicts shows that Instagram helps in high engagement for business as opined by 60% respondents. 92%

respondents are able to build their brand of product on Instagram. And 96% respondent have achieved targeted Advertising Option. 89% respondents have found increase in sales through Instagram. Further 97% respondents feel they can connect to their audience better through Instagram.

## 7.0 CONCLUSION

It can be seen from the study that Instagram is now one of the widely used social networking sites used for marketing communication. It helps in enabling people to engage locally and globally. The study has brought forth several observations that not many sellers are aware of all features of Instagram as marketing tools. They also do not use the tool to its maximum potential. Hence, the research provides the following suggestions to users of Instagram as a marketing tool:

- Business Owners should get educated with the tool thoroughly
- They should use cross posting across several other social media platforms to increase their customer engagement
- They should also integrate Whatsapp with Instagram marketing to improve marketing effectiveness
- They should outsource content creation to professionals to improve their reach and expand the base of their followers
- They should follow a content strategy which is innovative and appealing
- They should prepare a content calendar to regularly post new and interesting content

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[www.socialbusiness.hootsuite.com](http://www.socialbusiness.hootsuite.com)

## **Challenges Faced by the Family Members in Elderly Care During COVID-19 Pandemic**

Students: Ms. Astha Bhanushali<sup>1</sup>, Ms. Alshifa Khan<sup>2</sup>, Ms. Hajra Bee Shaikh<sup>3</sup>,  
Mentor-Assistant Professor: Dr. Ritu Bhatia, Department of Human  
Development of Smt. P. N. Doshi Women's College, Ghatkopar, Mumbai

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### **Abstract:**

As COVID-19 rapidly spread at the globe, it has attracted significant attention and brought unprecedented Efforts, resulting in stops of routine activities and changes in day-to-day behavioural patterns of the public. To Mitigate its impact on health bodies and systems, societies, and economies, many countries have adopted No pharmacological preventive procedures such as social or spatial distancing, using protective gloves and masks, as well as frequent hand washing; these have been extensively implemented. However, preventive Procedures aimed at protecting the healthcare systems have side effects that might have a big impact on the Elderly's life. In this article, we highlight the main challenges facing older adults during the outbreak of the COVID-19 pandemic. Despite the importance of preventive measures in the protection of elderly health and containing the outbreak of COVID-19, they will undoubtedly have short and long-term consequences for the well-Being and mental health of older adults.

### **1. Introduction:**

Family Caregiving plays a key role in caring for chronically ill older people. Although neighbours and friends may help, about 80% of help in the home (physical, emotional, social, and economic) is provided by family caregivers.

About 38% of people age 80 years or older and 76% of people 90 years or older require routine help with self-care and household tasks. Family caregivers who assist with these routine needs can

often delay or even prevent the need for care in residential care facilities.

The amount and type of care provided by family members depend on economic resources, family structure, quality of relationships, and other demands on the family members' time and energy. Some family caregivers provide minimal assistance (for example, periodically checking in) while others provide full-time, complex care. Sometimes care is needed for a short time, as when a person is recovering from surgery. Often, care is needed for months or years. On average, family members caring for older people spend about 4 hours a day in caregiving activities.

Although society tends to view family members as having a responsibility to care for one another, the limits of such obligations vary among cultures, families, and individual family members. The willingness of family members to provide care may be bolstered by supportive services (for example, technical assistance in learning new skills, counselling services, and family mental health services) and supplemental services (for example, personal care such as assistance with grooming, feeding, and dressing, as well as home health care, adult day-care, and meals programs). Supplemental services may be provided on a regular schedule or as respite care for a few hours or days.

Changes in demographics and social values have reduced the number of family members available to care for impaired older relatives. These changes include the following:

- **Increased life span:** As a result, the population of the very old has been increasing. Thus, their children, who are potential caregivers, are likely to be old also
- **Delayed procreation:** Combined with increased life span, this delay has created a sandwich generation of caregivers who care simultaneously for their children and their parents.

- The increasing mobility of society and the increased divorce rate: Families are more likely to be geographically separated, and family ties may be weakened. Nonetheless, 80% of people 65 or older live within 20 minutes of one child.
- An increasing number of women in the workforce: Previously, women may have provided care for older parents, but the demands of a job may diminish or eliminate their ability to do so.
- The number of dependent and very sick older people is increasing.

## **2. Review of Literature**

The research funded by Manchester City council, the centre of the National for Ageing better & Lottery Community Fund's going better program – was designed to lives learn about the pandemic's impact on the everyday older people, to examine the activities of community organizations working on the behalf! & To assist the local authority & NGOs who work with them.

Many of those interviewed wale spoke of the Challenges & difficulties experienced. During the lockdown. Physical deterioration. S reported was le restricted mobility& Lack of as a result exercise - & mental health deteriorated in some cases through the effects of losing relatives lack of contact with friends & family, the impact of Shielding. & Lack of access to meeting places Some South Asian women who had increased responsibilities for care in the home but less support as a result of social distancing.

Challenges faced by the elders and their family members during the COVID-19 pandemic because of lockdown and the coronavirus disease. We are showing how family members and the elders face lots of problems such as stress, frustrations, financial problem, illness, and no social interaction during the lockdown period. Older persons and those with underlying



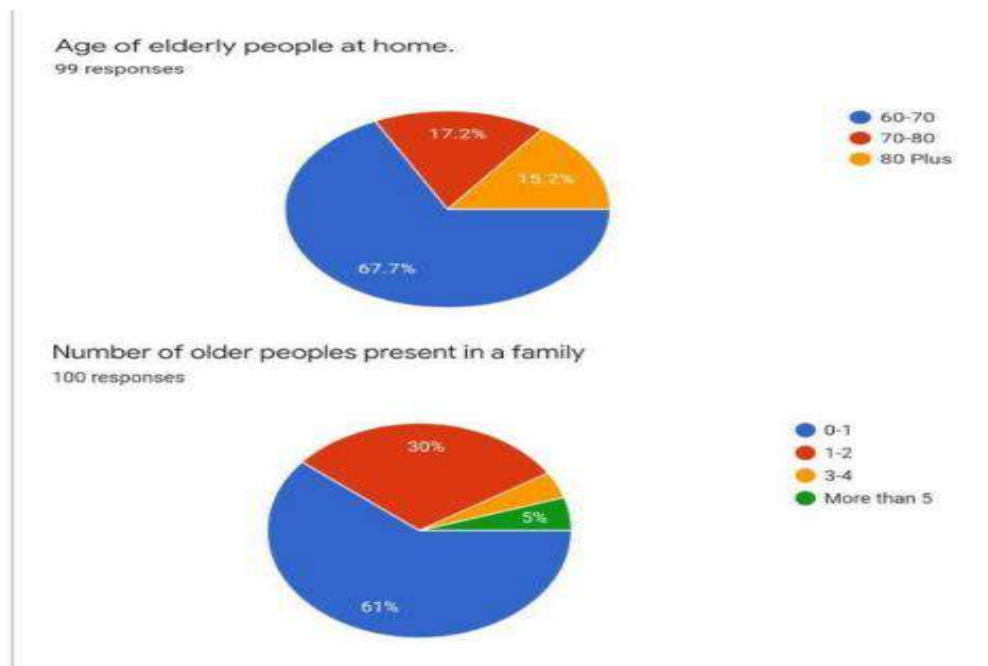
medical conditions are at a higher risk of serious illness and death from COVID-19.

Multiple and intersecting forms of discrimination experienced by older persons are exacerbated during the COVID-19 pandemic and aggravate their vulnerabilities.

### 3. Methodology

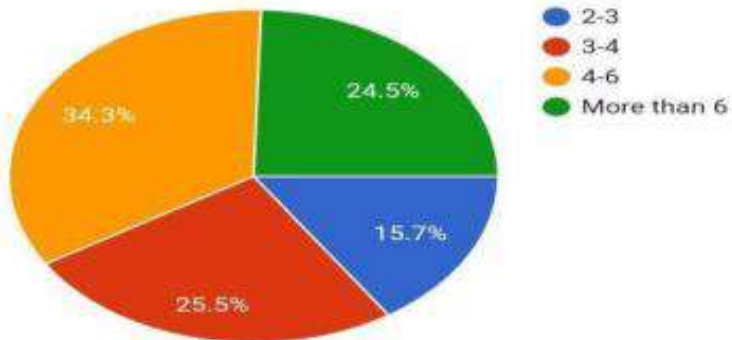
The survey method was used for the study. Sample population is families having elderly members at home. Purposive and snowball sampling methods were used. The self-constructed questionnaire was used to collect data. A total of 100 families were contacted. Percentages were calculated to analyse the collected data.

### Results



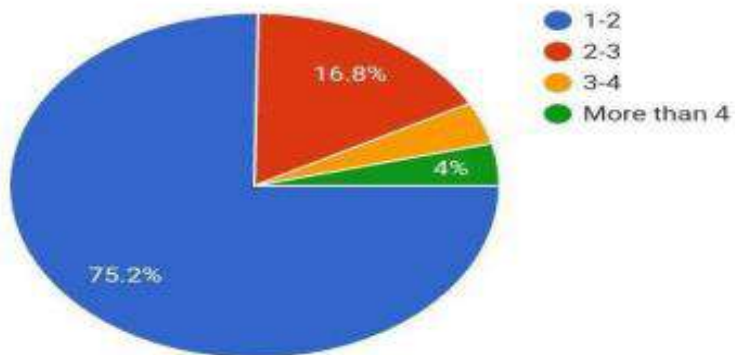
### Total number of family members present in a family

102 responses



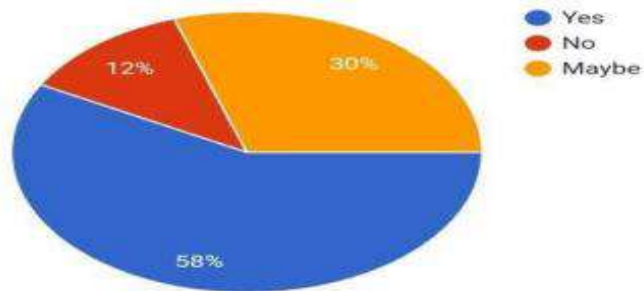
### How many members earn in a family?

101 responses



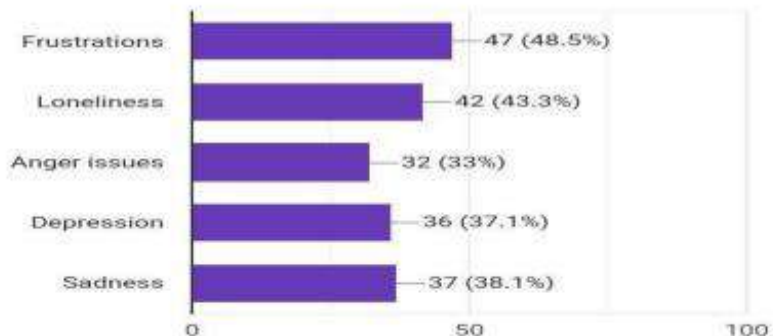
The families face challenge to keep Elderly people in good health during COVID-19.

100 responses



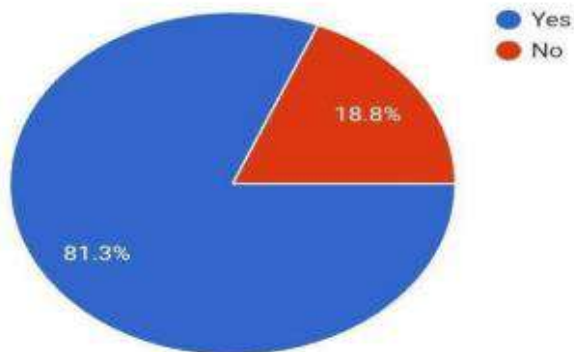
The elderly people become prone to psychological barrier due to pandemic.

97 responses



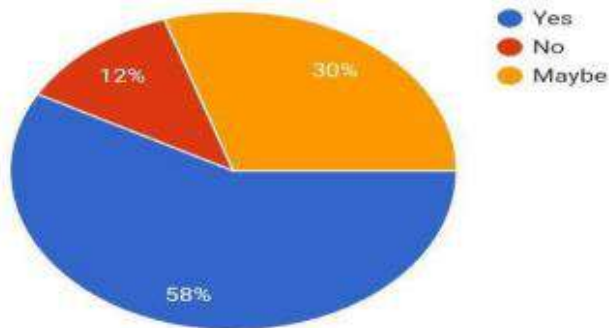
Were doctors available at hospital for elder people during pandemic?

96 responses



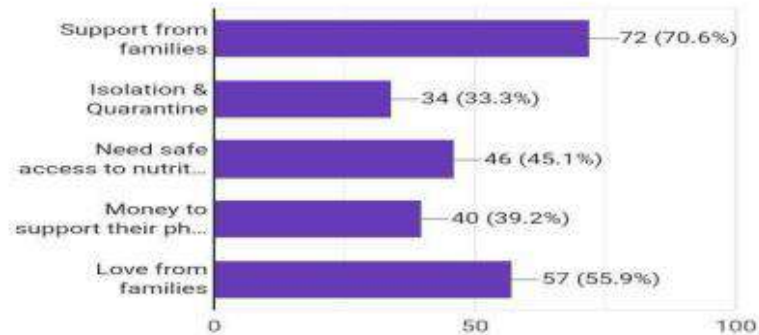
The families face challenge to keep Elderly people in good health during COVID-19.

100 responses



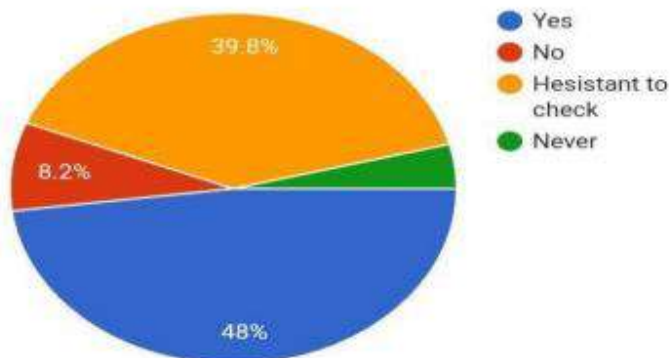
### What is important to help the Elderly during COVID-19

102 responses



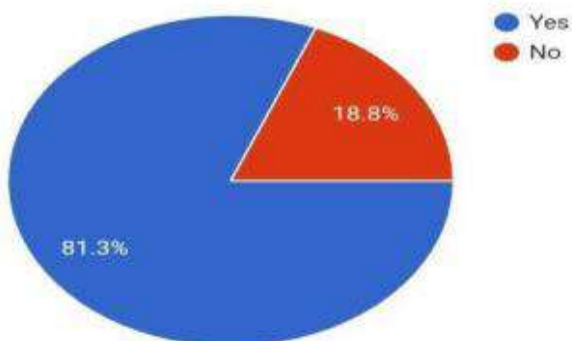
### Did doctors check the elderly people without any hesitation during COVID-19 pandemic?

98 responses



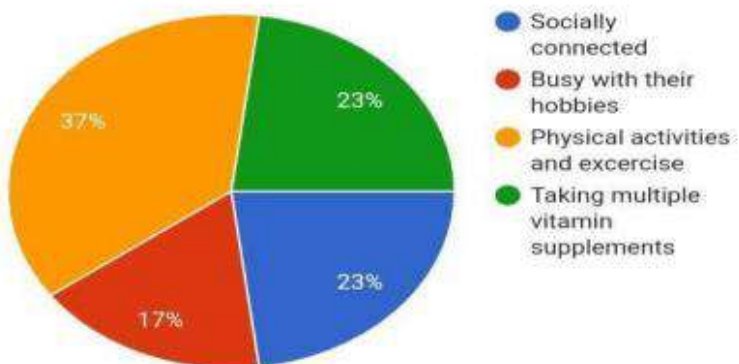
### Were doctors available at hospital for elder people during pandemic?

96 responses



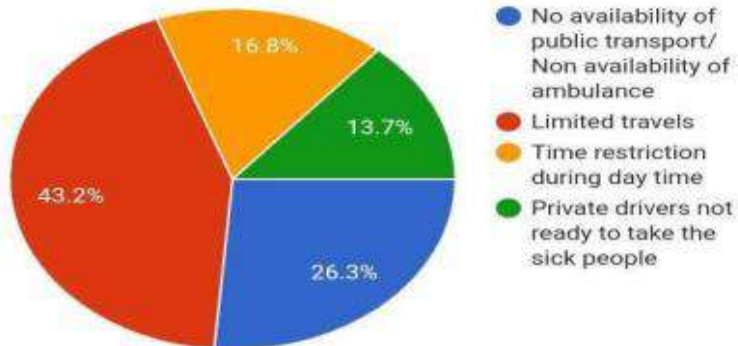
### How care taker sustain their health and well being?

100 responses



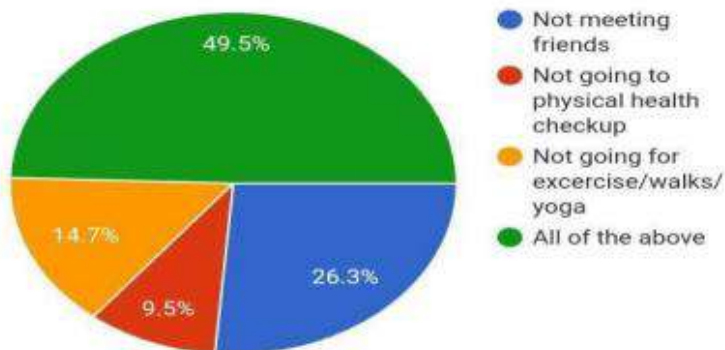
### What difficulties care taker faced while commuting to hospital/Clinic?

95 responses



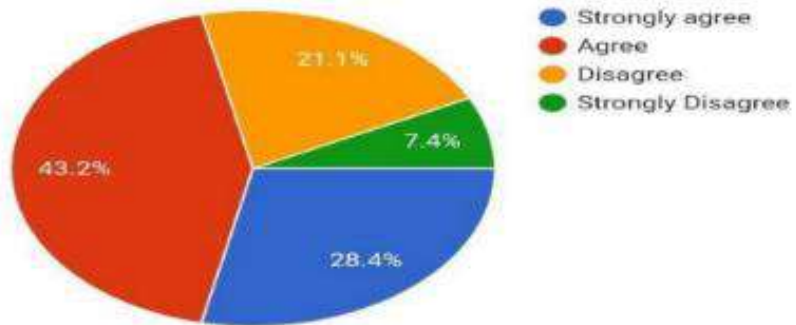
### Elderly activities reduced restricted due to COVID-19

95 responses



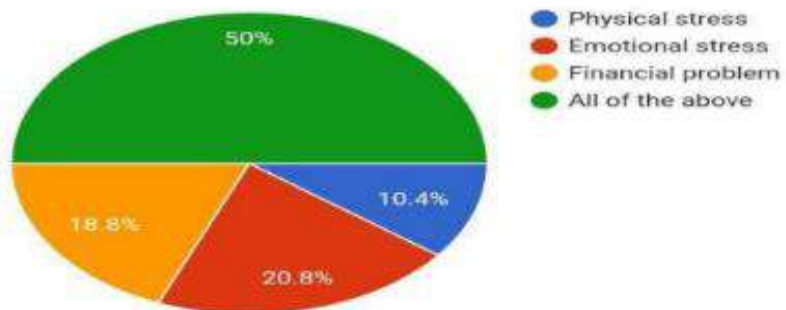
Do you face delay in state of treatment during emergency.

95 responses



Which problems faced by the family members for giving the care of elders during COVID-19 pandemic

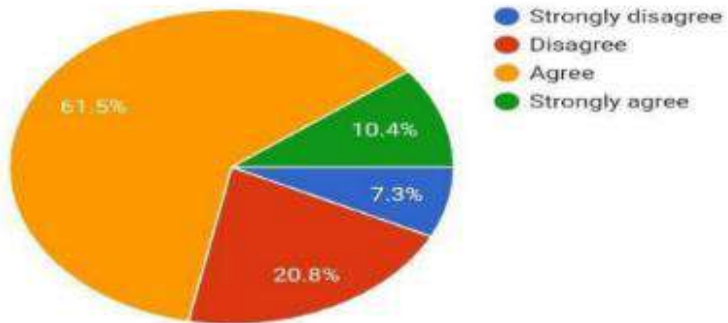
96 responses





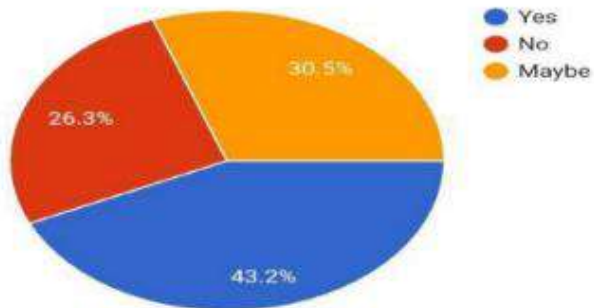
### Important surgeries are pending because of COVID-19 pandemic

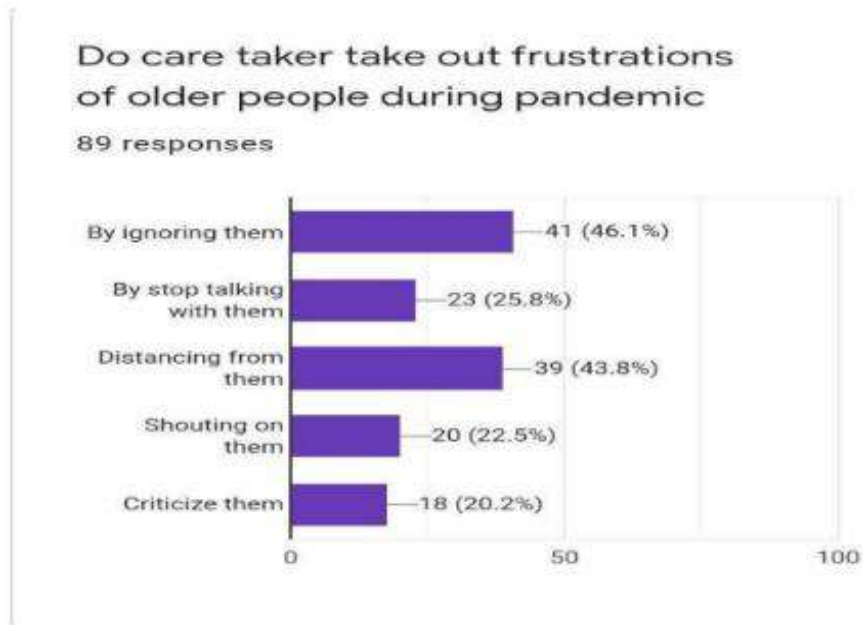
96 responses



### Do you face difficulty in getting a bed at hospital during COVID-19 pandemic?

95 responses





#### 4. Summary

During a pandemic, everyone has faced many challenges. Apart from all challenges we focused on challenges faced by elderly care during pandemic and following are the findings that how caretakers faced problems in Covid-19. So, the age of elderly people at home, the majority was 80+, and no. Of older people presents in a family, majority answered 0-1. The number of family members present in a family, the majority answered 4-6. How many members earn in a family, answered 1-2 After collecting their background details, we question them on their challenges.

The first was what diseases Are they suffering from, the majority responded with blood pressure. Is the elderly more vulnerable to coronavirus disease, majority answer was true? The 3rd question was

asked was what can be done to help the elderly during pandemic? Responses were, all of the above. The options for that were, to provide caregivers, with essential needs, basic supplements & their responses for all. The next was, were doctors available at hospitals for elderly people during a pandemic, the majority answered Yes. Another question was, did doctors check the elderly people without any hesitation during the pandemic? They responded yes. The next question was; how do caretaker manage their work-life during pandemics? Responses from them were working from home.

What difficulties do caretakers face while commuting to hospitals? Majority answer was, limited vehicles. Do people face problems getting important medicines? They answered yes. How to care taker sustain their health & well-being. Majority answered was physical activities & exercise. Caretaker faced physical, emotional & mental stress. Facilities for elder people in locality were available. They find service costly for elderly care.

## **5. Conclusion**

Based on the results of the study we conclude that families faced a lot of challenges in elderly care during a pandemic. The families survived the pandemic as they stayed and fought together with the crisis. In the Indian context, we can safely say that since our society is based on family-oriented values we can face any family crisis with the values of love, caring, sharing, and help.

We recommend that families must be open in communication with each other and elderly people must not be considered as burden on family resources rather they would be considered as an asset for the family.

The elderly care services (Nurse, ward boy, health assistant) etc. must be elderly-friendly and must not be expensive as many families despite requiring the service cannot afford it.

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## **A Comparative Study On Perceived Levels Of Stress And Coping Strategies Used By Senior College Students During Covid-19**

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### **Abstract:**

COVID-19 pandemic has unfolded a tsunami of challenges for mankind over the past two years. A sudden and far-reaching change in daily functioning caused anxiety, depression, and stress in everyone and people fell short of coping with the pandemic. The aim of the research was to study the perceived levels of stress and compare the coping strategies used by senior college students during covid-19. The objectives of the study were to find out the perceived levels of stress in senior college students during covid-19, to deduce the coping strategies used by senior college students during covid-19, to compare the coping strategies used by boys and girls in the senior college and to suggest coping strategies for the same. The sample size was 100 senior college students out of which 50 senior college girls and 50 senior college boys participated. The tool used for this study are Perceived Stress Scale, Cohen. S. (1983) and Coping Strategy Indicator, Khan. A. J (2019). Snowball technique was used to collect data online through Google forms. The data was analysed using percentages. It is seen that maximum number of boys participated from the TY Class (22%) and maximum number of girls participated from the SY Class (30%). Analysing the results, it is indicated that girls had high perceived stress levels as compared to boys. Gender differences were evident in individual coping strategies used by college students. This paper discusses ways of coping during COVID-19. The Covid-19 pandemic has alarming implications for individual and collective health and emotional and social functioning.

**Key Words:** Perceived Stress, Coping Strategies, Senior College Students, COVID-19

## **1. Introduction**

Since the last two years the world has been battling with COVID-19 pandemic and people across the world have experienced lockdowns, restrictions, social distancing, which has affected their mental and psychological health. The COVID-19 pandemic has changed the functioning of colleges worldwide too. In India, the transfer to online teaching was announced without prior warning, which radically changed students' daily functioning. This situation clearly showed the students' helplessness and difficulties with coping with this new stressful situation. A sudden and far-reaching change in daily functioning caused anxiety, depression, and stress in this group. Thus, from a pedagogical and psychological point of view, it is pertinent to examine the students' strategies of coping with stress caused by the COVID-19 pandemic.

Psychological stress can impact students' academic performance as well as their future work life as these may be associated with harmful substance use and reduced empathy. Stress is also associated with serious mental health disorders including depression which is one of the leading causes of disability globally. Understanding stressors that affect students and what coping strategies are utilized by them to address the various stressors is critical. This will enable educators to evaluate and utilize evidence-based interventions and support programs aimed at minimizing abrasion.

In a study which evaluated stress level in the population in Vietnam and their coping strategies during the COVID-19 pandemic concluded that all though students reported relatively good knowledge, attitude and skill as well as the preference for adaptive coping strategies, they experienced a high level of stress during the COVID-19 pandemic. The mean stress score was 17.02 (SD 4.06), and more than 80% had a certain level of stress. The mean score of approach coping strategies

was higher than avoidant coping strategies (2.74 and 1.84). Students with a high level of stress had a higher preference for avoidance coping strategies.

Recent studies have indicated that student's mental health can be strongly influenced by the COVID-19 pandemic. A study among 158 students aged 17 to 37 years in Kosovo revealed that 49.4% students had psychological distress, including 11.4% in severe condition.<sup>17</sup> Anxiety has been found to be prevalent among students in many countries such as China, Indonesia, Taiwan and Thailand.<sup>18–20</sup> Particularly, medical students were more vulnerable to the psychological impact of COVID-19 compared to other students. During the fight against the outbreak, they may have more specific pressures from school closure, the sense of responsibility in medical field, as well as readiness to support frontline. However, the lack of proper knowledge and skill can make them overestimate the situation, increase their stress and anxiety levels (Kim & Choi, 2016). A comparative study of Iranian society groups in COVID-19 pandemic revealed that the prevalence of stress, anxiety and depression in a medical student group was higher than students in other specialties (Vahedian, Moayed, Rahimibashar, Shojaei, et.al. 2020). A study in Saudi Arabia during the MERS-CoV outbreak showed that female medical students had a higher stress level than males (Al-Rabiaah, Temsah, Al-Eyadhy, et al. 2020) Junior medical students were reported to have a higher anxiety level than their senior colleagues, despite having less contact with patients (Khalid, Khalid, Qabajah, Barnard, et.al. 2016).

Coping strategies are the cognitive and behavioural efforts made by an individual to deal with, mediate, tolerate and minimise the challenges presented by stressful situations and external sources. Research indicates that some coping strategies help to reduce stress and promote positive psychological behaviour, whereas others exacerbate stress and promote a negative psychological impact (Endler & Parker 1990);(Folkman, & Moskowitz, 2000). The efficacy



of any given coping strategy may also depend on other factors, including perceived controllability of the stressor, availability of sufficient coping resources, intensity of the stressor, and nature of the outcomes (Folkman & Moskowitz, 2000). Emotion oriented coping or seeking social support involves adopting coping strategies by which individuals try to control negative emotions associated with the perceived stressful situation. They try to engage in activities which will help to reduce stress. In case the individual is not able find emotion oriented coping mechanism they may be preoccupied with negative emotions like suppression and self-blame (Endler & Parker 1990). It involves efforts to maintain hope and to control one's emotions and venting feelings of anger and frustration. It may involve emotional distancing or seeking social support, and may be used if the situation can't be changed.

Avoidance oriented coping includes activities and cognitive strategies used in a deliberate attempt to disengage from stressful situations like wishful thinking, seeking distractions, substance use (Endler & Parker 1990). It involves denying or reducing the seriousness of the situation and repressing the thoughts to escaping the situation. It is associated with creating self-protective thoughts.

Task oriented coping strategy or problem-solving coping strategy involves obtaining information about the stressful external situation and about other courses of action that could be used to reduced stress associated with the event. It involves setting priorities and tackling the stressful situation directly. Problem- solving coping strategy encourages adaptive behaviour and promotes self-esteem and results in lesser anxiety and depression (Mc. Williams, 2003).

Coping with a stress situation in a proactive way means activities that the persons can execute before the stressor occurs, as a means of developing and using their personal and social resources to turn the everyday stress into a positive experience. Those individuals who have greater confidence in ability to control the situation would adopt problem solving strategies which would alleviate the primary cause of

distress. However, if the individual has less control and has low confidence, they adopt more of emotion oriented and avoidance oriented coping strategies.

The research undertaken tries to understand the perceived levels of stress and coping strategies commonly adopted by the college students during COVID-19.

## **2. Review of Literature**

In today's date stress is an integral part of life because there are many things which act as a stress catalyser. Covid-19 has caused significant distress around the globe. It is not limited to adults only, but all age groups. There are many ways one can manage their stress as a student. Just as everyone experiences stress in their own way, we all have our preferred methods of coping with it.

Reviewing literature on the impact of the COVID-19 pandemic on the mental health of students in locked-down colleges remains obscure. In a study by Li, Fu, Fan, Zhu (2021) on 'COVID-19 Stress and Mental Health of Students in Locked-Down Colleges' explores influencing factors for the psychological impact of COVID-19 on Wuhan college students, post-traumatic stress symptoms in particular. An online survey was conducted from April 2020, and 4355 students enrolled in Wuhan universities and colleges participated. Post-Traumatic Stress Disorder via the Impact of Event-Scale-Revised was assessed. The overall prevalence of Post-Traumatic Stress Disorder (PTSD) was 16.3%. The findings suggest the severity of the psychological impact of COVID-19. The study suggests mental health services reducing PTSD should be provided. Students who have lost loved ones and suffered family financial loss should be given particular care.

In another research the 'FEEL-COVID' survey conducted by WHO (2020) with 1,106 people across 64 cities reported that a third of respondents faced significant 'psychological impact' because of COVID-19. A number of other surveys indicate that such impact may

be related to preoccupations with, or anxieties about contracting the virus, depression, sleeping difficulties, irritability, and loneliness.

Most of these studies also detected a link between fear of COVID-19 and anxiety (Mertens et al., 2020) and, to a lesser extent, depression, using both the Hospital Anxiety and Depression Scale and the Depression and Anxiety Stress Scale (DASS-21). It has recently been observed that fear of COVID-19 is associated more with anxiety and stress and to a lesser extent with depression (Tzur Bitan et al., 2020). Nevertheless, despite the fact that there seems to be a lesser association between fear and depression, cases of suicide have been reported in the population due to fear of COVID-19 (Mamun and Griffiths, 2020).

However, in a study on ‘Fear of COVID-19, Stress, and Anxiety in University Undergraduate Students: A Predictive Model for Depression’ by Rodríguez-Hidalgo, Pantaleón, Dios and Falla, (2020), no statistically significant differences were detected for the levels of stress, anxiety, and depression between men and women studying in Ecuador.

Research on ‘Physically isolated but socially connected: Psychological adjustment and stress among adolescents during the initial COVID-19 crisis’ by Ellis, Dumas, & Forbes, 2020, results showed COVID-19 stress was related to more loneliness and more depression, especially for adolescents who spend more time on social media. Beyond COVID-19 stress, more time connecting to friends virtually during the pandemic was related to greater depression, but family time and schoolwork was related to less depression.

Coping strategies are a cognitive and behavioural effort made by individuals to deal with challenges presented by stressful situations. Pandemic has led to an increase in stress and a higher emotional oriented coping. In a study on ‘Coping Strategies of students of High School and College for Anxiety During the Pandemic’ by Nagar in 2021 concluded that family and social support helped to reduce

avoidance-oriented coping in students. The findings of the study also show that during the pandemic students adopted higher avoidance coping strategy than problem solving and seeking social support coping strategy.

In a study conducted by Mariani (2020) on ‘The Impact of Coping Strategies and Perceived Family Support on Depressive and Anxious Symptomatology During the Coronavirus Pandemic (COVID-19) Lockdown’ shows a significant positive correlation of depression with emotion and avoidant coping strategy, a significantly negative correlation with social support and a positive correlation between with emotion and avoidant scale. The study concludes that there was no significant correlation found between emotion scale and family support and avoidant scales.

After reviewing the emerging literature on the critical situation of global pandemic caused by COVID-19, it is clear that more research is needed on the possible predictors of perceived levels of stress and coping strategies used. The focus of this study is undergraduate students, who, in particular, seem to be a highly vulnerable population.

**Aim:** To study the perceived levels of stress and compare the coping strategies used by senior college students during covid-19.

### **3. Objectives**

1. To find out the perceived levels of stress in senior college students during covid-19.
2. To deduce the coping strategies used by senior college students during covid-19.
3. To compare the coping strategies used by boys and girls in the senior college
4. To suggest coping strategies for the same.

### **4. Methodology**

### **Sample Size:**

The sample size was 100 senior college students out of which 50 senior college girls and 50 senior college boys participated.

### **Tools used:**

The tool used for this study are:

1. Perceived Stress Scale, Cohen. S. (1983)
2. Coping Strategy Indicator, Khan. A. J (2019)

### **Method used to collect data:**

Snowball technique was used to collect data online through Google forms. The data was analysed using percentages.

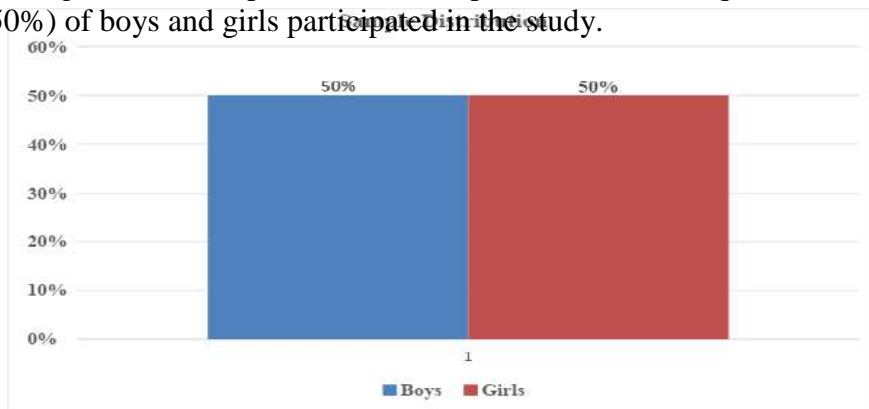
### **Inclusion and Exclusion Criteria:**

Only senior college students (boys & girls) were included in the study from Mumbai.

## **Results and Discussion**

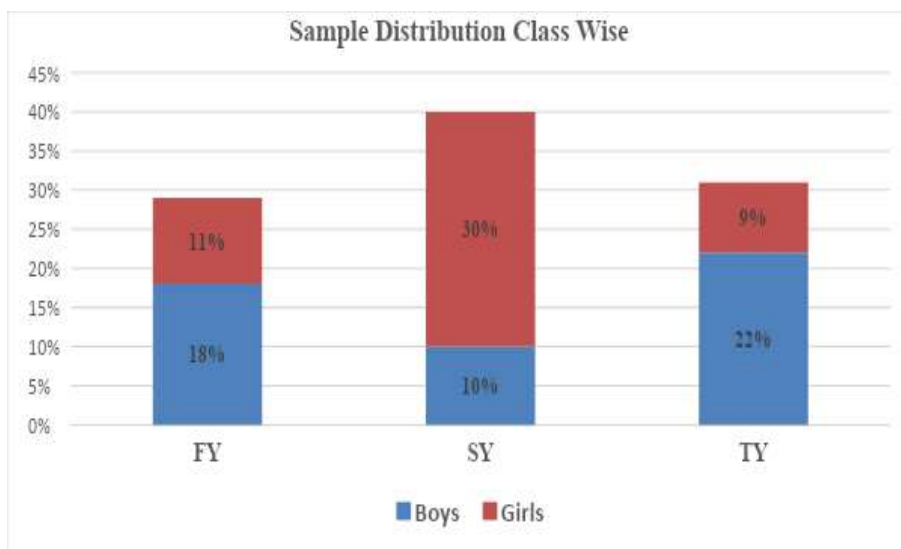
### **1. Sample Distribution**

The figure below represents the sample distribution. Equal number (50%) of boys and girls participated in the study.



## 2. Sample Distribution Class Wise

The figure below symbolizes the sample distribution class wise. From the FY Class 18% boys and 11% girls participated whereas from the SY Class 10% boys and 30% girls participate and from the TY Class 22% boys and 9% girls participated in this research. It is seen that maximum number of boys participated from the TY Class (22%) and maximum number of girls participated from the SY Class (30%). The least participation for boys was from the SY Class (10%) and for girls it was from the TY Class.

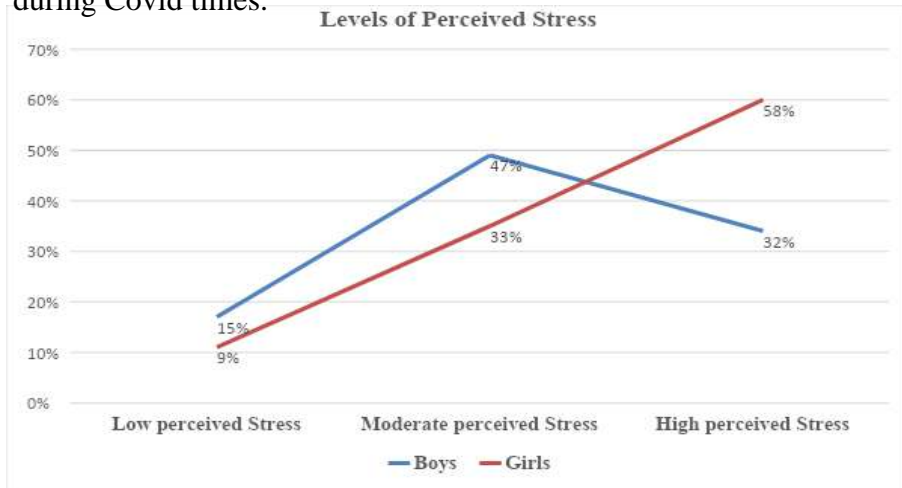


**Fig. 2. Sample Distribution Class Wise**

## 3. Levels of Perceived Stress

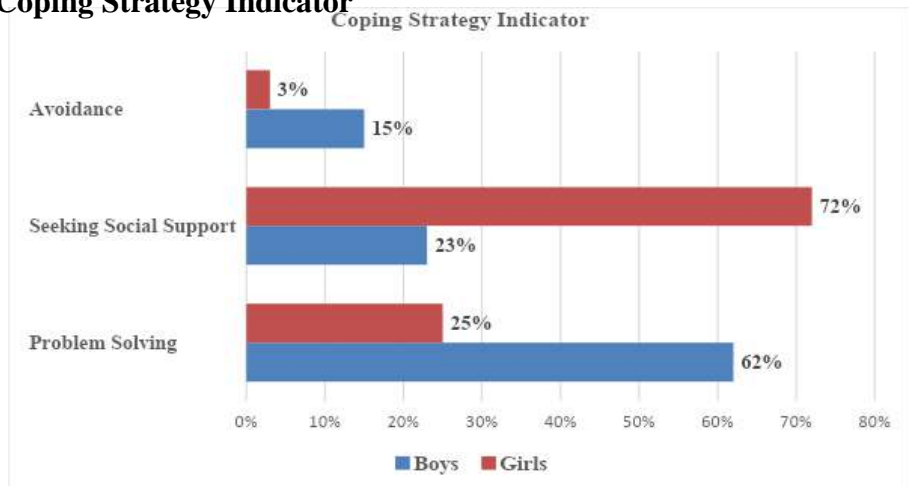
Analysing the results, overall, girls indicated higher levels of perceived stress than boys. It was found that girls had high levels of perceived stress (58%) as compared to boys (32%). 47% of the boys

and 33% of girls had moderate perceived stress whereas 15% boys and 9% girls had low perceived stress. For college students, the effects of stress may be heightened due to their increased desire for peer connection (Brown & Larson, 2009), which is hindered when they are forced to physically distance from friends and remain home during Covid times.



**Fig. 3. Levels of Perceived Stress**

#### 4. Coping Strategy Indicator



#### **Fig. 4. Coping Strategy Indicator**

Gender differences were evident in individual coping strategies used by college students. The study undertaken shows students during the Covid pandemic adopted all the three coping strategies of problem solving, seeking social support and avoidance. The results indicate that boys used more of problem-solving strategy (62%) as compared to girls (25%) which proves that boys have a greater ability to control the situation and adopt problem solving strategies which would alleviate the primary cause of distress. A majority of girls used more of seeking social support strategy (72%) than boys (23%). Boys (15%) were also found to be using avoidance strategy more as compared to girls (3%) which means they have less control and confidence to deal with the situation. The efficacy of any given coping strategy may also depend on other factors, including perceived controllability of the stressor, availability of sufficient coping resources, intensity of the stressor, and nature of the outcomes. (Folkman & Moskowitz, 2000).

#### **4. Coping strategies suggested**

##### **I. Selfcare activities**

- Exercising regularly
- Caring for children/ elders/peers
- Meditation
- Mindfulness
- Maintaining a balanced sleep schedule
- Eating right
- Keep a journal
- Recite positive affirmations
- Get Organized
- Detoxing from social media
- Relaxing



## **II. Recreational activities**

- Gardening
- Listening to music
- Long Walks
- Cooking
- Photography
- Having a pet

## **5. Conclusion**

Evidence suggests that the COVID-19 pandemic has generally increased levels of stress and depression among individuals. It is concluded that girls had high perceived stress levels as compared to boys and there is a difference in coping strategies used by senior college boys and girls. The Covid-19 pandemic has alarming implications for individual and collective health and emotional and social functioning. Given the unexpected length and severity of the outbreak, these concerns need to be further understood and addressed. Thus, it is essential to preserve the mental health of individuals and to develop psychological interventions that can improve the mental health of vulnerable groups during the COVID-19 pandemic.

## **6. Limitations of the Study**

The study has focussed on perceived stress and coping strategies adopted by college students. The study has been conducted on a small sample of 100 respondents collected through snow ball sampling as the students were studying from home and therefore cannot be generalized.

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## **Mission Safe Reopening: Perception Of College Students About Returning To The College Campus Post Pandemic**

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### **Abstract:**

There have been tremendous changes since the world first went into COVID lockdown since March 2020. For university students, one of the biggest changes has been the significant disruption to Campus life. As many Universities and Colleges are beginning to open up to offline teaching, many students are heading back to campus for the first time after a gap of nearly two years. There are many students who are eager to get back to campus while many of them are quite apprehensive about a number of things.

This study attempts to explore the perceptions of college students about returning to the College Campus post Pandemic with regards to campus hygiene, vaccination status, fear of infection, social distancing. The students have expressed concerns about getting exposed to corona virus at the college, potentially spreading coronavirus to friends and teachers, while commuting to college, leaving family members at home who need assistance, not being fully vaccinated etc. The students have also suggested a number of measures to help them adjust to the campus routine.

**Keywords**-Safe reopening, post pandemic adjustment, Offline Teaching-learning, Challenges on Campus post pandemic, College students' adjustment, Return to campus

## 1. INTRODUCTION

The effects of the pandemic have taken a devastating toll on millions of people. Of all the heart-breaking effects of COVID-19, its impact on young adults of the world could prove to be the one of the most damaging one. In fact, years of progress made on youths well-being and their rights are under serious pressure across the globe. Education and socio-emotional relationships seems to be the most affected due to this pandemic. The closure of schools and universities has affected more than 1.5 billion children and youth worldwide and has significantly changed how youth live and learn during the pandemic.

The most effective tool in keeping student retention and maintaining access to learning has been online courses. Universities across the country, had adjusted their programs in response to the spread of the coronavirus. While the majority of colleges and universities around the world integrate some form of online education into their coursework, moving all programs online proved very challenging.

As the dangers of the infection and damage began to wane off, and the people completed their Vaccine schedules, Universities and colleges have reopened their campus and called back the students to institutions to resume offline learning.

The majority of college students look forward to more carefree days. All the students who have returned “are happy to be on campus, no matter how you slice or dice that,” says Mary DeNiro(2022), CEO and executive director of ACUHO-I, the Association of Colleges.

It is essential to develop robust systems to deal with all the challenges of reopening Campuses to facilitate the student’s education. While some universities may already have strong systems, smaller universities may struggle under the weight of the demand. Universitycourse creators should work closely with their IT departments to ensure their programs are able to be supported both online and offline.

With online learning is the way to go, universities should also ensure students and staff are protected while on campus. When students return to campuses, universities effectively are welcoming not one but two new cohorts. Many of last year's freshmen have yet to set foot on campus, and none had the sort of "normal" first-year experience they expected. As a result, schools will look for ways to provide something closer to their expectations. This includes figuring out how to resume in-person student engagement opportunities – experiences historically tied to persistence and retention – while supporting students with wellness and academic resources as we emerge from the pandemic. It is imperative to educate students on best practices. Administrators should undertake simple measures to prevent the spread of the disease on their campuses. This should include instructing students on the appropriate protocols for hand washing, covering sneezes and coughs with their elbows, and self-isolating if they are experiencing flu or cold-like symptoms. Educators should also be aware of students who have travelled extensively during the spring break, and remind those who have been abroad in heavily affected places to be mindful about returning to campus.

### **Gather information and apply learnings**

Universities and colleges are implementing changes to campuses in response to the novel coronavirus take cues from others who have already taken action. They should analyse the steps already taken by other educators to understand what has worked, what hasn't worked and how to tackle the challenges they may face. With the spread of the disease expected to worsen before it gets better, administrators should take quick action to safeguard their campuses and students in preparation for potential closures.

But it's not all doom and gloom. The higher education sector has withstood turbulent economic times in the past, and it will withstand them again. In a digital age, universities and colleges are better placed today more than ever to provide students with easy access to continue their studies online and offline.

## 2. Rationale

It is important to consider different scenarios and examine the challenges experienced by students regarding the reopening of higher education institutions. This would help in highlighting various important steps to be initiated in reopening of college campus. This study is conducted to explore various challenges of the stake holders in the post pandemic period in terms of how to resume teaching-learning in dramatically different contexts

**Aim** -To study the perception of college students with regards to returning to campus in the post COVID era.

## 3. Objectives

- 1) To find out the concerns of college students about returning to the College campus
- 2) To explore the different measures to be implemented by the college to make students feel comfortable.
- 3) To find out different Online learning challenges faced by students

**Tool:** Self constructed tool.

## 4. Methodology

**Research Design:** - Exploratory Study.

**Sample:** 125 young adults in the age group of 16 – 24 plus years living in Mumbai and its suburbs.

**Tool:** Self constructed questionnaire seeking demographic information and items related to concerns about safety, travelling by public transport, and online learning challenges about returning to campus in the post pandemic era. The self-constructed scale includes statements seeking information about their feelings about returning to campus, concerns, safety measures they seek in the campus, Online learning challenges and emotional states.



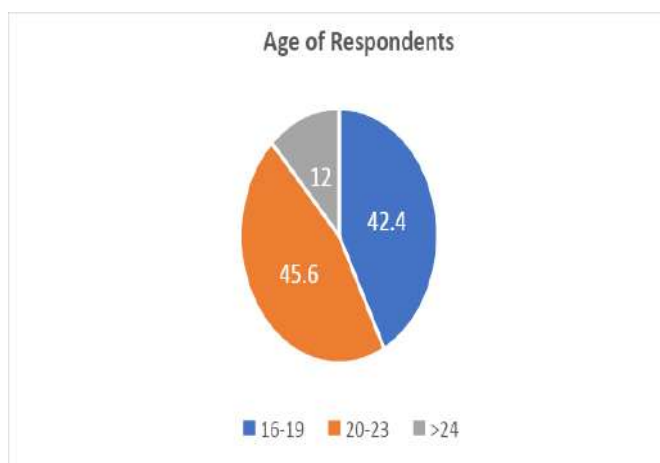
**Data Collection:** The data was collected from undergraduate and post graduate students of colleges through the Google form.

**Data Analysis:** Data was analysed in percentages.

## RESULTS AND DISCUSSION

Demographic profile

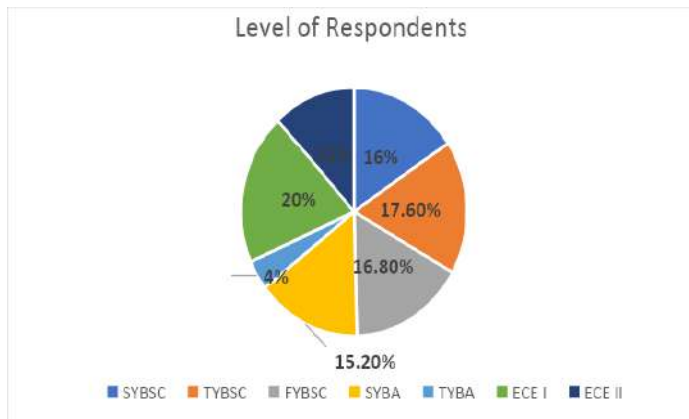
**Fig1: Age of Respondents**



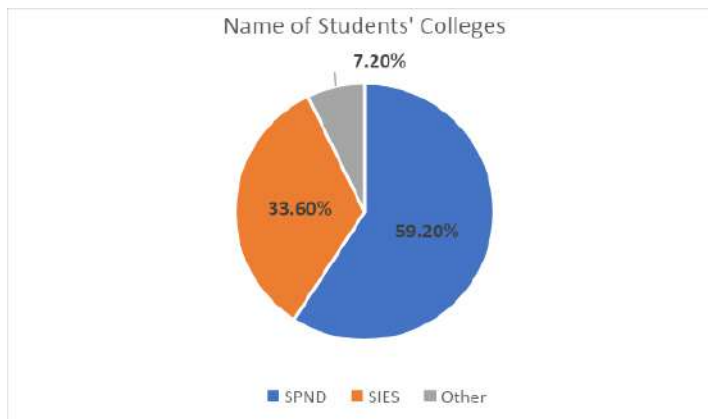
The highest number of respondents (45.6%) are in the age group of 20-23 years followed by 42.4% students in the age group of 16-19 years.

### Fig 2: Level of Respondents

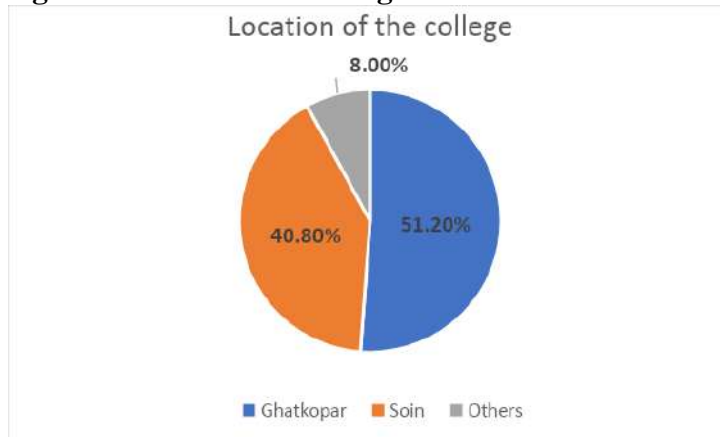
The highest number of students (20%) in this research study are in the first year of Early Childhood diploma programme followed by students (17.60%) in the third year of BSc (H. Sc)



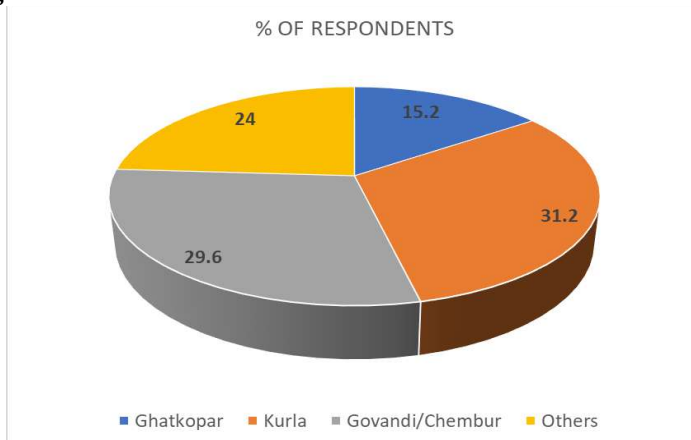
### Fig 3: Names of students' colleges



The highest number of respondent's study in SPND (59.2%) followed by SIES (33.6%)

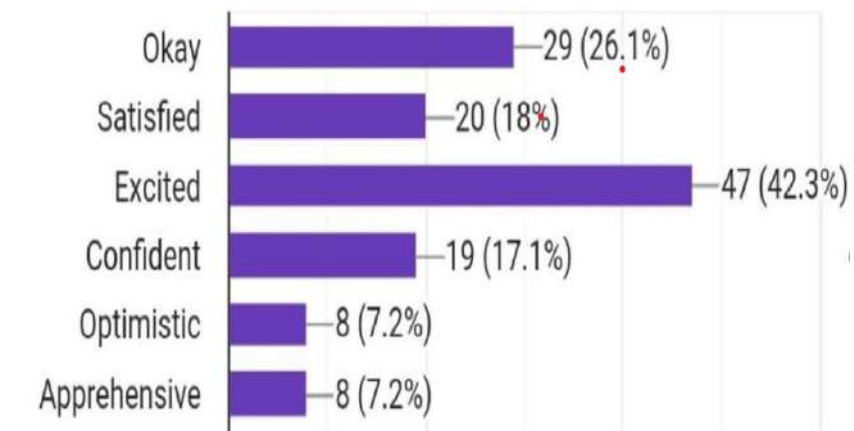
**Fig 4: Location of the College**

Highest number of students attend college in Ghatkopar locality (51.20) followed by Sion(40.80%)

**Fig 5: Place of Residence**

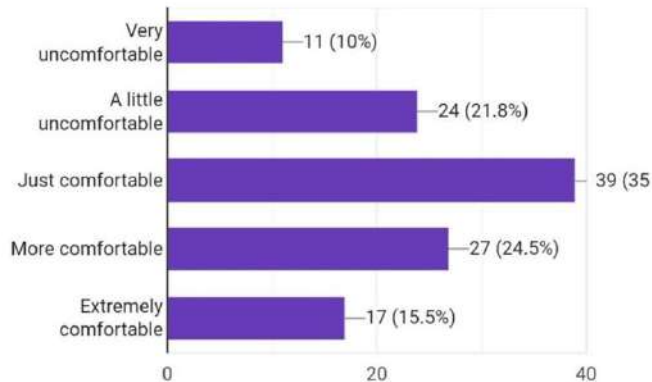
Majority of the students live in Kurla (31.2%) followed by Govandi /Chembur areas(29.6%) and 24% of respondent live in Thane and beyond. On interaction with the students, it was found that the students living far away were concerned and afraid of infection while travelling in crowded public transport.

**Figure 6: Feelings about returning to campus**



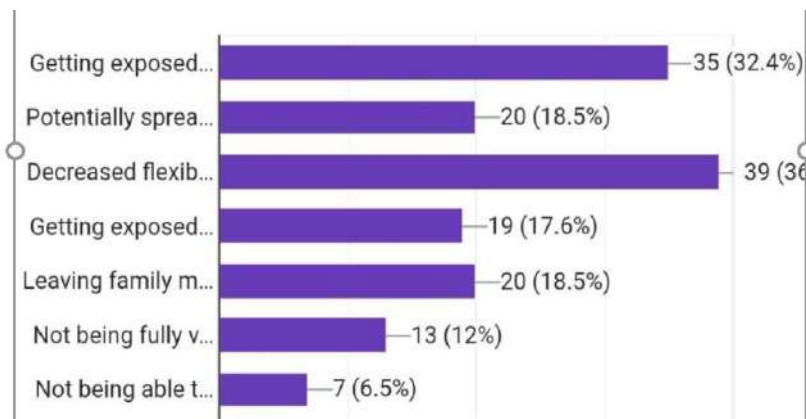
The above figure indicates that most of the respondents (42.3%) are excited to return to the campus. 26.1 indicate that they are feeling okay about returning to the campus. Very few students are apprehensive and optimistic about returning to the campus.

**Figure 7: Comfort Level about resuming offline college**



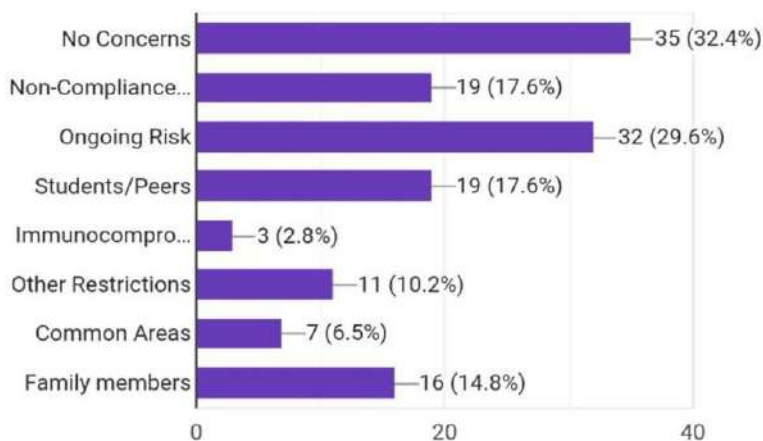
The above figure shows that 35% of the students are just comfortable about returning to the campus. 24.5% of students are more comfortable about returning to the campus. 21.8% of the students are a little uncomfortable and 10% are very uncomfortable at the prospects of returning to college.

**Figure 8: Concerns related to returning to the college campus**



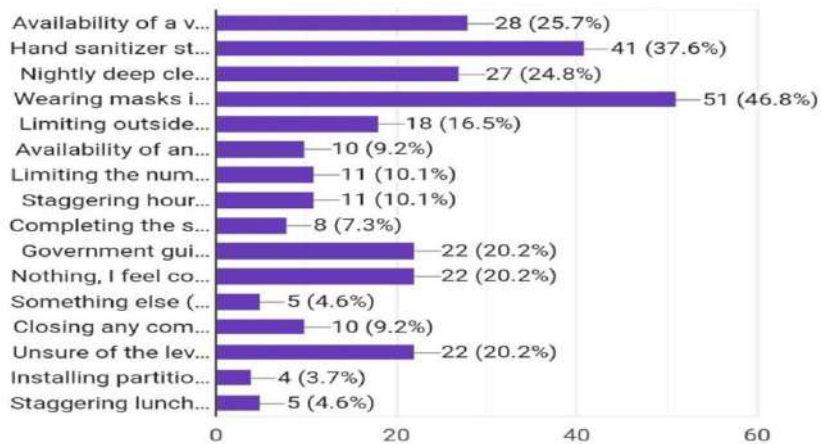
The highest number of students (38%) are concerned about the decreased flexibility due to being on the college campus. There was a lot of flexibility when they were at home regarding clothes, attending classes from different locations and multi-tasking. 32.4 percent of the students are concerned about getting exposed to the coronavirus at the college. 18.5 % of the students are concerned about potentially spreading coronavirus to friends and teachers and leaving family members who need assistance at home.

**Figure 9: Other concerns related to returning to the campus**



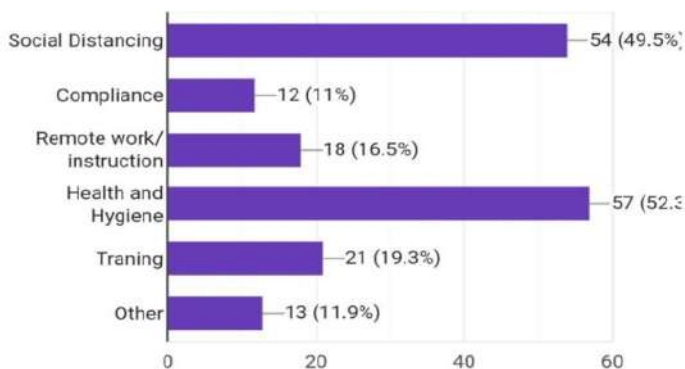
The above figure highlights that the highest percentage of students (32.4%) have no concerns about returning to the campus and 29.6% of students feel that there is an ongoing risk of infection if they return to the campus. 17.6% of the students are afraid of non-compliance to COVID safety regulations which increases the risk of infection for everyone on the campus.

**Figure 10: Facilities required to make returning to campus more comfortable**



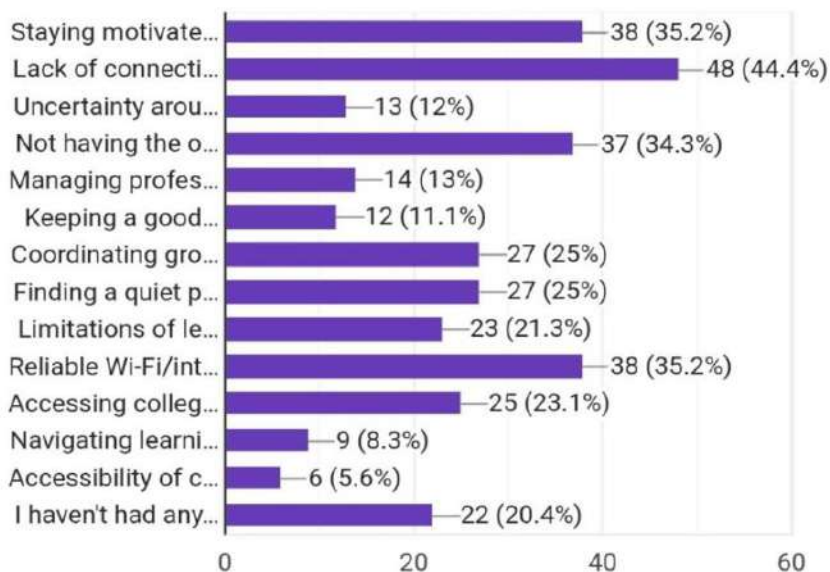
The highest number of students (46.8%) have requested that wearing masks should be made compulsory on the campus and 37.6 % of the respondents have requested for hand sanitizer stations to be available at different locations on the campus. 25.7% of the students sought availability of vaccines on the campus to facilitate vaccination and reducing risks of being infected.

**Figure 11: More options to help students feel more comfortable in College Campus**



52.3% of the students have mentioned that proper health and hygiene practices have to be implemented to reduce risks for all stakeholders and 49.5 students have requested that social distancing norms have to be implemented. 16.5 % of students still prefer remote learning.

**Fig 12: Online Learning Challenges**



The maximum number of students (44.4%) had lack of adequate connectivity as one of the major challenges to Online learning. 35.2% of students had issues regarding remaining motivated to pay attention to classes held online and have reliable Wi Fi/ Internet connectivity. The other challenges were related to coordinating group projects and keeping team members in a cohesive group for group projects and finding a quiet place to work were other challenges faced by students during online learning.

## 5. Conclusion

This study was conducted to find out the perceptions of students with regards to returning to the college campus.



Majority of the respondents are excited to return to the college campus. Some of them are feeling okay about returning to the campus. Very few students are apprehensive and optimistic about returning to the campus.

Many of the students are just comfortable about returning to the campus. Approximately 25% of students are more comfortable about returning to the campus and 21.8% of the students are a little uncomfortable about resuming offline studies on campus.

A large number of students are concerned about the decreased flexibility due to being on the college campus. Many of the students are concerned about getting exposed to the coronavirus at the college, while some of the students are concerned about potentially spreading coronavirus to friends and teachers and leaving family members who need assistance at home.

Many students have no concerns about returning to the campus and some students feel that there is an ongoing risk of infection if they return to the campus. A few students are afraid of non-compliance to COVID safety regulations which increases the risk of infection for everyone on the campus.

A large number of students have requested that wearing masks should be made compulsory on the campus and many of them felt that hand sanitizer stations to be available at different locations on the campus. A few students requested for availability of vaccines on the campus.

Some students emphasized the need to maintain proper health and hygiene practices to reduce risks for all stakeholders and majority of them requested that social distancing norms have to be implemented.

A very small percentage of students still prefer remote learning.

Adequate connectivity, staying motivated to pay attention to classes held online and have reliable Wi Fi/ Internet connectivity, difficulties while coordinating group projects and keeping team members in a cohesive group for group projects and finding a quiet place to work were some of challenges faced by students during online learning.

## 6. Recommendations

- Crowding to be avoid at entry/exit points
- Screening of students, staff and faculty, wearing of face masks, sanitizing of hands is ensured at all times.
- Mandatory cleaning and regular disinfection of frequently touched surfaces in classrooms, labs and common rooms.
- Sitting places, computer Labs, Library should be clearly marked following physical distancing norms.
- Wearing face cover/masks must be compulsory at all times on the campus.
- Regular cleaning and sanitizing of the entire campus
- The extended nature of the pandemic is a concern, since the mental health effects of trauma are more pronounced when experienced over long periods. Some returning students will feel energised, while others will be apprehensive. It's important to recognise that both reactions are normal and acceptable, and to have both in-person and remote service options available.
- It is important to consider a hybrid model of teaching-learning to maximise the opportunities and facilitate learning for students
- It is essential to learn what students want and how they want to participate in the process of education. It may mean that institutions may need to continue to provide a mix of in-person events and virtual experiences with both synchronous and asynchronous options.

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## **Impact of COVID 19 On Academics And Socio-Emotional Development Of Young Adults**

Students: Ms. Riddhi Gada<sup>1</sup>, Ms. Umme Hani Ansari<sup>2</sup>, Ms. Gabhrani Maryam,<sup>3</sup> Ms. Bushra Malik<sup>4</sup>, Mentor- Shobha Bharat, Department of Human Development of Smt. P. N. Doshi Women's College, Ghatkopar, Mumbai

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### **Abstract:**

The spread of the new Corona virus all over the world has resulted in WHO declaring COVID 19 as a Pandemic. It has been the focus of attention of scientists, governments and populations. Children and young adults are especially vulnerable as major changes have emerged in so many spheres of their lives. Youth around the world have been forced to access education through digital tools. Remote learning, no access to peers, friends and school activities has led to social isolation. College students are faced with emotional turmoil as they are trying to cope with anxiety related to the pandemic. This study attempts to understand the effects of the pandemic on different spheres of young people's lives. A self-constructed tool was used to collect data from 150 young adults in the age group of 18-23 years. The rating scale has 25 statements to collect information about health, academics, social and emotional areas of their lives. The data was collected through Google forms. Analysis was done with percentages. The findings of this research showed that young adults are highly concerned about their health, family members health, impact on academics and career plans. Additionally, the respondents revealed that the pandemic affected their Academics (54%) and Online Classes were not as effective as teaching learning in the physical classrooms (52%). 65% of the respondents indicated that lack of internship opportunities led to gaps in learning.

## **1. Introduction**

The effects of the pandemic are taking a devastating toll on millions of people. Of all the heart-breaking effects of COVID-19, its impact on young adults of the world could prove to be the one of the most damaging one. In fact, years of progress made on youths well-being and their rights are under serious pressure across the globe. Education and socio-emotional relationships seems to be the most affected due to this pandemic. The closure of schools and universities has affected more than 1.5 billion children and youth worldwide and has significantly changed how youth live and learn during the pandemic. The whole education pattern is turned up-side down, where there is lack of face-to-face interactions with teachers, practical learning is difficult, some percentage of the students are facing network problem, everyone around the world are being asked to learn remotely through digital tools, access to education has become challenging, challenging for students as well as teachers. While laptops and iPads were once a pastime luxury, they are now an educational necessity that not all can afford. For instance, students from the lower socio-economic families are less likely to have access to digital learning resources and parental support for home learning. Youth who are currently in the work force – or are now trying to enter the work force – will find it increasingly difficult find decent employment. Lack of physical learning opportunities and economic distress are increasing the risk of disengagement and dropout from education and training.

Youths are emotionally unhealthy. Globally, governments have attempted to slow the spread of the disease by promoting "social distancing" guidelines, including staying at least 6 feet (2 meters) away from anyone outside one's household. Meeting group of people was so easy earlier, hangouts with peers were so easy but this pandemic have replaced all these and any kind of interaction is on a single device.

## 2. Literature Review

Tasso, A. F (2021) revealed that college students are affected by COVID-19 on several levels, including fear of themselves or others in their social network contracting the virus, apprehension about the changes in coursework delivery and unclear instructional parameters, overall loneliness, compromised motivation, and sleep disturbances, as well as anxious and depressive symptoms.

Chaturvedi et al (2020) in their study indicated that the time spent by students on online classes did not comply with the guidelines issued by the Ministry of Human Resources Development (MHRD) (Department of School Education & Literacy Ministry of Human Resource Development 2020). Limited class interaction and inefficient time table significantly affected the satisfaction levels among students. The peer-to-peer impact in the school environment motivates individuals to work hard and learn social skills, which may not be possible in an online setting. Moreover, the biggest challenge for online learning is the requirement of efficient digital infrastructure and digital skillset for both students and teachers.

Basheti et al (2021) conducted a study in Jordan on more than 4,000 participants found that the COVID-19 pandemic is negatively affecting the mental health of the Jordanian population, causing anxiety and depression in a considerable proportion of the population. Social relationships and connections enable individuals to regulate their emotions, cope with stress, and remain resilient during stressful situations. Anxiety and depression levels amongst university healthcare students in Jordan were found to be high when assessed during the COVID-19 pandemic. In addition, the learning process during the pandemic was not accepted by more than half of the students.

### 3. Rationale:

A huge number of studies have provided insights into the impact of COVID 19 in varied aspects of young adults' lives. This study was undertaken to understand the perception of young adults regarding the impact on their health, academics, social relationships and emotional health.

#### **Aim**

To find out the perception of young adults regarding the Impact of COVID 19 on Academics and Socio-Emotional Development of Young Adults

### 4. Objectives

- To explore the perception of young adults about the impact of COVID 19 on their academics.
- To find out the impact of COVID 19 on social relationships.
- To understand the impact of COVID 19 on the emotional states of young adults in Mumbai and its suburbs.

### 5. Methodology

**Research Design:** - Exploratory Study.

**Sample:** 120 young adults in the age group of 18 – 23 years living in Mumbai and its suburbs.

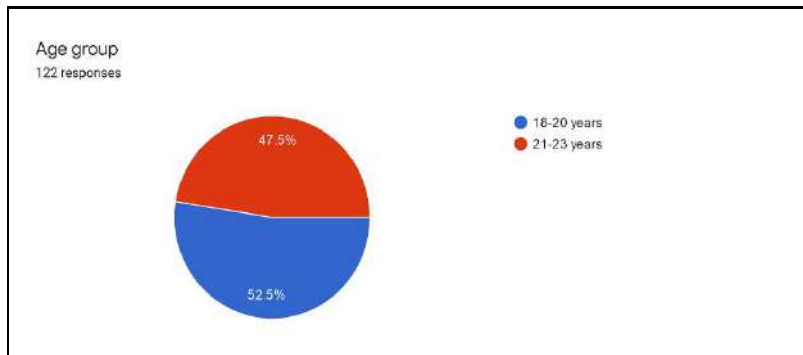
**Tool:** Self constructed questionnaire had two parts. The first part had statements which were to be ranked from 1-10, one being least preferred and 10 being the most preferred. The second part had 25 statement to be marked on a 5 point Likert scale with 1-Strongly disagree, 2-Disagree, 3- neither agree nor disagree, 4- Agree, 5- Strongly Agree . The self-constructed Rating scale includes 25 statements seeking information about the impact on health of close members, social relationships, academics and emotional states due to the COVID 19 Pandemic.

## RESULTS AND DISCUSSION

The data collected was analysed using calculation of percentages.

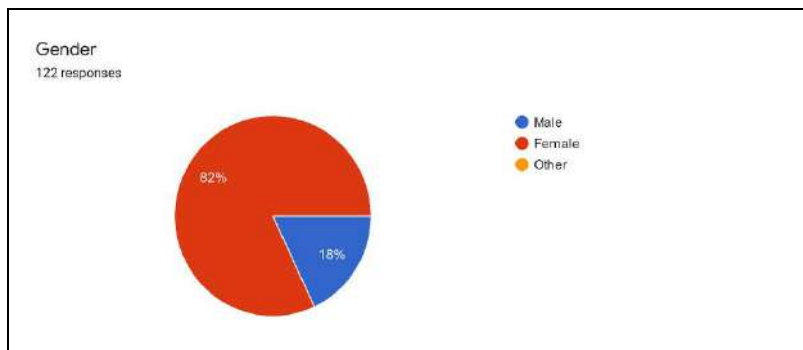
### Demographic Profile

**Figure 1: Age group of the respondents**



The above figure indicates that there are 52.5% of respondents are in the age group of 18-20 years and 47.5% of respondents are in the age group of 21-23 years.

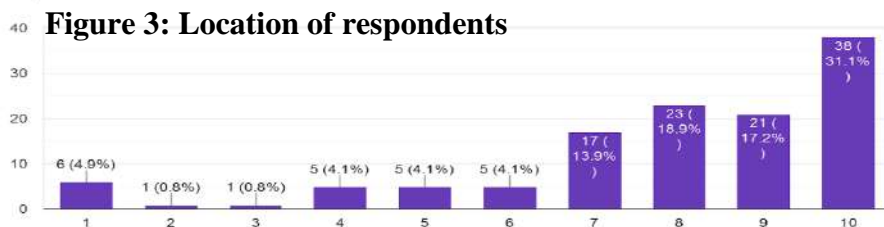
**Figure 2 Gender of the Respondents**



The above figure shows that the higher number of respondents are females (82%)

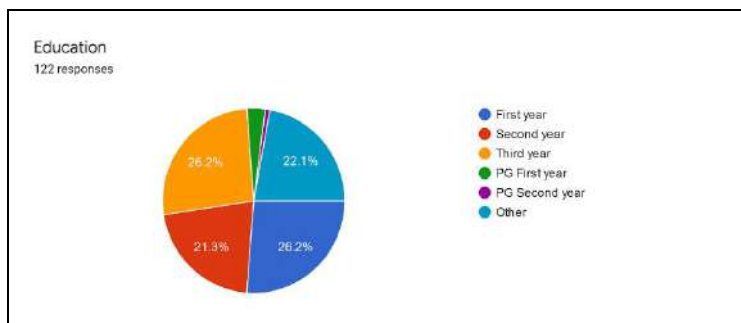


Your own health  
122 responses



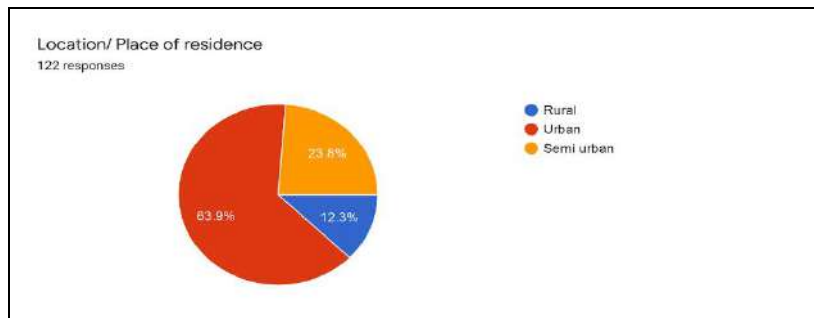
The above figure indicates that 63.9 % of respondents are from Urban area, 23.8% from Semi- Urban area and 12.3% from rural area.

**Figure 4: Educational status of the respondents**



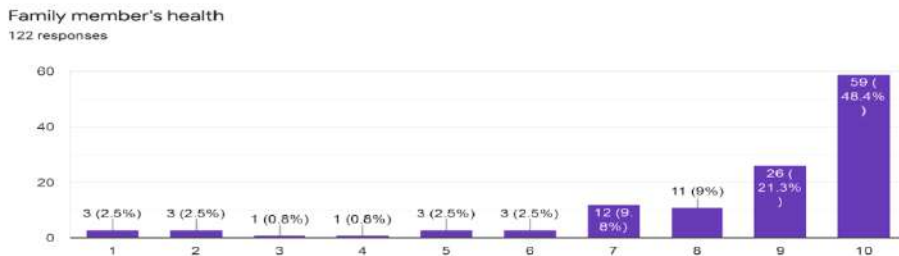
The above figure indicates that the highest number of respondents (26.2%) are third year students followed by first year students (26.2%) and second year students (21.3%).

**Figure 5: Level of concern about one's own health**



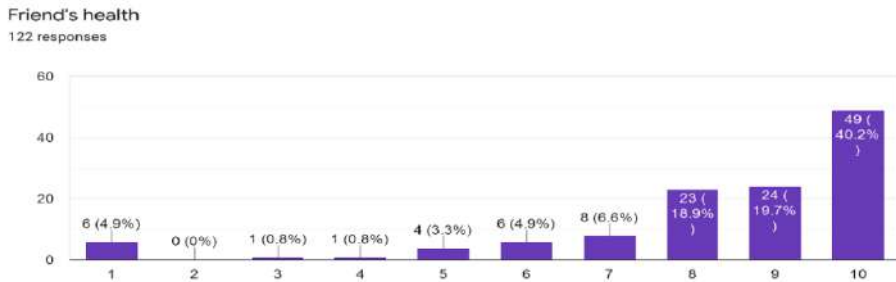
The above figure indicates that 31.1% of respondents were very highly concerned about their own health (level 10) and 18.9 % and 17.2% of respondents were highly concerned about their health. The participants reported being very worried about testing positive with corona due to complications caused due to the virus and lack of adequate knowledge for treatment.

**Figure 6: Level of concern about family members' health**



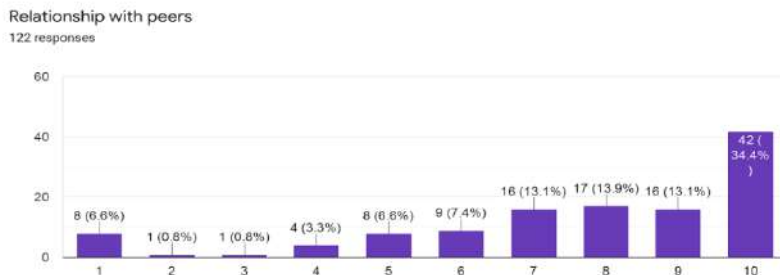
The above figure indicates that 48.4 % of respondents were very highly concerned about their family members' health (level 10) and 21.3 % of respondents were highly concerned about their family members health. The number of causalities and complications due to Corona Virus have led to worries about family members health.

**Figure 7: Level of concern about friends' health**



The above figure indicates that 40.2 % of respondents were very highly concerned about their friends' health (level 10) and 19.7 % and 18.9% of respondents were highly concerned about their friends' health.

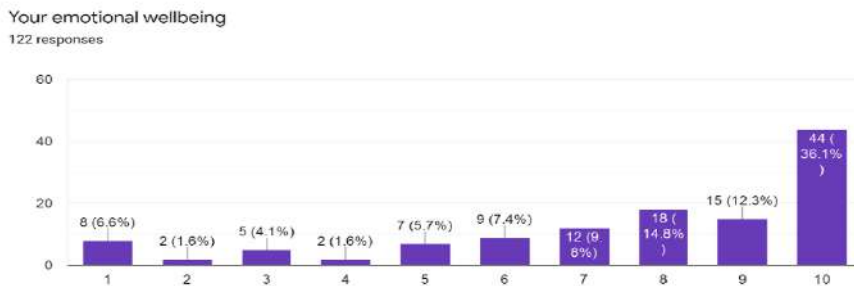
**Figure 8: Level of concern regarding relationship with peers due to COVID Pandemic**



The above figure indicates that 34.4 % of respondents were very highly concerned about the impact of the pandemic on peer relationships (level 10) and 13.1% and 13.9 % of respondents were highly concerned about their relationships with friends. One of the important steps in preventing spread of infection is physical

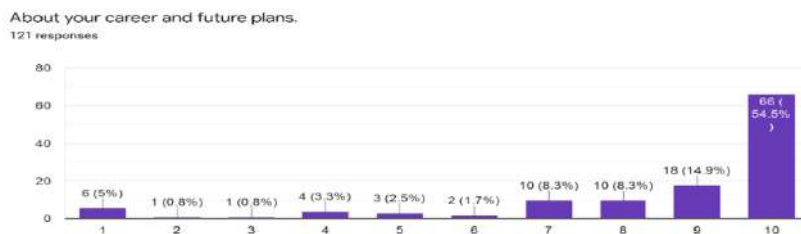
distancing from friends and relatives and being at home. Lack of daily interactions has probably created insecurity in young people that their friendships ties might weaken.

**Figure 9: Level of concern about of emotional well-being of self**



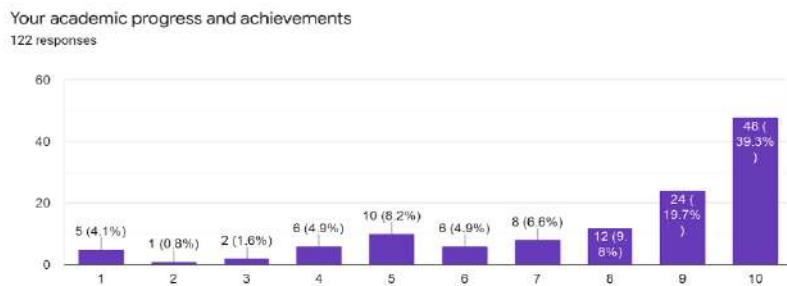
The above figure indicates that 36.1% (level 10) were very highly concerned about their own emotional well-being and 12.3% were highly concerned about their emotional health. The young adults are facing a number of emotional issues due to drastic changes in lifestyles and social relationships.

**Figure 10: Level of concern regarding academic progress and achievements**



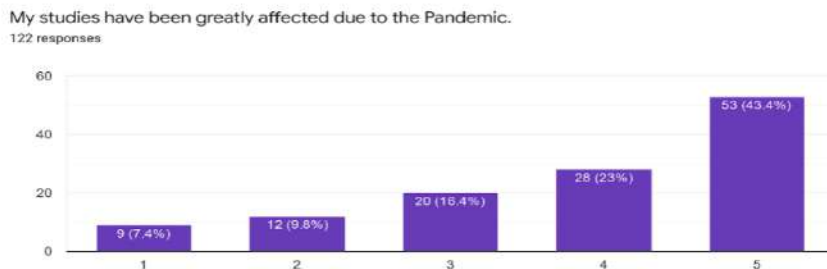
The above figure indicates that 39.3% (level 10) of people were highly concerned about their academic progress and achievements, and also other 19.7% (level 9) people were concerned about their academics. The educational institutions have made changes in modes of teaching- learning methodologies. Attending online classes requires internet connectivity which students may not have leading to anxiety and doubts about the efficacy of their learning and progress

**Figure 11: Level of concern regarding career and future plans**



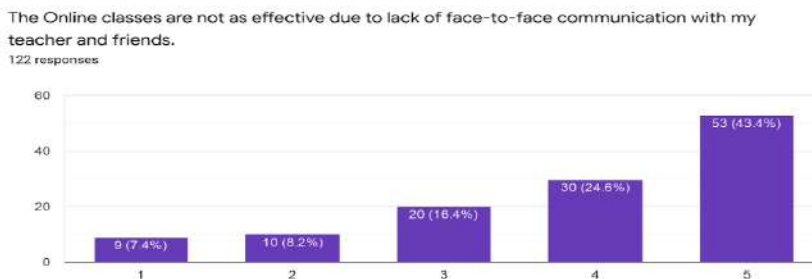
The above figure indicates that 54.5% (level 5) of people were extremely concerned about career and future plans and another 14.9% people were also highly concerned about future plans. The respondents reported that they are concerned about the quality of the teaching -learning process, lack of hands-on experiences and field work which may hamper their learning as well as performing adequately in their careers or further studies.

**Figure 12: Studies affected due to pandemic**



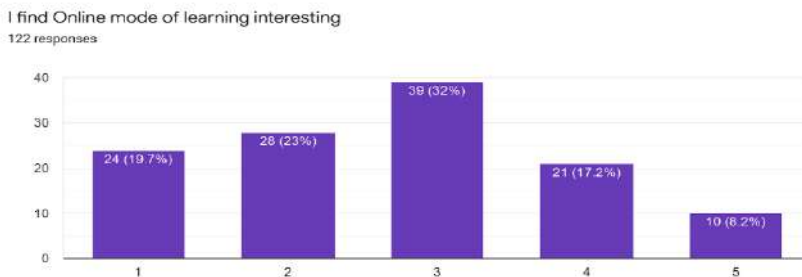
43% of respondents strongly agree that their studies have been affected due to pandemic and 23% of students agree that their studies have been affected. The respondents shared that there were many reasons for studies being affected- anxiety related to COVID 19, lack of adequate space and opportunity to study with all members at home, household chores, shifting to the village.

**Figure 13: Effectiveness of Online Classes**



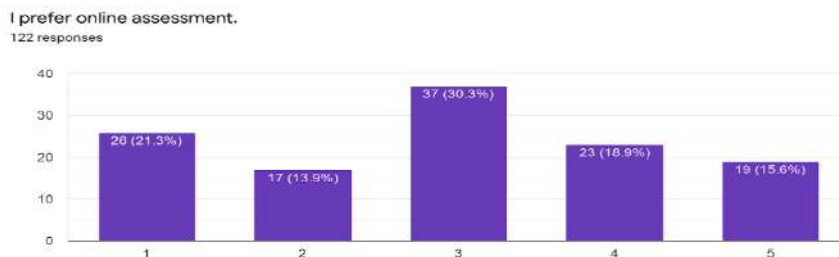
43.4% of students strongly agree that the Online classes are not as effective as face- to- face teaching- learning in the company of peers. Many concepts are learnt through discussions, debated, sharing experiences related to the topic. Lack of opportunities to share and discuss may create gaps or inadequate learning.

**Figure14: Online Mode of learning**



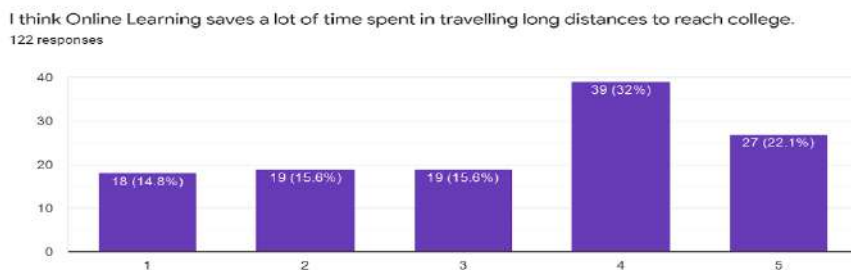
The above figure indicates that 32% of people neither agreed nor disagreed with regards to online mode of learning as interesting, whereas only 8.2% people strongly agreed that they found onlinemode of learning interesting.

**Figure 15: Preference regarding online assessment**



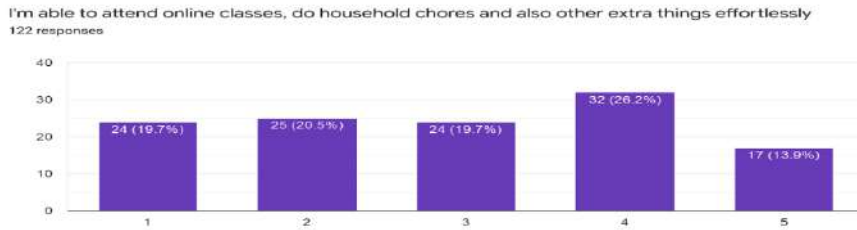
The above figure indicates that highest number ie 30.3% of students neither agreed nor disagreed about their preference for online assessments, whereas 21.3% people disagreed about preference for online assessments.

**Figure 16: Views regarding time saving time in online classes**



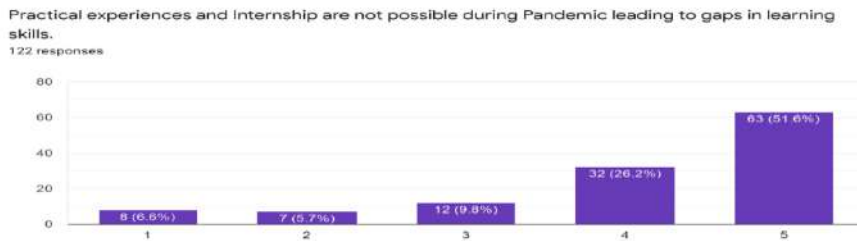
The above figure indicates that 22% of respondents strongly agree and 32% of respondents agreed that online learning saves a lot of time spent of travelling long distance to reach college.

**Figure 17: Views regarding Multitasking effortlessly**



The above figure indicates that 26.2 % of respondents agree that they can attend online classes, do household work and also other extra things effortlessly, and 13.9 % people strongly agree that they can multitask with ease.

**Figure 18: Views on lack of practical experiences leading to gaps in learning**

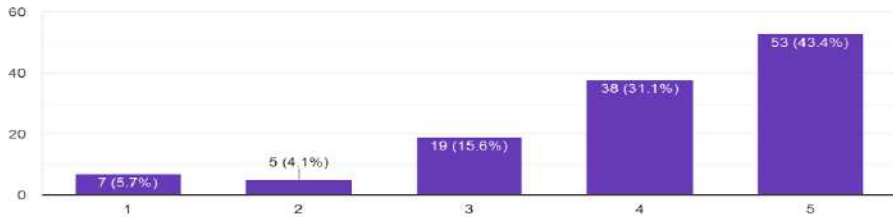


The above figure indicates that 51.6% people very strongly agree that practical experiences and internships are not possible during pandemic which is leading to gaps in learning skills.



### Figure 19: Views regarding domestic chores during pandemic

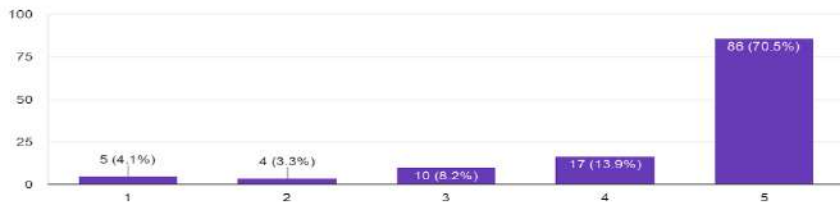
There has been an increase in domestic chores/house work due to lockdown.  
122 responses



The above figure indicates that 43.4% people find that there is an increase in domestic work due to lockdown situation. Many respondents reported that they were entrusted with many household tasks as they were at home.

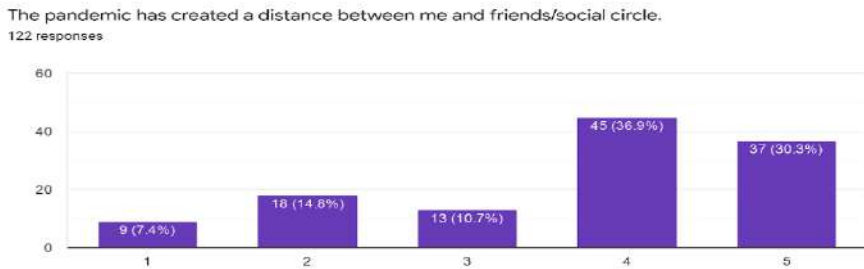
### Figure 20: Views regarding life without friends

I strongly miss meeting my friends and sharing fun times with them.  
122 responses



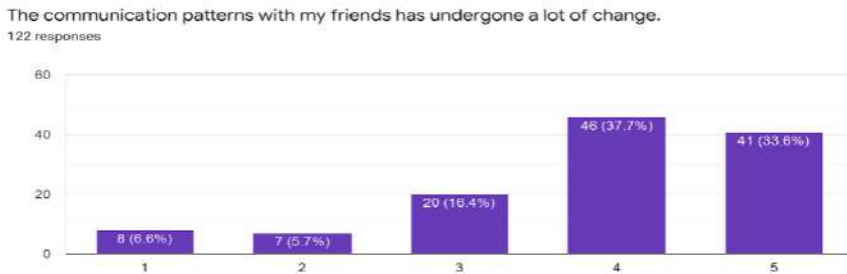
The above figure indicates that 70.5% of them miss meeting their friends and sharing fun times with them.

**Figure 21: Views regarding social life in pandemic**



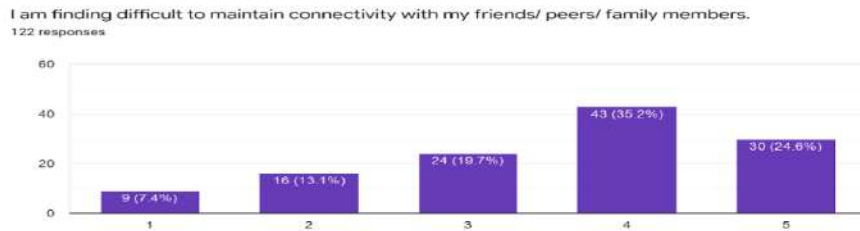
The above figure indicates that 30.3% of respondents strong agree that pandemic has created a distance between friends and their social circle has diminished due to lack of opportunities to meet them.

**Figure 22: Views regarding communication pattern among friends**



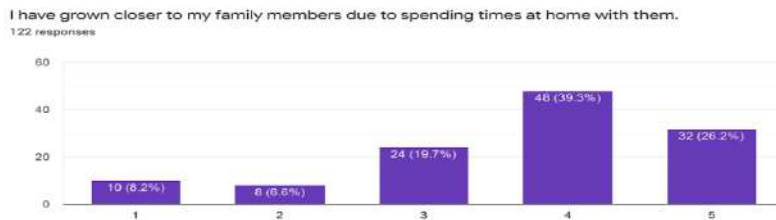
The above figure indicates that 33.6% people find that the communication pattern with their friends has undergone a lot of change but 6.6% of people have not at all faced any changes in communication pattern.

**Figure 23: Views regarding connectivity within social circle**



The above figure indicates that 24.6% strongly agree and 35.2% of respondents agree that they find it difficult to maintain connectivity with friend's/family members, whereas 7.4% people tend to be easily connected to friends and family members.

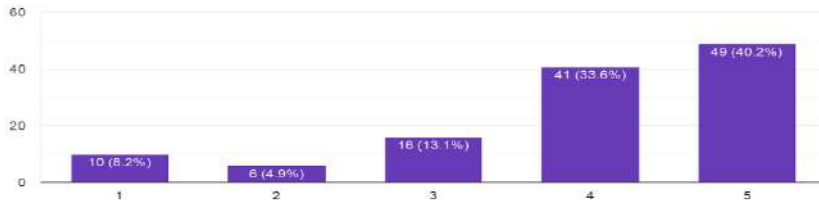
**Figure 24: Views regarding spending time with family**



The above figure indicates that 26.2% strongly agrees that they have grown closer to family members due to spending time at home with them.

**Figure 25: Views regarding human relationship**

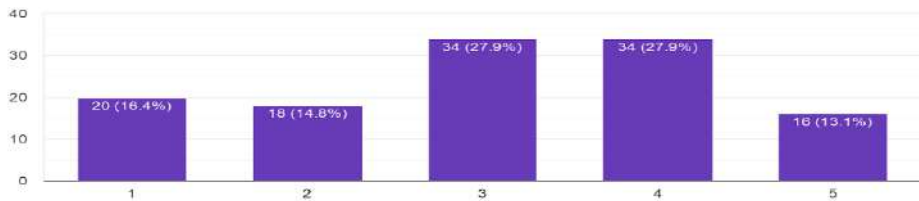
The Pandemic has helped me realize the value of human relationships.  
122 responses



The above figure indicates that 40.2% of participants strongly agree that pandemic has made them realise the value of human relationships

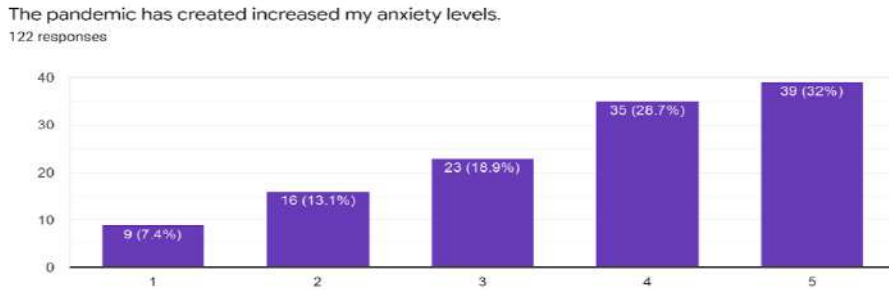
**Figure 26: Views regarding getting infected**

I am continuously worried of being infected with the Virus  
122 responses



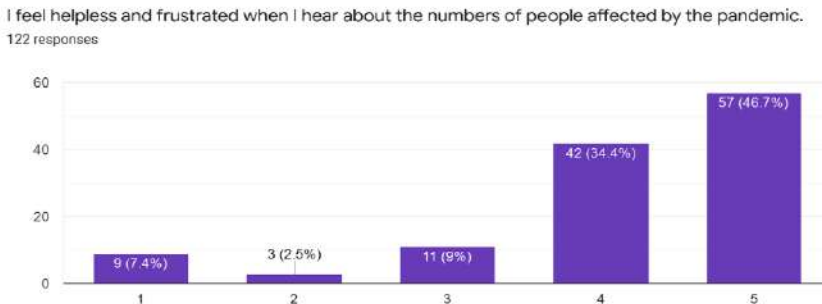
The above figure indicates that 27.9% agree and 13.1% strongly agree that they worry of being infected with the virus.

**Figure 27: Effect on anxiety levels**



The above figure indicates that 32% of people strongly agreed that pandemic has increased their anxiety levels and 7.4% of people completely disagree that pandemic have created increase in anxiety levels.

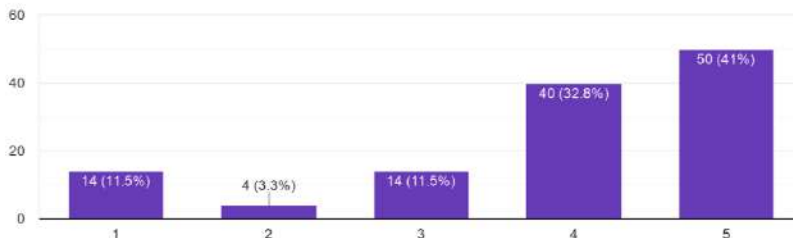
**Figure 28: Feelings of frustration and helplessness**



The above figure indicates that 46.7% of people strongly agree that respondents feel helpless and frustrated when they hear about the numbers of people affected by the pandemic.

**Figure 29: Concerns on financial issues**

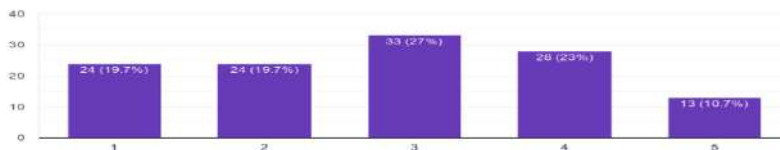
The Pandemic has brought about an increase in the stress related to financial problems faced by the families.  
122 responses



The above figure indicates that 41% of them strongly agree that pandemic has brought about an increase in stress level related to financial problems faced by the families whereas 11.5% people disagree on have any stress related to financial problems

**Figure 30: Impact on sleep patterns due to worry**

I have difficulty in falling asleep due to worrying about the pandemic.  
122 responses



The above figure indicates that only 10.7% of participants very strongly agree that anxiety has affected sleep patterns and cause difficulties in falling asleep, and 27% of people neither agree nor disagree.

## 6. CONCLUSION

This study was conducted to explore the impact of the pandemic on various areas in the life of young adults.

The participants reported being very concerned about their own health, health of their family members and their friends.

The young adults were highly concerned about the effectiveness of their education, Online learning and its impact on their career prospects and future plans for higher education. They strongly agree that their studies have been affected by the pandemic and lockdown. Most of them agree that Online Learning saves a lot of time and money spent in travelling. On the flip side majority of the respondents reported that lack of hands- on experiences and no opportunities for internships created huge gaps in learning. 1/3<sup>rd</sup> of the respondents neither agreed nor disagreed about their preference for online assessments.

Many respondents reported that they were entrusted with many household tasks as they were at home. Many of strongly agree that they have learnt to multitask with ease.

Another area of concern is the impact of lockdown and physical distancing on their peer relationships. They reported that social circle has diminished, the communication pattern with their friends has undergone a lot of change. Majority of them miss meeting their friends and sharing fun times with them.

Emotional well- being of the respondents is greatly affected by the pandemic. The respondents feel helpless and frustrated when they hear about the numbers of people affected by the pandemic. 1/3<sup>rd</sup> of the respondents strongly agreed that pandemic has increased their anxiety levels. Many of them strongly agree that pandemic has brought about an increase in stress level related to financial problems

faced by the families. It has affected sleep patterns of the respondents and caused difficulties in falling asleep,

In the event of a pandemic, people's physical health and reducing the death rate are the primary focus. The huge impact on the mental health often tends to be overlooked.

## **7. Recommendations**

It is recommended that a detailed systematic review will help find out relevant evidence about the impact of the COVID-19 pandemic on the mental health of young and adult people in order to address the gap in the literature as well as guide important strategies and health policy decision making to the society.

Recommendations for ensuring mental well-being of young adults during the COVID-19 pandemic and lockdown.

Parents and Teachers have an important role to play in the promotion of mental health among students

- Teaching the most important life skills i.e. coping with stress, coping with emotions, a optimism, problem-solving and building Resilience
- Communication has to be more open and non-directive amongst friends and family members
- Providing opportunities to learn responsibility, accountability, involvement, and collaboration
- Creating peer support system
- Identification and referral to specialty mental health providers.

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## **A Cross-Sectional Study of Covid-19 Pandemic Effects on the Behavioral Aspects of Adolescents and Young Adults**

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### **Abstract:**

The present study was undertaken to “Study the Effect of Covid-19 Pandemic on the Behavioural Aspects of Adolescents and Young Adults”. Certain factors were evaluated such as anxiety, sleep changes, mood swings, irritability, inability to concentrate, smoking and alcohol consumption changes in the age group of 11-20 and 21-40 respectively. Self-prepared questionnaire was used to study the behavioural aspects. An online survey was conducted using Google forms with link sent using WhatsApp in the urban and rural areas of Maharashtra. A Total of 224 responses were received by the stipulated time. Behavioural changes were seen more in young adults as compared to adolescents. The results showed that most of the young adults suffered from negative symptoms such as stress, depression, fear of losing job, inability to concentrate and sleep disturbances whereas adolescents face more mood swings, changes in smoking and drinking habits and fear of exams. It was also found that most of the young adults spend their time in social media as compared to adolescents. Most of the adolescents and young adults were using exercise and meditation for reducing their psychological symptoms.

**Keywords:** Pandemic, Mental Health, Psychological Impact, Covid-19

## **1. Introduction**

Corona virus disease (COVID-19) is a viral respiratory infection and has been the focus of attention of scientists, healthcare workers, government officials and the general population all over the world since Dec 2019. As soon as more news and information started coming about it from around the world Indian government started taking precautionary measures to prevent its spreading. But soon it was realised that it is very infectious and it cannot be contained so easily. This Covid - 19 disease was termed as a global pandemic and all over the world nationwide lockdowns were realised to be the only effective way to contain this virus spread. Indian government also took the bold step of nationwide lockdown to control and delay its spread. It has been over a year since that time and world has seen at least two waves of lethal virus attack which has exposed the state of health affairs all over the world including in our country.

In last one year this pandemic has caused disruptions in every aspect of everyone's life. A Lot has been lost by everyone in the form of fellow human beings, jobs, money, mobility etc. leading to an unimaginable stress and psychological disruption. The sense of uncertainty and helplessness has consumed us beyond control. Our faith in our systems and institutions has also taken a beating. As physical health has become the main focus of attention of the people slowly people have also started talking about the various impacts on mental health of individuals due to this Pandemic It is important to understand that a balance between mental and physical health is required for our wellbeing, and this can help improve immunity and reduce stress and subsequent mental illnesses. Although it is claimed that Covid-19 pandemic has a negative impact on mental health but more research is required to identify which factors have impacted or altered the behaviour of the people in this pandemic. Few of the major age groups which have a considerable impact on behavioural aspects are young adults and adolescents as they have never before faced such

a major disruption in their lives. During the pandemic, young adults and adolescents have experienced a

number of pandemic-related consequences, such as closures of colleges and schools, distancing from peer groups, loss of academic in campus experience, lost physical activity, loss of social life, loss of income and many more areas of mental and physical growth that may contribute to poor mental health.

Keeping this in view the present study has been conducted with the set objective.

## **2. Objective:**

- To study the impact of the COVID-19 outbreak on the behavioural aspects of adolescent and young adults.

## **3. Review of Literature**

Agarwal *et al.* (2021) analysed psychological stress and its determinants among Indian adolescents and young adults during the COVID-19 pandemic. Results showed that stress was highly prevalent among the Indian adolescents and young adults during the pandemic. Older age, female gender, higher education, salaried job, dissatisfaction toward the available information, and a tendency to view updates frequently were associated with higher stress levels.

Duan *et al.* (2020) studied the psychological effect of COVID-19 by enrolling 3254 adolescents and 359 children online. Results showed that adolescents had more anxiety symptoms than children. Significant factors associated with increased levels of anxiety were female gender, residency in an urban region, emotion-focused coping style, implementation of the precaution and control measures, friend or family member infected with COVID-19, and non-medical occupation of the others. Significant factors associated with heightened levels of depression were internet/Smartphone addiction and affected friends/family members in the recent past. Factors

associated with reduced levels of depressive symptoms were fewer hours per day spent on the internet per day before the pandemic and problem-focused coping style.

Jiao *et al.* 2020 studied behavioural and emotional reactions in 320 children and adolescents aged 3-18 years. The study found that clinginess (36%), irritability (31%), distraction/inattention (32%) and fear of asking questions/for the health of relatives (22%) were the most common behavioural and psychological problems in participants. Other common problems were excessive worry (29%), obsessive request of updates (28%), sleeping problems (21%), poor appetite (18%), fatigue (16%), nightmare (14%), discomfort and agitation (13%).

Orgilés *et al.* (2020) studied the emotional impact of quarantine on children and adolescents aged 3–18 years. Around 85% of the parents felt worsening of the emotional and behavioral symptoms of their children during the quarantine. The most frequent problems were: difficulty in concentrating (76.6%), irritability (39%), boredom (52%), restlessness (38%), feelings of loneliness (31%), nervousness (38%), uneasiness (30%), worries (30%), anxiety (28%), anger (25%), increased reluctance (24%), sadness (23%) and fear (23%) of COVID-19. Children spent more time watching screens including iPads, TVs, mobiles or computers, less time performing physical activity, and had increased hours of total sleep duration.

Panda *et al.* (2021) studied the psychological and behavioural impact of lockdown and quarantine measures for covid 19 pandemic on children, adolescents and caregivers. They found that 79.4% of children were affected negatively by pandemic and quarantine. Anxiety, depression, irritability, boredom, inattention and fear of COVID-19 are predominant new-onset psychological problems.

Zhou *et al.* (2020) showed that 43% and 37% adolescents had depression and anxiety symptoms respectively. Females, residents of rural areas and students in senior school and higher grades had more

depressive and anxiety symptoms, while higher scores for COVID-19 knowledge, projections of the COVID-19 trend, prevention and control measures were protective for depressive and anxiety symptoms.

#### **4. Methodology:**

A cross sectional study was conducted to study the behavioural effects of covid-19 in the age group of 11-20 years and 21-40 years, respectively. Self-prepared questionnaire was used to study the behavioural aspects. An online survey was conducted using Google Forms with link sent using SMS, WhatsApp, e-mail, and other social media means in the rural and urban areas of Maharashtra. A brief description of the study, its objectives, the declaration of anonymity and confidentiality were given to the participants before administering the questionnaire. Total 224 responses were received by the stipulated time. Everyone who received the survey was also asked to continue and distribute it. The questions in the survey were based on general lifestyle, anxiety, sleep changes, appetite changes, mood swings, irritability, inability to concentrate, smoking, alcohol consumption changes and relaxation techniques to reduce the effects of Covid-19. Questionnaires and appeals were written in English. Data were analysed through frequencies and percentages.

#### **5. Results & Discussion**

##### **Socio-economic profile of the sample respondents**

The information on age, gender, and family type of the respondents have been presented in Table 1, showed that 54 percent respondents were adolescents and 46 percent were adults. The gender composition analysis indicated that proportion of the female adolescents (57%) was relatively higher than adolescent males (18%), whereas proportion of male adults was more compared to female adults (21%). Also, it was found that the percentage of both adolescents and adults belonging to Joint family were less as compared to respondents

belonging to the nuclear families. While examining the types of areas, it was observed that majority of the adolescents (41%) and adults (32%) belonged to urban areas.

**Table 1 Personal Characteristics of Respondents**

	<b>ADOLESCENTS</b>	<b>YOUNG ADULTS</b>
<b>Age</b>		
Total	121(54%)	103(46%)
<b>Gender</b>		
Male	36(18%)	57(25%)
Female	85(37%)	46(21%)
Total	121(54%)	103(46%)
<b>Family Type</b>		
Nuclear family	96 (43%)	68 (30%)
Joint family	25 (11%)	35 (16%)
Total	121 (54%)	103 (46%)
<b>Residential area</b>		
Rural area	29(13%)	32(14%)
Urban area	92(41%)	71(32%)
Total	121(54%)	103(46%)

**Note: Figures in parentheses indicates percentages of respondents**

The analysis of paternal and maternal qualification and occupation of the respondents presented in Table 2, revealed that higher percentage of adolescent's fathers were educated up to Sr. Sec level, whereas a



greater number of adults fathers were educated up to graduation level. The analysis of mother's educational background revealed that higher proportion of adolescent's mothers were educated up to graduation level whereas in adults the same number of mother's were educated up to graduation and Sr. Sec level.

Also, the percentage of paternal occupation was seen higher than maternal occupation. A perusal of the table showed that higher number of adolescents and adults' fathers were employed in private jobs followed by govt. Jobs. In case of mother's occupational status, it was found that most of the adolescents and adults 'mothers were housewives followed by private jobs. In the Government sector of paternal and maternal occupation of both the age groups we can see that the paternal government sector had percentile of (21%) which is higher than maternal (11%).

**Table 2: Educational and Occupational Status of Parents**

**Table 2: Educational and Occupational Status of Parents**

Parental Educational & Occupational Status					
Paternal education	Adolescents	Young Adults	Maternal education	Adolescents	Young Adults
Illiterate	33(14)	28(13)	Illiterate	45(21)	40(18)
Sr secondary	43(19)	29(13)	Sr secondary	33(14)	29(13)
Graduation	41(18)	36(17)	Graduation	35(15)	30(13)
Post-graduation	4(2)	10(4)	Post-graduation	8(4)	4(2)
<b>Total</b>	<b>121(54)</b>	<b>103(46)</b>	<b>Total</b>	<b>121(54)</b>	<b>103(46)</b>
Paternal occupation	Adolescents	Young Adults	Maternal occupation	Adolescents	Young Adults
Farmer	4(2)	11(5)	Housewives	81(36)	66(29)
Labour	13(6)	3(1)	Private job	24(11)	28(13)
Private jobs	74(33)	72(32)	Government job	16(7)	9(4)
Government jobs	30(13)	17(8)			
<b>Total</b>	<b>121(54)</b>	<b>103(46)</b>	<b>Total</b>	<b>121(54)</b>	<b>103(46)</b>

**Note: Figures in parentheses indicates percentages of respondents**

Income is an important indicator of the standard of living; therefore, analysis of income wise distribution has been displayed in Table 3. Results indicated that higher number of adolescents had family income between 10,001 to 30,000 followed by income below 10,000, whereas in case of adults, majority had income in between 30,001 & above followed by 10,001 to 30,000.

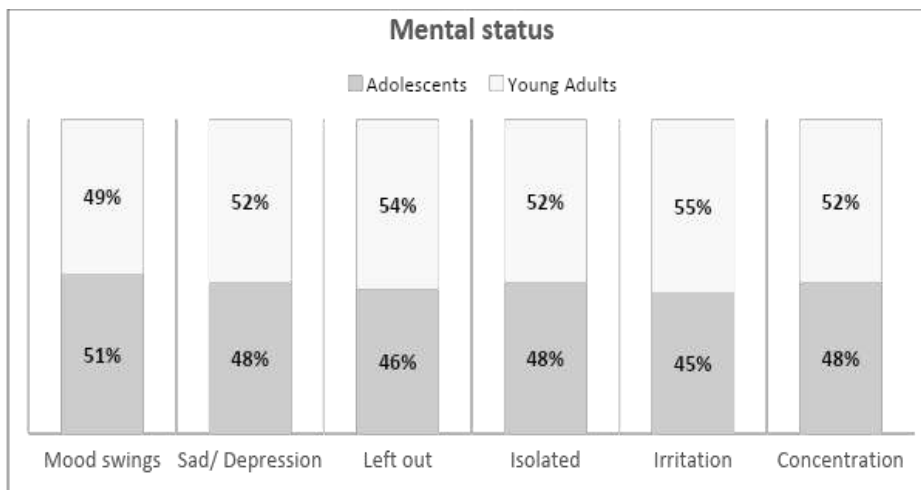
**Table 3: Family Income of Respondents**

Family Income	Adolescents	Adults
<₹Below 10,000	21(11)	6(2)
₹10,001 -₹30,000	50(22)	43(19)
₹30,001 & above	48(21)	56(25)
<b>Total</b>	121(54)	103(46)

**Note: Figures in parentheses indicates percentages of respondents**

**Mental Status of Adolescents and Young Adults**

A cursory glance on Table 4 showed that mood swings, depression, feeling of left out, isolation, irritation and low concentration on work were more in female adolescents and male adults whereas isolation level was more in female adults. Overall, from figure 1, it was revealed that depression/sadness, irritation, feeling of left out and low concentration was more in adults whereas mood swings was more in adolescents. As we can see, many psychological aspects such as stress, mood swings, irritability, difficulty concentrating on tasks, sleep disturbances have progressively emerged as a result of the pandemic. According to the behavioural immune system theory, people develop these negative symptoms as a result of self-protection from infection. (Li *et al* 2020).



**Note: Figures in parentheses indicates percentages of respondents**

### **Fig1: Mental Status of Adolescents and Young Adults**

#### **Areas Affected during Covid 19 pandemic**

Table 5 that represents the areas affected during Covid 19 Pandemic revealed that greater number of young adults' life, their behavioural changes and communication pattern was affected due to covid 19 whereas changes in smoking and alcohol consumption, appetite changes and sleep changes were more seen in adolescents. These results are supported by Kochhar *et al.* (2020) who revealed that majority of the people experienced trouble sleeping during pandemic. Sleep disturbances can further cause mood swings, irritability and difficulty concentrating on tasks. Mood changes, irritability, sleep disturbances can cause difficulty in concentrating on work/studies and prevent us from doing day to day activities

**Table 4: Mental Status of Male and Female Adolescents and Young Adults**

	Adolescents		Young Adults	
	Male	Female	Male	Female
Mood swings	20(9)	67(30)	39(17)	33(15)
Depression/sad	20(8)	50(26)	39(18)	36(11)
Left out	20(9)	27(12)	33(11)	12(6)
Isolation	20(9)	37(16)	22(8)	19(9)
Irritation	36(15) )	85(38)	57(25)	51(22)
Low concentration	36(16) )	85(37)	56(25)	47(22)

As the rate of consumption of alcohol and smoking changes is increased in adolescents during the pandemic the reason for this is unemployment, family crises, financial problems, etc. which indirectly affects the mental state and the individual experience, depression and suicidal tendency. Also, the lack of communication has increased which ultimately led to low morale. It can create misunderstandings, conflict, the dissemination of misinformation and mistrust and also affects the personal relationships. Addiction is another concern for adolescents.

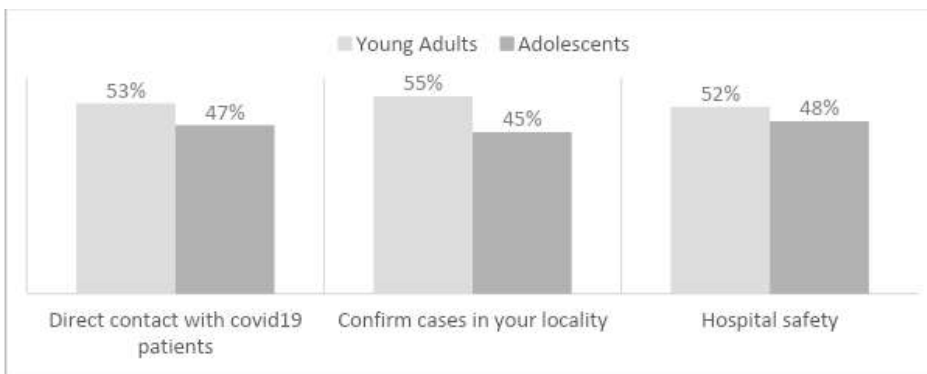
**Table 5: Areas affected during Covid 19 pandemic**

	Areas Affected	
	Adolescents	Young Adults
<b>Effects on life</b>	97(45)	127(55)
<b>Behavioural changes</b>	92(42)	132(58)
<b>Effects on communication</b>	108(48)	116(52)
<b>Changes in smoking and alcohol consumption</b>	121(53)	103(47)
<b>Appetite changes</b>	121(54)	103(46)
<b>Sleep Changes</b>	121(53)	103(47)

**Note: Figures in parentheses indicate percentages of respondents**

The insufficient ability to process difficult circumstances in the age of adolescents such as increasing screen time, social media and online gaming also, in adults it has strongly affected on their personal and professional life, due to these negative coping skills like low concentration, appetite changes, sleep pattern has changed. Behavioral changes were another major factor identified in this, being home bound and quarantine could be the major reason for the above behavioral changes.

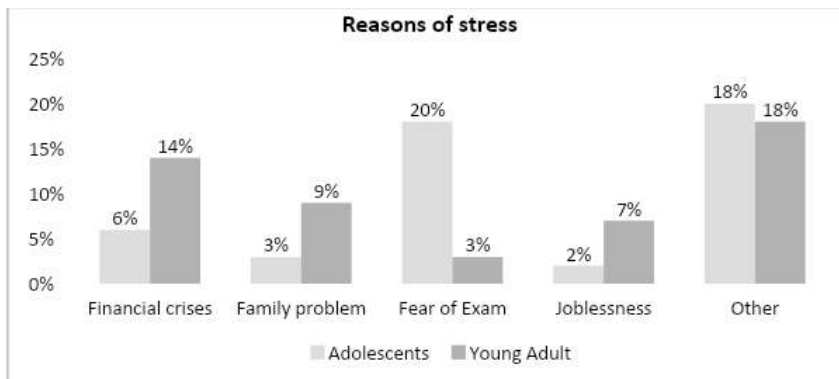
**Reason of stress among Adolescents and Young Adults during Pandemic**



**Fig 2: Reason of Stress among Adolescents and Young Adults**

Further the results pertaining to the reason of stress among adolescents and young adults have been displayed in Fig 2. A close examination of the figure indicated that the reason of stress among adolescents was only related to fear of exams(20%) whereas in young adults' financial problems (14%), family problems (9%), joblessness (7%) were the reason for stress. In this pandemic, mostly the people are suffering from stress. Reason behind these stress in adolescents is frustration, anxiety and disconnected due to social distancing and missing usual social

outings, like sports, extracurricular activities, hanging out with friend and fear of exams. Whereas, adults were more stress taker than adolescents because they suffer from lot of problems like family problem, financial crisis, and unemployment is the major problem for adults. Besides these relationships, quarantine, home bound, unwell health were some of the common reasons of stress for both the age group.



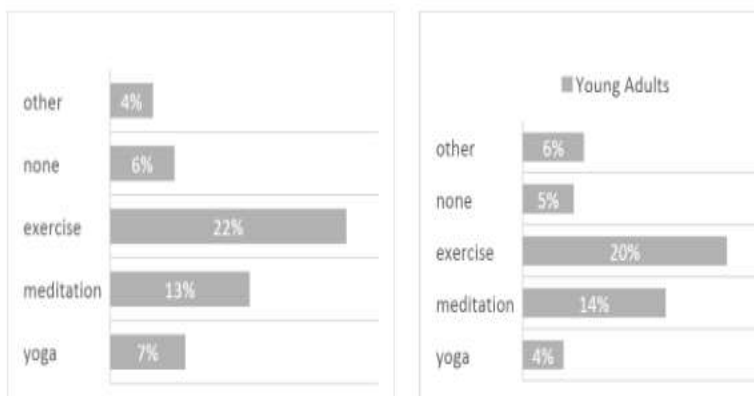
**Fig 3: Percentage comparison Level of responses among Adolescents and Young Adults**

Data presented in Figure 3 showed that direct contact with covid-19 positive patients was more in young adults(53%) as compared to adolescents (47%). More number of adults (55%) reported confirmed cases in their locality and 45 percent of adolescent reported for the same. Also, 52 percent of youngadults feel that hospitals are safe for people whereas 48 percent of adolescents feel it is not safe . It showed that the fear has increased due to pandemic in both the age groups. The young adults are facing fear of being infected by corona virus, losing family member and their loved once. These feelings are the main cause of unstable mental health and emotions. Generally, people feel that hospitals are a secured place for them but recently during the pandemic this belief has turned out to be false. The incidence that are

shown through media and news about hospitals fire, leakage of oxygen, etc. has broken the trust of people and created a sense of fear among them.

### Relaxation techniques used by Adolescents and Young Adults

Relaxation is the healthiest things to incorporate into your everyday life during the pandemic and post pandemic. Both the age group adolescents and young adults prefer exercise as the technique to relax. Meditation was the second preferred technique used by both the age groups. Besides, this two yoga, dancing, singing, writing, reading, cooking, exploring new things, etc. were some of the techniques. The results pertaining to relaxation techniques used by adolescents and young adults has been displayed in figure 4 revealed that most of the relaxation techniques used by both adolescent and adults majorly was exercise, (22% and 17%) one of the reasons can be immunity boosting, followed by meditation (13% and 14%) and yoga (7% and 4%) respectively. According to a survey which was done on college students, found that most students coped with stress by practicing meditation, yoga, involving themselves in a new activity, starting a new hobby, listening to music (Son *et al.* 2020).



**Fig 4 Relaxation techniques used by Adolescents and Young Adults**

## 6. Conclusion

The above findings have brought us to a conclusion that behavioural changes were seen more in young adults as compared to adolescents in these Covid-19 pandemic times. The research results revealed that mostly young adults suffered from negative symptoms such as stress, depression, fear of losing job, sleep disturbances and inability to concentrate whereas in adolescents 'certain level of mood swings, changes in smoking and drinking habits and fear of exams were experienced. This research analysed data findings also suggested that higher percentage of young adults were spending more time on social media as compared to adolescents. Most adolescents and young adults were using exercise and meditation for reducing their psychological symptoms. Most of the analysis showed that the COVID-19 pandemic may lead to severe mental health repercussions among both young adults and adolescents but it could have a higher degree of effect on young adults. These findings suggest that though young adults and adolescents are using some mental and physical health relaxation techniques but more professional mental health interventions along with counselling will become a bigger necessity. These can be achieved with the help of online consultants, encouraging new and old relaxation techniques such as aerobics, meditation, yoga and breathing exercises. Role of parents and elders become even more essential in identifying such issues and first level of calming and healing can always be done at home environment.



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## Digital Dependency of Youth During Covid-19 Pandemic

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### Abstract:

The Covid-19 pandemic has led to an inevitable surge in the use of digital technologies due to the social distancing norms and nationwide lockdowns. People and organizations all over the world have had to adjust to new ways of work and life. The present study explores possible scenarios of the digital surge & issues that arise. The results of the study revealed that during pandemic entertainment time has increased and maximum youth preferred watching movies and series on OTT platform. Half of the Youth believed that having subscription to OTT platforms gave them a good status in a Society. Young people spend approximately 3 hours daily on such platforms. As the OTT doesn't fall under any censor board, mostly programs contain nudity (Soft Porn) and youth watches them for curiosity. Further, Youth usually spend more than 2 hours daily on various social media platforms. Youth also agrees to it that, during the Pandemic time social media has become the only way for them to interact with families and friends. Apart from this, it is reflected that, now a day's youth avoids sharing their feelings with anyone personally, rather they prefer posting stories and status on social media to release their emotional feelings. Many young people reported that during pandemic they have learnt many new skills through Instagram, YouTube and have improved their skills like Cooking, English Speaking, Coding, Tally etc. 50 % of the respondents said that they are addicted to social media platform and they keep on checking the feed every now and then as there is no other entertainment and socialization during pandemic time. The other trend revealed in the findings is that online shopping has increased. Maximum young

people preferred shopping through online shopping apps like Amazon, Flipkart, Myntra, etc.

Further, maximum respondents reflected that their screen time has also increased due to online lectures and work from home scenario and due to this they are facing various physical issues like Itching & Burning sensation in eyes, Gaining Weight, Headache, Neck pain etc. Half of them said that they spend around 2 to 4 hours daily for online learning/working and another half of them said that they spend more than 5 hours daily for online lectures or working. The positive side of online mode of learning is that it has introduced youth to various online learning mode like Swayam courses and some of them have taken admission in such courses. The worrying trend which is found is that during Pandemic, youth started spending a lot of their time on online games like LUDO, PUBG, Counter Strike, etc. Maximum youth like playing online games daily for 1 to 2 hours. Respondents also agreed that playing online games causes issues like physical & mental stress and anxiety to win the next level.

## **1. Introduction:**

A study was conducted with objectives to know Digital dependency of youth in Pandemic time, online habits of young people during lockdown and also, to know how various digital platforms has an impact on their lives. Digital world has various impacts on young minds. It influences them in many ways. Few of them find it addictive, whereas some of them look at it as a necessity and a way to do their work. The COVID-19 pandemic has critically impacted physical and mental health globally. Many countries have adopted varying measures to minimize the transmission of the disease, which include adopting shelter in place policies, staying at home, limiting access to nursing homes, prohibiting gatherings at places where people can potentially come to closer contacts. Populations with

stricter preventive strategies, higher contact tracing, and faster clinical care may result in better public health outcomes during this pandemic. However, the closure or remote operations of schools, offices, and other organizations have resulted in higher use of digital media such as desktops, laptops, tablet computers, and mobile devices for interpersonal communications and other organizational activities.

Nonetheless, people staying at home or closed places spend higher hours on digital screen and this time has increased during the COVID-19 pandemic. Online shopping has become a new trend as the malls are closed. Similarly, online gaming habits are also observed in youth. It is pertinent to know how today's youth is handling all this pressure and whether he has maintained any balance? Hence a study was undertaken to know the digital dependency of youth during pandemic times.

## **2. Review of Literature**

The review was collected from various sources like newspaper reports, web articles, research papers etc. It is understood by review that there are both positive and negative effects of social media on youth.

1. How is Social Media Beneficial to Youth?  
Bisht ,A (April 2020) Wrote an article on Quora App on Positive Effects of Social Media on Youth :It keeps connected to their friends when they are not able to see each other. Social media keeps you updates about the important things that are going across the globe currently or maybe in your locality.  
Negative Effects of Social Media on Youth: People of today's generation give so much importance to social media nowadays that it has become their priority. They love being in the social media sites and forget about all the things that should come first for them like family, sports and Schools.

2. Causes, losses and Prevention of Technology Addiction This article was taken from a web source. Nomophobia or phone addiction is another dependency more common among children and teenagers.
3. Kaur M, Maheshwari S.K and Kumar, A (2019) have written article on Compulsive buying behaviour & online shopping addiction. This article was taken from web source named, Research Gate. One of the great benefits of online shopping is the ability to read product reviews, written either by experts or fellow online shoppers. Online shopping can take place by simply logging on and clicking button, while we are sitting at homes. Many sites have developed an unprecedented customer support only in the span of last 15 years with its unique business model of online business.
4. Halan, D (2020) has written article on Impact of Covid-19 on online shopping in India. It was published on web source named, [indianretailer.com](http://indianretailer.com) on March 25 2020. One of the great benefits of online shopping is the ability to read product reviews, written either by experts or fellow online shoppers.
5. B. Madhu G (2020) has written article on Online classes: students complain of eye and ear problems in The Hindu website on June 18, 2020. Attending classes or working online without a break is said to be causing problems like dry eye syndrome, burning sensation of eyes, and ear problems.
6. Online gaming: This article was taken from the newspaper i.e., Indian express. India is one of the more recent countries to join the eSports party. Multiplayer gaming is now gaining more traction than ever in the country with streamers,

tournaments and even the eSports coaching industry all playing key roles.

### **3. Methodology:**

A Survey was been conducted through Google Forms. The sample population decided was young people in the age groups of 18 to 29 years. Total 180 respondents participated in the study and data was collected through self-constructed questionnaire /google forms. The findings were analysed using percentages to draw interpretations.

### **4. Objectives:**

- To find out the extent of popularity of social media and OTT Platforms among the youth during Pandemic.
- To know about the behavior of youth regarding access to social media/OTT platforms
- To explore the new developing skills in youth by online learning.
- To know the online shopping behavior of youth during Pandemic:
- To know the views of youth regarding issues related to online education.
- To know online gaming habits of youth.

### **5. Results and Discussions:**

#### **OTT platforms:**

The maximum youth preferred watching movies and series on OTT platform. Half the Youth also believed that having subscription to OTT platforms gave them a good status in our society. They spend approximately 2 hours daily on such platforms. As the OTT doesn't fall under any censored board, few of them release movies and series that contains Nudity, (Soft Porn) and youth watches it for various reasons like Entertainment, Curiosity and Sex Education. These series

also showcase Violence, Crime, Action and Abusive words that affects the thinking of the youth. And this has increased screen time as these are easily available to the youth.

Instead of using paid OTT platforms, now a days youth prefers using apps like Telegram, uTorrent's, Xoe, etc. And websites like uwatchfree, skymovies.in that provides movies and web series for free.

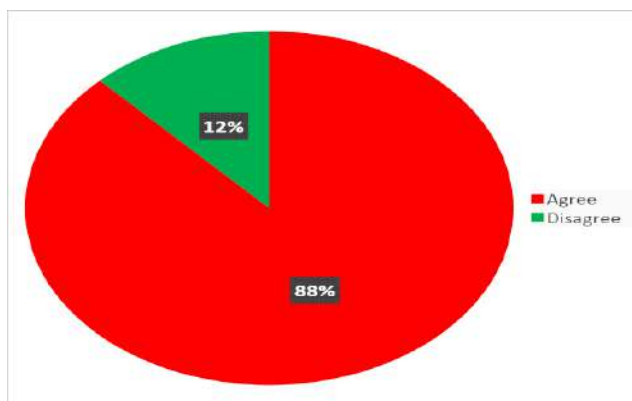


Fig.1.1 Reflects the use of free platforms instead of paid OTT

The figure 1.1 above shows that 88% of youth strongly agrees to the fact that they prefer watching movies and webseries on apps like telegram for free instead of spending huge amount on buying subscription for various OTT Platforms.

### **Social Media:**

Through the survey this finding has come forward that, now a days youth avoids sharing their feelings with anyone personally, rather they prefer posting stories and status on various social media to show off their feelings virtually. This social media also helps the youth to interact with like-minded people and professionals from various fields. It has also given an amazing platform to the youth to learn and



improve various skills like Cooking, Dancing, Coding, etc. According to Fig.1.2 92% of youth agrees that they have developed various new skills in during this pandemic by making use of their time. Youth usually spend 1 to 2 hours daily on various Social Media Platforms. Youth also agrees to it that during the Pandemic Social media has become the only medium for many to interact with families and friends.

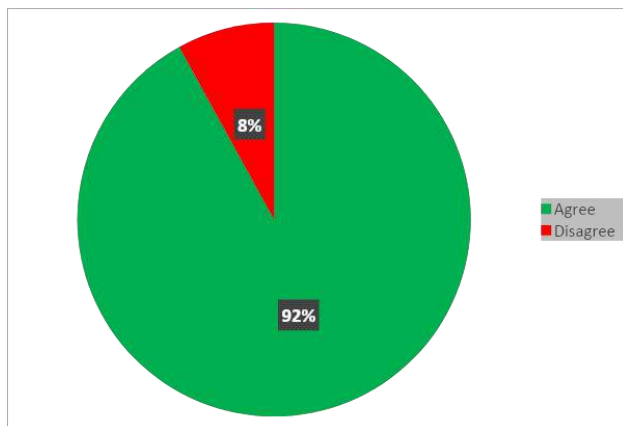


Fig.1.2 Reflects the social media habits of youth

Social Media is not only meant for interactions but also to post pictures and stories about them, and one can check the views on it, and that has somehow created a distraction. Half the youth says that they are not at all bothered to check the feed after posting anything on social media, but half the youth agrees that they are addicted to it. They keep on checking the feed every now and then. 1/5<sup>th</sup> of the respondents have also faced the attack of Cyber Bullying. A new trend has come in youth of making short videos on various platforms like Reels, Moj, etc. For few of the youth it is just a distraction. But One can learn so many things out of it. It is an amazing platform to showcase the talent and gain Fame.

## Online Shopping:

As this pandemic has locked many of us in our homes, it's not possible for all to go out and buy things. In this situation online shopping has helped a lot. But even during online shopping youth faces various difficulties like colours differ, appropriate sizes are not available, fraud delivery, sometimes defective pieces are delivered, and, in few cases, there is no guarantee of the product and exchange. So, one has to be very careful while shopping online. Maximum youth preferred shopping online specially during the pandemic as they also purchased various medicines online. The youth also prefers online shopping due to few reasons like It saves time, to get variety in products, it provides better discount, offers and sale and its very convenient. Maximum of youth buy Clothes, Electronic Gadgets, and footwears from online shopping.

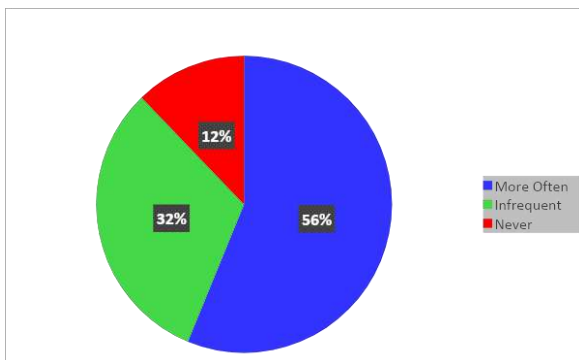


Fig.1.3 Reflects the online shopping behaviour of youth

When asked to the youth how often they prefer shopping online? The maximum respondents i.e. 56% of the youth responded that they preferred shopping online more often. And 32% of the youth said that they did online shopping infrequently. Whereas only 12% of youth said that they don't shop online.

### Online learning/working:

During the Pandemic many Youth have stuck up at home and having no other choice they have opted for online learning or online working. But this online learning or working has increased the screen time which leads to burning sensation in the eyes, back pain due to bad posture, hearing issue, neck, arm and shoulder pain and gaining weight. Half the respondents say that they spend around 2 to 4 hours daily for online learning/working and half of them say that they spend more than 5 hours daily for learning or working. And for this they use various apps like Google Meet, Microsoft Teams and Zoom. Making use of the valuable time of this pandemic half the youth has joined various online learning courses like Swayam, Future learn, Unacademy and YouTube i.e. free of cost and very helpful because many students dream to study abroad but can't afford it. But the online education provides certified courses from well-known Universities from all over the world just on your fingertips. As the situation demanded, students had switched to online learning but after the pandemic, the students may find it difficult to switch back to regular offline classes. As they will have to attend the class regularly and physically and spend money and time on travelling and give offline exams.

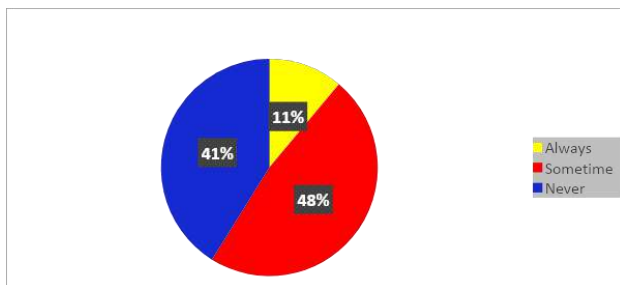


Fig.1.4 Reflects the online education pattern of youth

Fig.1.4 states that only 11% of youth find online learning convenient, whereas 41% of youth do not feel convenient learning online. Many

students agreed that during online lecture they turn off their videos giving the reason of network problem and switch to different apps and waste their time.

### **Online Gaming:**

During the Pandemic youth started spending a lot of their time on online games like LUDO, Clash of Clans, PUBG, Counter Strike, etc. they spent at least 1 to 2 hours daily on online gaming. And to know more about the game they go on YouTube to learn from various influencers who come live to play the game and stream for hours. While streaming live influencers raise funds through Super Chat for either playing online or to donate to some organization and many youths even find it appropriate. Youth also agrees that playing online games causes Psychological issues like Stress, Depression and Anxiety.

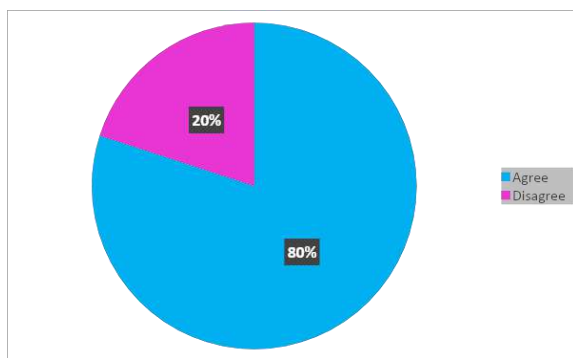


Fig.1.5 Reflects the Online Gaming habits of Youth

The Pie Chart above indicates that 80% of the youth agrees that online games affect's them mentally. They experience problems like depression and stress caused by continuously playing online games. The youth also suffer from anxiety due to the curiosity of getting on next level of the game. Some people also spend money on purchasing online games.

## 6. Conclusions:

The study reflects that the youth is increasingly becoming digitally dependent on various platforms due to the COVID-19 Pandemic. Before the pandemic youth were digitally oriented but specifically due to pandemic the dependency has increased. As it has become the only source for many of the young people. They are using mobiles for learning as well as for entertainment as there is no socialization and hanging outs with friends, hence the dependency on mobile and social networking sites and OTT mediums is significantly increased. Due to Lockdown only Virtual meeting and get together on social media is possible for all of youth.

This pandemic has significantly affected the students. The transition from physical classroom to virtual classroom is not an easy process for many students. Online learning methods are been discovered but students feel that is not equivalent to physical learning, going out to college, eating in canteen, meetings friends, visiting library etc. However, they feel atleast their education time is not wasted due to online learning. Many students reported that they have started learning and developing new skills by enrolling in online courses and by watching You Tube videos. Further, they think that seriousness for study is reduced among students and some of the students waste time in online learning. In virtual classrooms the students turn off the videos and switch to other apps watching games, or listening to music etc. Further, it is seen that during the initial months of pandemic many people started playing various online games to spend their time due to lockdown, but later few of them got addicted to it and few experienced various mental illnesses like stress, depression and anxiety.

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## **A Study on The Association Between Dietary Diversity Score (DDS), Food Variety Score (FVS) And Nutritional Status Of Adolescents**

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### **Abstract:**

The double burden of malnutrition owing to the nutrition transition remains one of the largest problems worldwide, affecting populations in both developed and developing countries including India. Adolescents are particularly vulnerable to nutritional deficiencies and imbalances owing to their high nutrient requirements for growth and development due to the pubertal growth spurt and inappropriate food choices. One of the most important factors influencing this occurrence is the lack of dietary diversity & food variety. Dietary diversity is associated with household or individual food availability, accessibility and consumption of foods belonging to diverse food groups and food variety refers to consumption of a large variety of foods within designated food groups. The present study aims to assess dietary adequacy among adolescents in urban settings using validated tools for calculating dietary diversity and food variety scores.

Key words: Dietary diversity, Food variety, Nutritional status, Adolescents.

### **1. Introduction**

The World Health Organization (WHO) defines adolescents as those individuals between 10 and 19 years of age. (de Onis, M. et.al, 2007). Today India has the largest adolescent population in the world, 243

million, i.e every fifth person in the country is an adolescent making it a major demographic and economic force. (Diers, J, et.al 2013, Sivagurunathan, C. et.al. 2015). Phase of adolescence, in an individual is marked by a gain of 50% of their adult weight, 20% or more than that of their adult height and 50% of their adult skeletal mass (Meier, P. R. et.al, 2003). This remarkable physical growth occurs concomitantly with dramatic cognitive and psychosocial changes (Cordeiro LS, Et.al, 2006) besides it is the period when sexual development occurs. Also one establishes behavioural and life style patterns, frame of mind and inculcates food habits that would last a lifetime. Hence, it is a crucial period to address their nutritional requirements as there is an increased demand for energy and nutrients during this phase.

The foundation of adequate growth and development is laid before birth, during childhood, and is followed during adolescence. Adolescents are the future generation of any country and their nutritional needs are critical for the wellbeing of society. Nutritional status mainly depends on the dietary intake of an individual. Good nutrition during adolescence is important to cover the deficits suffered during childhood and should include nutrients required to meet the demands of physical and cognitive growth and development, provide adequate stores of energy for illnesses and pregnancy, and prevent adult onset of nutrition-related diseases. Nutritional inadequacy during early childhood have unfavourable effects and often makes its way into adolescence and later life with long-term effects on health, cognition, and productiveness. As the teenager goes from parent feeding diets to partially selecting his own diet, it is important to maintain a healthy dietary intake to assure proper growth and development.

A Healthy diet is defined as a diet which is most varied, as a single food item cannot provide all the required nutrients, even within a particular food group eg: - fruits and vegetables. Diversity in diet refers to intake of nutrients from variety of food groups. Food variety



is expressed as the number of biologically distinct foods eaten over a designated period of time. In other words, dietary diversity means that we choose to eat a mixture of foods across the range of food groups (cereal, fruit, dairy) and food variety is a mixture from within food group (rye, barley, wheat). Diverse diets have been shown to protect against chronic degenerative

Diseases and are also associated with prolonged longevity and improved health status Hence the present study was undertaken with following objectives

- To determine the dietary diversity, food variety among adolescents aged between 12-18 years.
- To assess the nutritional status of the subjects by recording their waist circumference & BMI.
- To determine the correlation between dietary diversity score (DDS), food variety score (FVS) and nutritional status of adolescents

## **2. Review Of Literature**

Adolescence is the phase of life stretching between childhood & adulthood, which encompasses elements of biological growth and major social role transitions. (Sawyer, S. M., et.al., 2018) This age determines their health status for adulthood. A number of major health issues in adulthood stem from the period of adolescence. It is a transitional stage of physical, physiological and psychological development from puberty to legal adulthood (C, Sivagurunathan et.al, 2015).

About 21% of Indian population is adolescents i.e. about 243 million (Strategy Handbook, 2014). This makes it extremely important to ensure that this future generation's nutritional requirement is fulfilled. Nutritional status has a significant modulating effect on the timing of adolescent sexual development (Alan D Rogol, et.al, 2000).

Morbidity and mortality occurring in this age group is mostly due to preventable causes.

Young and growing children have poor knowledge and lack of awareness about physical and psychological changes that occurs during adolescence and the ill health affecting them. Inadequate diet intake at this age leads to stunted growth and delayed sexual maturation. (J Stang, et.al 2005)

As physical activities in adolescent's increase, the energy requirements and appetite also increases; for which a balanced diet is essential. The measurement of energy and nutrient intakes in children and adolescents is particularly challenging (Livingstone & Robson, 2000). Parents may know their children's food intake in the home setting but often do not know what their children consume outside the home (Baranowski et al. 1991).

Study has highlighted that half of the population do not reach to their adequate dietary diversity and age, area of belonging, type of family, and occupation that are major determinates of dietary diversity (Mukherjee, et al 2018). Dietary diversity is defined as the simple count of food groups consumed over a given reference period (Ruel MT, 2002). Individual dietary diversity score is a good predictor for nutrient adequacy (Mirmiran P, et.al, 2004, Gina K, 2009) and nutritional status (Wassie MM, 2015).

There is growing recognition of the important role of structural, environmental, cultural, social and psychological factors in dietary behavior. Family environment and parents play a significant role in dietary patterns and eating behaviors (de Castro JM, et al, 2005). Children's first experiences towards their eating habits and behaviors occur in the family environment, and this behavioral modeling is under the influence of parents (Birch LL, et al, 2001). Socioeconomic status is also a major indicator of healthy diets in households.

Healthy growth and development essentially need a balanced diet of nutrients which includes a variety of foods from different food groups (Worku, et.al, 2017) i.e. Food Variety is necessary to maintain a balance diet. Food variety is the different varieties of food that we take into our diet which provide nutrients to our body. Food variety may differ based on the geographical and climatic conditions of a place.

We can categorize the health needs of the adolescents broadly into three categories- physical, psychological and social. The main health issues faced by the adolescents include: Mental health problems, immunodeficiency, malnutrition, etc (C Sivagurunathan, et.al, 2015). Family is considered the first place where mental health is provided. Health during adolescence and adulthood is completely related to family behavior patterns during childhood and adolescence. Parents' mental health and their psychological characteristics can be related to children's mental health and affect their dietary intake patterns. Studies have indicated that high socioeconomic status may be associated with overall healthier dietary patterns, diet quality. Health education plays a very important role in health systems (Kameshwary Raikar, et.al, 2020). To achieve wholesome adolescent health, we need to have a multidimensional approach covering all the adolescent health problems with special emphasis on mental health, behavior change communication towards healthy lifestyle and

positive social environment to acquire life skills (C Sivagurunathan, et.al, 2015)

### **3. Methodology**

The present study was conducted with an objective to determine the association Between Dietary Diversity Score (DDS), Food Variety Score (FVS) and Nutritional Status of Adolescents.

**Sample Selection:**

The samples selected for the study were the urban adolescents aged 12 – 18 years from various regions in Mumbai, Mumbai suburb, Navi Mumbai, Thane District.

A detailed explanation of the objectives of the study was given to the subjects & informed consent was obtained from them prior to data collection.

**Tools for Data Collection:****1. General questionnaire**

The general questionnaire was used to obtain the socio-demographic details of the subject (name, age, sex, Socio-economic Status of the family). To assess the socioeconomic status of the family modified Kupuswamy scale 2021 was used.

**2. Dietary Diversity and Food variety questionnaire**

A pretested Dietary Diversity & Food Variety questionnaire adapted from the FAO Dietary diversity questionnaire (2007) was used to obtain information on dietary diversity & food variety of the subjects.

The questionnaire was filled by an interview method in which subjects were assisted by their parents to select the accurate food items among the choices provided.

**Anthropometric Measurements:**

Anthropometric measurements were taken to assess the nutritional status of the subject's and correlate with dietary diversity and food variety.

The following anthropometric measurements were taken:

**1. Weight (kg):**

The weight of the subjects was self-reported.

**2. Height (cm):** The height of the subject was measured to the nearest 0.1 cm.

**3. Body Mass Index (kg/m<sup>2</sup>):**

Body mass index (BMI) was calculated as weight in kilograms divided by the square of height in meters.

$BMI (kg/m^2) = Weight (kg)/Height (m^2)$

**4. Waist Circumference (cm):**

Waist circumference was measured with a non-stretch measuring tape. It was placed half way between hip bone and lowest rib of a subject. This was about 5 cm (2 inch) above bellybutton. The measuring tape was wrapped around the waist and the measurement where the two ends of the tape meet was noted.

### **Statistical Analysis**

The data from the General questionnaire, Dietary Diversity and Food Variety Questionnaire was coded on a code sheet using Microsoft Excel -2019 spreadsheet. All the entries were double checked for any possible keyboard error.

- This data was analyzed with the help of statistical package IBM SPSS statistics 28.
- The Data analysis included:
  - A. Frequency, mean and standard deviation for the general questionnaire, dietary intake obtained from Dietary diversity & food variety questionnaire
  - B. Correlations using Karl Pearsons' Coefficient of Correlation for determining the relationships between:
    1. Dietary Diversity Score & Age

2. Dietary Diversity Score & Weight
3. Dietary Diversity Score & BMI (Z Score)
4. Dietary Diversity Score & Waist Circumference
5. Dietary Diversity Score & Socio economic status
6. Food Variety Score & Age
7. Food Variety Score & Weight
8. Food Variety Score & BMI (Z Score)
9. Food Variety Score & Waist Circumference
10. Food Variety Score & Socio economic status
11. BMI & Cereal consumption

#### **4. Results & Discussion**

Adolescence is a transitional stage of physical and psychological development that generally occurs during the period from puberty to adulthood. It is a biological phenomenon defined by a constellation of events that are driven by increases in adrenal and gonadal hormones, including the development of secondary sex characteristics and modulations in muscle and fat. (Jaworska, N, et.al, 2015). Adequate nutrient intake in adolescents is very important because it influences the health status later in life, a diverse diet including a variety of foods is essential to ensure nutrient adequacy. Studies have shown that adolescents who consume a variety of foods in their daily diet are less prone to micronutrient deficiencies & chronic degenerative disease (Geng, S., et.al., 2018).

In the present study an attempt has been made to study the influence of dietary diversity and food variety on the nutritional status of the adolescents.

The study population consist of 273 subjects aged between 12-18 years, from Mumbai, Mumbai suburban & Thane district. A pretested self-constructed questionnaire was used to elicit information on:

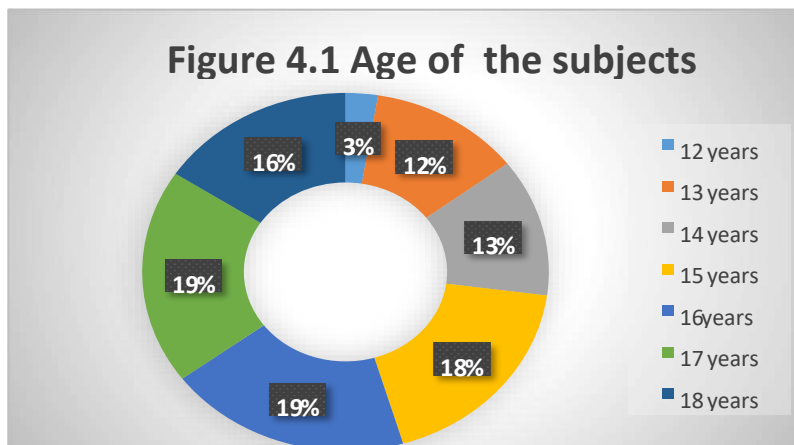
- Socio-demographic details
- Anthropometric parameters height, weight, BMI & waist circumference.
- Dietary data to obtain -Dietary diversity, food variety questionnaire adapted from the FAO Dietary diversity questionnaire (2007)

The analysis of the obtained data disclosed the following results:

### 1) Characteristics of the study population

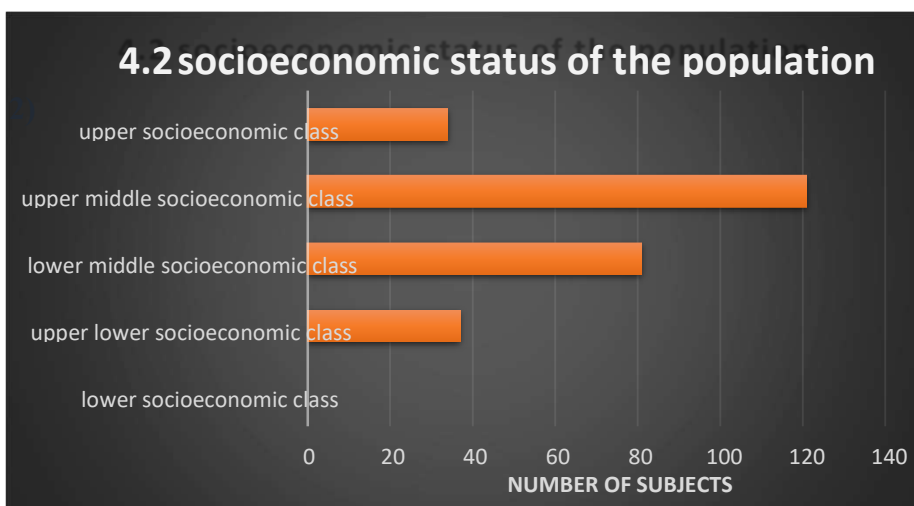
The study population consist of 273 adolescent girls & boys aged (12-18 years) (figure4.1), majority of the sample in the present study belong to the age group of 16 & 17 years i.e 19% (n=53) each, followed by 15 years 18% (n=50), 18 years 16% (n=43), 14years 13% (n=34), 13years 12% (n=33) and the lowest number of sample belong to 12 years of age 3% (n=7). The average age of the sample was  $15.5969 \pm 1.7$  years

**Figure 4.1 Age of the subjects**



With regards to gender wise distribution of the sample 56% (n=153) of the subjects were girls and 44% were boys belonging to the age group of 12-18years.

The socioeconomic status of the sample was obtained using modified kupuswamy scale 2021 In the present study 44% (n=121) of the sample belong to the upper middle socioeconomic class, 29.6% (n=81) belong to lower middle class, 13.5% (n=37) sample belong to upper lower socioeconomic class & 12.5% (n=34) belong to upper class. (graph 4.2).



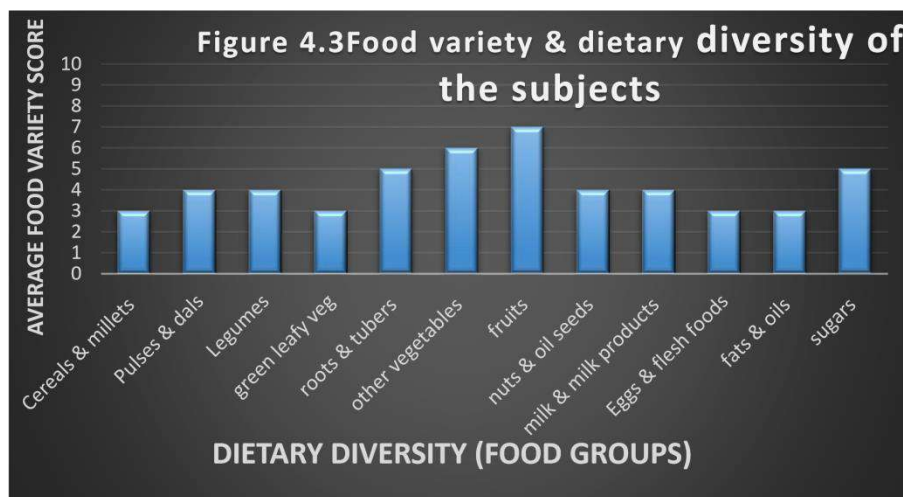
### **Dietary diversity & food variety of the population**

The study population showed a very good dietary diversity i.e all the 12 food groups were a part of the diet of a majority of the study population i.e.77% (n=211) except for the vegetarian population who excluded non-vegetarian food from their diets 23% (n=62) but when the food variety within the food groups was evaluated, it was observed that majority of the population had poor to average food variety when rated on a scale of 10. (food variety1-3= poor, 4-6-



moderate, > 7- good). The figure g 4.3 shows mean food variety for all the food groups listed.

A majority of population mainly consumed polished cereals & dal, very few most common green leafy vegetables (spinach & methi), in their diet. The consumption of millets, whole grain flours, legumes, variety of green leafy vegetables is very less.



### 3) Food variety & socio-demographic factors:

Socio demographic factors like socio-economic status of the family, family size, community or religion of the individual, education of parents, age, gender etc. are known to effect food choices of the individual as these factors play an important role in determining the lifestyle, culture and other traditional practices effecting the overall health of the individual.

A study conducted by Konttinen, H., et.al in 2021 stated positive significant correlation between food variety and age, socioeconomic status of the family which indicated a decreasing trend in food variety while moving from higher to lower socioeconomic class.

Studies have also described remarkable differences in food choice between men and women. Consistently, women are reported to have higher intakes of fruit and vegetables, higher intakes of dietary fiber and lower intakes of fat. (Westenhoefer J., 2005). Similar findings were recorded by Alkerwi, A., et.al.,2014, he stated that increasing age, being male and living below the poverty threshold were predominant factors associated with poor food variety in diet

The present study also established a significant negative correlation between age of the individual and food variety, ( $p < 0.000$ ) the total sample of the study was distributed between 12- 18 years of age (figure 4.1)

It was observed that with an increase in the age of the subjects, food variety in their diet reduced. A higher consumption of refined, processed and high sugar foods was observed, which was probably due to the factors like- increase in frequency of eating out as the exposure increases, influence of peer & independence of choice. (table 4.1)

**Table.4.1 Frequency distribution of Food Variety Score with respect to age of the subjects**

Age of the subjects (in years)	N	Average food variety score	Std. deviation
12 years	7	5	.46938
13 years	33	5	.78562
14 years	34	4.5	.88723
15 years	50	4.32	.75918

16 years	53	4	.24395
17 years	53	4	.77707
18 years	43	3.8	.63241

Socio-economic status is a key factor influencing food variety among the individuals. It has a significant impact on all the other factors, such as nutritional status of an individual, education of individual, physical activity, environmental factors, etc.

When socioeconomic status of an individual was correlated with food variety it could not establish any significant correlation as majority of the sample in the study belong to upper middle class, lower middle socio economic class, the samples from the upper socio economic class, upper lower socioeconomic & lower socioeconomic class were comparatively less. (figure 4.3)

#### **4) Food variety & anthropometric parameters**

Adequate nutrition is essential for an individual's mental and physical development. The demographic and economic transition of developing countries causes significant changes in diet and lifestyle that greatly impact on population health status. Studies have highlighted that, dietary habits with uniform food preferences and increased energy intake can contribute to increase body fat proportion. In other word, children unbalanced diet can lead to delay in physical growth, and cognitive/emotional development. In addition, childhood adiposity may predispose individual to develop diabetes mellitus, cardiovascular diseases, degenerative joint diseases, certain cancers and other health risks in the further. (Jafari, M., e, tal, 2019).

Studies have shown that children with a good diverse diet have a better growth status than children who consume a steady diet. (Msaki MM, et.al 2014). Food diversity associates with high levels of vitamins and essential nutrients availability for human body. Getting the essential micronutrients, especially during childhood period, reduces the risk of underlying and metabolic diseases and increases the community health status, as well as the quality of individual's life (Thorburn AN, et.al 2014, Hruby A, et.al 2014)

In the present study following anthropometric parameters established a significant negative correlation with Food variety score:

**a. Weight:**

In the present study, the mean weight of the subjects was  $51.213688 \pm 14.16$  kg. The maximum weight recorded was 100kg while minimum weight was 23kg. When weight of the subjects was correlated with Food variety score, it established a significant negative correlation ( $p < 0.000$ ) i.e subjects with lesser food variety in diet had a greater weight (table 4.2)

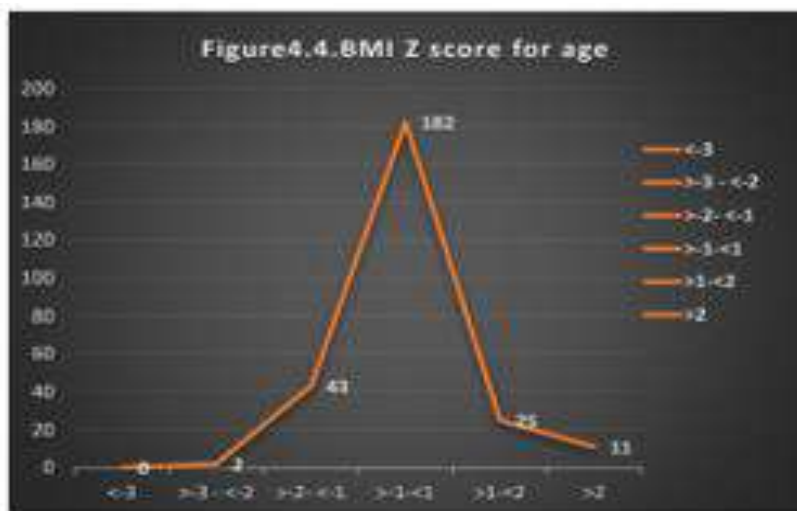
**b. Height:**

The height of the study population was self-reported; the average height of the subjects was  $157.4 \pm 11.91$ . However, when height was correlated with food variety of the subjects it did not provide any statistical significance ( $p < 0.127$ )

**c. BMI -Body mass index (kg/m<sup>2</sup>):**

BMI is a value derived from the weight and height of an individual. In the present study, the mean BMI of the subjects was  $20.574866 \pm 4.74884$  kg/m<sup>2</sup> and the maximum BMI recorded was 37.25kg/m<sup>2</sup> while minimum BMI was 12kg/m<sup>2</sup>.

When BMI-for-age z-score classification for children & adolescents of 5-18 years by WHO-2007 was used as a tool to assess the nutritional status of the sample (figure 4.4) it was observed that majority of the sample 69% (n= 182) was well-nourished (BMI z score  $> -1$  &  $< +1$ ), whereas 16% (n=43) sample was undernourished (BMI- Z score  $> -2$  &  $< -1$ ) followed by which 10% (n=25) of the total sample was overweight (BMI z score  $> +1$ - $< +2$ ) and 4 % (n=11) of the total sample was obese.



When BMI z score was correlated with Food Variety score it established a significant negative correlation ( $p < 0.000$ ), this indicated that low food variety was associated with greater BMI (table 4.2)

#### d. Waist circumference

Waist circumference was measured with a non-stretch measuring tape. The average waist circumference of the study sample was  $75.5 \pm 12.6$ . when waist circumference was correlated with Food variety score it also established a significant negative correlation ( $P < 0.001$ ) indicating a lesser food variety among the subjects with greater waist circumference. (Table 4.2)

**Table 4.2 Correlation between Food variety and anthropometric parameters**

Parameters tested	Pearson's correlation	Significance	N
Weight	-.081 (*)	0.000	273
BMI (z score )	-.092 (*)	0.000	273
Waist circumference	-.031(*)	0.001	273

### 5) Correlation between Variety of cereal consumption & BMI:

Cereals and cereal products are staple foods in most human diets in both developed and developing countries, providing a major proportion of dietary energy and nutrients. Variety of cereal consumption as part of an overall healthful lifestyle may play a role in maintaining a healthful BMI and adequate nutrient intake among all the individuals. Studies have shown that individual who consumed a variety of whole cereals as a part of their diet have a beneficial effect on risk reduction of non-communicable diseases (NCD), including cardiovascular diseases, cancers, gastrointestinal disorders and type 2

diabetes in later stages of life. (Larsson, S, et.al, 2005), (Joye, I. J. 2020).

In the present study when cereal variety of cereal consumption was correlated with BMI- z scores of individuals it indicated a significant negative correlation, which means individuals with lesser variety of whole cereal consumption had a greater BMI, this could be due the presence of dietary fibre in the cereals, promoting glycemic control.

The above findings thus conclude that Food Variety Score has a negative significant correlation with weight, BMI, waist circumference, but socioeconomic status could not establish any significant correlation with Food Variety Score this could be due to the limited sample size and uneven distribution of sample across various socio economic classes. Hence it would be worthwhile to conduct a similar study with a larger sample to secure more detailed insights with better accuracy regarding this important aspect effecting nutritional status in adolescents.

## **5. CONCLUSION:**

It is evident that nutritional status is an important factor determining the physical and psychological wellbeing of an individual, and therefore variety in food consumption across food groups as assessed using the food variety score is an important indicator of dietary adequacy and may be one of the determining factors of a good nutritional status.

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## **Nutrition Mis-Information Through WhatsApp Messages Amidst Covid – 19 Pandemic: A Perspective**

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### **1. Introduction**

In December 2019, the outbreak of COVID-19 was first identified in Wuhan, China, and the World Health Organization (WHO) declared the outbreak, a Public Health Emergency of International Concern and a pandemic in succession <sup>[1]</sup> this extraordinary once-in-a-generation situation of a global lockdown that has redefined and obfuscated international borders, social media has captured new horizons and has come to play a significant role in continued nutritional education. Similar to previous epidemics, the COVID-19 outbreak has also led to the spread of misinformation that the WHO has called “infodemic,” and scholars have even asserted that COVID-19 is “the first true social media infodemic” Because of the high uncertainty associated with the novelty of COVID-19, many people rely on online health information to learn more about how to protect themselves and their families from the imminent health threat. While its prevention and treatment require practices based on scientific evidence, there are myriad sources of incorrect information circulating on the internet about what prevents and cures COVID-19. This is critical because relying on such misinformation may lead to adverse health outcomes. It is therefore imperative to assess the level of awareness of the people regarding the validity and reliability of these messages and devise and implement strategies to prevent the proliferation of these messages. The present study thus, attempts to assess the awareness level of people in identifying the nutritional misinformation spread through the most widely used social media platform - WhatsApp, and also understanding the behaviour of a lay person concerning the use of information received.

## 2. Review of literature

A study conducted by Pandey S, et al (2020) on 745 participants revealed that a considerable percentage of individuals developed awareness regarding the pandemic and its impact through various social media platforms and news channels. They also reported that these media helped them to learn ways of maintaining social distance and develop hygiene practices targeted towards preventing the spread of infection. This indicates that these media can be effectively utilized to propagate correct information. [1] Another study conducted by Kietzman et al (2012) studied the vital role and the impact of social media in today's era. The paper involved discussions about the traditional mindsets towards social media and insists about changing and upgrading them so as to engage and utilize them in the proper and effective manner. The paper provides insights on the present roles and possible roles of social media in the future. This indicates that the upgradation of such social media platform can help people identify correct information, which may reduce the spread of misinformation. [2]

Jayawardena et al (2020) conducted a study on "Enhancing immunity in viral infections, with special emphasis on COVID-19: A review" and evaluated evidence from previous clinical trials that studied nutrition-based interventions for viral especially on respiratory infections and summarized the observations. The study indicates the possible benefits of some vitamins, trace elements, nutraceuticals, and probiotics in viral infections and nutrition principles based on these data could be useful in the possible prevention and management of COVID-19<sup>[3]</sup>

## 3. Objectives and Methodology

Objective:

1. To assess the awareness level of people in identifying the nutritional misinformation spread through the most widely used social media platform - WhatsApp

2. To understand the behaviour of a lay person with respect to the use of information received.

An online survey was conducted among the individuals from Urban areas in Maharashtra. Inclusion criteria for participants was individuals above 18 years of age, having WhatsApp on their smartphones. The snowball sampling technique was used for this online survey. A structured questionnaire was designed & sent to the participants as a Google Form. The questionnaire included 7 viral messages related to nutritional management of covid which have been selected based on newspaper articles and the feature of WhatsApp which shows 'forwarded many times' (Table 3.1). The submission of form was taken as a consent of the participant. Email ID was used to avoid multiple submissions. A 5-point Likert scale was used to assess the awareness level of people in identifying nutritional misinformation.

Table 3.1

Sr No.	VIRAL MESSAGES	News article mentioned in
1.	Good news, Wuhan's coronavirus can be cured by one bowl of freshly boiled garlic water. An old Chinese doctor has proven its efficacy. Many patients have also proven this to be effective. Eight (8) cloves of chopped garlic add seven (7) cups of water and bring to boil. Eat and drink the boiled garlic water, for overnight improvement and healing. Glad to share this.	Times of India, WHO, quint.
2.	Ginger is the miracle cure for coronavirus. As	Times of

	long as the body maintains heat, eat more ginger and do more exercise, you will not be infected with the virus. If you have a high fever, cover the quilt and drink ginger soup to increase the body's heat energy without the need for a vaccine. Eating more ginger, garlic pepper can solve it. Eat less sweet, sour, and salty foods and to avoid going to cold weather areas.	India, Health Analytics Asia, National Academies .org
3	Friends, the treatment of Coronavirus has been found by Indian scientists, bitter gourd juice will cure within two hours of its consumption. Send this message across all India, this is a matter of life, thank you Bihar Health Department.	Times of India, Vishwas News.
4	WHO says "As long as people eat meat, there is going to be some risk of infection" No vegetarian is affected by CORONA?	India today, Times of India, Health Analytics Asia.
5.	Mustard oil can prevent corona virus. As the virus enters through a person's nose, if mustard oil is applied inside both the nostrils before bathing in the morning, it will protect him for at least eight hours from the virus. Mustard oil is an anti-virus oil and using it will cause the virus to stick to the walls of the nose thus preventing it from reaching a person's lungs and getting infected.	Times of India, One India, reuters.com

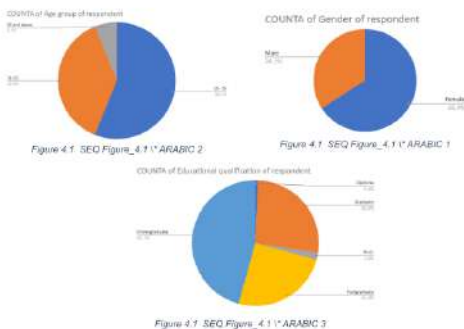


6	The good news is finally, an Indian student at the University of Pondicherry, found a home remedy for Covid-19, which was approved by the WHO for the first time. He proved that 1 tsp of pepper powder, 2 tsps. of honey, a little ginger juice taken for 5 consecutive days can eliminate the effect of corona up to 100%. The whole world is starting to take the treatment, finally a happy experience of 2021.	Times of India, India times, republic world.com, The logical ndian.com, vishwas news.
7.	After extensive research at a hospital in Kansas, the findings show that consuming alcoholic beverages may help reduce the risk of infection by novel corona virus, covid-19. Vodka is most recommended for drinking, cleaning & sanitizing.	India today, reuter.com

## 4. Results & Discussion

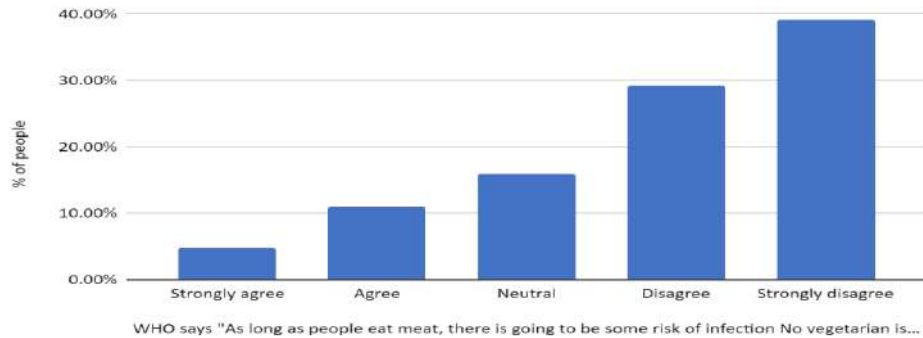
### 4.1 Participants profile

The survey generated 167 responses but 3 were duplicates and hence were discarded and data of 164 participants were analysed. Majority of participants were from age-group of the 18 – 30 years old. Majority was female. Most of the participants were undergraduate students or had not completed their graduation.



## 4.2 Results

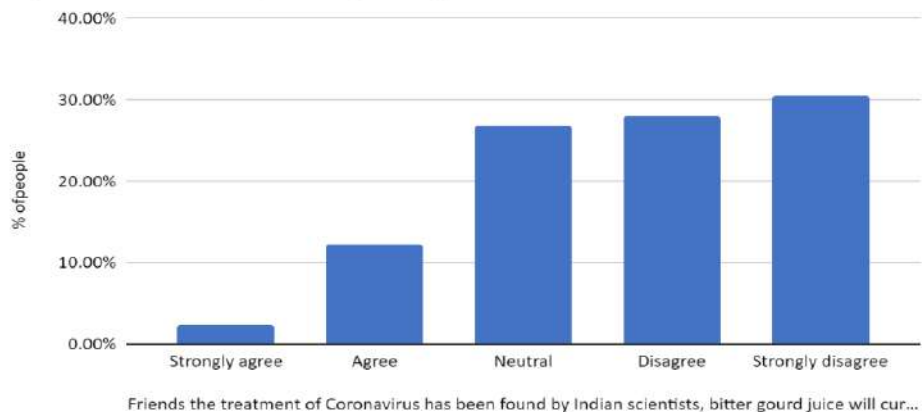
% of people vs WHO says "As long as people eat meat, there is going to be some risk of infection No vegetarian is affected by CORONA. C...



*Figure 4.2 1*

Perceptions regarding Message 2:

% of people vs Friends the treatment of Coronavirus has been found by Indian scientists, bitter melon juice will cure within two hours of i...



*Figure 4.2 2*

% of people vs Mustard oil can prevent corona virus. As the virus enters through a person's nose, if mustard oil is applied inside both...

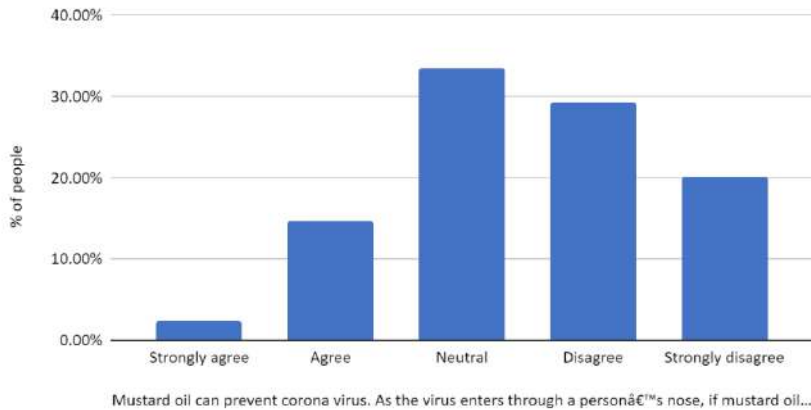


Figure 4.2 3

Perceptions regarding Message 4:

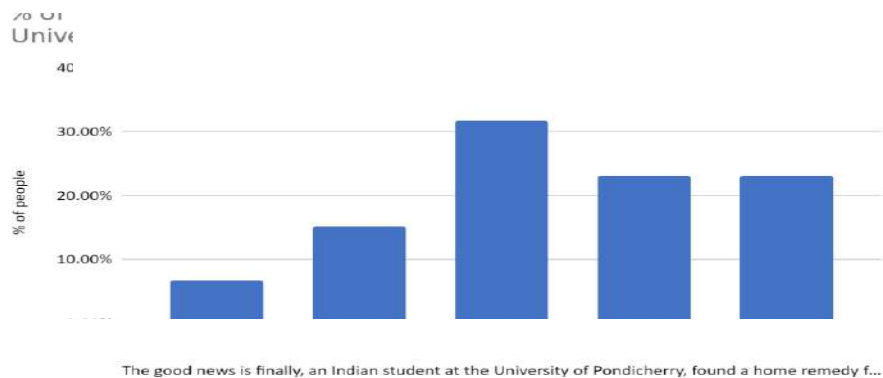
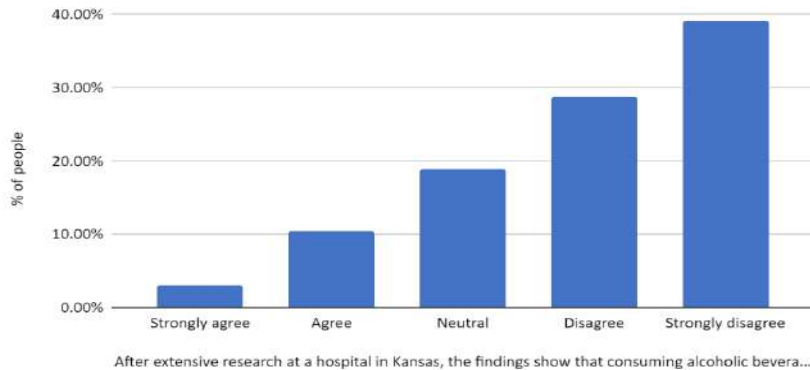


Figure 4.2 4

### Perceptions regarding Message 5:

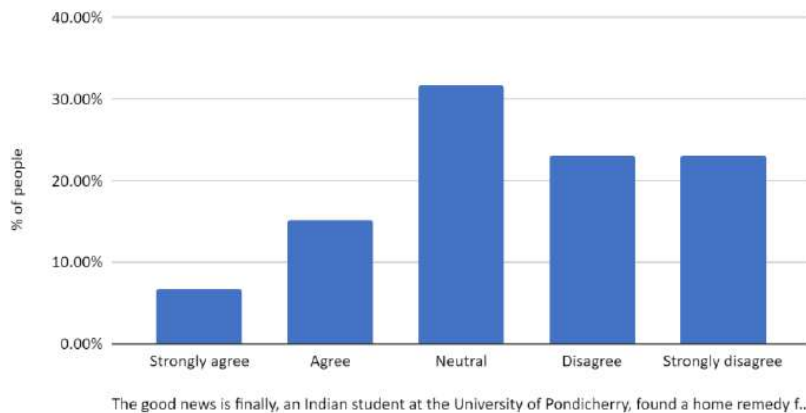
% of people vs After extensive research at a hospital in Kansas, the findings show that consuming alcoholic beverages may help reduce...



*Figure 4.2 5*

### Perceptions regarding message 6:

% of people vs The good news is finally, an Indian student at the University of Pondicherry, found a home remedy for Covid-19, whic...



*Figure 4.2 6*

Perceptions regarding Message 7:

% of people vs After extensive research at a hospital in Kansas, the findings show that consuming alcoholic beverages may help reduce...

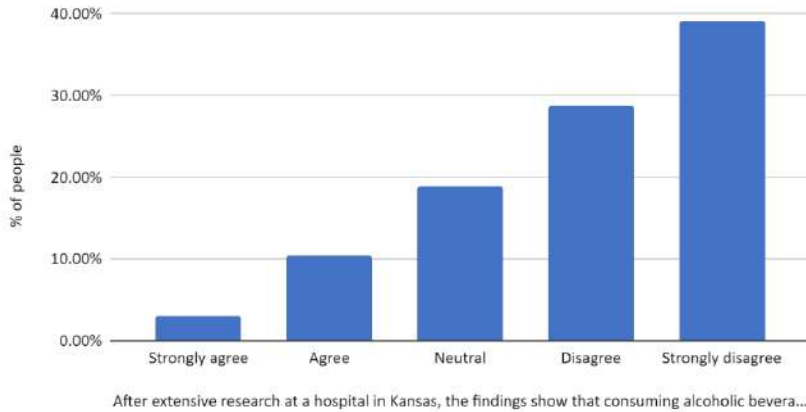


Figure 4.2 7

Question: How do you usually determine whether an information is valid of not?

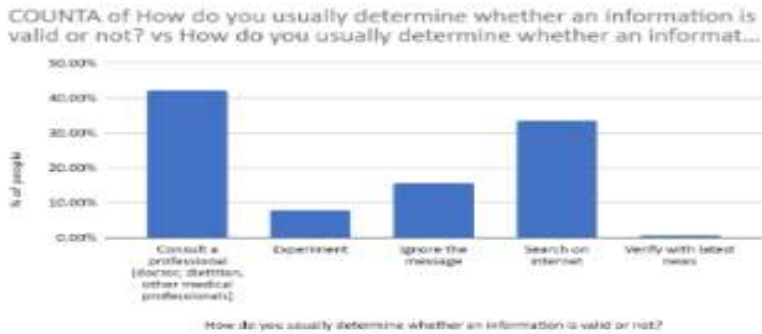


Figure 4.2 SEQ Figure\_4.2 1\* ARABIC 8

Figure 4.2 8

Question: Do you search for the person that created the content or information on internet?

Question: Do you search for the person that created the content or information on internet?

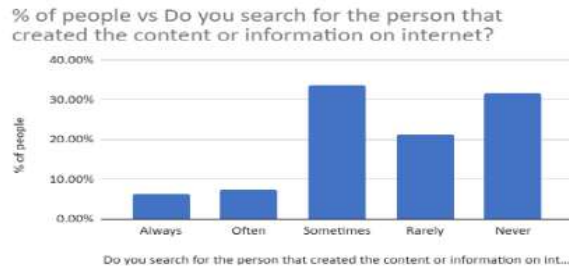


Figure 4.2 SEQ Figure\_4.2 1\* ARABIC 9

Figure 4.2 9

Question: Do you check their credentials or degree?

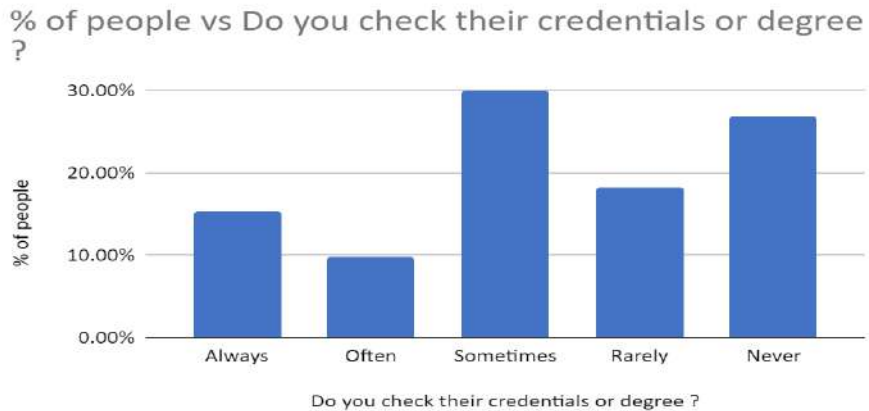
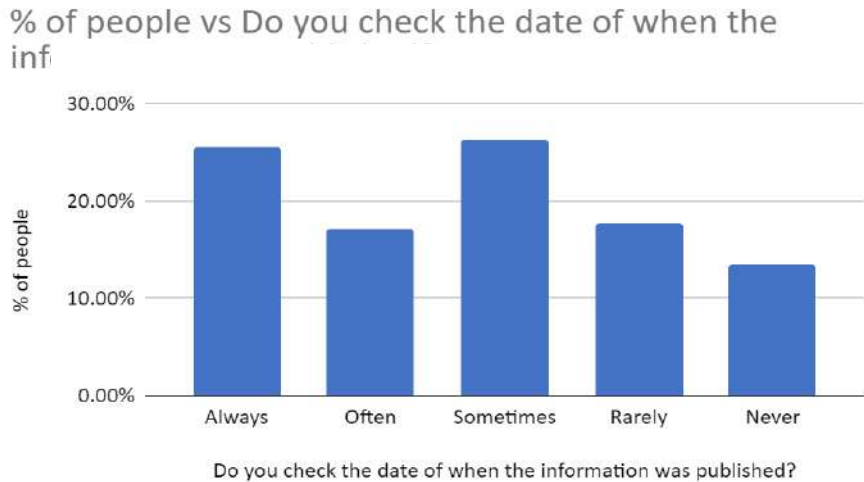


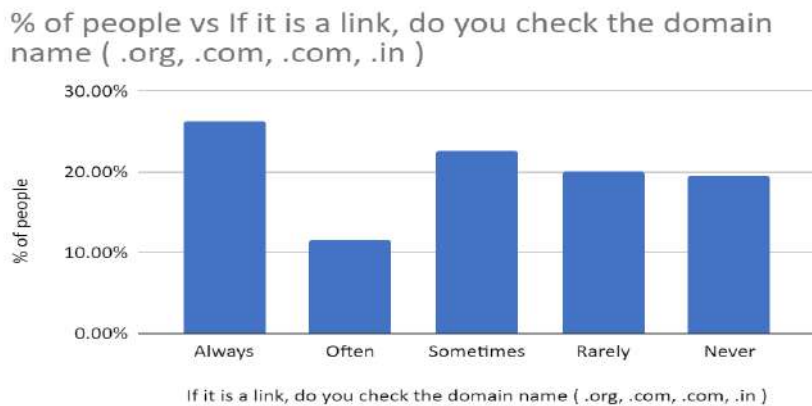
Figure 4.2 10

Question: Do you check the date of when the information was published?



*Figure 4.2 11*

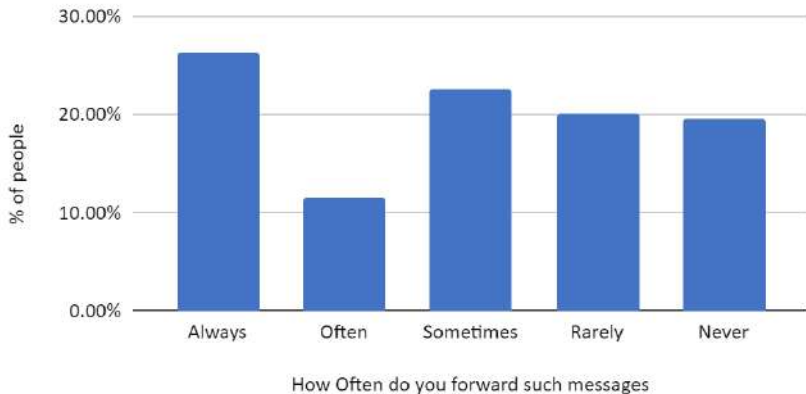
Question: If it is a link do you check the domain name (.org, .com, .co, .in)



*Figure 4.2 12*

Question: How often do you forward such messages?

% of people vs How Often do you forward such messages



*Figure 4.2 13*

### 4.3 Result and Discussion

The major findings of the survey indicated almost half the participants were either neutral (27.96%) regarding the messages or strongly disagreed (27.53%) with the content that was forwarded. It was found that most of the participants (48.78%) did not forward these WhatsApp messages which highlighted the fact that there was a general awareness regarding misinformation being spread through social media platforms. Most participants (42.07%) felt the need to consult a professional regarding the veracity of the messages received. Most participants said that they search about the person who published the information (33.54%) or their credentials on the internet (29.88%) only sometimes which may give a chance to unqualified people to spread the misinformation. Pandey, S et al also conducted a study on Covid – 19 Assessment which showed that there was a general awareness about the prevention of Covid-19 pandemic. <sup>[1]</sup> Datta, R et al conducted study on the infodemics of COVID-19



amongst healthcare professionals in India showed that majority of participants found it difficult to differentiate between correct and incorrect information.<sup>[6]</sup> So there is still a need to educate people about how to accurately identify information and misinformation. Qualified dietician and nutritionist should use this platform to spread evidence based nutritional information so people can be educated.

## **5. Conclusion**

The disease COVID-19 spreads through respiratory droplets and personal contact with the infected person. Social distancing and maintaining hygiene with alcohol-based sanitizers is the best way to prevent the spread of this virus as the person remains asymptomatic from the exposure till the first symptom is shown which is for around 2-14 days which is the incubation period of the virus. This virus mainly affects the person with lower immunity levels that is older people, immune-compromised people, people with chronic conditions, diabetes, and people on radiation therapy. In addition to basic hygienic practices, proper dietary and lifestyle behaviours are essential for the prevention and treatment of respiratory viral diseases, such as COVID-19.<sup>[3]</sup> Everyone including self-quarantine patients is encouraged to follow food-based dietary guidelines from their respective national governing bodies. A well-balanced and varied diet is essential not only to minimize vitamin deficiencies but also to avoid unnecessary excess consumption or supplementation.<sup>[3]</sup> Ideally, a trained dietician or nutritionist should prescribe diet, after taking into consideration socio-economic factors.<sup>[3]</sup> One should also be aware of the misinformation spread on the internet and should do a fact check. Easy ways to deal with such misinformation are to look for the person behind the information, the evidence, other sources of information. Read the entire article before coming to any conclusions as the headlines may also be misleading. Also, for combating misinformation on social media, the solution is likely not a single effort to correct misinformation

or to prevent its spread. Instead, scholars, journalists, educators, and citizens must collaboratively identify and correct any misinformation. In this network, there is no doubt that social media ought to take more responsibility as an information source. Therefore, it is important for social media to check health information thoroughly and rigorously, and to allow experts or professionals to review and question the information and make dynamic evidence-based corrections.<sup>[7]</sup> Moreover, authorities ought to improve the monitoring of health and other information related to people's security during a public health emergency and to strictly penalize social media when they create or disseminate misinformation maliciously. Applying technology is also an effective method to control health misinformation. It is important that qualified dietitians and nutritionists utilize these platforms to spread valid and reliable nutritional information.

## **6. Limitation**

- The sample size of the study was small.
- The study is limited to urban areas of Maharashtra.
- The study is limited to the people who have smartphones, use WhatsApp and have the ability to read English.
- It represents the educated population of the country, so it should not be generalized to the entire population.

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## Food Security in Urban Families During Covid-19 Pandemic

Students: Simin Tajammul Walele, Anam Anwar Tamboli, Ahanti Nitin Vichare, Shruti Arun Warkar, Mentors- Manisha Parelkar, Amrita Behel, Department of Human Development of Smt. P. N. Doshi Women's College, Ghatkopar, Mumbai

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### Abstract:

The Covid-19 pandemic and frequent lockdown have raised the risk of food accessibility/availability overall the globe. The present study assessed the impact of Covid-19 pandemic on food security in urban households during the lockdown period in Maharashtra which has a varied range of population. The study determines the percentage of food security and the levels of food insecurity and factors associated with it during lockdown. A cross-sectional study was conducted using a valid google form questionnaire data from illiterate participants was collected through telephonic interviews. The Food Insecurity Experience Scale is used to measure the food accessibility/availability during March 25th to May 31st 2020 of lockdown. Data was collected using a questionnaire and the FIES Scale to assess the food security situation of 100 urban households. The assessment of food security is done with a 5 point Likert scale. The questionnaire was answered by the main earning member of the family. 50% of the participants were male and 50% were female. Majority of the total participants were moderately food insecure, very few were marginal food insecure. If this food insecurity continues it may affect the nutritional status and health “of families” in longer run.

**Key words:** Covid-19, Food accessibility, Urban Families.

## **1. Introduction**

The COVID-19 pandemic has spread rapidly and extensively around the world since late 2019 has had profound implications for food security and nutrition. The unfolding crisis has affected food systems and threatened people's access to food via multiple dynamics. We have witnessed not only a major disruption to food supply chains in the wake of lockdowns triggered by the global health crisis, but also a major global economic slowdown. Maharashtra has a diverse population which include people from high as well as low income groups and crises have resulted in lower incomes and higher prices of some foods, putting food out of reach for many families. The situation is fluid and dynamic, characterized by a high degree of uncertainty. According to the Food and Agricultural organization (FAO), food security exists when all people, at the times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preference for a healthy life. Food security has three components, viz, availability, access and nutrition. The three are interconnected. According to the World Health Organization, the worst effects are yet to come. Most health analysts predict that this virus will continue to circulate for at least one or two more years. The food security and nutrition risks of these dynamics are serious. Already, before the outbreak of the pandemic, according to the latest State of Food Security and Nutrition report (FAO), some two billion people faced food insecurity at the moderate or severe level. The complex dynamics triggered by the lockdowns intended to contain the disease are creating conditions for a major disruption to food systems, giving rise to a dramatic increase in hunger. Food productivity could also be affected in the future, especially if the virus is not contained and the lockdown measures continue.

## **2. Review of literature**

There were many studies done before on the food chain but we intend to know more about the availability and accessibility of food

in families living in urban areas of Maharashtra during Covid-19 pandemic.

Previous research indicates:

Covid-19 had implications on household income and food security in Kenya and Uganda. COVID-19 implications on household income and food security revealed that more than two-thirds of households experienced income shocks and worsened food security. Food security outcomes were worse among the income poor and households dependent on labor income. Labour-dependent and income poor households employed food-based coping strategies. Covid-19 lockdown, food system in urban and rural Nagpur discussed food supply chains were reportedly disrupted. They assessed the perceived food security at household level with their immediate concerns and suggested (food and grocery). the specific policy recommendations for addressing the uncovered immediate concerns, as well as to strengthen the local food systems in the long-term.

### **3. Methodology**

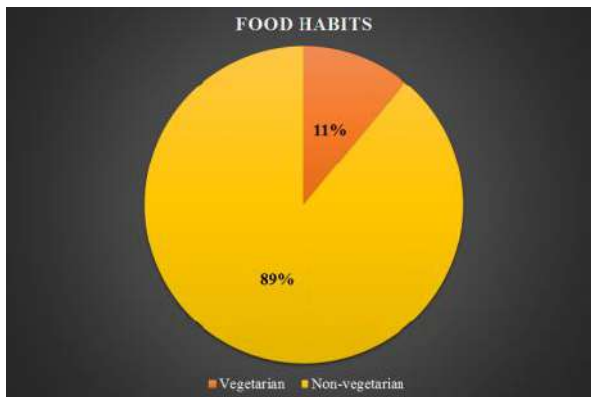
A cross-sectional survey was conducted using a questionnaire administered to the participants as a google form. Data was collected from the main earning member of each family residing in urban areas of Maharashtra during the first lockdown from 25th March to 31st May 2020. These families were selected to be included in the study using purposive convenience sampling. 100% participants responded to the questionnaire and data was collected. The first part of the questionnaire elicited information regarding the socio-demographic profile of the participants. The next section was designed to gather information on the food security experience of the participants using the Food Insecurity Experience Scale (FIES). This scale consists of 8 questions capturing the extent of Food availability/accessibility security. FIES is a valid and reliable scale which categorizes food insecurity as mild, moderate and severe. The questionnaire was pre-tested and modified to ensure valid data collection. The questionnaire

was translated from English to local language (hindi & marathi ) for telephonic interviews with participants with limited literacy level.

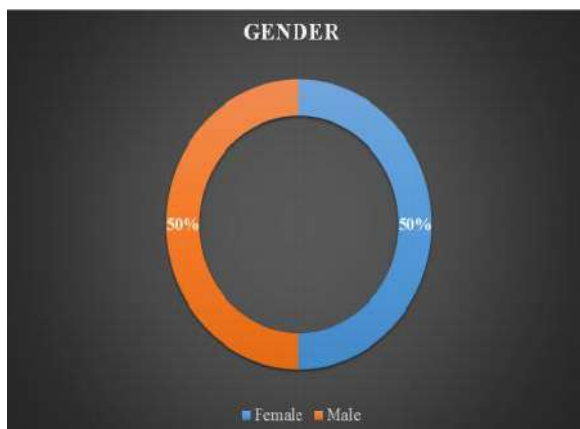
The responses were entered into a microsoft excel data sheet and percentages were calculated to arrive at the results of the study..

## Results and Discussion

Majority of the participants were non-vegetarians

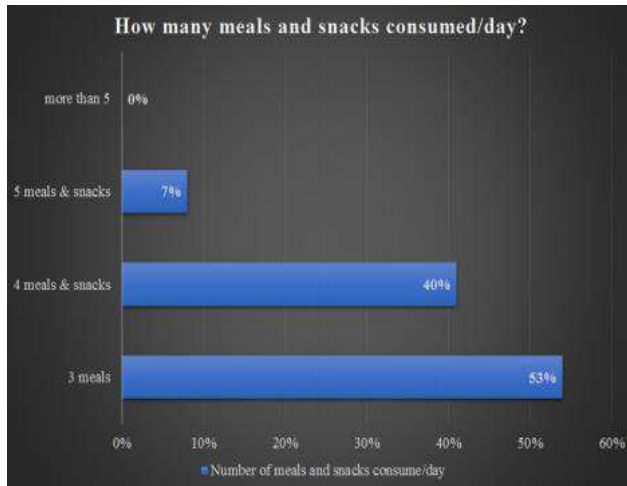


The participants were equally divided by gender

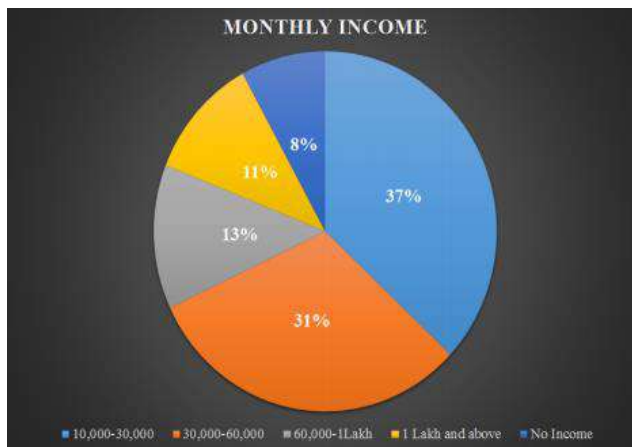


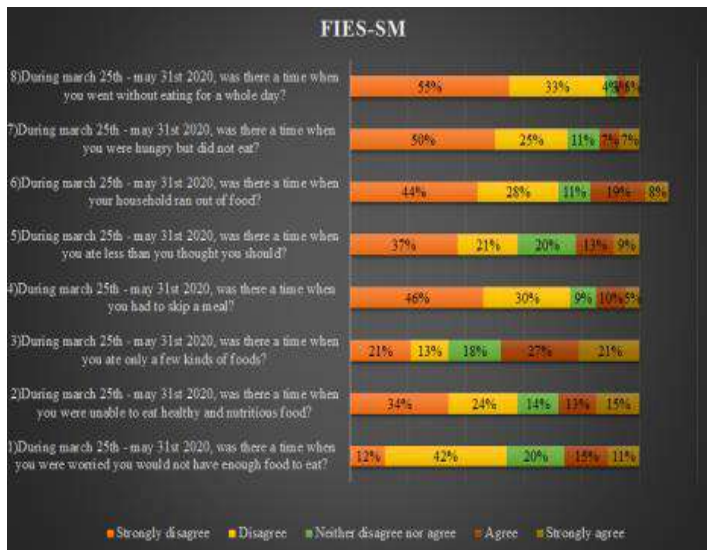


37% of participants were from the low income group, 31% were from the middle income group, 24% were from the higher income group and the remaining 8% were sustaining their lives on savings.



Meals - 53% of the population consumed 3 meals per day, 40% of the population consumed 3 meals +1 snack, 7% of the population consumed 3meals +2 snacks.





### **FIES SCALE Experiences between March 25th to May 31st 2020 were reported as follows:**

- The majority of the participants were not worried that they would not have any food to eat.
- Most participants were able to eat healthy and nutritious food.
- But had limited choice due to poor availability/accessibility.
- Most did not need to skip even a single meal during the period.
- Very few participants have to eat less food than they normally would have consumed.
- The majority of the participants disagreed because they had food stored at their houses.
- Enough food was available to satisfy their hunger.
- Most families consumed 3 meals per day and there was nobody who had to stay without eating for a whole day.

The only constraint reported by the participants was the limited variety available and that they were therefore missing on their favourite foods during the lockdown.

#### **4. Result**

Majority of the participants 68% were found to have experienced moderate levels of food insecurity, and very few 24% reported marginal food insecurity. It was also found that most of the families which reported moderate food insecurity belonged to the lower socioeconomic group. A small fraction of the respondents 8% said that they were using their savings to sustain their lives in the present situation. Milk, cereals, pulses were the most essential food products as considered by participants. Very few participants considered non-vegetarian food products (egg, fish, poultry) as essential foods. Some considered vegetables as their essential preference after cereals and pulses. Hence staples and milk were considered as the most essential food items followed by vegetables and non-vegetarian food items.

#### **5. Conclusion**

This research concluded that limitations of food availability/accessibility were not observed in the participants studied. Though lockdown may have a tangible impact on food security levels of urban families. Lockdown that was adopted as protection against Covid-19 infection has triggered the risk of nutritional inadequacy among people. The lockdown may be the only way to halt the spread of virus but there were social protections lacking they may have disastrous social, economic and mainly nutritional consequences. Majority of the population from higher income group were food secure while those from lower income group have faced the risk of major food insecurity. The risk of severe food insecurity was strongly observed with many factors as monthly income per capita, the number of members in the family, the number of individuals working in the family and those who lost their job and were sustaining with the help of savings.

#### **6. Limitations**

The sample size of the study was very small. Due to the current situation we were unable to meet participants in person to get more

insights into their food security experience. The study was limited to the urban areas.

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## Self-Image - Addressing Young Women's Concern

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### Abstract:

The world is rapidly changing and people's attitudes toward their bodies are evolving as well. Women have become increasingly concerned of their bodies and appearance in public and in their communities as the world has changed. Our main goal in this study is to learn about women's body perceptions, as well as how they deal with emotional and mental traumas while accepting their bodies. It is apparent that not all women are unhappy about their bodies, and that others have learned to accept their bodies positively and to flaunt and shine with them. We chose a sample of women between the ages of 18 and 25 for the survey because they are more active and social in their fields and are more aware of their own personalities. The study's goal is to determine the impact of body image on women. The research is being carried out in Mumbai City and its Suburbs. The self-created questionnaire was utilised as the tool. Career, Marriage, Childbearing, caring for Parents and In-Laws are all life changing occurrences for this age group of women, thus our theme revolves around all of these things and allows us to understand their mental process, as well as the positive and negative outcomes of the process. A favourable body image outlook leads to increased self-confidence, self-esteem, and optimistic thinking, among other things. Negative thought processes, on the other hand, function as a barrier to productivity, losing opportunities, reducing self-esteem, and so on.

### Keywords:

Self-Image, Young Women, Appearance

### 1. Introduction:

In today's environment, the majority of the youth desire everything to be perfect. They experience body-related self-doubts and ideas. Every individual has a mental image of their own physique and appearance. The perception of a person's physique, self-thoughts, and feelings, whether positive, negative, or both, is referred to as self-image. It's intimately tied to self-esteem and how much we respect ourselves, or how much we believe we're valued by others. While both men and women are affected by self-image issues, women are more likely to be unhappy with their appearance than men. Young women, in particular, are extremely sensitive and responsive to criticism about their body image that makes them uncomfortable, as well as how they perceive things like other people's comments and taunting, whether positively or negatively. A woman's connection with physical activity might also be influenced by her body image. Women may avoid physical appearance if they are self-conscious or unhappy with their look, body size, or shape. The media's emphasis on physical attractiveness is more alluring than ever in today's culture, especially among young people and through new forms of media such as social networking sites. Women with a favourable body image are more likely to have good physical and mental health, while women with negative body image ideas and sentiments are more likely to have mental trauma, health issues, low self-esteem, depression, and other problems.

## **2. Review of literature:**

In the study by Rebecca, Redge and Molly, Robson. (2021). Self-image is a complex phenomenon involving society, services, communities, the media, and personal psychology, according to "Investigation on Self-Image in Young People." Unattainable aesthetic goals that are impossible to achieve have been promoted as a result of the rise of social media and hypercompetitive marketing. Recent educational innovations have resulted in growing academic pressure and competition, which may render some or all of these

aspirations impossible in young generation due to which young people have bad self-image.

In her study "Low Self-Esteem and Selfie Posting Among Young Women," Roberta Biolcati (2019) determined that selfie posting among young women has become a widespread phenomenon. The relationship between self-esteem and self-concern is determined by posting a selfie. As a result of the views on their posts, some have a favourable impact while others have a negative impact.

In their study "Issues Related to Body Image in Young Adult Women," Anuradha Sathiyaseelan and Shekinah Sammah Pakki (2018) found that physical disease has an impact on body image. Self-esteem, anxiety, despair, and self-confidence, as well as eating disorders, are all affected by self-image. Cancer, obesity, and rheumatoid arthritis are among physical conditions that affect body image.

People are requesting aesthetic plastic surgery operations and are motivated by the desire to improve the parts of their bodies that cause them discomfort, according to Valentina Elisabetta Di Mattei (2015), et al. study, "The Impact of cosmetic plastic surgery on body image and psychological well-being: a preliminary study." The procedure has a good effect on both the emotional and affective spheres of anxiety, as well as the anxiety associated with body image. However, in the latter situation, the severity of the reduction of distress varies, and all patients with body image issue in the pre-operative stage remained to demonstrate this even after 12 months.

According to Amna Ajmal's study "The Impact of Body Image on Self-Esteem in Adolescents" (2019), women's self-esteem is affected more than men. Body weight has become a severe concern in recent years, leading to an increase in women's awareness. Women are often stereotyped as self-centred, and as a result, they avoid discussing their body image openly, causing concern among them.

### 3. Objectives:

1. To gain an understanding of how women view their bodies.
2. To learn about women's self-image and acceptance of their bodies' mental processes.

### 4. Methodology:

The study was conducted using a descriptive design with a purposive sampling technique. A total of 200 people from Mumbai and its suburbs were surveyed. Based on the objectives, a self-constructed questionnaire was created to collect information from the respondents. The questionnaire was distributed to responders using a variety of social media sites. Percentages are used to describe the data.

### 5. Results and Discussion:

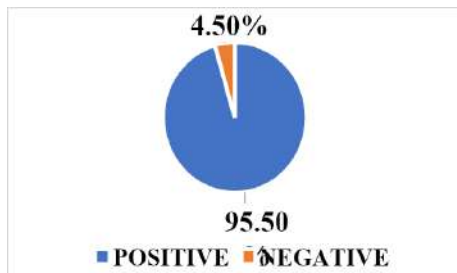
#### Figure 1: Age of the respondents in years (N=200)

Figure 1, indicates the age of the respondents; all the respondents are between 18-25 years of age group.



#### 2. What is your perception towards your self-image? (N=200)



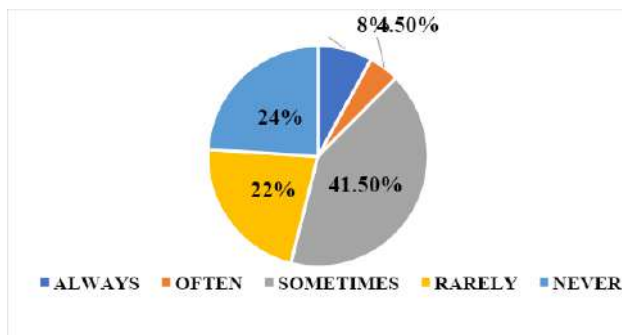


**Figure 2: Individual perception towards one's self-image**

Figure 2 shows that the majority of respondents (95.5%) have a positive self-image, while the rest (4.5%) have a negative self-image.

### **3. How often do you compare your body image with other? (N=200)**

**Figure 3 : Comparison of body image with others**



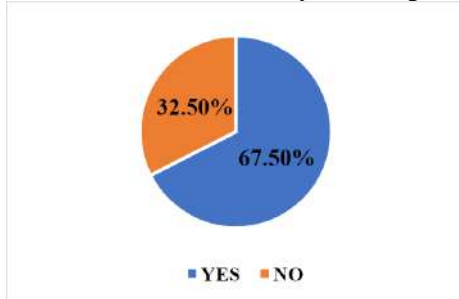
The above figure 3 demonstrates that (41.5 %) of respondents compare their bodies with others, while (24%) never do so, followed by (22%)

who rarely compare themselves, (8%) who usually do so, and a few (4.5%) who do it frequently.

### **4. Do you ever feel conscious about any features of your body? (N=200)**

#### Figure 4: Consciousness about your body features.

Figure 4 shows that the majority of respondents (67.5%) are aware of their bodies, while only 32.50 percent are not aware of their bodies.



#### 5. What features of your body make you conscious? (N=200)

##### Figure 5: Aware about Physical characteristics

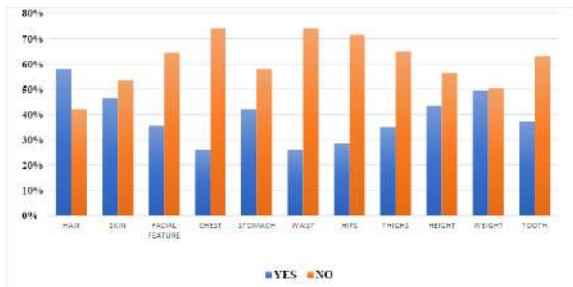
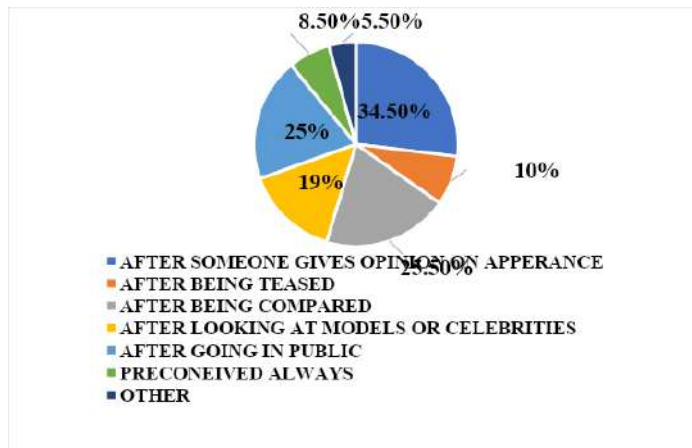


Figure 5 shows that approximately (42%) of respondents are self-conscious about their hair, while (58 percent) are pleased about it. On the other hand, (46.50%) of respondents are self-conscious about their complexion, while (53.50 percent) are unconcerned. About (35.50%) of respondents are dissatisfied with their face characteristics, while (64.50%) like them. A big percentage of responders (74%) are unconcerned about their chest, whereas only a small percentage (26%) are aware of it. (42%) of respondents are aware of their Stomach, while (58 %) are optimistic about it. On the other hand, (26%) of respondents are self-conscious about their waist, while

(74%) are unconcerned about it. About (28.50%) of respondents are unhappy with their hips, while (71.50%) are quite pleased. Furthermore, (65%) of respondents are unconcerned about their thighs, although (35%) are slightly concerned. About (56.50%) of respondents are satisfied with their height, while (43.50%) are self-conscious about it. In the weight category, roughly equal numbers of respondents (49.50%) are aware of their body weight and (50.50%) are unaware. About (37%) are self-conscious about their teeth, while the majority (63%) are satisfied with their appearance.

### 6. When did you start feeling conscious about your body? (N=200)

**Figure 6: Instances of body consciousness**



**When people are mindful of their body representations, as seen in Figure 6 above.** Respondents feel conscious about their body characteristics when someone shares their opinion on self-image (34.50%), while (25.50%) feel conscious about their image after being compared. On the other side, (25%) of respondents feel self-conscious about their body image after stepping out in public, and (19%) of respondents feel self-conscious about their self-image after gazing at models or celebrities. After being teased, a small percentage of respondents (10%) feel self-conscious, but the majority of

respondents (8.50%) are always self-conscious. Following (5.5%) of respondents' state that they are self-conscious about their appearance due to ongoing health concerns and disliking a particular feature of their body.

### 7. How did you deal with body shaming? (N=200)

**Figure 7: Strategies to deal with body shaming**

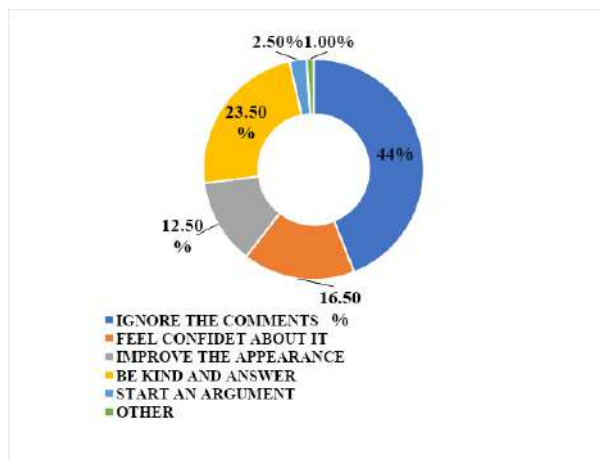
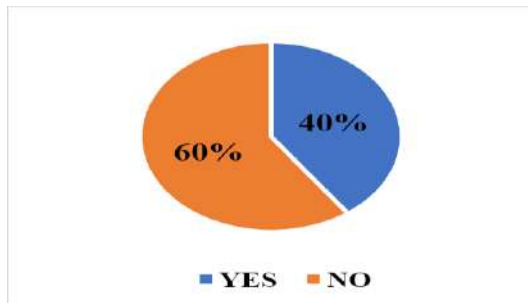


Figure 7 shows that when asked how they deal with negative comments about their appearance, around (44%) opt to ignore them, (23.50%) choose to be polite and revert back, (16.50%) feel confident about their looks, and (12.50%) try to enhance their appearance. Furthermore, approximately (2.50%) of respondents initiate a debate, with a small percentage (1%), accepting it, and others dismissing it as a joke and moving on.

### 8. Has your self-esteem affected by your concern towards your body image? (N=200)

**Figure 8: Impact on self-esteem by body image dissatisfaction**

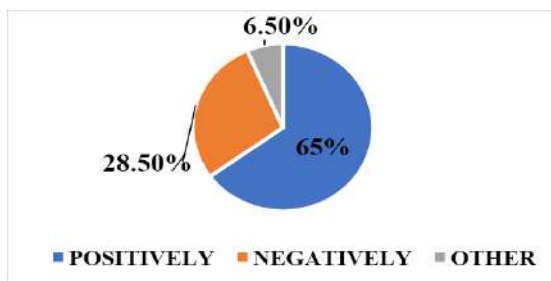
Figure 8 shows that around (60%) of respondents' self-esteem has not been impacted, whereas (40%) of respondents' self-esteem has been impacted and raised their concern about their body image.



**9. Has your body perception changed after being teased or compared with others?**  
(N=200)

**Figure 9: Effect of comparison on Self-opinion**

Figure 9 shows that around (60%) of respondents' self-esteem has not been impacted, whereas (40%) of respondents' self-esteem has been impacted and raised their concern about their body image.



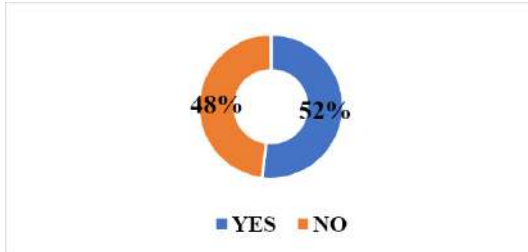
**10. Have you ever shared your insecurities with anyone? (N=200)****Figure 10: Sharing fears and anxiety**

Figure 10 shows that (52%) of respondents have communicated their insecurities with others, whereas (48%) do not feel comfortable doing so.

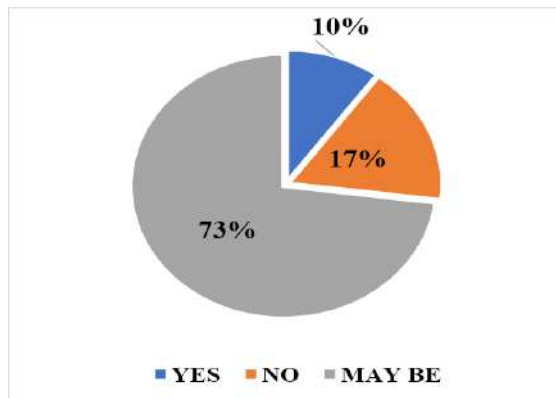
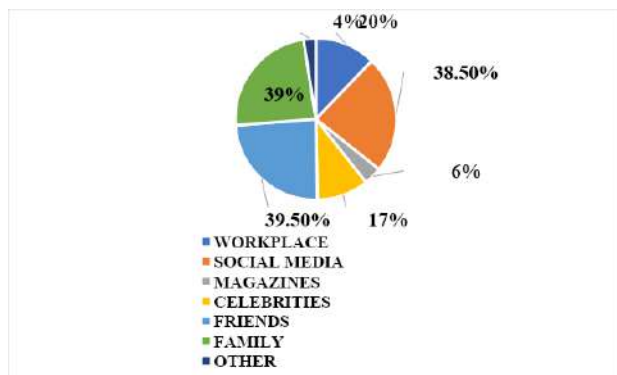
**11. If you can afford it, will you consider cosmetic surgery to improve your appearance and your body? (N=200)****Figure 11: Opinion about preference for cosmetic surgery.**

Figure 11 shows that, despite the fact that some respondents are self-conscious about their physical features, the majority of respondents (73%) refuse to have cosmetic surgery or change any aspect of their bodies, while the remaining (17%) are undecided. Following that, 10% of respondents say they don't want to have cosmetic surgery at all.

## 12. What influences you the most to think and change your body image? (N=200)

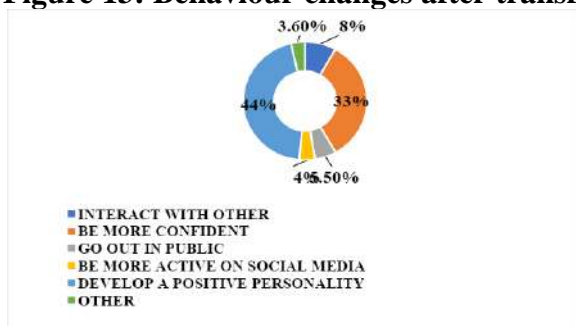


### Figure 12: Reasons for decisions to change body image

Figure 12 shows that around (73%) of respondents are unsure whether or not to undergo cosmetic surgery, even if they are self-conscious about their body image, and that (17%) are unwilling to go through it at all. If they could afford it, a small percentage of respondents (10%) would consider cosmetic surgery. This would assist them in maintaining their self-assurance.

## 13. What will you do if a change is brought about in your body image? (N=200)

**Figure 13: Behaviour changes after transformation of body image**



We may deduce from Figure 13 that if a small modification is introduced into the body of respondents, (48%) of them will develop a positive personality, while (33%) would become more confident. Respondents will engage with people in the next 8%, and roughly 5.50 percent would prefer to go out in public. A small percentage of respondents (3.60%) strive to do everything they can to flaunt their body image, whereas 2% are more active on social media platforms.

## 6. Conclusion:

This study is an attempt to understand how young adult women feel about their bodies. Even now, women are taken for granted in every area. Women in this age group go through a lot of changes in this phase of life, such as career, marriage, childbearing, and caring for parents and in-laws. Because they have several responsibilities, they are unable to focus on themselves, which leads to depression and anxiety in women, as well as a shift in how they think about their bodies. The most significant difference noted was that, while the women are self-conscious about some of their bodily traits, they have a good self-image.

Furthermore, many women are self-conscious about certain aspects of their bodies, such as facial features and main body features, which makes them want to improve their body image. Few young women



have self-doubt and aren't as confident as they should be because they compare themselves to others. Even if they are self-conscious about their appearance, the majority of them are unwilling to undergo cosmetic surgery. The majority of women's self-esteem is unaffected by how they see themselves. Women's self-image tends to be a little complex as a result of these big changes. Many subtle and large-scale changes can have an impact on how young people perceive themselves, as mentioned in the research paper above. The growth of social media and hyper-competitive marketing has resulted in the promotion of unattainable aesthetic ideals that are hard to achieve. That is what young adult women strive to concentrate on in order to develop self-awareness. People get depressed as a result of body shaming because they isolate themselves, which increases their urge to eat more, leading to obesity in young adults. They avoid social situations and prefer to stay at home and do nothing. People with high levels of social anxiety are afraid of what other people will think of them, so they avoid using social media and refrain from publishing images. Their eating habits gradually shift, resulting in mental and physical sickness, as well as depression. Some self-consciousness regarding one's appearance is common. We are all human beings, and it is in our tendency to focus on our flaws rather than our strengths. As a result, body image issues can impede our ability to discover our genuine selves.

## **7. Recommendations:**

1. To detect the negative ideas that lead to a change in self-image.
2. To overcome the difficulties of negative self-image beliefs that lead to mental damage.

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## **Relationship between Organizational Cultures on the Work-Life Balance among Women Employees**

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### **Abstract:**

Organizational culture is a system of shared assumptions, values, and beliefs, which governs how people behave in their organizations. These shared values have a strong influence on the people in the organization and dictate how they dress, act, and perform their jobs. Every organization has their own unique culture, which provides certain norms and for the behaviour of the members of the organization. The purpose of the study is to find out the relationship between Organizational Culture and the Work- Life balance of married women in Educational Setting. The sample chosen was purposive. The data was collected from 30 female employees working in the private sector within the age range of 25 to 50 years (N = 30). The tools used were scales on Organizational Culture: OCTAPACE Profile and perception of Work - Life balance scale by Udai Pareek. The results revealed a positive relationship between Organizational Culture and Work Life balance of married women in India.

Keywords: Organizational Culture, work- life balance, married women

### **1. Introduction**

#### **Culture**

Culture is the characteristic and knowledge of a particular group of people encompassing language, religion, cuisine, social habits, music and arts. The word culture is derived from a Latin word "colere" which means to tend to the earth and group of cultivation and nature.

#### **Organizational Culture:**

Organisational culture is a system of shared assumptions, values and beliefs which governs how people behave in organisations. These shared values have a strong influence on the people in the organization and dictate how they dress, act and perform their jobs. It represents certain predefined policies which guide the employee and give them a sense of direction at the workplace. The various teams used in the context of organisational culture are values, ethics, beliefs, ethos, climate, environment, culture.

Ethics refers to normative aspect to which is socially described as values, beliefs, attitudes and norms that are interrelated. Interaction between beliefs and values results in attitude formation and then that leads to production of norms which get institutionalized or accumulated. Ethos can be defined as the understanding spirit of character of an entity of group and is made up of its belief custom or practice. At the base of ethos are core values.

The eight important values relevant to institution building are:

Openness: It can be defined as a spontaneous expression of feeling and thought. It gives clarity of objectives and free interaction among people

Confrontation: It can be defined as facing rather the shying away from problem. It also implies deeper analysis of interpersonal problem. It involves taking up challenges.

Trust: it is reflected in maintaining the confidentiality of information shared by others and it is reflected in accepting oneself and what another person says at face value.

Authenticity: it is the congruence between what one feels, says and does it is reflected in owning up one's mistake.

Proaction: it means taking the initiative pre balance and taking preventive action and calculating the payoffs of an alternative course before taking action. In this sense proactivity means feeling oneself and taking action beyond immediate concern at all the levels.

Autonomy: it is giving freedom to plan and act in one's own sphere. It means respecting and encouraging individual, it's likely to result in a willingness to take on responding.

Collaboration: It is giving help and asking for help from others, it means working together to solve problems and team spirit.

Experimenting: It means using and encouraging innovation approaches to solve problemusing feedback for improving taking a fresh look, at things is encouraging creativity. It is reflected in new suggestions generated by employee.

### **Organisational Climate**

It can be defined as perceived attributes of an organisation and its subsystems are reflected in the way an organisation deals with its members, groups and issues. This framework seems to be quite relevant for studying organisational climate.

Achievement: This motiveis characterised by concern for excellence, competition in terms of the standard set by others or by oneself.

Expert Influence: This motive is characterised by a concern for making an impact on others, and a desire to make people do what one thing is right.

Control: This is characterised by a concern for orderliness, a desire to stay normal an urge to monitor events to make corrective action when needed.

Extensions: It is characterized by a concern for others, interest in superordinate goals. Dependency: This motive is characterised by a desire for the assistance of others in developing oneself.

Affiliation: This is characterised by a course for establishing and maintaining close, personal relationships.

Likert (1967), proposed 6 dimensions of organisational climate, leadership, motivation, communication, decision, goals and control. Stringer (1968) proposed 7 dimensions are, conformity, responsibility, standards, rewards, organisational clarity, warmth support and leadership.

### **Organisational Atmosphere:**

It can be defined by the perceived effectiveness of the organisational climate. Using the motivational framework, organisational atmosphere is defined as, “effectiveness of the climate to generate functional aspects of the motivational climate”. The approach avoidance framework is the more relevant one. The 6 motives given which are Achievement, Expert Influence, Control, Extension, Dependence and, Affiliation. Each of these motives perform an important function. The effectiveness of a motive depends on whether it comes out of the approach of avoidance need.

### **Organisational Culture (Power Model):**

Culture is defined as the cumulative belief, value and assumption, underlying transaction with nature. Culture is reflected in artefact ritual, design of space, furniture, way of dealing with various phenomena. Organisational culture has 4 types, Autocratic, Bureaucratic, Technocratic and Entrepreneurial. Autocratic culture is characterised by centralised power concentrated in a few people and observation of proper protocol in relation to the person in power. Bureaucratic culture is characterised by primacy of procedures and rules hierarchy distant and interpersonal relationships. Technocratic culture emphasises technical/professional standard and improvement. Entrepreneurial culture is concerned about achievement of result and providing excellent service to customers.

### **Profile of the Four Culture:**

The 2 related concepts are relevant for organisational culture are organisation climate and atmosphere, organisation ethos. Organisational culture defines as the perceived attributes of an organisation and in attributes related to organisational process produce motivation and climate can be characterised by these concerns. There are 6 types of climates 1) Achievements (dominant concern for excellent). 2) Expert power (concern for impact through

expertise). 3) Extension (concern for relevance to larger goals and entries). 4) Control (control for orderliness). 5) Affiliation (concern for maintaining good personal relation). 6) Dependency (concern for approval and maintenance of hierarchical order). The first 3 climates (achievement, expert, power, extension) have been found to be functional contributing to organisational effectiveness.

### **Work Life Balance:**

It refers to the person's control over the conditions in their workplace. It is accomplished when an individual feels dually satisfied about their personal life and their paid occupation. It mutually benefits the individual business and society when a person's personal life is balanced with his/her own job. Satisfaction and good functioning at work and at home with minimum of role conflict. The following are the main models of work life balance.

1. **Segmentation model:** This model hypothesizes that work and life are two different aspects and that do not affect each other.
2. **Spill over model:** This model hypothesised one work can influence the other in either a positive or negative way.
3. **Compensation model:** Compensation model proposed that what may be lacking in one sphere in terms of demand or satisfaction can be made up in the other.
4. **Instrumental model:** This model suggested that activities in one sphere facilitate success in the other.
5. **Conflict model:** This model suggested that with high level of demand in all spheres of life, the same difficult choice has to be made.

Clark (2000) proposed the Border theory, which professes that every individual is daily border-crosser as he moves daily from home to the workplace and vice versa. This led to the further analysis of the nature of borders. In terms of any analysis of work life balance, the analysis of border can help to illuminate how for the psychological control. While a heavy emphasis in the recent literature suggests that technology and competition have resulted in more intensive and extensive work any analysis needs to accommodate human agency.

Models of work-life balance can also be enriched by the psychology of individual differences for example psychological theory concern with aspects of personality can enhance our understanding of perception of balance. Moore and Miceli (1997) have linked it to three relatively stable personality types, the achievement-oriented, perfectionists, and the compulsive dependent. Peiperl and Jones distinguish workaholics, who choose to work long hours and perceive some reward from doing so, from 'over worker' who may also work long hours but who have little choice in the matter and who do not believe that the return that receive justify the long hours. This research highlighted the importance of taking into account individual differences in any attempt to establish what we mean by balance.

### **Work Life Balance and its Effects:**

It not only affects the individual but also affects the organisation, therefore today solving work life balance conflict is the concern for all growing organizations,

#### **Benefits to the organisation;**

Increase an individual productivity, accountability and commitment. Better teamwork and communication. Improved morale. Less negative organizational stress.

#### **Benefits to the individuals;**

More values and balance in daily life. Better understanding of the best individual work life balance. Increase productivity, improved relationships both on and off the job, reduced stress.



**Work life balance also result in;**

Reduce absenteeism Reduce turnover, reduce overtime cost, increased production. Client retention and most of all. Satisfaction among the employee. It helps organizations as well as individual to grow and fulfil their needs. There are some dimensions in work life balance.

**2. Review of Literature:**

A study conducted by Jain and Varghese (2017). The study of OCTAPACE: Impact of Organisational Cultural Instrument on Employee Performance and Satisfaction. The main objective was to explore studies on OCTAPACE Culture variables and how are they perceived by the employee and the organisation. The study concluded that factors of OCTAPACE had an effect on employees and a few suggestions were shared by the employees for effective performance. Mohammad et al. (2018) conducted a study among the teaching professionals. The study wanted to find out the challenges faced by respondents in maintaining their personal life and professional life. The results concluded that the incorporation of Work Life Balance strategies into annual planning of educational institutions can have a positive impact on employee's wellbeing.

Ashok and Ebria (2015) suggested that more time spent with the family members and trying to know what they need is a major aspect in work-life balance. Missing the quality time with family due to work pressure leads to dispute in family. Scheduling the work and performing it according to time improves the quality of work-life balance.

Career women are challenged by the full-time work and at the end of each work-day in a private Educational Institution they carry more of the responsibilities and commitments to home as viewed by Lakshmi &Kumar (2011). Their study highlighted the issues connected with work life balance of women in an educational institution and the factors that determine work life balance. Management of educational institutions needs to be conscious of this status of working women and periodically review the status. They can create supportive

environment to help these women to achieve work life balance. Moreover, environmental matching calls for harmonizing the physical working environment with individual employee's needs and aspirations to provide them better quality of work life. In any of the organization, for educators, professionals, corporate trainers, recruiters, managers there are some reasons for their extra performance apart from average performance which is neither the technical skills nor the intelligence rather it is something else that cannot be defined in words i.e. extra role behaviour and the same can be attained through improved quality of work life.

### 3. Hypothesis:

- **H1.** There will be no relationship between OCTAPACE values and scores on Work Life Balance Scale
- **H2.** There will be a positive relationship between OCTAPACE values and Work Life Balance Scale

### 4. Tool Description:

#### 1. Work Life Balance Scale (Udai Pareek)

The scale has 6 dimensions on work life balance namely:

**Social Needs:** It refers to enjoying relationships and association at work place.

**Personal Needs:** It refers to be able to enjoy personal commitments along with work. **Time Management** shows how an individual utilizes their time and how they divide their work and personal needs. **Teamwork** indicates Working together to solve problems and find solutions. **Compensation** is the benefits that an employee receives leads to higher satisfaction. **Work,** refers to how an individual is able to balance the stress at work

and still work efficiently.

**Scoring:**

Step 1) Transfer the rating (response) from the instrument to the scoring sheet, making sure that the original response is the starred items (\*) and reversed (0 becomes 4, 4 becomes 0, 1 becomes 3, 3 becomes 1). Step 2) Add each row. Step 3) Multiply each total by 4.17, it will range from 0 to 100.

**2. OCTAPACE Profile (Udai Pareek)**

The OCTAPACE profile is a 40-item instrument giving the profile of organisational ethos in 8 values. These values are Openness, Confrontation, Trust, Authenticity, Proaction, Autonomy, Collaboration and Experimentation. The instrument contains two parts in the first part, values are stated in item 1 to 24 (three statements of each of the eight values), in response is required to check (on a 4-point scale), how much each item is valued.

**Scoring:** To make scoring easier, an answer sheet is provided, from the keys, the items marked with an asterisk are first reversed so that 4 becomes 1, 3 becomes 2, 2 becomes 3, and 1 becomes 4. This makes all items unidirectional. The raw scores are then added. Split half reliability of the OCTAPACE profile from the sample of 135 college/university teachers was found to be .81, Alpha coefficient was found to be .90.

Validity was indirectly tested by comparing the scores from three departments with their ranking by two judges for their effectiveness. Test showed no difference between the first and second ranked department or between the second and third ranked department, there were significant differences between the first and the third ranked department.

**5. Results and Discussion:**

Table 1: OCTAPACE Values of 30 Test Takers

	Openness	Confrontation	Trust	Authenticity	Proaction	Autonomy	Collaboration	Experimenting
TOTAL	456	474	470	366	482	390	442	440
MEAN	15.2	15.8	15.67	12.20	16.07	13.00	14.73	14.67

The above data indicates that Proaction was found to have the highest mean score of 16.07, followed by confrontation, Trust, Openness, Collaboration, Experimentation, Autonomy, and lastly Authenticity. The scores indicate that the people in the organization are ready to take initiative, pre plan before taking any action. Confrontation, suggests that employees face the problems and work jointly with others to find solutions to problems. Trust, suggests that employees of all departments and groups trust each other and can rely upon to do whatever they will to do, whereas Openness suggests that people in the organization are free to express their feelings and thoughts and share their defensiveness. Autonomy suggests that most of the employees have the freedom to plan and work according to their own sphere. Collaboration, it suggests that people work together jointly when any problems have to be solved. Experimenting, suggests an average score and it suggests the organization is ready to try out new methods to solve problems. Authenticity, it has the least score which

suggests that the willingness of a person to acknowledge the feelings of she has and to accept others who relate to her is very low.

TABLE 2: Total Score of Employee on their Work-life Balance

	SOCI AL NEE DS	PERSO NAL NEEDS	TIME MANAGE MENT	TEAMW ORK	COMPENSA TION	WO RK
TO T AL	1884. 30	2176.20	1743.06	1793.10	2309.64	2218 .94
M EA N	62.81	72.54	58.10	59.77	76.98	73.9 4

Similarly, the Work life balance scale score of 30 test takers were obtained and their means are presented in table 2 as it can be seen that Compensation and benefits has the highest mean of 76.98, this suggests that the employees in the organization are highly satisfied with the benefits the organization is currently providing. Work under stress has a mean of 73.94, this suggests that even though there is a lot of work to be done it is done efficiently. Personal Needs aspect has a mean of 72.54, this suggests that along with work the person can also fulfil their own personal needs.

Social needs mean of 62.81 it suggests that while working the employees are able to attend social events but at an average level. Teamwork, with a Mean of 59.77 suggests that people do work together well in teams but at an average level and not as efficiently as they could be. Time Management aspect has the lowest mean of 58.10

which suggests that the time spent in the organization to some extent does affect the how the individual utilizes his time at work.

TABLE 3: Correlation between OCTAPACE and Work Life Balance among Employee

	OCTAPACE TOTAL	WORK BALANCE LIFE TOTAL
Pearson Correlation R	1	0.44
N	30	30

$p > 0.05$

The above data shows the correlation between the OCTAPACE values and the Work life balance values. As it can be seen the Pearson Correlation between the OCTAPACE Total and Work Life Balance scale total was found to be 0.44 and it is significant at 0.05 level.

Therefore, the null hypothesis that the OCTAPACE Values and the WORK LIFE BALANCE VALUES have no relationship is rejected and we may conclude that there is a positive association between OCTAPACEVALUES and WORK LIFE BALANCE VALUES.

## 6. Conclusion

Based on the data obtained it can be said that the Organizational Culture does have a relationship with the Work Life Balance. The highest scores were obtained on three dimensions that were Proaction, Confrontation and Trust which suggests that when employees face problems they sit down together collectively as a team and decide to solve it and are ready to face the challenges they confront in the work situation. Employees believe in helping each other and they are likely

to help and provide moral support for one another in times of need. However, the organization lacks in Authenticity meaning that there is very little congruence between what one feels, says and does. Thus, the organization must promote more authenticity so that people are able to do whatever they say they will.

Work Life Balance Scale can be seen that the highest scores were obtained on Compensation meaning that the employees are very much satisfied with the benefits they are currently being offered by their organization. However, the organization lacks in proper Time Management indicating that it does become difficult for the employee to balance their work along with the personal needs. Thus, the organization should provide a certain schedule that should be followed in order to have proper time management.

## 7. Limitations

Since the data was collected only from one organization the data will lack external validity. The study focused only on the 8 variables / dimensions of OCTAPACE, however there are more components of Organizational Culture, the study doesn't include all of them.

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## आधुनिक समाजातील नैतिक घसरणीचे चित्रण: पिढीजात नाटक

स्रेहल नंदकुमार भोईटे (तृतीय वर्ष बी.ए), मार्गदर्शक शिक्षक – गीता जाधव, श्रीमती पी एन दोशी विमेन्स कॉलेज

सुप्रसिद्ध, ज्येष्ठ लेखक, दिग्दर्शक आणि अभिनेते सतीश आळेकर हे भारतीय रंगभूमीवरील एक अत्यंत महत्त्वाचे नाव आहे. महानिर्वाण, बेगम बर्वे, महापूर यासारख्या अत्यंत महत्त्वपूर्ण नाटकांचे लेखन सतीश आळेकर यांनी केले. आधारित, कर्मचारी, भजन, मेमरी, सुपारी इत्यादी एकांकिका त्यांनी लिहिल्या आहेत. सतीश आळेकर यांच्या सात नाटकांमध्ये 'पिढीजात' हे महत्त्वाचे नाटक त्यांनी 2004 मध्ये लिहिले या नाटकामध्ये बाबा, राधा, आशुतोष, अप्पा, महादेव, अलका ही प्रमुख सहा पात्रे आहेत.

देशाला स्वातंत्र्य मिळाल्यानंतरच्या काळात काही चांगले घडेल या आशेवर तरुण झालेल्या पिढीचा हळूहळू भ्रमनिरास कसा होत गेला हे सतीश आळेकर यांनी 'पिढीजात' या नाटकातून स्पष्ट केले आहे. याबरोबरच या नाटकात नाटककाराने वर्तमान समाजातील माणसाच्या नैतिक घसरणीचे टुंबिक नातेसंबंधांविषयी या नाटकातून भाष्य करतात. या आजच्या वर्तमान सामाजिक स्थितीमध्ये माणूस कसा जगतो, कोणत्याही प्रकारचे सुख समाधान त्याच्या वाट्याला येत नाही अत्यंत भरकटलेल्या सारखा, गटांगळ्या खाणारा, क्षणोक्षणी कसलीतरी भीती मनात घेऊन जगणाऱ्या माणसाचे चित्र या नाटकातून रेखाटले गेले आहे. भ्रष्टाचार हा या नाटकातील केंद्रस्थानी असलेला विषय. समाजातील लोकांचा, सर्वसामान्यांच्या भल्याचा, तरुणांचा, कोणाचाच विचारचित्रण केले आहे. परंतू त्याविषयी तिरस्कार व्यक्त न करता त्यातून निर्माण होणाऱ्या पेचाला नाटककार समंजसपणे सामोरे जाताना आपल्याला दिसतो. सतीश आळेकर आणि एकविसाव्या शतकातील सामाजिक राजकीय कौ न करता राजकारण कसे होते, राजकारण करणारे स्वतःच्या फायद्याचाच

कसा विचार करतात. या सगळ्यात जो भरडला जातो तो म्हणजे सर्वसामान्य माणूस. त्याला सुखाने जगता येत नाही किंवा त्याच्या इच्छा-आकांक्षा अपूर्ण राहतात याचे मूळ कारण भ्रष्टाचार आणि राजकारण. ही

समाजाला लागलेली सर्वात मोठी कीड आहे ती हळूहळू वाढत समाजाला गिळंकृत करत चाललेली आहे

याची जाणीव नाटक वाचताना होत राहते. यासोबतच कौटुंबिक नात्यातील खोटेपणा आणि अविश्वास त्यामुळे माणसामाणसातील नातेसंबंध कसे विखरून, मोडून गेले आहेत हेही इथे लेखकांनी स्पष्ट केले आहे.

‘पिढीजात’ मध्ये राधा, बाबा आणि संतोष ही एका कुटुंबात राहणारी पात्रे आहेत. वडील सरकारी नोकर आहेत. आणि या नोकरीद्वारे ते पक्षाला पैसा मिळवून देण्याचं म्हणजेच राजकीय पक्षाचं काम करत आहेत. त्यातूनच ते तळे राखी तो पाणी चाखी या न्यायाने स्वतःचा देखील स्वार्थ साधत आहेत. त्यांना आजोबांकडून भ्रष्टाचाराची आणि राजकारणाची शिकवण मिळाली आहे. वडिलांकडून भ्रष्टाचाराचे राजकारणाचे धडे घेताना यात नातेसंबंधाच्या विश्वासाला कसा तडा जातो हे राधा आणि महादेवाच्या नात्यातून स्पष्ट होते. महादेव मंत्री झाल्यावर त्याच्या मदतीने आपल्या मुलाला चांगली पदाधिकारी म्हणून नोकरी मिळेल या आशेवर राधा महादेव सोबत असते. ‘धीर धरा रे धीर धीरा, धीरा पोटी असती मोठी फळे गोमटी’ असे राधा स्वतःलाच बजावत राहते. फक्त दिसायला आहे ते एक कुटुंब पण नवरा बायको आणि त्यांचा मुलगा या नात्यांत अविश्वास, खोटेपणा, फसवणूक, स्वार्थ लपलेला आहे. अशाप्रकारे ही दूषित झालेली नाती आहेत. पण हे सगळे करत असताना माणूस स्वतःलाच एकटा पाडत असतो आपल्या सगळ्या भावना तो मनातल्या मनात कोडून या जगात समाजात वावरत असतो. या सगळ्या अविश्वासाचा प्रभाव आशूच्या मनावर होत असतो आशूला आपल्या आईच्या प्रेम संबंधाविषयी तसेच आपले बाबा भ्रष्टाचार कसे करतात आणि आपल्याला सुद्धा आत्ताच भ्रष्टाचाराच्या आणि राजकारणाच्या काटेरी वळणावर चालायचं आहे या गोष्टीची जाणीव झाल्यावर तो हळूहळू अडकताना दिसतो. आणि जीवनाच्या हिंसक वाटेने चालताना भरकटलेल्या अवस्थेला आशू पोचलेला आपल्याला दिसून येतो. तरुण पिढीची दुर्दशा इथे आपल्याला आशूच्या निमित्ताने दिसते.

या नाटकाच्या शेवटी आशु आपल्या अलका या गर्लफ्रेंडची भेट आजोबांशी घडवतो तेव्हा अलका आपल्या ऑफिसर आय ए एस वडिलांच्या सहाय्याने त्याला चक्क गन लायसन्स मिळवून देते. आता या गनच्या सहाय्याने तो काय करणार स्वतः आत्महत्या करणार की कोणा दुसऱ्याची हत्या करणार हा एक मोठा प्रश्न समोर येतो. तरुण पिढीची ही जी वाटचाल आहे ती नाशाच्या वाटेवर चालली आहे कारण कौटुंबिक विश्वासाचा धागा तुटला आहे. या खोटेपणाच्या जाळ्यातून आशूला स्वतःला सोडवता पण येत नाही आणि त्याला विरोध ही करता येत नाही, त्यातून तो मुक्त ही होत नाही. मग अशा कमी वयात ही मुलं विनाशाच्या मार्गावर जाताना दिसतात. अशाप्रकारे आधुनिक काळातील तरुण पिढीच्या या बदलत्या मानसिकतेचा दुःखदायक विचार या नाटकातून स्पष्ट होतो

लेखकाने नाटकातील संवाद अत्यंत हलक्याफुलक्या शब्दांत तर कधी विनोदी वळण घेत लिहिले असले तरी या नाटकातील प्रसंग आपल्याला कुठेतरी अस्वस्थतेची जाणीव करून देतात. हसवता हसवता गंभीर विचाराकडे घेऊन जातात. पिढीजात या नाटकामध्ये सतीश आळेकरांनी फसलेले नातेसंबंध, एका पिढीकडून दुसऱ्या पिढीकडे येणारे भ्रष्टाचाराचे आणि राजकारणाचे वातावरण, त्यामुळे सामान्यांना बसणारे चटके या नाटकातून अतिशय सुंदर, परिणामकारक रीतीने व्यक्त केले आहे. पाश्चात्य संस्कृतीमुळे आताच्या आणि पुढे येणाऱ्या पिढ्यांवर व्यक्तिवादी विचाराचा परिणाम होऊन त्यांतून निर्माण होणाऱ्या समस्यांचे चित्रण लेखकांनी या नाटकातून केले आहे. एकूणच आधुनिक समाजातील उत्तरोत्तर नीतीहीन बनत चाललेल्या परिस्थितीचा वेध ह्या नाटकाच्या माध्यमातून सतीश आळेकर यांनी घेतला आहे.

**टीप:** सदर निबंध दिनांक २१, २२ जून २०२१ रोजी संपन्न झालेल्या 'एकविसाव्या शतकातील मराठी नाटक' या सेमिनार मध्ये सादर केला गेला. (सेमिनार आयोजक: श्री. एम. डी. शाह महिला महाविद्यालय, श्रीमती पी एन दोशी विमेन्स कॉलेज, श्रीमती अंबिकाबाई जाधव महिला महाविद्यालय, एल जे एन जे महिला महाविद्यालय)

## महेश एलकुंचवार यांचे नाटक 'वासांसिजीर्णानि': मृत्यूचे चिंतन

प्रिती सुभाष जाधव (द्वितीय वर्ष बी ए), मार्गदर्शक शिक्षक – गीता जाधव, श्रीमती पी एन दोशी विमेन्स कॉलेज

महेश एलकुंचवार लिखित 'वासांसि जीर्णानि' या नाटकाचा पहिला प्रयोग 15 मार्च 2000 रोजी समन्वय पुणे या संस्थेने भरत नाट्य मंदिर पुणे येथे सादर केला. एक नाटककार म्हणून मराठी साहित्यामध्ये महेश एलकुंचवार यांचा वेगळा असा ठसा आहे. भरीव योगदान आहे. त्यांनी आपल्या नाटकांतून मराठी रंगभूमीवर संपन्नता आणि सांस्कृतिक नवता आणली आहे. त्यांच्या नाटकातून मानवी मूल्यांशी आणि संस्कृतीशी निगडीत असा अनुभव येतो. एलकुंचवार विशिष्ट काळ आणि स्थळाच्या पलिकडे जाऊन मानवी जीवनव्यवहाराचे दर्शन घडवतात. त्यांच्या नाटकात एक प्रकारचा जिवंतपणा जाणवतो. आत्मकथा, गार्बो, धर्मपुत्र, पार्टी, प्रतिबिंब, वाडा चिरेबंदी, युगांत, मग्न तळ्याकाठी, वासांसि जीर्णानि, सोनाटा, एका नटाचा मृत्यू, वासनाकांड ही एलकुंचवार यांनी लिहिलेली नाटके आहेत.

एलकुंचवार हे पूर्णपणे जीवनवादी आहे. त्यांनी एके ठिकाणी म्हटले आहे की, "कला हे जीवन जगत असताना निर्माण झालेले जीवनाचे बाय प्रॉडक्ट आहे. जीवन जगत असताना कुठे दुखलं, खुपल, आनंद झाला तर आपण हुंकार देतो, तो हुंकार म्हणजे कला. ते पुढे म्हणतात की, लेखन हा माझ्या अंतर्गाभ्याचा प्रतिध्वनी आहे." त्यामुळे त्यांच्या नाटकात मानवी मनाच्या गाभ्याचे दर्शन होते. 'वासांसि जीर्णानि' या त्यांच्या नाटकात मानवी जीवनातील मृत्यूच्या अटळ वास्तवाचे, त्याच्या एका वेगळ्या स्वरूपाचे दर्शन घडते. मानवी जीवनामध्ये जन्म म्हणजे आनंदाचा क्षण पण मृत्यू म्हणजे दुःख, भिती. पण त्याबरोबरच त्याची अटळता, गूढता यांचीही जाणीव हे नाटक करून देते. या नाटकात बाबा, आई, काकू, बाळ, मुकुंद, आणि संजीवनी अशी सहा पात्रे आहेत. यापैकी बाबा हे पात्र खूप महत्त्वाचे आहे. जे खूप विद्वान आणि संयमी आहे. आयुष्याच्या प्रत्येक टप्प्यावर ते संयमी राहिले. जेणेकरून आपली मुले अधिक चांगल्या प्रकारे जगू शकतील.

अगदी त्यांनी कौटुंबिक शांततेसाठी आपल्या मनात असलेल्या प्रेमाचा त्याग केला. आपल्या पत्नीशी ते एकनिष्ठ राहिले. त्यांच्या मनात परस्त्री विषयी प्रेम असूनही त्यांनी कधी त्यांच्या पत्नीशी दगा केला नाही. या नाटकामध्ये बाबांचा मोठा मुलगा म्हणजे बाळ. लहानपणापासूनच आपल्या वडिलांविषयी असमाधानी. आपल्या आई-वडिलांनी आपल्यावर इतर भावंडापेक्षा कमी प्रेम केले असा त्याचा दावा होता. तसेच मुकुंद हा त्यांचा धाकटा मुलगा स्वतःत रमणारा आणि हट्टी. आणि सर्वात लहान मुलगी संजीवनी. जी त्यांची जिवापाड लाडकी. तिने हट्टाने प्रेमविवाह केला मुलीच्या प्रेमापोटी वडीलही तिच्या पाठीशी ठामपणे उभे राहिले, त्यांनी तिच्या प्रेमविवाहात साथ दिली. पण आज तिचे वैवाहिक जीवन चांगले नसल्याने ती तिच्या वडिलांना दोष देते. काकू त्यांच्या घरात गेली कित्येक वर्षे आश्रयाने राहते आहे. काकू ही लग्नाच्या दुसऱ्याच दिवशी विधवा झाली. कोठेही जाण्यासाठी तिला जागा नसल्याने बाबांनी तिला आपल्या घरात आश्रय दिला. तिच्या विषयी बाबांच्या मनात प्रेमभावना आहे, एक हळवा कोपरा आहे पण त्यांनी कधीही आपल्या भावना व्यक्त केल्या नाहीत किंवा काकू कधी आपली मर्यादा विसरली नाही.

बाबांची पत्नी मनोरमा खूप शांत पण मनात खूप दुःख रोखून धरलेली आणि मनात शंकेने भरलेली. आपल्या घरात एक परस्त्री राहते. माझा पती जर त्या बाईच्या मोहात पडला किंवा तिने त्यांना भुरळ घातली तर! या भितीने तिने न कधी माहेरचे तोंड पाहिले ना कधी ती बाहेर गेली. तिच्या मनातील या संशयाच्या भावनेमुळे ती कायम अस्वस्थ राहिली. त्यापायी तिचे तिच्या मुलांकडेही दुर्लक्ष झाले. पण या सर्वांमध्ये तिला कधीही तिच्या पतीचे प्रेम मिळालेच नाही. त्यात ती भरकटली आणि बाहेर प्रेम शोधू लागली, पण त्यातही ती अपयशी ठरली. ती परत आपल्या पतीकडे तर परतली पण पोटात संजीवनी घेऊन. ती त्यांच्या शेवटच्या क्षणी म्हणते की, "आता नाही मी सांभाळू शकणार हे जिवंतपणी, नीट ऐका," संजू तुमची नाही."

बाबांना हे आयुष्य निरर्थक वाटतं कारण शेवटी जेव्हा ते अंधरुणावर पडतात आणि ज्यावेळी त्यांना त्यांच्या कुटुंबाची सर्वात जास्त गरज असते. तेव्हा त्यांचे वास्तव चेहरे दिसून येतात. त्यांच्या मनातील आजवर अज्ञात

असलेली कारणे बाबाना कळून येतात आणि ते अस्वस्थ होतात. बाबा या सगळ्याला आपल्या आयुष्याचे अपयश मानतात. मानवी जीवनाचे हे सत्य प्रत्येक माणसाच्या आत्म्याला हादरून टाकते. संपूर्ण आयुष्य आपण ज्या कुटुंबास अभिमान मानले. ज्यासाठी आपण आपले सर्वस्व दिले. त्या कुटुंबाविषयीचे सत्य समजल्यावर बाबांना गुदमरल्यासारखे वाटते. विवाह, कुटुंब या व्यवस्थांमधील फोलपणा त्यांना प्रकर्षाने लक्षात येतो.

या नाटकामध्ये बाबांचे मन सतत रघू या नावाचा जप करताना दिसते. रघूची ते आतुरतेने वाट पाहतात. पण हा रघू कोण? हा प्रश्न आपल्या मनात निर्माण होतो. हा रघू दुसरी कुणी व्यक्ती नसून मृत्यू आहे. जर्जर झालेल्या बाबाना आता मृत्यूची आस लगली आहे. जो मृत्यू लहानपणापासून दोन वेळा त्यांच्या जीवावर बेतणाऱ्या प्रसंगांमध्ये अंशतः दिसला त्या मृत्यूला ते आज मात्र जिवाच्या आकांताने बोलावत आहेत.

वास्तविक मृत्यू माणसाच्या मनामध्ये भीती, अशुभाची जाणीव निर्माण करतो. पण नाटककाराने इथे मृत्यूला एका वेगळ्या स्वरूपात मित्र, सखा यास्वरूपात चित्रित केले आहे. बाबांना आताच्या विकलांग अवस्थेतून सोडवू शकणारा मृत्यूच आहे. आयुष्यभर त्यांनी जी मानसिक घुसमट सहन केली. अपराधीपणाची टोचणी सहन केली. त्यापासून त्यांना मुक्तता देणारा म्हणजे मृत्यूच आहे. आणि म्हणूनच नाटकाच्या शेवटी बाबा रघू म्हणजे मृत्यूला 'मित्रा' अशी हाक मारतात.

मृत्यूचे असे सकारात्मक चित्र मांडणारे हे नाटक विवाह व्यवस्था, कुटुंब व्यवस्था, या व्यवस्थांमधला फोलपणा लक्षात आणून देते. मानवी नात्यांमधला खोटेपणा, अविश्वास उघड करते. एका माणसाचे मन दुसऱ्या माणसापर्यंत पोहोचू शकत नाही, रक्ताने जोडलेल्या नात्यांमध्येही एकमेकांचे दुःख समजून घेण्याची क्षमता नसते. त्यामुळे प्रत्येक माणूस एकटा पडतो. नात्यांच्या व्यवहाराचे आडाखे बांधत चाचपडत राहतो. त्यामुळे माणसाचे जीवन अधिकच भयानक होते. अशा प्रकारे या 'वासांसि जीर्णानि' या नाटकात मानवी जीवनातील भ्रमनिरास उघड केला आहे. त्यामुळे उत्पन्न होणाऱ्या विविध प्रकारच्या दुःखाचे चित्रण केले आहे. आणि या सर्वांतून

मुक्तता देणारा मृत्यू मित्राच्या स्वरूपात उभा केला आहे. अशाप्रकारे हे नाटक मानवी जीवनाविषयीचा आणि मृत्यूविषयीचाहि महत्वपूर्ण आशय व्यक्त करते.

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टीप : सदर निबंध दिनांक २१ ,२२ जून २०२१ रोजी संपन्न झालेल्या 'एकविसाव्या शतकातील मराठी नाटक' या सेमिनारमध्ये सादर केला गेला. या निबंधास द्वितीय क्रमांकाचे पारितोषिक प्राप्त झाले. (सेमिनार आयोजक : श्री. एम. डी. शाह महिला महाविद्यालय, श्रीमती पी एन दोशी विमेन्स कॉलेज, श्रीमती अंबिकाबाई जाधव महिला महाविद्यालय, एल जे एन जे महिला महाविद्यालय )

## AI Applications in Flipkart

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### Abstract:

Industry 4.0 is revolutionizing the way companies manufacture, improve and distribute their products. Manufacturers are integrating new technologies, including the Internet of Things (IoT), cloud computing and analytics, and AI and machine learning into their production facilities and throughout their operations. Flipkart has harnessed technology to drive path breaking, customer-focused innovation that makes high-quality products accessible to Indians, besides making the online shopping experience convenient, intuitive and seamless. These innovations range from designing intelligent buying experiences and building customer trust, to Fin-Tech (financial technology) that improves customers' access to affordable shopping. At Flipkart, technology serves a purpose. Innovation drives solutions. At the core of Flipkart, technology mission to innovate for India is the evolving Indian customer.

### 1. Introduction

Flipkart uses artificial intelligence to create personalized search recommendations for its users. Given that India's customer base is vastly diverse, the firm is applying image recognition — a deep learning application — for suggestions, product discovery, product grouping, and catalogue search. Driving the wheel of innovation forward, Indian Commerce player Flipkart wants to build human brain-like capabilities to sell smarter to its more than 45 million registered online buyers, by employing big data analytics, the experience of social shopping, and its mobile-first approach. Flipkart has always been committed to its vision of transforming commerce in India through technology. Given Microsoft's strong reputation in



cloud computing, coupled with scale and reliability, this partnership allows us to leverage our combined strength and knowledge of technology, e-commerce, and markets to make online shopping more relevant and enriching for customers. Flipkart is one of the platforms which has been employing AI-based deep learning as well as ML models for dealing with any last mile delivery problems, which aids the platform in saving both resources and time at the various levels of order management.

## **2. RELEVANCE/IMPORTANCE OF RESEARCH**

The importance of doing the research was finding the reason how has Flipkart applied AI based deep learning and machine learning model that has helped Flipkart at different stages in becoming the e-commerce giant. To understand how Flipkart has made use of changing technology and applied it in the organization for better customer satisfaction and customer service.

### **3. Research Methodology**

#### **a. Objective of Research**

- To study how artificial intelligence (AI) works in Flipkart
- To know the role of big data analytics in Flipkart.
- To understand the Machine Learning systems of Flipkart.

#### **b. Sources Of Data**

We had majorly collected the information with the help of a secondary method. We had referred through various links and websites on the internet.

#### **C. Analysis Tools**

We had used qualitative analysis tools for AI applications in Flipkart.

## **4. Research Content**

### **4.1. Artificial Intelligence**

India has a wide and largely diverse section of customers, the platform has been implementing image recognition for services like recommendations, the discovery of the product, catalogue search as well as product grouping. Various leading e-commerce platforms have been employing technologies for developing products of better quality, providing enhanced user experience, resourceful logistics, targeting the correct demographics, and becoming the favoured option for their target audience. These insights are effective for the platform to enhance the online shopping experience of its customers. Flipkart has been adopting artificial intelligence for executing a series of tasks ranging from extracting insights through the behaviour of customers and their reviews, averting transaction fraud, consumer support, logistics, and warehousing, estimating product popularity, image speech, and text processing, intent modelling, conversational search, discovery, forecasting, pricing, address understanding, and contriving separate items or private labels through AI and ML models. From 2020, Flipkart had set up the Voice Assistant feature on its platform. It has allow customers to explore and purchase products more easily. Users use voice commands in varied languages, be it Hindi or English. Having liberty over their products, enables the platform to be able to straightforwardly focus on the issues faced by the consumers and become their favoured option.

#### **4.1.1. Applications Of AI In Flipkart**

##### **• Customization To Deal With Consumer's Issues**

Flipkart has embraced artificial intelligence to develop customized search suggestions for their customers. Since India has a wide and great extent of customers, the platform has been implementing image recognition for services like recommendations, the discovery of the product, catalogue search as well as product grouping. Natural Language Processing (NLP) is adopted for Chatbots, in which the platform consistently gains knowledge through each customer interaction that takes place. It additionally helps the platform in avoiding any unnecessary or intentional negative reviews.

### • **Detecting Issues And Developing Solutions**

While numerous companies are now well equipped with automated systems, meticulous tasks like troubleshooting are still generally handed over to the firm's actual employees. To counter any mistakes made in this area, Flipkart is one of the platforms that has been utilizing AI based deep learning as well as ML models for managing any last-mile delivery problems, which aids the platform in saving both resources and time at the various levels of order management. Artificial Intelligence has helped the platform in detecting and classifying addresses authentically, minimizing the span of delivery by a minimum of 3 hours per hub. Artificial Intelligence has played a role in identifying such frauds.

### • **Project Mira**

Flipkart's "Project Mira" was introduced back in 2017 as an artificial intelligence project which focused on making online shopping as personal as the experience of offline shopping. With a certain small percentage of the shipments being returned to the platform daily, the platform determined that this was caused owing to the gap existing between the expectations of the customer and the delivered item's quality. The project developed after examining the patterns of product returns which compelled the platform to set up a tool with the goal of assisting its buyers in buying whatever they prefer.

### • **AI For India**

Flipkart has additionally set up AI for India in 2017, as an endeavour to take advantage of the opportunity gained from the heightening number of users on the Internet and the rising use of smartphones among the general population in the present modern era. Through AI for India the platform is utilizing artificial intelligence more boldly to improve service differentiation, enhance user experience, and for automating the back-end procedures.

### • **Voice Assistants**

In June 2020, Flipkart set up the Voice Assistant feature on its platform, for making the buying experience easier and more organic. Being set up in Flipkart's grocery store, Supermart, the Voice Assistant has allowed customers to explore and purchase products more easily by adopting voice commands in varied languages, be it Hindi or English. This AI powered, voice-first platform has been developed to be equipped with solutions for Speech Recognition, Natural Language Understanding, Machine Translation, as well as Text to Speech for Indian languages. These solutions have the capacity of absorbing vernacular languages like Hindi, e-commerce categories and products, and tasks like locating a product, comprehending the product details, placing an order, and so forth. The AI platform has been developed to inadvertently detect the language the user speaks, and then translate, transcribe, transliteration, or comprehend in real-time.

#### **4.2. Role of Big Data in Flipkart**

Flipkart has ramped up its capabilities with Big Data analytics by which it is winning the battle of achieving superior customer satisfaction and better decision making. Wonder how did Flipkart come to know about my choices and preferences? Right from the strategy, marketing, retail, products, logistics, consumer experience to corporate strategy Data Analytics serves the entire company. Flipkart for the value proposition provides its customers access to an affordable, high-quality assortment of products and creates a great shopping experience. Based on these, building the right selection is a tricky problem for any seller.

To give the best selections of products to the customer, companies perform 'Data Mining'. Millions of search queries and browsing patterns are to be mined to arrive at the attribute of a product that a customer wants to buy. These attributes can be the price, size, brand, fabric, and pattern of a product. In addition to this, external information from Google and the market study of the competition is done of both online and offline retailers.

Flipkart uses big data analytics to streamline its management processes. For instance, Flipkart relies on big data to ensure top-notch supply chain management. Flipkart improves its algorithms to accurately predict delivery dates, increase warehouse automation, and optimize routes through advanced mobile technology. Big data analytics is playing an instrumental role in improving supply chain management. It resolves several pain points at strategic, operational, and tactical levels. Big data is making an impact on all supply chain activities. It ranges from improving delivery times to identifying ways to reduce the communication gap between manufacturers and suppliers. Analytics reports enable decision-makers to achieve operational

efficiency and monitor performance to improve productivity. Supply chain analytics augment data-driven decisions to reduce costs and improve service levels.

### **4.3. Cloud Computing**

Flipkart will use Microsoft's public cloud computing service. Public cloud is an industry term for using technology on a subscription basis through the internet. In June 2020, Flipkart has partnered with Microsoft to use the Windows Azure technology platform to scale up its e-commerce business. One of the initial steps undertaken following the partnership between the two firms was Flipkart taking up Microsoft Azure to serve as its exclusive public cloud Computing platform. Flipkart discussed its plans of utilizing AI, analytics capabilities as well as machine learning in Azure, like Cortana Intelligence Suite and Power BI, to optimize its information for innovative merchandising, customer service, marketing as well as advertising.

### **4.4. Machine Learning System of Flipkart**

Machine learning also adds another level of personalization to a firm's efforts. Flipkart is researching machine learning-based applications to improve product search. Their machine learning

models can recommend products based on users' search patterns, size preferences, past purchases, conversion rates, followed, and so on. Those customers are more likely to buy. According to Flipkart, machine learning recommendations had already shown a 10% rise in click-through rate. The platform's machine learning models suggested items based on search patterns of the users, their size inclinations, earlier purchases, conversion rates, the brands they pursue, etc.

Solutions that process natural human language data can automate processes and reach different audiences. Natural Language Processing (NLP) is another application that Flipkart is leveraging to help moderate or clean up the reviews section particularly during big sale days this is especially important for Flipkart as nine out of 10 new Internet users from India speak only an Indian language.

#### **4.5. Pandemic Strengthened Walmart Owned Flipkart's Marketshare**

To strengthen the Walmart shops, Flipkart also launched its business-to-business marketplace, Flipkart Whole, in August. The platform began by catering to fashion merchants and connecting them with the local suppliers. More recently, Flipkart Wholesale expanded into home and grocery. The portal includes checkout financing options, as well as data-driven product recommendations that merchants can use as a guide when restocking their stores' inventory.

Walmart has also been heavily investing in its Indian warehousing capabilities via Flipkart. Flipkart had struck a deal with the logistics giant Adani Group to build a 534,000-square-foot warehouse and data centre. The deal is expected to help Walmart gain a bigger fulfilment presence in the country via Flipkart. According to Adani, the facility can hold up to 10 million units of the inventory is set to become operational in 2022.

### **5. Limitations of Research**

The limitation of the research was that there was a time limit for doing the research. The research was based on only secondary data

we were not able to collect primary data because of time restrictions and unavailability of resource person from the company too.

## **6. Conclusion**

Over the recent span of years, Flipkart has been ruling and dominating Indian e-commerce, its adoption of artificial intelligence playing a most important role in its advanced services. The platform has gradually revolutionized the shopping approach of the audiences by paving the way for aspects like reasonableness, convenience, and affordability in the field of retail. The platform has consistently focused on expansion and progress by making use of automation, artificial intelligence, and bots as its most important weapons to propel its path. Flipkart has an understanding with their associates for order tracking, reconciliation. The Customer is also updated about the status of the shipment via messages, email, or through the websites. Flipkart is also taking care of the after-sales needs of its customers with regards to the delivery of an item or addressing grievances including delayed delivery by the logistics partner. All this has been done by efficient and effective use of AI applications.

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## Student's Time Management

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### Abstract:

Time is something that cannot be manufactured; managing time means understanding and managing yourself in the sense like doing things in time and working on time. Time Management refers to managing time effectively so that the right time is allocated to the right activity. Managing time is not about as many tasks as possible into one day, but it's about how you simplify your work by managing on time. It plays a very important role not only in Organizations but also in our personal lives. Time management strategies allow you to plan out your time so that you can get things done and have a more balanced, less stressful life.

It is a process in which we plan and control how much to spend on specific activities. It gives extra time to spend in your daily life. Managing time well leads to more opportunities and less time. Individuals who practice good time management are able to better achieve goals and objectives, and do so in a shorter length of time. A proper time management strategy depends on how you use your time, what methods you want to apply and how long does it take.

### 1. Introduction

Time management is one of the most important components in work life balance. Work-life balance is a state of being where professional matters do not interfere with personal relationships. We schedule all our duties and tasks by adjusting our time. Without time management it is difficult to have a work life



balance. Time management helps you prioritize your tasks so that you ensure you have enough time available to complete every project. Improving time management at work allows to enhance the performance and achieve desired goals with less effort and more effective strategies. Effective time management skill will always have a positive impact in the work life and in the personal life also. By maintaining a proper time management, it helps to do all our duties and tasks on time.

In today's busy world and work schedule, time management for students are increasingly important. Time is the key factor in this competition driven world, one should be able to manage time, because for students time management skills is very important and without the skills of managing time they will not be able to win the race. It is widely known phrase that "If you value time then time will value you ". For students, creating a timetable and strictly following it is the stepping stone towards being effective, efficient and productive.

## **2. Relevance / Importance Of Research**

By doing research on student time management we have seen that student with poor time management or being not able to schedule their time have lots of stress they rush in last minute and try to catch up. By doing this we got knowledge.

## **3. Research Methodology**

### **a. Objectives of Research**

1. To know how time management helps to keep our work life balanced.
2. To analyse what are the benefits while executing the works according to the plan.
3. To analyse how students keep their work life balance with the help of time management skills.

### **b. Sources of Data**

We had majorly collected the information through Primary data by conducting a survey on the topic ' Students Time Management' through Google forms. We had also used secondary data by referring through various links and websites.

### **c. Analysis tools**

We had use qualitative as well as quantitative analysis tools for doing research on the topic 'Students Time Management '.

## **4. Research Content**

Time management involves an act of juggling between various demands of a person relating to work, social life, family, hobbies, personal interests and commitments with the boundedness of using time effectively gives the person choice on managing activities at their own time and comfortless. Initially time management referred to only business or work activities, but eventually the term broadened to include the personal activities as well. Time management system is a designed combination of processes, tools, techniques and methods.

Time management is an art, in which a person can succeed only when he practices managing time for himself. Time management is important and it is used by everyone in every aspects/ walks of life like students, teachers, business leaders, politicians, CEOs, labourers, writers, working professionals, home makers, actors and consultants, etc. Thus time management is needed by anyone who performs to some task or the other. In today's world, time management skills for students are increasingly important. For students, managing time is like they have to cover a lot of things before the year ends, they have to complete all the things which are there in their syllabus, without time management skills nobody is going to win a race. In today's time, students are not only managing their study

related activities but they are also doing extracurricular activities in school/college, practicing their hobby/skills, sometimes because of their financial conditions students are also working for a part-time job.

### **a. Need for Time Management in Students Life**

Need for managing time is increasing day by day for students. Every person has only 24 hours in a day. It depends on the students that how much he/she can achieve in a day it all will depend on the students individual energy, how she/he uses his resources, skills and capabilities in managing time between his/her school/college life and personal life.

Needs for managing time for students are as follows:

1. Helpful in setting goals
2. Plan task effectively and save time
3. Take rapid actions and work smart
- 4 Achieve Personal/ Professional goals.

### **b. Importance of Time Management in Students Life**

Importance of time management is increasing especially for students who at this age juggle between different priorities of life such as study, work and family. More than school students Life, “College life is like juggling many balls at a time and trying not to drop any of the balls “. Effective time management are especially important for college students. Good management skills can help keep them on track and reduce time and stress as they take on more work.

### **c. Impact of Poor Time Management in Students Life**

Sometimes there does not seem to have enough time in a day, and we see that things do not go according to what we planned. Many students complaint about running out of time when asked to do certain task, they get frustrated and stressed if they are not

able to complete the deadline. Poor time management impacts every area of your life, from work to relationships. Poor time management will lead students nowhere in their life. Some of the symptoms of poor time management are:

1. Procrastination
2. Poor punctuality
3. Poor performance
4. Lack of energy, etc.

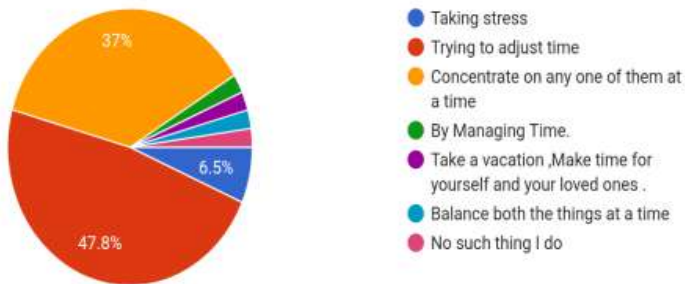
#### **d. Findings of the Study (Analysis)**

We had conducted a survey through Google forms about time management in all the 3 classes of BMS department. In our survey we had basically focused on "How students manage their time between personal and college life?" "In total we got 47 responses. From TYBMS class we got 45.7% of responses. From SYBMS class we got 30.4% of responses and from FYBMS class we got 23.9% of responses.

- Our first question was opinion based question that is "What do you think about time management?" So there were many opinions in which some of them are as follows:
  1. Time management is very important in our life. Time management helps you to be successful in life.
  2. Time management is important without it we will not be able to complete the work on time.
  3. Time management is managing everything in busy schedule.
- Our second question was "How do you balance your emotions between personal and professional life?"

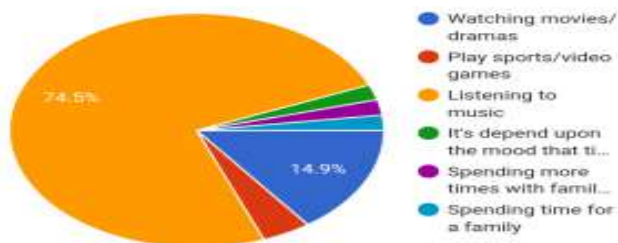
We got various opinions/responses. Total 48.9% people said that they try to adjust their time. 36.2% students told that they try to concentrate on anyone of them at time. 6.8% students take stress

as they are not able to handle their emotions. 8.5% students had given their own opinion like they manage time, balance both the things at a time and sometimes they take vacations. (Refer pie diagram no. 4.d.1)



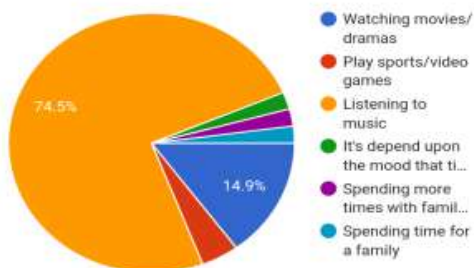
- Our third question was “What are your ways to take time for yourself between personal and professional life?”

We got various opinions/responses. 74.5% students said that they prefer to listen to music. 14.9% students watch movies/dramas. 4.6% students say that play sports/video games. 7% students prefer to spend time with their family. 2% says they do things depending on their mood. (Refer pie diagram no. 4.d.2)



• Our fourth question was “How do you utilize your time in lockdown period?”

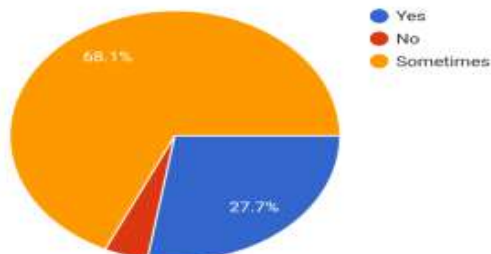
55.3% students said that they had enhanced their hobby/interests in lockdown period. 23.4% students said that they attended training sessions/webinars. While 17% students said that they learned new technology and remaining 4.3% had given their own opinion of doing yoga and exercise. (Refer pie diagram no. 4.d.3)



Pie diagram 4.d.3

• Our fifth question was “Do you manage your time as you schedule?”

68.1% students said they sometimes manage their time as per schedule. 27.7% said yes they can manage their time as per schedule. While 4.2% said no. (Refer pie diagram no. 4.d.4)



Pie diagram no. 4.d.4

- Last question was also opinion based question “How do you manage your house and office work at home?”

There were many different opinions of students. Some of them are as follows: 1. I focus on what is important and what can be done later.

2. I complete house work before starting office work and then manage the office work on time.

3. I make a to-do list for the day.

Perspective of seeing time management had changed due to Covid-19 pandemic and nationwide lockdown for every person in the world and our country. But for students especially in India, it was a very big change for managing time as they did not have a habit of attending online lectures. In initial days, there were problems in managing time but now it had become a new normal in students as well as every person's life.

## **5. Limitations**

The limitations while doing research paper we faced some problems like time management is very huge topic to present and to focus on. There are lot of fields to focus like employees, businessmen, teachers, doctors, engineers, etc. But we choose to focus on students because now day's students need to be very careful about their time management. For Ex. Students need to manage their time for projects, presentations, assignments, exams. So if students schedule their time properly then they will complete all tasks on time.

## **6. Recommendations**

- Start with the most challenging parts of projects, then, either the worst done. Or you may determine you don't have to do all the other tiny tasks.
- Prepare and develop a list of particular things to be done every day, set your preferences and get the most influential ones done as early in the days as you can. • If you have to

handle too many tasks in a single day then you need to start using some mobile apps for time management that will make multitasking easy. Week plan helps you highlight which tasks are important and which ones can be taken care of later. • Teach yourself and learn how to find pattern in everyday working activities with the “What I did yesterday” game. This will help to improve your memory sharply every day.

## 7. Conclusion

By doing research on time management we studied about a lot that what is time management, what are various ways of handling or tackling them, why there is a need and importance of it, what are the impacts of poor time management if students don't handle it properly, etc. like our energy and money time is finite sources, so it needs to be managed effectively. After analysing results from Google forms, we came to know different views and opinions of students, how they manage time, do they feel emotional changes, etc. we came to know that they are only few students who know the technique and skills of handling time. Many of them are not able to apply it in their lifestyle. So if they manage their time effectively and efficiently no one can stop them because they can become successful.

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## The Effect of Technology on Work Life Balance

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### Abstract:

From the industrial age to modern day, technology has improved the working conditions. This made working from anywhere easier than ever. In this research paper, an attempt has been made to find the aid and spoiler of technology in work place. Balancing the work and life is difficult as making time for personal lives and professional work at the same time is a challenging task. Work- life balance reduce the stress and this has been explained how. New technologies have literally dissolved the boundaries between the work and home lives. Electronic tools have increased the ability to work from home. Employees who use the internet for work purposes at home are doing so on their own terms resulting in a perception of having more control and flexibility. We are a key point in our lives to learn technology and make it an aid in our lives by making sure technology does not become our master.

Keywords- work-life balance, reduces stress, new technologies, control and flexibility, key point.

### 1. Introduction:

Work-Life is a concept that describes the prototype of splitting one's time and energy between work and other important aspects of their life. Achieving a work-life balance is a daily challenge. It can be tough to make time for family, friends, community participation, spirituality, personal growth, self-care, and other personal activities, in addition to the demands of the workplace. Because many employees experience a personal, professional, and monetary need to achieve, work-life balance can be challenging. Employers can help

employees achieve work-life balance by instituting policies, procedures, actions, and expectations that enable them to pursue more balanced lives, such as flexible work schedules, paid time off (PTO) policies, responsibly paced time and communication expectations, and company-sponsored family events and activities. Thus this can make an employee happy and they will give their best in their work. Work-life balance reduces the stress employee's experience. When someone spends the majority of their days on work-related activities and feel as if they are neglecting other important components of their lives, stress and unhappiness result. An employee, who doesn't make time for self-care, eventually damages their output and productivity. The concept of work-life is changing rapidly: work and home are no longer two separate entities, placing. This merging of worlds has been coined recently in popular culture to describe the dissolving of boundaries between our work and home lives. This merging of worlds has been made possible by the arrival of mobile technologies and portable Wi-Fi, so work can be completed away from the office and we can maintain contact with our home lives even during a busy working day. On reviewing the research done by us it immediately becomes apparent that using mobile technology can offer both advantages and disadvantages to workers. But as well all know that work-life balance is an important aspect for a healthy work environment. Maintaining work-life balance helps reduce stress and helps prevent burnout in workplace. Importance Striking a balance between a career and a personal life isn't always easy. A demanding workload, combined with family obligations and personal interests, can leave employees feeling burned out and overwhelmed. Today's technology allows people to communicate with each other and access information at any time, from anywhere in the world. This round-the-clock access offers flexibility for employees, but it can also blur the lines between their work life and personal life. Does a late-night text from your manager need to be answered? When is it acceptable to put away your laptop and spend time with your family? Many people who telecommute full-time feel like they're always at the office, leading to higher levels

of stress and decreased overall productivity. So, it is very important for every employee to maintain a boundary between work life and personal life with increasing technology or without technology. Research Methodology This research was done with the help of secondary data and also primary data.

## **2. Objectives:**

- To analyse why work life is important.
- To analyses why people are not able to maintain work life balance.
- To see that how many offices helps their employee to maintain work life balance.
- To see what the effects of technology in work life balance are.
- To see what are the advantages and disadvantages of technology to work-life balance.

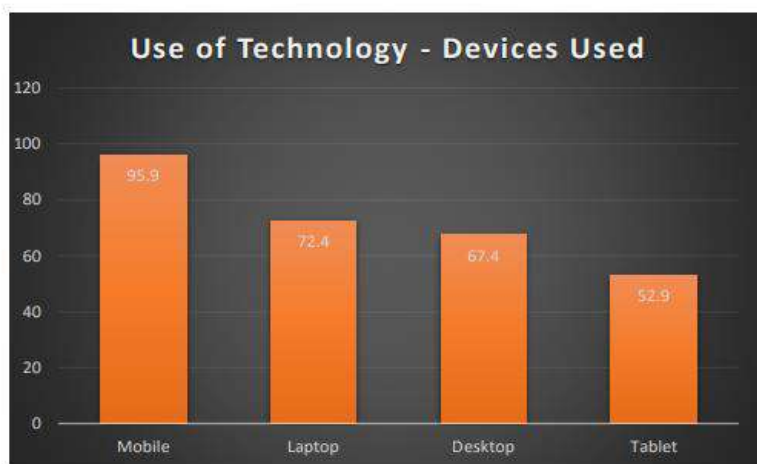
## **3. Research Content:**

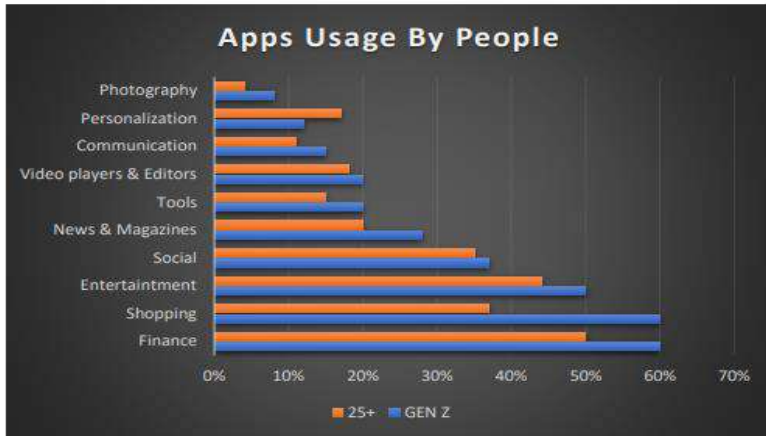
There are very few parts of life that remain untouched by technology in one way or another. From medicine to autonomous cars, we're advancing at breakneck speed, and in many ways, our lives are greatly improved because of it. In the workplace, advances in technology allow employees to work in new ways that weren't Possible in the past. Constraints, like location, have become more of a non-issue, and they are more connected to the office than ever before. However, when it comes to balancing those capabilities with their personal lives, it presents several pros and cons for work-life balance. With an entire suite of communication tools found on a single, pocket-sized device, it's easier than ever to get in touch with just about anyone these days, no matter where in the world they may be. And that includes the boss or employees. According to our research 65% of employees say that their managers expect them to be reachable outside of the office and many of them check their phone "frequently" or "rarely" when they are spending time with their family. However,

such easy accessibility, is taken as an advantage but it often comes at the expense of work-life Balance. As work-life balance is important to be maintained by every employee because if the employees work outside the office, they can have health problems like mental stress, physical pain like back pain, eye sight problem and many more, through our research we got to know that many employees are not aware that they are facing health problems through technology. Easier accessibility isn't always a bad thing. Smartphones have become a communications hub, and from our research we got to know that the professionals believe such technology able them to have more flexibility in their schedules. Working from home, a coffee shop, or on the road is a commonplace for many employees to do their work and according to the research done by us, such arrangements are being more openly embraced by employees. The ability to do their jobs from anywhere, if there's an internet connection or phone signal also makes it easier. From our research professionals report that they work "frequently" or "occasionally" during paid time off, which can significantly affect work-life balance. So, despite mounting deadlines and work commitments that show little mercy, it's important to learn how to draw a line between where the office ends and personal life begins. Advances in technology are also making the workplace more efficient. From time-saving apps to digital storage options that help reduce clutter. Workplaces are adapting in ways that let employees make better use of their time. Many everyday tasks are being automated, leading to increased efficiency that allows them to Work smarter and focus attention on the most important aspects of work while getting rid of wasting time. And with better efficiency comes more time to devote to passion projects, take a vacation, or spend time with friends and family. Through our research we also got to know that in their office employers try their best to help them to maintain work-life balance by giving them flexible working environment, respecting their life outside the office, granting permission to take holidays, giving them weekends free, arranging a one day trip for their employee for refreshing their mind, providing concealer when

they are in stress and many more and because of these employees get happy and they enjoy coming to office, give their best in their work and this helps the workplace to gain more productivity, they are stress free. This shows that maintaining work-life balance not only benefits employees but also the workplace too. But only time will tell what the workplace of the future will look like as technology continues to advance and our work and personal lives become even more entwined. Conclusion Technology is an opportunity for the people who are managing their work and personal life together. It helps people to do their work more effectively and efficiently. An aid for those who know how much and where to use it and also a spoiler for those who use it for no reason. This research made us understand how some people are just following on their work life due to ways provided to them. Also, we found some people are just loving their family, friends and work life by hanging over the technology provided to them. Today, people aren't understanding the usage of technology. Hence, we just mention that if people themselves learn the need of technology; it will surely be an aid in their lives.

#### 4. List of Tables





### Reference:

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## Work from Home

Students: Kanupriya Maruti<sup>1</sup>, Narayankar Priti<sup>2</sup>, Shivsham Vibhute<sup>3</sup>, Sakshi Kailas Chavan<sup>4</sup>, Akanksha Avinash Godke<sup>5</sup>, Department of Bachelor of Management Studies, Smt. P. N. Doshi Women's College Ghtakopar, Mumbai.

### Abstract:

Work from Home concept is new to majority of employees, as the COVID 19 has forced almost all the employees of all the sectors to work from home for the first time. The virtual way of working is become increasingly popular due to its potential for cost savings. It also a way for an organisation to be more agile and adopt to crisis such as global pandemic quite a few issues for employees related to communicate and application of ICT. The study found that willingness to work from home is entirely dependent on comfortable space at home, quite environment at home.

### 1. Introduction:

Work from Home describes a work being done remotely, instead of an office. The WFH many organizations transition their employees from the office to **work from home** model during Corona virus global pandemic. Modern working life adapted the system of work from home. Work from Home referred as the concept of working in a concern where the employees do not have to commute to a central and single place of work. The outcomes of these arrangements consists of both positive and negative. The working from home provides to employees more opportunity to focus on their work tasks. The regular face to face contracts with co-workers significantly reduce, when working away from the offices. This pandemic also affected educational institution, which lead to online classes, webinars etc.

### Importance of Study:



Most of employee like to do work from home. As we research this there are lots of reasons why its good fun employees to do work from home here are some of best reasons. They will more productive- they will be happier because they doing work on flexible hours/time, or spend time with their family, as per their respond they tired of daily routine like travelling time, rush hours, wasting money on travel, noise of outside but as per our research are found that they enjoy their working home environment because its very comfort, time saving, safest place, less travel costs.

## **2. Research Methodology:**

### **Objectives of research**

- To know the opinion of respondents towards work from home.
- To assess the willingness of respondents to work from home.

### **3. Sources of Data Collection**

We collect data from online sources, because it's a easiest way in this pandemic situation, we found some friends, family members in our contact and send them questionnaire from (Google form) and alsotalk with them on call and they give us important data.

We use Primary data collection from, we get responses of the 40 respondents working from home belonging to different sectors. Data is collected during 23<sup>rd</sup> Dec to 27<sup>th</sup> Dec 2020. Research Paper Presentation can be done by various method, like experimental method, survey method, Google form method, and sample method is used for this topic. Secondary data has been also

collected from various websites.

#### 4. Analysis Tools

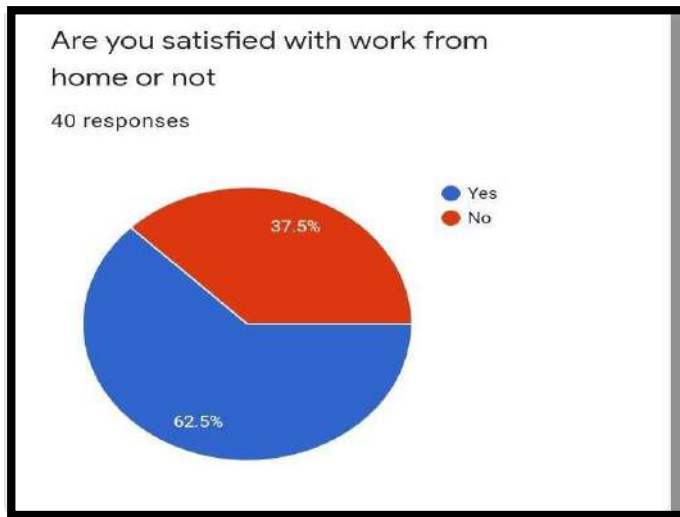
We analyse that different thinking about work from home  
analyse that different thinking about work from home

Do you satisfied with Work From Home?		Total number of respondents
Yes	No	
25	15	40
62.5%	37.5%	

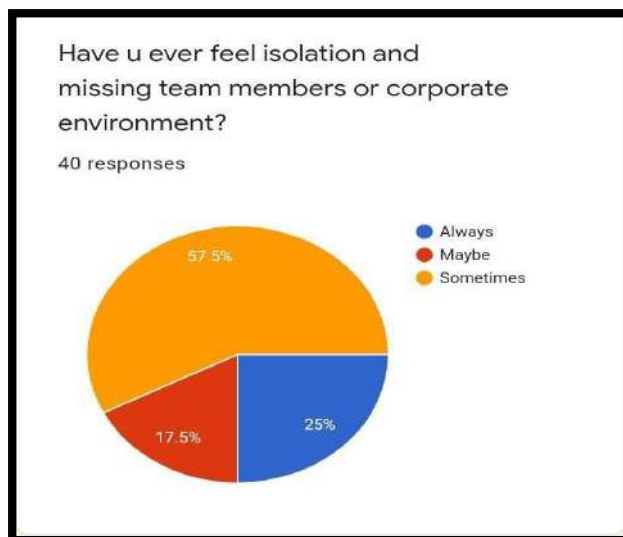
As per the above table, our employee's respondents out of 40 respondents there are 25 employees who are satisfied with their work from home, but in other hand there is 15 employees who did not like work from home.

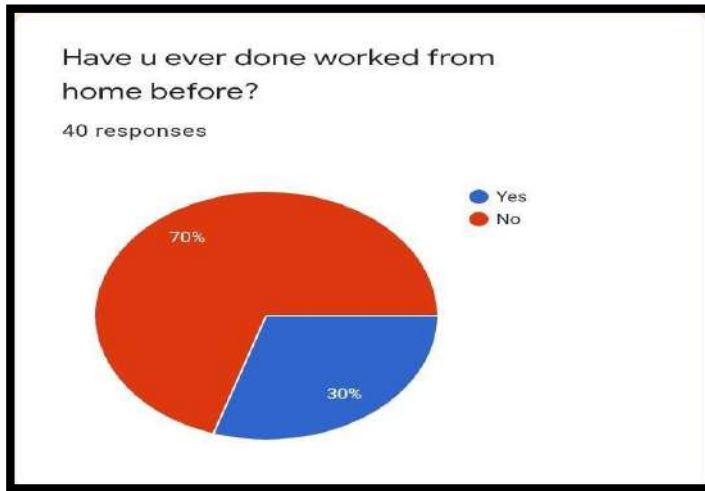
#### 5. RESEARCH CONTENT:

**CHART 1.1:** The out of 40 respondents there is 62.5% employees said that they are satisfied with work from home and the 37.5% employees are not happy with work from home.

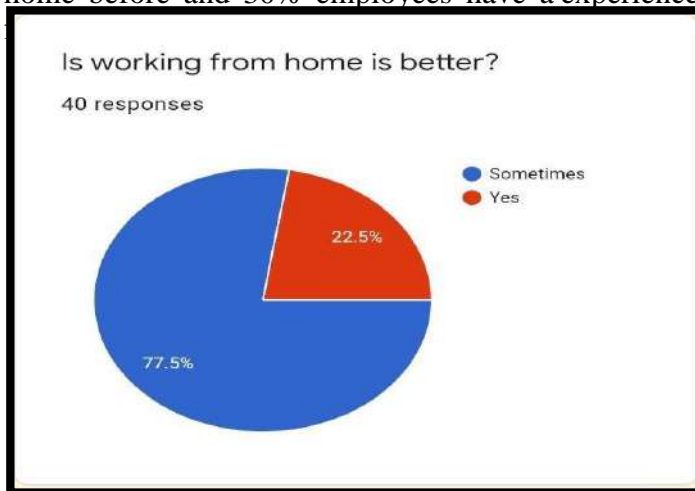


**CHART 1.2:** 57.5% peoples have sometimes feel isolation as well as missing team members or their office/corporate environment. 25% peoples are always missing their team members.





**CHART 2.1:** 70% employees are not done ever worked from home before and 30% employees have a experience of working



**CHART 2.2:** 77.5% employees are feeling sometimes better from working from home. 22.5% is sure about its better compare to office/ corporate work.

**POSITIVE ASPECTS:**

- Almost 10 respondents said that they enjoy work from home because they save lot more energy and travelling time.
- As per 2 respondents they like to spend time with their family, loved ones and according to that shift working hours.
- 5 respondent opinion that during this pandemic or working from home process we save lot of money (travelling cost) so it's beneficial.
- 5 of them said that no rush time, no noise, and no travel issues, less stress of traffic.

**Negative Aspects:**

- 4 respondents are opinion that "100% concentration cannot be done at the home, not able to manage balance personal and professional live, work from home very stressful.
- 2 responded said that extend of working hour without any extra pay

**6. Limitation of Research**

- Not getting professionally ready
- Missing team members and corporate environment
- work without pay
- Extended working hour
- Waiting for an answer

**7. Conclusion:**

Work from Home provides good earning option and we like to be productive and else we like to do things on our own. These are

some qualities by work at professionals. Work from Home is a new normal everyone wants to do new things in sitting at home safely. But if work not taken in schedule manner it can also lead to sleepless nights and stress ridden days.

**Reference:**

- [www.walkme.com](http://www.walkme.com)
- Employees feedback
- Researchgate.net
- (Google Form) created by us

## Contactless Transaction through Smartphone: Technology and Adoption

Students: Namrata Sharma<sup>1</sup>, Vinita Shrimali<sup>2</sup>, Jyotika Sharma<sup>3</sup>,  
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### Abstract:

Growth in the Indian economy and rising standards of living have made room for new technologies in Indian life, resulting in the development of an overabundance of technology based solutions. Smartphones are a multi-facilitated technological solution that can be used for everything from communicating with people to conducting financial transactions, researching, gaming, and shopping. Mobile payments are a recent trend that has accelerated recently as a result of a number of factors, including the government's promotion of digital India through awareness programs, demonetization, financial inclusion through JDY, UPI launch, telecom growth, and affordable internet access, affordable handsets, growth of e-commerce, new entrants in the m-payment industry, and, most importantly, a change in people's lifestyles as they seek practical solutions for everything. Whenever any new technology is introduced in the country usually advanced cities or metropolitan cities are the ones to adopt it more quickly relative to other cities and towns. So, this study takes an opportunity to study the adoption and usage of contactless transactions through smartphones in Mumbai city. The study had been focused to find the level of awareness and actual usage of mobile payment systems in Mumbai city. The main aim of the study was to know the technology behind mobile payment and also the security aspects.

**KeyWords:** Usage, adoption, technology, security

## **1. Introduction**

### **1.1. Brief History Of Currency And Payment Methods**

From livestock, shells, coins, and notes to now cryptocurrency, the concept of what might be termed money has evolved over time. Around 9000 BC, the barter system became a stepping stone in the development of trades of goods. Around 700 BC, with the invention of metallurgy, kingdoms recognized precious metals such as gold and silver to be money. In 1762 AD, a British banker introduced a new paper-based cheque system. Plastic money became a reality in 1946 and it is still been used, then a bank in Brooklyn introduced the credit card. In 2008, cryptocurrencies also gained the status of money.

### **1.2. Overview**

Smartphones play an important role in people's lives by allowing them to carry out daily tasks such as booking appointments, traveling, studying, networking, gaming, entertainment, shopping, and banking finances. Consumers are willing to shop using their smartphones because of its multi-functionality. Mobile payment is visioned to have a bright, as it is considered a killer app by many.

### **1.2. Technology**

Ericson and Telenor Mobile partnered in 1999 to offer users the first type of mobile payment. Since then, smartphone and computing technology has advanced at an exponential rate, and disruptive inventions such as cryptocurrency have turned upside down the banking system. As a result, a growing number of consumers are skipping cash and credit cards in exchange of a range of mobile payment options to securely complete transactions. Apple Pay, Android Pay, Samsung Pay, and other digital wallets aim to establish a cashless society in which people can pay for their things with their phone or smartwatch. All of the financial information is stored in the phone in these systems.



Whenever users wish to make a purchase, users can just utilize their phone's access controls to approve a payment, whether it's a password, fingerprint, or facial recognition. Now that chip readers are a part of our daily landscape, digital mobile payments via point-of-sale technologies may become increasingly convenient.

## **2. Importance Of The Research**

With the growing popularity of mobile payments, it's crucial to understand what motivates individuals to utilise them. In these digital eras, the cell phones/ Mobile phone market will never decline as per the predictions till now. In these upcoming technology worlds, we need to have the knowledge of using contactless payments. They also must be aware of the information we need to provide to an opposite person. Most importantly, they must be aware of the usages of the specific app which they might be using for day-to-day transactions. Hence the research aims to understand the adoption and usage of mobile payment and the technologies and the security used during mobile payment.

## **3. Research Methodology**

### **3.1. Objectives**

- To analyse the technology and security used behind contactless transactions through a smartphone.
- To evaluate the adoption and usage of mobile payments.

### **3.2. Sources Of Data:**

The research will be based on primary and secondary methods. The primary data has been collected through google form which was circulated through WhatsApp or word of mouth communication. And the secondary data was collected through internet, various website and research paper related to the topic.

### **3.3. Analysis Tools**

The research has been covered by the information received from

different respondents. The data has been analysed and evaluated in the quantitative form like pie charts, bar graphs, pie diagram.

### **3.4. Limitations**

There was paucity of time for gathering primary data. There was also limited access to data about technology used in mobile payment.

## **4. Research Content**

### **4.2. Overview Of M-Commerce**

Mobile commerce is the intersection of electronic commerce with emerging mobile and pervasive computing technologies. The most important application of mobile Commerce is Mobile payments, which transform a mobile device into a business tool that can replace bank, ATM, and credit cards. Mobile money can be freely transferred between users using either a local area wireless network or the wireless service provider's network.

### **4.3. Payment System**

Mobile payments are monetary transactions carried out through a mobile communications network using a variety of mobile user devices such as cellular phones, smart phones, PDAs, and mobile terminals. Customers today buy and pay for goods and services using their mobile phones thanks to mobile payment systems. The advantage of a phone card-based payment system is that the mobile phone replaces both the physical card and the card terminal. A mobile payment service includes all technologies available to users as well as all activities performed by payment service providers to complete payment transactions.

#### **4.3.1. Classification Of Mobile Payments**

##### **A. Proximity Payment**

When the payer and payee are in close proximity to each other, this type of payment is done in proximity payment. This kind of payment is ideal for use in stores as well as public transportation such as the bus and metro.

**a. Near Field Communication**

NFC is a wireless technology that allows data to be exchanged between devices over a short distance. The sharing of data can be used for a wide range of functions, including payment processing. NFC payments can be made using smartphones or PDAs that include radio frequency ID and are capable of producing low energy sensing technologies. Money is withdrawn from the card information saved in the device. Such technology can be found in Apple Pay and Samsung Pay.

**b. Sound - Wave Based Payment**

Sound signals are used to communicate payment details from the phone to the payment terminal. This technology can be extremely beneficial in countries where smartphones are still considered a luxury. All that is required is a simple software installation to turn any mobile phone into a payment processing device. It does not require access to internet.

**c. Magnetic Secure Transmission (Mst) Payment**

Magnetic waves are generated to replicate the magnetic strip present on cards in MST, which is analogous to sound-based payment. This signal causes the card terminal to act as if a physical card has been swiped. Card scamming and card loss can be avoided as a result of this.

**B. Proximity And Remote Payment**

This category of payments can be done when in both close proximity and even remotely

**a. Mobile Wallets**

These are virtual wallets that process payments using a secure and complicated method. It's usually a smartphone app that allows users to add money by entering their bank or credit card information. The phone works as a transmitter of payment information, and the extra

money can be utilised to make payments in person or via online payment platforms.

### **b. QR Codes**

Quick reaction is abbreviated as QR. QR codes are error-free, simple to create, and may be used for a variety of purposes. The money is transmitted to the payee by pointing the cell phone camera towards it after opening appropriate software. Because only pointing a camera phone is required, the code can be scanned from a distance.

## **C. Remote Payments**

This category of payments can be done remotely.

### **a. SMS Payments**

In this payment method, a text message including entire payment information in standard format is sent to a designated USSD code. The text message number is linked to the bank account, and each user has a unique MMID and MPIN. Money is credited from one's account and deposited in the target account after the security PIN is verified.

### **b. Mobile Banking**

It is a simple app that any bank develops and urges its customers to install on their smartphone. It can perform a variety of tasks, including checking account balances, transaction histories, account transfers, and statement generation. This relieves stress on bank staff, resulting in cost savings for banks. The phone number should associate with the account.

### **c. Internet Payments**

This is a type of payment that is made using a mobile browser such as Chrome or Safari and entering credit card information or by clicking on links, money is transferred to the payee. After payment is received, the digital bill can be issued to the customer through SMS or email.

#### **d. Direct Carrier Billing**

Instead of using a bank, mobile operators are used to make payments in this sort of payment method. There is a method for entering a phone number and having it authenticated, following which money is withdrawn from a prepaid account or added to a post-paid bill

#### **4.4 Vulnerabilities and Security Features**

Although no electronic payment method is completely safe, mobile tap-to-pay systems employ numerous levels of protection to lessen the risk of theft and fraud.

##### **a. Data Encryption And Masking**

Almost all mobile payment systems employ sophisticated techniques to conceal actual credit card numbers and other sensitive data. A specific token known as a device account number is used to hide genuine credit card details in contactless payment systems. In other words, you're not posting your credit card information to the public Internet for hackers to steal at any time when you add it to your Apple Pay or Google Pay account. As a result, credit card numbers are never sent over the Internet by mobile payment systems.

##### **b. Dynamic Security Codes**

Each mobile payment transaction also contains a randomly generated, transaction-specific security code that works similarly to the CVV number on the back of your credit card. The system is set up in such a manner that the DAN-code combination is always unique and must come from the transaction's individual device.

##### **c. Device Lock/Lost Mode**

Device lock or "lost mode" capabilities are available on many mobile tap-to-pay systems. These systems are often available from any Internet-connected device, and are handled by the mobile payment system's parent firm. Users of Google Pay, for example, may use the Android Device Manager to lock their devices.

### b. Credit Card Fraud Protection

Using a credit or debit card on a mobile payment platform does not invalidate the card issuer's fraud protection policy. So, if a criminal uses your Samsung Pay account to make fraudulent transactions on your Chase Sapphire card, Chase will investigate and, if necessary, provide a refund.

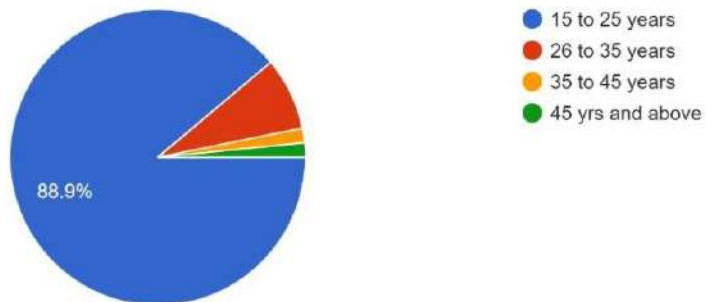
### c. Additional Protections

Samsung Pay, for example, features a biometric security mechanism in the form of a fingerprint scanner. Other mobile payment systems include retina scanners and heart rate monitors. New precautions are expected to make their way into present and future contactless payments systems.

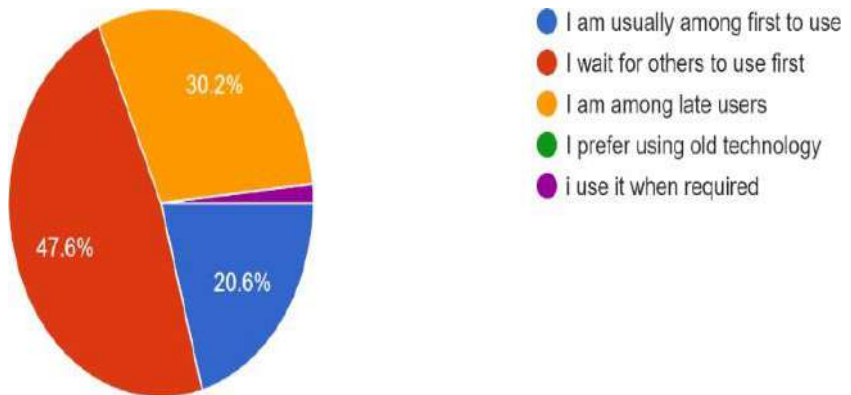
## 4.4. Data Analysis

Age

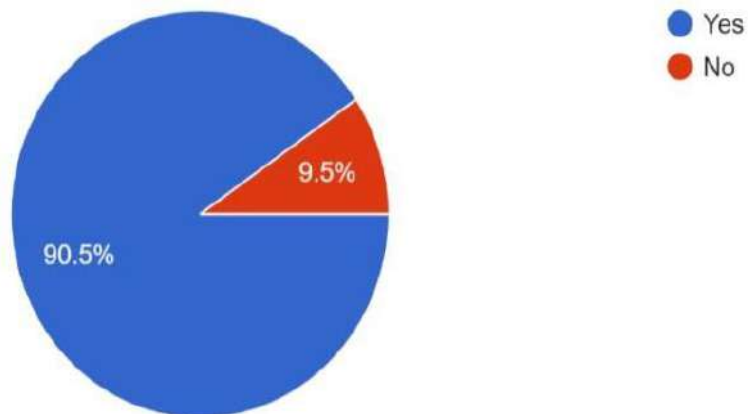
63 responses



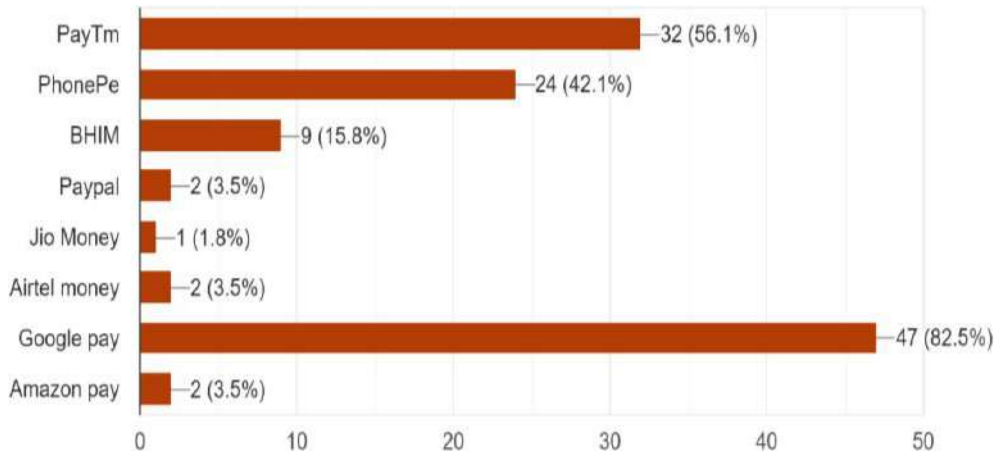
- **Behavior of the respondents towards new technology:**



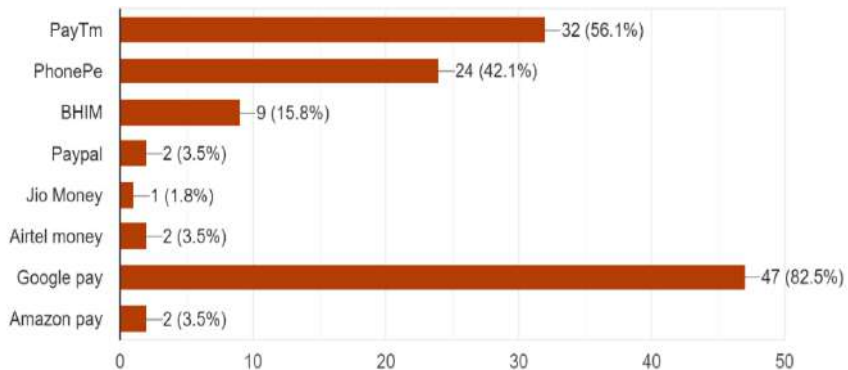
- **Percentage of respondents who use mobile payment**



- **Apps used by the respondents for mobile payment**

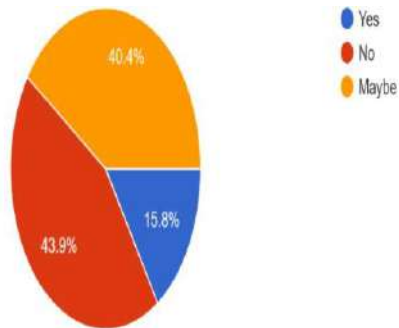


- **Problems faced by respondents while using mobile payment**





- **The feeling of the respondents about their financial data risk**



#### **4.4.1. Data Interpretation:**

90.5% of people use mobile payment for their needs like entertainment, mobile recharge, shopping, etc. The age group between 15 – 25 years is using mobile payment more. 43.9% feel that their financial data is not at risk while using mobile payments, but 40.4% do not know whether their data is at risk. According to the analysis, 47.6% wait for others to new technology first, this shows that there is some kind of hesitation still in people’s minds to use the newly launched technology first.

#### **5. Conclusion**

Right before our eyes, technological development is speeding up. Millennials have never known a world without personal computers, which are becoming increasingly powerful and accessible. People born after the year 2000, known as Gen Z, have never experienced a world without on-demand broadband Internet access. The availability of contactless technology infrastructure proves to be the most important factor conducing to the success of mobile payments based on NFC technology. The positive attitude of the users themselves towards new technologies may also have a significant impact on the development of NFC mobile payments. But to boost customer happiness and an organization’s value chain, the payment systems

should establish guarantee security at every level.

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<https://www.moneycrashers.com/mobile-contactless-cards-payment-technology/>

## **Work Life Balance (Meditation and Exercise)**

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### **1. Introduction:**

Work-life balance refers to the level of prioritization between personal and professional activities in an individual's life and the level to which activities related to their job are present in the home. A growing number of people are seeking health recovery treatments with a holistic approach to the human being. Meditation is a mental training capable of producing connection between the mind, body and spirit. Its practice helps people to achieve balance, relaxation and self-control, in addition to the development of consciousness. Exercise is a subset of physical activity that is planned, structured, and repetitive and has as a final or an intermediate objective the improvement or maintenance of physical fitness. Physical activity in daily life can be categorized into occupational, sports, conditioning, household, or other activities.

### **2. Importance Of Research:**

In today's world with this hectic work life is very problematic to cope up with the ongoing situation of world especially in this time course of Covid-19. Many of us are have issues related to health like breathing issues because of increasing population as well as population with many work life problem, studies, future goals, etc. It is also necessary to calm ourselves down through any medium one of it is meditation, it's a very useful method which can help you calm yourself and keep your life easy going. Meditation helps you in various ways either mentally or physically both i.e. Improved learning ability and memory, Improved focus and concentration, Increased productivity.

We all know that exercise is important in our daily lives, but we may not know why or what exercise can do for us. It's important to remember that we have evolved from nomadic ancestors who spend all their time moving around in search of food and shelter, travelling large distances on a daily basis. Exercise keeps you easy going your work schedule help you to energetically do your work. Many benefits which doing exercise can help us in fit and active mindset some of these important things are reduce stress, increase brain power, better sleep, motivates employees.

### **3. Research Methodology:**

#### **Objectives:**

- To find out the importance of meditation and exercise in today's work life.
- To analyze the effectiveness of meditation and exercise.

#### **Data Collection Method:**

##### **Primary Data :**

- Questionnaire Method
- Targeted general method

### **4. Analysis of Finding:**

The data collected was analysed in the qualitative and quantitative way for finding and making theresearch content and conclusion.

<b>Preference</b>	<b>Percentage</b>
Gym	39.%
Group Class	9%
Personal trainer	17%
Other	34%

- Preference of people towards meditating is less

- Meditation influenced their spirituality with high margin
- Peoples are self-educating themselves for meditating and exercise is more convenient

#### **Extremely important factor**

- Gym is good place for exercise
- Laziness is common factor which stops them from exercising and meditating

#### **5. Limitation:**

- People are least interested to participate in questionnaire
- People are lazy to do meditation and exercise

#### **6. Conclusion:**

The aim of this study was to find out how beneficial meditating and exercising is to maintaining the work life balance. Exercising and meditation also helps to reduced stress of the work life balance.

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<https://www.business.com/articles/fitness-office->  
[https://www.aami.com.au/aami-informed/your-health-and-  
life/your-health/benefits-of-meditation.html](https://www.aami.com.au/aami-informed/your-health-and-life/your-health/benefits-of-meditation.html)

## Simulating Virtual World in Gaming Industry

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### Abstract:

Virtual reality (VR) is a software-created artificial environment that is presented to the user in such a way that the user suspends disbelief and accepts it as a realistic environment. VR in gaming is becoming so popular that several large companies have begun to produce games using it. Its gaming popularity comes from its ability to stay up with advancements that might enhance the user experience. Virtual reality holds a lot of potential for the future since it provides a user with an immersive experience. The purpose of VR is to present humans with a virtual environment similar to what we have in the real world.

### 1. Introduction

A smart factory is another term for Industry 4.0. Cyber-physical systems, the Internet of Things, artificial intelligence, and virtual reality are the primary components. Virtual reality has exploded in popularity in today's globe. VR is a technology in which a software-created artificial environment is displayed to the user as if they were in a real setting. 'Why shouldn't people be able to teleport wherever they want?' Palmer Luckey, the founder of Oculus, stated. Today, you might use a VR headset to sit down and watch concerts, and travel across the world. VR is used in a variety of businesses (healthcare, education, military). Similarly, virtual reality (VR) is a most prosperous in the Gaming industry. It is the industry's most successful implementation of virtual reality gaming. Many huge corporations began developing games with the use of virtual reality to provide users with a variety of experiences. In recent times, VR in gaming industry has created a big challenge to the video game industry. As time went on, more developers were interested in VR gamers... To attract new users, the game industry is developing new concepts and

interesting features.

## **2. Importance / Relevance**

By researching VR technology, Researchers got to know how & when VR took place in the 21st century. Although VR technology is used in many industries our research focused on the Gaming Industry. This research will help us to know how the gaming industry is using VR technology on a large level. Researchers gained knowledge through completing these tasks.

## **3. Research Methodology**

### **a. Objectives of Research**

1. To understand how technology used in gaming.
2. To learn about the future of VR in gaming.

### **b. Sources of Data**

Researchers gathered the majority of the data from primary sources by using Google forms to collect the data on the topic of "Simulating Virtual World in Gaming." Researchers also referred to secondary material through numerous links and websites.

### **c. Analysis Tool**

For this research on the topic of 'Simulating Virtual World in Gaming,' researchers used quantitative analysis techniques.

## **4. Research Content**

In the 21st century, as part of the fourth industrial revolution, humans have invented and will continue to invent technology for many years. Virtual reality technology has gained more acceptance in industry 4.0 from individuals all around the world. Through software and equipment, VR allows users to experience a synthetic environment as if it were a real one. Sounds and vision 3D visuals are used to produce a flawless virtual reality experience (binaural audio). These provide consumers a strong sense of the virtual world's presence.

Ivan Sutherland and his student Bob Sproul devised virtual reality in 1968... The early look of VR was a scary and large-looking device after redressing and upgrading it was presented to the market. Virtual reality was quickly adopted by a variety of industries after its introduction to the market. Unexpectedly, the gaming sector is one of the main components of virtual reality. Virtual reality added a new dimension to the video gaming industry.

In the early to mid-1990s, the first VR video game was released. VR headsets, which consist of a head-mounted display with a small screen in front of the eyes, were often used to provide the illusion. Later, in the early 2010s, other businesses released next-generation commercial tethered headsets and diverse gaming styles.

#### **a. Advantages of Virtual Reality in Gaming.**

The popularity of virtual reality in gaming comes from its ability to keep up with new innovations that can improve the user experience. The game's VR development is possible due to interactive software and technology. VR games are experienced and controlled by body movements. The experience of VR games is driven by the fact that it

1. Capacity to immerse players in real-time games.
2. Allows the player to stay physically active while still having fun with classic games.
3. Stress reliever -as games provide a temporary escape from worry brought on by real-life issues.
4. Aids in overcoming fear.

#### **b. Growth rate of Virtual Reality in Gaming.**

The GMO survey looked at the most popular VR gamers in various countries. Philippines, Thailand, and Vietnam have the top three most popular PlayStations. PlayStation VR is the most popular in the Philippines. The device is used in 49.5 % of VR games. In China, PlayStation VR counts for 32.4 % of all VR games, whereas in Malaysia, VR counts for roughly 50.2 % of all VR games. Oculus



Rift, Samsung Gear VR, Windows Mixed Reality, and HTC Vive are the leading VR firms in the world.

### **c. Future of Virtual Reality in Gaming.**

Virtual reality is expected to grow in popularity in the gaming business, providing a more immersive experience than traditional gaming consoles. People can use a VR headset with a powerful laptop or PC. Many prominent corporations have revealed the immense potential of virtual reality. VR arcades will provide gamers with the option to play VR games on the greatest device at a reasonable cost.

The growth of VR is tied to the future of gaming. The global VR market is expected to expand to \$69 billion by 2028, indicating a promising future. Countries like India, South Korea, China and Indonesia would help the region's market flourish. According to consumer MMX data, India, Indonesia, Japan, & Australia will have significant gaming audiences & websites. VR gaming has a long way to go before it is accepted as a normal source of entertainment. It must tackle difficulties such as virtual reality motion sickness, cost of entry, a lack of games, clumsy headsets, and more. After overcoming the setbacks, virtual reality will take its place by becoming popular, though not the most popular sort of gaming.

### **d. Findings of the study (Analysis)**

Researchers had surveyed Google Form about simulating the virtual world in gaming. The overall responses were 86. In the gender sector, 60.5% are female and 39.5% are male and in the age sector, mostly belong at 18 to 25 yrs., which is 97.7.

#### **Awareness of Virtual reality:**

Many people have heard about virtual reality in gaming zones & used in education etc. So researchers received 79.1% said yes and in India, there is no use in day to day life of virtual reality, so 10.5% of people said no and some of them heard about VR but they don't know

exactly what virtual reality is. So researchers got 10.5% response for maybe. Figure No. 4. d.1.

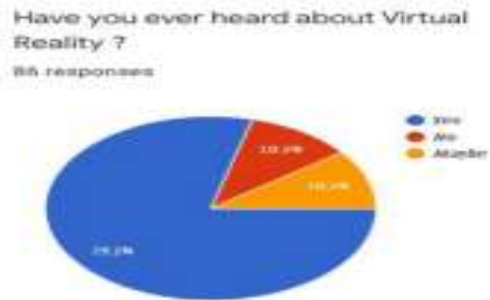


Figure No. 4. d.1.

### Common use of Virtual reality.

In total, 89.5% of people said that VR is mostly used in video games. 29.1% of people said they are also used in education. 11.6 % of people also share their personal opinion that in every field can use the virtual reality of work collaboration. Figure No. 4. d.2.

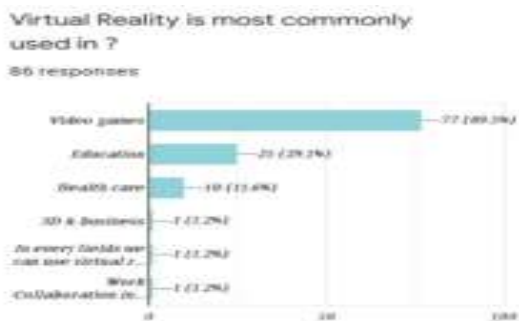
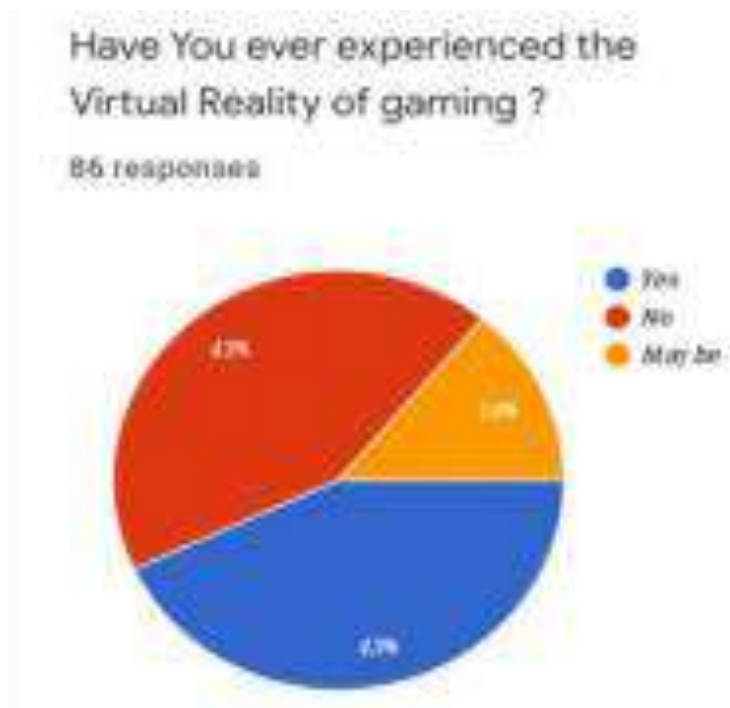


Figure No. 4. d.2. **Experience of virtual gaming:**

Researchers got various responses. 43% of people said that, yes, they

experience video games in the mall, 3D cinemas, etc. 43% of students said no for never experiencing the VR games. Figure. No. 4. d.3.

Figure  
No. 4.  
d.3.



**Equipment  
required to  
play VR  
games:**

62.8%  
of  
peoples  
have to  
play

with headsets with a smartphone. 24.4% of peoples said that they need equipment to play is a headset with a laptop and 51.2% of peoples said that they need to play with VR on the headset with the computer. Figure No. 4. d.4.

### What equipment do you need to play Virtual Reality game ?

85 responses

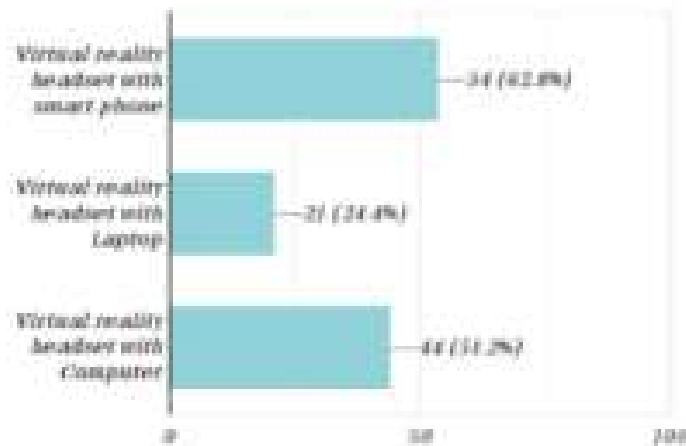


Figure  
re

No. 4. d.4.

### Willingly investment of people in VR gaming.

As 25.6% said yes, they have to spend money on VR gaming for entertainment. 34.9% said no they don't want to spend money in a gaming zone. And only 39.5% said that they may like some opportunities when they would like to spend money on VR gaming. Figure No. 4. D.5.

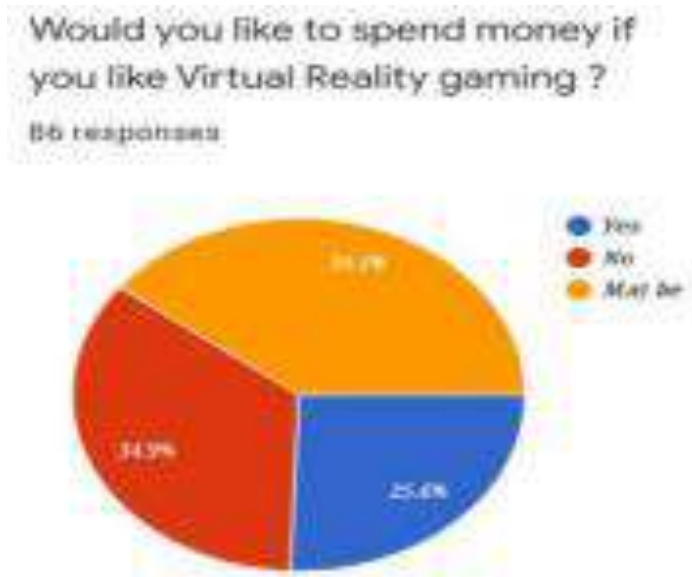


Figure No. 4. d.5.

### **Advantages of Virtual reality.**

57% said that virtual reality creates a realistic world. 27.9% of people said that it enables users to explore the places. 46.5% of the people said that through virtual reality, users can experiment with an artificial environment and 30.2% of the people said that virtual reality makes education easier and comfortable. Figure No. 4. d.6.

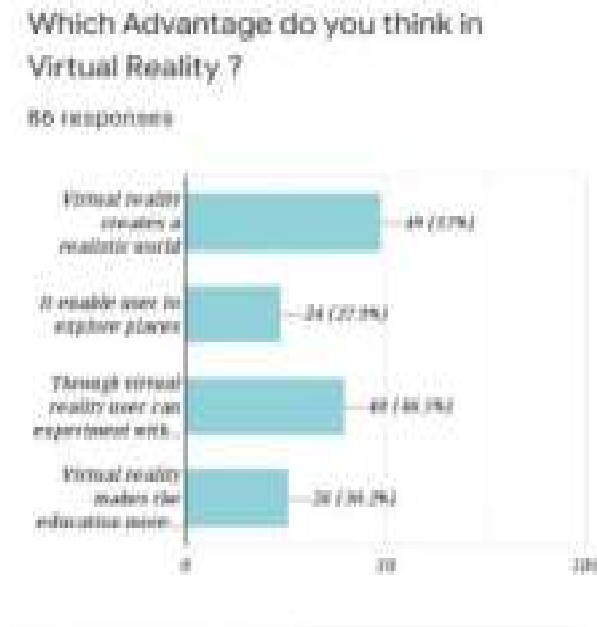


Figure No. 4. d.6.

#### Scope of Virtual reality gaming:

So here, 59.8% of the people said yes, they know in the future there is a scope or demand for virtual reality for gaming and people will also take more advantage of all things whichever they need to satisfy and 36.8% of the people said maybe in the future there will be scope for virtual reality in gaming. Figure No. 4. d.7.

Do you think in future there is scope of Virtual Reality of gaming ?

86 responses

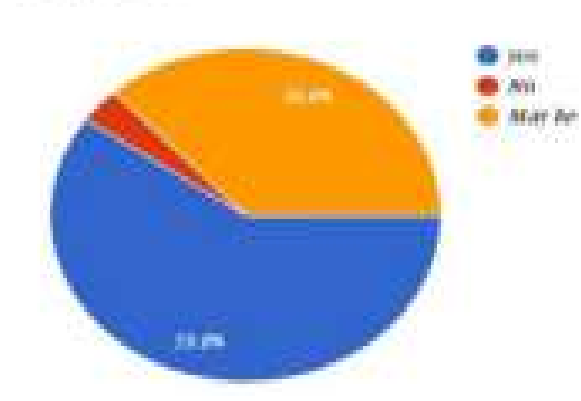


Figure No. 4. d.7.

## 5. Limitation Of Research

While doing the research paper researchers faced some problems. This topic, Virtual Reality, is very huge to present and focus on. Since, Virtual Reality is used in many industries like Healthcare, Education, Surgery, Automotive, etc. But this research chose to focus on Gaming industry. Because the gaming industry is one of the fast-pacing VR technology that people know about.

## 6. Conclusion

By researching VR, researchers got to know how, when and who invented this technology. How it started taking place in the market, and so forth. Though, industry 4.0 has a lot of technology, VR is still used in gaming. Researchers analysed how VR is used in games, its

benefits, and the growth rate in recent years, and the future of virtual reality in gaming business. After analysing the results of Google forms, researchers came to know, people are aware of VR, also the usage of VR in games. A percentage of people say they are willing to spend money on VR games in the future as they see a promising future in VR games. It means VR will have a large marketplace in the future.

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## E-Governance in Education sector in India

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### Abstract:

Education is one of the most important sectors in any country. It is the key to the national development. In India there has been dynamic changes in the education sector in recent years. Information and Communication Technology has helped India become a provider of world-class education. E-Governance helps in improving transparency providing speedy information, dissemination, improving administrative efficiency and public services in all the aspects of education. The management, faculty members, students and administrative staff get connected to the each other more easily leading to enhanced efficiency in delivering service by the way offaster dissemination of information that on a very low cost. It is an opportunity for international, cross-cultural and collaborative learning. Communication capabilities allow students and faculty to discuss issues online, to schedule collaborative sessions and to form groups that enable teamwork across geographic boundaries and extend learning beyond the classroom. India has one of the largest higher education systems in the world. E-Governance in higher education system enables various stakeholders to control the improved operational efficiency in various key processes like grants, utilization certificates, approval processes, feedback mechanism etc. this research will make an attempt to analyze the use of E-Governance in education sector in India especially in schools and colleges.

**Keywords:** E-Governance, ICT, Education sector, Quality Education, Information.

## 1. Objectives:

- To get detailed information about E-Governance and its uses
- To explore the use of E-Governance in education sector in India
- To justify that use of E-Governance is creating high impact on education sector and its

stakeholders

- To understand the utilization of E-Governance in improving efficiency
- To find out the role of E-Governance in changing the system of learning

## 2. Introduction:

The main purpose for introducing E-governance in education is to enhance good education. E- governance in education sector provides new ways of communicating to the students, new ways of imparting education and new ways of organizing and delivering information and services. E- Government can transform citizen services, provide access to information, to empower citizens, enable the participation in government and enhance citizen economic and social opportunities, so that they can make better lives for themselves and for the next generation. E-Governance refers to the use of the ICTs in public administration which, when combined with organizational

changes and new skills, are intended to improve public service and democratic processes and to strengthen support to the public. Implementing E-governance in educational systems will enable effective monitoring of academic standards. E-governance in education sector allows use of information and communication technologies with the aim of improving education, improving

information and service delivery, encouraging students' participation in the decision making process, making administration transparent and effective and give universities a new channel of educational

deployment.

### **Uses of E-Governance in Education sector:**

E-Governance can be called as revolution in the field of educational sector as it has changed the way administration is managed which is designed to make the system user-friendly, time saving and cost saving also. Many of the educators are flexible enough to adapt to the changing educational environment efficiently, quickly and effectively. It is an integrated solution in the education sector that facilitates the processing and maintenance of large volumes of information such as: registration, admission, student information, classes, time table, transport, attendance, library, salary, expenses, examinations, performance, grades, hostels, security, reports, management, transport, staff details, fees etc. among various departments in an institution.

### **Benefits of E-governance in the education sector:**

There are several benefits of E-governance in the education sector such as improved efficiency, increase in transparency and accountability of educational and administrative activities, convenient and faster access to services, lower costs for administrative services etc. The multi-faceted benefits of E-governance can be described as under:

- Increases the efficiency of the various departments and reduction in the duplication of work
- Easy preparation of reports
- Reduction in the harassment of the students
- Easy online information and submission of forms and payment of fees
- Connects the management, faculty members, students and administrative staff to the each other more easily leading to enhanced efficiency in delivering service by the way of faster dissemination of information that on a very low cost.

- Easy access to equal opportunity to information is provided regardless of one's physical location and physical disability thus removing distance barriers
- Significant reduction of transaction costs, time, space, and manpower.

### **E-Learning:**

E-Learning is the use of technology to enable people to learn anytime and anywhere. E- Learning can include training, the delivery of just-in-time information and guidance from experts. E-learning covers a wide set of applications and processes including computer-based learning, web-based learning, virtual classrooms and digital collaboration. The online method of learning is best suited for many people. This digital revolution has led to remarkable changes in how the content is accessed, consumed, discussed, and shared. Online educational courses can be taken up by office goers and housewives too, at the time that suits them. Depending on the availability and comfort, many people choose to learn at weekends or evenings

### **3. Research Methodology:**

The research methodology used for doing research on the current topic was conducting interview and survey method. It was an enlightening Process to explore the topic under consideration with the use of data collection. We have conducted google survey and personal interview from teachers and students. First we took the interview of Ms. Vidya Bhatt, Principal, secondary section, Smt. S. T. Mehta Girl's School, Ghatkopar (West), Mumbai.

The summary of interaction is given below:

Q1. How does E-Governance help in strengthening relationship with various stakeholder's in education sector?

Madam emphasized the need of technology in education and shared that Technology and education are a great combination if used together with right reason vision. Technology improves education to a

great extent and it has now become a need for revolutionizing education for the better. With technology, educators, students and parents have a variety of learning tools available at their fingertips.

Madam said that E-Governance is quite useful for different stakeholders such as:

- Teachers can collaborate to share the ideas and researches online.
- Students and teachers have access to an expanse of material.
- Online learning is now an equally effective option.
- Lesson plans can be submitted online.

She also stated that schools can have their own Apps where messages can be sent to right people without receiving unwanted responses or reaction, thus providing a better communication platform via its unique one-way communication chat.

- Students can apply for jobs online as well as fill forms and also they can seek financial grants.
- Admissions can be done through web enabled service.
- All day today activities can also be carried out through E-Governance like payrolls, financial accounting, and library system and personal record maintenance.

It helps students in exams/tests as well as the teachers can get training with regard to new

method of teaching and learning”.

Q2. Do you think government is successful in improving quality of education by introducing E- Governance? If yes, how?

She underlined the implementation of E-Governance in today’s education and said that E-Governance has helped in bringing transparency accountability and timely resolution of process vulnerability that exist within school education system. Technology has proved to be effective for making students efficiently adapt with

subjects like Maths. Out of several technologies there are 3 remarkable technologies. According to me, out of these technologies, important technologies include computer managed learning, comprehensive model and supplemental CAI technology. Quality of education has improved with E-Governance. Evidence also suggests that educational technologies can improve students' achievements so long as such tools are integrated thoughtfully into teaching and learning. When digital capabilities like online environments are incorporated meaningfully into instruction students have new opportunities to learn and achieve. Educators and educational researches should be encouraged to focus on determining how to better integrate the use of a given technology to facilitate learning rather than asking if it works or if one is more effective than other

In general, developing countries are lagging behind in E-Governance adoption compared to developed countries. E-Governance offers the potential to bring citizens closer to their government and regardless of the type of political system in country, the public benefits from interactive features that facilitate communication between citizens.

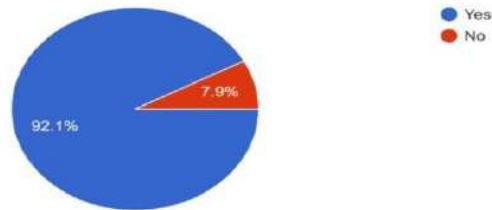
This interview was quite interesting and useful for current research topic as Madam Principal touched upon several aspects of education system in India which are getting transformed because of E-Governance. To further validate the research, we conducted survey through Google forms. The sample size was 38 and following questions were asked:

1. Do you think that the use of ICT is effective in learning lessons in schools?

Analysis: Here 92.1 % people agree with the fact that use of ICT is effective in learning.

1. Do you think that the use of ICT is effective in learning lessons in schools ?

38 responses



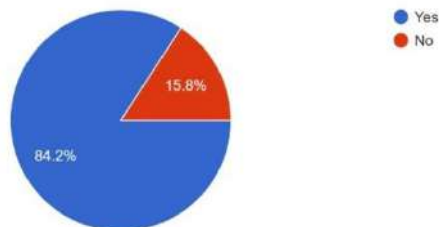
2. Should we use Social Media Platforms, such as YouTube, Wikipedia and publicly edited resources in our teaching?

**Analysis:** 84.2% people think that the resources available on Social Media Platform can be useful in teaching.

3. Do you think use of E-Learning is useful in Indian villages?

2. Should we use YouTube , Wikipedia and publicly edited resources in our teaching?

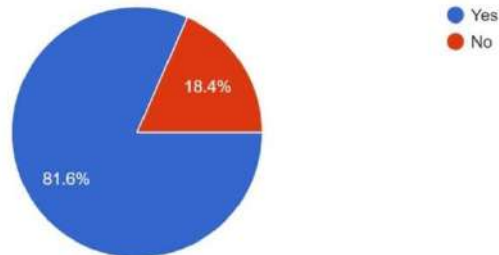
38 responses



**Analysis:** 81.6% people suggest E-learning to educate students in Indian villages.

3. Do you think use of E-Learning is useful in Indian villages?

38 responses

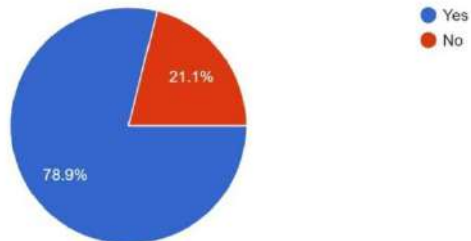


4. Do you think that the E-Governance through Apps is useful to connect with parents?

**Analysis:** Here 78.9% people are in favor of E-governance through Apps to connect parents with their child's educational progress.

4. Do you think that the E-Governance through Apps is useful to connect with parents?

38 responses



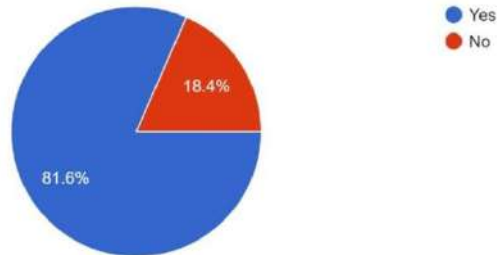
5. Do you think the online exams should be conducted?

**Analysis:** 81.6% suggest that online exams should be conducted.



5. Do you think the online exams should be used?

38 responses

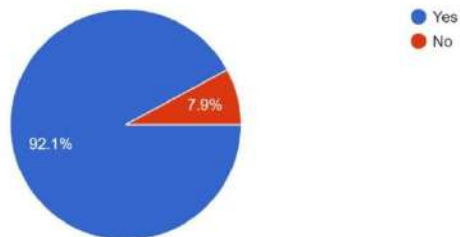


6. Do you prefer project based learning rather than traditional classroom lecture?

**Analysis:** 92.1% people support project-based learning over traditional

6. Do you prefer project based learning rather than traditional classroom lecture?

38 responses



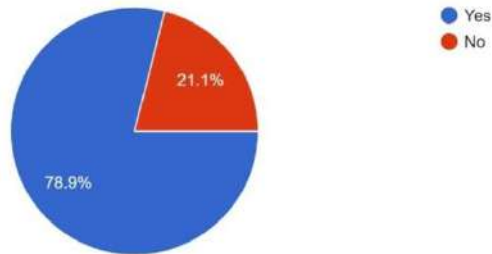
one as it seems more helpful for students to learn effectively.

7. Do you think that BYJU'S, RoboMate and Khan Academy these kinds of Applications are useful in child's education?

**Analysis:** Here 94.7% people think that the given Applications are useful to educate children as they give visual representation to learners.

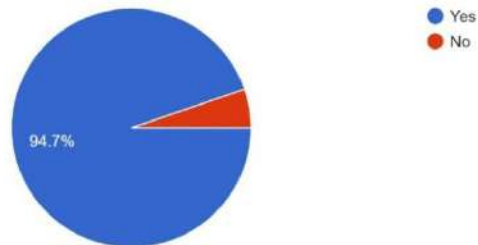
8. Do you have personal experience of E-Learning?

38 responses



7. BYJU'S , Robomate and Khan academy these kinds of apps are useful in child's education?

38 responses



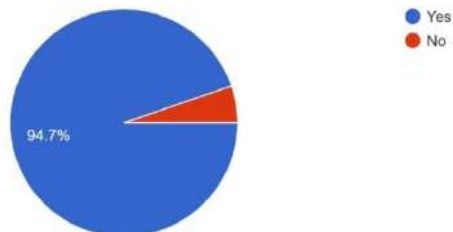
8. Do you have personal experience of E-Learning?

**Analysis:** 78.9% people had already used E-learning to get better educational experience.

9. Do you feel E-Governance is useful in a practical world?

9. Do you feel E-Governance is useful in a practical world?

38 responses



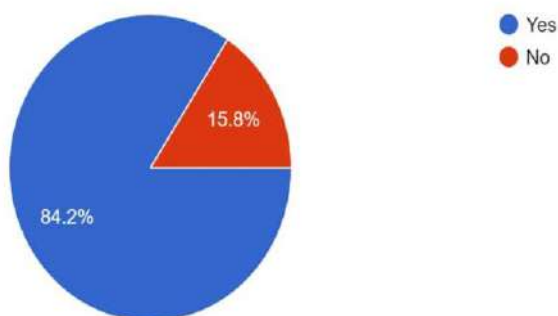
**Analysis:** Here 94.7 % people find these Applications to be useful

to educate children as it gives ~~via~~ representation to learners. Maximum people (94.7%) support to use E-governance to educate students.

**10.** Do you think degrees that we get from online courses are valid to apply for jobs?

10. Do you think degrees that we get from online courses are valid to apply for jobs?

38 responses



**Analysis:** 84.2 % find these online courses to be useful for their professional growth.

This survey was quite useful for the research as the opinion of young undergraduate students were collected. It was noted that even students are positively accepting and appreciating the use of E-Governance in education in sector in India. This is leading to more transparency and accuracy in maintenance of the system.

#### 4. Conclusion:

The most important driving force behind E-Governance establishment and development is Innovation. To achieve a world class standard in education in India it is imperative to have an

improved and innovative means of access to information all over the world which is possible only by the introduction of information and communications technology based E-Governance in educational institutions. For achieving the goals of efficient administration and to meet the challenges of globalization. It is necessary to implement fast and reaction based e governance into education sector.

The ways to enhance learning by enabling access to universal information are possible with the introduction of E-Governance initiatives. For lecturers, E-Governance programmes represent a change in the way teaching was imparted. For students, E-Governance has provided an alternative to the ways learning was done by implementing the means in which learning can take place outside the lecture hall.

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## Trauma of Partition reflected in Sadaat Hasan Manto's Toba Tek Singh

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### Abstract:

'No live organism can continue for long to exist sanely under conditions of absolute reality'

Shirley Jackson "The Haunting of Hill House"  
'Toba Tek Singh'

Manto in his stories deals with acute trauma, brutal violence and uprootedness caused by partition of India and Pakistan. Manto's short stories demonstrate the chaos and bloodshed during partition. The human value of a failing society and shape of government. Manto's stories are the live examples of human patience and some even triumph as he deals with fears, trauma and violence connected to partition. The short stories are raw and real; they capture the human dimensions of Partition. Rather than presenting authentic records of Partition that consists of data at the political department of India and Pakistani governments, Manto portrays the ruptures, dislocations and variations effected inside households and communities. The terrible pix of violence, craziness and dying that hang-out Manto's stories invoke an awesome worry of illogical violence at that time, questioning the basis of that violence, the motive behind Hindus and Muslims castrating each other and form of lunacy could mobilize humans throughout the border. The paper attempts to re-consider the locations and areas where India and Pakistan with reference to "Toba Tek Singh", "Tale of 1947", "Cold Meat", and "Dog of Tithwal".

Keywords: Violence, Trauma, Partition, Independence, India, Pakistan

## 1. Introduction

### Saadat Hasan Manto at a Glance

Saadat Hasan Manto was widely read and the foremost controversial short-story writer in Urdu, whose chronicle became a difficulty of intense discussion and introspection. Born in 1912 at Sambrala in Punjab's Ludhiana District. His career as literary, journalist, radio-scripting and film-writing longs for 20 years, wherein he produced 22 collections of short stories, a novel, 5 collections of radio plays, 3 collections of essays, 2 collections of private sketches and many scripts for films. Manto grapples with the profound disillusionment with the national projects of India and Pakistan on condition that both were revealed as a lie by the events of Partition. The texts are refreshingly frank in their treatment of sex, death, atrocities, and violence. There's a reason both the pre and post-independence state found his work sufficiently threatening to bring him informed blasphemy charges multiple times. His best works had been produced within the final 7 years of his life, a time of tremendous economic and emotional hardships for him. He died some months beholding his 43rd birthday, in January 1955, in Lahore.

### 2. Trauma Of Partition In Toba Tek Singh

A 20th century colonial Indian-Pakistani writer Saadat Hasan Manto's Toba Tek Singh, published in 1955 is an engrossing and profound book about the connection between India and Pakistan, an ironical on the concept of partition. Manto's writing is incredibly provocative in nature. His stories cover topics that are almost under no circumstances discussed in polite company and he doesn't retreat from highlighting the dark side of attribute. **“Toba Tek Singh”** deals with the inmates of the “lunatic asylum at Lahore.” the opening of the story gives an introduction about the time setting of the story and the plot that follows. The 2 paragraphs foreground the time of exchange and also the circumstances under which the “Governments of India and Pakistan” discovered a pact of exchanging the lunatics of the counter religion of the respective

nations. It's within the third paragraph that, the dilemma of the time of exchange unfolds. The asylum is the representative symbol of the whole continent and madness a metaphor for trauma that individuals and refugees went through. The forceful movement of individuals is clearly “*tough job*” and also the “*pure bedlam*” when the people were reluctant to migrate from their native places for the mere reason of their religion of birth. The border lines are arbitrary and artificial. The lunatics have a more humanistic aspect of the society where the governmental aids are nothing but pure politics. Story throws light on the exchange within the year of 1950 when the Hindu and Sikh patients from Pakistani asylum were moved to India and Muslim counterparts moved to Pakistan. Thus, the Asylum of Lahore showcases the big picture in small confinement. The madness of those inmates of the asylum is more about the madness of partition violence than their personal impairment. The trauma of partition appears to be so absurd that it's a profound psychological impact on these inmates, and also the sufferers of the partition, in general. The ruthlessness prevailing within the humankind is rationale for the uncertainty and loss of sense of belonging and disturbed identities. The Sikh lunatic character interrogating about the exchange with a fellow Sikh offers insight on the insignificance of demarcation on basis of caste and religion. “*Sardarji, why are we being deported to India? We don't even know their language.*” (pg no. 15) These words highlight the innocence of individuals who are caught within the net of political world and suffer a loss of identity while aligning with the outer world of chaos. Manto displays underlying righteousness of those lunatic inmates of the asylum with the words that “*Not all the inmates were insane.*” (pg no 16) The innocence of their minds and hearts deny them any influence of the outer world. “*They only had a vague idea about the division of India or what Pakistan was.*” (pg no. 16) another excuse for their ignorance was the shortage of literacy among them and the absence of their reach to media, “*Newspapers seldom gave verity picture...*” (pg no.17) the sole real stuff they were tuned to was some “*Quaid-e-Azam*” who had made the state of Pakistan. But “*they*

*were all at a loss whether or not they were now in India or in Pakistan.” “I don’t want to measure in India and Pakistan. I’m visiting make my home right here on this tree.” (pg no 18)*

All the outer chaos of partition is displayed within the hubbub of the asylum when the Muslim lunatic proclaims himself as Jinnah and Sikh lunatic to be Tara Singh. The induced violence symbolizes the communal riots amid the days of partition. Moreover, the absence of psychiatrists within the asylum shows criticism of the partition by emphasizing the diplomatic government and bureaucratic procedures. The foremost conflict is shown with the character of Bishan Singh who utters “gibberish” words and is interrogative about his town Toba Tek. His attachment of Toba Tek displays his identity and belongingness, his mutterings represent the amalgamation of varied religions, languages, and thoughts, all mixed without balanced proportion.

The action reaches height when Bishan Singh gets mad over things for his Toba Tek Singh and refuses to travel anyplace, but sit stiff between the 2 borders and claim the nameless land his place of belonging as *“no power on earth could dislodge him.” (pg no.19)*

The last paragraph of the story evokes pity and despair to the humanity criticizing the insignificant border lines made by humans to separate those that belong to no religion but to religion of humanity by birth. The psychological trauma of such partitions tear the belongingness of individuals apart and disturb their identities which Manto was against of and thus criticized it. He ultimately quotes Bishan Singh as Toba Tek Singh. It's the place that belongs to him and not him who suffers for psychological belongingness. Saadat Hasan Manto thus succeeds in posing a satire on loss of psychological equilibrium of individuals during partition and relationship between the governments.

**“Thanda Gosht”** deals with the concept of the magnitude of violence of rape, by rendering the perpetrator, impotent – because he attempted forcing himself onto a girl who was dead. The perpetrator, Ishar



Singh, is depicted to experience not just the physical pain of being attacked by his wife, Kulwant Kaur, but also the psychological trauma of attempting to rape a body. The very fragile nature of toxic masculinity is exposed from within the character of Ishar Singh and also the writer symbolically tries to depict the psyche of the rape victim, by making Ishar Singh undergo physical, psychological, emotional and sexual trauma, and reducing him to only a dull piece of meat because the story ends, like the lifelessness of the corpse he attempted to rape. Thanda Gosht points at the 'impotency' of the very nature of communal hatred itself, because it never ends up. The barbarism of communal conflicts, evident from the aftermath of partition, led to extreme loss of life and property, and a damage so deep that we are, to the current date, scuffling with its repercussions. The rape of a corpse is symbolic of the blindness of exertion of power and control, not only women, but also other members of various communities. Such vivid, ugly and heartbreaking depiction of stark socio-political realities makes Manto's stories extremely relevant in these times when women's bodies are made sites of war to exert violence and patriarchal control. While writing about the abhorrence of partition, one interesting aspect about his stories was his representation of women. Manto carved an area where women are attempting to barter their voices within the patriarchal setup. He never took a moralistic standpoint through his writings. In fact, he was a staunch critique of ethical binaries of the society which gave them a convenient escape to remain in denial and ignorant about pertinent and problematic issues, especially for ladies within a patriarchal framework. While questioning the idea of ethical framework set by the society. Women in Manto's stories were the result of an imagination where they might assert their beings, remain unafraid and claim spaces which are rightfully theirs. He recognizes systemic oppression of girls through institutions, which is why he sees both a homemaker and a prostitute as victims of institutionalized misogyny and presents them without inserting an ethical code of conduct. At the identical time, he's also watching the emotional void which has

engulfed them. His writings beautifully depict the poetics of sadness. Sadness which has feminine undertones. Sadness which just doesn't remain in her eyes but is channelized through her anger, and within this anger lay plethora of questions challenging the shackles which are round her. Manto used his female characters to sensitize readers towards human condition and conditioning. Glancing how patriarchal regressiveness is played over and controlled by hyper nationalistic sentiments in times like these, Manto's relevance can't be underplayed even to the current date.

*“Manto as a creator of astonishing women characters, as a mirror to the horror of faith as a thought, and particularly, as a writer concerned more with representing society than with indulging himself with aesthetic illusions.” (The Leaflet)*

**“Dog of Tithwal”** To describe The Dog of Tithwal, filled with characters fixed in abominable or tragic circumstances, victims to greed and religion. It's a portrayal of violence, depicted within the pathetic killing of a dog. A dog has his roving ground suddenly split by the new border. He continues, as a dog, to zoom merrily around (no one has shown him the new lines). Opposing soldiers, dug in against one another, play with the dog initially. *“Even dogs will now have to decide if they are Indian or Pakistani.” (pg no 25)* The opposite hand then again either side becomes convinced he's spying for the other one. *“And all Pakistanis, including dogs, will be shot.”* They shoot at him across no-man's land, first wounding and then killing him. The soldier who did the killing *“ran his pass on the still-hot barrel of his rifle and muttered “He died a dog's death.” (pg no 27)* And that's it. There's no conclusion, no lesson. Just the mad boredom of war, where sides exchange fire over an imaginary line, gazing others who may recently are friends. That violence, this madness, isn't removed from Manto's stories.

**“A Tale of 1947”**

*"If they were in India, then where was Pakistan? If they were in Pakistan, how come that only a short while ago they were in India? How could they be in India a short while ago and now suddenly in Pakistan?" (Pg no. 29)*

Manto had earlier written against communal conflicts, and his choice of migrating to Pakistan was impulsive; he mustn't ever have thought that partition would ruin him, when his life looked as if it would have achieved some stability. A tale of 1947 completely supports partition and also the idea how it affects the Muslims and Hindus. Even though the beloved and shut friends their minds were badly suffered that they feel enemies of every other. Mumtaz is Muslim character in the story and he wants to migrate to Pakistan his Hindu friends couldn't understand why he wants to travel but they totally understand when at some point Jugal said him if Hindu-Muslim killings start here, *"I don't know what I'll do!"* On asking of Mumtaz he said, *"maybe I'll kill you."* Mumtaz who wants to travel after this he decided and informed his friends that he was sailing for Karachi. In mean time he told a story of sehail (who was a HINDU) to his friends to give a clear picture. Sehail spend his last moments of life in Mumtaz hands. And gave him his money and ornaments as a trust. At the time of partition, nobody was willing to trust anybody. But sehail did. At that point peoples mind were totally in chaos. The killings of their relatives changed them. The society transformed totally. *"You would have realized that it wasn't Mumtaz, a Muslim, a friend of yours, but a human being you had killed."*

At the tip of the story the Jungle understand his friend but it was too late. Story finished on open endings, there's no conclusion in the end the author left this on readers to conclude the story.

### **3. Conclusion:**

Manto takes you through a smooth uphill climb, and then pushes you off the cliff by showing the abrupt reality. He isn't just a writer who wrote extensively about incidences round the partition. He's a

symbolization of the dire, must have humanistic standpoint- a desire to be empathetic and accept the abhorrent realities of human society we perceive daily. Each story ended with realizing the darkness it silently built, which is nothing but truth in some corner of the world. Most of the stories are set at the time of India-Pakistan partition. Toba Tek Singh, which is also the title of the book is distinct. The story leaves a deep sense of emptiness. Very simply written and nicely translated the entire collection dips several times into topics of sexuality and the life story of very simple people battling their own monsters. Perhaps he foresaw his own relevance and the way his writings would outlive him in politically turbulent times of intolerance, dissent and communal hatred when he said,

*“...and it's also possible, that Saadat Hasan dies, but Manto remains alive.”*

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## **GUIDELINES FOR SUBMISSION OF PAPERS**

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- The article submitted should be of minimum 5 pages and maximum 15 pages with bibliography and web references written at the end of it. MLA citation style should be followed for giving references. The article should include abstract not more than 150 words on the first page after the title of the article.
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