3.Quality of Teachers and Teaching

		No.	Details	Marks
3(a)	No. of teachers with Ph.D.(awarded)	45	List uploaded	
3(b)	No. of publications only in WoS/SCOPUS/PuB Med(UGC CARE Category-II)listed journals in the assessment year (List to be uploaded under mandatory disclosures)P1	53	Details uploaded	
	No. of publications only in UGC-CARE (Category-I) listed journals in the assessment year (List to be uploaded under mandatory disclosures)P2	49	List uploaded	
	No. of publications only in any referred journal other than the above indexing (with ISSN No.) in the assessment year (List to be Uploaded under mandatory disclosures)P3	36	List uploaded	
3(c)	(i) No. of publications in conferences in the assessment year (List to be uploaded under mandatory disclosures)			
	• Indexed by WoS/SCOPUS	14	List uploaded	
	• With ISBN Number	30	List uploaded	
	• Any other	-		
	(ii) No. of Patents Published/Granted	22	Published : 21, Granted : 1	
3(d)	No. of Books Authored/Edited Books/Book Chapters published with ISBN (List to be uploaded under mandatory disclosures)	82	List uploaded	
3(e)	Course/teaching plan with details of number of lectures on each unit of curriculum, in the assessment year	802	Details uploaded	
3(f)	No. of courses on Learning Management System(LMS)Software other than you tube, ppt, etc. (List to be uploaded under Mandatory disclosures)	802	Lexyta	
3(g)	Class rooms available with mounted projectors and ICT facilities (Geo tagged photos should be uploaded and available under mandatory disclosures)	44	Geo tagged photos uploaded	
3(h)	Percentage of teachers using ICT for teaching (having PPTs, Videos, etc.)	100%	Details uploaded	
	Marks (Maximum Marks: 100)			
	List of Total number of publications for the assessment year to be uploaded at the Website under mandatory disclosures			

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

FACULTY LIST with Ph.D (awarded) - ACADEMIC SESSION 2025-26

S.NO.	FIRST NAME	MIDDLE NAME	SURNAME	GENDER	EXACT DESIGNATION	PROGRAMME	QUALIFICATION	DATE OF JOINING	EXPERIENCE	TYPE OF APPOINTMENT
1	PROF. LALIT		AGGARWAL	MALE	PROFESSOR	MBA	PH.D, M.TECH, PGDPM, B.TECH	10/1/2004	32 YEARS	REGULAR
2	DR. DEEPSHIKHA		KALRA	FEMALE	PROFESSOR	MBA	Ph.D., M.PHIL, MBA, NET QUALIFIED	17/07/2006	18 YEARS	REGULAR
3	DR RAMAKANT		DWIVEDI	MALE	PROFESSOR	MBA	PH.D, M.Phil,	4/11/2024	20 YEARS	REGULAR
4	DR. PJS		PANNU	MALE	PROFESSOR	MBA	PH.D, M.PHIL	02/11/2025	22 YEARS	REGULAR
5	DR. GURPREET	KAUR	CHHABRA	FEMALE	ASSOCIATE PROFESSOR	MBA	Ph.D., MBA, PGDM, NET QUALIFIED	1/8/2014	16 YEARS	REGULAR
6	DR. STUTI	NARULA	MARKAN	FEMALE	ASST. PROFESSOR	MBA	Ph.D, Pursuing B.Ed., LLM, BALLB	1/9/2022	7 YEARS	REGULAR
7	DR KAMAL		CHANDEL	MALE	ASST. PROFESSOR	MBA	PH.D, M.A.	4/11/2024	7 YEARS	REGULAR
8	DR. NEHA		SHIVANI	FEMALE	ASST. PROFESSOR	MBA	PH.D., M.PHIL, NET, M.A.(ECO), B.ED., BA(H) BUSINESS ECO	4/1/2021	6 YEARS	REGULAR
9	DR. POOJA	SINGH	NEGI	FEMALE	ASST. PROFESSOR	MBA	Ph.D, B.Ed, M.Com	1/9/2022	10 YEARS	REGULAR
10	DR.MANOJ		KUMAR	MALE	PROFESSOR	BBA	Ph.D, B.TECH,MBA	15/7/2021	22 YEARS	REGULAR
11	DR. SANGEETA		GUPTA	FEMALE	PROFESSOR	BBA	PH.D, MBA, M.COM, MCA	1/10/2017	30 YEARS	REGULAR
12	DR. RASHMI		JHA	FEMALE	PROFESSOR	BBA	PH.D,. MSC(IT), BSC(H)	15/11/2021	18 YEARS	REGULAR
13	DR. MONIKA		SHARMA	FEMALE	ASSOCIATE PROFESSOR	BBA	Ph.D, MBA, MCA	12/11/2009	14 YEARS	REGULAR
14	DR. RICHA	SINGH	KAPOOR	FEMALE	ASSOCIATE PROFESSOR	BBA	Ph.D., M. COM	1/8/2016	12 YEARS	REGULAR
15	DR. SHIKHA		GUPTA	FEMALE	ASSOCIATE PROFESSOR	BBA	PH.D, FCA, M.COM	1/8/2019	10 YEARS	REGULAR
16	DR. ANAND		NANDWANI	MALE	ASSOCIATE PROFESSOR	BBA	Ph.D., UGC-NET, M.Phil, MBA, M.Com	31/07/2023	18 YEARS	REGULAR
17	DR. NUTAN		BHARTI	FEMALE	ASSOCIATE PROFESSOR	BBA	Ph.D, M.Phil	15/12/2021	27 YEARS	REGULAR
18	DR SUNIL	KUMAR	DAS	MALE	ASSOCIATE PROFESSOR	BBA	Ph.D, Post Graduate (Mass Communication)	30/05/2023	35 YEARS	REGULAR
19	DR. RICHA		GUPTA	FEMALE	ASSOCIATE PROFESSOR	BBA	PH.D, M.Sc. B.Ed	20/08/2024	16 YEARS	REGULAR

S.NO.	FIRST NAME	MIDDLE NAME	SURNAME	GENDER	EXACT DESIGNATION	PROGRAMME	QUALIFICATION	DATE OF JOINING	EXPERIENCE	TYPE OF APPOINTMENT
20	DR. MONIKA			FEMALE	ASST. PROFESSOR	BBA	PH.D. M.COM	11/8/2025	1 YEAR	REGULAR
21	DR ANIL	KUMAR	GREWAL	MALE	ASST. PROFESSOR	BBA	Ph.D,NET, MBA,MA(Economics), BCOM	18/11/2021	12 YEARS	REGULAR
22	DR. PARMJOT		SINGH	MALE	ASST. PROFESSOR	BBA	PH.D, PGDM (MKTG. MGT), M.A	1/8/2018	2 YEARS	REGULAR
23	DR. SARITA		YADAV	FEMALE	ASST. PROFESSOR	BBA	Ph.D, Net Qualified, CTET Qualified, HTET, B.Ed	2/9/2022	13 YEARS	REGULAR
24	DR. PAWAN	KISHORE	JHA	MALE	ASST. PROFESSOR	BBA	Ph.D, M.E	09/09/2022	10 YEARS	REGULAR
25	DR SIMRANJEET	KAUR	BAGGA	FEMALE	ASST. PROFESSOR	BBA	PH.D, MBA, NET QUALIFIED, B.E.	03/03/2023	7 YEARS	REGULAR
26	DR. SURESH		JHA	MALE	ASST. PROFESSOR	BBA	Ph.D, M.Tech, B.Tech.	1/8/2024	15 YEARS	REGULAR
27	DR. CHAANDNI		GAUTAM	FEMALE	ASST. PROFESSOR	BBA	Ph.D, UGC-Net, MBA, B.Com(H)	3/8/2023	1 YEAR	REGULAR
28	DR. LALITA		YADAV	FEMALE	ASST. PROFESSOR	BBA	Ph.D, UGC Net, MBA, B.Sc.	31/07/2023	10 YEARS	REGULAR
29	DR. BEENA			FEMALE	ASST. PROFESSOR	BBA	Ph.D, M.Phil	9/4/2025	5 YEARS	REGULAR
30	DR. MAMTA			FEMALE	ASST. PROFESSOR	BBA	PH.D, M.COM	5/5/2022	4 YEARS	REGULAR
31	DR. TAPASH		DEY	MALE	PROFESSOR	B.COM(H)	Ph.D, EPMHRM, PGDHRM, MBA, M.COM	18/07/2022	25 YEARS	REGULAR
32	DR. MANDEEP		KAUR	FEMALE	ASSOCIATE PROFESSOR	B.COM(H)	Ph.D., MBA, PGDFM, M.COM	20/04/2015	16 YEARS	REGULAR
33	DR. KOMPAL		BARARA	FEMALE	ASSOCIATE PROFESSOR	B.COM(H)	Ph.D., M.COM, NET, JRF, B.COM (H)	7/1/2019	8 YEARS	REGULAR
34	DR SANGEETA			FEMALE	ASST. PROFESSOR	B.COM(H)	PH.D, MBA, M.COM	04/04/2023	4 YEARS	REGULAR
35	DR. RITU		AGGRAWAL	FEMALE	PROFESSOR	BCA	Ph.D. , M. PHIL, MCA, M.Sc. COMPUTER	13/08/2001	20 YEARS	REGULAR
36	DR. SUMIT		CHAUHAN	MALE	ASSOCIATE PROFESSOR	BCA	Ph.D,. MCA.	28/07/2004	18 YEARS	REGULAR
37	DR. RAKHEE		CHHIBER	FEMALE	ASSOCIATE PROFESSOR	BCA	Ph.D, MCA, MBA,NET QUALIFIED	1/9/2021	15 YEARS	REGULAR
38	DR. SACHIN		KUMAR	MALE	ASSOCIATE PROFESSOR	BCA	Ph.D, M.Phil, M.Tech, MCA, PDF in Computer Science	4/8/2023	20 YEARS	REGULAR

S.NO.	FIRST NAME	MIDDLE NAME	SURNAME	GENDER	EXACT DESIGNATION	PROGRAMME	QUALIFICATION	DATE OF JOINING	EXPERIENCE	TYPE OF APPOINTMENT
39	DR. SWAPNILA		ROY	FEMALE	ASSOCIATE PROFESSOR	BCA	PH.D, PGDBM, M.Sc., B.Sc.	28/08/2023	18 YEARS	REGULAR
40	DR PAYAL			FEMALE	ASST. PROFESSOR	BCA	Ph.D, M.Tech, B.Tech.	14/08/2023	3 YEARS	REGULAR
41	DR. S.K.		PANDEY	MALE	ASSOCIATE PROFESSOR	BA(JMC)	Ph.D, MJMC,M.A	16/07/2024	21 YEARS	REGULAR
42	DR. S.S		MISRA	MALE	ASSOCIATE PROFESSOR	BA(JMC)	PH.D IN INTERNATIONAL POLITICS	11/9/2023	25 YEARS	REGULAR
43	DR. MEENAKSHI		UNIYAL	FEMALE	ASST. PROFESSOR	BA(JMC)	Ph.D, MA (JMC), B.Com	24/07/2023	10 YEARS	REGULAR
44	DR. ARKIN		CHAWLA	FEMALE	ASST. PROFESSOR	BA(JMC)	PH.D,MJMC	15/07/2024	5 YEARS	REGULAR
45	DR. IRSHAD		AHEMAD	MALE	ASST. PROFESSOR	BA(JMC)	Ph.D, M.A.	1/7/2025	5 YEARS	REGULAR

S.No. PDC 0000477

Mewar University
Knowledge to Wisdom

Mewar University

Gangrar, Chittorgarh

(A University u/s 2(f) & 12(B) of the UGC Act 1956 with the right to confer degrees u/s 22(1) of the UGC Act
Established by Rajasthan State Govt. vide Act No. 4 of 2009)

(NAAC ACCREDITED)

The Board of Management on the recommendation of the
Academic Council of the University
hereby awards the degree of

DOCTOR OF PHILOSOPHY

to



GURPREET KAUR

Enrollment No. : MUR1203546

in

MANAGEMENT

FACULTY OF MANAGEMENT AND COMMERCE

in recognition of his/her research work entitled

"A STUDY OF THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) STRATEGIES ADOPTED BY PHARMA COMPANIES ON THE PRESCRIPTION BEHAVIOR OF GYNAECOLOGISTS IN DELHI."

on March 9, 2019

President

Chairperson

India's First State Private Women's University

JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

ज्योति विद्यापीठ महिला विश्वविद्यालय, जयपुर

Established by Govt. of Rajasthan through Act No. 17 of 2008 under section 2(f) & 12(b) of the UGC Act, 1956

NAAC Accredited | UGC Approved | Recognized by Statutory Councils

PROVISIONAL DEGREE CERTIFICATE

It is certified that **Ms. Stuti Narula Markan** D/O Sh. R. Narula & Smt. Reeta Narula having Enrolment No. **JVR-I/21/5824** has successfully completed the course work and thesis entitled "**A Study of Gender Biasness Legitimacy and Persistence of Law: Suggested Outfits for Gender Justice**" for the degree of ***Doctor of Philosophy*** in *Law* of this University in the month of **July 2024.**

The Degree shall be conferred upon her in the next convocation of the University.

Date: August 30, 2024
Place: Jaipur

(JV'n Dr. Hema Bafila)
Registrar

Registrar
Jayoti Vidyapeeth Women's University
Jaipur, Rajasthan

Sl. NO. 995

REGN. NO. 1410902

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY HISAR

PROVISIONAL DEGREE CERTIFICATE

Doctorate of Philosophy

This is to certify that the Research Degree Committee in its meeting held on 18-02-2019 has recommended to award the degree of 'Doctorate of Philosophy' to MS. DEEPSHIKHA *daughter of* SH. H.L. MUNJAL *on the Topic :* AWARENESS, PERCEPTION AND IMPLEMENTATION CHALLENGES : A STUDY OF RASTRIYA SWASTHYA BIMA YOJANA (RSBY) IN INDIA *in* BUSINESS MANAGEMENT *under the faculty of* HARYANA SCHOOL OF BUSINESS

Deepshikha

DEPUTY REGISTRAR

Sl No [illegible]

Regn No 12467 of 14

Chaudhary Devi Lal University, Sirsa

Established by the State Legislature Act 9 of 2003
"B" Grade Accredited by NAAC

Provisional Degree Certificate

Certified that Ms. Sangeeta daughter of Sh. Partap Singh, a research scholar of the Department of Business Administration in the Faculty of Commerce & Management, has successfully completed Doctor of Philosophy (Ph.D.) for her thesis titled "E-Recruitment Strategies using Social Networking Sites in India" vide Notification No. 2019/107 dated 09.10.2019. The Ph.D. Degree has been awarded in conformance with the "UGC Minimum Standards and Procedure for award of Ph.D. Degree Regulation, 2009".

Chaudhary Devi Lal University
Controller of Examinations

Sirsa
Date : 18/12/19

Sangeeta

Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad-431 004, Maharashtra State, India.
NAAC Re-accredited 'A' Grade

Estd. : 1958
Ph.D. Section

Ph.D. Office : (0240) 2403122 | Website : www.bamu.ac.in | http://bamu.digitaluniversity.ac | E-mail : phdsection@dbamu.ac.in

NOTIFICATION
Doctor of Philosophy

It is hereby notified that, the thesis entitled, "A STUDY OF COMPETENCY MAPPING IN MANUFACTURING INDUSTRIES IN MUMBAI" submitted by Mr. Tapash Dey has been accepted by this University for the award of Ph.D. Degree in subject of Business Administration under the faculty of Commerce & Management. Is as per UGC (Minimum Standard and Procedure for Award of Ph. D. Degree) Regulation - 2016. In supersession of the U.G.C. (Minimum Standard and Procedure for Award of Ph. D. Degree) Regulation – 2009. Mr. Tapash Dey has been declared eligible for the award of the said Degree.

The candidate submitted his thesis under the guidance of Dr. N.S. Rathi, Research Guide, Principal, Shri Amolak Jain Vidya Prasarak Mandal's Smt. S.K. Gandhi Arts, Amolak Science, P.H. Gandhi Commerce College, Kada, Dist. Beed. The said Notification is implementing from the date of declaration (i.e. 09th June, 2021) of Doctor of Philosophy (Ph.D.) Viva-voce Examination.

University Campus,
Ref. No. Ph.D./Mgt. Sci./2020-21/ 8949-59
Outward Date : 06/07/2021

Director
Board of Examinations & Evaluation

गुजरात केन्द्रीय विश्वविद्यालय
(भारत की संसद के अधिनियम सं. २५, २००९ के तहत स्थापित)
CENTRAL UNIVERSITY OF GUJARAT
(Established by an Act of Parliament of India, No. 25 of 2009)

F.No.8-5(48)/2011-Admn./751 Notification No. 46/Ph.D/2017

Doctor of Philosophy (Ph.D.) Degree

The following candidate of the School of Social Sciences, Central University of Gujarat, having successfully completed the prescribed requirements for the award of the degree of Doctor of Philosophy (Ph.D.) in the year 2017, is declared eligible for the award of the said degree of this University. The Ph.D. degree awarded by this University is in compliance with the University Grants Commission (Minimum Standards and Procedure for award of M.Phil./Ph.D. Degree) Regulations, 2009.

Name and Enrolment No. of the student	School/ Centre	Title of the Thesis	Name of the Supervisor	Date of Award
Ms. Neha Shivani CUG/2011/0048	SSS/ CSEP	"Issues Encountered by the Women Working in IT Sector: A Case Study of Delhi, NCR"	Dr. Tulika Tripathi	26.09.2017

10.10.17
(PROF. SANJEEV KUMAR DUBEY)
Controller of Examinations (Offg.)
Prof. Sanjeev Kumar Dubey
प्रो. संजीव कुमार दुबे
Controller of Examinations (Offg.)
परीक्षा नियंत्रक (प्रभारी)
Central University of Gujarat
गुजरात केन्द्रीय विश्वविद्यालय
Gandhinagar - 382 030
गांधीनगर - 382 030.

GANDHINAGAR
10.10.2017
Copy to:

1. Ms. Neha Shivani, CUG/2011/0048, SSS/CSEP, CUG
2. Dr. Tulika Tripathi, Supervisor, SSS/CSEP, CUG

... the Compartmental Examination.
... बोर्ड द्वारा निर्धारित विद्यालयीय मूल्यांकन प्रमाणपत्र का भी संज्ञान वांछित है।

नामांकन सं./Enrolment No. G151509

हेमवती नन्दन बहुगुणा गढ़वाल विश्वविद्यालय

(केन्द्रीय विश्वविद्यालय)

डॉक्टर ऑफ फिलॉसफी

प्रमाणित किया जाता है कि पूजा सिंह नेगी

को वाणिज्य में इस विश्वविद्यालय की डॉक्टर ऑफ फिलॉसफी की उपाधि

वर्ष 2019 में प्रदान की गयी।

शोध प्रबन्ध का शीर्षक आर्गेनाइजेशनल कल्चर एण्ड मैनेजीरियल इफैक्टिवनेस: ए स्टडी ऑफ सलेक्टेड बैंक्स इन इण्डिया

HEMVATI NANDAN BAHUGUNA GARHWAL UNIVERSITY

(A CENTRAL UNIVERSITY)

Doctor of Philosophy

This is to certify that Pooja Singh Negi has

been awarded the Degree of Doctor of Philosophy in Commerce

of this University in the year 2019

Title of Thesis: Organisational Culture and Managerial Effectiveness: A Study of Banking Sectors in India

स्थान श्रीनगर-गढ़वाल 246 174, उत्तराखण्ड
Place Srinagar-Garhwal 246 174, Uttarakhand

दिनांक/Date: 23/5/19

उपकुलपति / Vice Chancellor

अभिषद की अनुशंसा पर

विद्या वाचस्पति

की उपाधि एतद्द्वारा

मनोज कुमार

को प्रदान करता है।

शोध-प्रबन्ध शीर्षक : **मॉडलिंग वैन्डर रिलेटेड इश्यूज़ इन कनटेक्ट्स ऑफ सप्लाई चेन्स।**

भारतीय गणराज्य के अन्तर्गत दिल्ली में आज, दिनांक 12 अगस्त 2006 को संस्थान की मुद्रा अंकित यह उपाधि दी गई।

Indian Institute of Technology Delhi

Upon the recommendation of the Senate hereby confers the degree of

Doctor of Philosophy

on

MANOJ KUMAR

Thesis title : MODELING VENDOR RELATED ISSUES IN CONTEXTS OF SUPPLY CHAINS.

Given this day, the 12th of August 2006, under the seal of the Institute at Delhi in the Republic of India.

अध्यक्ष, अभिशासक परिषद
Chairman, Board of Governors

निदेशक एवं अध्यक्ष, अभिषद
Director & Chairman, Senate

कुलसचिव
Registrar

बाबासाहेब भीमराव अम्बेदकर बिहार विश्वविद्यालय

प्रमाणित किया जाता है कि

कुमारी रश्मि

को जिन्होंने

विज्ञान (सूचना प्रौद्योगिकी) संकाय में २०१५ के मई मास

में आयोजित

डॉक्टर ऑफ फ़िलॉसफ़ी

की परीक्षा में उत्तीर्णता प्राप्त की,

आज

डॉक्टर ऑफ फिलौसफ़ी

की उपाधि के लिए अधिकृत किया गया।

कुलपति

Registration No : 08110011

332255

छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

विद्या–वाचस्पति

प्रमाणित किया जाता है कि रिचा सिंह को इस विश्वविद्यालय के 2012 के दीक्षांत समारोह में वाणिज्य विषय पर विद्या–वाचस्पति की उपाधि प्रदान की गई ।

उक्त उपाधि के लिए आपने निम्नांकित विषय पर मौलिक प्रबन्ध प्रस्तुत किया ।

Doctor of Philosophy

This is to Certify that RICHA SINGH has been awarded to the Degree of **Doctor of Philosophy** In this University in COMMERCE at the convocation 2012.

The Subject on which he/she presented a thesis for the Degree was

AN ANALYTICAL STUDY OF EMERGING TRENDS IN RETAIL SECTOR IN INDIA WITH SPECIAL REFERENCE TO UTTAR PRADESH

कुलसचिव
Registrar

CSJMU Kalyanpur, Kanpur-24
19 January, 2013

कुलपति
Vice-Chancellor

Generated by CamScanner

Sr. No. 1000001612

पंजीकरण संख्या/Regn. No.: 13-BMU-6363
Date of Notification: 1/10/2021

बाबा मस्तनाथ विश्वविद्यालय

अस्थल बोहर, रोहतक

(हरियाणा राज्य निजी विश्वविद्यालय अधिनियम 2006 के अन्तर्गत वर्ष 2012 में स्थापित एवं
विश्वविद्यालय अनुदान आयोग द्वारा मान्यता प्राप्त)

डॉक्टर ऑफ फिलॉसफी

(प्रबंधन और वाणिज्य संकाय)

प्रमाणित किया जाता है कि अनिल कुमार ग्रेवाल, सुपुत्र/ सुपुत्री श्री राम कुमार ग्रेवाल,
को निर्धारित मापदण्ड पूरे करने पर प्रबंधन विषय में
डॉक्टर ऑफ फिलॉसफी की उपाधि प्रदान की जाती है।

शोध प्रबन्ध का विषय : A Study of Waste Management Practices Adopted by Haryana Government in Reference of Swachh Bharat Mission

Baba Mastnath University

ASTHAL BOHAR, ROHTAK

(Established under Haryana Private Universities Act, 2006 in the year 2012 and Recognised by University Grants Commission)

DOCTOR OF PHILOSOPHY

(FACULTY OF MGT. & COMMERCE)

This is to certify that Anil Kumar Grewal,
Son/daughter of Sh. Ram Kumar Grewal,
on having fulfilled the laid down requirements,
is hereby awarded the degree of
DOCTOR OF PHILOSOPHY in the subject of Management.

Title of Thesis: A Study of Waste Management Practices Adopted by Haryana Government in Reference of Swachh Bharat Mission

परीक्षा नियंत्रक
Controller of Examinations

Manoj Kumar
कुलसचिव
Registrar

दिनांक / Dated: 30-09-2022

BABA MASTNATH UNIVERSITY ROHTAK

Rnadav
कुलपति
Vice-Chancellor

कुलाधिपति
Chancellor

SL. NO. 977

REGN. NO. 1311/A.

GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY HISAR

PROVISIONAL DEGREE CERTIFICATE

Doctorate of Philosophy

This is to certify that the Research Degree Committee in its meeting held on 20-11-2018 has recommended to award the degree of 'Doctorate of Philosophy' to MR. PARMJOT SINGH *son of* SH. GURNAM SINGH *on the Topic :* VENDOR-BUYER RELATIONSHIP IN INDIAN AUTOMOBILE SECTOR : A STUDY OF SUPPLY CHAIN MANAGEMENT *in* BUSINESS MANAGEMENT *under the faculty of* HARYANA SCHOOL OF BUSINESS.

Parmjot Singh

DEPUTY REGISTRAR

MEWAR UNIVERSITY

(A University u/s 2(f) of the UGC Act 1956 with the right to confer degrees u/s 22(1) of the UGC Act, Established by Rajasthan State Government Act 4 of 2009)

GANGRAR, CHITTORGARH, (RAJ.) INDIA - 312901

Mewar University
Knowledge to Wisdom

.No. MU/P 0001578

GRADE REPORT OF Ph.D. COURSE WORK



RESULT OF Ph.D COURSE WORK JULY-[2012]

DEPARTMENT: COMPUTER SCIENCE & SYSTEM STUDIES

STUDENT NAME	FATHER'S NAME	REGISTRATION NO.	ROLL NO.
RAKHEE CHHIBBER	MAM CHANDRA AGARWAL	MUR1201253	MU13APHD2071

PAPER CODE	GRADE	PAPER CREDIT	PAPER NAME
RES-I(A)	C	4	RESEARCH METHODOLOGY
RES-I(B)	C+	2	ICT LAB WORK AND PRESENTATION
RES-II	B	6	DISSERTATION AND PRESENTATION RELATED TO COURSE WORK

COURSE WORK PERFORMANCE		
TOTAL CREDITS	EARNED GRADE POINTS	SGPA
12	18	6.17

PREPARED BY

CHECKED BY

MEWAR UNIVERSITY ★ Mewar University Knowledge to Wisdom ★ Chittorgarh-312901 (Raj.)

CONTROLLER OF EXAMINATIONS

Date:November 04, 2013
Place: Chittorgarh

Note For details in respect of Grade Abbreviations, Grades, Calculation of SGPA please see overleaf.

BABASAHEB BHIMRAO AMBEDKAR BIHAR UNIVERSITY

MUZAFFARPUR

PROVISIONAL CERTIFICATE

I Certify that Shikha Gupta

passed the Ph.D. in the Faculty of Management (Management) examination of this University held in the month of January 2021 and ~~was placed~~ ~~in the~~ × × ~~Division/Class~~

Dated, Muzaffarpur the 02 July 2021.

REGISTRAR

Enrolment No.: A0120519004

DC: 10205219000[illegible]

AMITY UNIVERSITY

UTTAR PRADESH

on recommendation of the Academic Council
has conferred upon

Chaandni Gautam

the degree of

Doctor of Philosophy
(Management)

on the thesis titled :

"Gender Differences, Personality Traits and Investor Biases: Impact on Individual Investment Decisions"

having completed in the year 2023 in witness whereof
the Seal of the University is hereunto affixed.
Given on this 8th day of December, 2023.

Chaandni
13/12/23

Chancellor

SRM UNIVERSITY
DELHI-NCR, SONEPAT

Ref. No.: SRMUH/RC/Mgt./ Ph.D.-Viva/2023/06 **Date: June 17, 2023**

The Ph.D. viva - voce examination of the following Research Scholar in the deptt. of Management will be held on **June 22, 2023 (Thursday) at 11:00 AM** in the Conference Hall (5th Floor of Engineering Block). The interested faculty members and students are requested to attend the viva-voce examination.

Name of Research Scholar	Registration Number	Title of Thesis	Name of Supervisor
Ms. Lalita Devi	77515210008	To Evaluate the Effect of Organizational Culture in between Leadership Style and Job Satisfaction in Private Bank Employee	Dr. Kavita Singh

17.6.2023

Research Coordinator

CC: by e-mail:-

1. The office of Vice-Chancellor - for kind information
2. The office of Registrar - for kind information
3. The office of Dean Academic Affairs - for kind information
4. Controller of Examinations
5. University Librarian
6. All the Deans/Directors
7. Research Coordinator
8. Dy. Controller of Examinations
9. HOD, Deptt. of Management
10. All HODs
11. Sr. Finance Manager
12. Supervisor Dr. Kavita Singh
13. Research Scholar Concerned
14. Dy. Director (ITKM) with a request to do the necessary arrangement
15. Notice Board

No: 2021/XXXXX

श्री माता वैष्णो देवी विश्वविद्यालय
SHRI MATA VAISHNO DEVI UNIVERSITY

Kakryal, Katra - 182320, Jammu & Kashmir
(Recognized by UGC under section 2(f) & 12(B) of UGC Act, 1956)

PROVISIONAL PASSING CERTIFICATE

Certified that Mr. Anand Nandwani Entry No. 13PHDSOB05 S/o Kamla Devi Nandwani & Kirorimal Nandwani registered in School of Business has been declared eligible for award of Ph.D Degree entitled "A Study of the Impact of Foreign Direct Investment on Small Scale Retailers" after his successful viva voce examination held on 13.12.2022 notified vide no. SMVDU/R&D/22/11309-11317 dated 26.12.2022.

Prepared by : G.L. Sharma

Checked by : [signature]

Verified by : [signature]

No: SMVDU/PROV/Exam/23/238

Date : 05/04/23

Faculty I/C. Examination

Scanned with CamScanner

Roll No.: 66

Regd No.: 04-SW/A-667

The Senate of

GURU NANAK DEV UNIVERSITY

have conferred upon

MANDEEP KAUR

son/daughter of TARLOCHAN SINGH

the degree of

Doctor of Philosophy

in the faculty of ECONOMICS & BUSINESS (COMMERCE)

Registrar

Vice-Chancellor

Chancellor

Amritsar : December 21, 2011

PERCEPTION OF CARD USERS AND MEMBER ESTABLISHMENTS TOWARDS PLASTIC MONEY IN INDIA

Ph.D. thesis submitted by MANDEEP KAUR
In the Faculty of Economics & Business (Commerce)
Guru Nanak Dev University, Amritsar

CITATION

The thesis focused on the origin, growth, operations, risks and legal aspects of plastic money besides focusing on the spending patterns of card holders. The organization of the research work is good. The scholar demonstrated high skills in tabulation and processing. The background relating to the historical evolution of plastic money, digital cash, electronic purse, history of debit card, all have been nicely focussed. The findings of the study are of contemporary importance to researchers as well as to the banking industry.

Dean (Business Affairs)

Reg No:- 20113039 Enroll No: PEN/CMG/13/00272

SHRI JAGDISHPRASAD JHABARMAL TIBREWALA UNIVERSITY
श्री जगदीशप्रसाद झाबरमल टीबड़ेवाला विश्वविद्यालय
Vidyanagari, Jhunjhunu – ChuruRoad,Dist- Jhunjhunu, Rajasthan - 333001
(Established U/S 2(f) of UGC Act. 1956.vide Act No. F2(5) Vidhi/2/2009 of 5-2-2009 of Govt. of Raj)

Provisional Degree

Doctor Of Philosophy

Certified that the thesis on the subject MARKETING OF ECO-FRIENDLY AUTO -COMPOSITE PRODUCT OF TATA MOTORS IN INDIA: CURRENT STATE AND ROAD AHEAD Submitted by Kompal Barara For the Degree of Doctor of Philosophy in the Subject of Commerce Has been approved by the President on 01/10/2018.

The Ph.D. degree has been awarded in compliance of the University Grants Commission (Minimum standards and procedure for award of Ph.D. Degree) Regulation July 2009.

Kompal 24/11/18

Registrar
Registrar
Shri JJT University
Jhunjhunu (Raj.)

Ref No:- JJT/Ph.D./Degree/2018/1968 Issue Date :12/10/2018

Jhunjhunu

Degree of Ph.D. subject to confirmation after the formal approval by the Board of Management.

Jamia Hamdard

(Deemed to be University)
Hamdard Nagar, New Delhi-110062
Accredited by NAAC in 'A' Category

S. No Ph.D: 0382

No. JH/Exam/N-Ph.D.-51/2022

December 6, 2022

Notification for the Award of Ph.D. degree

It is hereby notified that Jamia Hamdard has accepted the thesis of the under mentioned candidate for the degree of Doctor of Philosophy in the subject and School mentioned below and the candidate has been declared eligible for the award of the degree of Doctor of Philosophy.

Name	: Ms. Simranjeet Kaur Bagga
Nationality	: Indian
Father's name	: Mr. Jasvinderpal Singh Dua
Enrolment No.	: 2017-771-011
Date of Registration	: September 13, 2017
Subject	: Management
School	: Management and Business Studies
Title of the Thesis	: "A Study of Change Management in Organizational Development: An Empirical Assessment in the IT Sector in Delhi-NCR."
Name of the Supervisor	: Dr. Syed Nadimul Haque
Name of the Co-supervisor	: Dr. Shikha Gera
Date of Viva-Voce Examination	: December 1, 2022

Ph.D. degree has been awarded in accordance with UGC (Minimum standard and procedure for Awards of M.Phil/Ph.D. Degree) Regulation 2009/2016.

Controller of Examinations

Copy to:

1. Secretary, University Grants Commission
2. Secretary-General, Association of Indian Universities
3. Secretary, Dept. of Education, Ministry of HRD, Govt. of India
4. Information and Library Network Centre, Ahmedabad
5. Editor, University News, AIU
6. Dean, School of Management and Business Studies
7. Head, Department of Management
8. Supervisor, Dr. Syed Nadimul Haque
9. Co-supervisor, Dr. Shikha Gera
10. Incharge, Web Cell for putting up on University's website
11. Editor, Spreadsheet, Jamia Hamdard
12. Ms. Simranjeet Kaur Bagga
13. Sr. P.A. to Vice Chancellor
14. File

Simran

Assistant Controller of Examinations

क्रमसंख्या
Serial No. 0015646

पंजीकरण संख्या
Reg. No. KU002MMXIV02010386



कलिंगा विश्वविद्यालय

छत्तीसगढ़ निजी विश्वविद्यालय (स्थापना एवं संचालन) अधिनियम, 2005 एवं विश्वविद्यालय अनुदान आयोग (यू.जी.सी.) अधिनियम 1956 की धारा 2 (एफ) के अन्तर्गत स्थापित ग्राम-कोटनी, पोस्ट-मंदिर हसौद, तहसील-आरंग, नया रायपुर, 492101, (छ.ग.) इंडिया

डॉक्टर ऑफ फिलोसॉफी (कंप्यूटर साइंस)

प्रमाणित किया जाता है कि **सुमित चौहान** सुपुत्र/सुपुत्री, **बहादुर सिंह**, कलिंगा विश्वविद्यालय, रायपुर, (छ.ग.) के छात्र/छात्रा को इस विश्वविद्यालय द्वारा 2019 में **डॉक्टर ऑफ फिलोसॉफी (कंप्यूटर साइंस)** की उपाधि प्रदान की जाती है।

KALINGA UNIVERSITY

Established under Chhattisgarh Private Universities (Establishment and Operations) Act 2005 and Under Section 2 (f) of University Grants Commission (UGC) Act 1956

Village-Kotni, Post-Mandir Hasaud, Tehsil.-Arang, Naya Raipur, 492101. (C.G.) India

DOCTOR OF PHILOSOPHY (COMPUTER SCIENCE)

This is to certify that **SUMIT CHAUHAN,** *son/daughter of Sh.* **BAHADUR SINGH,** *a student of* **KALINGA UNIVERSITY, RAIPUR (C.G)** *is hereby awarded the degree of* **DOCTOR OF PHILOSOPHY (COMPUTER SCIENCE)** *in* **2019.**

The title of his/her thesis : **A STUDY OF EFFICIENCY OF SYMMETRIC ENCRYPTION SCHEMES: A CRYPTOGRAPHIC KEY FOR ENCRYPTION OF PLAIN TEXT & DECRYPTION OF CIPHER TEXT.**

विश्वविद्यालय के मुद्रांकन द्वारा प्रमाणित
Given under the seal of the University

कुलसचिव
Registrar

कुलपति
Vice - Chancellor

रायपुर, छत्तीसगढ़, दिनांक : 28 नवंबर, 2020
Raipur, Chhattisgarh, Dated : 28th November, 2020

Enrolment No. 2010/2856

वनस्थली विद्यापीठ

विद्यापीठ द्वारा निर्धारित
सभी अर्हताएं पूरी करने पर

सचिन कुमार को

डॉक्टर ऑफ़ फ़िलॉसॅफ़ि

कम्प्यूटर साइंस

की उपाधि में आज के दिन दीक्षित किया गया।
प्रमाण स्वरूप विद्यापीठ की मुद्रा एवं कुलपति के
हस्ताक्षर अंकित किये जाते हैं।

BANASTHALI UNIVERSITY

On having fulfilled the requirements
laid down by the University

Sachin Kumar has been

admitted this day to the degree of

DOCTOR OF PHILOSOPHY

COMPUTER SCIENCE

In token whereof are inscribed the seal of the University
and the signature of the Vice-Chancellor

वनस्थली विद्यापीठ 19 35 सा विद्या या विमुक्तये

तारीख 14 October, 2016
Date

कुलपति
Vice-Chancellor

परीक्षा संख्या M-5921.91
Enrol. No.

अनुक्रमांक 121
Roll No.

दिल्ली विश्वविद्यालय

निष्ठा धृतिः सत्यम्

दर्शन-निष्णात, 1992.

प्रमाणित किया जाता है कि सन् 1992 में, परीक्षा के उपरांत दर्शन-निष्णात को उपाधि के योग्य सिद्ध होने पर नूतन भारती को 1993 के दीक्षांत-समारोह में उक्त उपाधि प्रदान की गई।

विषय शिक्षा

श्रेणी प्रथम

University of Delhi

MASTER OF PHILOSOPHY, 1992.

This is to certify that Nutan Bharti having been examined in 1992, and found qualified for the degree of Master of Philosophy was admitted to the said degree at the Convocation held in 1993.

Subject Education

Division First

15 Dec. 21

कुल-सचिव,
दिल्ली विश्वविद्यालय
Registrar,
University of Delhi.

दिल्ली, दिनांक 5 जून, 1993
Delhi, dated the 5th June, 1993

कुलपति,
दिल्ली विश्वविद्यालय
Vice-Chancellor,
University of Delhi

देव संस्कृति विश्वविद्यालय

DEV SANSKRITI VISHWAVIDYALAYA

विश्वविद्यालय द्वारा

मीनाक्षी उनियाल को

पत्रकारिता एवं जनसंचार वर्ष 2022 में

अपेक्षित अर्हताएँ पूर्ण करने पर

विद्यावाचस्पति

की उपाधि प्रदान की जाती है।

Meenakshi Uniyal

has been awarded the degree of

Doctor of Philosophy *in*

Journalism and Mass Communication

having completed the necessary requirements

in the year 2022.

Topic:

"Social Media As Information Tool For News Media: A Study"

दिनांक/Date:
01-Nov-22

कुलाधिपति
Chancellor

कुलपति
Vice Chancellor

क्रम संख्या
Serial No. IG31-210462

नामांकन संख्या
Enrolment No 118700954

इन्दिरा गांधी राष्ट्रीय मुक्त विश्वविद्यालय
INDIRA GANDHI NATIONAL OPEN UNIVERSITY

डॉक्टर ऑफ फिलॉसफी
DOCTOR OF PHILOSOPHY

प्रमाणित किया जाता है कि *Sunil Kumar Das*
This is to certify that

को उनके शोध प्रबन्ध *"Analysis of Learning Design in Curriculum Based Science Videos produced by IGNOU"*
having his / her thesis on

के स्वीकृत हो जाने के उपरान्त डॉक्टर ऑफ़ फिलॉसफी की उपाधि
approved, has been awarded the degree of Doctor of Philosophy

(Journalism and Mass Communication)

विश्वविद्यालय के इकतीसवें दीक्षांत समारोह
of this University at its Thirty First

में प्रदान की गई।
Convocation.

कुल सचिव
Registrar

कुलपति
Vice-Chancellor

नई दिल्ली / New Delhi
दिनांक / Dated : 07th December, 2017

Sr.No. 0069 Registration No. JNU/RB/2020/MGT/036

JAGANNATH
UNIVERSITY BAHADURGARH, HARYANA

(Established by Haryana State Legislature Act No. 8 of 2013
& approved under Section 22 of the UGC Act 1956)

Provisional Certificate

This is to certify that MONIKA SHARMA

son/daughter of G.C. SHARMA

has successfully completed his/her Ph.D thesis entitled A Study of Consumers Perception and Satisfaction Towards Performance of Doorstep Delivery of Public Services in Delhi NCR.

in the Department of Management and Commerce

Faculty of Management and Commerce

as approved by the Research Degree Committee at its meeting held on 11 April 2023

Certified that the degree has been awarded to the candidate in accordance with the provision of the UGC (Minimum standards and Procedures for the Awards of M.Phil/Ph.D) Regulations,2016.

Place: Bahadurgarh

Date: 12 September 2023

Registrar

Scanned with CamScanner

महर्षि दयानन्द विश्वविद्यालय, रोहतक

(हरियाणा राज्य विधान के अधिनियम 25/1975 के अन्तर्गत स्थापित)



00954

प्रमाणित किया जाता है कि संगीता

सुपुत्र/सुपुत्री श्री प्रताप सिंह यादव

विद्यार्थी राजकीय महाविद्यालय गुड़गांव

जो इस विश्वविद्यालय द्वारा मई, 2009 में आयोजित तत्सम्बन्धी

परीक्षा प्रथम श्रेणी में उत्तीर्ण कर लेने के उपरान्त

व्यवसाय प्रशासन-स्नातक (त्रिवर्षीय उपाधि पाठ्यक्रम) की उपाधि

प्रदान की जाती है।

MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(Established Under Haryana Act No. 25 of 1975)

BACHELOR OF BUSINESS ADMINISTRATION

This is to certify that SANGEETA

son/daughter of Shri PARTAP SINGH YADAV

a student of GOVT. COLLEGE GURGAON

is hereby awarded the degree of Bachelor of Business Administration

(Three year degree course) on his/her having passed the Examination

for the said degree held in MAY, 2009 He/She is placed in

FIRST Division.

विश्वविद्यालय के मुद्रांकन द्वारा प्रमाणित

Given under the seal of the University

कुलसचिव

Registrar

कुलपति

Vice-Chancellor

रोहतक, तिथि सितम्बर 30, 2009

Rohtak, Dated September 30, 2009

कुलाधिपति

Chancellor

Enrolment No. SISP/84/3029

जवाहरलाल नेहरू विश्वविद्यालय
नई दिल्ली

Jawaharlal Nehru University
New Delhi

Upon the recommendation of the Academic Council

hereby confers the Degree of

Doctor of Philosophy

On Subhransusekhar Misra

who has successfully completed in the year 1992 the requirements prescribed under the Ordinance for the award of this degree.

Title of Thesis :

"Ethnic Conflict and National Security in the Third World: A Case Study of Sri Lanka."

Given this day under the seal of the University at New Delhi in the Republic of India.

The

JNU

Registrar

Vice-Chancellor

24/1/24

क्रमांक/Serial No. 426

नामांकन संख्या/Enrollment No. PU.17/2037

वीर बहादुर सिंह पूर्वांचल विश्वविद्यालय, जौनपुर
Veer Bahadur Singh Purvanchal University, Jaunpur

विद्या–वारिधि

प्रमाणित किया जाता है कि .....

को.....विषय में वर्ष.....में विद्या–वारिधि की उपाधि प्रदान की गयी।

शोध प्रबंध का शीर्षक :

.....

.....

.....

Doctor of Philosophy

This is to certify that .....RITU AGGRAWAL.....

has been admitted to the degree of *Doctor of Philosophy* in year .....2021.....in.....M.C.A.....in this University.

The title of thesis :

"DATA MINING ON EDUCATIONAL DATA TO PREDICT STUDENT PERFORMANCE BASED ON VARIOUS PARAMETERS"

तिथि/Date 10.DEC.2021

Vikramiya /विक्रमीय ... 2078

वीर बहादुर सिंह पूर्वांचल विश्वविद्यालय, जौनपुर – 222 003, उत्तर प्रदेश, भारत।
Veer Bahadur Singh Purvanchal University, Jaunpur – 222 003, U.P., India

कुलपति
Vice-Chancellor

Enrolment No. 94/46/M1/27

जवाहरलाल नेहरू विश्वविद्यालय
नई दिल्ली

Jawaharlal Nehru University
New Delhi

Upon the recommendation of the Academic Council
hereby confers the Degree of

Dortor of Philosophy

On Ramakant Dwivedi

who has successfully completed in the year 2002 the requirements prescribed under the Ordinance for the award of this degree.

Title of Thesis :

"Religious Revivalism in Central Asia : The Case Studies of Tajikistan and Uzbekistan."

Given this day under the seal of the University at New Delhi in the Republic of India.

The 15 OCT 2003

JNU

Registrar

Vice-Chancellor

Ref. NO.:-SU/Ph.D./PF/2024/1170

Enrollment No. 1807610

Starex University, Gurugram

(Established by Haryana Govt. Act No. 20 of 2016)

PROVISIONAL CERTIFICATE

This is to certify that Mr./Ms. KAMAL Son/Daughter of Mr. BALRAJ, Registration No 1807610 has qualified for the award of Doctor of Philosophy (Ph.D.) degree in ENGLISH in the discipline of ENGLISH under the School/Department of HUMANITIES of this University vide Notification No. PhD/Aug/2024/32 dated 14/08/2024. The title of his/her thesis was "Quest for self-Fulfillment in Shashi Deshpande's Selected Novels"

Controller of Examination

CONTROLLER OF EXAMINATIONS
STAREX UNIVERSITY
GURUGRAM

Date: 22/08/2024

Place: Gurugram, Haryana

Note: - This Provisional Certificate is valid till Degree Certificate is awarded by this University.

A9D000071

Jadavpur University

Certified that

Smt. Swapnila Roy

was admitted to the Degree of **Doctor of Philosophy in Science** *of this University on* 24.08.2018 *and that the degree was conferred on him / her at the Convocation held in December 2018 with all the Rights and Privileges thereto appertaining.*

In Witness whereof the Signature of the Vice-Chancellor of **Jadavpur University** *is hereunto affixed.*

JADAVPUR UNIVERSITY
The 24th December, 2018

Suranjan Das
Vice-Chancellor

Univ Regn No.: 11/Ph.D/0033
Aadhaar No. : 567012060582

MANAV RACHNA
[vidyanatariksha]

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under Section 3 of the UGC Act,1956)



डॉक्टर ऑफ़ फिलॉसफी

प्रमाणित किया जाता है कि
रिचा गुप्ता आत्मज/आत्मजा सुभाष चन्द सिंघल
अध्येता फैकल्टी ऑफ़ इंजीनियरिंग एंड टेक्नोलॉजी को
डॉक्टर ऑफ़ फिलॉसफी की उपाधि, वर्ष 2019 में प्रदान की जाती है।

शोध शीर्षक :
"द मैथमेटिकल स्टडी ऑफ डायबिटीज मेलिटसः इंटेग्रटिंग कम्प्यूटेशनल मॉडल्स"

Doctor of Philosophy

This is to certify that Richa Gupta
Son/Daughter of Subhash Chand Singhal
a student of the Faculty of Engineering And Technology is hereby awarded the degree of Doctor of Philosophy, in the year 2019.

Thesis title:
"The Mathematical Study of Diabetes Mellitus: Integrating Computational Models"

(Given under the seal of the Institute)

कुलसचिव
Registrar

फरीदाबाद (हरियाणा, भारत), 30 नवम्बर, 2019
Faridabad (Haryana, India), 30 November, 2019

कुलपति
Vice-Chancellor

Self attested

Scanned with CamScanner

पंजीकरण संख्या एवं तिथि
Registration No. & Date 15155740002 & 05.07.2017

अधिसूचना संख्या एवं तिथि
Notification No. & Date 2021/121 & 27.08.2021

क्रम संख्या /Sr. No. 2022105

चौधरी देवी लाल विश्वविद्यालय, सिरसा

(हरियाणा राज्य विधान-मण्डल अधिनियम की संख्या 9, 2003 के द्वारा स्थापित एवं विश्वविद्यालय अनुदान आयोग अधिनियम 1956 की धारा 2 (f) तथा 12 (B) के अंतर्गत अनुमोदित)
(राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद् द्वारा 'बी' श्रेणी से प्रत्यायित)

विद्या वाचस्पति

सुश्री अर्किन चावला सुपुत्री श्री सुदर्शन चावला, शोधार्थी पत्रकारिता एवम् जनसंचार विभाग, मानविकी संकाय को "इंडियनाइजेशन ऑफ शेक्सपीयर इन हिन्दी सिनेमा" शोध प्रबन्ध पर विद्या वाचस्पति की उपाधि प्रदान की जाती है। यह पीएचडी डिग्री "यूजीसी न्यूनतम मानक एवं प्रक्रिया विनियम, 2009" के अनुरूप प्रदान की गई है।

Chaudhary Devi Lal University, Sirsa

(Established by the Haryana State Legislature Act No. 9 of 2003 and approved under Section 2 (f) and 12 (B) of UGC Act, 1956)
(Accredited by National Assessment and Accreditation Council with "B" grade)

Doctor of Philosophy

Ms. Arkin Chawla daughter of Shri Sudarshan Chawla, a research scholar of the Department of Journalism and Mass Communication in the Faculty of Humanities is hereby conferred the degree of Doctor of Philosophy for her thesis titled "Indianization of Shakespeare in Hindi Cinema". The Ph.D Degree has been awarded in Conformance with the "UGC Minimum Standards and Procedure for award of Ph.D Degree Regulations, 2009"

कुलसचिव
Registrar

विश्वविद्यालय के मुद्रांकनों तले प्रमाणित
Given under the seal of the University

कुलपति
Vice Chancellor

कुलाधिपति
Chancellor

सिरसा /Sirsa
तिथि/Date : December 31, 2021

S.No. PDC 0001408

Mewar University
Knowledge to Wisdom

Mewar University

Gangrar, Chittorgarh

(A University u/s 2(f) & 12(B) of the UGC Act 1956 with the right to confer degrees u/s 22(1) of the UGC Act
Established by Rajasthan State Govt. vide Act No. 4 of 2009)

(NAAC ACCREDITED)

The Board of Management on the recommendation of the
Academic Council of the University
hereby awards the degree of

DOCTOR OF PHILOSOPHY

to



SHASHI KUMAR PANDEY
Enrollment No. : MUR1403210

in

MASS AND MEDIA COMMUNICATION

under the Faculty of Mass & Media Communication

in recognition of his/her research work entitled

''साइबर पत्रकारिता में भाषिक प्रारूपों एवं प्रवृत्तियों का समालोचनात्मक अध्ययन।''

on October 17, 2023

26/12/23

President
Dr. Alok Misra
Vice Chancellor / President

Chairperson

भारतीय प्रौद्योगिकी संस्थान रोपड़
INDIAN INSTITUTE OF TECHNOLOGY ROPAR
रूपनगर, पंजाब-140001/Rupnagar, Punjab-140001
दूरभाष/Tele: 01881-231110, 231111, 231113
E-mail: academics@iitrpr.ac.in/dracademics@iitrpr.ac.in

Ref. No. IITRPR/Res./1715

Dated: 06.05.2024

PROVISIONAL CERTIFICATE

This is to certify that Mr. Suresh Jha, Entry No. 2017HSZ0006 was a Ph.D. student in the Department of Humanities and Social Sciences from 5th August 2017. He has successfully completed all the requirements including thesis defense / viva voce on 26th April 2024 for the award of Ph.D. degree of the Institute on the thesis entitled "EXPLORING 'SPORT LOVE': CONCEPTUALIZATION, MEASUREMENT AND IMPLICATIONS ". The Ph.D. degree will be awarded in the convocation.

Joint Registrar
(Academics)

संयुक्त कुलसचिव (शैक्षणिक)
Joint Registrar (Academics)
भारतीय प्रौद्योगिकी संस्थान रोपड़
Indian Institute of Technology Ropar
रूपनगर पंजाब/Rupnagar Punjab - 140001



the Chancellor, the Vice-Chancellor, the Pro Vice-Chancellor, members of the Board of Management and the Academic Council of the

Bharati Vidyapeeth

(Deemed to be University), Pune, India

Certify that the Degree of

Doctor of Philosophy

Ph.D. (Management Studies)

has been conferred on

Parminderjit S. Pannu

at Pune, on the

20th day of the month of March

in the year Two Thousand Twenty Four.

who has been found duly qualified for the same.

In Testimony whereof are set the Seal of the University and the Signatures of the Chancellor and the Vice-Chancellor.

CE CHANCELLOR

CHANCELLOR

S.No. PDC 2403148

ORIGINAL
Mewar University
Knowledge to Wisdom
MUC 7347

Mewar University
Knowledge to Wisdom

MEWAR UNIVERSITY
Gangrar, Chittorgarh

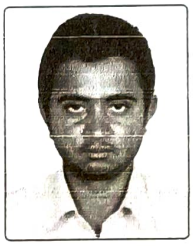
NAAC 'A' GRADE
ACCREDITED UNIVERSITY

(A University u/s 2(f) & 12(B) of the UGC Act 1956 with the right to confer degrees u/s 22(1) of the UGC Act Established by Rajasthan State Govt. vide Act No. 4 of 2009)

The Board of Management on the recommendation of the Academic Council of the University hereby awards the degree of

DOCTOR OF PHILOSOPHY

to



IRSHAD AHEMAD

Enrollment No. : MUR1791951

in

MASS AND MEDIA COMMUNICATION

Faculty of Mass & Media Communication

in recognition of his/her research work entitled

"IMPACT OF PARALLEL CINEMA'S ON CONTEMPORARY SOCIETY- A STUDY MORADABAD."

on Friday, June 14, 2024

16/12/24

Registrar

Registrar
Mewar University
Gangrar, Chittorgarh

President/~~Pro-President~~

Dr. Alok M...
Vice Chancellor / Pr...

Enrolment No. 10/46/MI/21

जवाहरलाल नेहरू विश्वविद्यालय
नई दिल्ली

Jawaharlal Nehru University

New Delhi

Upon the recommendation of the Academic Council

hereby confers the Degree of

Master of Philosophy

On Beena

who has successfully completed in the year 2012 the requirements prescribed under the Ordinance for the award of this degree.

Title of Dissertation :
"Development of Health Care System in Bhutan, 1985-2011"

Given this day under the seal of the University at New Delhi in the Republic of India.

The 14 JAN 2013

ज.ने.वि.
JNU

Registrar

Vice-Chancellor

Sr. No. 2695

MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(A State University established under Haryana Act No. 25 of 1975)
NAAC Accredited 'A+' Grade

PROVISIONAL DEGREE (Ph.D)

It is certified that the Vice-Chancellor has approved the award of Ph.D Degree to Mr./Ms. Payal Son/Daughter of Shri Ramesh Kumar Regn. No. 1176290508 in the subject of Electronics & Communication Engg. The result has been declared vide Notification No. 2022/51 date 05:07:2022. The original degree will be issued to the candidate later on and at the time of Convocation of the University.

Dated 01:08:2022

Deputy/Assistant Registrar (Secrecy)
A.R. (Secrecy)
M.D. University,
Rohtak

Scanned with CamScanner

पंजीकरण संख्या एवं तिथि
Registration No. & Date 15155740002 & 05.07.2017

अधिसूचना संख्या एवं तिथि
Notification No. & Date 2021/121 & 27.08.2021

क्रम संख्या Sr. No. 2022/105

चौधरी देवी लाल विश्वविद्यालय, सिरसा

(हरियाणा राज्य विधान मण्डल अधिनियम की संख्या 9, 2003 के द्वारा स्थापित एवं विश्वविद्यालय अनुदान आयोग अधिनियम 1956 की धारा 2 (f) तथा 12 (B) के तहत अनुमोदित)
(राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद् द्वारा 'बी' श्रेणी में प्रत्यायित)

विद्या वाचस्पति

सुश्री अर्किन चावला सुपुत्री श्री सुदर्शन चावला, शोधार्थी पत्रकारिता एवम् जनसंचार विभाग, मानविकी संकाय को "इंडियनाइजेशन ऑफ शेक्सपीयर इन हिन्दी सिनेमा" शोध प्रबन्ध पर विद्या वाचस्पति की उपाधि प्रदान की जाती है। यह पीएचडी डिग्री "यूजीसी न्यूनतम मानक एवं प्रक्रिया विनियम, 2009" के अनुरूप प्रदान की गई है।

Chaudhary Devi Lal University, Sirsa

(Established by the Haryana State Legislature Act No. 9 of 2003 and approved under Section 2 (f) and 12 (B) of UGC Act, 1956)
(Accredited by National Assessment and Accreditation Council with "B" grade)

Doctor of Philosophy

Ms. Arkin Chawla daughter of Shri Sudarshan Chawla, a research scholar of the Department of Journalism and Mass Communication in the Faculty of Humanities is hereby conferred the degree of Doctor of Philosophy for her thesis titled "Indianization of Shakespeare in Hindi Cinema". The Ph.D Degree has been awarded in Conformance with the "UGC Minimum Standards and Procedure for award of Ph.D Degree Regulations, 2009"

कुलसचिव
Registrar

विश्वविद्यालय के मुद्रांकनी-1 द्वारा प्रमाणित
Given under the seal of the University

कुलपति
Vice-Chancellor

कुलाधिपति
Chancellor

सिरसा /Sirsa
तिथि/Date : December 31, 2021

Serial No. PHD/0008033 Registration No. 16001931013

Deenbandhu Chhotu Ram University of Science & Technology
Murthal (Sonepat), Haryana

(Established Under Haryana Legislature Act No. 29 of 2006 and Recognized Under 12(B) of UGC Act, 1956)

Doctor of Philosophy

This is to certify that SARITA YADAV son/daughter of

Smt SANTRA DEVI (mother)

and Shri VIJAY SINGH (father)

registered in DEPARTMENT OF MANAGEMENT STUDIES

is hereby awarded the degree of Doctor of Philosophy.

Title of thesis Determinants of Equity Share Pricing and Investment Decisions: A Study of Selected Listed Companies

Date of notification 05.05.2025

Given under the seal of the University

UNIVERSITY OF SCIENCE
DEENBANDHU CHHOTU RAM AND TECHNOLOGY, MURTHAL
2006

Controller of Examinations

Registrar

Vice Chancellor

Chancellor

Murthal (Sonepat)

Date : 27.03.2026

क्रम संख्या
Serial No. 66504

अनुक्रमांक 2K17/PHDME/45.....
Roll No.

दिल्ली प्रौद्योगिकी विश्वविद्यालय
DELHI TECHNOLOGICAL UNIVERSITY



डॉक्टर ऑफ़ फिलॉसफी

विश्वविद्यालय की शैक्षणिक परिषद की अनुशंसा पर
मैकेनिकल इंजीनियरिंग विभाग में पंजीकृत
पवन किशोर झा

को **मैकेनिकल इंजीनियरिंग** विषय में **डॉक्टर ऑफ़ फिलॉसफी** की उपाधि प्रदान की जाती है, जिन्होंने इस उपाधि को प्रदान किए जाने हेतु विश्वविद्यालय के अध्यादेशों के तहत निर्धारित अपेक्षाओं को 15 अक्टूबर 2025 में सफलतापूर्वक पूर्ण कर लिया है।

इन्हें उक्त उपाधि से 10 जून 2026 को विभूषित किया गया।

शोध प्रबन्ध शीर्षक : **एक्सपेरिमेंटल इन्वेस्टिगेशन ऑन यूज़ ऑफ़ सी.एन.जी. एंड डाय-एथाइल ईथर इन एच.सी.सी.आई. इंजन**

Doctor of Philosophy

Upon the recommendation of the Academic Council of the University

PAWAN KISHORE JHA

registered in the ***Department of Mechanical Engineering*** *is awarded the degree of* ***Doctor of Philosophy*** *in the Discipline of* ***Mechanical Engineering*** *on his/her successful completion of the requirements prescribed under the ordinances of the University for the award of this degree on October 15, 2025.*

He/She is admitted to the said degree on June 10, 2026.

Thesis Title : ***Experimental investigation on use of CNG and Di-Ethyl Ether in HCCI engine***

June 18, 2026

परीक्षा नियंत्रक
Controller of Examination

दिल्ली, (भारत) दिनांक
Delhi, (India) dated the

कुलपति
Vice-Chancellor

क्रमसंख्या (Serial No.) 23-PHD-0956

पंजीकरण संख्या (Regn. No.)
1176290508

महर्षि दयानन्द विश्वविद्यालय, रोहतक

(हरियाणा राज्य अधिनियम संख्या २५/१९७५ के अन्तर्गत स्थापित)
("ए+" श्रेणी, रा.मू.प्र.प. – प्रत्यायित)

डॉक्टर ऑफ फिलॉसफी
अभियांत्रिकी एवं प्रौद्योगिकी संकाय

प्रमाणित किया जाता है कि पायल
सुपुत्र/सुपुत्री श्री रमेश कुमार
को अणुविद्युत अभियांत्रिकी विषय में डॉक्टर ऑफ फिलॉसफी की उपाधि प्रदान की जाती है।
शोध प्रबन्ध का विषय "स्ट्रडी एंड माइग्रेशन ऑफ नॉनलीनियरिटीज इन फ्री स्पेस ऑप्टीकल (एफ एस ओ) कम्यूनिकेशन सिस्टम"

अधिसूचना की तिथि: जुलाई ०५, २०२२

Maharshi Dayanand University, Rohtak

(Established under Haryana Act No. 25 of 1975)
("A+" Grade, NAAC Accredited)

DOCTOR OF PHILOSOPHY
Faculty of Engineering & Technology

This is to certify that PAYAL
son/daughter of Sh. RAMESH KUMAR
is hereby awarded the degree of DOCTOR OF PHILOSOPHY *in the subject of* Electronics & Communication Engineering.
Title of thesis "*Study and Mitigation of Nonlinearities in Free Space Optical (FSO) Communication System.*"

Date of Notification: 05.07.2022

विश्वविद्यालय के मुद्रांकन द्वारा प्रमाणित
Given under the seal of the University

परीक्षा-नियंत्रक
Controller of Examinations

कुलसचिव
Registrar

कुलपति
Vice-Chancellor

कुलाधिपति
Chancellor

1176290508

क्रमसंख्या (Serial No.) 23-PHD-1258

पंजीकरण संख्या (Regn. No.) 10-KMK-3512

महर्षि दयानन्द विश्वविद्यालय, रोहतक

(हरियाणा राज्य अधिनियम संख्या २५/१९७५ के अन्तर्गत स्थापित)

("ए+" श्रेणी, रा.मू.प्र.प. – प्रत्यायित)

डॉक्टर ऑफ फिलॉसफी

प्रबंधन विज्ञान एवं वाणिज्य संकाय

प्रमाणित किया जाता है कि **ममता रानी**

सुपुत्र/सुपुत्री श्री **श्याम सुन्दर**

को **प्रबंधन** विषय में **डॉक्टर ऑफ फिलॉसफी** की उपाधि प्रदान की जाती है।

शोध प्रबन्ध का विषय **"शोपर्स इम्पल्स बाईंग बिहेवियरः एन असैसमैंट ऑफ सिचुएशनल एंड प्रसनल प्रीडिकटर्स इन ऑर्गेनाइज्ड रीटेल एन्वायरमैंट।"**

अधिसूचना की तिथि: सितम्बर ११, २०२३

Maharshi Dayanand University, Rohtak

(Established under Haryana Act No. 25 of 1975)

("A+" Grade, NAAC Accredited)

DOCTOR OF PHILOSOPHY

Faculty of Management Sciences & Commerce

This is to certify that **MAMTA RANI**

son/daughter of Sh. **SHYAM SUNDER**

is hereby awarded the degree of **DOCTOR OF PHILOSOPHY** *in the subject of* **Management.**

Title of thesis **"*Shoppers' Impulse Buying Bahavior: An Assessment of Situational and Personal Predictors in Organized Retail Environment.*"**

Date of Notification: 11.09.2023

विश्वविद्यालय के मुद्राकन द्वारा प्रमाणित

Given under the seal of the University

परीक्षा-नियंत्रक
Controller of Examinations

कुलसचिव
Registrar

कुलपति
Vice-Chancellor

कुलाधिपति
Chancellor

3(b) No. of Publications only in Wos/SCOPUS-UGC care category II

S. NO.	NAME OF FACULTY	TOPIC	ISBN/ISSN NO.	Vol No	Issue No	Name of Journal
1	Dr. Simranjeet Kaur Bagga	Employee change readiness effect on employee engagement and organisational commitment in the Indian pharmaceutical sector: an empirical study	ISSN 1478-8764	Vol 18	No 1	Progress in Industrial Ecology, an International Journal
2	Dr. Neha Shivani	Unveiling the Mediating Role of Perceived Opportunity in Women Empowerment Determinants and Entrepreneurial Success	ISSN 2229-7359	Vol 11	No 22s	International Journal of Environmental Science
3	Dr Stuti Narula Markan	Cyber Crime and Cyber Space: Jurisdictional Compliances	ISSN 2582-7340	Vol 3	No 4	International Journal of Advanced Legal research
4	Dr. Sachin Kumar	Tech Business Analytics in Quaternary Industry Sector	ISSN 2581-6942	Vol 42	No 7	International Journal of Case Studies in Business, IT, and Education (IJCSBE),
5	Dr Anand Nandwani	A comparative analysis of brand positioning in the sports industry: a study on luxury and generic products using bli scale	ISSN 0974-2093	Vol 17	No 2	CPJ Global Review
6	Dr. Sumit Chauhan	Block Chain in Cyber Security	ISSN 0974-2093	Vol 19	No 1	International Journal of Progressive Research in Engineering Management and Science
7	Dr Anil Grewal	Optimizing Human Resources Management through Data-Driven Decision making: An Exploration into the Efficacy of digital analytics and Insights in Modern organizations	ISSN 1681-8997	Vol 39	No 3	Empirical Economics letters
8	Dr. Gurpreet Kaur Chhabra	Understanding the various behavioral styles and concepts of Emotional intelligence, for achieving managerial effectiveness- A conceptual framework	ISSN 1001-2400	Vol 17	No.12	Journal of Xidian University
9	Dr. Neha Shivani	Enablers and determinants of Financial Performance of women entrepreneurs in India	ISSN 0975 4415	Vol 16	No 31s	International Journal of Drug Delivery Technology
10	Dr. Beena	Role of Buddhism in strengthening the Relationship between India and Bhutan	ISSN 0563-7361	Vol 9	No 11	The Rays of Research in 2026
11	Dr. Sheela Narang Wadhwa, Dr. Garima Bhardwaj, Dr. Arun Pratap Srivastava, Dr.Ritika Malik	AI-driven job insecurity and work performance: unveiling the mediating role of psychological well-being	ISSN 2511-2112	Vol 17	No 1	International Journal of Information Technology

12	Dr Simranjeet Kaur Bagga	The mediating Role of Employees' Readiness to change: Relationship of Transformational leadership and Job Satisfaction	ISSN 2323-5233	Vol 11	No 1	European Economics Letters
13	Dr. Sheela Narang Wadhwa, Dr. Garima Bhardwaj, Dr. Arun Pratap Srivastava	linking psychological well-being and employee productivity through work-life integration: a smart-pls approach	ISSN 0973-1598	Vol 21	No 2	Smart Journal of Business Management Studies
14	Dr. Arkin Chawla	Exploring the Role of Cinematic Techniques in Shaping Audience Emotions	ISSN 2226-0439	Vol 14	No 32(s)	Journal of Neonatal Surgery
15	Dr. Gurpreet Kaur Chhabra	Exploring Covid-19's Impact On Mental Health In The Workplace: A Bibliometric Analysis	ISSN 2204-3136	Vol 20	No 1:i3607	Asia Pacific Journal of Health Management
16	Dr Lalita Yadav	Human–ai synergy and employee resilience: understanding hr analytics impact on well-being in indian service firms	ISSN 1474-6743	Vol 24	No 2	International Development Planning Review (IDPR)
17	Dr Sarita Yadav	Prevalence of overconfidence, optimism and herd in investor's psychology: a bibliometric analysis	1581-5374, 1855-363X	Vol 14	No 6	Asia Pacific Journal of Health Management
18	Ms. Avsheen Kaur, Dr. Pooja Singh Negi	Fintech and SDGs: a bibliometric analysis of the nexus between digital finance and sustainability	ISSN 2977-7631	Vol 1	No 1-2	International Development Planning Review (IDPR)
19	Dr Sumit Chauhan & others	A study on AI recommended News suggestions promoting Selective Exposure and its effect on Cognition.	ISSN 1521-3900	Vol 415	No 1	Macromolecular Symposia
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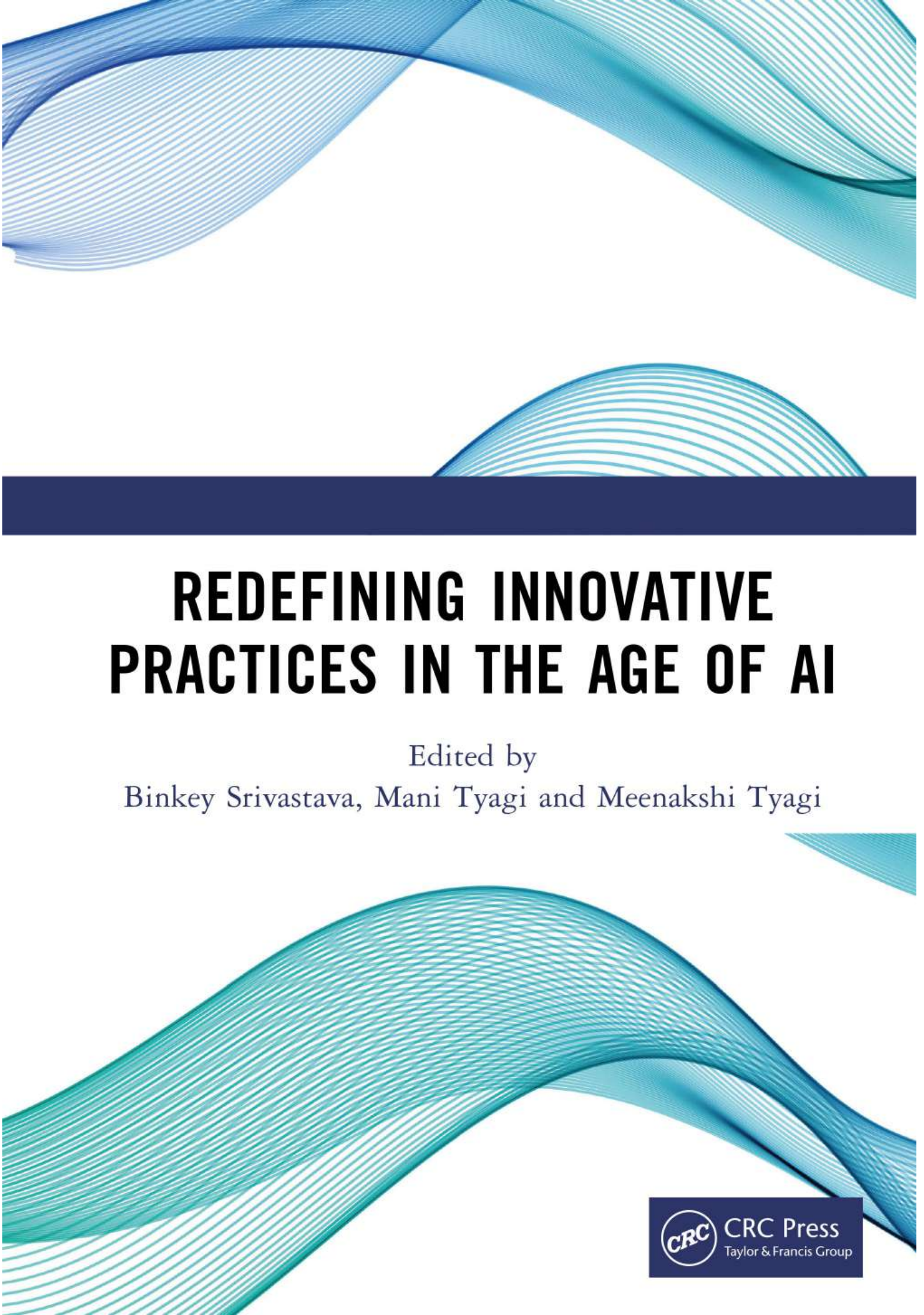

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Binkey Srivastava, Mani Tyagi and Meenakshi Tyagi
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Preface

It gives us immense pleasure to present the proceedings of the International Conference on Redefining innovative practices in the Age of AI (ICRIPI-2K25) held on 27–28 June 2025, organized by School of Management, KIET Group of Institutions, Delhi NCR Ghaziabad This conference brought together academicians, researchers, industry practitioners, and students from across disciplines to share their insights, research findings, and innovative practices in the field of AI in Business Strategy and Innovation Machine Learning, Applications across Industries Ethical, Social, and Regulatory Issues in AI, AI in Healthcare, Education, and Public Policy, Big Data Analytics and Intelligent Systems, AI-Driven Digital Transformation, Sustainable Innovation through AI, Human-Centered AI and Responsible Innovation, AI in Creativity, Arts, and Media Robotics, Automation, and Future of Work, AI for Smart Cities and Urban Innovation, Challenges and Opportunities in AI, Startups Cybersecurity and Risk Management in the AI Era, Recent trends in application of AI.

The central theme of the conference, "The transformative impact of Artificial Intelligence across disciplines and industries", reflects the growing importance of interdisciplinary research and collaborative knowledge creation in addressing the challenges of our rapidly changing world. The papers included in this volume represent a wide spectrum of topics and perspectives, ranging from theoretical explorations to applied research and case studies, thereby enriching both academic scholarship and professional practice.

We believe these proceedings will serve as a valuable reference for researchers, academicians, policymakers, and professionals seeking to understand current trends and emerging directions. Each paper has undergone a rigorous review process to ensure quality, originality, and relevance.

We take this opportunity to express our sincere gratitude to all the authors for their contributions, the reviewers for their constructive feedback, and the members of the organizing and technical committees for their tireless efforts. We are also thankful to our partners and supporters, especially CRC Press, a Taylor & Francis Group for facilitating the successful publication of these proceedings.

We hope that the knowledge shared through this volume will inspire further inquiry, collaboration, and innovation in the times to come.

Dr. Binkey Srivastava (Conference Chairperson and Editor)
Dr. Mani Tyagi and Dr. Meenakshi Tyagi (Conference Conveners and Editors)



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Acknowledgements

I take this opportunity to express my heartfelt gratitude to all those who have contributed to the successful organization of the International Conference on Redefining innovative practices in the Age of AI (ICRIPI 2025) held on 27–28 June 2025 and the preparation of these proceedings.

First and foremost, I extend my sincere thanks to all the authors for their valuable research contributions and for choosing this conference as a platform to share their work. Their enthusiasm and scholarly inputs have enriched the quality of this volume.

I am deeply indebted to the members of the Review Committee and Editorial Board, whose rigorous evaluation and constructive feedback ensured the academic quality and relevance of the papers published herein.

My deep appreciation goes to the distinguished keynote speakers, session chairs, panelists, and delegates whose participation and insights made the deliberations meaningful and impactful.

I gratefully acknowledge the invaluable support of the Honorable Management of KIET Group of Institutions, whose commitment to fostering academic excellence has made this conference possible. My sincere thanks are due to the Executive Director of KIET Dr. Manoj Goel for providing strategic direction, encouragement, and continuous motivation throughout the journey. I also extend our appreciation to the Director (Academics), KIET Dr. Adesh Pandey for offering academic leadership and constructive guidance, which played a vital role in the successful organization of this event. Their combined efforts and support have been central to the smooth conduct of the conference and the timely completion of these proceedings.

Special thanks are due to the Organizing Committee, faculty members and student volunteers who worked tirelessly behind the scenes to ensure the smooth execution of the conference.

I also extend my thanks to our publication partner CRC Press, Taylor & Francis, for their cooperation in bringing out this volume in a timely manner.

Finally, I am grateful to all participants, sponsors, and well-wishers for their trust, enthusiasm, and constant encouragement, which have been the true driving forces behind the success of this conference.

Dr. Binkey Srivastava
(Conference Chairperson and Editor)



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With over 25 years of experience in administration, teaching, research, and consultancy, she has made significant academic contributions, authoring more than 90 papers in esteemed national and international journals, conferences, and seminars, many of which are indexed in Scopus and ESCI. She has also authored several books; one of her books is listed at The Harvard Book Store. She has received grants from various government agencies for her research endeavors. In addition to her research, she has guided numerous scholars from both private and state universities. Dr. Srivastava actively participates in the academic community as an advisory member and reviewer for several national and international journals.

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Chapter

Challenges and strategic levers in the formation of AI startups

By K. Sharma, N. Tripathi, P. Taylor, J. Tyagi, M. Rohila, Anand Nandwani

Book Redefining Innovative Practices in the Age of AI

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ABSTRACT

This paper summarizes the intense rise of AI startups, the problems they are facing & also the upcoming opportunities that are coming in their path. The new venture getting interrupted at a fast pace in uncertain markets with the assistance of breakthroughs in the area of machine learning, NLP and computer vision. Despite the momentum, shortage of backing, ethical concerns, the unavailability of high-quality data, the potential of biased models, preventive huge facilities, and vague regulatory guidelines are the barriers. This paper deals with fact-based information and real-life situations that will work as success factors in this field. This paper also analyzes the modification in investor trust, the adoption structure of the industry and the effect that international associations have on their strategical decisions and also the impact on open-source community, accelerators of startups, and government regulations can have on AI entrepreneurship and stimulate sustainable development. The paper also engages the impact on open-source community, accelerators of startups, and government regulations can have on AI entrepreneurship and stimulate sustainable and responsible development.

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Dr. SK Pandey

Dr. SK Pandey, is a senior journalist who has worked 18 years with Hindustan Times Group and over 14 years in media education. He has authored three books and translated Deepak Chopra's Seven Spiritual Laws of Success into Hindi. A bi-lingual and versatile media professional, he is a voice-over artist and scriptwriter affiliated with Doordarshan and All India Radio. Dr. Pandey is a well known content creator, author, poet, and motivational speaker. With over 1,000 articles published in newspapers and magazines, he has also contributed more than 20 research papers to national and international journals, presented over 25 conference papers, and attended more than 20 FDPs and workshops, His accolades include the International Council for Journalists Award (2023), Certificate of Excellence Award for the documentary Dental Fluorosis (2020) and National Research Award (2019). Dr. Pandey continues to make significant contributions to journalism, media education, and scholarly research in India.

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First Edition

Media in the Digital Age
Trends, Tools, and Cultural Impact

Dr. SK Pandey

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MEDIA IN THE DIGITAL AGE
TRENDS, TOOLS, AND CULTURAL IMPACT



Dr. SK Pandey

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Media in the Digital Age: Trends, Tools, and Cultural Impact

By

Dr. SK Pandey
HoD,
Journalism and Mass Communication

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2025

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About the Book

Media in the Digital Age: Trends, Tools, and Cultural Impact is a comprehensive exploration of how media has transformed in response to digital technologies. The book offers an in-depth understanding of the digital media landscape by examining both its technical foundations and its broader cultural implications. It is structured into eight chapters, each focusing on a key dimension of digital media—from its evolution and technological tools to ethical challenges and shifting patterns of consumption.

Beginning with a historical overview of media transitions, the book discusses the characteristics of digital communication and the integration of media platforms. It further delves into digital journalism, the rise of citizen blogs, social media influence, political discourse, and online communities. Readers are introduced to concepts such as user-generated content, influencer marketing, analytics, and immersive storytelling. The book also presents critical insights into policy, regulation, censorship, and the role of governments in shaping the digital media space.

Special attention is given to globalisation, diversity, language shifts, and ethical dilemmas, such as fake news, cyberbullying, and surveillance. Each chapter is supported with relevant examples and analytical perspectives to help readers contextualise and understand complex issues.

This book is suitable for undergraduate and postgraduate students of media studies, communication, journalism, digital marketing, and cultural studies. It also serves as a resource for media practitioners and researchers looking to stay updated on digital trends and challenges in a globalised world.

Preface

The rapid evolution of technology has dramatically transformed the way media is created, distributed, and consumed. From the dominance of newspapers and broadcast television to the rise of social media and on-demand platforms, the digital age has redefined the very nature of communication. This book, Media in the Digital Age: Trends, Tools, and Cultural Impact, is born out of a desire to understand these profound changes. It is designed for students, media professionals, educators, and curious minds who wish to explore the modern media landscape and its implications on society.

This text delves into the shift from traditional to digital media, the emergence of immersive technologies, the reconfiguration of journalism, and the power of user-generated content. It also critically examines challenges such as misinformation, data privacy, digital ethics, and content regulation. The goal is to provide a balanced view that reflects both the opportunities and responsibilities that come with digital media.

Writing this book has been a journey through the past, present, and future of media. It involved analysing real-world case studies, emerging trends, and theoretical frameworks. I hope that readers will find this work insightful and relevant to the dynamic and ever-evolving media environment.

I extend my gratitude to those who inspired and supported this endeavour. May this book serve as a guide to navigating and critically engaging with the digital media world.

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CHAPTER 1 Evolution of Media in the Digital Era

Learning Objective

In this chapter, readers will explore the transformation from traditional to digital media systems. They will understand how technological advancements have reshaped communication formats and media practices. The chapter highlights key features of digital communication. It also traces a timeline of major media transitions. Readers will learn about the convergence of various media platforms.

1.1. Shift from Traditional to Digital Media

The shift from traditional to digital media signifies a profound change in the creation, distribution, and consumption of information. Traditional media include newspapers, radio, & television, which provide restricted engagement and predetermined programming schedules. On the other hand, digital media offers immediate access, interaction, and worldwide reach. This transformation has been caused by advancements in internet technology, mobile use, and social media platforms. As digital media expands in prominence, it transforms industries, communication practices, and audience behaviour. The

change symbolises society's shifting inclination for rapid, adaptable, and customised material.

1. Instant Accessibility

Digital media allows people to access news, movies, and entertainment instantly from any device. In contrast to traditional media, there is no need to await planned transmissions or printed publications. Real-time information facilitates faster and more effective communication. This on-demand accessibility aligns with contemporary lives and professional settings. It improves convenience and ensures consumers remain informed throughout the day.

2. Two-Way Communication

A primary distinction is that digital media facilitates interactivity, in contrast to traditional unidirectional communication. Users can like, comment, share, or generate their own material online. This encourages feedback, interaction, and community development. It furthermore assists organisations and content makers in comprehending their customers more effectively. Traditional media lacks interactivity, providing no direct means to engage with the content. Digital platforms provide bidirectional communication.

3. Cost Efficiency

Digital media is far more economical than traditional media for both producers and consumers. No expenses related to printing, physical distribution, and broadcasting infrastructure are incurred. Small enterprises and individuals may

disseminate material or advertise items at a negligible cost. This affordability facilitates more inclusion of different perspectives and innovators. It facilitates the rapid execution and modification of campaigns. The economic examination enhances the accessibility and scalability of digital media.

4. Global Reach

Traditional media often has regional or national constraints, but digital media is globally accessible. A single message, video, or story may be disseminated to global audiences within seconds. This worldwide connectedness facilitates commercial growth, cultural interchange, and social consciousness. It also ensures equitable visibility for material, regardless of its source. The unbounded characteristic of digital media amplifies its influence and possibilities. It unites individuals from various regions of the globe.

5. Personalisation of Content

Digital platforms use algorithms and data to provide content according to individual user tastes. This customisation ensures that consumers encounter more relevant news, advertisements, and media. It enhances pleasure and decreases the time allocated to information retrieval. Traditional media is incapable of delivering this personalised experience. Consequently, digital material seems more captivating and beneficial. This focused delivery enhances user experience & business results.

6. Measurable Performance

Digital media provides instruments to monitor engagement, viewership, clicks, & user behaviour immediately. This enables artists and marketers to assess the efficacy of their material precisely. In contrast to traditional media, which depends on guesses or polls, digital analytics provide definitive facts. These insights enhance plans, identify target audiences, and elevate outcomes. It enhances the responsiveness and efficacy of digital marketing. Precise monitoring enhances the appeal of advertisements and enterprises.

1.2. Characteristics of Digital Communication

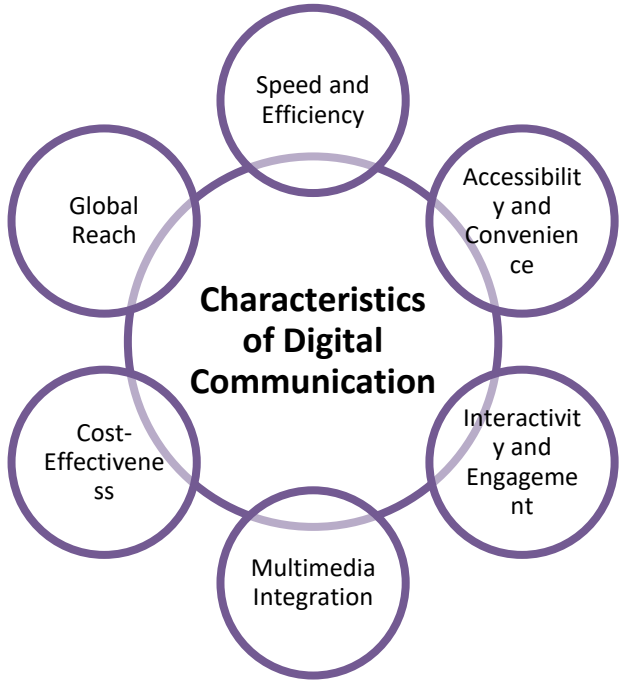

Figure 1.1 Characteristics of digital communication

Digital communication is a branch of electronics that deals with the transfer of data in digital form. The transmission of such signals is essential because the original data is typically analogue in nature. A basic digital communication system involves processes such as signal transmission, encoding, modulation, and decoding.

1. Speed and Efficiency

Digital communication enables the instantaneous transmission and reception of communications, regardless of location. Email, chat, and video conferencing provide instantaneous communication worldwide. This speed augments efficiency and decision-making in both professional and personal contexts.

In contrast to traditional mail, there is no delay required. Information may be rapidly disseminated, modified, or transferred with minimal effort. The immediacy of digital technologies makes them essential for imperative communication.

2. Accessibility and Convenience

Digital communication tools are available at any time and from any location with internet connectivity. Laptops, smartphones, and tablets provide mobile connectivity for consumers. This adaptability is particularly advantageous in distant work or distance education contexts.

Communication is no longer constrained by geographical location or temporal boundaries. Messages, documents, and changes may be accessed immediately from cloud storage

and inboxes. This accessibility facilitates both official and casual communications. It ensures users remain connected with minimum exertion.

3. Interactivity and Engagement

Digital communication encourages active engagement through likes, comments, replies, and live conversations. It transforms unilateral communication into a bilateral or even multilateral discourse. Social media channels, discussion forums, or webinars augment involvement. Users are not only passive receivers; they are also active participants in the discourse.

This engagement creates enhanced connections and communities. It also offers prompt replies and comments, enhancing clarity.

4. Multimedia Integration

A crucial aspect of digital communication is the capacity to amalgamate text, pictures, audio, and video. This multimedia strategy enhances the appeal and comprehensibility of communications. Visuals and auditory elements enhance the reinforcement of essential concepts and augment recall.

Presentations, infographics, or video communications are often used in digital contexts. It accommodates various learning techniques and audience inclinations. Integrating formats enhances communication efficacy and influence. The use of multimedia enhances the inventiveness and charm of the material.

5. Cost-Effectiveness

Digital communication substantially reduces expenses in comparison to conventional methods such as print and postal services. Numerous internet platforms provide free or inexpensive messaging, phone, and conferencing services. Companies may save expenses on travel and printed documents by using emails & video conferencing.

Cloud storage replaces cumbersome physical archives, hence diminishing operating expenses. Social media marketing is more cost-effective than television or print advertisements. Digital communication is often more cost-effective for people. These savings make digital tools appealing to all users. Affordability is thus a significant benefit.

6. Global Reach

Digital platforms eliminate geographical limitations and enable seamless global connectivity. Messages can be transmitted to audiences across multiple countries within seconds. This global connection plays a vital role in international trade, education, and social networking, encouraging cultural exchange and cross-border collaboration.

Individuals can collaborate with teams in various time zones and stay informed about global developments. Tools such as webinars and live streaming allow real-time interaction with international audiences. This broadened reach enhances the effectiveness and influence of communication, fostering global participation and inclusivity.

1.3. Timeline of Key Media Transitions

The history of human communication is intricately tied to the development of media technologies. Each stage in the evolution of media marks a significant transformation in the way individuals and societies transmit, preserve, and interpret information. These transitions are not merely technological milestones but also cultural and societal revolutions that reshaped how people engage with knowledge, power, and community. From oral traditions rooted in memory and storytelling to digital networks enabling instant global interaction, the progression of media forms a critical framework for understanding the growth of civilisation and the diffusion of ideas. This section explores the major phases in media evolution, situating each within its historical context and emphasising its broader implications for human communication.

1. Oral Communication (Prehistoric Era – c. 3000 BCE)

The earliest form of human communication was oral, relying on speech, gesture, and memory. In pre-literate societies, oral traditions served as the principal mechanism for preserving history, laws, customs, and cultural values. This form of communication was inherently communal and performative, requiring the presence of both speaker and listener within a shared space and time. Knowledge was passed from one generation to another through stories, songs, myths, and proverbs, often performed during rituals or communal gatherings. While oral communication allowed for emotional nuance and personal interaction, it

was limited by the impermanence and subjectivity of memory.

- Storytelling served as a tool for moral instruction and cultural continuity.
- Community elders or spiritual leaders were typically the custodians of knowledge.
- Transmission was highly localised and dependent on human presence.

2. Written Communication (c. 3000 BCE – 15th Century)

The invention of writing revolutionised the way information was recorded and shared. Early writing systems, such as Sumerian cuneiform and Egyptian hieroglyphs, emerged primarily for administrative, religious, and commercial purposes. Writing enabled the preservation of ideas across time and space with far greater accuracy than oral methods. Over centuries, alphabets and scripts became more accessible, and writing was adopted for a broader range of purposes including literature, philosophy, and law. The written word introduced a degree of permanence and formality to communication, facilitating the growth of complex institutions such as governments, religious systems, and educational establishments.

- Written documents allowed laws and treaties to be standardised and enforced.
- Literacy became a tool of power, often restricted to elites such as priests and scribes.

- Manuscript culture, especially in medieval Europe and the Islamic world, preserved vast bodies of knowledge.

3. Print Media (15th Century – 19th Century)

The development of the printing press by Johannes Gutenberg in the mid-15th century marked the advent of mass communication. Movable type allowed for the rapid reproduction of texts, dramatically lowering the cost of books and increasing the spread of literacy. The print revolution decentralised the control of information from religious and political elites and contributed to key social movements such as the Protestant Reformation, the Renaissance, and the Enlightenment. Newspapers, pamphlets, and printed books became key instruments for public discourse, education, and political mobilisation.

- Information could now reach a broad and dispersed audience with relative ease.
- The printing press laid the groundwork for modern education and scientific progress.
- National languages and literatures flourished as print culture spread.

4. Electronic Media (19th Century – Mid-20th Century)

The invention of electronic communication devices heralded a new era of immediacy in information transmission. The telegraph, developed in the early 19th century, allowed messages to be sent almost instantaneously across vast

distances. This was followed by the development of the telephone, radio, and eventually television. These media dramatically transformed both personal and mass communication. Radio and television, in particular, became dominant tools for entertainment, news broadcasting, and state propaganda. For the first time, a single message could be broadcast simultaneously to millions of people.

- Radio fostered the emergence of a shared national or cultural identity.
- Television became central to family life and cultural consumption.
- Governments and corporations utilised these platforms to shape public opinion.

5. Digital Media (Late 20th Century – Present)

Digital media has fundamentally altered the landscape of communication, ushering in an era of connectivity, interactivity, and user empowerment. The development of computers, the internet, and mobile technologies enabled data to be created, shared, and consumed in real-time across the globe. Unlike earlier media, digital platforms facilitate two-way communication and allow individuals to produce and disseminate content. Social media, email, blogs, and digital news portals have transformed the dynamics of public discourse, collapsing traditional hierarchies between producers and consumers of information.

- Communication is now fast, multimedia-rich, and globally accessible.

- Individuals can participate in digital democracy and cultural production.
- The line between public and private communication is increasingly blurred.

6. Convergent and Interactive Media (21st Century)

The current media landscape is characterised by convergence—the merging of previously distinct media technologies into integrated digital platforms. Smart devices combine text, audio, video, and interactivity, allowing for an immersive and participatory communication experience. Platforms such as YouTube, podcasts, and interactive games blur the boundaries between entertainment, education, and social engagement. Moreover, developments in artificial intelligence, virtual reality, and augmented reality are poised to redefine how we perceive and interact with media.

- Audiences are now active participants in shaping media content and narratives.
- Global media networks support real-time collaboration and knowledge-sharing.
- Personalised media experiences are driven by algorithms and data analytics.

1.4. Integration of Media Platforms

The term "integration of media platforms" describes how different media—print, broadcast, digital, & social—converge and work together to produce cohesive, networked

systems. Due to this integration, material may be created, shared, and accessed on many platforms at once or in succession, giving consumers pleasant experiences and content producers a wider audience. Platform integration is becoming more and more necessary in today's digital-first society due to shifting customer behaviour, competitive advantage, and technology advancements.

1. Forms of Media Integration

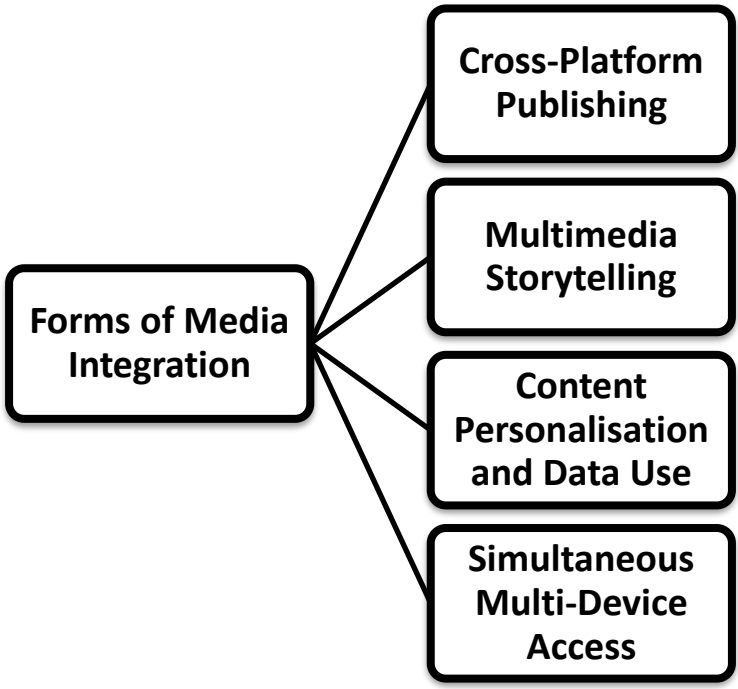

Figure 1.2 Forms of Media Integration

a. Cross-Platform Publishing

This involves creating content that is concurrently made available on many platforms. A single news item may be summarised in a newsletter, debated in a live stream, shared on Twitter, and reported on a website. Wider coverage and interaction are ensured by customising each version to the audience and format of the platform.

b. Multimedia Storytelling

These days, stories are told in a variety of media, including interactive maps, voice-over movies, and text with infographics. This improves user understanding and engagement. Particularly for those with different tastes or disabilities like limited literacy or visual impairment, multimedia material is more accessible.

c. Content Personalisation and Data Use

User data is often used by integrated media systems to customise content. Algorithms use browser history or preferences to suggest articles, videos, or items. Consistent user experiences are produced by integration, allowing this data to move across platforms.

d. Simultaneous Multi-Device Access

These days, people can start reading a news piece on their phone, continue on their laptop, or conclude by viewing a relevant video on their smart TV. Media integration allows for smooth device switching without sacrificing progress or context.

2. Benefits of Media Integration

The following are various benefits of media integration:

a. Expanded Audience Reach

Content producers may reach a wide range of people with different media preferences by being active across many channels. While youngsters are more likely to use social media & streaming applications, elderly viewers may still like television or newspapers.

b. Enhanced Engagement

Participation from users is encouraged via integrated media. Social media comments have the power to shape future content. Live streaming enables engagement in real-time. The audience feels more devoted to the brand or publication as a result of this interaction.

c. Consistency in Messaging

A consistent message is maintained across various media with the use of integrated platforms. Political campaigns, awareness campaigns, crisis communication, & branding all depend on this. Credibility may be affected by inconsistent or mixed messaging across platforms.

d. Efficiency and Cost-Effectiveness

Time and resources may be saved by reusing and reshaping material for several platforms by integration. Marketers and journalists may develop a single core message & modify it for many platforms, including print, online, mobile, and television.

e. Real-Time Feedback and Analytics

Integrated media platforms enable real-time user input and continuous monitoring of content performance. Through data analytics tools, creators can refine their strategies by tracking metrics such as views, shares, comments, and the duration of user engagement across various platforms.

3. Challenges of Media Integration

The following are various challenges of media integration:

a. Technical Compatibility Issues

As media material is exchanged across many platforms and devices, maintaining technological compatibility becomes a significant concern. Every platform has unique requirements, ranging from loading times and interactive features to file formats and screen resolution.

Technical know-how, responsive design, and specialist tools are needed to modify the material to meet all of these requirements. Unreadable text, misaligned images, or broken functionality might all be the consequence of inadequate adaptation. Users may get irritated and have a bad experience as a result of these technological issues. Furthermore, platform-specific limitations may make integration more difficult. Performance and accessibility of information depend on compatibility across all devices.

b. Content Overload and Fragmentation

Audiences are inundated with material from many sources on a wide variety of channels in the digital age. Users get

material overload as a result of this continuous flood, making it challenging to sort and concentrate on what is really important. The audience's attention is divided when businesses distribute information across all platforms without a unified approach.

Due to overload, users may notice disconnected messages or completely disregard them. Effective impact measurement is hampered by this clutter, which also reduces engagement rates. Additionally, it reduces memory and dilutes the brand's message. A well-rounded approach to material is necessary to prevent consumers from being overloaded.

c. Quality Control

It's challenging to provide consistent quality across several media channels. On a smartphone, something that is nice on a TV screen could appear crowded or inefficient. In a similar vein, lengthy stories that are appropriate for print may need to be condensed and made simpler for social media.

It is essential to ensure that each version of the information retains its visual integrity, relevancy, and clarity. Credibility may be harmed by any breakdown in quality control, including low picture resolution, grammatical mistakes, or imprecise messages. Audiences quickly develop opinions on material based on how it is presented. Upholding good standards across all platforms promotes constant communication and helps to establish confidence.

d. Privacy and Data Security

To provide personalised and applicable content experiences, media integration often depends on user data. However, there are significant privacy and security issues with collecting and managing this data across platforms. Users anticipate that their data will be safely kept and managed ethically.

Sensitive information across many platforms may be exposed by a single breach in the integrated system, with the risk of legal repercussions and eroding user confidence. Businesses must abide by data protection regulations and provide all relevant information regarding the collection, sharing, and use of user data. Maintaining public trust in media integration requires the implementation of effective cybersecurity safeguards and moral data practices.

Chapter Summary

This chapter explored the profound transformation in media forms and communication practices brought about by the shift from traditional to digital platforms. It traced the historical progression from print and broadcast media to internet-based systems, highlighting how digital technologies have revolutionised the production, dissemination, and consumption of content. The chapter began by contrasting the one-way nature of traditional media with the interactive, participatory features characteristic of digital communication. This transition has fundamentally altered the media landscape, enabling greater user engagement and real-time feedback mechanisms.

A detailed account of the defining characteristics of digital communication was provided, including convergence, interactivity, hypertextuality, and mobility. The chapter then offered a chronological overview of key technological developments that have influenced media evolution—from the advent of the World Wide Web to the rise of social media, streaming platforms, and mobile devices. This timeline underscored how digital innovation has steadily expanded the speed, reach, and diversity of media experiences.

Finally, the chapter examined the growing integration of media platforms, where content flows seamlessly across television, internet, and mobile domains. Such convergence

has led to new forms of storytelling and audience engagement, as well as challenges in regulation and control. Overall, the chapter laid a conceptual foundation for understanding the digital media environment in contemporary society.

Assessment question

1. What are the major differences between traditional and digital media?
2. Explain how digital communication differs in characteristics from traditional communication.
3. Describe the key stages in the timeline of media evolution.
4. What factors led to the shift from traditional to digital media?
5. How has the integration of media platforms affected content delivery?
6. Discuss the role of technology in transforming media formats.
7. What are the main advantages of digital media?
8. How has audience behaviour changed due to digital media?
9. What are the key challenges faced during the digital media transition?
10. Explain with examples how multiple media platforms now work in convergence.

CHAPTER 2 Digital Media Technologies and Tools

Learning Objective

In this chapter, readers will gain insights into the tools that power digital media today. They will examine the role of social media, mobile devices, and smart technologies. The chapter covers streaming and on-demand media platforms. It introduces interactive and immersive media experiences. Readers will explore how these tools shape content creation and user interaction.

2.1. Overview of Social Media Platforms

Online services and programs known as social media platforms let users produce, share, and engage with information in addition to creating online communities. These platforms are now an essential part of contemporary communication and engagement, impacting the way that people, companies, governments, and organisations engage with their audiences. Social networking networks provide a wide range of digital expressions, from simple text postings to excellent videos, live streaming, or purchasing connections.

Social media sprang to prominence in the early 2000s, with platforms such as Friendster, MySpace, and, later,

Facebook. After that point, the diversity and complexity of social media platforms have rapidly increased.

These platforms are designed with user interaction and participation in mind. They make it easier to communicate instantly, share ideas, have fun, and even become involved in activism. Platforms including Instagram, YouTube, Twitter (X), WhatsApp, or TikTok are used by billions of people worldwide today for a variety of reasons, such as social networking, content consumption, career advancement, and business.

1. Types of social media platforms

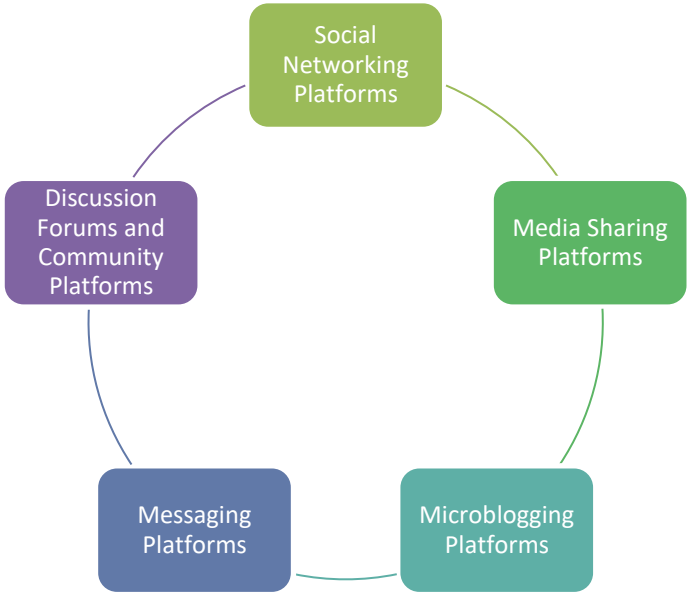

Figure 2.1 Types of social media platforms

a. Social Networking Platforms

Platforms for social networking are mainly intended to bring people together and build connections. LinkedIn and Facebook are two examples. These platforms let users establish networks based on their personal or professional interests, exchange messages, share updates, and create profiles.

Through group participation, likes, comments, and shares, they encourage engagement. Users follow sites or events, join communities, and maintain contact with colleagues and friends.

b. Media Sharing Platforms

Media-sharing platforms emphasise the production and dissemination of visual and auditory information. Instagram, YouTube, & Snapchat offer prominent examples. Users submit photographs, videos, live broadcasts, & reels for others to see and engage with.

These platforms are visually orientated and promote creativity with editing tools, filters, & effects. Numerous producers use them to cultivate fans and generate revenue from their material.

c. Microblogging Platforms

Microblogging providers allow users to publish brief updates, messages, and media excerpts. Twitter, now rebranded as X, serves as the most prominent example. These platforms are recognised for instantaneous information

dissemination and are frequently utilised for news, public discourse, and trending subjects.

Users participate in the reciprocal following, content reposting, and interaction through comments or likes. It is particularly used by journalists, activists, or public figures for rapid dissemination of data.

d. Messaging Platforms

Messaging systems provide personal and group communication, including text, voice, and video functionalities. WhatsApp, Messenger, Telegram, & Signal fall into this category. These systems facilitate individual chats, disseminate messages, transmit audio notes, conduct video calls, and allow file sharing.

Some also provide commercial versions for customer service & marketing. They provide private, encrypted communication & are preferred for their rapidity and ease.

e. Discussion Forums and Community Platforms

These platforms are organised around topic-based groups and discussion threads. Quora and Reddit are typical examples. Participants interact with in-depth discussions, exchange expertise, and pose queries in certain sub-forums or groups.

Community members usually monitor content, and interaction or upvotes determine exposure. These platforms encourage in-depth discussions, the exchange of advice, and information gathered by crowdsourcing.

2. Functions of social media platform

The following are various functions of social media platforms:

a. Communication and Connectivity

A fundamental purpose of social media platforms is to connect individuals irrespective of geographical location. They provide instruments for messaging, and commenting, as well as live interactions, facilitating real-time dialogues. Users maintain communication with friends, family, and colleagues by text, audio, or video.

These systems further provide group conversations, communities, and broadcasting functionalities. Social media transcends boundaries of space and time, facilitating seamless contact.

b. Content Creation and Sharing

Social media allows users to generate and disseminate diverse material such as photographs, videos, blogs, as well as live broadcasts. Platforms such as Instagram, and YouTube flourish due to user-generated content. Users articulate viewpoints, exhibit skills, or chronicle daily experiences.

Companies also use content to advertise their goods and services. The available tools—filters, editing functionalities, and effects—enhance the visual attractiveness of the material.

c. Information and News Dissemination

Social media functions as a primary conduit for disseminating news, updates, or real-time information. News organisations, governmental bodies, and independent individuals disseminate material to promptly inform the public. Platforms such as Twitter are particularly used for delivering breaking news & crisis updates.

Individuals may monitor credible sources to be informed about global or local occurrences. Hashtags facilitate the monitoring of trending subjects and social movements.

d. Marketing and Advertising

Companies use social media platforms are strategic tools for digital marketing and brand enhancement. Companies use features like sponsored posts, targeted advertisements, and influencer partnerships to engage certain client groups. Platforms aggregate user data to provide customised advertising. LinkedIn, Facebook, and Instagram all provide statistics to assess advertising efficacy and audience behaviour.

This makes social media an economical means for outreach & engagement. Businesses engage directly with customers through comments and messaging.

e. Networking and Community Building

Social media helps the formation of networks and participation in groups centred on common interests or objectives. LinkedIn facilitates connections among professionals, but

Reddit & Facebook Groups allow discussions among individuals with shared interests. These communities provide assistance, cooperation, and the exchange of knowledge.

Users may follow, tag, and approve others, thus enhancing their social profile. This function facilitates personal development and professional enhancement.

3. Limitations of social media platforms

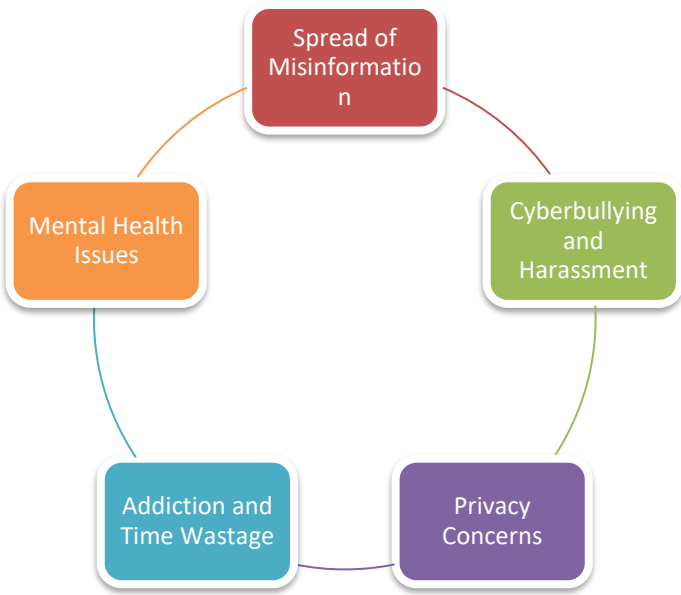

Figure 2.2 Limitations of social media platforms

a. Spread of Misinformation

The pace at which false information is disseminated on social media is one of its primary disadvantages. People often distribute material without checking its veracity, which causes inaccurate or deceptive claims to spread.

Conspiracy theories, disinformation, and viral rumours may readily influence public opinion.

Specifically during elections, medical crises, or natural catastrophes, this has dire repercussions. Misinformation may lead to negative conduct, societal instability, or fear.

b. Cyberbullying and Harassment

Social media platforms often turn into venues for online abuse and cyberbullying. Without worrying about the repercussions, people utilise fictitious or anonymous profiles to disparage, threaten, or insult others. As a consequence, victims—particularly teenagers—may suffer from anxiety, fear, or sadness. Persistent abuse can reduce self-esteem and, in extreme situations, cause self-harm.

Platforms provide blocking and reporting features, however answers are sometimes insufficient or delayed. Trolls return with new accounts by taking advantage of weaknesses.

c. Privacy Concerns

As users unintentionally submit personal information that may be collected, saved, and sold, privacy is a serious issue on social media. Numerous platforms utilise this information to recommend content and display customised ads. Yet this calls into doubt data ownership and permission.

Users often don't know who can access their information or how it's being utilised. Private information might be made

available to hackers in the event of a data breach. This is leading to an increase in financial fraud and identity theft.

d. Addiction and Time Wastage

Social media is designed to keep users interested for extended amounts of time, which may result in addictive behaviour. Without noticing it, people watch, browse, and respond to postings for hours on end. This often takes the place of time intended for work, education, exercise, or social engagement.

Attention continues to be drawn to notifications, endless feeds, and trending topics. Overuse like this might result in reduced efficiency and procrastination. Additionally, it could interfere with sleep and lead to a lack of physical activity. Although screen time monitoring is available on several platforms, consumers seldom ever utilise it.

e. Mental Health Issues

Excessive use of social media, especially when users compare their lives to others, may have a detrimental effect on mental health. Images of prosperity, beauty, and lifestyle that have been carefully chosen might make people feel inadequate or unworthy. Anxiety and reliance are promoted by a constant desire for likes, comments, or acceptance.

Fear Of Missing Out (FOMO), cyberbullying, and negative remarks may all exacerbate mental suffering. This may eventually lead to mental disorders including despair and

loneliness. Young users are especially at risk due to their evolving sense of self.

2.2. Role of Mobile and Smart Devices

The emergence of mobile and smart devices has profoundly transformed the digital landscape, becoming central to how individuals interact with information, services, and one another. These devices—ranging from smartphones and tablets to smartwatches, wearables, and IoT-connected gadgets—have evolved into indispensable tools that support communication, productivity, entertainment, and personal well-being. Their influence spans personal, professional, and institutional domains, making them key agents in the process of digital transformation.

Crucially, mobile and smart devices enable on-the-go connectivity, allowing users to remain linked to digital ecosystems irrespective of time or place. This portability, coupled with immense computational power and app integration, allows for dynamic engagement with digital content and services. As societies become increasingly digitised, the role of such devices continues to expand, reshaping not only individual behaviours but also institutional operations and societal norms. The sections below examine in detail the multifaceted functions of mobile and smart devices.

1. Transforming Communication Practices

Mobile and smart devices have revolutionised communication by making it instant, versatile, and accessible across

vast distances. Traditional modes of interaction—such as landline calls or face-to-face meetings—have been replaced or supplemented by digital channels supported by these devices. With tools such as voice calls, messaging apps, emails, and video conferencing, communication has become more efficient and inclusive.

These devices facilitate both synchronous communication (e.g., live video chats) and asynchronous exchanges (e.g., recorded messages or emails), allowing individuals to tailor their communication based on urgency and availability. This flexibility is especially valuable in multinational organisations and multicultural contexts, where time zones and language preferences vary.

- Messaging platforms such as WhatsApp, Signal, and Telegram support rich-text and multimedia interactions.
- Applications like Zoom, Google Meet, and Microsoft Teams enable remote conferencing and hybrid work arrangements.
- Voice assistants and speech-to-text tools enhance accessibility and real-time responsiveness.

2. Enabling Seamless Access to Information

A cornerstone of the digital age is the democratisation of information, and mobile devices play a vital role in this. Equipped with internet access, search engines, and cloud integration, these devices enable users to access educational

materials, global news, academic journals, and real-time updates anytime and anywhere. This constant connectivity empowers users to make informed decisions and engage in continuous learning.

In educational contexts, mobile devices support digital classrooms, interactive learning applications, and e-books. Learners can attend virtual classes, submit assignments, and participate in discussions via mobile platforms. Similarly, professionals use their devices to access industry reports, company data, and policy updates, thereby ensuring that their decisions are grounded in current knowledge.

- Mobile apps such as Khan Academy, Duolingo, and Coursera make learning mobile-friendly and interactive.
- News aggregators and digital publications allow users to customise information feeds.
- Cloud-based platforms like Google Drive and OneDrive enable remote access to shared documents and collaborative workspaces.

3. Facilitating Application-Based Services Across Sectors

Smart devices support an expansive range of application-based services that span across sectors such as healthcare, finance, commerce, transportation, and governance. These applications enhance user convenience and operational efficiency, often reducing the need for physical infrastructure or human intervention.

In the realm of banking, for instance, mobile apps allow users to conduct secure transactions, manage accounts, and receive instant notifications. Similarly, in healthcare, patients can consult doctors through telemedicine apps, access medical records, and track their fitness through wearables. Government services have also been digitised, with mobile platforms enabling citizens to access e-governance tools, pay taxes, or lodge public grievances.

- E-commerce platforms such as Amazon, Flipkart, and Meesho offer mobile-optimised shopping experiences.
- Ride-sharing and navigation apps like Uber, Ola, and Google Maps rely on real-time GPS integration.
- Health and wellness apps, including Practo and HealthifyMe, support preventive care and remote consultations.

4. Enhancing Professional Productivity and Remote Work

The evolution of mobile devices has dramatically altered professional environments, particularly with the rise of hybrid and remote working cultures. These devices allow users to manage tasks, collaborate with teams, attend virtual meetings, and access digital workspaces regardless of location.

With the integration of project management tools, calendar syncs, and cloud services, smart devices enable professionals to maintain productivity outside traditional

office settings. Moreover, security features such as biometric authentication, encrypted communication, and virtual private networks (VPNs) ensure that sensitive work data remains protected.

- Tools like Slack, Trello, and Notion support task tracking and team collaboration.
- Email clients and calendar applications facilitate time management and scheduling.
- File-sharing services like Dropbox and Google Workspace streamline document access and editing.

5. Advancing Personal Health, Lifestyle, and Wellbeing

Beyond professional and informational functions, smart devices have significant applications in personal health and lifestyle management. Wearables such as smartwatches and fitness bands track vital statistics, monitor sleep patterns, and provide data-driven insights into daily habits. These devices are increasingly integrated into health systems, allowing users to share data with healthcare professionals for more personalised care.

Smart home integrations further enhance convenience and efficiency in daily life. Devices can automate lighting, control appliances, manage energy consumption, and enhance home security. The growing presence of voice-activated assistants facilitates hands-free interaction, especially useful for individuals with limited mobility.

- Fitness trackers like Fitbit and Apple Watch promote physical activity and heart health monitoring.

- Apps like Calm and Headspace support mental wellness through guided meditation and stress relief exercises.
- IoT-enabled home systems (e.g., Alexa, Google Nest) automate and personalise living environments.

6. Enriching Social and Cultural Engagement

Smart devices are essential enablers of modern social and cultural life. Through social media platforms, content creation tools, and streaming services, users can express themselves, build communities, and participate in global discourses. These devices offer a space for both consumption and creation, allowing users to shape cultural narratives and share diverse perspectives.

Moreover, smart devices bridge geographical gaps, enabling diasporic communities to remain connected to their cultural roots. They also provide marginalised groups with a voice, allowing for inclusive representation in the digital public sphere. Social campaigns, viral challenges, and grassroots movements often begin and spread through mobile-first platforms.

- Platforms like Instagram, TikTok, and YouTube allow real-time content sharing and audience engagement.
- Streaming services (e.g., Spotify, Netflix) personalise entertainment based on user preferences.

- Mobile devices foster digital citizenship through civic participation and activism.

2.3. Streaming and On-Demand Media

The evolution of digital media has given rise to one of the most transformative phenomena in modern communication: streaming and on-demand media. These technologies have fundamentally changed how content is distributed, consumed, and monetised. Unlike traditional broadcast systems, which deliver content according to fixed schedules through terrestrial or cable infrastructure, streaming and on-demand services operate via the Internet and offer users unprecedented control over what, when, and how they access audio-visual content. This paradigm shift has not only revolutionised entertainment but has also altered educational delivery, professional communication, and public engagement.

Streaming media refers to the real-time transmission of content where data is continuously sent from a server to a user's device, allowing playback to begin almost instantly without full download. On-demand media, by extension, allows users to access and select specific content from extensive digital libraries at their convenience. The increasing availability of broadband internet, mobile devices, and cloud-based services has facilitated the widespread adoption of these technologies across the globe. Together, they represent a cornerstone of the digital communication revolution, with far-reaching implications

for media consumption habits, content production, and user engagement.

1. Expanding Access and Convenience

One of the most notable contributions of streaming and on-demand media is the democratisation of access. Users are no longer dependent on scheduled programming or limited local channels. Instead, they can access vast repositories of content—ranging from films, music, and podcasts to educational tutorials and documentaries—anytime and from virtually anywhere.

This accessibility is facilitated by digital platforms such as Netflix, YouTube, Spotify, Amazon Prime Video, and Disney+, which provide global access to both mainstream and niche content. Users can stream content on mobile phones, tablets, laptops, and smart TVs, eliminating the constraints of time and location. Such convenience aligns with modern lifestyles that demand flexibility and instant gratification.

- Users can resume content from where they left off, across multiple devices.
- Offline download options on platforms like Netflix and Spotify allow access during travel or in low-bandwidth areas.
- Regional and language-specific content offerings enhance cultural inclusivity and user relevance.

2. Personalisation, Interactivity, and User Autonomy

Streaming and on-demand platforms are characterised by a high degree of user personalisation. Algorithms powered by artificial intelligence analyse users' behaviour, watch history, preferences, and even time-of-day patterns to recommend tailored content. This customisation transforms the user into an active participant in the content selection process, enhancing satisfaction and engagement.

Moreover, users have complete control over their viewing or listening experience. They can pause, rewind, fast-forward, or skip content entirely. This contrasts with traditional broadcasting, where the audience had to conform to the broadcaster's schedule and pacing. The result is a media environment that values individual choice, customisation, and interactivity.

- Algorithms recommend new content based on previous user behaviour and genre preferences.
- User-created playlists and watchlists improve navigation and content discovery.
- Some platforms allow users to rate, review, or share content, contributing to a participatory culture.

3. Disrupting Traditional Media Models

Streaming and on-demand technologies have significantly disrupted the traditional media landscape. Television networks, cinemas, radio stations, and cable providers have

had to adapt to declining audiences and changing revenue models. The dominance of linear broadcasting is steadily giving way to flexible, subscription-based, or ad-supported models that prioritise user experience and direct-to-consumer distribution.

Production houses and independent creators now increasingly produce content specifically for digital streaming, bypassing traditional release windows such as cinema premieres or network scheduling. This has led to a surge in high-quality web series, short films, indie documentaries, and exclusive original content that cater to diverse tastes and emerging cultural themes.

- Services like Netflix and Amazon Prime fund original content that bypasses traditional distributors.
- Many films and series are now released exclusively online, reaching global audiences without theatrical screening.
- The media industry has shifted from advertising-driven to subscription and data-driven business models.

4. Supporting Education, Skill Development, and Professional Training

Beyond entertainment, streaming and on-demand platforms play an increasingly significant role in the field of education and professional development. Institutions and

educators use these platforms to deliver virtual lectures, tutorials, webinars, and recorded seminars. Learners can access materials at their own pace, which is particularly beneficial for adult learners, working professionals, and geographically isolated communities.

Platforms such as YouTube EDU, Khan Academy, Coursera, and edX provide streaming access to lessons, courses, and academic discussions across disciplines. Similarly, corporate environments use streaming tools for employee onboarding, training sessions, and knowledge dissemination.

- Learners can rewind and revisit difficult concepts, improving retention and understanding.
- Subtitles, multi-language audio tracks, and closed captions make learning inclusive.
- Companies use video-based training to improve consistency and scalability in professional development.

5. Influencing Cultural Trends and Social Engagement

Streaming and on-demand media are also reshaping popular culture and social interaction. Viral videos, trending shows, and widely shared music often originate on streaming platforms and gain traction through social media integration. These platforms allow real-time audience feedback, where views, comments, and shares contribute to a content's visibility and popularity.

The rise of "binge-watching" entire seasons in one sitting, the popularity of reaction videos, and the emergence of influencer-driven content illustrate how users engage more deeply with media. Audiences no longer consume content passively—they participate in shaping cultural narratives, fan communities, and online discourses.

- Platforms such as TikTok and YouTube promote user-generated content and interactive challenges.
- Streaming series can generate global cultural phenomena and online discussions.
- Viewership data is used by platforms to commission new content based on user demand and viewing patterns.

6. Addressing Challenges and Future Outlook

Despite its many advantages, streaming and on-demand media also present challenges. Issues such as digital addiction, algorithmic bias, content over-saturation, and the decline of local broadcasters have sparked debate among scholars and policymakers. Furthermore, concerns regarding data privacy, content regulation, and the monopolisation of media power by a few tech giants remain pressing.

Nevertheless, the future of streaming media looks increasingly dynamic. Innovations in 5G technology, artificial intelligence, augmented reality (AR), and virtual reality (VR) are expected to enhance the quality,

interactivity, and immersion of streamed content. Educational institutions, cultural organisations, and governments are likely to integrate streaming more deeply into their communication strategies.

- Smart recommendations may be improved using real-time biometric feedback and eye-tracking.
- Interactive storytelling formats and immersive VR streaming are on the rise.
- Public broadcasters are adapting by launching their own on-demand services (e.g., BBC iPlayer, PBS Digital).

2.4. Interactive and Immersive Media

Interactive and immersive media have emerged as defining technologies of the digital age, reshaping how individuals engage with content, environments, and each other. Distinct from traditional media formats, which typically follow a one-way transmission model, these advanced media systems offer bidirectional, real-time engagement. They empower users to make decisions, explore environments, manipulate digital objects, and even co-create narratives—thus fostering deeper psychological involvement and sensory stimulation.

Technologies such as virtual reality (VR), augmented reality (AR), mixed reality (MR), motion sensing, and artificial intelligence lie at the core of these media innovations. With the support of powerful computing hardware, mobile

connectivity, and software integration, interactive and immersive media have gained widespread traction across fields such as education, medicine, advertising, tourism, architecture, and entertainment. This section examines the fundamental principles, applications, and emerging debates surrounding these technologies through multiple detailed lenses.

1. Understanding the Shift from Passive Reception to Active Participation in Media

Traditional media consumption was largely passive, requiring users to receive pre-structured information with limited control or influence over the content. In contrast, interactive and immersive media invite users into the process of meaning-making by requiring active input, decisions, and exploration. This transformation has not only changed user expectations but has also necessitated a complete rethinking of content design and narrative architecture.

Whereas earlier media offered a single perspective to a mass audience, interactive platforms provide non-linear, dynamic experiences tailored to individual preferences. Immersive environments further extend this shift by positioning users within a simulated 3D or mixed-reality space that mimics physical presence, thereby enhancing emotional connection and cognitive immersion.

- Users make narrative choices in interactive fiction and games, altering story outcomes.

- 360-degree media allow users to look in any direction, enhancing realism and autonomy.
- Educational simulations immerse learners in historical events, scientific processes, or cultural environments.

2. Exploring Core Technologies Driving Immersive and Interactive Media Formats

The delivery of interactive and immersive content depends upon a suite of cutting-edge technologies. These systems work in tandem to simulate physical interaction, spatial presence, and sensory input, forming a seamless interface between digital and physical realms. Each technology contributes unique affordances that shape user experience and application.

- Virtual Reality (VR) creates entirely simulated digital spaces via headsets (e.g., Oculus, HTC Vive) that replace the user's real-world surroundings.
- Augmented Reality (AR) overlays digital elements onto real-world environments through smartphones or AR glasses (e.g., Apple Vision Pro, Microsoft HoloLens).
- Mixed Reality (MR) blends real and virtual worlds interactively, allowing users to manipulate virtual objects anchored in the real environment.
- Haptic feedback systems simulate tactile sensations, while motion sensors track gestures, gaze, and body movement for enhanced realism.

Together, these technologies redefine immersion—not only visually or audibly but physically and psychologically—enhancing the impact of digital media.

3. Facilitating Deep Engagement through Emotional and Cognitive Immersion

One of the most compelling aspects of immersive media is its capacity to evoke intense emotional responses and cognitive engagement. Traditional forms of media tend to engage users passively, but immersive experiences place users 'inside' the narrative or environment, heightening emotional resonance and attention.

Research shows that immersive environments increase empathy, particularly when users embody characters from different social or cultural backgrounds. Similarly, educational content delivered in immersive formats promotes better retention of information by engaging learners in active discovery rather than passive reception.

- VR storytelling fosters empathy by placing users in the perspective of refugees, patients, or marginalised voices.
- Museums and galleries use AR to allow visitors to engage more personally with artefacts.
- Simulated decision-making scenarios in training improve critical thinking and problem-solving skills.

4. Integrating Immersive Media into Classroom Pedagogy and Lifelong Learning

Education is among the sectors most transformed by interactive and immersive media. Digital learning environments enriched with AR and VR tools allow learners to visualise abstract concepts, explore distant locations, and practise real-world scenarios within safe, virtual contexts.

Unlike traditional didactic methods, immersive learning is experiential, catering to diverse learning styles. It enables kinesthetic learners to interact physically with content, while visual and auditory learners benefit from layered multimedia elements. Teachers also gain the ability to customise content and track learner progress using embedded analytics.

- Students can virtually explore ancient civilisations, space missions, or biological systems.
- AR flashcards and apps allow interactive engagement with complex diagrams and models.
- Vocational education employs immersive simulations to practise hands-on tasks like welding, nursing, or mechanical repairs.

5. Revolutionising Professional Training Through Safe Simulations and Virtual Scenarios

Professional development has benefited substantially from the adoption of immersive simulations. Sectors such as aviation, medicine, defence, and engineering use VR and

MR to simulate real-life tasks, emergency responses, or high-risk scenarios—thus reducing training costs and improving preparedness.

These technologies allow learners to experiment, fail, and retry within consequence-free environments, resulting in better muscle memory and performance confidence. Additionally, artificial intelligence can be layered onto simulations to provide adaptive feedback or respond dynamically to user choices.

- Medical students can practise surgical procedures using VR simulations with real-time physiological data.
- Emergency services use disaster simulation environments to train for fires, floods, or mass-casualty events.
- Pilots undergo flight training in VR-enabled cockpits that replicate diverse weather and technical conditions.

6. Enabling Immersive Marketing, Retail, and Consumer Engagement Strategies

The commercial sector has harnessed immersive technologies to enhance customer experience, product visualisation, and brand storytelling. AR allows consumers to preview products in their physical space before purchasing, while VR can transport them into branded worlds or virtual showrooms.

Such strategies increase user confidence, reduce product returns, and elevate brand recall. Interactivity also promotes stronger emotional engagement, transforming marketing from persuasion to participation.

- Furniture retailers offer AR previews of items in the user's living space.
- Fashion brands use virtual try-ons through smart mirrors and AR apps.
- VR brand experiences include interactive launches, immersive product narratives, and 3D tours.

7. Redefining Art, Narrative, and Audience Participation in the Digital Sphere

Immersive media have prompted artists, filmmakers, and cultural institutions to experiment with new forms of creative expression. Interactive installations respond to viewer presence, immersive theatre breaks the fourth wall, and VR films invite viewers to inhabit the world of the narrative.

These formats decentralise authorship and shift some degree of narrative agency to the audience. As users explore environments or influence the outcome of stories, they become co-creators rather than passive observers. This has led to the development of emergent storytelling and transmedia narratives.

- Interactive exhibits in galleries respond to sound, movement, or gaze.

- Immersive documentaries allow viewers to navigate through multiple storylines or perspectives.
- AR-enhanced books and comics blend text with motion graphics and 3D imagery.

8. Recognising the Ethical Implications, Design Challenges, and Psychological Impact

Despite their many affordances, interactive and immersive media also pose ethical, psychological, and technical challenges. Extended immersion may lead to disorientation, motion sickness, or detachment from reality. Moreover, the psychological intensity of these experiences raises concerns about desensitisation, emotional manipulation, and user dependency.

Ethical design principles must guide the development of content to ensure it is accessible, inclusive, and respectful of user data. Privacy risks are heightened as eye-tracking, voice input, and biometric data are collected to enhance user experience. In addition, content developers must consider accessibility for users with disabilities and provide alternatives where immersive technologies are unsuitable.

- Ethical standards are needed to govern immersive content for children and vulnerable users.
- Designers must avoid reinforcing stereotypes or presenting manipulative narratives.
- Accessibility features—such as captions, voice control, and adjustable environments—must be integrated from inception.

Chapter Summary

This chapter explored the technologies and tools that constitute the backbone of contemporary digital media. It began with an overview of major social media platforms, examining their structural features, user demographics, and roles in content dissemination and community formation. Platforms such as Facebook, Instagram, Twitter, and YouTube were considered in terms of both their global reach and their impact on media habits, identity performance, and cultural exchange.

The chapter then turned to the significance of mobile and smart devices, which have facilitated the emergence of a constantly connected society. These devices have transformed media access, enabling real-time content sharing and personalised consumption. The mobility and ubiquity of smartphones have reshaped journalism, advertising, and social interactions, while also raising concerns around surveillance and screen dependency.

Streaming and on-demand media were discussed as revolutionary shifts in content consumption. Services like Netflix and Spotify were analysed for their role in disrupting traditional broadcasting models, introducing algorithmic recommendations and reshaping audience expectations around immediacy and control. Additionally, the chapter addressed the rise of interactive and immersive media, including virtual reality, augmented reality, and gamified platforms, which challenge conventional narratives and deepen user engagement.

Overall, the chapter offered a detailed account of how digital media technologies and tools are reshaping the production, delivery, and reception of content in the digital age.

Assessment question

1. What are the main features of popular social media platforms?
2. How do mobile devices contribute to the spread of digital content?
3. Describe the role of smart devices in modern communication.
4. What are the benefits and drawbacks of streaming media?
5. Compare streaming and on-demand media with traditional broadcasting.
6. Explain the concept of interactive media with examples.
7. How does immersive media enhance user experience?
8. What technological tools are used in creating immersive content?
9. How have user expectations evolved with digital media tools?
10. Discuss how accessibility is improved by mobile and smart technologies.

CHAPTER 3
Journalism in the Digital Context

Learning Objective

In this chapter, readers will examine how journalism has evolved in the digital age. They will explore online news production and new methods of content distribution. The chapter discusses the rise of citizen journalism and blogging. It introduces ethical concerns and challenges in digital news credibility. Readers will also consider how digital media has changed newsroom dynamics. This chapter offers a critical view of journalism's digital transformation.

3.1. Online News Production and Distribution

The digital revolution has profoundly altered the production, distribution, and consumption of news. No longer confined to the rigid formats of print newspapers or fixed television bulletins, news has become a dynamic, continuous flow of multimedia content available on demand and across platforms. In today's landscape, news production is no longer the sole domain of established organisations; it includes a broader ecosystem of independent journalists, citizen reporters, bloggers, and algorithmically curated feeds. Digital tools now support

every stage of the editorial workflow—from sourcing and verifying information to publishing and monitoring audience response.

This decentralised structure, while democratising access to information, has also introduced new complexities: editorial strategies must now align with platform algorithms, financial models must adapt to declining ad revenues, and the credibility of journalism must be defended in a sea of misinformation. This section explores these transformations in detail, providing insight into the processes, technologies, and ethical implications that define modern online journalism.

1. The Digital-First Approach: Redefining the Workflow of Modern Newsrooms

Digital-first journalism reflects a shift in priorities from print or broadcast editions to online platforms as the primary channels for news delivery. This transformation demands a radical reorganisation of newsroom operations, prioritising immediacy, flexibility, and multi-platform adaptability. Rather than working to fixed print deadlines, journalists now operate in real-time, with live updates, iterative publishing, and rolling coverage as the norm.

Content is no longer produced sequentially but collaboratively. Journalists, editors, visual designers, and social media managers work in tandem from the outset, ensuring that stories are optimised for mobile reading, social sharing, and search engine performance. The

integration of content management systems (CMS), digital asset libraries, and cloud-based collaboration tools has increased the speed and agility of newsrooms considerably.

- Digital dashboards provide continuous metrics, allowing editors to make data-driven decisions about when to publish, how to frame headlines, and whether stories require follow-up or expansion.
- Multimedia editors curate visuals, charts, and videos simultaneously, creating layered experiences that go beyond linear storytelling and increase reader retention.

2. Platform-Specific News Tailoring: Optimising Content for Varied Digital Spaces

In the digital era, each platform has developed its own culture, visual language, and user expectations. Consequently, content must be tailored not only in terms of subject and tone but also in terms of technical presentation. News that performs well on one platform may fail entirely on another if not appropriately adapted.

For instance, Twitter demands brevity and immediacy, favouring sharp, attention-grabbing phrasing, while Instagram requires high-impact visuals with succinct captions. YouTube and TikTok prioritise compelling short-form videos, necessitating a different set of creative and journalistic skills. This fragmentation forces journalists to be platform-literate and responsive to constantly evolving algorithmic priorities.

- Headlines are reformulated multiple times for different platforms, balancing SEO requirements with emotional appeal or trending hashtags.

- Video editors repurpose the same footage into landscape, square, or vertical formats depending on whether the content is intended for websites, Facebook, or mobile apps like TikTok.

3. The Rise of Live Reporting and Breaking News Culture in Digital Journalism

Live reporting has become a staple of digital journalism, made possible by mobile technology, wireless connectivity, and user expectations for real-time coverage. News outlets now maintain live blogs, livestreams, and "breaking news" alerts throughout the day, providing continual updates as stories develop.

This immediacy has transformed audience expectations and newsroom routines alike. Reporters must now be trained to provide accurate information under pressure, often from chaotic or evolving situations. The trade-off between speed and accuracy remains a significant ethical and practical challenge, particularly in high-stakes reporting contexts such as protests, disasters, or political events.

- Live blogging allows for a chronological unfolding of events, incorporating direct quotes, official updates, user reactions, and embedded media in a single continuously updated thread.

- Field reporters use smartphones and portable broadcasting kits to stream live video, respond to audience questions, and provide commentary while on the move.

4. Audience Metrics and Data-Driven Decision-Making in Editorial Strategy

Editorial judgement has always guided journalism, but in the digital age, it is increasingly supplemented—and sometimes influenced—by detailed analytics. Metrics such as page views, average time on page, bounce rate, and reader engagement levels now inform story placement, headline structure, and even topic selection. While this data can help newsrooms better understand their audiences, it also raises concerns about the potential prioritisation of popularity over substance.

Stories that perform poorly on social media may receive less editorial attention, regardless of their social or investigative value.

- Real-time analytics dashboards are standard tools, helping news editors optimise headlines and monitor the virality of developing stories.
- Editorial meetings often incorporate audience data, using it to evaluate the success of content strategies and identify areas for improvement or expansion.

5. Subscription Models, Crowdfunding, and Reader-Supported Journalism

As advertising revenues decline—especially for outlets that

rely heavily on programmatic ads—news organisations have turned to alternative financial models. Subscription-based paywalls, voluntary reader donations, and crowdfunding for specific investigative projects have emerged as viable options, though each presents distinct challenges.

Reader-supported models can foster a stronger sense of community and accountability between publishers and audiences. However, these models must also navigate issues of exclusivity and access, ensuring that important information remains available to the broader public.

- Some outlets offer metered paywalls, which allow limited access to articles before requiring a subscription, maintaining a balance between free access and revenue generation.

- Journalistic crowdfunding campaigns often attract funding for underreported stories, such as environmental issues or grassroots political movements, empowering journalists to pursue work free from commercial pressures.

6. News Aggregators, Curated Feeds, and the Role of Artificial Intelligence in Content Distribution

Artificial intelligence and machine learning technologies have revolutionised how news is distributed. Aggregators such as Google News, Apple News, and Flipboard use algorithms to curate headlines and organise them into

personalised feeds based on user behaviour and preferences.

While this model increases user convenience and engagement, it also presents risks of ideological filtering and exposure to only a narrow range of sources. Moreover, news producers often have limited control over how their stories are presented on third-party platforms.

- News algorithms can prioritise engagement over balance, resulting in a preference for stories that generate clicks or outrage, regardless of accuracy or relevance.
- Publishers often adapt their metadata and article tags to meet the criteria set by aggregators, aiming for increased visibility and audience reach.

7. Mobile-First Journalism and the Shift to Portable News Consumption

With smartphones becoming the dominant device for accessing news, journalism has had to adapt to a mobile-first logic. This entails more than technical optimisation—it requires rethinking story structure, headline brevity, multimedia formatting, and even article length.

Users on mobile devices often consume news in short bursts, during commutes or breaks. Thus, stories must be instantly engaging, easily navigable, and compatible with touchscreen interfaces. Notifications, location-based updates, and offline reading capabilities are also central to mobile engagement.

- Responsive design ensures seamless functionality across screen sizes, resolutions, and operating systems.
- Push notifications deliver high-priority headlines to users in real-time, increasing direct traffic and brand loyalty.

8. Multimedia Convergence and the Blending of Journalism with Digital Storytelling Techniques

Digital journalism increasingly fuses various media formats to produce immersive storytelling experiences. Text-based narratives are supplemented with video, data visualisations, audio clips, and interactive graphics to provide deeper insight and aesthetic variety.

This convergence not only broadens the journalistic toolkit but also attracts a more diverse audience. Users can engage with a story through reading, watching, listening, or interacting—whichever suits their preference or accessibility needs.

- Multimedia long reads combine interviews, photographs, and scroll-triggered animations, guiding the user through a narrative in an engaging, layered fashion.
- Podcasts, explainers, and explainer videos offer digestible versions of complex issues, particularly popular among younger audiences or non-native readers.

9. Combatting Fake News, Deepfakes, and the Erosion of Trust in Digital News

Digital journalism must contend with a parallel information economy marked by disinformation, manipulated media, and malicious content. The viral nature of false stories—especially when amplified by bots or emotionally charged headlines—undermines trust in legitimate journalism.

Combatting this requires technological solutions, collaborative fact-checking, and public education. Journalistic institutions must also reinforce their credibility through transparent practices, such as corrections policies, source disclosure, and explanatory reporting.

- Fact-checking networks now partner with platforms, flagging misleading content and issuing warnings to users before sharing.
- Media literacy programmes are essential, especially in educational institutions, to teach critical reading, source evaluation, and bias recognition in the digital space.

10. Ethical Dilemmas and Professional Responsibility in the Online News Ecosystem

The speed and scope of digital news create unique ethical challenges. Journalists must decide how to responsibly use public social media posts, balance individual privacy with the public interest, and navigate the blurred boundaries between reporting and opinion.

Additionally, there is growing concern over the psychological impact of news exposure, especially in times of crisis. Responsible reporting now includes trigger warnings, content advisories, and sensitivity to audience mental health.

- Journalists must exercise caution when reporting on trauma, avoiding sensational imagery and ensuring dignity for victims.
- Ethical frameworks are being revised to account for the persistent availability of digital content and its long-term consequences for individuals mentioned in stories.

3.2. Citizen Journalism and Blogs

The transformation of the media landscape in the digital era has witnessed the emergence of powerful grassroots communication models, most notably citizen journalism and blogs. Traditionally, journalism was a professional pursuit conducted within formal institutions—newspapers, broadcasting houses, and press agencies—governed by editorial standards, ethical codes, and professional training. However, the accessibility of internet publishing tools, smartphones, and social media has democratised the means of news production, enabling individuals without formal journalistic affiliations to participate in the documentation, analysis, and dissemination of information.

Citizen journalism allows ordinary individuals to report on events, often as eyewitnesses, particularly in contexts where

professional media are absent, restricted, or censored. Similarly, blogs offer platforms for self-publication, ranging from personal narratives to socio-political critique, expert commentary, or investigative reporting. These alternative modes of communication have played significant roles in movements for transparency, activism, and social change. However, their growth also raises serious questions about accuracy, credibility, legality, and ethical responsibility. This section delves into the origin, development, influence, and limitations of citizen journalism and blogs within the evolving ecosystem of digital media.

1. The Digital Origins and Democratic Impulse Behind Citizen Journalism

Citizen journalism emerged as a direct consequence of digital access. With smartphones, inexpensive internet, and social media platforms, individuals began reporting real-time events that would otherwise go undocumented. These accounts have provided crucial visibility to social issues, political protests, and humanitarian crises, especially in regions where mainstream media face censorship or operate under political pressure.

What distinguishes citizen journalism is not just its technological basis, but its democratic impulse: it embodies the idea that **anyone** can be a witness, a documenter, and a communicator of newsworthy events. It challenges the monopoly of professional journalists over public discourse, allowing diverse voices to speak directly to audiences.

- In politically repressive countries, where journalists are routinely surveilled or censored, citizen journalists often become the only source of reliable information for both local and international audiences.
- Grassroots activism—particularly during movements like the Arab Spring, Black Lives Matter, or the anti-CAA protests in India—was heavily documented and disseminated by citizens using mobile phones and social media, sometimes at great personal risk.

2. Tools, Technologies, and Modalities of Participation

The technical infrastructure enabling citizen journalism is largely based on everyday digital devices—smartphones, affordable video-editing software, blogging platforms, and free social media services. These tools allow the rapid recording, editing, and publishing of content with minimal professional training. Many citizen journalists use social media platforms such as Facebook, X (formerly Twitter), YouTube, and TikTok to post live updates, share video footage, or mobilise community responses.

Some go beyond casual sharing to build followings, brand their pages, or collaborate with advocacy groups. This transition from spontaneous contribution to semi-professional reporting represents a continuum of engagement that blurs the boundaries between citizen and professional journalism.

- Mobile journalism (MoJo) kits, including portable microphones, lighting rigs, and stabilisers, are now widely used by advanced citizen reporters to produce high-quality visual content.
- Blogging platforms such as WordPress, Medium, and Substack offer citizens and freelance writers a space for reflective commentary, political critique, and long-form journalism.

3. Blogs as Personal, Political, and Professional Media Spaces

Blogs initially gained popularity as digital diaries—informal spaces for self-expression. Over time, they evolved into influential platforms for public discourse, especially in areas neglected by mainstream media. Today, blogs span genres from fashion and technology to politics, education, and human rights. They offer a flexible format that accommodates long-form writing, multimedia integration, and direct engagement with readers through comment sections.

While many blogs remain personal and anecdotal, others are now viewed as trusted sources of niche expertise. Scholars, independent analysts, activists, and whistleblowers have turned to blogging as a means to bypass editorial restrictions and reach specific communities with uncensored, direct messages.

- Academic blogs extend research beyond journal paywalls, allowing scholars to summarise findings

or engage with contemporary debates in accessible formats.

- Alternative media blogs provide in-depth analysis of underreported topics, often foregrounding minority voices, critical theory, or activist perspectives absent in corporate media outlets.

4. Tensions Around Credibility, Accuracy, and Verification

Despite its democratic appeal, citizen journalism and blogging face criticism concerning the absence of standardised verification practices, editorial oversight, and accountability. The speed with which content is produced and shared—especially during crises—often precludes fact-checking, leading to the risk of misinformation. Additionally, personal bias, lack of context, or incomplete reporting can skew public understanding of events.

However, audiences are not passive consumers. They increasingly engage critically, seeking corroboration across multiple sources. Moreover, many citizen journalists have developed rigorous habits of documentation, including timestamped videos, geolocation, and sourcing protocols.

- False claims or doctored content from citizen sources have, at times, gone viral before being corrected—raising questions about platform responsibility and media literacy.
- Credible citizen journalists often link supporting evidence, such as official documents, maps, or

datasets, to lend transparency and trustworthiness to their reports.

5. Symbiosis and Friction Between Citizen Journalism and Traditional Media

Professional newsrooms now routinely source material from citizen journalists, especially for on-the-ground visuals and real-time updates. At the same time, they provide important layers of verification, analysis, and legal protection. This dynamic represents both a collaborative relationship and a point of tension: while citizen content enhances reach and immediacy, it can also challenge the authority and narrative framing of professional outlets.

Some organisations have formalised this collaboration through crowd-sourced journalism initiatives, "call for stories" campaigns, and open submissions. Others remain cautious, citing concerns about objectivity and reliability.

- Agencies such as Reuters and the BBC maintain dedicated user-generated content (UGC) teams, responsible for verifying, licensing, and crediting material from civilians.
- Hybrid models are emerging, where citizen reporters receive mentorship or training in journalistic ethics, improving their impact and reducing professional scepticism.

6. Legal Risks, Safety Threats, and Censorship

Citizen journalists and bloggers often work without the

protections afforded to recognised media personnel. This exposes them to a range of risks—from online harassment and doxxing to imprisonment or state surveillance. In authoritarian regimes, even social media posts may be construed as subversion or sedition, leading to arrests or legal action.

Additionally, many citizen journalists and bloggers lack awareness of media law, including defamation, copyright, and source protection. Their vulnerability is exacerbated by the absence of institutional support, legal counsel, or press credentials.

- High-profile cases, such as the imprisonment of bloggers in China, Egypt, or Iran, underscore the precarious position of independent reporters.
- Training in digital security, encryption, and legal rights is increasingly essential for those operating outside formal journalistic institutions.

7. Empowerment, Voice, and the Challenge of Fragmentation

Citizen journalism and blogging contribute profoundly to media pluralism. They provide platforms for marginalised **communities**, amplify regional issues, and enable diasporas to remain connected with homeland affairs. In doing so, they often challenge dominant media narratives, introduce new vocabularies of resistance, and expand public understanding.

However, this very diversity also creates fragmentation of the public sphere. With countless voices and conflicting interpretations, audiences may find it difficult to discern truth, trustworthiness, or shared frames of reference.

- Digital inclusion has allowed Indigenous, LGBTQ+, disabled, and rural voices to flourish, making visible their experiences, stories, and knowledge systems.
- Fragmented media ecosystems, while rich in diversity, demand new forms of critical media literacy, enabling audiences to navigate competing truths and evaluate authenticity.

Citizen journalism and blogs represent two of the most influential forces reshaping modern media. By breaking down barriers to entry and decentralising information flows, they have enabled a more participatory, pluralistic, and responsive form of journalism. Their contributions are especially significant in contexts of repression, censorship, or institutional failure, where professional journalism cannot operate freely or fully.

Yet, with this empowerment comes responsibility. The proliferation of unverified or biased content, the risk of legal jeopardy, and the fragmentation of audience trust all present significant challenges. Moving forward, strengthening the role of citizen journalism and blogging within the broader media landscape will require efforts to foster ethical practices, digital literacy, legal safeguards, and respectful collaborations with traditional institutions. Only

then can these grassroots media practices fulfil their democratic potential while contributing meaningfully to an informed and equitable public sphere.

3.3. Digital News Ethics and Credibility

In the fast-paced world of digital media, ethics and integrity are more vital than ever. The instant dissemination of information by websites, blogs, & social media has increased the need to maintain truth, impartiality, and transparency. Digital publications must adhere to ethical norms to preserve public confidence and prevent the dissemination of disinformation. Credibility depends not just on accurate reporting but also on the sourcing, presentation, and rectification of inaccuracies in news.

3.3.1. Digital News Ethics

Digital News Ethics is the collection of moral principles and professional norms that regulate the production, dissemination, and consumption of news on digital platforms. As digital media becomes the predominant news source for many individuals, ethical issues like truth, fairness, privacy, and responsibility have become more complex.

The rapidity and expansiveness of internet platforms have made the preservation of journalistic integrity more difficult but essential. Ethical digital journalism allows the dissemination of reliable information to the public. It protects individual rights and maintains the integrity of media institutions.

1. Accuracy and Verification

Digital journalism necessitates rapidity, although not at the expense of veracity. Ethical digital journalism necessitates that journalists authenticate information before dissemination. Disseminating inaccurate or incomplete data undermines credibility. Journalists must use reliable sources and carefully verify information. Immediate repairs should be implemented when mistakes arise. This approach maintains public confidence and professional integrity.

2. Objectivity and Fairness

Digital journalism must provide impartial reporting devoid of personal prejudice. Journalists are required to impartially convey all perspectives of a narrative and avoid sensationalism. Ethical reporting necessitates the distinction between facts and views. It also entails providing equitable representation to all voices, particularly those who are disadvantaged. News should not cater to political or commercial agendas. It must instead help the public with integrity and neutrality.

3. Respect for Privacy

Due to the readily available personal data online, safeguarding privacy is crucial. Journalists must refrain from disclosing sensitive material without permission. Ethical reporting safeguards the identity of susceptible persons. It also guarantees that the material does not damage or exploit individuals. Privacy, even when pertaining to the

public interest, must be managed with caution. Responsible journalism reconciles the public's access to information with the preservation of human dignity.

4. Transparency and Accountability

Ethical digital media outlets must transparently disclose their editorial procedures. Journalists must reveal conflicts of interest and publicly rectify errors. Interacting with reader input and being accountable for material enhances credibility. Transparency fosters trust between the media & its audience. It allows the public to hold the media responsible. Accountable media ownership is also crucial in this setting.

5. Avoidance of Plagiarism

Plagiarism is a significant ethical violation in digital journalism. Journalists must guarantee that every material is either original or appropriately attributed. Replicating text, photos, or videos without proper credit contravenes journalistic ethics. Ethical media honours intellectual property & creative efforts. Using quotations or data requires explicit sources. This fosters honesty and deters the replication of immoral information.

6. Responsible Use of Headlines and Thumbnails

Clickbait headlines or misleading imagery might draw visitors but mislead them. Ethical journalism uses headlines that accurately represent the narrative. Exaggerated or sensational titles decrease credibility. Journalists should refrain from using emotions to enhance click rates.

3.3.2. Digital News Credibility

Digital news credibility is the degree of confidence and trustworthiness associated with online news material by the audience. The proliferation of digital media has rendered false news, disinformation, and altered material prevalent issues. Credibility ensures that the information disseminated is accurate, well-researched, and conveyed with integrity.

It is essential for preserving the reputation of news organisations and sustaining public confidence. Elements include transparency, accuracy, source reliability, and journalistic ethics together to enhance the credibility of digital journalism. In an era when anybody may disseminate information online, the establishment and preservation of credibility is essential.

1. Accuracy of Information

Factual accuracy is one of the most important components of reliable digital journalism. A trustworthy source is indicated by validated information and well-studied material. The public's confidence and the outlet's reputation are harmed by inaccurate or misleading information. Before publishing, journalists must verify the facts and quickly fix any mistakes that arise. Readers expect information and headlines to be genuine. Long-term credibility is built on consistency in truthful reporting.

2. Use of Reliable Sources

Reliable and validated sources are essential to credible

Internet news. Incorporating quotes from authorities, eyewitnesses, and specialists gives the story more legitimacy. Sources that are ambiguous or anonymous should be treated with caution and openness. Reliable source improves reader confidence and the news outlet's reputation. Verification from many sources improves factual correctness. Ethical journalism stays away from conjecture and backs up statements with facts.

3. Transparency of News Production

When news agencies are open and honest about their methods, their credibility rises. Building public trust requires being transparent about the article's author, collecting data methods, and any conflicts of interest. Honesty about edits, sponsorships, and mistakes is valued by readers. It's also crucial to clearly designate advertising and opinion reports. Accountability and professionalism are shown by transparency.

4. Editorial Independence

Freedom from economic or political constraints is crucial to the credibility of digital journalism. Editorial independence ensures that owners, sponsors, or political organisations have no control over the content. Public perception is distorted and trust is reduced by biased reporting. Fair analysis and objective information are presented by independent media. It puts the public interest first and opposes censorship. A reliable source upholds its journalistic values.

5. Consistency in Quality and Style

Maintaining all information similar in terms of language, tone, and standards increases trust and recognition. Credibility is shown by well-written content, expert editing, and appropriate organisation. Readers may get confused or misled by frequent mistakes or uneven presentation. Reporting that is consistent shows that the publication appreciates professionalism and clarity. Reader loyalty is increased by a constant editorial voice. It displays the dependability and discipline of the company.

6. Timely and Relevant Updates

Competent news sources promptly update and correct as necessary. Maintaining material up to date demonstrates a dedication to accountability and honesty. Ethical news outlets update their stories to reflect new information as it becomes available. Misinformation may result from removing information or from ignoring changes. Trust is built by honest and frequent updates. Readers depend on sources that remain current and reliable.

7. Audience Engagement and Feedback

Encouraging reader comments and responding to issues may help build trust and credibility. The publication prioritises public input, as seen by its interactive comment sections, correction forms, and social media reactions. Interacting with the audience also facilitates the rapid detection and correction of mistakes. Open communication

creates a devoted readership of knowledgeable people. A trustworthy platform constantly learns, grows, and listens.

3.4. Impact on Newsrooms and Reporters

The digital revolution has significantly changed the operations of newsrooms and the responsibilities of reporters. As conventional media transitions to digital formats, journalists are required to operate more swiftly, embrace emerging technology, and communicate with consumers on many platforms. Newsrooms have evolved to be more dynamic, increasingly depending on digital technologies for content generation, editing, and delivery. Journalists now have increased demands to provide real-time information, multimedia narratives, and social media material, all while upholding journalistic integrity.

1. Shift to Digital Platforms

Newsrooms have evolved from print-centric operations to digital-first settings. This shift necessitates that journalists adjust to digital publication platforms, search engine optimisation strategies, and multimedia narratives. Conventional deadlines have been supplanted by regular updates. Journalists must now operate in real-time and accommodate a continuous news cycle. This digital focus has concurrently diminished the capacity for comprehensive investigative articles. Speed often replaces depth.

2. Increased Workload and Multitasking

Modern journalists are anticipated to assume several responsibilities, including writing, editing, recording, and

disseminating material on social media platforms. This multitasking exacerbates their workload and heightens stress levels. Journalists are required to operate cameras, document interviews, and disseminate stories under stringent deadlines. Numerous journalists now provide material for websites, mobile applications, and social media concurrently. The distinction between the reporter and the content provider has become indistinct. This may compromise the integrity of reporting. Efficiency often supersedes contemplation.

3. Real-Time Reporting Pressure

The desire for immediate news has created a high-pressure atmosphere for journalists. They are anticipated to disseminate news rapidly, often with little opportunity for verification. Errors committed impulsively may undermine credibility. The urge to be first often overcomes the need for accuracy. Live blogging, tweeting, or real-time video updates have become standard practice.

4. Greater Audience Interaction

Digital media facilitates direct engagement between journalists and viewers through comments, shares, and messaging. This may promote accountability and transparency, but it also invites online abuse and criticism. Reporters are often evaluated based on both their professional output and their online views and presence. They need to set personal and professional limits on social media.

5. Use of Data and Analytics

Newsrooms increasingly depend on audience data to inform programming selections. Reporters are anticipated to comprehend measures such as page visits, engagement duration, and bounce rates. These data affect the selection and presentation of reports. Popularity may surpass public interest in editorial decisions. Journalists are urged to compose attention-grabbing headlines and content. This transition alters the value of news. Editorial judgement is often augmented—or substituted—by data trends.

6. Economic and Job Insecurity

The development of digital media has resulted in the loss of conventional income streams such as print advertisements. Numerous newsrooms have reduced their size or ceased operations, resulting in employment instability for reporters. Freelancing and gig-based employment have become more prevalent, sometimes accompanied by reduced compensation and reduced safeguards. Journalists encounter ambiguity over professional advancement and economic security.

7. Emphasis on Multimedia Skills

Reporters are now required to have a diverse array of technological competencies, including video editing, graphic design, podcasting, or mobile journalism. The use of multimedia enriches the narrative but requires more training and effort. Newsrooms favour adaptable reporters

capable of operating across several mediums. This transition has blurred the distinction between journalists and content makers.

Chapter Summary

This chapter examined the evolving landscape of journalism within the digital environment, highlighting the changing norms, practices, and challenges faced by news professionals and institutions. It began with an exploration of online news production and distribution, focusing on how digital platforms have enabled instantaneous publication, global reach, and audience interactivity. The chapter also discussed how digital infrastructures have altered the news cycle, prioritising speed, virality, and continuous updates over traditional editorial processes.

Attention was then directed to the rise of citizen journalism and blogging, which have democratised news creation but also raised concerns about verification, professionalism, and misinformation. While blogs and amateur reporting platforms offer diverse perspectives, they also operate outside conventional regulatory frameworks, leading to a complex redefinition of journalistic authority.

The chapter distinguished between digital news ethics and digital news credibility. It addressed issues such as fact-checking, transparency, plagiarism, and the responsible use of user data. Digital credibility was examined in terms of trust, source verification, and audience perception in an era where clickbait and disinformation are prevalent.

Finally, the impact on newsrooms and reporters was considered, with particular attention to the pressures of constant content production, audience metrics, and

platform dependency. The chapter provided a critical lens for understanding journalism's adaptation to the fast-evolving digital media ecosystem.

Assessment question

1. How has online news production transformed journalism?
2. Describe the process of online news distribution.
3. What are the advantages of citizen journalism?
4. How do blogs contribute to independent reporting?
5. Explain the ethical responsibilities of digital journalists.
6. What factors affect digital news credibility?
7. How has the role of reporters changed in digital newsrooms?
8. What tools are used for fact-checking online news?
9. How does user-generated content impact journalism?
10. Discuss the challenges of maintaining journalistic standards online.

CHAPTER 4
Social Media and Public Discourse

Learning Objective

In this chapter, readers will understand the influence of social media on shaping opinions and beliefs. They will explore its role in political dialogue and mobilisation. The chapter examines digital activism and how online platforms support social movements. Readers will gain insights into identity formation within online communities. It explores the connection between discourse and digital engagement. The chapter highlights the power of social media in public communication.

4.1. Influence on Opinion Formation

Social media has become known as a predominant influence in moulding global public opinion. With billions of daily users, sites such as Facebook, Instagram, X (Twitter), & YouTube provide immediate access to news, trends, and perspectives. These digital environments let users exchange ideas, interact with the material, and be influenced by others, sometimes in real-time.

The interactive and algorithmic characteristics of social media significantly influence individuals' perceptions of

events, belief formation, and decision development. Consequently, social media not only mirrors views but also actively influences them. Its influence on opinion formation is extensive and significant.

1. Rapid Information Spread

Social media facilitates the rapid dissemination of information to extensive audiences. A single message or video may achieve virality within minutes, shaping perspectives on contemporary events or societal problems. This swift distribution circumvents conventional media filters and immediately connects people.

Consequently, individuals often develop beliefs based on first perceptions before the verification of facts. In several instances, the rapidity of distribution supersedes the precision of the information. This may result in impulsive assessments and emotionally motivated responses.

2. Echo Chambers and Filter Bubbles

Algorithms on social media platforms tend to show users content similar to what they've previously liked or engaged with. This creates echo chambers where users are mainly exposed to opinions that match their own. Over time, this reinforcement limits exposure to alternative views and deepens polarisation.

Users may start believing their views are universally accepted. Such digital environments reduce critical thinking and increase intolerance toward differing perspectives. This significantly shapes opinion formation in a biased manner.

3. Role of Influencers and Public Figures

Influencers and popular celebrities often possess millions of followers & can affect opinions with a single post. Their perspectives on politics, health, lifestyle, and social concerns often have more significance than those of conventional specialists. Their influence becomes intimate and convincing as followers trust and identify with their persona.

This type of effect is significant, particularly among younger demographics. It disguises the distinction between opinion & endorsement.

4. Emotional Appeal and Virality

Content that provokes intense emotions—such as wrath, pleasure, or fear—is more prone to sharing and engagement. The architecture of social media promotes the prominence of emotionally charged postings in users' feeds.

Emotionally compelling messages shape people's perspectives more rapidly than rational or equitable talks. Individuals often form beliefs that are not based on facts but rather influenced by the emotional response produced by a post.

5. Peer Influence and Social Proof

Social media sites exhibit likes, shares, & comments, which indicate popularity and approval. When a message or concept receives substantial endorsement from others,

individuals are more inclined to embrace that perspective themselves.

This phenomenon is referred to as social proof, as it greatly impacts the development of opinions. Individuals are inclined to believe opinions that seem to be socially supported by peers or followers. The fear of opposing peers also deters dissent. Consequently, peer influence gradually moulds personal opinions over time.

6. Misinformation and Fake News

Misinformation and disinformation proliferate on social media owing to insufficient content control. Incorrect assertions on politics, science, and health may proliferate rapidly and influence public opinion before the issuance of corrections.

Individuals often establish convictions based on headlines and visuals without verifying sources. Once misinformation is internalised, rectification becomes challenging. This deceives substantial populations and reduces confidence in authenticated information.

4.2. Role in Political Communication

Social media has revolutionised political communication by providing a direct, rapid, and participatory platform for politicians, parties, & individuals. Platforms such as X (Twitter), Instagram, YouTube, and Facebook have replaced conventional one-way communication with interactive two-way interaction, enabling voters to reply, enquire, and mobilise.

Politicians use social media to disseminate messages, influence public opinion, and curate their image without the mediation of traditional media gatekeepers. It has evolved into a forum for political debate, action, and discussion among residents. While technology facilitates democratic engagement, it concurrently poses concerns such as disinformation and division.

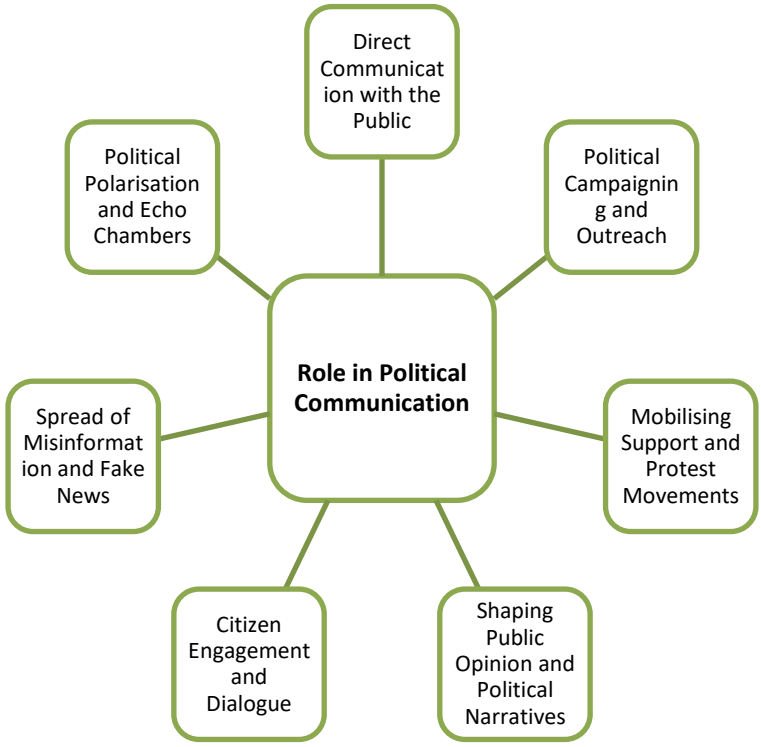

Figure 4.1 Role in political communication

1. Direct Communication with the Public

Social media enables politicians & political parties to engage directly with the public, circumventing conventional media channels. This provides them with more control over their message & image.

They can react to occurrences immediately and disseminate information in real-time. Consequently, voters get unmediated information from political leaders. It creates a feeling of closeness and approachability. This direct method improves transparency and voter participation.

2. Political Campaigning and Outreach

Social media has emerged as an essential instrument for political campaigns and voter engagement. Campaign teams use targeted advertisements, hashtags, or viral content to engage certain groups. These platforms facilitate candidates' connections with youthful, educated voters who may not interact with traditional media.

Campaigns may assess engagement by reactions, shares, and likes. This input informs marketing strategy and message. It simultaneously reduces campaign expenses and enhances reach.

3. Mobilising Support and Protest Movements

Social media is essential for organising political movements & inspiring popular support. Activists and proponents use it to organise demonstrations, disseminate information, and collect signatures.

Hashtags and viral content may rapidly focus attention on problems and injustices. This internet activism may exert pressure on authorities and influence political agendas. Grassroots efforts often gain popularity through social media. It allows ordinary individuals to engage in political transformation.

4. Shaping Public Opinion and Political Narratives

Social media influences political narratives & public opinion through continuous postings, videos, and conversations. Politicians & parties use it to advocate for their ideas, justify acts, or criticise adversaries. Emotional or contentious content often garners more attention, shaping perceptions of problems.

Influencers and digital producers also shape the story. The rapid formation of public opinion might affect elections or policy discussions. It makes social media an effective tool for political engagement.

5. Citizen Engagement and Dialogue

Social media facilitates public participation in political discourse and the unrestricted expression of opinions. Individuals may interrogate leaders, criticise policies, or engage in political discourse. This encourages democratic discourse and awareness.

Electorate members see an increased engagement in the political process. Leaders who address public issues

cultivate enhanced confidence. This participation enhances transparency and adaptability in government.

6. Spread of Misinformation and Fake News

A significant drawback of social media in political communication is the dissemination of disinformation. Fabricated news, altered films, and deceptive postings may skew public comprehension. Political parties and interest groups may use fake accounts to disseminate misinformation.

This compromises informed decision-making amongst voters. Disinformation may tarnish reputations and affect electoral results. Resolving this problem is a difficulty for both platforms and government agencies.

7. Political Polarisation and Echo Chambers

Social media often exacerbates political polarisation by presenting users with material that aligns with their preexisting ideas. Algorithms generate echo chambers that only disseminate like perspectives.

This reduces exposure to many perspectives and cultivates intolerance. Intense internet discourse and personal attacks exacerbate differences.

4.3. Digital Activism and Social Movements

Digital activism means the use of digital technology, particularly social media platforms, to advocate for, organise, and bolster political and social movements. It

empowers individuals and collectives to cultivate awareness, galvanise supporters, and sway public opinion independent of conventional media or organisations.

Contemporary social movements include hashtags, viral videos, online petitions, and live streaming to emphasise issues such as human rights, climate change, racial justice, & gender equality.

Digital activism has encouraged marginalised voices, fostered global unity, and made advocacy more accessible and rapid. Nonetheless, it encounters obstacles such as disinformation, online abuse, and digital spying.

4.3.1. Digital Activism

Digital activism, or online activism, denotes the utilisation of digital tools and technologies—particularly social media as well as internet platforms—to effectuate social, political, or environmental change. It has transformed the practice of activism in the 21st century, enabling individuals to coordinate, communicate, & mobilise from any location globally.

In contrast to conventional activism, which often depended on personal presence, demonstrations, or printed resources, digital activism excels in accessibility, rapidity, and extensive reach. Hashtags, viral videos, digital petitions, live broadcasts, and social media campaigns have become prevalent tools of activism. Digital activism empowers people and communities, boosting the voices of those often marginalised in popular discourse.

1. Forms of digital activism



Figure 4.2 Forms of digital activism

a. Hashtag Campaigns

Among the most well-known types of online activism are hashtag campaigns. Activists provide a collective voice to certain issues by grouping messages under a single hashtag.

To increase worldwide awareness and foster online solidarity, movements including #BlackLivesMatter, #MeToo, & #FridaysForFuture use hashtags. These tags facilitate rapid information dissemination, event planning, and discussion

monitoring. They make activism readily searchable and accessible. Individuals may thereby participate in broader social conversations.

b. Online Petitions

Online petitions are used to ask organisations or authorities to take action or make changes. Users may develop and sign petitions on a variety of topics, from environmental challenges to human rights, using platforms like Change.org & Avaaz. Thousands or even millions of people sign these petitions, and they often go viral.

They are often utilised to influence decision-makers and provide a clear indication of popular support. Social media sharing and promotion of petitions increase their reach. This strategy enables people to take part in campaigns throughout the world.

c. Viral Content and Memes

Memes, short films, infographics, and animations are often used by activists to convey ideas in an original and approachable manner. Viral material may clarify complicated topics for a larger audience and is very shareable.

A strong video and a well-created meme, for instance, might arouse strong emotions and start a dialogue. Such material engages viewers who may not be typical activists and spreads quickly. This approach works especially well with young people since it is amusing and visually appealing. It transforms regular social media usage into raising awareness.

d. Digital Fundraising and Crowdfunding

Fundraising through platforms such as GoFundMe, Ketto, and Milaap has become a vital strategy within digital activism. These campaigns provide essential financial support for a wide range of purposes, including social initiatives, protest coordination, legal defence, and urgent medical needs.

Activists frequently promote these fundraisers via social media to broaden their reach and attract a larger pool of donors. The immediacy and transparency of digital fundraising often lead to swift and widespread financial contributions. This method empowers individuals from any geographical location to support causes they care about. Moreover, crowdfunding fosters a sense of solidarity, as people unite around shared objectives and collective action.

e. Live streaming and Real-Time Coverage

Activists may use live recordings to document injustices, demonstrations, and events as they occur. Real-time audience interaction is possible on platforms like Facebook Live, Instagram Live, & YouTube.

By showcasing unfiltered, unfiltered realities, livestreaming promotes transparency and guards against media manipulation. Even those who are unable to make it in person are encouraged to watch and take part virtually.

2. Advantages of digital activism

The following are various advantages of digital activism:

a. Wider Reach and Accessibility

Digital activism allows messages to be disseminated to global audiences in only minutes. Participation is open to anyone with internet access, regardless of their location or background. This inclusion allows people from underprivileged or isolated groups. In contrast to conventional activism, it eliminates obstacles to participation. Consequently, more voices can be articulated and magnified.

b. Cost-Effective Mobilisation

Organising internet campaigns needs less financial resources than physical demonstrations. Activists may generate significant material with free or inexpensive methods. Social media platforms provide complementary venues for idea exchange, event organisation, and awareness promotion. This affordability enables continuous lobbying. It equalises opportunities for underfunded initiatives.

c. Real-Time Communication and Updates

Social media or messaging applications facilitate the immediate dissemination of information. Activists may promptly react to breaking news, organise demonstrations, or challenge disinformation in real-time. This speed maintains campaigns' dynamism and relevance. It also enhances collaboration among advocates. Real-time updates improve responsiveness and foster community interaction.

d. Anonymity and Safety

Digital activism provides a degree of anonymity that protects people in oppressive contexts. Activists may

express thoughts, disseminate material, or coordinate activities anonymously. This reduces the risk of harassment, surveillance, and apprehension. It ensures that fear does not suppress dissent. Anonymity facilitates safer involvement with complicated problems.

e. Creative and Engaging Content

Digital platforms facilitate the use of movies, memes, infographics, & interactive content to capture attention. These innovative methods make intricate subjects more comprehensible and intriguing. Visually engaging material enhances the likelihood of sharing and discourse. It also recruits younger, technologically adept audiences. Creativity enhances the efficacy of digital advertisements.

3. Criticisms of Digital Activism

The following are various criticisms of digital activism:

a. Slacktivism and Superficial Engagement

Digital activism is sometimes condemned for promoting "slacktivism," when individuals participate by superficial activities such as liking, sharing, or commenting, without substantial engagement. These gestures can promote the semblance of involvement, however, they rarely yield substantial real-world effects.

Activists express concern that such interaction supplants direct action, such as volunteering or demonstrating. Although visibility improves, tangible progress may be

constrained. This undermines the efficacy of genuine action. It compromises transforming movements into transient internet trends.

b. Spread of Misinformation

The rapid dissemination of internet material renders digital activism susceptible to the proliferation of unconfirmed or deceptive information. In their haste to generate awareness, activists may disseminate dramatic or false information that becomes viral.

This disinformation may undermine a movement's credibility and perplex its followers. The rectification of disseminated erroneous information is hard and takes time. This allows opponents to challenge the movement's validity. Adversaries may use disinformation strategies to undermine efforts.

c. Online Harassment and Trolling

Digital activists, especially women, LGBTQ+ folks, and minorities, often face online harassment and trolling. Hostile words, threats, and harassment can force people and compel them to retreat from activity.

This detrimental climate compromises secure and unrestricted engagement. Although several platforms try to provide moderation, many ones inadequately provide appropriate safeguards. The psychological impact of such harassment can be profound. It undermines various perspectives and reduces the inclusiveness of digital action.

d. Digital Divide and Inequality

The disparity in internet access and digital literacy engenders a digital gap that restricts participation in online activism. Individuals in rural, economically poor, or technologically challenged areas may face exclusion.

Consequently, their perspectives are often marginalised in digital efforts. This engenders a distorted perspective, whereby the most prominent viewpoints originate from affluent internet users. Activism becomes more exclusive and less representative of wider social needs. It may overlook fundamental facts.

e. Short Attention Spans and Trend Dependency

The fast evolution of digital platforms results in a rapid transition of public attention from one issue to another. Movements may attract significant attention temporarily but face challenges in maintaining prolonged participation. As trends reduce, significant causes are at risk of being overlooked before yielding tangible results. This inconsistency impedes sustained advancement and policy reform.

4.3.2. Social Movements

Social movements are coordinated efforts by collectives to attain or oppose changes in society, politics, the economy, and culture. In the digital era, these movements have progressively depended on online platforms as well as technology to organise, connect, and mobilise people worldwide.

Digital activism has revolutionised the functioning of social movements by facilitating expedited coordination, expanded involvement, and enhanced exposure. It facilitates the amplification of disadvantaged voices, promotes transnational solidarity, and allows the immediate contestation of power systems.

1. Functions of Social Media in Social Movements

The following are various functions of social media in social movements:

a. Raising Awareness and Spreading Information

Public education regarding social problems that may not get enough attention in traditional media is greatly aided by social media. Infographics, films, documents, and personal narratives are all tools used by activists to educate audiences and clarify difficult issues. Empathy, comprehension, and enthusiasm for the cause are created by this. It makes it possible to provide serious issues prompt attention. Achieving significant change often begins with awareness.

b. Mobilising Support and Coordinating Action

The real-time event, protest, and campaign planning is made possible by social media. To discuss whereabouts, timetables, and safety advice, platforms like WhatsApp, Telegram, or X (Twitter) are employed. As a result, extensive coordination is possible without depending on conventional infrastructure. Mobilisation happens more quickly, effectively, and widely. It assists in transforming virtual assistance into physical action.

c. Amplifying Marginalised Voices

Social media offers a voice to people and groups that conventional media often ignores. It gives under-represented voices a direct platform to communicate their viewpoints and experiences to the global community. Stereotypes are dispelled, prevailing narratives are challenged, and unity is created. Storytelling from the heart creates emotional bonds with the audience. Amplification makes social movements more inclusive and more represented.

d. Creating Global Solidarity and Networking

Global solidarity around common causes is promoted by social media, which links activists or supporters across boundaries. International people may benefit from one another's challenges, tactics, and achievements. Movements often inspire like activities in other areas, causing a chain reaction of events. Online communities are created that support activism over time. Solidarity increases social movements' credibility and effect.

e. Pressuring Authorities and Institutions

Viral postings, popular hashtags, and widespread online interaction may put pressure on organisations, businesses, and governments to act. When an issue receives a lot of attention, decision-makers are compelled to speak out about it. Calls for reform are made stronger by public outcry, boycotts, and online petitions. As a result, there is

responsibility and an institutional reaction. Social media is thus an effective tool for popular pressure.

2. Benefits of Digital Support in Social Movements

The following are various benefits of digital support in social movements:3

a. Global Reach and Instant Connectivity

Social movements can instantly reach a worldwide audience with the help of digital assistance. Updates, videos, and messages have the potential to spread widely and inspire unity across borders. This raises awareness and focuses attention on regional problems on a global scale. Supporters from many nations can advocate or make contributions online. The movement's power and pressure are increased by its broad reach.

b. Low-Cost and Resource-Efficient

The cost of organising campaigns or demonstrations is reduced by digital platforms. Activists don't need costly supplies or big physical places to arrange activities, disseminate information, and rally support. Access to advocacy is facilitated by low-cost or free tools. Due to its cost-effectiveness, even small organisations may have a significant influence. It encourages sustained, long-term activism.

c. Greater Inclusivity and Participation

Online activism provides opportunities for persons who are

unable to participate in physical events due to distance, disability, and safety concerns. It makes it possible for more people of all ages, genders, and socioeconomic levels to participate. Anyone with an internet connection may make a significant contribution to the cause. Inclusivity increases the democratic and representational nature of movements. It ensures that more opinions are respected and heard.

d. Real-Time Updates and Rapid Response

Activists can react rapidly to important concerns or breaking news due to social media. Real-time updates facilitate action coordination and inform supporters. At crucial times, this speed helps in gaining momentum. Rapid communication improves public participation and readiness. It maintains the movement's energy and vitality.

e. Evidence Collection and Public Documentation

Digital platforms are tools for sharing witness testimonies, documenting situations, and preserving photographic evidence. Legal assistance, media attention, or awareness-raising initiatives might all make use of this material. It prevents event manipulation and offers transparency. The movement's credibility is strengthened by digital recordings. They also act as a historical repository for contemplation in future generations.

3. Challenges Faced by Digital Social Movements

The following are various challenges faced by digital social movements:

a. Online Censorship and Content Removal

In several nations, authorities and social media sites suppress digital activity by deleting content, suspending user accounts, and blocking politically sensitive hashtags. During periods of protest or civil upheaval, platforms such as Facebook or Twitter may be limited or prohibited to restrict the dissemination of dissent.

This suppression restricts freedom of speech and reduces the prominence of crucial concerns. It discourages dissenting voices that challenge power or promote human rights. The removal of content might disrupt the communication between organisers & supporters. This significantly restricts the capacity to mobilise and distribute information.

b. Misinformation and Disinformation Campaigns

Inaccurate or deceptive information poses a significant risk to digital social movements. Adversaries, provocateurs, or political entities may intentionally disseminate misinformation, manipulated visuals, or skewed truths to confuse public understanding. Such initiatives erode faith in the cause and divert attention from important issues.

The rapid dissemination of disinformation makes containment and rectification challenging. Supporters may become fragmented, while ambivalent viewers may entirely disengage. Such attacks may undermine movements and exacerbate division.

c. Digital Surveillance and Privacy Threats

Activists involved in digital movements often face monitoring from governmental entities and major technology businesses. Each click, post, or communication is subject to tracking, storage, and eventual use as evidence. In authoritarian regimes, digital monitoring is used to identify dissidents, resulting in arrests, employment termination, and threats to personal safety.

Advanced technology may reveal the identities of anonymous users by metadata analysis. The apprehension of monitoring deters individuals from engaging in internet activism. It engenders a chilling effect that causes people to hesitate in expressing their ideas.

d. Lack of Digital Literacy

Digital activism presupposes that users possess the knowledge to access, comprehend, and use online platforms efficiently; however, this is not universally true. A significant number of individuals, particularly among rural, elderly, and economically poor demographics, possess insufficient abilities to traverse the digital realm.

They may lack the knowledge to participate in internet campaigns, use hashtags, and discern reputable sources. This engenders a disparity whereby only the technologically proficient can engage comprehensively. Consequently, perspectives of disadvantaged or offline populations may be excluded. The movement grows more exclusive and more focused on urban areas.

e. Short-Term Engagement and Trend Dependency

Social media thrives on trends or rapidly changing information, making sustained advocacy difficult. Numerous digital efforts get swift notice by viral postings or trending hashtags; yet, this enthusiasm often dissipates just as rapidly. Without continuous participation, significant policy reform or societal effect becomes challenging.

Individuals may transition to the subsequent trendy topic, neglecting significant factors. Activists must consistently strive to maintain relevance and visibility. This causes burnout and redirects energy away from long-term planning.

4.4. Online Communities and Identity

The digital revolution has transformed the ways in which humans interact, communicate, and establish their identities. A significant advancement in this change is the emergence of online communities.

These virtual organisations, often established around common interests, experiences, or objectives, provide a distinctive platform for connection that transcends geographical and cultural limitations. In these situations, people articulate their identities, pursue a sense of belonging, and examine facets of their self-concept—often with more freedom than in tangible contexts.

The interplay between online communities or identity is intricate and multifaceted, providing avenues for self-expression, personal development, and social interaction,

while also presenting issues about authenticity, exclusion, or privacy.

1. Expression of Personal Identity

People are allowed to express facets of their identities in online forums that may not be publicly acknowledged in their offline lives. Through their identities, biographies, avatars, postings, and images, people may explore their potential or artistically convey who they are. Personal identity formation and reinforcement are facilitated by this form of self-expression.

In receptive settings, digital channels often promote transparency and genuineness. Online expressiveness may be more restrained and deliberate than in-person conversations. It allows people to openly express their interests, attitudes, and ideas.

2. Formation of Group Identity

Through shared experiences, values, and interests, online communities help people develop a strong feeling of belonging. In order to identify their digital culture, members often embrace a shared vocabulary, style, or set of standards. These common characteristics strengthen a feeling of belonging and make people feel connected.

Group identity boosts group purpose and confidence. Members benefit from feeling supported and affirmed by like-minded people. Increased participation and loyalty are often the outcome of this togetherness. Community

relationships are strengthened by group identification, whether in activist spaces, support groups, or fandoms.

3. Anonymity and Safe Exploration

The ability to remain anonymous is one of the main characteristics of online communities as it allows members to explore their identities without worrying about criticism. Sensitive subjects including gender, sexuality, mental health, and personal trauma may be freely discussed. This is especially crucial for those who live in hostile or conservative situations.

Being anonymous promotes honest self-expression and emotional safety. Users may experiment with many facets of their identities at their own speed. Self-awareness and personal development are fostered by this kind of investigation.

4. Representation and Inclusivity

Online communities are more inclusive than many physical settings because they often display a diverse variety of identities and perspectives. People who belong to marginalised groups, such as members of the LGBTQ+ community, people with disabilities, or members of ethnic minorities, may find places where their experiences are valued and acknowledged. One gains self-assurance and pride in their identity as a result of this depiction.

It additionally encourages empathy and informs others. In online communities, inclusivity encourages respect for one

another and cultural understanding. When people's identities are respected, they are more likely to build lasting connections.

5. Identity Validation and Support

It may be quite gratifying to get encouraging comments and emotional support from peers in virtual forums. People get a sense of being seen, heard, and valued, which increases confidence and self-worth. User experiences may be shared, assistance can be sought, and difficulties can be overcome in supportive settings.

This type of affirmation helps in the development of a solid and sound identity. It gives people comfort in knowing they are not the only ones going through difficult times. Community members' support may inspire resilience and self-improvement. Trust and meaningful connections are promoted by identity support.

6. Multiple Identities Across Platforms

People may maintain many versions of themselves on different platforms thanks to the digital world. For instance, a person may display a creative or anonymous identity on Reddit, a professional one on LinkedIn, and a social one on Facebook. People may exhibit various aspects of their personalities depending on the situation because of this flexibility.

Additionally, it allows users to modify their content and communication style based on the target audience and goal.

Taking care of many identities may be powerful and a reflection of the complexity of actual life. It also requires a certain amount of digital knowledge and literacy, however. Keeping these identities in balance enables people to move through different social settings. It demonstrates the complexity of contemporary identity.

Chapter Summary

This chapter explored the multifaceted role of social media in shaping public discourse and democratic engagement. It examined how platforms such as Twitter, Facebook, and Instagram have become arenas for the expression of opinions, political debate, and the mobilisation of public sentiment. The chapter began by analysing the influence of social media on opinion formation, noting how algorithms, echo chambers, and micro-targeted content can reinforce pre-existing beliefs and polarise audiences.

The role of digital media in political communication was then assessed. Social media has enabled politicians, parties, and activists to bypass traditional gatekeepers and engage directly with constituents. While this promotes immediacy and outreach, it also fosters the spread of propaganda, misinformation, and performative engagement.

A dual focus on digital activism and social movements followed. The chapter differentiated between hashtag activism and sustained online organising, noting how digital platforms have facilitated global movements such as #MeToo and Black Lives Matter. However, challenges such as censorship, surveillance, and digital burnout were also highlighted.

The chapter concluded with an analysis of online communities and identity formation. Social media fosters shared identities through groups and forums but also invites issues of performativity, exclusion, and online

harassment. Overall, the chapter presented a critical understanding of how social media mediates civic engagement and public debate.

Assessment question

1. How does social media influence opinion formation?
2. What is the impact of digital media on political communication?
3. Define digital activism with examples.
4. How do social movements utilise digital platforms?
5. What are the benefits and risks of online political discussions?
6. How do online communities shape identity?
7. Discuss the role of hashtags in digital activism.
8. What is the significance of viral content in public discourse?
9. How can social media encourage civic participation?
10. In what ways does digital discourse differ from traditional public forums?

CHAPTER 5 Content Creation and Digital Marketing

Learning Objective

In this chapter, readers will learn about the growing impact of user-generated content in the digital world. They will explore the rise of influencer culture and brand promotion online. The chapter introduces techniques for digital storytelling. It also explains how analytics inform content strategies. Readers will examine how to engage audiences effectively. This chapter connects creativity with marketing intelligence.

5.1. User-Generated Content

The proliferation of digital platforms has significantly redefined the traditional boundaries between producers and consumers of media. Among the most transformative developments in this space is the rise of User-Generated Content (UGC)—any form of content, such as text, images, videos, reviews, or social media posts, that is created by users rather than by official brands, professionals, or media institutions.

In the realm of content creation and digital marketing, UGC plays a pivotal role in reshaping consumer engagement,

brand strategy, and online authenticity. It fosters participatory cultures, allows audiences to co-create brand narratives, and provides marketers with cost-effective and credible promotional materials. UGC is particularly powerful because it combines organic audience interest with the viral potential of digital distribution. In an environment saturated with commercial messaging, content generated by peers is often perceived as more relatable, trustworthy, and persuasive.

The following sections examine UGC from multiple dimensions—its forms, strategic functions, advantages, challenges, and broader impact on marketing and digital content ecosystems.

1. Defining and Categorising User-Generated Content

User-generated content refers to any form of unpaid, unsponsored content voluntarily created and shared by individuals online. It encompasses a diverse range of formats including, but not limited to, written reviews, social media posts, unboxing videos, product tutorials, memes, testimonials, blogs, and forum discussions. UGC can be spontaneous or prompted through brand-led campaigns encouraging user participation.

While some content is created independently of brand initiatives, other forms are generated in response to hashtag challenges, contests, or requests for feedback. The participatory culture enabled by digital platforms blurs the line between creators and consumers, making UGC a rich, multifaceted element of the digital marketing landscape.

- **Informational UGC**: Includes reviews, tutorials, and testimonials that assist other users in decision-making.

- **Creative UGC**: Includes fan art, parody videos, personalised hashtags, and remix culture.

- **Collaborative UGC**: Involves users in co-creating campaigns or submitting content for brand contests or features.

2. Strategic Role of UGC in Digital Marketing Campaigns

UGC has emerged as a powerful marketing tool that complements traditional brand messaging with authentic user experiences. By integrating UGC into digital campaigns, brands benefit from enhanced credibility, wider reach, and greater audience trust. Social proof—the idea that people are more likely to engage with a product if others have done so—drives the effectiveness of UGC.

Many companies actively solicit UGC by creating branded hashtags, running photo contests, or featuring user posts on official channels. This encourages users to become brand ambassadors, voluntarily promoting products through personal narratives.

- Brands like Coca-Cola's "Share a Coke" campaign and Apple's "Shot on iPhone" initiative invited users to showcase their own experiences, significantly boosting engagement and brand loyalty.

- User reviews and ratings on platforms like Amazon, TripAdvisor, or Zomato serve not only as decision-making aids for consumers but also as valuable feedback mechanisms for businesses.

3. UGC as a Cost-Effective and Scalable Content Resource

Creating fresh, high-quality content at scale can be resource-intensive for businesses. UGC offers a scalable solution by transforming customers into a decentralised content production force. Since the content is created voluntarily, it reduces marketing costs while providing a continuous stream of authentic materials.

Moreover, UGC is inherently diverse and culturally varied, reflecting a wide array of user experiences and perspectives that brand-created content may not capture. This makes it particularly effective for global campaigns or brands targeting diverse consumer segments.

- Start-ups and small businesses often rely on UGC due to budget limitations, using customer photos or testimonials as promotional assets.
- Large brands increasingly curate UGC galleries on their websites or social platforms, refreshing their content without substantial investment in creative production.

4. Enhancing Engagement and Fostering Community through UGC

UGC fosters deeper brand-audience engagement by

creating a sense of inclusion and co-ownership. When users see their content acknowledged, reposted, or featured by a brand, it enhances their emotional connection and loyalty. This interaction helps create brand communities where users share stories, provide feedback, and build social capital.

In this context, UGC becomes more than a marketing tactic—it serves as a relational tool that strengthens community bonds and fosters two-way communication.

- Brands that feature user content on their Instagram stories or homepages generate significantly higher user retention and interaction rates.
- Communities formed around shared content, such as travel photography hashtags or fitness challenges, create long-term engagement rather than one-time transactions.

5. Risks, Challenges, and Ethical Considerations

While UGC offers numerous benefits, it also presents several challenges. Content quality can be inconsistent, and not all user-generated material aligns with brand values. There is also the potential for inappropriate, offensive, or misleading content to be associated with the brand if not properly moderated. Legal and ethical issues around consent, intellectual property, and privacy must also be carefully managed. Using UGC without explicit permission, or failing to credit creators appropriately, can result in reputational damage and legal consequences.

- Brands must develop clear UGC usage policies, outlining guidelines for submission, consent, and content standards.

- Content moderation systems, both automated and human-driven, are essential to ensure that brand platforms remain respectful, inclusive, and aligned with the company ethos.

6. The Influence of UGC on Consumer Behaviour and Purchase Decisions

User-generated content significantly influences consumer trust and buying decisions. Studies show that users are more likely to purchase products that have been reviewed or recommended by peers, particularly when visual content such as photos or video demonstrations is involved.

This influence is especially pronounced among younger demographics, such as Millennials and Gen Z, who often rely on social media and peer opinion over traditional advertising.

- UGC serves as a form of digital word-of-mouth, increasing the perceived reliability of products and services.

- Visual UGC on product pages, such as customer-uploaded images or videos, can increase conversion rates by helping potential buyers visualise real-life use.

5.2. Influencer Culture and Branding

In the digital age, **influencer culture** has emerged as a dominant force in shaping branding strategies, consumer behaviour, and online communication norms. Rooted in the democratisation of content creation afforded by platforms such as Instagram, YouTube, TikTok, and Twitch, influencer culture refers to the rise of individuals who build loyal followings by consistently producing content, engaging with audiences, and crafting distinctive personal narratives. These influencers function simultaneously as cultural intermediaries, trendsetters, and brand ambassadors. Their power lies in their perceived authenticity and relational proximity to followers, which gives them a unique persuasive capacity often unmatched by traditional celebrities or corporate campaigns.

As the boundaries between personal identity and commercial promotion increasingly blur, influencers have come to represent the fusion of the self as both a subject and a brand. They are at once producers and products—curating lifestyles, aesthetics, and values that are meticulously packaged and strategically communicated.

In this ecosystem, branding is no longer confined to corporations; it is embedded in how individuals represent themselves online. The following sections explore how influencer culture shapes branding, marketing, and digital identities through diverse dimensions—economic, technological, cultural, and ethical.

1. Historical Emergence and Growth of Influencer Culture

Influencer culture evolved from the early 2000s with the rise of personal blogs and platforms such as YouTube, where individuals began documenting aspects of their lives or sharing expertise. Initially perceived as a form of digital hobbyism, these activities gradually amassed large audiences.

As follower numbers grew, so did the recognition of their commercial potential. By the mid-2010s, influencers had become central figures in digital marketing, offering targeted access to niche communities and high levels of user engagement.

Their influence was further amplified by platform-specific affordances such as Instagram's visual-centric interface, TikTok's viral algorithm, and YouTube's monetisation structures. These tools enabled ordinary users to achieve fame and commercial viability without relying on traditional media or celebrity culture. This shift represented a decentralisation of cultural authority, as power moved from institutional gatekeepers to networked individuals.

- The shift from celebrity endorsement to influencer marketing reflects a broader cultural preference for relatability over aspirational distance.
- Social media's participatory design allows influencers to build loyal communities by interacting directly with audiences in real-time.

2. Influencers as Personal Brands: Identity, Narrative, and Visual Aesthetics

Influencers exemplify the concept of the self-as-brand. This involves the continuous construction and performance of a carefully crafted identity that aligns with particular values, interests, or aesthetic sensibilities. Whether it is the minimalist wellness coach, the high-fashion traveller, or the tech-savvy gamer, influencers embody narrative coherence—presenting a lifestyle that is visually and thematically consistent across posts, videos, and collaborations.

The branding here is both visual and ideological. From colour palettes and typography to tone of voice and storytelling choices, every aspect of an influencer's content is part of a broader branding effort. Importantly, these identities are shaped not only by personal interest but also by audience expectations and algorithmic pressures.

- Personal branding strategies often include media kits, curated feeds, signature hashtags, and branded slogans, all designed to signal professionalism and coherence to potential sponsors.
- Visual consistency and narrative authenticity are key to cultivating trust, which in turn fuels audience retention and brand deals.

3. Influencer Marketing and the Transformation of Brand Strategy

Businesses increasingly incorporate influencer marketing into their overall brand strategy due to its effectiveness in

reaching fragmented and sceptical audiences. Traditional advertising—characterised by polished production and mass appeal—often lacks the intimacy and credibility that influencers offer. Influencer marketing provides brands with the opportunity to embed their message within the influencer's personal story, thereby enhancing perceived relevance and trustworthiness.

Influencer partnerships vary in form and duration, from single sponsored posts to long-term ambassador roles. Some collaborations go further, involving co-branded product lines or exclusive launches. The key appeal for marketers lies in peer-to-peer recommendation, which is considered more persuasive than brand-originated messaging.

- Nano-influencers (1,000–10,000 followers) often generate higher engagement within localised or niche communities and are more affordable for small businesses.
- Influencer-generated content often outperforms branded content in terms of reach and engagement, particularly when integrated seamlessly into personal narratives.

4. Monetisation Models and the Influencer Economy

Influencers monetise their platforms through multiple revenue streams, including sponsored content, affiliate marketing, brand ambassadorships, merchandise sales, premium content subscriptions (e.g. Patreon), and even NFTs.

This diversification enables influencers to operate as small-scale entrepreneurs or "contentpreneurs," often managing their own teams, contracts, and digital infrastructure.

As influencers grow, they may engage management agencies to negotiate deals and shape brand positioning. However, monetisation also introduces pressures to maintain engagement, grow followers, and remain consistently visible—all of which can lead to creative fatigue or ethical compromises.

- Brand partnerships are often determined by engagement metrics such as likes, shares, impressions, and audience demographics.
- Platforms like YouTube and TikTok offer ad-revenue sharing, allowing influencers to earn directly from content performance, though income can fluctuate significantly.

5. Ethical Dilemmas and Regulatory Responses

The commercialisation of influencer content has sparked concerns about transparency, authenticity, and consumer manipulation. Many influencers do not clearly disclose when a post is sponsored, which can mislead followers into believing promotional content is organic. This has led to increased scrutiny from regulatory bodies such as the Advertising Standards Authority (ASA) in the UK and the Federal Trade Commission (FTC) in the United States.

Beyond disclosure, influencer culture has been criticised for promoting unrealistic lifestyles, excessive consumerism,

and even disinformation. Ethical influencer practice requires not only legal compliance but also responsibility toward followers—especially younger, impressionable audiences.

- The UK's ASA mandates that any paid content be clearly marked with "#ad" or "Paid Partnership", though enforcement remains variable.
- Emerging codes of ethics in influencer marketing include commitments to transparency, truthfulness, inclusivity, and mental well-being.

6. Algorithmic Influence and the Performance of Relatability

Platform algorithms significantly shape influencer visibility and branding practices. Content is rewarded or penalised based on engagement signals such as likes, watch time, comments, and shares. Influencers often adapt their style, format, and content rhythm to fit algorithmic trends, which can lead to homogenisation or formulaic presentation.

At the same time, influencers must maintain a performance of relatability—appearing approachable, honest, and "just like us"—even when managing commercial deals and maintaining curated personas. This tension between performance and authenticity lies at the heart of influencer branding.

- Trending content formats (e.g., "get ready with me", challenges, or day-in-the-life vlogs) are often dictated by algorithmic reward structures.

- Algorithmic suppression, or "shadow banning", disproportionately affects marginalised influencers and shapes which voices are elevated or hidden in public discourse.

7. Cultural Influence and Global Dissemination of Influencer Branding

Influencer culture is not just a marketing phenomenon but a cultural force that shapes aesthetics, values, identities, and social norms. Influencers act as global taste-makers, spreading fashion trends, linguistic styles, body ideals, and moral discourses across borders. The global reach of platforms means that influencers in one part of the world can influence consumer behaviour and cultural practices in another.

In non-Western contexts, local influencers often reinterpret global branding logic in culturally specific ways, leading to hybridised forms of influencer branding that reflect both globalisation and local tradition.

- Indian, Korean, and Brazilian influencers, for example, often merge traditional symbols with modern branding, creating culturally resonant and globally marketable identities.
- Influencers are increasingly involved in social advocacy, championing causes such as climate action, mental health awareness, and LGBTQ+ rights—thereby broadening their role from marketers to cultural leaders.

5.3. Digital Storytelling Techniques

Digital storytelling is the practice of using digital technologies and multimedia components to narrate a story, communicate a message, or captivate an audience. It integrates conventional narrative techniques with technologies like video, imagery, audio, animation, & interactive media. Used in education, marketing, journalism, & social media, it enables producers to convey narratives in immersive, innovative, and captivating manners. These methods make complex concepts comprehensible and remembered. Effective digital storytelling engages attention, generates emotion, and encourages action in the digital era.

1. Visual Imagery and Design

Visual components, including photos, colours, typefaces, and layouts, are essential for creating compelling digital narratives. They immediately establish the tone and ambience, often communicating meaning more effectively than the written word. Powerful graphics may elicit emotions, capture attention, and direct viewers' focus on the information.

Through pictures, infographics, and animations, they facilitate the comprehension of abstract topics. Aesthetic consistency strengthens brand or message identification. The considerate design also improves readability & viewer comfort.

2. Narrative Structure

A well-organised narrative ensures continuity and

coherence, leading listeners through a distinct beginning, middle, and conclusion. This conventional narrative structure includes an exposition to establish the context, a conflict and challenge to generate intrigue, and a resolution to provide a meaningful conclusion. Structure enhances emotional pace and facilitates the efficient organisation of thoughts.

In its absence, the narrative may seem disjointed or uninspiring. Digital storytelling is enhanced by the use of subplots, suspense, or unexpected elements to maintain engagement. A robust framework makes complex communications comprehensible.

3. Multimedia Integration

The integration of video, music, text, images, and animations enriches the narrative experience by stimulating several senses. This combination of media forms caters to many learning styles—visual, aural, or kinaesthetic. Videos depict action, voiceovers provide emotion, and music establishes the ambience.

Visuals and words provide precision and intensity. Multimedia components must be meticulously selected to ensure that each contributes meaningfully to the story. Excessive media may distract rather than educate. When equilibrated, they provide a profound, immersive atmosphere that maintains audience engagement.

4. Personalisation and Authentic Voice

Digital narratives characterised by a personal tone and

genuine voice profoundly connect with viewers. Storytellers who convey authentic experiences, feelings, or perspectives foster relatability and trust. First-person narratives immerse users in the storyteller's realm, developing closeness and authenticity.

This authenticity differentiates actual narratives from fabricated information. It reveals the human element behind the message, enhancing its memorability. A uniform voice also reinforces brand or creative identification. The voice establishes the emotional tone, whether it is amusing, uplifting, or vulnerable.

5. Interactive Elements

Interactivity converts the audience from passive observers into engaged participants. Elements such as interactive buttons, surveys, assessments, and sliders promote inquiry and informed decision-making. This involvement enhances user happiness and prolongs interaction with the information.

Interactive storytelling may evolve according to user input, resulting in individualised experiences. The information becomes more remembered, particularly when users see their contributions as significant. These attributes facilitate learning, feedback, & emotional engagement.

6. Emotional Appeal

Evoking emotion is one of the most potent instruments in digital storytelling. Emotions such as joy, grief, rage, or inspiration establish a profound connection between the

narrative and the audience. It fosters empathy, contemplation, and initiative. Components such as music, tempo, personal narratives, or pictures may enhance emotional resonance.

Emotionally charged narratives are more prone to dissemination and retention. They also have a greater impact on attitudes and actions than only factual material.

7. Platform Optimisation

Each digital platform comes with its own audience behaviour, technical limits, and content preferences. Successful digital storytelling adapts its format to suit each platform—short-form for TikTok, visual-heavy for Instagram, long-form for YouTube or blogs. Platform optimisation ensures the story reaches the right audience in the most effective way.

It includes adjusting the length, tone, design, and posting time. A one-size-fits-all approach can reduce engagement and reach. Tailoring stories per platform enhances visibility and viewer response.

5.4. Analytics and Audience Engagement

In the digital communication ecosystem, **analytics and audience engagement** have become indispensable to understanding, refining, and sustaining the success of digital content and campaigns. The digitisation of media has enabled unprecedented access to behavioural data, transforming how content creators, marketers, influencers,

and businesses make decisions. Analytics refers to the collection, measurement, and interpretation of user data in order to evaluate the effectiveness of digital initiatives. It serves as both a diagnostic and predictive tool—allowing creators not only to assess past performance but also to anticipate future trends and needs.

Audience engagement, in contrast, refers to the depth and quality of interaction that users exhibit when encountering digital content. It is not merely about passive viewership but about how users respond, participate, and form relationships with content over time. Engagement may take various forms, including likes, shares, comments, click-throughs, watch duration, and even user-generated responses. In combination, analytics and engagement provide a comprehensive picture of how content functions in the digital sphere—what draws attention, sustains interest, fosters loyalty, and converts attention into action. The following sections explore how these elements work together to shape effective communication strategies in digital environments.

1. The Shift from Intuitive to Data-Driven Strategy in Digital Environments

Historically, media production and marketing decisions were often guided by intuition, experience, or audience sampling techniques. However, the digital revolution has ushered in a new paradigm where decisions are increasingly grounded in measurable data. Data-driven strategy enables precision in content planning, campaign execution,

and audience targeting. Through real-time insights, organisations and individuals can adapt their digital outputs in response to user preferences, engagement patterns, and platform-specific trends.

Rather than relying on assumptions about what audiences want, creators now use empirical evidence to shape every aspect of the content journey—from topic selection to publication timing and format optimisation.

- Real-time dashboards allow digital managers to track user responses immediately after posting content, enabling quick course correction or reinforcement.
- Predictive analytics can forecast content performance or user churn by recognising behavioural patterns in user engagement data.

2. Understanding Core Engagement Metrics

Engagement metrics provide essential indicators of how audiences interact with digital content. These metrics are often categorised according to visibility, interaction, and conversion. When used collectively, they offer nuanced insight into the user experience and the content's effectiveness in achieving communication goals.

Key engagement metrics include

- **Reach and Impressions**: Reach refers to the number of unique users who see content, while impressions count the total number of times the content is

displayed, including repeated views. These metrics help gauge visibility.

- **Likes, Shares, and Comments**: These interactive metrics reflect the audience's emotional and cognitive response. While likes indicate passive approval, shares signify content resonance, and comments reflect deeper engagement.
- **Click-Through Rate (CTR)**: Calculated by dividing the number of clicks on a hyperlink by the number of impressions, CTR reflects how compelling the call-to-action or link is to users.
- **Watch Time and Completion Rates**: Particularly important in video content, these show how long users stay engaged and whether they consume content to the end.
- **Bounce Rate and Exit Rate**: These metrics reflect whether users engage beyond the landing page or leave quickly, often indicating whether content aligns with user expectations.

3. Platform-Specific Analytics Tools and Their Utility

Each major platform offers its own suite of analytics tools tailored to content performance on that platform. Understanding these tools is crucial for tailoring content strategies to platform-specific user behaviours.

- Facebook Insights provides data on reach, post engagement, follower demographics, and page

views, helping creators optimise posts and track growth.

- Instagram Insights offers breakdowns on story views, follower activity, post saves, and interaction metrics, informing decisions on posting times and visual aesthetics.
- YouTube Analytics includes watch time, subscriber change, audience retention graphs, and traffic sources, enabling creators to refine video pacing and SEO strategies.
- Google Analytics tracks website traffic, user pathways, session durations, and conversion goals, making it essential for digital campaigns with web-based landing points.

These platform tools enable highly granular tracking of audience behaviour, revealing not only what users engage with but when, how often, and on which devices.

4. Enhancing Engagement Through Data-Informed Content Strategy

Analytics does not merely measure engagement—it shapes it. Data can inform when to post, how to format content, what language to use, and which visuals resonate most with specific segments of an audience. Over time, a data-informed content strategy allows creators and marketers to test hypotheses, monitor effectiveness, and iterate accordingly.

This iterative, feedback-driven model ensures that content remains relevant, timely, and optimally positioned within the attention economy.

- Content calendars informed by historical engagement patterns help determine the ideal times and days to publish for maximum visibility.
- A/B testing (or split testing) enables content producers to trial different versions of the same asset—such as headlines, thumbnails, or copy—to determine which version performs better before full deployment.

5. Personalisation and Segmentation for Deeper Audience Connection

A major advantage of digital analytics is the capacity to personalise content. By segmenting audiences based on demographics, location, behaviour, or preferences, creators can tailor content to different groups for greater resonance. Personalised experiences significantly improve engagement, as audiences are more likely to respond positively to content that feels directly relevant to their needs or identity.

This segmentation is essential not only for marketing but also for educational, political, and social messaging campaigns that seek to influence thought and behaviour.

- Email marketing platforms, such as Mailchimp, use analytics to segment audiences and customise message content, tone, and timing.

- Dynamic content personalisation on websites enables real-time adaptation of homepage visuals or article recommendations based on user history.

6. Predictive Analytics and Behavioural Targeting

Beyond descriptive analytics, predictive analytics uses machine learning algorithms to forecast user behaviour, enabling proactive content delivery and audience targeting. Predictive systems evaluate prior data patterns to determine the likelihood of future actions—such as making a purchase, subscribing to a newsletter, or abandoning a platform.

Behavioural targeting draws on this predictive logic to deliver tailored ads or content to users most likely to engage, converting potential interest into concrete outcomes.

- Retargeting campaigns, which use cookies and behaviour tracking to deliver follow-up ads to users who previously engaged but did not convert, are a direct result of behavioural data modelling.
- Lookalike audience features, offered by platforms like Meta and LinkedIn, use existing audience data to identify new users with similar behavioural profiles for targeted expansion.

7. Challenges and Ethical Considerations in Engagement Analytics

While analytics offers powerful tools for enhancing audience engagement, it also raises ethical concerns. Issues

of user privacy, consent, data ownership, and algorithmic bias must be carefully considered. There is a growing demand for transparency in how user data is collected and used, particularly following global data scandals and the introduction of regulatory frameworks such as the General Data Protection Regulation (GDPR) in the EU.

Furthermore, an overreliance on engagement metrics can distort content priorities—favouring virality over value, sensationalism over accuracy, or popularity over substance. Ethical digital practice thus requires a balance between data utility and user rights.

- Ethical frameworks in digital analytics increasingly emphasise informed consent, data minimisation, and user opt-outs.
- Platform accountability is becoming a legal requirement, as governments push for audits of algorithmic decision-making and greater user control over personal data.

Chapter Summary

This chapter provided a comprehensive overview of content creation practices and their intersection with digital marketing strategies. It began by discussing the rise of user-generated content (UGC), which has blurred the boundaries between producers and consumers.Platforms like YouTube, TikTok, and Instagram enable ordinary users to become content creators, influencing trends, shaping discourse, and monetising their outputs. The chapter then explored the emergence of influencer culture, where individuals with niche or mass followings serve as intermediaries between brands and audiences. Influencers operate as both cultural and commercial actors, engaging in branding, sponsorships, and storytelling that appeal to targeted demographics. Their authenticity, visibility, and perceived relatability make them valuable assets in contemporary marketing. Digital storytelling techniques were also addressed, with an emphasis on narrative design, emotional engagement, and cross-platform integration. Stories are now crafted not only for entertainment but also to foster community, build brand identity, and drive social engagement. Finally, the chapter examined analytics and audience engagement tools. Metrics such as likes, views, shares, click-through rates, and sentiment analysis are used to evaluate content performance and refine strategies. These data-driven approaches empower marketers to personalise content and optimise outreach, though they also raise ethical questions around manipulation and privacy.

Assessment question

1. What is user-generated content and why is it important?
2. How does influencer culture shape branding strategies?
3. What are the key elements of digital storytelling?
4. How is branding achieved through digital platforms?
5. What role do analytics play in content planning?
6. How can audience engagement be measured digitally?
7. Explain the relationship between content quality and user interaction.
8. What are the risks associated with influencer marketing?
9. How has content creation changed with digital tools?
10. Describe the impact of social media on brand loyalty.

CHAPTER 6 Media Regulation and Policy

Learning Objective

In this chapter, readers will explore the legal structures governing digital media use. They will understand content moderation practices and the accountability of platforms. The chapter addresses censorship and freedom of expression. It highlights how laws shape what can be published or removed. Readers will also examine the role of regulatory bodies in maintaining digital standards. This chapter links law, ethics, and media control.

6.1. Legal Framework for Digital Media

The legal framework for digital media defines the laws, regulations, and standards that regulate the development, distribution, or consumption of digital information. As digital platforms proliferate, legislation is required to establish accountability, safeguard user rights, and uphold ethical standards.

These frameworks tackle concerns like copyright, data privacy, cybercrime, defamation, and media control. They facilitate the equilibrium between freedom of speech and the need to prevent damage or misuse. In a changing digital

landscape, strong rules and regulations are crucial for ethical media conduct.

1. Regulatory Principles Governing Digital Media

The following are various regulatory principles governing digital media:

a. Freedom of Expression with Responsibility

In order for people and organisations to exchange thoughts, perspectives, and information, freedom of speech is an essential element of digital media. The privilege must be used sensibly, however, as it is not unlimited. Legal restrictions may apply to content that encourages violence, hate speech, or inaccurate data. Regulatory frameworks ensure that freedom does not harm morality, public order, or other people's rights. Digital platforms need to strike a balance between moderated ethical material and free discussion.

b. Protection of Intellectual Property Rights

Integrating creative material like music, films, essays, and photos is common in digital media. Intellectual property rules are enforced to protect creators' rights and prevent illegal use. These consist of patent, trademark, and copyright rights. Digital platforms recognise and uphold ownership rights due to regulatory norms. Penalties or material removal may follow violations.

c. Privacy and Data Protection

Digital media must abide by privacy laws because of the

massive volumes of user data that are gathered online. The collection, storage, and use of personal data are governed by laws such as the General Data Protection Regulation (GDPR) in Europe. Regulatory principles demand accountability, transparency, and consent from platforms and content producers. Users need to be aware of their privacy options and data rights. These steps ensure moral digital media activities and build confidence.

d. Prevention of Harmful and Illegal Content

Regulatory frameworks seek to inhibit the dissemination of material that is unlawful, detrimental, or unsuitable. This includes child exploitation material, deception, terrorist propaganda, and encouragement to violence. Legislation allows governments and regulatory authorities to monitor, identify, or remove such material. Platforms are often obligated to provide systems for reporting and solving problems. These restrictions safeguard susceptible groups & maintain social order.

e. Ensuring Accessibility and Non-Discrimination

Digital media legislation provides equitable access to data and services for all users, irrespective of physical ability, geographic location, or socioeconomic background. Principles of fairness and equity inform platform design, content dissemination, and user experience. This includes offering different media, subtitles, or language alternatives for varied audiences. Regulatory initiatives ensure no group is marginalised or unjustly targeted within the digital landscape.

2. Laws and Policies Impacting Digital Content

Following are various laws and policies impacting digital content:

a. Copyright and Intellectual Property Laws

Copyright rules safeguard creative works in the digital realm, including music, books, photographs, and videos. The exclusive rights of content producers to reproduce, distribute, and change their work are protected by these laws.

Punishment or legal action may result from infractions like piracy or unauthorised sharing. Policies often mandate that platforms put in place procedures for identifying material, such as digital rights management or takedown notifications. These rules promote innovation and safeguard the income of inventors.

b. Data Protection and Privacy Laws

Digital platforms' collection, storage, and use of personal data are governed by laws such as the Information Technology Act in India and the General Data Protection Regulation (GDPR) in Europe. These regulations require platforms to function with consent, accountability, and transparency, and they provide users the freedom to govern their data.

The consequences of any neglect, unauthorised access, or data breach may be severe. These rules are essential for preserving moral online conduct and gaining the confidence of users.

c. Cybercrime and Information Technology Laws

Digital offences including identity theft, cyberbullying, hacking, and online fraud are covered under cyber laws. These laws specify what constitutes a crime and what users' and service providers' obligations are.

For instance, India's Information Technology Act, 2000, offers a legislative framework to address cyber threats. Content that encourages or facilitates cybercrime is either prohibited or subject to regulations. Platforms must assist authorities with their enquiries.

d. Defamation and Content Liability Laws

Defamation laws protect people and organisations from inaccurate or harmful material that is posted online. Digital platforms, bloggers, and content producers must refrain from disseminating unsubstantiated or damaging claims. Many nations have laws that acknowledge both civil and criminal defamation. Platform liability, or whether a platform may be held accountable for user-generated material, is also determined by policies.

Conditional protection is granted under safe harbour rules, such as those included in Section 230 of the U.S. Communications Decency Act, provided that platforms adhere to moderation criteria.

e. Content Regulation and Broadcasting Codes

Standards for digital material, particularly in the areas of journalism, entertainment, and advertising, are established

by regulating agencies in several nations. Age ratings, disclaimers, and content warnings for sensitive content may be mandated by policies.

For instance, guidelines for online publishers & intermediaries are outlined in India's Digital Media Ethics Code. Broadcasting codes ensure that information is truthful, and civil, and doesn't encourage violence or hate. These rules protect digital media's impartiality, quality, and public interest. Platform bans, penalties, or content removal can arise from non-compliance.

6.2. Content Moderation and Platform Responsibility

As digital platforms increasingly mediate public discourse, social interaction, and information exchange, the regulation of online content has become a critical concern in both policy and academic circles. Once viewed merely as neutral intermediaries, platforms such as Facebook, YouTube, Instagram, Reddit, and X (formerly Twitter) now operate as powerful gatekeepers of digital speech. Their reach extends across borders and cultures, giving them unprecedented influence over what people see, say and believe. In this context, content moderation—the practice of managing user-generated content to uphold community standards and legal compliance—has evolved into a central pillar of platform governance. It includes everything from removing offensive posts and suspending abusive users to labelling misinformation and curating search results.

Yet content moderation is not merely a technical or operational task; it is deeply political and ethical. It intersects with issues such as freedom of expression, algorithmic bias, digital rights, state censorship, and corporate responsibility. While platforms claim to uphold principles of free speech and open dialogue, they also routinely remove or demote content based on opaque criteria, automated decisions, or economic interests. This raises serious concerns about accountability, transparency, and the potential overreach of private actors in shaping public narratives.

Governments, civil society groups, and international organisations have thus begun to call for clearer regulations, more inclusive governance models, and greater protections for users. As this landscape continues to evolve, the dual themes of content moderation and platform responsibility remain foundational to understanding the future of digital communication.

1. The Scope and Purpose of Content Moderation

Content moderation refers to the structured processes by which digital platforms review, filter, and manage user-generated material to ensure it aligns with their terms of service, local laws, and ethical norms. It serves multiple purposes: protecting users from harmful content (such as hate speech, violent extremism, or misinformation), maintaining community integrity, and preventing legal liability. Moderation can occur at various stages—before content is posted (pre-moderation), after publication (post-

moderation), or continuously (ongoing moderation using algorithms).

Different types of content that are typically moderated include:

- Explicit violence and incitement to terrorism
- Harassment, cyberbullying, and hate speech
- Misinformation and disinformation campaigns
- Pornography, child exploitation, and illegal activities

The scope of moderation has widened as platforms are increasingly expected to prevent not just illegal content but also "legal but harmful" material, such as body-shaming or politically misleading posts, which complicates the normative boundaries of moderation.

2. Methods of Content Moderation: Automation and Human Oversight

Modern content moderation employs both human moderators and automated systems. Artificial Intelligence (AI) tools, including machine learning and natural language processing, are commonly used to identify patterns, flag harmful content, and even remove posts at scale. These tools can act rapidly, especially in high-volume environments, but they often lack contextual understanding—particularly in languages or cultures with limited data representation.

To address this limitation, human moderators—often working under challenging conditions—are tasked with making nuanced decisions. They review flagged content, apply community guidelines, and handle appeals. Yet this labour is frequently outsourced to low-wage workers in developing countries, raising ethical concerns around worker exploitation, psychological trauma, and inadequate training.

Key points of concern include

- **Accuracy vs speed**: Automated tools are fast but error-prone; human review is nuanced but slower.
- **Bias in algorithms**: Machine learning models may reflect cultural or racial biases present in training data.
- **Moderator well-being**: Constant exposure to distressing content impacts mental health.

3. Legal and Regulatory Frameworks

As the influence of digital platforms has grown, so too has governmental interest in regulating content moderation. Initially, platforms enjoyed wide protection under laws like Section 230 of the U.S. Communications Decency Act, which shielded them from liability for third-party content. However, growing concerns over election interference, online radicalisation, and abuse have prompted tighter oversight.

Several jurisdictions have introduced formal regulatory frameworks

- The European Union's Digital Services Act (DSA) requires transparency in moderation decisions and mandates the timely removal of illegal content.
- Germany's Netzwerkdurchsetzungsgesetz (NetzDG) compels platforms to delete hate speech within 24 hours of notification.
- India's IT Rules (2021) demand the traceability of messages and the appointment of grievance officers for redress.

These regulations aim to ensure that platforms act responsibly without undermining fundamental rights. However, they also risk enabling state censorship or imposing burdens that favour larger, well-resourced platforms over smaller competitors.

4. Ethical and Political Challenges

Content moderation is inherently value-laden and politically sensitive. Decisions about what is acceptable speech are shaped by cultural norms, commercial interests, and political pressures. Platforms may be accused of:

- Over-moderating content from marginalised groups, activists, or political dissidents
- Under-moderating harmful content due to fear of backlash or loss of user engagement

- Inconsistency in enforcing rules, especially across regions or languages

Moreover, the commercial logic of platform capitalism incentivises virality and engagement—often at the expense of accuracy or civility. This creates a fundamental conflict between ethical moderation and profit motives. It also raises critical questions about power: who decides what speech is permissible, and on whose terms?

5. Platform Responsibility and Future Directions

Beyond moderation, platforms are increasingly being held responsible for fostering healthier digital environments. This involves proactive measures such as redesigning algorithms to reduce the spread of harmful content, partnering with fact-checkers and civil society groups, and improving digital literacy among users. Transparency reports, user appeals systems, and external audits are becoming standard expectations.

Emerging recommendations for more responsible platforms include

- Greater transparency in moderation guidelines and decision-making processes
- User rights to contest moderation decisions through appeals or independent oversight
- Collaboration with local communities and experts to contextualise moderation practices

- Ethical design of recommendation systems to minimise harm and polarization

The future of content moderation lies in shared governance models that involve governments, civil society, users, and tech companies working together to create a safer, more equitable digital space. Balancing free speech, safety, and accountability remains a delicate but essential endeavour in the digital age.

6.3. Censorship and Freedom of Expression

The relationship between censorship and freedom of expression has long been a focal point of legal, political, and philosophical debate. In the twenty-first century, this tension has intensified due to the transformative power of digital communication technologies. The internet once envisioned as a free and borderless space for democratic participation, has evolved into a highly regulated and surveilled environment. Social media platforms, search engines, and online news portals—though privately operated—now function as the principal arenas of public discourse. Within these digital spaces, the interplay between freedom and control has become increasingly complex, shaped by state interventions, corporate policies, community standards, and algorithmic systems.

Freedom of expression, often heralded as the cornerstone of democratic society, enables individuals to participate in political life, voice dissent, seek truth, and cultivate personal and cultural identity. It is enshrined in multiple

international legal instruments, including Article 19 of both the Universal Declaration of Human Rights (UDHR) and the International Covenant on Civil and Political Rights (ICCPR). However, this right is not unlimited; it may be subject to restrictions necessary to protect national security, public order, morality, or the rights of others. These permissible limitations, though carefully circumscribed in theory, are frequently manipulated in practice—particularly in digital contexts where enforcement mechanisms are opaque, transnational, and unregulated.

Censorship in the digital age is no longer confined to visible acts of state repression such as banning books or imprisoning journalists. It now encompasses a spectrum of mechanisms including shadow-banning, demonetisation, algorithmic filtering, internet shutdowns, and subtle forms of coercion exercised by both governments and tech corporations. Content that is controversial, politically sensitive, or subversive can be effectively rendered invisible—either through formal censorship laws or through platform-specific moderation strategies that are hidden from public view. This presents a dual challenge: protecting users from harmful content while safeguarding the expressive freedoms that underpin democratic life.

Given the multifaceted nature of this issue, a nuanced exploration is required—one that accounts for traditional legal frameworks, emerging digital trends, and the ethical dilemmas posed by technological mediation. The following sections examine key dimensions of censorship and

freedom of expression, emphasising the need for balanced, rights-based governance models that preserve the integrity of public discourse in the digital era.

1. Classical and Contemporary Definitions of Censorship

Censorship has historically been understood as the suppression of speech, images, or information by an authority, usually on grounds of political control, religious orthodoxy, or moral propriety. This classical model, rooted in authoritarian control, remains relevant in many global contexts. However, in digital societies, censorship takes on newer, more complex forms—often enacted not through direct bans, but via technological tools and private governance.

In contemporary usage, censorship includes

- Pre-emptive filtering, where keywords or themes are blocked before content is uploaded.
- Shadow-banning, which reduces the visibility of content without informing the user.
- Economic silencing, through demonetisation or deplatforming of critical voices.
- Legal harassment, including the strategic use of defamation or cybercrime laws to silence dissent.

This evolving definition suggests that censorship is no longer solely about prohibition; it also involves the manipulation of visibility, accessibility, and legitimacy—often in subtle and legally ambiguous ways.

2. Governmental Censorship and Digital Authoritarianism

Governments remain among the most powerful agents of censorship, particularly in contexts where democratic accountability is weak or absent. In such cases, digital platforms are either co-opted or coerced into removing content that challenges state authority. From blocking social media during protests to arresting online activists, authoritarian regimes employ digital tools to consolidate power and suppress dissent.

Notable examples include

- China's Great Firewall, which filters content, censors search results and restricts access to foreign websites.
- Russia's internet sovereignty laws, granting the state control over online traffic.
- Myanmar and Iran's internet shutdowns during political upheaval or protests.
- India's increasing use of takedown notices to suppress political criticism or sensitive journalism.

These practices, while often justified in the name of national security or social cohesion, erode civil liberties and hinder the democratic potential of digital communication.

3. The Role of Private Platforms in Regulating Speech

In the digital age, private technology companies have emerged as powerful gatekeepers of expression. Platforms

like Meta (Facebook and Instagram), Google (YouTube), TikTok, and X (formerly Twitter) determine what content is visible, monetisable, or permissible. Although they claim neutrality, their moderation policies often reflect commercial, political, and cultural biases.

Concerns about corporate control include

- Lack of due process, with users often unaware of why content is removed or accounts suspended.
- Commercial censorship, where platforms prioritise advertiser-friendly content over critical or political material.
- Algorithmic bias, with automated systems disproportionately targeting certain languages, regions, or identity groups.
- Opaque moderation systems, where enforcement appears inconsistent or arbitrary.

This privatisation of censorship raises serious questions about accountability, especially as these companies operate globally but are regulated only locally—or, in many cases, not at all.

4. Legal Frameworks and International Standards

Freedom of expression is protected under several international legal frameworks, most notably Article 19 of the UDHR and the ICCPR. These instruments affirm that everyone has the right to hold opinions and to seek, receive, and impart information without interference. However,

they also permit certain limitations, provided these are clearly defined, proportionate, and necessary in a democratic society.

Legal mechanisms to address censorship include

- National constitutions that guarantee press freedom and access to information.
- Human rights courts, such as the European Court of Human Rights, which adjudicate violations of expressive freedoms.
- Transparency laws, requiring governments and platforms to disclose the rationale for censorship or takedowns.
- Freedom of information (FOI) regimes, allowing citizens to request government-held data.

Despite these frameworks, enforcement remains uneven, and many states exploit vague or overbroad laws—such as those targeting "fake news" or "cyberterrorism"—to silence criticism.

5. Balancing Freedom of Expression and Harm Prevention

Freedom of expression is not an unfettered right; it must be balanced against other legitimate interests, including protection from harm, respect for privacy, and the maintenance of public order. Online platforms are frequently called upon to remove content that is abusive,

threatening, or misleading—particularly when it targets marginalised communities.

This balancing act involves

- Moderating hate speech and harassment, especially based on race, gender, sexuality, or religion.
- Curbing misinformation and disinformation, particularly related to health, elections, or conflict.
- Preventing incitement to violence, including terrorism or communal unrest.
- Regulating child exploitation and non-consensual sexual material.

The challenge lies in ensuring that such moderation is applied proportionately, without stifling legitimate expression or allowing powerful actors to silence dissenting views under the guise of public interest.

6. Censorship of Marginalised and Minority Voices

Ironically, some forms of censorship—particularly algorithmic and community-enforced—disproportionately affect the very voices that most need protection. LGBTQ+ communities, indigenous activists, political dissidents, and ethnic minorities often find their content removed, de-ranked, or shadow-banned under ambiguous guidelines. This reflects systemic biases embedded in content policies, data sets, and moderation practices.

Key problems include

- Lack of cultural sensitivity in moderation teams and AI training data.
- Disproportionate content flagging by hostile users or online mobs.
- Language barriers, which lead to errors in non-English content moderation.
- Exclusion from appeals processes, often inaccessible to users in the Global South.

Protecting freedom of expression thus requires more than neutrality—it demands active support for the inclusion and visibility of historically silenced voices.

7. Resistance, Circumvention, and Digital Activism

Despite efforts to control digital expression, individuals and groups continue to resist censorship through creative and technical means. Digital activism has evolved alongside censorship, employing tools that circumvent restrictions and mobilise support across borders.

Common tactics include

- Use of VPNs and proxy servers to bypass geo-blocking or firewalls.
- Encrypted messaging apps like Signal or Telegram for secure communication.

- Satirical and coded language to evade automated detection.
- Global advocacy campaigns, drawing attention to censorship through international solidarity.

These efforts illustrate that censorship, while pervasive, is not insurmountable. Digital spaces remain contested, and activists continue to assert expressive rights through innovation and collective resistance.

8. Towards a Rights-Based Model of Digital Governance

To address the challenges posed by digital censorship, a rights-based approach to internet governance is essential. This involves centring human rights principles—such as transparency, accountability, equality, and participation—in both state regulation and corporate policy. It also requires the creation of global norms that transcend national borders while respecting cultural diversity.

Principles of a rights-based model include

- Multi-stakeholder governance, involving states, tech firms, civil society, and users.
- Independent oversight bodies, such as content moderation tribunals or ombudsmen.
- Mandatory transparency reporting, detailing takedown requests, algorithmic impacts, and appeals.

- Digital literacy programmes, empowering users to understand and advocate for their rights online.

Such a framework would not eliminate censorship, but it could help ensure that limitations on expression are legitimate, proportionate, and democratically accountable.

6.4. Role of Government and Regulatory Bodies

In the increasingly complex ecosystem of digital communication, governments and regulatory bodies have come to occupy a pivotal position in shaping the boundaries of online speech, media integrity, data governance, and platform accountability. Once relegated to the margins of internet governance, the state has reasserted itself as a key actor in regulating digital environments—often in response to growing public concern over misinformation, online abuse, data privacy violations, and the unchecked power of technology companies. The digital public sphere, while enabling unprecedented democratic participation, has also exposed society to new forms of harm, manipulation, and exclusion. As a result, both national governments and international regulatory institutions have moved to assert jurisdiction over the rules, standards, and responsibilities governing digital content and conduct.

However, the role of state and regulatory institutions in digital governance is marked by a fundamental tension. On one hand, governments are expected to safeguard fundamental rights, promote public interest, and ensure the rule of law in digital spaces. On the other hand, excessive

regulation may result in state overreach, political censorship, and the erosion of democratic freedoms—particularly where institutional checks are weak or where laws are drafted in vague or expansive terms. Furthermore, the borderless nature of digital media presents profound jurisdictional challenges. Platforms operate transnationally, but laws are enacted nationally, often leading to legal fragmentation, regulatory inconsistency, and conflicts of interest.

The rise of regulatory bodies—ranging from independent commissions to supranational entities like the European Union—reflects an effort to formalise oversight of digital activities. These institutions are tasked with defining legal norms, enforcing compliance, protecting users, and ensuring that both public and private actors adhere to ethical and legal standards. In the following sections, the multifaceted roles of governments and regulatory authorities are examined, with an emphasis on their evolving functions, challenges, and impact on the broader digital landscape.

1. Legislative Functions: Drafting and Enacting Digital Laws

Governments play a fundamental role in shaping the legal architecture of the digital realm through the formulation of statutes and regulations. These legal instruments establish the rules for data protection, content moderation, cybersecurity, platform liability, and freedom of expression.

Legislation may address broad policy goals or target specific areas of concern such as online hate speech, cybercrime, or disinformation.

Examples of influential digital laws include

- The EU's Digital Services Act (DSA), which imposes duties on large platforms to remove harmful content and publish transparency reports.
- India's Information Technology Rules (2021), requiring intermediaries to appoint grievance officers and ensure the traceability of messages.
- Germany's NetzDG, compelling platforms to take down illegal content within 24 hours or face substantial fines.

While legislative action can enhance accountability and user safety, poorly drafted or overly broad laws may restrict civil liberties, particularly when legal definitions of "harmful" or "unlawful" content are vague or open to interpretation.

2. Regulatory Oversight and Monitoring Mechanisms

In addition to lawmaking, governments and independent regulators are responsible for monitoring digital activity and enforcing compliance with existing regulations. Regulatory bodies are typically tasked with overseeing telecommunications, broadcast media, digital platforms, and data usage. Their mandate includes issuing licenses, conducting audits, and imposing penalties for violations.

Core regulatory functions include

- Monitoring platform compliance with legal and ethical standards.
- Reviewing takedown procedures to assess fairness and legality.
- Auditing algorithms and AI systems for bias and transparency.
- Supervising data protection practices under national or international frameworks.

Regulatory bodies such as Ofcom in the United Kingdom, the Data Protection Commission in Ireland, and the European Commission's digital task forces exemplify the institutionalisation of digital oversight. The effectiveness of such bodies depends heavily on their independence, legal mandate, technical expertise, and political insulation.

3. Balancing Regulation with Democratic Freedoms

A core challenge for governments and regulators is to strike a balance between protecting users and preserving fundamental democratic freedoms. Heavy-handed regulation can easily morph into censorship, especially when laws are used to target dissent, suppress political opposition, or curtail journalistic activity. Democratically legitimate regulation must be grounded in legal certainty, proportionality, and transparency.

Key democratic safeguards in digital regulation include

- Public consultation in the drafting of new laws and codes.
- Judicial oversight to review censorship and surveillance measures.
- Appeals mechanisms for users affected by takedowns or sanctions.
- Protection of whistleblowers and journalists, who often operate in legally ambiguous zones.

Without such safeguards, regulation risks undermining the very freedoms it purports to protect.

4. Addressing Platform Power and Corporate Accountability

Governments are increasingly called upon to address the disproportionate power of large technology firms, especially in areas such as content curation, data monopolisation, and digital advertising. Regulatory interventions are necessary to ensure that corporations do not become unaccountable arbiters of speech or exploit personal data for unchecked economic gain.

Policy responses include

- Antitrust measures, such as breaking up monopolies or imposing data-sharing obligations.

- Mandated transparency, requiring companies to publish moderation guidelines and enforcement statistics.
- Algorithmic accountability, through independent audits and public explanations of content-ranking mechanisms.
- Data sovereignty laws, enabling national control over locally generated data.

Such interventions represent a shift from laissez-faire approaches to digital markets toward a more interventionist model of corporate governance rooted in public interest.

5. International Coordination and Transnational Governance

Given the global reach of digital platforms, no single government can effectively regulate digital content or practices in isolation. Increasingly, states are cooperating through bilateral treaties, multilateral agreements, and international institutions to develop common standards and address shared challenges.

International governance frameworks include

- The Budapest Convention on Cybercrime, which facilitates cross-border cooperation.
- The EU's General Data Protection Regulation (GDPR), which has become a global benchmark for privacy.

- UN initiatives on digital inclusion, internet governance, and human rights in the digital age.

However, international coordination is often hampered by differing legal traditions, cultural norms, and strategic interests. There is ongoing debate about whether global digital governance should be centralised in intergovernmental organisations or remain decentralised among stakeholders.

6. Regulating Artificial Intelligence and Emerging Technologies

As AI technologies increasingly mediate content moderation, decision-making, and user engagement, regulators face new challenges in ensuring accountability, fairness, and non-discrimination. Governments and regulatory bodies are developing new legal and ethical frameworks to manage these technologies before they become ungovernable.

Core regulatory issues around AI include

- Bias and discrimination in algorithmic decision-making.
- Explainability and transparency of AI systems.
- Human oversight in high-risk applications like facial recognition or predictive policing.
- Safety standards for autonomous technologies and machine learning tools.

The proposed EU AI Act is an example of an ambitious regulatory attempt to classify and govern AI systems based on risk categories, with higher requirements for more intrusive applications.

7. Protecting Citizens' Digital Rights and Promoting Literacy

Beyond punitive or corrective roles, governments and regulators must actively promote citizens' rights and capacities in the digital environment. This includes ensuring universal internet access, safeguarding personal data, and empowering users through education and awareness.

Proactive measures include

- Digital literacy programmes to equip citizens with skills to identify misinformation, understand privacy rights, and navigate online risks.
- Legal aid and redress for victims of online abuse or data breaches.
- Accessible complaints mechanisms, especially for vulnerable users such as children, the elderly, or persons with disabilities.
- Promotion of open government data, enabling transparency and innovation.

An inclusive digital society requires more than regulation; it demands active investment in the rights, resources, and resilience of its users.

8. Challenges and Future Directions in Digital Regulation

Despite their growing importance, regulatory bodies face numerous structural and operational challenges. These include limited resources, political interference, technical knowledge gaps, and jurisdictional conflicts. Moreover, in some states, regulatory frameworks are weaponised for partisan interests or to suppress civil liberties. The future of digital regulation will therefore depend on institutional reform, international cooperation, and public engagement.

Future priorities may include

- Strengthening institutional independence of regulators from political or corporate influence.
- Harmonising global standards, especially around human rights and platform governance.
- Enhancing civic participation in regulatory design and policy formation.
- Building regulatory capacity, including technical expertise, enforcement tools, and adaptive frameworks.

The role of governments and regulatory bodies will only grow as digital technologies continue to evolve. Ensuring that this role is exercised with legitimacy, fairness, and transparency will be critical to building democratic and equitable digital societies.

Chapter Summary

This chapter examined the legal, institutional, and ethical dimensions of digital media regulation. It began by outlining the legal framework for digital media, including intellectual property laws, defamation standards, and data protection acts that govern online content and user rights. The fluid and transnational nature of digital communication poses significant challenges for enforcing these laws across jurisdictions.

The chapter then explored the issue of content moderation and platform responsibility. Social media companies and digital service providers face mounting pressure to regulate harmful content, hate speech, and misinformation. While self-regulation models have evolved, inconsistencies in moderation practices and algorithmic censorship have sparked debates on accountability, transparency, and freedom of expression.

Censorship and freedom of expression were analysed as interconnected themes. The chapter evaluated how governments and corporations control online content under the pretext of national security, morality, or commercial interest. It highlighted the tension between protecting public interest and safeguarding civil liberties in the digital sphere.

The role of government and regulatory bodies was discussed with reference to institutional frameworks, policy interventions, and global governance initiatives. The

chapter concluded by emphasising the need for balanced regulation that addresses risks while preserving democratic values. Overall, it presented a nuanced understanding of the regulatory complexities inherent in digital media governance.

Assessment question

1. What legal frameworks exist for governing digital media?
2. How do content moderation policies work on social platforms?
3. What is the role of platforms in managing user content?
4. How is censorship exercised in digital spaces?
5. Discuss the legal rights related to freedom of expression online.
6. What challenges exist in regulating global digital content?
7. How do government policies influence media platforms?
8. What ethical issues are involved in content moderation?
9. How can regulations affect user creativity?
10. Discuss the role of regulatory bodies in media governance.

CHAPTER 7 Cultural Shifts and Media Consumption

Learning Objective

In this chapter, readers will examine how digital media has changed audience behaviour. They will explore global content trends and media consumption habits. The chapter investigates online representation and digital diversity. It discusses how communication and language evolve in digital spaces. Readers will consider how culture and media interact in the online world.

7.1. Changing Habits in Media Usage

The consumption of media has seen a substantial transition in recent years. Due to the rapid progression of digital technology and extensive internet accessibility, conventional media such as television, radio, and newspaper circulation are progressively being supplanted or augmented by digital platforms.

Contemporary audiences choose on-demand material, interactive forms, and customised feeds via smartphones, social media, or streaming services. These evolving habits signify a transition towards enhanced convenience, rapidity, and user autonomy, transforming the methods by

which knowledge and enjoyment are received and disseminated in contemporary culture.

1. Evolving Patterns of Media Consumption

Evolving pattern of Media Consumption includes:

a. Rise of Digital Platforms

As digital platforms have grown, print and broadcast media's influence has decreased. These days, people choose to use websites, apps, or social media to get news, entertainment, or educational information. Users may interact with material at any time and from any location due to this change, which increases flexibility and mobility. A wider variety of sources and quicker updates are provided by the internet. Digital media has thus taken over as the main consuming method, particularly among young people.

b. Preference for On-Demand Content

On-demand offerings including YouTube, Netflix, and podcasts are becoming more popular as viewers abandon set schedules. The demand for individualised experiences where viewers choose what, when, and how they want to watch is reflected in this development. On-demand systems, in contrast to conventional TV, let users stop, repeat, or skip programs. The expectations and consumption patterns of the audience have been reshaped by this independence. It additionally supports flexible lives and multitasking.

c. Increased Mobile Usage

Smartphones are the most widely used device for media access. They are perfect for social networking, streaming, and surfing because of their mobility, internet access, and simplicity of use. Shorter, more visually appealing content forms that work well on mobile displays are the result of this trend. This mobile-first audience is provided by social media platforms such as Instagram, TikTok, or X (formerly known as Twitter). The inclination towards mobile use has impacted advertising tactics and website design.

d. Interactive and Participatory Media

Audiences now actively participate with, comment on, share, and produce information rather than passively consuming it. Users may react in real-time to news and entertainment on social media platforms as well as discussion boards. Personal expression and community involvement are encouraged by this participatory culture. Today, a significant portion of media consumption consists of user-generated material, such as memes and vlogs.

e. Decline in Traditional Media Loyalty

People now absorb material from a variety of sources rather than being more devoted to a particular media organisation or channel. Algorithms on digital platforms provide consumers with a combination of mainstream and independent perspectives. This expands perspectives but may also lead to echo chambers. The practice of examining headlines or brief segments has supplanted extensive

newspaper reading. As attention spans reduce, media organisations strive for rapid engagement.

2. Factors Influencing Shifts in Media Preferences

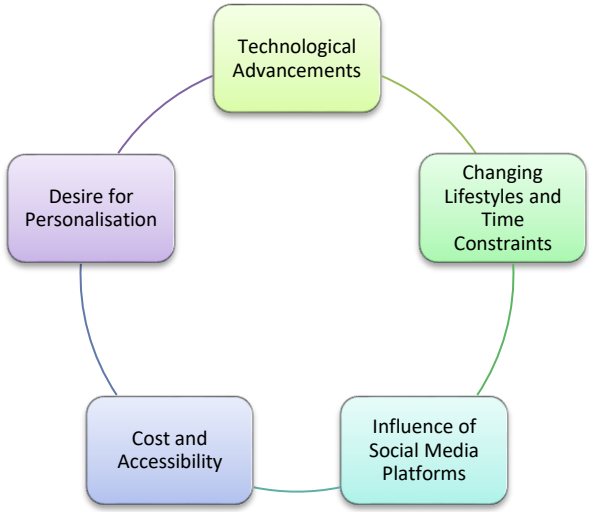

Figure 7.1 Factors Influencing Shifts in Media Preferences

a. Technological Advancements

The rapid development of digital technology has significantly influenced shifts in media tastes. High-speed internet, cellphones, and smart televisions have made media access more easy and efficient. Users may now stream material, get news, or engage online without temporal or spatial limitations.

These technologies moreover accommodate various forms, encompassing video, audio, or interactive material. Consequently, individuals are drawn to platforms that provide complex functionalities.

b. Changing Lifestyles and Time Constraints

Modern existence is rapid, allowing less opportunity for conventional media mediums. Individuals like material that is readily accessible during brief intervals or while in transit. On-demand and concise material aligns well with these lifestyles, providing flexibility and autonomy.

Longer pieces or planned transmissions often seem unfeasible. This transition is particularly evident among professionals and students.

c. Influence of Social Media Platforms

Social media has revolutionised the methods by which individuals find and interact with media content. Platforms like Facebook, X, Instagram, or YouTube provide customised feeds according to user activity. They enhance media interactivity and encourage community engagement.

Trends, news, & entertainment often achieve availability by social sharing. The social components of liking, commenting, and distributing enhance user engagement.

d. Cost and Accessibility

Economical data plans, complimentary applications, and inexpensive subscriptions have made digital media more accessible than ever before. In contrast to conventional media, which sometimes necessitates purchasing newspapers and subscribing to cable services, several internet outlets are either free or inexpensive.

This economic aspect significantly influences consumer choice, particularly in emerging nations. The availability of digital material across multiple platforms enhances its use. Individuals are more inclined to embrace systems that provide value at a reduced cost.

e. Desire for Personalisation

Audiences increasingly anticipate material customised to their preferences and habits. Algorithms help media sites in providing news, programs, music, and videos according to user engagement. This customised experience augments happiness and maintains user engagement. Conventional media lacks this degree of personalisation, resulting in a transition towards digital substitutes.

Personalisation helps in sifting through the excessive amount of accessible information.

7.2. Globalisation of Digital Content

The globalisation of digital content refers to the transnational production, distribution, and consumption of media facilitated by digital technologies. Unlike earlier eras in which content was largely confined by national borders, the internet and digital platforms have enabled media to circulate globally with unprecedented speed and scale. Streaming services, social media platforms, e-commerce sites, and user-generated content portals have reconfigured the flow of cultural products, making digital content a central force in shaping global identities, economies, and discourses. This shift has enabled individuals in one part of

the world to access music, films, articles, memes, games, and news from another with ease, often in real-time.

However, the globalisation of digital content is not a neutral or evenly distributed process. It raises questions about cultural homogenisation, linguistic dominance, digital imperialism, and uneven access to production and distribution networks. While global platforms have provided opportunities for cross-cultural communication and the international visibility of diverse voices, they have also amplified the dominance of certain languages—particularly English—and perpetuated the global hegemony of media giants concentrated in the Global North. Furthermore, global content circulation exists alongside local laws, national censorship policies, and linguistic barriers, leading to tensions between universal access and sovereign control.

This section explores the dynamics of globalised digital content, examining both its transformative potentials and its structural inequalities. It considers how content travels, who controls its dissemination, and what implications this has for cultural diversity, media governance, and digital citizenship in a rapidly interconnected world.

1. The Digital Infrastructure of Global Content Circulation

The infrastructure enabling global content dissemination consists of high-speed internet networks, data centres, cloud storage systems, and global content delivery

networks (CDNs). These technical systems facilitate the near-instantaneous transmission of data across borders, allowing users worldwide to stream videos, access news, or upload personal media with minimal latency.

Key enabling platforms include

- YouTube, which allows global video sharing across cultures and languages.
- Netflix and Amazon Prime, which distribute entertainment globally through licensing and original productions.
- Meta's platforms (Facebook, Instagram, WhatsApp), which foster transnational personal and public communication.
- Spotify and Apple Music, which offer international access to music libraries.

While these infrastructures appear global, they are often under the control of a few powerful tech conglomerates, leading to questions about monopolistic control, data sovereignty, and the geopolitical implications of centralised content gateways.

2. Cultural Exchange and Hybridisation

One of the most celebrated outcomes of globalised digital content is the expansion of cultural exchange. Individuals and communities can now access and engage with media from other cultures more freely than ever before. This cross-

border interaction has encouraged the hybridisation of cultural forms—where global and local elements are blended to produce new styles, genres, and narratives.

Examples of cultural hybridisation include

- The global popularity of Korean pop (K-pop**)**, which blends Western pop aesthetics with Korean cultural elements.
- African music genres such as Afrobeats, gaining international followings via platforms like YouTube and TikTok.
- Cross-cultural culinary content, where chefs and food bloggers fuse traditional recipes from multiple cultures.

While such hybridisation may lead to creative innovation and mutual understanding, it also raises concerns about cultural appropriation, superficial representation, and the dilution of indigenous practices.

3. Linguistic Dominance and the Marginalisation of Local Languages

Despite the apparent diversity of global content, English continues to dominate as the primary language of digital platforms, especially in the realms of search, video content, academic publishing, and software development. This linguistic centrality has both practical advantages and exclusionary consequences.

Implications of English-language dominance

- Easier global visibility for content produced in English, leading to wider reach and monetisation.
- Underrepresentation of indigenous and minority languages, which may lack technical support for input, translation, or recognition.
- Barriers to digital participation for non-English-speaking users, particularly in rural or underdeveloped regions.
- Algorithmic bias, where platform search and recommendation engines favour English-language content.

Addressing these disparities requires investment in language localisation, open-source translation tools, and policies that promote digital multilingualism.

4. Content Regulation in a Borderless Environment

The global flow of content often clashes with national laws and cultural norms. Content that is legal and acceptable in one country may be banned or considered offensive in another. This creates challenges for both governments and platforms in regulating content across jurisdictions.

Challenges include

- Content takedown requests from governments that wish to block material deemed politically sensitive, blasphemous, or immoral.

- Inconsistent content moderation, where platforms apply varying standards across countries, often privileging regions with higher revenue.
- Data localisation requirements, which mandate that certain content or user data remain within national borders.
- Conflicting legal frameworks, especially concerning hate speech, misinformation, and defamation.

Navigating these conflicts requires greater clarity in content governance, transparent global content standards, and improved mechanisms for cross-border legal cooperation.

5. Uneven Access to Digital Production and Participation

Although digital platforms are theoretically open to anyone with internet access, in practice, there are sharp inequalities in who creates and profits from global content. Users in the Global South often face infrastructural, economic, and linguistic barriers that limit their ability to participate equally in global digital culture.

Examples of digital inequality

- Limited access to high-speed internet in rural and low-income areas.
- Lack of technical literacy or access to digital tools for content creation.
- Unequal monetisation opportunities, with creators from the Global North more likely to secure brand deals or sponsorships.

- Algorithmic invisibility, where content from non-Western regions is less likely to be promoted or discovered.

Efforts to democratise digital participation must address these structural barriers, ensuring more inclusive pathways for content creation, discovery, and remuneration.

6. Global Digital Platforms and Cultural Hegemony

The dominance of a few global platforms in shaping cultural consumption has led some scholars to speak of "digital cultural imperialism." This refers to the way Western—particularly American—values, aesthetics, and norms are embedded within the algorithms, business models, and content policies of leading tech companies.

Manifestations of cultural hegemony include

- Algorithmic preference for Western beauty standards, humour, or political narratives.
- Platform moderation policies that do not account for cultural nuance, leading to the censorship of marginalised communities.
- Market-driven content priorities, which favour entertainment and viral content over educational or activist material.

This hegemony can flatten global culture into a homogenised digital mainstream, risking the marginalisation of alternative, subversive, or local content.

7. Opportunities for Cross-Border Solidarity and Advocacy

Despite these challenges, globalised digital content has enabled new forms of transnational solidarity and social movement-building. Activists, educators, artists, and journalists can now collaborate across borders, using shared platforms to amplify causes, document abuses, and mobilise change.

Examples of global advocacy through digital content

- #MeToo and #BlackLivesMatter, which gained international momentum through viral content and user mobilisation.
- Climate justice campaigns, where activists across continents share narratives, resources, and protest strategies.
- Crowdsourced journalism, where citizen reporters document and distribute local stories for global audiences.

These examples highlight the potential of globalised content to advance justice, visibility, and collective action—provided that access remains open and inclusive.

7.3. Representation and Diversity Online

Representation in digital media is not merely a matter of who is visible, but also how individuals and groups are portrayed, interpreted, and legitimised through online content. In the digital era, where media production and

consumption are decentralised and interactive, online representation plays a crucial role in shaping collective identities, cultural narratives, and political discourses. The internet has opened new avenues for historically marginalised communities to assert their presence, challenge stereotypes, and build transnational solidarities. Simultaneously, however, digital spaces often replicate and even intensify the biases, exclusions, and power dynamics present in offline society.

Diversity online refers not only to the presence of various racial, gender, sexual, linguistic, and cultural identities, but also to the multiplicity of voices, perspectives, and experiences that inform digital content and discourse. Ideally, the Internet offers an egalitarian environment for inclusive expression. Yet, structural inequalities—such as algorithmic bias, unequal access to resources, online harassment, and linguistic centralisation—continue to limit authentic representation and equitable participation. Moreover, representation online is not static; it is continually negotiated through platform design, user engagement, moderation policies, and broader socio-political forces.

This section investigates the patterns, problems, and possibilities of representation and diversity in online environments. It aims to unpack the ways in which digital platforms reinforce or resist dominant narratives, and to explore how marginalised groups navigate, subvert, or transform digital spaces to claim visibility, dignity, and voice.

1. The Politics of Visibility in Digital Platforms

Online visibility is a contested space where power is exercised through algorithmic amplification, platform policies, and audience interaction. While the internet has enabled greater self-representation for marginalised communities, visibility does not always translate into empowerment. Often, increased visibility invites scrutiny, surveillance, or abuse, rather than recognition or inclusion.

Dynamics of visibility include

- Algorithmic visibility, where platform algorithms promote certain types of content (e.g. sensational, marketable, or emotionally provocative).
- Performative representation, where minority identities are showcased for aesthetic diversity without structural support or inclusion.
- Tokenism, where one or few representatives are included to symbolically fulfil diversity without substantive change.
- Hypervisibility and backlash, particularly for Black women, trans creators, or queer activists, whose digital presence is both prominent and targeted.

Understanding visibility as both a form of access and vulnerability is essential to critically assessing digital representation.

2. Racial and Ethnic Representation in Online Media

The internet has facilitated both the spread of racial justice discourse and the persistence of racial stereotyping. While movements such as #BlackLivesMatter have thrived online, racist tropes, whitewashing, and cultural appropriation also circulate widely across platforms. Mainstream content often reflects dominant racial ideologies, marginalising non-white narratives unless strategically amplified by activists or independent creators.

Concerns regarding racial representation include

- Underrepresentation of people of colour in media leadership and platform development roles.
- Stereotypical portrayals, particularly in viral content or algorithmically suggested material.
- Digital blackface and cultural exploitation, where non-Black users appropriate Black culture for entertainment or profit.
- Shadow-banning or removal of content related to racial injustice under vague moderation guidelines.

Improving racial equity online requires conscious platform design, community-led moderation strategies, and investment in diverse content ecosystems.

3. Gender Representation and Feminist Digital Spaces

Digital media has offered new platforms for feminist thought, storytelling, and mobilisation, enabling women and gender minorities to share experiences and contest

patriarchal norms. However, online spaces remain rife with gendered violence, exclusion, and objectification. Women, especially those from marginalised backgrounds, often encounter misogyny, harassment, and doxxing when asserting their voices online.

Key themes in gendered representation include

- The male gaze in visual platforms such as Instagram or TikTok, where women are often portrayed through objectifying lenses.
- Cyberfeminist interventions, where digital tools are used to subvert gender norms and amplify feminist politics.
- Online misogyny and incel culture, which propagate gender-based hate and ideological extremism.
- Feminist content moderation, demanding that platforms take gendered abuse seriously while safeguarding expressive freedoms.

Creating equitable digital spaces for gender minorities entails both systemic regulation and community empowerment.

4. LGBTQ+ Visibility and Queer Representation Online

The digital realm has been pivotal for LGBTQ+ individuals to connect, organise, and express identity, particularly in contexts where offline spaces are hostile or inaccessible. Online platforms have enabled queer storytelling, peer

support, and the creation of alternative publics. Yet, this visibility also exposes LGBTQ+ users to targeted harassment, censorship, and misrepresentation.

Key issues include

- Censorship of LGBTQ+ content, especially in conservative jurisdictions or under ambiguous "community standards."
- Pinkwashing, where brands or institutions superficially embrace LGBTQ+ imagery without material support or inclusion.
- Platform bias, where queer content is disproportionately flagged or demonetised, particularly if it involves non-normative bodies or sexualities.
- Digital archives and storytelling, where LGBTQ+ histories and narratives are preserved and circulated through independent online projects.

To foster inclusive representation, platforms must develop culturally sensitive policies, support queer creators, and resist heteronormative algorithmic structures.

5. Algorithmic Bias and the Role of Platform Design

Representation online is not determined solely by user content, but also by the technological infrastructures that govern content visibility, recommendation, and monetisation. Algorithms, while appearing neutral, often reflect and reproduce societal biases due to the data sets they are

trained on and the commercial objectives they are designed to serve.

Common manifestations of algorithmic bias include

- Disproportionate removal of non-white or non-Western content, especially in cases involving activism or satire.
- Favouring conventionally attractive or able-bodied individuals in visual ranking systems.
- Language bias, where English-language content is promoted over others.
- Data-driven discrimination, particularly against users whose engagement metrics fall outside normative commercial patterns.

Challenging algorithmic bias requires transparency, participatory audits, and the inclusion of marginalised voices in tech development and governance.

6. Digital Storytelling and the Emergence of Counterpublics

While dominant narratives persist, digital media also enables the formation of counterpublics—alternative discursive spaces where marginalised groups produce and circulate content that challenges mainstream representations. These spaces allow for self-definition, collective memory, and political resistance, and are often forged through blogs, hashtags, video channels, and community platforms.

Examples include

- #DisabledAndCute, a campaign celebrating disability pride against ableist stereotypes.
- Indigenous media collectives, using digital tools to preserve language, share oral histories, and challenge settler-colonial narratives.
- Queer YouTube channels, creating educational, humorous, or activist content for LGBTQ+ audiences.
- Diasporic storytelling, where migrant communities share hybrid identities and transnational experiences.

Such counterpublics are vital in resisting digital marginalisation and expanding the range of voices that shape online discourse.

7.4. Impact on Language and Communication

The digital revolution has profoundly transformed human language and modes of communication. As digital technologies have become ubiquitous across social, professional, and educational spheres, language itself has evolved to adapt to the pace, interactivity, and visuality of digital platforms. While the spoken and written word remains central, online communication is now increasingly multimodal, ephemeral, and shaped by the technical architecture of social media interfaces, messaging

applications, and algorithmic systems. The nature of discourse online is influenced not only by linguistic creativity but also by character limits, algorithmic visibility, user interface design, and the socio-cultural norms of particular platforms. Consequently, digital media have altered both how language is used and how meaning is constructed, distributed, and interpreted.

These changes have led to the emergence of new dialects, hybrid vernaculars, and forms of visual-linguistic expression such as emojis, GIFs, memes, and hashtags. While some lament the decline of traditional grammar and orthography, others view these developments as evidence of linguistic innovation and adaptability. Moreover, digital communication has contributed to both linguistic diversity and linguistic inequality. On the one hand, speakers of minority languages have used digital tools to revitalise and promote their linguistic heritage; on the other, the global dominance of English and a handful of other languages has resulted in the marginalisation of countless others online. Thus, digital technologies both expand and constrain the possibilities of linguistic expression and cross-cultural communication.

This section explores the complex and multifaceted impact of digital media on language and communication, examining how digital environments reshape grammar, vocabulary, linguistic hierarchy, and interpersonal interaction. It investigates the cultural and communicative consequences of this transformation and considers how

digital literacies are emerging as essential tools for effective and ethical communication in the twenty-first century.

1. Evolution of Digital Language and Emergence of New Vernaculars

Digital communication has given rise to novel forms of linguistic expression that blend oral and written traditions. Text messaging, online chatting, and social media posts have generated a hybrid mode of communication that is informal, immediate, and often context-dependent.This new digital vernacular frequently abandons traditional punctuation, spelling, and syntax in favour of brevity, playfulness, and speed. Acronyms, abbreviations, phonetic spelling, and the incorporation of visual elements like emojis are now integral to how people express tone, emotion, and intent.

Such transformations are not indicative of linguistic deterioration but rather reflect a dynamic adaptation to the constraints and affordances of digital media. For instance, platforms like Twitter (now X), with character limits, have historically encouraged linguistic economy and creative rephrasing.

Similarly, messaging apps promote conversational fluidity, blending synchronous and asynchronous dialogue in ways that mimic oral interaction while retaining written formality. The result is a richly expressive and context-sensitive mode of communication that reflects the immediacy and multimodality of digital life.

2. The Dominance of English and Linguistic Inequality

While digital platforms have the potential to accommodate multilingualism, the global dominance of English in online spaces remains a significant barrier to linguistic equity. English is the primary language for coding, interface design, search engine optimisation, and platform communication. As a result, content produced in English is often more visible, monetisable, and algorithmically favoured than material in other languages. This privileging contributes to the underrepresentation of non-English languages and the erosion of linguistic diversity.

The situation is further exacerbated by the lack of localisation features for many platforms, which fail to support input in minority scripts or provide adequate translation tools. In educational and professional domains, English has become the default medium of communication, reinforcing existing global hierarchies and limiting the participation of non-English speakers in key digital discourses. Thus, while the Internet offers opportunities for global dialogue, it also reinforces linguistic inequalities that mirror broader geopolitical and economic disparities.

3. Language Preservation and Digital Revitalisation Movements

Despite the dominance of English, digital platforms have also become crucial tools for language preservation and revitalisation. Communities seeking to maintain or revive endangered languages have embraced the Internet as a

space for documentation, instruction, and cultural transmission. Through blogs, YouTube channels, social media pages, and digital archives, speakers of indigenous and minority languages are recording oral histories, producing educational content, and fostering intergenerational learning.

These digital efforts often complement offline initiatives, creating hybrid language communities that operate both locally and globally. Moreover, the use of digital tools enables linguistic innovation, where traditional forms are adapted to modern contexts without losing their cultural specificity. In some cases, digital engagement has led to increased visibility and institutional support for threatened languages. Thus, the internet, when used strategically, can serve as both a repository and a revitalising force for linguistic heritage.

4. Multimodality and the Visual Turn in Communication

Digital communication is increasingly defined by its multimodal nature, in which text is combined with images, sounds, and interactive elements to create layered and dynamic meaning. Emojis, memes, GIFs, stickers, voice notes, and reaction images have become essential components of online discourse, offering users alternative modes for expressing affect, sarcasm, humour, and solidarity. This shift reflects a broader "visual turn" in communication, where linguistic meaning is augmented, and sometimes displaced, by visual cues.

This transformation has profound implications for how individuals interpret and engage with information. Communicative literacy now involves not only decoding written language but also understanding the cultural conventions, aesthetic symbols, and digital grammar of visual media. For instance, a single meme can carry nuanced political commentary, while an emoji can drastically alter the tone of a message. The fusion of text and image has created a new semiotic landscape in which meaning is co-constructed through layered signifiers. While this allows for expressive richness, it also introduces the risk of miscommunication, particularly across cultural or generational boundaries.

5. New Norms of Interpersonal Communication

Digital media have reshaped norms of interpersonal communication by altering expectations around availability, response time, emotional expression, and boundaries. The immediacy and ubiquity of messaging platforms have fostered a culture of perpetual connectivity, in which users are expected to be continuously present and responsive. This dynamic can lead to communication fatigue, anxiety over perceived delays or silences, and the blurring of personal and professional boundaries.

Moreover, digital communication encourages the performance of emotion through typographic features, punctuation, and visual elements. Expressive norms vary across platforms—what is acceptable on Instagram may

seem inappropriate in email communication—requiring users to navigate complex, context-specific etiquette. The proliferation of public and semi-public communication spaces, such as comment threads and story replies, further complicates the distinction between private and public interaction. These evolving norms reflect broader changes in social relationships, mediated by digital tools that simultaneously facilitate intimacy and surveillance.

Chapter Summary

This chapter explored how digital media have transformed cultural practices and modes of media consumption. It began by analysing changing habits in media usage, noting the shift from passive, linear consumption to active, on-demand, and personalised experiences. Mobile devices, streaming services, and social media have redefined when, where, and how audiences engage with content.

The chapter then discussed the globalisation of digital content, highlighting how cultural products circulate across borders with unprecedented speed. This global flow has fostered transnational audiences, hybrid cultural expressions, and greater visibility for non-Western content. However, it also raises concerns about cultural homogenisation, algorithmic preference for dominant languages, and the marginalisation of local voices.

The theme of representation and diversity online was examined through critical engagement with issues of visibility, inclusivity, and bias. The chapter considered how digital spaces both empower marginalised voices and reproduce structural inequalities, depending on platform governance, audience reception, and algorithmic design.

Finally, the impact of digital media on language and communication was addressed. The rise of emojis, memes, internet slang, and multimodal messaging signals a shift in linguistic expression. While these trends reflect creativity and adaptability, they also complicate meaning-making

and raise questions about digital literacy and linguistic equity. The chapter thus offered a rich account of digital media's cultural ramifications.

Assessment question

1. How have media consumption habits changed in recent years?
2. What drives the globalisation of digital content?
3. How is cultural diversity represented online?
4. Discuss the impact of media on language evolution.
5. What role does digital media play in shaping identity?
6. How does online representation influence minority voices?
7. What is the effect of digital platforms on traditional cultures?
8. How does global content affect local consumption patterns?
9. What are the pros and cons of globalised media?
10. How has communication style shifted due to digital interaction?

CHAPTER 8 Ethics and Challenges in the Digital Age

Learning Objective

In this chapter, readers will explore the ethical concerns emerging in today's digital media environment. They will examine the dangers of fake news and misinformation. The chapter highlights data privacy and issues related to digital surveillance. It addresses the effects of online harassment and cyberbullying. Readers will also learn how to balance innovation with responsibility. This chapter promotes ethical awareness in digital participation.

8.1. Misinformation and Fake News

In the digital era, misinformation and disinformation have become significant ethical and social dilemmas. The simplicity of online material dissemination facilitates the fast dissemination of incorrect or inaccurate information by social media, websites, or messaging systems.

This reduces public confidence, distorts reality, and can cause real harm. The matter presents moral issues for both content authors and users. Addressing disinformation requires critical analysis, digital literacy, and ethical media practices.

1. Speed of Information Spread

Digital channels facilitate immediate dissemination of news, whether accurate or inaccurate, worldwide. This velocity often surpasses fact-checking and editorial control. Consequently, misinformation may be disseminated to millions prior to the implementation of corrections.

The contagious quality of material amplifies the effects of disinformation. Once disseminated extensively, incorrect narratives become hard to rectify. This poses a continuous challenge to media morality and responsibility.

2. Manipulation for Political or Financial Gain

Disinformation is often deliberately fabricated to sway political perspectives or generate advertising money. Deceptive headlines and manipulated visuals are used to influence public opinion or create discord.

This technique capitalises on emotions & confirmation bias. It challenges democratic processes & public debate. Ethical journalism is crucial for countering these strategies and preserving the integrity of information.

3. Decline in Trust Towards Media

Frequent exposure to disinformation undermines public trust in news organisations and digital media. Individuals may find it challenging to differentiate between credible and deceptive sources. This scepticism undermines the media's function as a reliable source of truth.

In severe instances, it results in cynicism or the acceptance of conspiracy ideas. Rebuilding confidence requires openness, verification of facts, and adherence to ethical reporting standards.

4. Impact on Public Health and Safety

During occurrences such as the COVID-19 pandemic, misinformation incited fear, uncertainty, and opposition to health protocols. Erroneous remedies, vaccination fallacies, and conspiracy theories proliferated extensively on the internet. This misconception presented significant risks to public safety and health.

All producers and platforms have an ethical obligation to avert damage. Prompt action and awareness initiatives are essential in these circumstances.

5. Role of Algorithms and Echo Chambers

Social media algorithms regularly perpetuate users' pre-existing opinions by consistently presenting like material. This creates echo chambers that exacerbate disinformation and restrict alternatives.

Users may only encounter material that corresponds with their beliefs, regardless of its veracity. Ethical issues emerge with the prioritisation of participation above veracity by platforms. Resolving this problem necessitates modifications in algorithm design & enhancement of user awareness.

6. Need for Media Literacy and Ethical Responsibility

Combating fake news depends on educating users to think critically and verify information. Media literacy empowers individuals to identify reliable sources, question content, and avoid spreading falsehoods.

Ethical responsibility also lies with influencers, journalists, and tech companies. Promoting accurate information and calling out misinformation can help create a more informed and responsible digital society.

8.2. Data Privacy and Digital Surveillance

The proliferation of digital technologies has brought about a radical transformation in the way personal data is collected, processed, and utilised. Every interaction with digital platforms—be it a casual web search, a social media post, a biometric login, or a voice command to a smart device—leaves behind a data trace. While such data may appear harmless or even beneficial when considered in isolation, its aggregation and analysis over time allow for the construction of detailed behavioural profiles that reveal intimate aspects of an individual's life. In this context, **data privacy** emerges not merely as a technical concern but as a fundamental human right, integral to personal autonomy, freedom of expression, and democratic integrity.

In parallel, **digital surveillance**—the systematic monitoring of online behaviour—has become a key instrument for both corporations and state actors. Corporations seek to

anticipate consumer needs and maximise profit through predictive analytics, while states utilise surveillance tools for purposes ranging from crime prevention and immigration control to social scoring and political monitoring. In both cases, the lines between voluntary participation and coercive observation become increasingly blurred. The capacity for constant monitoring reshapes social relations, generates chilling effects, and consolidates control in the hands of those with access to technological infrastructure and algorithmic decision-making systems.

This section undertakes a comprehensive analysis of the intertwined issues of data privacy and surveillance, exploring their technical foundations, commercial logics, regulatory dilemmas, and social consequences. It seeks to emphasise not only the threats posed by unchecked surveillance but also the urgent need for transparent, equitable, and rights-respecting approaches to data governance in the digital age.

1. Surveillance Capitalism and Behavioural Profiling

The logic of **surveillance capitalism** is predicated on transforming personal experiences into data commodities that can be bought, sold, and acted upon. Corporations engage in this process through the unobtrusive extraction of user data across digital platforms, often under the guise of personalisation or service improvement.

- Companies such as Google, Meta, and Amazon track user activity across websites and devices

through cookies, location services, app integrations, and smart assistants**.** These technologies enable seamless yet invasive data collection, extending well beyond the immediate platform to capture broader digital behaviour. For instance, Google's advertising ecosystem tracks users across millions of third-party websites, often without explicit user knowledge, enabling the company to construct comprehensive behavioural maps.

- These behavioural profiles are monetised through targeted advertising systems that predict what a user is likely to buy, believe, or support**.** Such predictions are not passive but actively shape user experience by filtering the content one sees. If a user is predicted to be receptive to a particular ideology, product, or lifestyle, the platform algorithm may selectively reinforce those views or choices, thereby narrowing the user's informational horizon and increasing susceptibility to manipulation.

The commodification of user data thus not only undermines privacy but subtly recalibrates agency, altering how individuals interact with information, form opinions, and make decisions.

2. State Surveillance and the Politics of Security

Governments have embraced digital surveillance under the banner of national security, crime detection, and public health, yet such practices are frequently opaque and lacking in democratic accountability. The securitisation of data

collection allows for the expansion of state power into realms of life once considered private.

- Mass surveillance programmes such as PRISM, exposed by Edward Snowden, revealed the extent of state access to private communications through partnerships with tech companies**.** These revelations disclosed that intelligence agencies like the NSA systematically intercepted data from emails, voice calls, video chats, and social media posts, often without judicial oversight, leading to a global outcry over privacy violations and the misuse of surveillance powers.

- Governments employ facial recognition, biometric databases, phone metadata collection, and predictive policing technologies—often targeting specific communities under the guise of risk management. For example, the use of facial recognition technology by law enforcement disproportionately affects communities of colour, who are more likely to be misidentified due to biased training data. Predictive policing tools, meanwhile, reinforce racial profiling by targeting neighbourhoods with historically higher arrest rates—often reflecting systemic bias rather than objective risk.

These forms of surveillance have significant implications for civil liberties, including the right to protet, the freedom to organise, and the protection of marginalised groups from state overreach.

3. Datafication of Everyday Life

The datafication of human activity has extended to virtually every domain of existence, including health, education, employment, mobility, and emotion. This transformation reflects a belief that all aspects of life can be rendered legible and actionable through quantification.

- Wearables and fitness apps collect biometric data, which is sometimes shared with employers or insurance companies**.** While users may intend to track their personal health, this data can be repurposed to determine insurance premiums, assess worker productivity, or even predict future medical conditions—raising questions about consent, data sharing, and the limits of corporate access to bodily information.
- Smart home devices monitor speech, behaviour, and environmental patterns, often sending this data to cloud servers for processing. Voice assistants such as Amazon's Alexa or Google Home not only respond to user queries but also record ambient sound, which can be accessed by third parties or subpoenaed in legal cases. This creates an ever-listening environment where domestic privacy is compromised.
- Social media platforms encourage users to share personal experiences, feelings, and relationships, creating vast archives of affective and relational data. Posts, photos, likes, and messages are analysed

to gauge emotional states and relational ties, allowing companies to model user sentiment and predict future engagement.

Together, these practices reveal how digital tools increasingly act as interfaces for behavioural monitoring and emotional extraction, even in the most intimate spheres of human life.

4. Algorithmic Discrimination and Data Injustice

Algorithmic systems used in digital surveillance are not neutral. They often reflect and reproduce the biases embedded in the data on which they are trained and the social environments from which they emerge. As such, surveillance technologies frequently operate as mechanisms of data injustice.

- Credit scoring algorithms may disadvantage individuals based on race, neighbourhood, or past financial instability, without providing explanations or recourse**.** Such systems treat historical data as neutral evidence of creditworthiness, ignoring the structural inequalities that shape financial access and penalising individuals for systemic disadvantage.
- Automated content moderation can disproportionately silence users from marginalised communities if linguistic or cultural expressions are misclassified as harmful. For example, African-American Vernacular English (AAVE) or indigenous terms

may be flagged as offensive, leading to the suppression of authentic expression and the erasure of minority cultures from digital spaces.

- Predictive policing tools often reinforce racial profiling by targeting communities historically over-policed, thus perpetuating cycles of surveillance and mistrust. These systems draw on arrest records and geographic crime data to forecast "high-risk" areas, resulting in heightened police presence and surveillance in already vulnerable communities.

Such outcomes illustrate how digital surveillance can entrench rather than challenge social hierarchies, necessitating a critical reassessment of algorithmic governance and its implications for justice and equity.

5. Consent, Transparency, and Informed Choice

In the digital economy, the notion of **informed consent** is frequently reduced to a legal formality rather than a meaningful ethical principle. Most users are unaware of what they agree to when accepting terms of service, and the design of digital platforms often discourages critical engagement with privacy settings.

- Terms of service are often lengthy, complex, and legally dense, discouraging meaningful user engagement or scrutiny**.** Users typically accept these terms by default, driven by the desire to access services quickly, without understanding the extent or duration of data collection involved.

- Consent is frequently bundled—users cannot access the service without agreeing to extensive data collection, making consent a precondition rather than a free choice**.** This undermines the principle of voluntariness, as individuals are coerced into participation simply to function in digital society.
- Data sharing between third parties occurs behind the scenes, making it difficult for individuals to track or revoke the circulation of their personal information**.** This creates a secondary market for user data, where information is bought and sold across opaque networks, with minimal oversight and accountability.

Such practices reveal a profound asymmetry between data subjects and data controllers, eroding the individual's ability to understand, contest, or opt out of surveillance.

6. Resistance, Regulation, and the Right to Privacy

In response to growing public concern, legal frameworks and advocacy movements have emerged to defend data privacy and curb the excesses of surveillance. These initiatives aim to reassert individual rights, promote transparency, and establish normative boundaries for digital governance.

- The European Union's General Data Protection Regulation (GDPR) has become a global benchmark, requiring companies to seek explicit consent, minimise data collection, and offer users the right to

access, correct, or delete their data. The GDPR also imposes substantial penalties for non-compliance, creating legal and financial incentives for more ethical data practices.

- Activist groups such as the Electronic Frontier Foundation and Privacy International advocate for stronger digital rights, transparency, and corporate accountability. These organisations engage in public education, legal action, and policy advocacy to promote digital justice and protect vulnerable populations from surveillance harms.

- Privacy-enhancingltechnologies—including encrypted messaging apps, VPNs, and browser extensions—allow individuals to mitigate exposure, although these are not always accessible to all. Tools such as Signal, Tor, and DuckDuckGo help users avoid data tracking and preserve anonymity, but they require a level of technical literacy and infrastructure not available in all regions.

Ultimately, protecting privacy in the digital age demands not only regulatory enforcement but also a cultural shift towards valuing data dignity, ethical design, and participatory governance.

8.3. Online Harassment and Cyberbullying

Online harassment is the use of digital platforms—such as social media, emails, forums, and messaging applications—to incessantly target, threaten, intimidate, or degrade an

individual. It may manifest in several ways, such as hate speech, doxing (dissemination of private information), stalking, and the transmission of unpleasant texts. Cyberbullying is another type of online harassment, primarily affecting children or adolescents, characterised by actions aimed at humiliating, threatening, or isolating the victim.

The two acts are intentional and prolonged, often characterised by power disparities in which the harasser leverages anonymity or technical means to inflict damage. In contrast to conventional bullying, cyberbullying and internet harassment can persistently accompany the victim at all times, making escape from the abuse difficult.

1. Forms of Online Harassment and Cyberbullying

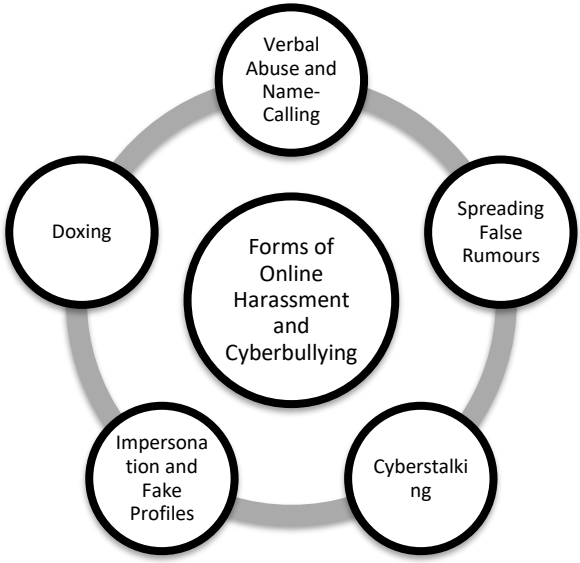

Figure 8.1 Forms of Online Harassment and Cyberbullying

a. Verbal Abuse and Name-Calling

Verbal abuse is a prevalent kind of internet harassment when people are subjected to injurious, derogatory, or abusive words. This often transpires in comment sections, direct messages, and postings.

The language used may be sexist, racist, homophobic, and overtly hostile. Its objective is to frighten, demean, or incite the victim. Such assaults may inflict emotional anguish and undermine self-esteem.

b. Spreading False Rumours

Disseminating or fabricating false material about someone online is a detrimental method of undermining their reputation. These rumours may pertain to an individual's private life, character, or conduct. They are often disseminated via social media postings, anonymous forums, and group conversations.

Upon dissemination, inaccuracies may rapidly proliferate, irrespective of their veracity. Victims may endure social ostracism, anxiety, and depression as a consequence. This type of bullying is hard to rectify once the disinformation is disseminated broadly.

c. Cyberstalking

Cyberstalking is persistent surveillance or intimidation of an individual online, resulting in anxiety or unease. It may include monitoring an individual's online behaviour, dispatching persistent unsolicited communications, or infiltrating their personal accounts.

The stalker often uses personal information to intimidate or coerce the target. This conduct is invasive and psychologically disturbing since it infringes upon the victim's privacy.

d. Impersonation and Fake Profiles

Impersonation transpires when somebody fabricates a fraudulent internet character to mislead or ridicule another individual. This may include using another individual's identity, images, or personal information to establish social media accounts.

These counterfeit accounts are used to disseminate disinformation, perpetrate harassment, or participate in fraudulent activities. Victims may experience perplexity, humiliation, or a deterioration of trust among their peers. This kind of abuse is often used to undermine credibility or relationships. Removing such accounts may require much time and effort.

e. Doxing (Publishing Private Information)

Doxing is the act of disclosing an individual's private or sensitive information online with their permission. This may include addresses, telephone numbers, email identifiers, or even financial information.

Doxing often subjects persons to tangible risks such as harassment, theft, and stalking. It is often designed to coerce or penalise the victim. The material may be disseminated extensively and archived indefinitely online.

2. Impact of Online Harassment and Cyberbullying on Victims

Following are the impact of online harassment and cyberbullying on victims:

a. Emotional and Psychological Distress

Online harassment victims often experience dread, despair, anxiety, and depression. Constant exposure to demeaning remarks, threats, or public humiliation might make one feel hopeless.

Many victims suffer from increased self-doubt and reduced self-worth. Long after the bullying has stopped, these psychological impacts may still be there. In extreme situations, victims could need mental health assistance or therapy. While the harm is inside, it is extremely painful and enduring.

b. Social Withdrawal and Isolation

In an effort to prevent further injury, victims could start minimising social situations both in person and online. They often experience peer embarrassment, judgment, or misunderstanding. They may get unhappy as a result of this disengagement, which makes it more difficult for them to establish or maintain relationships.

They may refrain from openly expressing themselves out of fear of being singled out again. Social isolation has the potential to contribute to mental discomfort over time. Breaking the pattern of exclusion becomes challenging.

c. Decline in Academic or Professional Performance

Students who experience cyberbullying often exhibit decreased motivation, focus, and academic performance. In a similar vein, working professionals could struggle to maintain concentration, fulfil deadlines, or participate in group projects.

Online harassment impairs productivity and cognitive function by causing stress and focus. Disengagement and absenteeism are frequent results. In severe situations, victims may quit their jobs or quit school to avoid the abuse.

d. Physical Health Issues

The psychological effects of cyberbullying might show up as physical symptoms such as headaches, sleeplessness, exhaustion, and changes in appetite. Long-term stress may impair immunity, increasing disease susceptibility.

Particularly typical causes of sleep problems include worry and fear of retaliation. Additionally, some victims could self-harm or adopt inappropriate coping strategies. The psychological toll of abuse gets worse by the physical consequences.

e. Damage to Reputation and Public Image

A victim's reputation may be seriously damaged when false rumours, intimate photos, or disparaging information are circulated online. Career prospects, academic status, and interpersonal connections may all be affected by this harm.

Due to the internet's viral nature, information may become viral quickly and stay available for years. On the basis of false information, victims may be evaluated by their peers, employers, and the general public.

8.4. Balancing Innovation with Responsibility



Figure 8.2 Balancing Innovation with Responsibility

In the digital era, innovation propels advancement in technology, media, & communication. Nonetheless, significant innovation requires ethical accountability. While novel tools and platforms provide convenience and creativity, they may also introduce concerns like privacy violations, disinformation, and digital exploitation. Harmonising

innovation with accountability guarantees that advancement serves societal interests without inflicting damage. It requires meticulous planning, control, and user cognisance.

1. Ethical Use of Technology

Technological innovation should be governed by ethical standards that safeguard human rights & dignity. Developers and corporations have to consider the societal ramifications of their goods. This encompasses the prevention of abuse, the assurance of justice, and the avoidance of damage. Responsible innovation respects user privacy & encourages inclusion. Ethics must be included in the design stage.

2. Protecting User Privacy

Protecting user privacy becomes essential as digital technologies gather vast volumes of personal data. Organisations must exhibit transparency about data acquisition and use. Innovation must not compromise user trust or safety. Strong privacy regulations and secure systems exemplify responsible innovation. Individuals have the right to authority over their personal information.

3. Combating Misinformation

Innovative tools such as social media may disseminate misinformation rapidly. Tech businesses are obligated to provide tools that identify and mitigate disinformation. Algorithms need to prioritise precision above mere

participation. Instructing users to authenticate sources is of similar significance. Responsible innovation involves the protection of truth within digital environments.

4. Ensuring Accessibility and Inclusion

Innovation must benefit all individuals, especially those with impairments and members of marginalised groups. Creating accessible platforms guarantees equitable opportunities and engagement. Inclusive innovation eliminates obstacles and caters to varied needs. It represents social responsibility in the digital era. Technology should enable everyone, not only a select few.

5. Minimising Environmental Impact

Technological advancement often requires substantial energy and resources. Responsible innovation takes into account the ecological impact of gadgets, data centres, or digital waste. Green technology and sustainable design methodologies are crucial. Innovation must correspond with global environmental objectives. An accountable strategy safeguards the world for future generations.

6. Regulating Harmful Content

Innovative platforms have to prevent the dissemination of detrimental material, including hate speech and cyberbullying. This entails establishing explicit standards, content oversight, and responsibility. Innovation has to prioritise user safety & psychological well-being. Tolerating unregulated misuse diminishes the advantages of digital

advancement. Responsibility requires action, not only awareness.

7. Encouraging Transparent Practices

Transparency in technological operations promotes user confidence and responsibility. Organisations need to reveal the operational mechanisms of algorithms and the processes behind decision-making. Transparent communication prevents manipulation and ensures equity. Responsible innovation prioritises transparency above confidentiality. Transparency supports ethical & user-centric digital ecosystems.

Chapter Summary

This chapter explored the ethical dilemmas and emerging challenges associated with digital media usage, regulation, and design. It began by addressing the proliferation of misinformation and fake news, identifying how algorithmic amplification, economic incentives, and reduced gatekeeping have contributed to the widespread dissemination of false content. The chapter underscored the implications for public trust, democracy, and informed citizenship.

Attention then turned to data privacy and digital surveillance, examining how personal data is extracted, analysed, and commodified by both corporate entities and state actors. The chapter highlighted the emergence of surveillance capitalism, the erosion of consent, and the disproportionate impact of data-driven profiling on vulnerable communities.

Online harassment and cyberbullying were also explored as pressing social harms facilitated by anonymity, virality, and weak moderation. The chapter considered the psychological, legal, and social consequences of digital abuse, particularly for women, LGBTQ+ individuals, and marginalised groups.

Finally, the chapter reflected on the need to balance innovation with responsibility. As digital media continue to evolve, ethical design, transparent regulation, and user education must be prioritised. The chapter concluded by

affirming that ethical engagement with digital technologies is essential for fostering inclusive, accountable, and sustainable digital futures.

Assessment question

1. What are the major ethical concerns in digital media today?
2. How does misinformation spread through digital platforms?
3. What strategies help combat fake news online?
4. Discuss the importance of data privacy in media use.
5. What are the risks associated with digital surveillance?
6. How does cyberbullying affect online users?
7. What legal measures exist to prevent online harassment?
8. How can innovation be balanced with social responsibility?
9. What role does digital literacy play in safe media use?
10. What are the ethical responsibilities of digital content creators?

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Dr. Anil Kumar Grewal and Dr. Anand Nandwani are accomplished educators and researchers from the Management Education & Research Institute, New Delhi, bringing academic rigor and practical wisdom to this engaging guide.

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Social System Reforms to Achieve Global Sustainability

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Preface

Global sustainability is not a singular goal, but a composite vision that demands the transformation of multiple social systems—economic, environmental, political, technological, and cultural. The book *Social System Reforms to Achieve Global Sustainability* explores this multifaceted challenge by assembling a diverse range of scholarly perspectives, grounded in policy innovation, human rights, equity, and systems thinking. As humanity confronts complex global crises such as climate change, resource depletion, gender inequality, and unsustainable development practices, this volume provides pathways rooted in justice, inclusivity, and resilience.

Each chapter in this collection offers critical insights into how institutions, communities, and governance systems can reorient themselves to foster sustainable futures. The common thread across the chapters is a shared commitment to social reform—not as a reactive process, but as a proactive and strategic necessity. From empowering farmers through intellectual property reform to leveraging AI for inclusive governance and redefining localization in global equity, the chapters bridge theory and practice to illuminate the structural shifts required for long-term sustainability.

This book is designed to guide scholars, policymakers, practitioners, and students in understanding the systemic interconnections among social justice, environmental stewardship, and sustainable development. It encourages readers to question dominant paradigms, embrace alternative knowledge systems, and pursue sustainability not merely as a policy goal, but as a transformative societal ethos.

CHAPTER OVERVIEW

Chapter 1

Explores how agroecological transitions can be achieved through empowering farmers and reforming intellectual property laws. A human rights-based approach is proposed to promote seed sovereignty, traditional knowledge systems, and biodiversity through collective stewardship.

Chapter 2

Examines how artificial intelligence reinforces or mitigates gender inequality. The chapter outlines both the threats posed by algorithmic bias and opportunities offered by inclusive design and feminist technology movements, advocating for intentional, equity-driven AI governance.

Chapter 3

Analyzes how evolving cultural and social norms influence sustainability. Using the STEEP framework, it introduces the concept of 'societal levers' and the 'ripple effect' of values to institutionalize environmental priorities within mainstream norms.

Chapter 4

Investigates how economic reforms can drive the transition to a circular economy. It focuses on sustainable consumption, resource efficiency, and international policy models to promote reduced waste and equitable growth aligned with SDGs 12 and 13.

Chapter 5

Critically assesses the history and current efforts toward achieving gender equality. It highlights the structural and ideological barriers that persist and proposes essential policy shifts as catalysts for a more sustainable and just future.

Chapter 6

Traces the evolution of global environmental treaties and evaluates their effectiveness. The chapter critiques the limitations of diplomatic systems and emphasizes civilian pressure and compliance mechanisms to enhance global environmental governance.

Chapter 7

Engages in a philosophical inquiry into sustainability, distinguishing it from the broader goal of resource preservation. It questions prevailing assumptions and asserts that sustainability, while important, is one of several pathways to intergenerational resource continuity.

Chapter 8

Proposes a model for inclusive and intelligent governance that harnesses AI, blockchain, and digital tools to optimize policy, enhance institutional legitimacy, and address global challenges—including climate change and space governance.

Chapter 9

Highlights the role of exhibitions and experiential learning in promoting sustainability through entrepreneurship. It argues for integrating these methods in education to develop critical thinking, planning skills, and economic responsibility among younger generations.

Chapter 10

Presents localization as a foundational strategy for achieving global equity and sustainable development. The chapter advocates for decentralized governance, AI-driven decision-making, and financial sovereignty to restructure international development paradigms.

Chapter 11

This chapter examines microalgae as a dual-purpose resource for bioenergy and food security within a circular economy framework. It highlights their potential to meet Sustainable Development Goals (SDGs) by reducing pollution, conserving resources, and fostering green communities through algorefinery systems.

Chapter 12

Focusing on the Philippines, this chapter discusses how empowering adolescents through reproductive health education addresses national crises like teenage pregnancy and promotes social sustainability, aligning with legal reforms, inclusive policies, and the SDGs.

Chapter 13

This chapter explores how consumer behavior shapes sustainability outcomes within circular economy models. It proposes behavioral shifts, policy frameworks, and emerging technologies like IoT and blockchain to enhance sustainability through reuse, recycling, and reduced consumption.

Chapter 14

Analyzing small heritage towns, this chapter identifies indicators for sustainable socio-economic development and cultural preservation. It offers frameworks to guide heritage-based entrepreneurship, community empowerment, and integrated innovation for local resilience.

Chapter 15

This chapter underscores the pivotal role of sustainable finance in advancing environmental goals. It explores tools like green bonds and carbon credits, institutional frameworks, and policy incentives for directing capital toward green technologies and low-carbon transitions.

Chapter 16

Through qualitative insights from Filipino educators, this chapter evaluates the influence of school administrators on sustainable education. It emphasizes capacity building, community involvement, and ethical leadership to support educational sustainability in public schools.

Chapter 17

Proposing a legal-ecological synthesis, this chapter advocates integrating environmental principles into law. It emphasizes adaptive governance, the rights of nature, and ecosystem-based management to foster ecological sustainability across legal systems.

Chapter 18

This chapter examines how business innovation—including digitalization, CSR, and circular models—can transform social systems. It promotes long-term sustainability by shifting business priorities from profit maximization to inclusive, regenerative strategies.

Chapter 19

Green chemistry is presented as a transformative tool in reducing industrial environmental impact. The chapter outlines its principles and examines its influence on public policy, resource efficiency, and health, advocating for its mainstream adoption in sustainability agendas.

Chapter 20

This chapter applies behavioral economics to promote sustainable consumption. It explores cognitive biases, social norms, and digital interventions, offering a framework for systemic change involving policy, community, and organizational transformation.

Chapter 21

Addressing sustainability literacy, this chapter proposes transformative educational models combining curriculum reform, digital tools, and lifelong learning. Through mixed methods, it provides actionable strategies to cultivate global sustainability competencies.

This book brings together diverse scholarly perspectives, innovative methodologies, and actionable insights that reflect the multifaceted nature of sustainability. From biorefineries and behavioral economics to education, law, finance, and green chemistry, each chapter contributes a unique lens through which we can understand and address the urgent environmental, social, and economic challenges of our time. By bridging disciplines and fostering global collaboration, the authors collectively highlight that sustainability is not a singular pursuit but a shared responsibility requiring systemic transformation, inclusive policies, and empowered communities.

As readers engage with the insights and frameworks offered throughout this volume, they are encouraged to reflect on the interconnectedness of the challenges we face and the collaborative spirit needed to build a resilient and equitable future. This book serves not only as a resource for academic exploration but also as a call

to action—for educators, policymakers, innovators, and global citizens alike—to champion sustainable development in all sectors of society.

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Chapter 1
Agroecological Transformation Through Farmers' Empowerment and IP Reform:
A Human Rights–Based Approach

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ABSTRACT

The transition to agroecology is essential for achieving sustainable food systems, biodiversity conservation, and climate resilience. However, dominant intellectual property (IP) regimes often marginalize small-scale farmers by restricting seed sovereignty and traditional knowledge systems. By recognizing farmers' rights to seeds, knowledge, and fair market access, IP policies can shift from corporate-driven monopolization to collective stewardship models. The chapter advocates for a multi-stakeholder approach that integrates legal, economic, and ecological dimensions, ensuring that farmers' empowerment is at the core of agroecological transitions. By embedding human rights in IP governance, policymakers can foster more just, resilient, and biodiversity-rich food systems, ultimately advancing the global movement for agroecological transformation. This chapter argues that a human rights-based approach to IP reform can empower farmers as key agents of agroecological transformation.

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INTRODUCTION

Modern food and agricultural systems successfully meet worldwide demand for food. However, high-external input, resource-intensive agricultural systems have resulted in widespread deforestation, water scarcity, biodiversity loss, soil depletion, and significant greenhouse gas emissions (Calicioglu et al, 2019). Despite recent advancements, hunger and extreme poverty remain major worldwide concerns. Poverty reduction efforts are hampered by persistent inequities. Agroecology combines ecological and social principles to design and manage food and agricultural systems (Food, 2018). The goal is to optimize interactions among plants, animals, humans, and the environment, while also considering social factors for a sustainable and equitable food system (Prabhu et al., 2015). Agroecology is not a recent invention. This concept has been present in scholarly literature since the 1920s and is reflected in family farming techniques, grassroots sustainability initiatives, and global public policy (Gallardo-López et al., 2018). Recently, agroecology has gained attention from international and UN entities. Polyculture, crop diversity, and integrated pest control are all agroecological principles that contribute to increased food security and nutrition. Agroecology promotes carbon sequestration, soil health, and greenhouse gas reductions, resulting in more climate-resilient farming systems (Vikas & Ranjan, 2024).

Agroecological farming, which is unknown to individuals who view agriculture and ecology as different subjects, refers to farming for the purpose of creating food, employment, and economic benefits, as well as cultural, social, and environmental benefits (Bisht et al., 2022). Furthermore, agroecology empowers farming communities as change agents, addresses the core causes of issues in unsustainable agricultural systems in an integrated manner, and provides holistic and long-term solutions to alter the food and agricultural systems (Fiore et al., 2024). Indigenous seeds have traditionally been passed down through the generations by farmers. Their protection of native seed varieties is essential to preserving agricultural biodiversity and advancing ecological sustainability (Clancy & Vernooy, 2016). The production of native seeds has decreased as a result of the broad use of hybrid and genetically modified seeds, which are frequently pushed by big agribusinesses. Despite the fact that these commercial seeds necessitate high-input farming systems, they are frequently promoted as being more productive. Significant obstacles include laws that prioritize commercial seed production above the preservation of native seeds and a dearth of financial incentives for farmers to cultivate native crops. In light of the above perspective, the author links agroecological transformation to human rights and intellectual property reforms. It also advocates for a human rights-based framework for farmers' empowerment.

Chapter 2
AI and Gender Inequality: Challenges, Opportunities, and Pathways to Equity

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ABSTRACT

AI is not equally beneficial to all genders, as bias is reinforced through flawed algorithms, lack of diversity, and unequal access. This chapter investigates how both deepening and addressing gender inequality can be achieved through the use of artificial intelligence. AI is critiqued by a variety of feminists who showed how AI works against marginalized women, such as in hiring, healthcare, and facial recognition. The global digital divide further hinders women's ability to access the AI advances. First, it is biased hiring tools, discriminatory facial recognition and labor market polarization where AI automation poses a threat to jobs that tend to be held by women. However, AI also offers opportunities for equity through inclusive design, gender-sensitive policies, and grassroots initiatives. Feminist Tech movements, bias mitigation tools, and gender-responsive regulations may hamper the digital divide. The chapter argues that intent from the start is required for AI equity governance to

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avoid exacerbating marginalization and help build a more just technological future.

1. INTRODUCTION

The rapid proliferation of Artificial Intelligence (AI) technologies has changed economies, governance and social intercourse, causing most people to work, communicate or make decisions in a totally different way (Abbas Khan et al., 2024). AI powered automation has morphed industries and led to increased efficiency and therefore productivity and financial efficiency. Around the globe governments are bringing AI into public administration, forces of law and order, and the formulation of policy, and as a result decisions based on data are being made on an unprecedented scale (Valle-Cruz et al., 2020). AI algorithms are increasingly determining how we interact with each other and how we experience the web, influencing how we consume media, and determining whom we should meet and how we should do so. But the benefits for AI promised progress have not come equitably, according to gender, and the equity, fairness, and inclusivity in technological development was not achieved (Yu, P.K. 2020).

According to Badwal, 2024 AI has the potential to be forward thinking and bring the world closer together, its design, enactment and regulation tend to mirror and reflect biases ingrained in society, the likes of which revolve around gender, race and an individual's class (Gebru, T. 2020). Due to AI being created in social and historical contexts of power imbalances, amongst them, gender disparities are commonly inscribed into AI systems. Biased hiring algorithms that prefer male candidates and facial recognition technologies that falter on women and people of color are not neutral AI. Instead, it reinforces many of the existing societal hierarchies such as patriarchal norms, racial inequalities and economic divisions (Crawford, 2021; Noble, 2018). Not incidental, these biases are the product of the ways AI is designed, trained and deployed. When machine learning models are trained with such datasets, they will replicate the old discriminatory patterns which the datasets portray and amplify it further (Veale & Binns, 2017).

This chapter seeks to open a space for asking questions about gender in relation to AI systems, and about how technology not only intervenes in and can magnify existing inequities and inequalities, but can also be a site of commitment to enacting the equalities gender, race, and class materialist feminist political traditions explore. However, the gender inequities in AI are not limited to programmatic bias in the code itself; such biases are deeply embedded in structural problems within the actual technology sector (Scatiggio, 2020) such as the underrepresentation of women and other marginalized people in the research, development, and creation of AI related policies and practices (Stypinska, 2023). If, however, one does not seek

Chapter 3
Cultural and Social Norms Supporting Sustainability

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ABSTRACT

In contemporary markets and societal norms, critical ecosystem services for a sustainable future are often externalised. 'Societal levers' legal, market, and social mechanisms shape resource managers' behavior and societal expectations, institutionalising evolving values. Using the STEEP framework (social, technological, economic, environmental, political), we analyse how emerging concerns become shared and transform into societal levers, reshaping norms. For influence, concerns must resonate across societal sectors and STEEP dimensions. We propose a 'ripple effect' of values to accelerate the integration of environmental concerns into mainstream norms, institutionalising them as societal levers. This approach aligns societal values with ecosystem preservation, fostering a sustainable future.

INTRODUCTION TO SOCIETAL LEVERS AND SUSTAINABILITY

Sustainability and ecosystem services are key to ensuring healthy ecosystems in the long run, and involve ensuring that natural resources are used in a way that meets current needs while preserving the ability of future generations to meet their own needs. Sustainability is the ability to be maintained at a certain rate or level in environmental, economic and social dimensions through a variety of aspects of life. Provisioning, regulating, cultural, and supporting services are all aspects of

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ecosystem services adequate for maintaining environmental health. Sustainability, an umbrella term, relates to the provision of multiple ecosystem services, and sustainability and ecosystem services interact in complex ways.

Definition of Sustainability

- The ability to continue means not to exhaust the Earth so that environmental quality and human well-being can be preserved for forthcoming generations.
- It covers three major angles: environmental, economic, and social, which should be considered equal in order to accomplish sustainability (Gonzalez-Redin et al., 2024) (Goymer, 2014).
- The term "sustainability" is often associated with sustainable development – that is, meeting the needs of the present without compromising the ability of future generations to meet theirs (Diepenmaat et al., 2020).

The Role of Ecosystem Services in Long-term Environmental Health

- Ecosystem services are human benefits derived from an ecosystem ranging from food provision, climate regulation, nutrient cycling, and recreational opportunities (Thiemann et al., 2022).
- Loss of biodiversity and ecosystem services can have serious consequences for human health/our survival and economic activities (Goymer, 2014).
- There is a need to understand the complex interactions of social, economic and ecological systems and formulate policies that promote ecosystem services conservation and sustainable use in an integrated framework (Everard et al., 2014) (Peter, 2020).
- Societal levers, such as market-based instruments, legislation, and social norms, can support or hinder the delivery and management of ecosystem services so that they align with sustainability values and goals (Everard et al., 2016) (Everard et al., 2014).

Societal Levers and Sustainability

- Societal levers mechanisms that draw societal norms and behaviors toward sustainability by embedding pro-environmental values
- They include legal instruments, economic incentives, and social norms and practices that inform resource governance and shape societal norms (Everard et al., 2016) (Everard et al., 2014).

Chapter 4
Fostering Circular Economy:
Economic Reforms for Sustainable Consumption and Resource Efficiency

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ABSTRACT

Moving toward a circular economy from a linear system represents our best strategy to handle global issues which include declining resources and environmental destruction and excessive consumption. This chapter investigates how economic reforms promote circular economy concepts by specifically analyzing sustainable consumption together with resource efficiency. Experimental data from current consumer patterns together with state-of-the-art policy development techniques and international benchmarking methods enables this study to discover methods for both conserving resources and reducing waste. This chapter delivers practical guidance which enables governments and business entities and stakeholders to create circular economy principles for their national and worldwide economic strategies while helping fulfill Sustainable Development Goals 12 and 13. The published findings support the development of sustainable economic growth practices along with just resource sharing systems.

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INTRODUCTION

For more than several decades the linear economic system known as "take make dispose" has reigned over world economies while simultaneously depleting resources and damaging ecosystems and producing enduring consumption problems (Geissdoerfer et al., 2017). The present model demonstrates inherent inefficiency because it needs continuous resource removal then creates substantial waste that produces both climate change and biodiversity destruction (Kirchherr et al., 2017). The circular economy (CE) introduces significant transformative capabilities by emphasizing resource efficiency together with waste reduction and sustainable usage practices.

CE develops a nonstop circular system of resource management which keeps materials and products within active use cycles for remanufacturing and recycling purposes thus reducing dependence on raw natural resources and limiting environmental destruction (Ellen MacArthur Foundation, 2020). Economic reforms speed up the shift toward circular economies by creating systems which give rewards along with governance approaches to encourage companies and consumers to practice sustainability (Ghisellini et al., 2016). Through government initiatives of tax benefits and EPR regulations and funding of green technologies governments establish conditions for circular economy adoption (OECD, 2016). International collaborations with multi-stakeholder initiatives play a vital role in achieving global circular economy strategy harmonization according to Prieto-Sandoval et al. (2018).

This paper aims to explore the role of economic reforms in fostering a circular economy, with a focus on sustainable consumption and resource efficiency. By examining global best practices, policy innovations, and economic incentives, the research will identify actionable strategies for transitioning from a linear to a circular economic model. The study also evaluates the social, economic, and environmental benefits of CE and highlights the challenges that need to be addressed for effective implementation. Through a comparative analysis of case studies from leading CE nations such as the Netherlands, Finland, and Japan, the paper provides insights into successful economic reform strategies and their potential for broader application.

LITERATURE REVIEW

Scholars throughout recent decades observe the circular economy (CE) as a crucial system for attaining sustainability while it has undergone substantial development. Kirchherr et al. (2017) explain CE operates as a waste-free system which maintains product persistence and supports active regeneration systems. The circular economy operates differently from the traditional linear economy since it maintains a "take-make-dispose" system that causes resource exhaustion along with environ-

Chapter 5
Gender Equality:
A Catalyst for Global Sustainable Future

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ABSTRACT

The paradox between inborn sexual identity and socially constructed gender identity existed throughout history. Unfortunately, gender identity got predominance over sexual identity in the context of patriarchy and religious beliefs. Even when all religions affirm the equality of both sexes, they demand the subordination of women. This continues to exist even in modern society. From the 19th century onwards, there were various efforts to address gender disparity that took place under the initiatives of feminism, human rights and women's rights movements. The United Nations in the second half of the 20th century advanced many attempts for the realization of gender equality. However, the present data shows that it will still take another 131 years to achieve gender equality. In this perspective, the chapter critically examines the attempts for gender equality and proposes certain policy changes and essential requirements for its true realization in view of sustainable future.

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1 INTRODUCTION

Sex and gender are two confusing and complex terms that divide society for a good period. Although sex and gender are entirely different concepts, societal misunderstandings led to their presentation in equal terms. Sex denotes an individual's biological identity, whereas gender is a socially imposed construct (Reale et al., 2021). Both males and females are equal in dignity, value, and rights, but physiologically different. The World Bank (2018) identified 28 legal gender differences; we do not enter such a detailed discussion. Our focus in this chapter is limited to the gender difference between men and women. Subscribing to the gender theory over physiological differences, the patriarchal society affirmed that men have more powers and privileges in society than women (Carbajal, 2018). This patriarchal influence was visible in almost all religions and cultures to different degrees. Accordingly, women were always sidelined from the mainstream of society and left without any basic rights and privileges.

The present globe gives more emphasis on the aspirations of gender equality thanks to human rights movements and feminist initiatives. The United Nations (UN) primarily focused on gender equality with the third goal of the Millennium Development Goals (MDGs). Although some progress has been made, it has not fully realized its objective. Hence, the Sustainable Development Goals (SDGs) in its fifth goal affirmed gender equality as not only a fundamental human right but as a vital foundation for a peaceful, prosperous, and sustainable world (UNDESA, n.d.). Both these endeavors from the part of the UN contributed to an increasing awareness among people about the importance of gender justice in the society. Gender equality cannot be thought of without adhering to the principle of gender justice and the 21st century's aspirations of gender equality revolve around the core idea of gender justice (Clavero & Galligan, 2021).

There has been laudable progress in the efforts to achieve gender equality. Many women world leaders, company CEOs, professionals, scholars, and researchers affirm that women have equal potential to contribute to societal growth. However, there are still countries, especially in the developing world, where women are discriminated on the basis of their gender in many ways and in different zones. They are subjugated as mere properties of men claiming that the religious or societal principles demand so. Some societies still place a lot of restrictions on the freedom of women showing bias towards their gender. The UN's 2030 agenda of a global sustainable future will not be realizable without the actual realization of gender equality. Gender equality basically stands for equality of all genders. But for the purpose of this chapter, we restrict ourselves to the equality of women in various areas of social life as they are the most discriminated gender throughout.

Chapter 6
Global Guardians: The Framework of Environmental Treaties

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ABSTRACT

Global warming and environmental issues are current issues whose threat is coupled with actual economic problems. Environmental and social costs are often rising inside the country as its economy grows, where they strive to maintain acceptable living standards and decrease the volume of emissions. Hence, the nations have their oversized role to play in decision making or decisions of a global nature depending on the size of their economy. The analysis of climate change and its impacts entails calling for a paradigm shift and focusing on obligations recognition and compliance through civilian pressure rather than on the politically skewed international political diplomacy systems. The goal of the study is therefore to review the chronological progression of international environmental agreements from early protocols to contemporary, Outline the key factors that have facilitated change in the agreements and evaluate how effective these agreements have been in meeting their goals.

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INTRODUCTION

Global environmental challenges including climate change, biodiversity loss, and transboundary pollution require global solutions. International environmental agreements (IEAs) are means of cooperation and shared goals and accountability frameworks for these challenges. However, the effectiveness of these agreements has been vastly different, with strong relationships to scientific evidence, geopolitics, and enforcement. This paper is a literature review of IEAs, their progression, and their drivers of change, with effectiveness as the central focus of the review.

The world faces an urgent requirement for worldwide collaboration following planetary ecosystem deterioration and the climate emergency that persists. International environmental agreements (IEAs) serve as essential instruments which help solve environmental challenges that span through national borders including biodiversity erosion and ocean pollutions as well as greenhouse gas release and ozone layer destruction. Humans have established these diplomatic agreements because environmental problems exceed national boundaries while requiring international collaboration. Their development has involved splendid achievements along with enduring restrictions due to scientific engineering alongside geopolitical and economic matters and grassroots environmental campaigns. The analysis focuses on historical development alongside vital motivational elements and performance assessments of international environmental agreements to understand their influence on worldwide environmental leadership frameworks.

Global environmental issues including climate change and deforestation and plastic pollution transcend geographic boundaries because they operate at nationwide and international levels. Environmental challenges go beyond state borders which requires systems that unite national objectives with worldwide sustainability. At the 1972 Stockholm Conference on the Human Environment the world established foundational international environmental law principles while founding the United Nations Environment Programme (UNEP) for global coordination (Sohn, 1973). After the Stockholm Conference IEAs have expanded in number to target problems such as toxic waste trade (Basel Convention, 1989) and desertification (UNCCD, 1994). These agreements prove ineffective because they face three fundamental problems which include insufficient enforcement capabilities, conflicting national sovereignties and unequal distribution of resources.

IEA evolution showcases a fundamental dispute between two theoretical perspectives which bracket market-oriented administrative modifications against comprehensive change strategies targeting essential causes of overexploitation and social inequality. The analysis tracks the timeline of IEAs and their changing elements to demonstrate their success and challenges in environmental conservation.

Chapter 7
In "Sustainability" We Trust?
The Need for a New Approach to Resource Preservation

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ABSTRACT

Sustainability is a buzzword that has gained traction around the world. It is linked to, or synonymous with, environmental, social and governance (ESG) principles. The advocacy for sustainability has led many individuals, corporations and governments to incorporate ESG principles into their operations and processes and communicate to stakeholders how they are meeting sustainability expectations and its role in the value creation process in society. Despite these strides, a critical mind would ask some important philosophical questions: Does "society" need sustainability? The answer is yes. Is the sustainability agenda good for the world? The answer is yes. But is sustainability the only way to conserve environmental, social and governance resources to make it available for the present and future generations? The answer is no. This article discusses sustainability and argues that sustainability is a way to achieve the goal of resource preservation and continuity for the present and future generations, but it is not the only way.

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1. INTRODUCTION

Many countries and multinational firms all over the world have joined the shift towards sustainability which emerged from the COP26, the Paris climate agreement and other climate consortiums as well as the United Nation's advocacy for a more sustainable and equal world. Sustainability is a concept that encourage and promote the use of existing resources in ways that preserve these resources for the present and future generations (Kuhlman and Farrington, 2010). Sustainability aims to ensure that we do not over-deplete today's resources and prevent future generations from accessing these resources if they need them to meet their own needs. Sustainability is widely practiced and measured through the application of the environment, social and governance (ESG) concept (Babcicky, 2013). For example, firms use several ESG methodologies to measure their sustainability performance and to communicate to stakeholders how they are meeting sustainability expectations (Delai and Takahashi, 2011; Babcicky, 2013). Countries are also taking into account ESG considerations in their budgetary allocations, fiscal implementation and development efforts in order to demonstrate their commitment to reducing damage to the environment and to improve lives (Olafsson et al, 2014; Hege et al, 2019). This ESG-styled sustainability approach to the preservation of resources for the present and future generations has some benefits. It reduces the emission of carbon and other harmful substances into the environment, and it encourages global partnership to combat man-made induced climate change events (Abbass et al, 2022). Concurrently, it has also created some problems which reduces its attractiveness as a flawless and perfect solution for resource preservation for present and future generations. These problems are highlighted in the subsequent paragraphs.

2. WHY A NEW APPROACH TO RESOURCE PRESERVATION IS NEEDED

One, we live in an unequal world. There is unequal access to economic opportunities, unequal access to vital information and there is widening income inequality in many communities, cities and countries around the world. For many people, this inequality is a major source of poverty because when people lack access to vital information about available income-generating opportunities, they won't be able to take advantage of such opportunities to rise above poverty. As people remain poor, their priority is to survive. They will rely on cheap fossil fuel energy to meet their subsistence needs and rely on traditional means of waste disposal which pollutes the environment. More importantly, if poor people and people at the bottom of the pyramid have not met their basic needs, it will be very difficult for sustainability

Chapter 8
Inclusive and Intelligent Governance:
Enabling Sustainability Through Policy and Technology

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ABSTRACT

Governance in the 21st century and beyond is transforming through digitalization, AI, and evolving socio-political dynamics. This chapter explores inclusive and intelligent governance, integrating technological foresight, policy adaptability, and participatory democracy to create resilient, anticipatory systems. It examines AI-driven decision-making, blockchain-enabled governance, and predictive analytics in optimizing regulatory frameworks while addressing algorithmic bias, cybersecurity risks, and digital exclusion. The chapter highlights decentralized governance, participatory budgeting, and multi-stakeholder engagement to strengthen institutional legitimacy. Governance-driven sustainability is introduced, embedding climate-responsive policies and economic resilience. Expanding beyond Earth, it examines space governance, analyzing sovereignty, jurisdiction, and AI-assisted interplanetary policy. Concluding with a governance optimization framework, it proposes regulatory fluidity, AI-driven decision systems, and institutional efficiency as principles for future governance.

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FOUNDATIONS OF INCLUSIVE AND INTELLIGENT GOVERNANCE

Conceptualizing Governance in the 21st Century

Governance, in its most fundamental sense, is the institutional structuring of authority, decision-making, and resource allocation within societies. Traditionally, governance was bound to state-centric, hierarchical models, where administrative bureaucracies functioned as the primary engines of policy formulation and execution. However, the 21st century has precipitated a paradigm shift, compelling governance structures to evolve beyond their historical constraints.

The forces driving this transformation are manifold: technological acceleration, globalization, shifting social contracts, climate crises, and the rise of algorithmic governance. The growing complexity of contemporary governance challenges necessitates a departure from rigid, bureaucratic governance models toward adaptive, data-driven, and multi-stakeholder governance systems. In this emergent model, governance is no longer a static function of the state but a dynamic and networked process that involves private sector actors, civil society organizations, decentralized digital infrastructures, and AI-enhanced decision-making. The transition from traditional governance to inclusive and intelligent governance represents the fundamental restructuring of governance logic itself: from hierarchical control to distributed coordination, from reactive policy-making to anticipatory governance, and from analog decision-making to algorithmic precision.

This chapter establishes the conceptual and theoretical foundation for this transformation, tracing the evolution of governance models and illustrating how AI-driven governance, inclusive decision-making mechanisms, and sustainability imperatives must converge to create resilient and future-ready governance systems.

Theories of Governance

Governance scholarship has long been shaped by diverse theoretical frameworks that explain the institutional evolution of governance systems, their effectiveness, and their legitimacy. Three dominant governance paradigms frame the contemporary debate:

1. **Institutionalism** – As advanced by North (1990) and Fukuyama (2011), institutionalism posits that governance systems are shaped by historical legacies, institutional path dependencies, and social norms. Institutions that fail to adapt to new social and technological realities risk obsolescence, necessitating governance innovation and structural reform.

Chapter 9
Integrating Sustainability Through Entrepreneurship and Exhibition Experiences: Enhancing Lifelong Learning Pathways

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ABSTRACT

Sustainability is key for the future survival. It the responsibility of every human being to make world sustainable. The big responsibility is on the young and upcoming generations. To inculcate this value among the younger minds higher education is the effective platform. The chapter emphasises the importance of three concepts here i.e. sustainability through entrepreneurship, exhibition as a way of experimental studies and lifelong learning. It highlights how exhibition can contribute to sustainability via entrepreneurship. The learning experiences adds the value to the lifetime. The various entrepreneurial qualities can be developed through exhibition like critical thinking, collaboration, strategic planning etc. The chapter also encounters the challenges and opportunities faces and available in this context Ultimately, chapter advocates for exhibition as a valuable method for promoting economic sustainability and as a powerful medium for fostering lifelong learning

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1. INTRODUCTION

The book chapter aims to focus the attention on exhibition as an effective way for lifelong learning and a source for entrepreneurial sustainability. It explores how the integration of lifelong learning and entrepreneurial sustainability can be fostered through exhibitions, offering students opportunities to engage in practical learning experiences that support both entrepreneurship and sustainability.

The major concern of every nation is to become sustainable in all aspects, be it social, environmental or economic. These are the three pillars of sustainability, popularly known as ESG (Environmental, Social and Governance). (GROUP, 2024)The environmental aspect of sustainability considers the making our natural environment sustainable for the future generation. It can be CO2 emission, conserving natural environment, or reducing the burden on natural resources. The social sustainability focused on the reduction of the social issues and creating the fair and equal social environment for all. The governance criteria considers the fair business practices and generating the entrepreneurs and entrepreneurship spirit.

The chapter concentrates on the economic sustainability as a source for the Entrepreneurship. The question here is how we can inculcate the values of sustainability. It can be done through various ways like strong governmental rules, through education, collaboration at enforcing it every sector of the economy.

Higher education is one of the key ways to inculcate the sustainable values. To pass the sustainable values amongst the citizen young minds with structures higher education policies and activities will help in the utmost way. Higher education organization is the major role to play in the sustainability. It helps to create the mindset of the generation to take stronger and sustainable decisions. (P., June 2021)

To inculcate the values of sustainability education system helps a lot. The Higher education system includes diverse stakeholders. As it can address the challenges to these stakeholders. This can be done through the systematic and structured learning process, which will help the students to implement the learning at a personal and social level. (Baumber, 2022)

In higher education, sustainability can be introduced through the curriculum. If the conventional/ transitional method is used to deliver these values, then it might fail to introduce and implant the values of sustainability. (Wang & Li, 2023).

So, modern methods other than board and chalk are more appreciable. Such modern methods includes experiential styles of learning like field work, co-programing, project-based learning and exhibitions.

The exhibitions (as a way of experiential learning) play the crucial role in learning complex terms in fun way and students can learn it and can implement it for lifetime.

This chapter aims to integrate the sustaibility thought exhibition as a source of experiential learning, which creates and enhances the pathways for lifelong learning.

Chapter 10
Localization and Global Equity:
The Missing Link for Sustainable Development

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ABSTRACT

This chapter examines localization as a structural imperative for achieving global equity and sustainable development. While international commitments have long emphasized the need to shift power and resources to local actors, localization remains constrained by centralized financial governance, compliance-heavy regulatory frameworks, and donor-driven priorities. This chapter challenges the prevailing paradigm, arguing that by integrating AI-driven decision-making, decentralized financial mechanisms, and anticipatory policy frameworks, localization can move beyond dependency models and become the foundation of a more equitable global governance system. The discussion explores the intersection of localization with climate adaptation, digital governance, and financial sovereignty, positioning it as the missing link for sustainable development. The chapter presents a bold, intelligence-driven vision for localization, providing a governance-first roadmap for policymakers, donors, and institutions to reimagine development finance, regulatory models, and decision-making structures.

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INTRODUCTION: RETHINKING LOCALIZATION FOR THE FUTURE

Localization, in its conventional discourse, has been framed as an operational adjustment—an effort to transfer resources and responsibilities to local actors within a broader international governance structure. Yet, this interpretation is fundamentally insufficient. Localization is not merely a process of shifting resources downward within pre-existing hierarchies; it is a reconfiguration of governance itself. It is an anticipatory, intelligence-driven transformation—one that must be strategically integrated into global governance systems to enable sustainable, equitable development and challenge the deeply entrenched inequities that define the international aid system.

Despite decades of policy discussions advocating for localization, it remains structurally constrained by centralized governance models, financial dependency, and risk-averse donor frameworks. The persistence of these barriers is not a reflection of inadequate capacity at the local level, but of systemic resistance to the redistribution of power and resources. Traditional models of localization have been operationalized within static, compliance-driven paradigms, where local actors are permitted to engage but rarely to lead.

Localization, when framed solely as a reform agenda, has failed to deliver meaningful structural change. Global institutions, including the Grand Bargain's pledge to allocate at least 25% of humanitarian funding directly to local and national actors, have failed to meet their commitments, with direct local funding stagnating at 3.1% as of 2020 (OECD, 2021). The reasons for this failure are neither accidental nor purely financial; they are governance failures, revealing an entrenched unwillingness to relinquish control over decision-making power. Localization, therefore, cannot be pursued as a gradual reform within the existing system—it must be positioned as an intentional restructuring of governance sovereignty.

This chapter asserts that localization must evolve into a governance-first paradigm—one that is intelligence-driven, anticipatory, and structurally embedded in AI-enhanced decision-making, decentralized finance, and adaptive regulatory frameworks. The era of localization as an administrative function must end; in its place, a model of governance optimization must emerge—one that treats local actors not as recipients of delegated power but as primary architects of policy, finance, and governance structures.

The relationship between localization and global equity must be made explicit. Localization is not simply a development strategy; it is a mechanism for redistributing governance authority and financial sovereignty within the global system. The failure to fully implement localization reflects a broader failure of global governance—one in which economic and regulatory dependencies have structurally locked Global

Chapter 11
Microalgal Biorefinery: A Way Towards Sustainability and Circular Economy.

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ABSTRACT

This chapter investigates the potential of microalgae biorefineries as a sustainable approach to tackling global food security issues while fostering a circular economy. Microalgae, which are already being used to produce renewable energy sources like biodiesel, bioethanol, biohydrogen, and biogas, also offer a promising low-cost food source due to their rapid growth rates. The chapter addresses the challenges faced by the global microalgal market and examines the role of microalgae in achieving the United Nations Sustainable Development Goals (SDGs). The chapter indicate that microalgae play a significant role in both directly and indirectly supporting these SDGs. Additionally, microalgae contribute to the development of green communities by minimizing pollution, conserving natural resources, and promoting a sustainable environment. This chapter emphasizes the crucial role of algorefinery in advancing global sustainability initiatives and underscores their importance in enhancing the circular economy - Industrial Symbiosis.

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1. MICROALGAE GLOBAL MARKET

Microalgae cells, some of the earliest life forms on our planet, have undergone billions of years of evolution, leading to a remarkable complexity and diversity that enables a variety of applications. These microorganisms are photosynthetic and autotrophic, existing as either unicellular or multicellular forms, and they thrive in both freshwater and saltwater environments. Their sizes range from just a few micrometers to several hundred micrometers, and they are composed of lipids, proteins, carbohydrates, and other compounds. Generally, the chemical formula for microalgae is $CO_{0.48}H_{1.83}N_{0.11}P_{0.01}$, with key components including lipids (7–23%), carbohydrates (5–23%), and proteins (6–52%) (Borowitzka, 2013). The exact chemical composition of microalgae varies significantly depending on the species and the conditions in which they are grown. These tiny organisms can be found in a wide array of environments and are relatively cost-effective to cultivate. There are approximately 80,000 species of microalgae, with around half being extensively researched for commercial uses. Microalgae are primarily divided into three main groups: rhodophytes (red algae), chlorophytes (green algae), and cyanobacteria (green-blue algae), which also encompass diatoms (Oliveira et al., 2022).

Microalgae have been beneficial to humans since ancient times, primarily as a source of nutrition. Although the significance of microalgae in biological processes has been recognized for centuries, systematic cultivation of microalgae began only in the 1950s (Burlew, 1953). The field of microalgal biotechnology is a relatively new area of research that has seen rapid growth, paralleling the swift development of supply units and products derived from microalgae. This field encompasses both eukaryotic microalgae and prokaryotic cyanobacteria. Since 2005, there has been a notable increase in publications and research activities related to microalgae (Garrido-Cardenas et al., 2018). This trend aligns with the rising market value of microalgae-derived products and the expansion of production facilities (Forján et al., 2015). The global microalgae market was valued at around USD 3.4 billion in 2020, during the pandemic, and is projected to grow at a compound annual growth rate (CAGR) of 4.3%, reaching USD 4.6 billion by 2027 (Ahmad et al., 2023). This growth is largely due to the increasing recognition of microalgae as a sustainable source of food and energy.

Microalgae biofuels have the potential to challenge and possibly replace the fossil fuel industry, which is valued at $2.1 trillion, explaining the heightened interest from various industries (Curtin et al., 2019). Additionally, microalgae are being explored as a potential source of biofertilizers, biochemicals, and biochar for wastewater treatment (Khoo et al., 2021). Given their versatility across numerous fields and industries, microalgae represent a crucial resource.

Chapter 12
Pathways to a Sustainable Future Through Adolescent Reproductive Health Empowerment

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ABSTRACT

Adolescent reproductive health education is crucial in addressing the rising prevalence of teenage pregnancies in the Philippines, which has been recognized as a national emergency. Limited knowledge of sexual health and low contraceptive use among Filipino youth exacerbate socio-economic challenges, including poverty, unemployment, and environmental strain. This chapter explores the role of adolescent reproductive health in fostering sustainability by examining legal frameworks, educational strategies, and implementation barriers. Aligning with the United Nations Sustainable Development Goals, the chapter highlights the need for inclusive policies, youth-friendly healthcare services, and interdisciplinary approaches to empower adolescents in making informed reproductive health decisions.

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INTRODUCTION

The Philippines faces a significant challenge in addressing the increasing prevalence of teenage pregnancies, as it was dubbed a *national and social emergency* by the National Economic and Development Authority in 2019 (Cordero, 2024). This alarming growth affects the Philippine population, exacerbating pressing issues such as rising unemployment, higher poverty rates, limited housing opportunities, overcrowded transportation systems, overwhelmed healthcare and educational institutions, and sanitation and pollution crises (Patton et al., 2020). A probable cause of this issue is that only 37.8% of Filipino females aged 19-45 had adequate knowledge on sexual health, and only 28.57% used contraceptives (Palomeno et al., 2024). These challenges hinder the nation's progress toward sustainable development, underscoring the need for a multifaceted approach to empower Filipino youth through comprehensive adolescent reproductive health education. This book chapter explores the critical role of adolescent reproductive health in fostering sustainability, highlighting legal frameworks, educational strategies, and societal barriers while proposing actionable solutions to create a sustainable future (Philippine Legislator's Committee on Population and Development, Inc., 2024).

Adolescents represent a powerful demographic capable of driving transformative change when equipped with accurate reproductive health knowledge (Azzopardi et al., 2024). Empowering Filipino youth to make informed decisions about their sexual and reproductive health is a vital step toward achieving sustainable development. Through comprehensive sexuality education, adolescents can gain insights into population dynamics, wise decision-making on sexuality, and the cultural, societal, and moral implications of contraceptive use (Keiting et al., 2021). Additionally, the promotion of delayed childbearing can enhance stability, reduce economic strain, and alleviate environmental pressures (Van der Heijde, 2020). By fostering informed and responsible decision-making, adolescent reproductive health education aligns with broader sustainability goals, enabling adolescents to contribute meaningfully to societal progress.

Existing Philippine laws and policies provide a foundation for adolescent reproductive health. The Responsible Parenthood and Reproductive Health Act (RA 10354) is a cornerstone legislation seeking comprehensive reproductive health services and education (Philippine Congress, 2012). While these laws represent significant progress, there remain gaps in their implementation, particularly in reaching marginalized populations such as those in extreme poverty, indigenous peoples groups, and persons with disabilities. Creating mechanisms to address these gaps is essential for ensuring that adolescent reproductive health programs are inclusive and effective in promoting sustainability.

Chapter 13
Redefining Consumer Behaviour in a Circular Economy:
Strategies for Sustainable Living

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ABSTRACT

The circular economy is a central solution for addressing resource scarcity, environmental degradation, and unsustainable consumption. The chapter investigates consumer behavior's impact on the practices of the circular economy. It presents fundamental circular economy principles: reduction, reuse, recycling and compares them with the disadvantages of the conventional linear approach. It discusses the ways in which consumer behavior leads to unsustainability and identifies potential for change through circular business models such as product-as-a-service, shared platforms, and circular supply chains. The chapter discusses government policies that lead to circular activities, as well as economic, cultural and infrastructural challenges and the strategies necessary to tackle them. Recommendations involve

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consumer education, use of technologies such as blockchain and IoT and promoting stakeholder collaboration. Emerging trends like circular design thinking, and bio-plastics are examined for their ability to disseminate sustainable practices across the world.

1. INTRODUCTION

Consumer behaviour in a circular economy is complex as it seeks to understand the interaction of individuals with sustainability practice and circular business models. Changeover to a circular economy requires consumers to adopt behaviours of sustainability-first buying- that is, purchasing durable, repairable, and recyclable products. However, even though there is growing awareness, some of the continuing challenges such as intention-behaviour gaps and infrastructural barriers still require multi-sector collaboration for enlightened consumption (Abulkhair, 2025).

1.1 Overview of Consumer Behaviour And Its Impact On Sustainability

The consumer behaviour affects sustainability since these are the factors that determine the environmental implications of their purchasing decisions. In fact, with consumers realizing what their purchases mean for the environment, there is an increase in the demand for eco-products. Among the factors driving up the demand for eco-products are environmental awareness, social norms, and economic considerations because these three factors will affect what the consumer desires or how it behaves. It is logical for businesses to adopt sustainable marketing as an attempt to catch up with the emerging demands of consumers. There exist complex relationships between consumer behaviour and sustainability determination, including many factors inducing consumers on what to buy and how effective sustainable marketing will be.

Environmental Awareness and Education

Consumer literacy indeed proves to be an important practice in enhancing sustainability in consumption by informing consumers about the environmental implications of their consumption habits and inducing sober behaviour (Erjavšek et al., 2024). The Sustainable Consumption Behaviour module was established to further the education of students in Higher Education in sustainability, allowing collaboration and creative problem-solving (Erjavšek et al., 2024).

Chapter 14
Review of the Indicators for Assessing Socio-Economic Development, Social Innovation, and Entrepreneurship Development in Small Heritage Towns:
Approaching Sustainability

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ABSTRACT

This research paper delves into the concept of sustainability by examining the critical indicators for evaluating and understanding the key drivers of socioeconomic development, social innovation, and entrepreneurship in small heritage towns. These

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towns, often characterised by their rich cultural heritage, unique traditions, and historical significance, present a dual challenge: preserving their cultural identity while promoting economic growth and sustainable development. The study identifies and explores the multifaceted indicators, addressing how they contribute to these communities' overall well-being and resilience. The findings of this study aim to equip researchers, local policymakers, community leaders, and other key stakeholders with a plethora of indicators applicable to small heritage towns seeking sustainable development integrating social innovation, socio-economic development, cultural heritage, heritage entrepreneurship, and community empowerment.

1. INTRODUCTION

A historic small heritage town is the centre of local economic activities and has a significant concentration of heritage structures. Such a place or landmark core generally has a definite identity - a distinct townscape character worthy of preservation. In addition to its economic importance, the business gains symbolic value by attributing common identities to the citizens (Varsha et al., 2023). But heritage towns often struggle to meet development agenda crippled by social innovations and failure to capitalise on entrepreneurship opportunities. The high return of heritage-associated economics demands change for exposure in the national and international arena. The stress is further aggravated if social innovations are marked by non-progressive obsolescence. The places' historical, townscape or symbolic values urge tourists and stakeholders to preserve the place, creating the base for economic sustenance. Without a pragmatic approach, development programs can end in two extreme situations. The site can become; - a museum zone - frozen in time or a total renewal obliterating any sign of past heritage.

Heritage towns command a different perspective in mobilising local economics, which is further interrelated with the development index for small heritage towns, which is linked with the area's heritage-based economic competitiveness and current standing compared to others in a value assessment framework. However, such a technique of heritage value assessment is significantly absent in small and more significant heritage towns. Hence, it is difficult for such towns to understand their status, and the developmental processes under various initiatives are often piecemeal. Various research studies have established that community development can be a fruitful product that links social innovation to heritage economics. Entrepreneurship opportunities are always plentiful if the benefaction of resources is achieved correctly in an identified heritage area. Since the economy is an integral part of any development process, there is an extreme need to place a path for integrating entrepreneurship avenues with the local economy and social innovations. The same

Chapter 15
Sustainable Finance:
Bridging Investments and Environmental Goals

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ABSTRACT

As the world moves toward sustainability, green technologies have been at the forefront of solving environmental issues and promoting economic growth. The chapter examines the most crucial connection between financial systems and investments in green technology, highlighting how financial sources should be aligned with the goal of promoting environment friendly innovations. It highlights the alignment of financial resources with sustainability goals and examines institutional arrangements, policy frameworks & financial tools for green investments. It examines the motivations for investments in green technology that includes initiatives to combat climate change, increase energy efficiency & promote decarbonization. It investigates how financial players banks, investment funds and development organizations facilitate the distribution of resources toward environmental friendly initiatives.

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it assesses the contribution of innovative financing tools such as carbon credits, sustainability-linked loans and green bonds, which are crucial in directing funding toward eco-friendly technologies.

1. INTRODUCTION

1.1 Definition and Significance Of Sustainable Finance

Sustainable finance considers and incorporates environmental, social, and governance (ESG) criteria into financial services operations with a view to fostering economic development in an environmentally safe manner and with regard for social equality. The importance of sustainable finance depends on the capability of the financial sector to steer economic activities for sustainable purposes towards a resilient, responsible economy. The gradual shift of the financial arrangements from normal to sustainable scheme would be necessary in handling global issues like inequality in society and climate change.

Sustainable finance is an emerging concept, encompassing the direct considering environmental, social, and governance (ESG) concerns when making financial decisions (Junaedi, 2024). Sustainable finance includes non-exploitative financial actions with value creation and sustainable development in mind (Goglio & Catturani, 2019). Although there is no widely accepted explanation, the general context of sustainable finance involves putting money into their environmentally and socially acceptable investments (Sisodia & Maheshwari, 2023). Some of its main features include green bonds, impact investing, and ESG criteria' application (Panda, 2024). Sustainable finance can create a significant impact by countering urgent worldwide problems like climate change and social inequities while allowing for economic growth (Junaedi, 2024; Panda, 2024).

1.2 Overview of Sustainable Finance And Its Role In Achieving Global Sustainability

Sustainable finance is a key tool to ensure global sustainability by mobilizing financial capital to environmentally and socially sustainable activities. It consists of a range of financial products and strategies that give environmental, social, and governance (ESG) considerations top priority. This leads to the creation of sustainable development goals and a low-carbon economy. Responsible financing tools, like loans and funding arrangements, that encourage businesses to create sustainable business operations, as well as green bonds and investment funds that raise money for green initiatives, are crucial resources. Through investments in resource-efficient

Chapter 16
Teachers' Perspectives on Apex Administrators' Advocacy for Sustainable Development in Public Schools

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ABSTRACT

This study sought to explore teachers' perspectives on the competencies of school administrators to support the continuity of education within schools. Conducted using a qualitative research method, the study included a group of ten teachers from various schools in the San Pablo City, Laguna division. The study group comprised ten (10) teachers from schools across the division of San Pablo. The findings revealed that collaborative and structured work characteristics among school administrators positively impact the quality of education, whereas institutional barriers and limitations hinder this progress. Additionally, school administrators emphasized the importance of capacity building and management training, specifically through fostering relationships with the community and maintaining a strong school culture for long-term success. Ultimately, to steer the school toward future success, teachers look to school leaders to demonstrate behaviors that prioritize key themes such as

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ethics, motivation, and awareness.

1. INTRODUCTION

Many countries have explored incorporating education for sustainable development into their educational systems. Scholars argue that education plays a crucial role in achieving sustainable development, which is not a passing trend but a necessary element of modern life (Ahlberg et al. 2015). Given the challenges posed by current global changes and the growing emphasis on sustainable development in all sectors, the Philippines' development plan "*Ambisyon 2040*" prioritizes the integration of sustainable development principles and metrics across various sectors. As stated by Örücü (2015) sustainability in social terms involves meeting the needs of the current human generation while ensuring that future generations can also meet their needs. Education plays a crucial role in social sustainability as it is a societal phenomenon with multiple purposes. These purposes include socializing and integrating children into society, preserving national culture and identity through the education system, promoting economic and technological development, and selecting and training students based on their abilities (Al-Anzi, 2021).

Educational sustainability is a transformative paradigm that fosters learning and integrates both behavioral and cognitive perspectives to enable adaptation and cultivate a social-ecological system with the flexibility to confront future uncertainties and challenges (Too and Bajracharya, 2015). The primary issue with the current education system is its deficiency in structure and functionality to address evolving demands. Sustainability in education refers to the transparency of policy, goals, content, methodology, and educational processes, along with its capacity to fulfill the expectations of future generations (Anderson et al. 2013). The study of Al – Omari (2020) suggests that the concept of sustainability in education is addressed by a different researcher who proposes a shift in the culture and paradigm of education. This change emphasizes embracing the principles of sustainability, reasonableness, health, and durability. Sustainability ensures the continuity of people, society, and the environment. Reasonableness encourages integrative work, justice, respect, and inclusion in alignment with ethical principles. Health focuses on nurturing living systems and fostering healthy relationships. Durability aims to maintain adequacy in practices for ongoing sustainability. The coexistence of these four principles signifies sustainability in education (Al Khawaldeh, 2016). The presence of a system within education that can adequately meet the needs of current individuals while also adjusting to meet the needs of future generations indicates the existence of sustainability within education. While education is widely recognized as crucial and various learning methods have been identified, ensuring the sustainability of

Chapter 17
The Intersection of Law and Ecology: A Framework for Sustainable Practices

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ABSTRACT

This paper explores the intersection of law and ecology, proposing a framework for sustainable practices in environmental management. It examines current legal systems—international, national, and local—and their role in promoting or hindering ecological sustainability. The study advocates for integrating ecological principles into legal frameworks, including ecosystem-based management and the rights of nature. By emphasizing adaptive legal structures and proactive measures, the paper highlights the potential of law to drive ecological resilience and foster a sustainable future.

INTRODUCTION

Law and ecology create fundamental connections to achieve sustainable development, and this concept has become important worldwide for decades (Ruhl, 2008). The urgent need for practical legal systems to regulate ecological practices becomes

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more critical at this time while the world faces industrialization's rapid growth and urbanization and environmental change effects (Gunningham & Sinclair, 2002; Kiss & Shelton, 2004). Environmental decay reaches its peak through deforestation, air contamination, and biodiversity loss while causing climate change, which threatens both natural systems and human prosperity in upcoming times (Biodiversity and Ecosystem Services in the Asia-Pacific Region, 2010; Klein & Nicholls, 2012).

The law is a fundamental methodology to control human-environmental relationships because it protects environmental integrity during economic development (Meyer, 2010). Law and ecology maintain a historical pattern of reactive regulation through which lawmakers mainly introduce laws following environmental disasters (Sullivan, 2013). Lawmakers have changed their stance towards environmental matters because of ecological awareness by adopting preventive strategies and sustainability principles combined with environmental assessment for judicial decisions (Dovers & Handmer, 1992; Sullivan & Hannis, 2015). A new independent field called environmental law demonstrates its progress by creating several environmental protection measures that maintain sustainability (Barton, 2012; Ruhl & Salzman, 2006).

The urgency to practice sustainability stems from thoughtful legal systems linking economic development harmoniously with environmental protection measures (Schwartz, 2011). Sustainable development creates a balance between present-day requirements and requirements of following generations so resources become sustainable and ecosystems survive (Turner & Daily, 2008). Legal frameworks fulfil a vital role by establishing guidelines that manage natural resources, pollution management, and biodiversity protection requirements, thus encouraging sustainable actions and imposing consequences on lawbreakers (Ostrom, 2010; Sax, 1970).

In this chapter, the researcher presents an extensive legal framework that promotes sustainable activities. Environmental law receives substantial depth from three key principles: the precautionary principle, the polluter pays principle, and the sustainability concept (Fisher & Turner, 2008; Tietenberg, 2006). The components provide the necessary details for implementing practical solutions which develop legal interventions to protect environments and preserve ecosystems (Gomez-Baggethun & Ruiz-Perez, 2011).

New examples of practical legal approaches for ecological preservation and sustainable development have been reviewed during this research phase (Peters & Hertwich, 2006). Case studies will present the utilization of legal structures to handle essential environmental problems and show how legal mechanisms can reform ecological methods (Kiss & Shelton, 2004). Reviewing these examples will identify optimal methods and important learnings that future environmental governance approaches should consider.

Chapter 18
The Role of Business Innovation in Transforming Social Systems for Sustainability

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ABSTRACT

In an era marked by environmental challenges, economic shifts, and societal inequalities, business innovation has emerged as a crucial driver in transforming social systems toward sustainability. Theoretical perspectives such as systems thinking, circular economy models, and corporate social responsibility (CSR) provide a foundation for understanding how businesses can act as catalysts for sustainable change. Furthermore, the chapter delves into how digital transformation, artificial intelligence, and green technologies are reshaping industries to align with sustainable practices.The future of sustainable development depends on how effectively businesses integrate innovation into their operational strategies, shifting from short-term profit-driven models to long-term sustainable impact.

INTRODUCTION

In the modern era, businesses are increasingly recognizing the necessity of integrating innovation into their models to drive sustainability. Companies no longer operate solely for profit maximization but are progressively embedding environmental and social concerns into their strategic frameworks. The intersection between

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business innovation and sustainability has given rise to new models that prioritize economic growth while mitigating environmental degradation and fostering social equity (Carayannis & Campbell, 2010). The role of businesses in addressing global sustainability challenges is not confined to compliance with regulatory frameworks but extends to proactive leadership in creating and implementing solutions that drive systemic transformation.

Definition of Business Innovation and Sustainability

Business innovation is a broad concept that refers to the development and implementation of new ideas, processes, products, or services that enhance efficiency, competitiveness, and market relevance. It involves various types of innovation, including technological, organizational, and process-driven changes that allow firms to adapt to evolving market dynamics (Schaltegger, Hansen, & Lüdeke-Freund, 2016). In contrast, sustainability in business refers to the ability of organizations to operate in a manner that meets present needs without compromising the ability of future generations to meet theirs. This principle is embedded in the **Triple Bottom Line** framework, which emphasizes environmental, social, and economic sustainability as essential components of business success (Lüdeke-Freund, Gold, & Bocken, 2019).

In practical terms, sustainable business innovation requires companies to develop products and processes that minimize resource consumption, reduce waste, and enhance environmental stewardship. The emergence of the **Circular Economy** model exemplifies this trend, wherein businesses design products for durability, reuse, and recyclability to reduce environmental impact (Geissdoerfer et al., 2017). Such models ensure that business operations contribute to long-term ecological balance while maintaining economic viability.

Importance of Innovation in Achieving Sustainable Development

Innovation is a fundamental driver of sustainability, offering transformative solutions to environmental and social challenges while enhancing economic growth. As businesses face increasing pressure from consumers, regulators, and investors to adopt sustainable practices, innovation emerges as a crucial enabler of change. Several key areas highlight how business innovation contributes to sustainability:

1. **Efficient Resource Utilization**

Chapter 19
The Role of Green Chemistry in Social System Reforms for a Sustainable Future

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ABSTRACT

The urgency of sustainable development has placed green chemistry at the forefront of scientific, economic, and social transformations. Green chemistry, a field dedicated to designing products and processes that reduce or eliminate hazardous substances, plays a crucial role in shaping sustainable industries and influencing social system reforms. This chapter explores how green chemistry serves as a fundamental driver of sustainable development by reducing environmental pollution, enhancing resource efficiency, and fostering social equity. The chapter begins by outlining the principles of green chemistry and its contribution to reducing ecological footprints, particularly in industrial and manufacturing sectors. It examines the impact of green chemistry on health and environmental policies, focusing on its potential to minimize toxic waste, improve water and air quality, and reduce reliance on non-renewable resources. Additionally, it explores how regulatory frameworks and governmental policies support or hinder the widespread adoption of green chemistry practices.

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INTRODUCTION

Green chemistry is a discipline that focuses on designing chemical products and processes to minimize or eliminate the use and generation of hazardous substances. This approach aims to reduce environmental impact and enhance sustainability in the chemical industry. The concept was notably advanced by Anastas and Warner, who outlined foundational principles guiding this field.

A key aspect of green chemistry is the emphasis on waste prevention. Instead of managing waste after its creation, green chemistry advocates for the design of processes that inherently produce minimal or no waste. This proactive approach not only reduces environmental pollution but also enhances efficiency and cost-effectiveness in chemical manufacturing. Another fundamental principle is atom economy, which focuses on maximizing the incorporation of all materials used in a process into the final product. By designing synthetic methods that optimize the use of reactants, chemists can reduce the generation of by-products, leading to more efficient and sustainable processes.

The selection of safer solvents and reaction conditions is also crucial in green chemistry. Traditional solvents can be volatile, toxic, or environmentally damaging. Green chemistry promotes the use of alternative solvents that are benign or the development of solvent-free reactions. This shift not only reduces health risks but also minimizes environmental contamination. Energy efficiency is another important consideration. Green chemistry encourages conducting reactions at ambient temperature and pressure whenever possible. By minimizing energy consumption, the environmental footprint of chemical processes can be significantly reduced. The use of renewable feedstocks is also emphasized. Green chemistry supports the utilization of raw materials that are renewable, such as biomass, over non-renewable resources like fossil fuels. This practice contributes to the sustainability of chemical production and reduces dependence on finite resources.

Catalysis plays a vital role in green chemistry by increasing the efficiency of chemical reactions. The use of catalytic agents can lower the energy requirements of reactions and increase selectivity, thereby reducing the formation of unwanted by-products. Designing chemicals and products that degrade into innocuous substances after use is another principle of green chemistry. This ensures that chemical products do not persist in the environment, thereby reducing long-term pollution and ecological impact.

Chapter 20
Towards the Creation of Sustainable Consumption Behaviours:
Through Behavioural Economics

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ABSTRACT

Behavioral economics studies human decision-making and aims to eliminate unsustainable consumption. It uses concepts like nudges, framing, and social norms to encourage sustainable behavior. Rewards structures discourage extrinsic motivation and should discourage future dependency. Digital media and technology offer new approaches to behavioral change. To make Head Start interventions effective, a systemic strategy considering social, cultural, and economic contexts is needed. Behavioral interventions correct cognitive biases, use social norms, and appropriate choice architectures. Success depends on an inclusive, ethical solution combining behavioral change, policy design, organizational changes, and community mobilization.

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INTRODUCTION

The World Wide Fund for Nature (WWF) define sustainable consumption as the acquisition and utilization of products that enhance the wellbeing of community, without over exploiting the natural endowment, application of toxics and without polluting. This definition is in harmony with the general principle of sustainability which is the attainment of the triple bottom line which is the economic, social and the environmental. As opposed to thinking of the two concepts synonymously as merely SC is about minimizing usage of resources, sustainable consumption is about changing values, practices and structures to allow for the maintenance of ecological equilibrium. Some of the key area include selection of environmentally friendly products, minimizing waste and application of circular economy. For example, the consumer who chooses locally produced and certified organic products not only is saving the environment but also contributing to the local economies. More sustainable consumption practices include repairing instead of dumping items, use of energy star appliances, and supporting firms to take responsibility for manufacturing products. Each of them enhances the diminution of the emissions of greenhouse gases, the preservation of biodiversity and the promoting of fair distribution of resources. (Glavič,2021). They show that consumption must be sustainable in order to stop the depletion of resources that destabilizes the ecological systems and establish more robust systems that can handle impacts. That means, when success is not only perceived in economic terms but in terms of sustainable prosperity of everyone and the planet, sustainable consumption can redesignate the culture and promote the sustainability of generations. As for practical reasons indicate that sustainability of consumption depends on behavioural change, it is to note that subject and community activities play an essential role in shaping the environmental context. However, there is a split between careful consideration for sustainability and actually changing behaviour in these aspects called the intention-action gap. Behavioral change fills this gap because it change the behaviour, choice and preference of a person. For instance, people may comprehend that having less plastic contributes to more environmental gains yet they will prefer ease, for example, taking water in a plastic bottle. (White et al.,2019). Behavioral change strategies are about making certain forms of behaviour appropriate, convenient, and cheap as opposed to the current, now unpopular, and costly methods. Some examples of these include incentives for use of re-usable containers, subsidizing public transport, and institution of community waste management systems. Behavioral change is the other major component for addressing such psychological barriers as apathy or perceived inefficacy. Hoping that minor, repeated actions will mount up to create change begets an element of responsibility in treatment techniques. Moreover, societal behavior change initiatives can lead to systematic behavior changes since they affect the market which forces

Chapter 21
Transformative Educational Strategies for Global Sustainability Literacy

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ABSTRACT

In an era of unprecedented global sustainability challenges, education emerges as a critical lever for systemic transformation. This chapter presents a comprehensive examination of innovative educational strategies designed to cultivate sustainability literacy across diverse learning contexts. By integrating cutting-edge research, global case studies, and interdisciplinary perspectives, the study offers a robust framework for reimagining educational approaches that can effectively address complex environmental, social, and economic sustainability challenges. The research systematically explores three pivotal domains: curriculum integration, digital education technologies, and lifelong learning models. Employing a mixed-methods approach that combines systematic literature review, comparative case studies, policy analysis, and expert consultations, the chapter develops a nuanced understanding of how educational reforms can foster sustainability awareness and competencies.

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INTRODUCTION

The 21st century has ushered in an era of unprecedented global sustainability challenges, ranging from climate change and resource depletion to biodiversity loss and social inequality. These challenges threaten not only the stability of natural ecosystems but also the socio-economic structures that societies depend upon for their continued prosperity and well-being. Climate change, characterized by rising global temperatures, increasingly frequent extreme weather events, and accelerating sea-level rise, impacts both natural environments and human systems in profound and often unpredictable ways. Resource depletion, driven by patterns of overconsumption and inefficient resource utilization, endangers the future availability of essential resources like water, arable land, and fossil fuels. Biodiversity loss, exacerbated by habitat destruction, pollution, and climate change, poses an existential risk to ecosystem services vital for human survival and flourishing. Meanwhile, pollution in air, water, and soil continues to degrade ecosystems and harm human health across the globe. Social inequality further compounds these issues by creating disparities in resource access and amplifying vulnerabilities among marginalized communities, thus undermining the collective capacity to address environmental challenges effectively (Dunlop & Rushton, 2022; Li et al., 2022).

Education plays a crucial role in fostering sustainability awareness and addressing these multifaceted challenges. It serves as a vehicle for disseminating knowledge about sustainability issues, equipping individuals with the critical thinking skills necessary to assess human impacts on the environment and influencing behavioral change towards sustainable practices. Moreover, education empowers communities to advocate for sustainable policies and engage actively in decision-making processes that shape environmental futures (Ziegler & Porto-de-Oliveira, 2022; Saleem et al., 2022). Kelly (2020) aptly describes education as potentially the "silver bullet" for sustainability challenges, noting that educational interventions represent our most promising avenue for cultivating the values, knowledge, and skills necessary for sustainable development across generations.

The transition to sustainable societies relies heavily on educational reforms that integrate sustainability into curricula at all levels. By adopting an interdisciplinary approach, education can highlight the interconnectedness of environmental, social, and economic systems, thus providing students with a holistic understanding of sustainability challenges. Skills development for green jobs is another essential component, preparing students to contribute to sustainable practices across various industries. Community engagement in educational initiatives fosters collective efforts towards sustainability, while educated individuals are more likely to participate in policymaking, advocating for regulations that support sustainable development (Moghadam et al., 2022; Sánchez-Carracedo et al., 2021).

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***

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Immersive Technology for the Gig Economy:

Transformative Business Practices

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Preface

Esteemed Readers,

In an era marked by rapid technological advancements and shifting employment models, the intersection of immersive technology and the gig economy is pivotal to driving transformative change. The book, "Immersive Technology for the Gig Economy: Transformative Business Practices," is an outcome of a pressing desire to investigate the strategic, operational, and economic aspects of these changes as they transform the global corporate environment.

Immersive technologies, including blockchain, virtual reality (VR), and augmented reality (AR), are no longer confined to hypothetical futures or niche applications. They are actively shaping the methods that companies use to create experiences, optimize resources, and generate value. The gig economy, characterized by short-term, freelance, and flexible employment, has evolved from a trend into a vital aspect of modern workforce dynamics.

This book focuses on the convergence of these advancements, examining how digital tools and platforms affect organizational behavior, business structures, and value chains. The chapters provide a comprehensive analysis of emerging themes, including hybrid workplaces, virtual marketing, intelligent supply chains, and e-learning ecosystems, through the lenses of decentralized labor and immersive technology.

This edited volume brings together a diverse range of scholars and practitioners from around the world to explore the use of immersive technologies, including blockchain, AI, VR, and digital platforms, in addressing the complexities and opportunities of the labor economy. Each chapter examines a unique aspect, such as economic, technological, educational, or human-centric, highlighting the connections between agile work models and digital transformation.

The book is organized into four thematic clusters:

PART I: ECONOMIC AND STRUCTURAL FOUNDATIONS OF THE GIG ECONOMY

Chapter 1 delves into India's gig economy, analyzing its impact on productivity, inequality, and labor market structures, and proposing a framework for inclusive and balanced growth.

Chapter 2 investigates the key economic drivers and inhibitors of gig economy performance, using empirical models to challenge assumptions about platform work and regulation.

Chapters 3 and 4 examine the evolving role of education in a gig-driven world. While Chapter 3 focuses on curriculum and institutional adaptations in higher education, Chapter 4 showcases how e-learning and EdTech serve as catalysts for economic transformation in the digital age.

PART II: FINANCIAL INCLUSION, LITERACY, AND SUSTAINABLE FINANCE IN THE DIGITAL AGE

Chapter 5 analyzes the critical link between financial inclusion and broader economic development, calling attention to the role of digital finance in social equity.

Chapter 6 presents a bibliometric exploration of sustainable finance management and its relationship with the circular economy, highlighting trends in ESG-aligned investing.

Chapter 7 provides an in-depth look at immersive technologies—blockchain, AI, cryptocurrency—that are transforming financial management, while **Chapter 8** employs structural equation modeling to explore how digital financial literacy is influenced by financial attitudes and behaviors.

Chapter 9 continues this methodological thread, studying how inflation and interest rates influence financial behavior and policymaking.

PART III: BLOCKCHAIN, IMMERSIVE TECH, AND THE DIGITAL SUPPLY CHAIN

Chapter 10 focuses on how blockchain is driving transparency in industrial supply chains, highlighting its potential for real-time, secure, and efficient supply chain management.

Chapter 11 turns to human capital applications, showing how blockchain is revolutionizing HR functions—from recruitment to payroll and gig worker identity verification—via smart contracts and immutable records.

Chapter 12 explores immersive health technologies as solutions for gig worker wellness, offering frameworks to improve access and outcomes through AR/VR and AI innovations.

Part IV: Human Resource Management and Organizational Agility in the Gig Economy

Chapter 13 and **Chapter 14** examine how HR professionals can build digital dexterity and redefine human capital strategies to meet the fluid demands of gig and digital workforces.

Chapter 15 and **Chapter 16** address HR's evolving role in managing flexible labor. These chapters offer pragmatic insights into workforce agility, ethics, and performance management tailored to the gig paradigm.

When viewed collectively, the chapters in this book highlight a significant shift in the structure of modern business and employment. This volume not only charts the rise of gig work; it emphasizes how immersive technologies, when combined with strategic, ethical, and inclusive policies, can convert this new labor model into a sustainable and equitable force.

We hope this collection serves as a vital resource for researchers, educators, policymakers, platform designers, financial managers, and HR professionals navigating the intersections of digital transformation and the gig economy. As the world of work continues to evolve, these insights provide a way forward—one that is innovative, human-centered, and prepared for the future.

This endeavor would not have been possible without the dedication of our collaborators, whose academic rigor and diverse perspectives have significantly shaped this compilation. We express our deep gratitude to the reviewers, editors, and institutional supporters who enabled the successful completion of this volume.

We encourage you to recognize that immersive technology and gig-based business models are not distinct innovations; instead, they are integral components of a comprehensive transformation that requires strategic vision, ethical foresight, and agility as you move through the chapters.

This book serves as a source of inspiration and guidance as you navigate the challenges and opportunities of the digital economy.

We hope you enjoy the book and wish you much success.

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Chapter 1
The Economic Impacts of India's Gig Economy: Navigating Productivity, Inequality, and Market Dynamics

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ABSTRACT

India's gig economy is reshaping the labor market, providing employment opportunities through platforms like Uber, Swiggy, and Amazon Flex. With the gig workforce in India projected to reach 59.28 million by 2035, this sector is emerging as crucial in fostering financial inclusion and regional economic decentralization. However, challenges such as wage volatility, job precarity, and inadequate social security disproportionately affect low-skilled workers, while high-skilled professionals benefit from greater stability. Gender disparities, algorithm-driven work allocation, and monopolistic practices further exacerbate inequalities. This study examines the economic contributions and structural vulnerabilities of the gig economy, advocating for legal recognition, fair wages, portable benefits, skill development programs, and stronger regulatory frameworks. A balanced approach, which ensures that workers are protected, without stifling innovation is essential to fostering an equitable and sustainable gig economy in India.

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1. INTRODUCTION

The gig economy, which involves "*the exchange of labour for money between individuals or companies via digital platforms that actively facilitate matching between providers and customers, on a short-term and payment-by-task basis*" (Lepanjuuri et al., 2018), has rapidly expanded across the globe. The founding of Elance (now Upwork) in 1999 is recorded as one of the first instance of internet-mediated freelance work, with the past decade as the period witnessing the most significant rise of app-based platforms (Oyer, 2020). Often described as one of the key components of the 'Future of Work,' the gig economy is classified as non-standard employment, deviating from conventional employment structures (Zeid et al., n.d.). It has provided millions of workers with flexible income opportunities while enabling businesses to access on-demand labour at reduced costs. The World Bank (2023) estimated that about 12 percent of the global labour market is accounted by the gig economy, and it is expected to grow rapidly, particularly in developing countries. Datta et al. (2023) found that the gig economy is has a marked presence in 186 countries, with 545 functioning gig work platforms, and it is only expected to rise in the times to come. Without a doubt, the rise of Gig economy can be classified as one of the 'creative innovation' of our times, one which has disrupted the traditional norms of employment, drawing from Schumpeter's (1942) concept of Creative Destruction[1]. From a macroeconomic perspective, gig economy has a significant impact on income, employment and aggregate demand, leading to an overall upliftment of the economy. However, the absence of traditional binding contracts with legal backing has raised concerns regarding job security, wage stability, social protections, and regulatory oversight. Often, the gig platforms have found themselves at crossroads with law with respect to a myriad of issues, such as worker classification and data privacy. Landmark cases such as the '*Uber BV v Aslam'* (United Kingdom Supreme Court, 2021) which held that Uber drivers are workers, therefore entitled to the national living wage and paid holidays, as well as *'Robo-Firing Case'* pertaining to firing and sacking of workers in Amsterdam court of appeal (Eurofound, n.d.) are examples where such platforms have found themselves answerable.

India, the fourth largest economy in the world has witnessed exponential growth in the gig economy over the past decade, fuelled by increasing smartphone usage, internet accessibility, digital payment solutions, and a vast labour force. As per NITI Aayog (2022), the gig economy workforce in India was estimated at 7.7 million in 2022 and is likely to expand to 23.5 million by 2029-30.

Although the gig economy provides new sources of work, it also contributes to income inequality. Highly skilled gig workers, especially in professional services and IT, receive competitive salaries, while less skilled workers like delivery people and ride-hailing drivers have volatile incomes. One of the critical concerns raised by gig

Chapter 2
A Study on the Obstacles and Prospects of Economic Consequences of the Gig Economy

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ABSTRACT

This paper examines the determinants of economic consequences in the gig economy through regression analyses of five key factors: platform design, regulatory environment, worker characteristics, market conditions, and technological infrastructure. Using convenience sampling, regression model explains 75.1% of the variance in economic outcomes, revealing a significant hierarchy of influence among these factors. Worker characteristics and market conditions emerged as the most potent predictors, challenging narratives that prioritize technological or regulatory factors. The findings suggest potential synergistic interactions among variables, where improvements in one area may enhance the effectiveness of others. The moderate

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impact of regulatory environment indicates that regulatory approaches should support worker capabilities and adapt to market realities rather than imposing universal solutions. This paper provides strategic directions for platform companies, policymakers, educational institutions, and workers to optimize economic outcomes in the evolving gig economy landscape.

1. INTRODUCTION

The gig economy, characterized by temporary, flexible jobs mediated through digital platforms, has fundamentally transformed traditional employment paradigms in the 21st century. This shift from conventional employment structures to platform-based work arrangements has sparked intense academic discourse regarding its economic implications. While proponents argue that the gig economy fosters entrepreneurship and economic flexibility, critics contend that it may perpetuate income inequality and job insecurity. Understanding these contradictory perspectives has become increasingly crucial as digital labor platforms continue to proliferate globally, reshaping labor markets and economic systems (Venkateswaran et a.,2019).

Recent empirical evidence suggests that the gig economy's impact extends beyond individual workers to influence broader macroeconomic indicators, including labor force participation rates, wage structures, and social security systems. The intersection of technological advancement with labor market dynamics has created a complex ecosystem where traditional economic theories may require significant recalibration. This complexity is further amplified by regional variations in regulatory frameworks and socioeconomic conditions, which significantly influence the manifestation and consequences of gig work across different economies.

Table 1. Comparative key aspects of gig workers in the UK, US, India, and China

Aspect	UK	US	India	China
Legal Status	Worker status with limited rights; landmark Uber ruling	Independent contractors; limited legal protections	Mostly informal; lacks legal protection and benefits	Contractual/flexible work; government regulates platforms
Popular Platforms	Deliveroo, Uber, TaskRabbit	Uber, Lyft, DoorDash, TaskRabbit	Swiggy, Zomato, Ola, Urban Company	Didi, Meituan, JD Daojia
Average Income (monthly)	£1,500–£2,000 (varies by city and hours)	$2,000–$3,500 (based on full-time gig work)	12,000– 25,000 (city and task-dependent)	¥3,000–¥6,000 (urban areas, sector-dependent)
Technological Integration	App-based assignments, GPS tracking, digital payments	Highly automated platforms with AI-based scheduling	Basic apps, route maps, wallet integrations	Advanced AI for allocation, performance tracking

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Chapter 3
Digital Transformation in Higher Education: Navigating the Gig Economy Revolution

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ABSTRACT

The rapid expansion of the gig economy is reshaping labor markets worldwide, driven by technological advancements and changing workforce dynamics. This paper explores the intersection of higher education and the gig economy, emphasizing the need for transformative changes in educational systems to address emerging challenges. The primary goal is to analyze how higher education institutions can adapt by incorporating innovative tools such as micro-credentials and massive open online courses to equip students with skills aligned with the demands of the digital economy. The methodology combines a comprehensive literature review and analysis of regional trends in gig work, focusing on the European Union and Western Balkans, alongside global perspectives. Key conclusions highlight the importance of aligning education with labor market needs, fostering lifelong learning, and addressing regional disparities through tailored strategies. The paper is valuable for policymakers, educators, and researchers aiming to modernize education and promote equitable and sustainable workforce development.

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INTRODUCTION

The gig economy represents a profound shift in the global workforce, where traditional, long-term employment models are being replaced by flexible, independent work arrangements. Gone are the days when workers stayed with one company for decades, anticipating the long-term benefits and job security associated with permanent, full-time positions. Instead of remaining with a single employer for years, workers are increasingly piecing together their careers by engaging in various types of work, juggling multiple clients, and adopting roles that require a broader skill set. This includes becoming marketers, accountants, and business owners in addition to their primary profession. As noted by Horowitz (2011), this transition is as significant as the shift from an agricultural to an industrial economy, marking a transformation that is reshaping careers.

This massive transition in the workforce, however, has not been met with corresponding changes in higher education systems globally. As the demand for new knowledge and skills increases, driven by the growing gig economy and evolving labor market demands, higher education institutions (HEIs) have struggled to keep pace. The shift toward independent work requires workers to possess a diverse skill set, blending specialized expertise with entrepreneurial, digital, and problem-solving skills. Unfortunately, many higher education systems have not yet adapted to provide these essential competencies at scale. Consequently, there is a noticeable gap between the skills required by workers in the gig economy and those imparted by traditional educational institutions. This gap presents significant challenges, not only to individuals seeking to succeed in a rapidly changing labor market but also to economies striving for growth, sustainability, and more equitable wealth distribution.

For economies to thrive in this new landscape, it is crucial to align educational offerings with the evolving needs of the gig economy. Bridging this gap will be essential to ensure prosperity, a more equitable economic distribution, and sustainability in the face of ongoing global transformations. Without this shift, there is a risk that many workers will be left behind, unable to fully participate in the opportunities created by the digital economy.

In addition to global trends, the Western Balkan context introduces a set of region-specific challenges that deserve early attention. The region continues to grapple with persistent limitations in digital infrastructure, fragmented digital strategies, and underdeveloped workforce readiness. These challenges affect both the implementation of modern educational tools and the ability of graduates to engage in gig work, particularly in remote or digitally mediated roles. A clearer focus on these contextual elements underscores the urgency for targeted educational reforms and supports the paper's emphasis on localized solutions.

Chapter 4
Education 4.0:
E-Learning as an Economics Catalyst in the Digital Age

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ABSTRACT

Digital transformation and e-learning are making the educational landscape dramatically change, both economically and socially, around the world. With increased investments in the EdTech sector, innovative technologies like AI, AR, and VR are enhancing learning experiences and accessibility. These advancements are not only bridging educational gaps but also driving economic growth by creating new markets and job opportunities in the digital education ecosystem. This Chapter examines the evolution of the EdTech industry, putting a focus on AI-based solutions that enrich learning outcomes, interest, and individualization. It tackles the pertinent issues of accessibility and equity through innovations such as AI tutors, regional language resources, and low-cost e-reading devices. The study captures the global patterns with adoption before and after COVID-19 and evaluates various economic impacts-

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the creation of jobs and possible replacement for old positions-.

1. INTRODUCTION

1.1 Background and Context

As of 2023, the global EdTech market has been estimated at around $142.37 billion and is projected to rise at a compound annual growth rate (CAGR) of 13.4% from 2024 to 2030 (Grand View Research, 2024). The forward momentum for this growth is provided by the digital transformation of education, in which modern innovations like artificial intelligence (AI), augmented reality (AR), virtual reality (VR), and adaptive learning systems are reshaping traditional learning paradigms (World Economic Forum, 2021). However, challenges like the digital divide, data protection, and content quality remain key concerns (World Economic Forum, 2021).

Currently, the Indian edtech market is said to be around $7.5 billion and will grow to nearly $29 billion by 2030 (Statista, 2024). The rise in smartphone usage and internet penetration has increased investments and the emergence of many unicorn startups (Business Standard, 2025). Over 17,000 EdTech startups from the K-12 segment, which include test prep, professional upskilling, and course catalogues in higher education, among many others (Tracxn, 2025).

Indian edtech is at $7.5 billion now value and is expected to multiply until the beginning of $29 billion by the year 2030 (Statista, 2024). Indian EdTech shines with bright prospects because it embraces innovation, personalizes learning, and equity of access to education. The growing demand for accessible, personalized, and scalable solutions for education offers an opportunity for education technology to usher in next-generation education. Research indicates there is much potential for the EdTech sector to create equal opportunity and quality education resources for each deserving child, mainly for those from marginalized communities or rural areas (Joy et al., 2022). Also, artificial intelligence university education technology may offer a radically shifting educational environment by supplying personalized learning experiences as well as closing gaps in education (Bulathwela et al., 2021).

Chapter 5
Deciphering the Link Between Financial Inclusion and Economic Growth:
A Nexus Analysis

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ABSTRACT

A country's exemplary financial structure provides an unquestionable foundation for sustainable development and economic progress. It makes banking services available to citizens at any level of the economy at convenient rates. The meaning of inclusive finance was further expanded to encompass other services financed, especially the fiduciary guardianship for savings and an extensive range of loan products for small businesses, as well as other financial mechanisms that reduce financing risk through a partition of investments and insurance mediation (Wang et al.2022). Inclusive finance calls for a solemn catalyst of all individuals' well-being and demystification by pulling down the bridge and teeming injustice. The world is

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a vastly different place today than it was a quarter of a century ago. A combination of civil unrest and technological evolution has reset the stage that people all over the globe have been living on. For some, this is tremendously positive news as for others this represents another step backwards for the progress made in the second half of the 20th century.

1. INTRODUCTION

The tripartite framework of Financial Inclusion, Financial Literacy, and Consumer Protection creates a fundamental foundation for an economy to survive. Financial Inclusion is the linchpin of this framework, as the mode of totalitarian framework through which financial services are widely provided to everyone in the society, focusing more on economically lesser endowed and less-income group members. This total gambit of inclusion goes beyond conventional financial instruments of merchandise to include insurance and offering equity asset classes.

In essence, Financial Inclusion hinges on the mainstreaming of each and every individual in the formal financial services milieu conducive to fostering robust financial infrastructure. The resilience of the financial structure will be the lifeblood of the economy wherein people become equipped with stepping through the many ways of dealing with financial services and be broader economic background where they can be part of. Financial inclusion (FI) is defined as comprehensive extent of access that all societal groups find enjoyable, comprising deposit, credit, insurance, and pensionary provisions, in accordance with the perspective articulated by CRISIL (2015) (Dahiya & Kumar, 2020).

The concept of "financial inclusion" was initially introduced by RBI in the annual proclamation of policy directives for the fiscal year 2005–2006. The financial institutions were encouraged to evaluate their endeavours in alignment with the overarching objective of fostering financial inclusion. This policy directive aimed to address disparity in access to banking services among various socio-economic strata. Notably, Mangalam, situated in the state of Tamil Nadu, emerged as a pioneering exemplar, achieving the distinction of becoming the inaugural village in India where each household attained ubiquitous access to formal banking services. (Sharma, 2016) Despite being classified as an emerging economy, India exhibits a poverty rate of 22%, surpassing the global average of 18%. This indicates that a significant proportion of India's population lives below the poverty line, highlighting a substantial socio-economic challenge within the country. Henceforth, poverty mitigation poses a formidable challenge for densely populated nations such as India. Financial inclusion emerges as a pivotal mechanism in addressing this issue by facilitating the widespread accessibility of financial services. The Indian Gov-

Chapter 6
The Importance of Sustainable Finance Management Systems in the Digital Era: Emerging Technologies

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ABSTRACT

Sustainable finance has gained significant attention in recent years, fueled by the rise of the circular economy. It emphasizes evaluating investments with a focus on environmental, social, and governance (ESG) factors, aligning financial activities with sustainable development goals for long-term resilience in economic systems. This study aims to analyze co-authorship and co-citation trends in research on "Sustainable Finance Management Systems (SFMS) and the Circular Economy," using data from 37,132 articles collected from Dimensions AI, and analyzed through VOSviewer software. The bibliometric analysis highlights growth patterns and trends in sustainable finance and circular economy research, illustrating valuable connections between authors, citations, and countries. It also identifies emerging research areas and sector-specific demands, providing insights for global collaboration and

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interdisciplinary partnerships in sustainable finance and the circular economy.

1. INTRODUCTION

The word sustainable finance is the combination of two words; one is Sustainable and the other is Finance. Sustainability is talking about long-term survival, and finance is a broad term that exists everywhere, i.e. businesses or personal life. Today, SF is a very important aspect because every nation is working for the Sustainable Development Goals (SDGs) till the 2030 Agenda. It is supposed to integrate the investment decision-making process by employing money for sustainable investment and limiting climate change within its key agenda. (Sisodia & Maheshwari, 2023). Sustainability can be based on three pillars: Economic, Social, and Environmental.

Sustainability has emerged as a crucial factor in recent decades, serving as the primary means to generate wealth and sustainable value while avoiding resource depletion and environmental harm. Finance offers scientifically recognized methods that make it a suitable resource for assessing sustainability in the context of circularity (Oberoi & Kansra, 2021). However, there have been limited investigations in this field that have implemented the various assessment tools available, for reasons that remain unclear. Consultants like McKinsey emphasize that sustainable finance encompasses more than just "doing good." They argue that companies that have implemented a robust ESG framework are more likely to generate value than those that have not yet adopted sustainable practices (Oberoi & Kansra, 2022). ESG brings about value in multiple ways, including boosting revenue, cutting expenses, minimizing regulatory and legal interference, improving employee efficiency, and optimizing investments and assets. Key enablers in generating long-term advantages are these factors (Rodrigo et. al, 2021).

According to Ameer & Othman (2012), Alshehhi et al. (2018), Nobanee & Ellili (2016), today's society and economy are talking about the acceptability of sustainability in every sector of life. Financial management system also has inscriptions of sustainability that can be seen in the financial reporting, corporate legal compliance, and many more. The researchers also proved that a sustainable financial management system has a positive impact on the financial performance of the business houses.

There is no universally applicable definition of sustainable finance. Governments, FIs, and various international organizations have been deliberating on how to define sustainable finance, taking into account their respective approaches and applicability. This has resulted in ambiguity in the terminology surrounding sustainable finance (Oberoi et al., 2024). According to the present research, sustainable finance is defined as "finance that supports sectors or activities that contribute to the achievement or improvement of at least one of the relevant sustainability di-

Chapter 7
Financial Management in the Digital Era: Blockchain and Immersive Technologies

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ABSTRACT

This chapter introduces the blockchain and other immersive technologies such as AI, cryptocurrency, RPA, De-Fi, virtual reality, and augmented reality. Followed by sufficient background information, it includes a literature review while identifying the research gap. Cases and real-world applications support the content to a larger extent. Challenges and hurdles during technological adoption by financial managers have evolved. Regulatory issues pertaining to cybersecurity and other technologies are inculcated. At last, conclusions and future recommendations are provided on ESG integration in digital finance and talent shortage in fintech. This chapter also explores the unique role of financial managers in assisting companies with their risk management. It presents a descriptive introduction of block-chain and other immersive technologies in the field of financial management. It also discusses how financial managers' core competencies add significant value in the growing digital era.

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1. INTRODUCTION

Financial management, the strategic planning, organizing, directing, and controlling of financial undertakings in an organization, has evolved substantially with technological advancement. Traditionally, financial management focused on manual bookkeeping, in-person transactions, and time-consuming audits. However, the digital era marked by the rise of the internet, mobile technologies, big data, artificial intelligence (AI), block-chain, and fin-tech innovations has revolutionized the field. Digitalization has transformed how companies manage financial information, make investment decisions, raise capital, assess risk, and ensure compliance. Financial data is now available in real-time, offering more precise insights and enabling faster decision-making. Moreover, financial operations are increasingly automated, reducing human error, improving efficiency, and allowing businesses to shift focus toward strategic growth.

This chapter is structured in various sections. It first introduces the block-chain and other immersive technologies such as AI, cryptocurrency, RPA, De-Fi, virtual reality and augmented reality. Followed by sufficient background information, it includes literature review while identifying the research gap. Cases and real world applications supports the content to the larger extent. Challenges and hurdles during technological adoption by financial managers are evolved. Regulatory issues pertaining to cybersecurity and other technologies are inculcated. At last, conclusion and future recommendations are provided on ESG integration in digital finance and talent shortage in fin-tech. This chapter also explores the unique role of financial managers in assisting companies with their risk management. Firstly, it presents a descriptive introduction of block-chain and other immersive technologies in the field of financial management. It also discusses how financial managers' core competencies add significant value in the growing digital era.

The COVID-19 pandemic further accelerated the digitalization trend, making remote financial management tools a necessity rather than a luxury. Companies across all sectors are now investing heavily in technologies such as cloud-based accounting, digital payment platforms, robotic process automation (RPA), machine learning for predictive analytics, and block-chain for secure transactions. In today's digital age, cybersecurity risks are a growing concern for organizations across the globe. As businesses increasingly store proprietary information, including customer and supplier data, in the Cloud and on digital networks. At the same time, the frequency of cyberattacks is also rising. According to the FBI, "There are only two types of companies: those that have been hacked, and those that will be" (Cowley 2012). The rapid rise of data breaches and cyber incidents, coupled with heightened concerns from stakeholders, has led companies to direct considerable resources

Chapter 8
A Structural Equation Modelling Approach to the Linkage of Financial Attitude, Financial Behavior, and Financial Knowledge Towards Digital Financial Literacy

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ABSTRACT

The current study focusses on how the independent variables financial attitude (FA), financial behaviour (FB), and financial knowledge (FK)) are related to the degree of digital financial literacy (DFL) among working people in Delhi NCR, India. This study investigates financial literacy among employed individuals in the Delhi-National

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Capital Region, using a sample of 354 participants from public and private enterprises. Data was gathered through a structured questionnaire. To analyze variable relationships and assess model validity, Structural Equation Modeling (SEM) was applied This study employs route analysis to examine the relationship among three independent variables for hypothesis testing. The findings reveal that digital financial literacy synergizes with financial behaviour and financial attitude, indicating that individuals with higher digital financial literacy have a propensity for responsible financial actions and positive perceptions toward financial management.

1. INTRODUCTION

The constant digital revolution continues to define various aspects of everyday life, with the financial sector being particularly highly affected. In the last several decades, there has been a significant trend towards the utilisation of digital financial products. Digital Financial Services (DFS) have seen worldwide popularity as one of the major contributors to financial inclusion, having substantially increased access to financial capital (Lyons, Kass-Hanna, & Greenlee, 2020). DFS have grown significantly in India at a fast pace, promoting innovative services consistent with the vision of the government for a digitally empowered economy. DFS is defined as the capability to access and use financial services via digital channels at any point in time. These services now bear significant importance in the economy, unveiling instruments such as virtual banking, APIs, digital lending, and alternative credit scoring (OECD, 2013; Arora & Nabi, 2022). Since they have been largely adopted, the need to improve public awareness of financial well-being to have a secure financial future (Zhang, 2021) thus highlights the increasing need to raise digital financial literacy levels among people.

FL is currently the biggest issue faced by all nations worldwide. Knowing about, being skilled at, and having a positive attitude about money are all components of financial literacy. It facilitates sound decision-making and fosters personal growth (Thomas & Gupta, 2021). The purpose of the role that financial services companies like banks, brokerage, investments, and insurance play in the lives of their investors is to empower people with financial well-being rather than to influence them with the return, risk, or financing of their demands (Goyal et al. 2021).

"Financial behaviour spans a wide spectrum of four disciplines, namely, saving, spending, borrowing and investment." Individuals have distinct habits, and these behaviours are impacted by a complex interplay of factors, including family counsel, financial knowledge, social connections, advertisements, economic standing, relationship status, outlook on the future, and income levels, among others. Even if the investment portfolio is quite huge these days, locals still favour a few tried-

Chapter 9
Impact of Rising Interest Rates and Inflation on Financial Behavior:
An Insight Through Structural Equation Modelling Approach

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ABSTRACT

This study responds to how the macroeconomic variables, i.e., inflation and interest rate, influence personal finance. Specifically, the study explores the influence of macroeconomic indicators such as interest rates and inflation on financial behaviour in India. It also investigates the role of economic awareness, income, social factors, and financial attitude. This paper employs structural equation modelling (SEM) to examine how these aspects influence behavioural finance. The findings aim to shape

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the content of financial literacy and policy interventions by providing insights on how inflation and shifts in interest rates mean to perceptions of financial soundness for financial institutions and policymakers.

1. INTRODUCTION

Behavioural finance as a theory is based on Ajzen's Theory of Reasoned Action (TRA) (1980) (Jogiyanto, 2007). After this theory was improved into the Theory of Planned Behaviour (TPB), TRA was constructed on the assumption that people behave intentionally by considering all the information (Ajzen, 1991). Many authors have studied human psychological factors that influence financial decisions and behavioural finance (Shefrin 2000, Nofsinger, 2001). The theory of behavioural finance states that society makes decisions by considering more non-economic aspects, such as psychological aspects or irrationally (Arifin et al., 2019).

Constant variations in inflation and interest rates are changing the global financial scene, thus greatly impacting how people perceive their financial security. In the last few years, these economic changes in India have certainly enlarged, resulting in variations in investment patterns, income levels, and purchasing power (Chopra, M. A et.al, 1995). Economic awareness, perceptions of income stability, social factors, and people's behavioural attitudes are some of the main characteristics that shape the financial security of individuals and families as they deal with these transformations (Katnic, I., et. al, 2024). Several variables influence behavioural finance, i.e., economics, accounting behaviour, sociology, and investments. Financial behaviour is affected by other variables like income, financial attitude, social factors, and economic awareness (Baddeley, M., 2018, Kansra, P., & Gill, H. S. (2017).

Financial attitude is a measure of the state of mind and judgement about finance (Klontz et al., 2011) and Ningsih and Rita (2010). The financial attitude plays a significant role in determining the decisions related to behavioural finance (Rajna et al.2011). It is perceived as a psychological tendency to evaluate the recommended practices of financial management (Rajna, 2011). Financial attitude is the applied financial principle to make proper decisions. The higher economic awareness of an individual to save income also affects the behaviour of finance or purchase decisions of people (Arifin et al., 2019). The income of an individual shows a mixed effect on financial behaviour in various studies. Studies by some authors, i.e., Perry and Morris (2005), found that income does impact financial behaviour (Oberoi, S., & Kansra, P. 2021& 2022). However, some studies conducted by Ida and Dwinta (2010), Grable et al. (2009), and Kholila and Iramani (2013) found the opposite results. The financial behaviour comprises psychology, finance, and sociology (Ricciardi and Simon,2000).

Chapter 10
Blockchain in Industrial Supply Chains:
Tracing the Transparency

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ABSTRACT

Over the past several years, blockchain technology has become more and more significant and widely accepted. Independent businesses that are actively involved in the upstream and downstream flows of goods, services, money and information from a source to a customer make a supply chain. Members of the supply chain must collaborate and exchange information in order to be managed effectively. Blockchain technology offers a platform for direct communication between supply chain participants to exchange reliable and unchangeable data, which has the potential to significantly enhance supply chain management and accomplish supply chain performance goals. Notwithstanding its potential, there are obstacles to the broad use of blockchain. Legal and regulatory issues are also very important for supply chain management in the future. Keeping in view the above, the chapter analyzes the role of blockchain in the industrial supply chain and explores the facet of transparency in supply chain management.

INTRODUCTION

The network of all the people, businesses, assets, processes, and technology used in the production and marketing of a product is known as a supply chain (Seuring et al., 2008). Everything from the transfer of raw materials from the supplier to the

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producer to the final delivery to the customer is included in a supply chain. The distribution channel is the part of the supply chain that handles moving the final product from the producer to the customer. The coordination and administration of a complicated web of operations involved in getting a product from suppliers of raw materials to the customer is known as supply chain management (Strauss & Frost, 2014). For organizations to guarantee that products are delivered on schedule, within budget, and in good shape, effective supply chain management is essential. It entails a number of procedures, such as manufacturing, distribution, logistics, and procurement, all of which need to be carefully managed to attain maximum effectiveness and client satisfaction (Croxton et al., 2001). The absence of traceability and transparency is one of the main issues in supply chain management. Conventional supply chains frequently have several middlemen, each of whom keeps their own records. This disjointed strategy may result in inconsistencies, hold-ups, and higher expenses (Grant & Startz, 2022). Furthermore, it becomes challenging to track down the products' origins, which is especially troublesome in sectors like food and medicines where authenticity and safety are crucial.

Many of these issues can be resolved by blockchain technology, which offers an unchangeable and transparent record of each supply chain transaction. Blockchain makes it possible for all supply chain participants to access a single, shared ledger, guaranteeing that everyone is aware of the same data (Zelbst et al., 2020). Supply chains can become more efficient and economical by reducing fraud, mistakes, and inefficiencies as a result of this transparency. In essence, blockchain technology is a distributed ledger system that makes it possible for numerous parties to securely, openly, and impenetrably record transactions (Benton et al., 2018). A blockchain is managed by a network of nodes, each of which has a copy of the complete ledger, in contrast to conventional centralized databases. By preventing any one party from controlling the entire system, this decentralized structure lowers the possibility of fraud and manipulation. A list of transactions is contained in each of the blocks that make up a blockchain (Tripathi et al., 2023). A chain is created by cryptographically connecting these blocks to one another. The ledger is immutable once a block is added to the chain because it cannot be changed without also altering all blocks that come after it (Sun, 2020). The immutability of blockchain is one of its primary characteristics. Another essential element of blockchain technology is smart contracts. The terms of these self-executing contracts are encoded directly into the code. When certain criteria are satisfied, they automatically execute and enforce the terms of the contract, doing away with the need for middlemen and lowering the likelihood of disagreements. Increased transparency is another benefit of blockchain technology (Abdelhamid & Hassan, 2019). All network users can see every transaction that is recorded on the blockchain, making it a single source of truth. In sectors like finance,

Chapter 11
Role of Blockchain Technology in Recruitment, Payroll Management, and Managing Gig Economy Workers: Recent Trends and Research Agenda

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ABSTRACT

Blockchain technology has revolutionized Human Resource Management (HRM) practices. The study aims to unearth the role of blockchain in recruitment and selection, payroll management and managing the gig economy workers. The study is based on secondary sources of data. Blockchain in recruitment enhances trust via immutable candidate records, ensuring transparent and verified credentials.

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It streamlines verification processes, reduces fraud, and fosters efficient, secure candidate selection. Employing blockchain on payroll systems increases security, provides a transparent and immutable ledger for payroll records eliminating risk of fudging pay-roll. It also automates the process through smart contracts, thereby improving payroll processes, reducing wastage of time and administration charges. Blockchain manages gig workers by contract creation and identity verification, secure and verifiable recordkeeping, reducing fraud, dispute resolution, time and attendance tracking, payroll and performance management.

INTRODUCTION

The first cryptocurrency i.e. Bitcoin was the first application of Blockchain Technology, introduced by Nakamoto in 2008, as the first decentralized digital currency that allowed for currency exchange between peers without any central intermediary (Krishnan et al., 2020). Blockchain is shorthand for decentralised digital ledger technology, which is the basis for many applications. Thus, distributed ledger technology is an umbrella term encapsulating Blockchain technology and other distributed ledgers (Oberoi et al., 2024). Its key feature is decentralisation itself: data is stored distributed across a peer-to-peer network of nodes, and there is no single point of control. Smart contracts on the blockchain are enhanced through combining the capabilities of smart contracts (to self-execute) with those of the blockchain to alter the landscape of the contract management forever (Verma et al., 2025).

There are multiple benefits of using blockchain technology such as transparency -and immutability (Arora & Nabi, 2022). Transparency arises from the fact that it is open and publicly verifiable, such that the status of a blockchain is visible to all participants (Arora et al., 2024). Together with decentralisation and transparency comes immutability: once data has been saved on the ledger, it cannot be changed or erased without consensus from the network (Khan et al., 2024).

Although the first application of Blockchain technology was in financial sector, it made its way in several other domains such as human resource management, marketing etc. Blockchain technology has emerged as a transformative tool with the potential to revolutionize Human Resource Management (HRM) practices (Mathew et al., 2025). As blockchain technology continues to evolve, it holds the potential to further enhance HRM practices. The proliferation of interoperable blockchain networks could collectively amplify the utility of blockchain-enabled smart contracts (Oberoi & Kansra, 2022), fostering even more secure, scalable, and efficient solutions for HRM. Blockchain's inherent features, including decentralization, transparency, and immutability, can be harnessed to develop smart contracts that automate and optimize the management of human resource in organizations. The benefits of

Chapter 12
Driving Better Health Outcomes for Gig Workers Through Strategic Health Initiatives

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ABSTRACT

The gig economy offers flexibility and autonomy to workers but also presents significant challenges related to health and well-being, especially for delivery professionals who face irregular hours, physical strain, and limited access to healthcare. Immersive technologies, such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI), present innovative solutions to bridge these gaps. However, gig workers' adoption of these technologies remains underexplored. This paper applied the diffusion of innovation (DOI) theory to analyse the adoption patterns of immersive technologies within the gig economy and identified barriers, such as digital literacy and cost, alongside facilitators, like perceived usefulness and ease of integration. The paper provides insights into how these technologies can be effectively implemented in the gig workforce. The study highlights the role of platform policies and the broader regulatory landscape in shaping technology adoption, offering valuable recommendations for policymakers and technology developers.

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INTRODUCTION

The rapid expansion of the gig economy has significantly reshaped global labour markets, particularly in sectors like transportation, food delivery, and freelance services (Kalbalia et al., 2024). Digital platforms have played an important role in this transformation by connecting workers with customers in real time, offering flexible work arrangements that appeal to a wide range of individuals seeking autonomy and income opportunities (Katsnelson & Oberholzer-Gee, 2021). While this model has undeniably broadened access to employment, it also raises concerns about the working conditions and health security of gig workers, especially those in physically intensive roles like delivery services (Kumar, 2023). Delivery professionals often work long, irregular hours under demanding physical conditions, frequently without the protections or benefits associated with traditional employment (Graham et al., 2017; Koohang et al., 2023).

The absence of employer-provided health insurance, paid sick leave, and structured wellness programs forces many to rely on out-of-pocket healthcare or digital health tools, which increases their vulnerability and deepens health inequities (Friedland & Balkin, 2023). These structural gaps reflect a broader issue within platform-based work. While flexibility is a key selling point, it often masks a lack of job security, income stability, and occupational safeguards (Randolph, 2019). As gig workers continue to operate in hazardous environments, the need for innovative, technology-driven interventions becomes urgent (Kalbalia & Koushik, 2025). Solutions must go beyond convenience and connectivity, addressing the systemic absence of health protections and support mechanisms within the platform economy (Lester et al., 2021).

Immersive technologies like virtual reality (VR), augmented reality (AR), and AI-driven health applications have emerged as potential tools to transform how gig workers manage health, access training, and navigate daily tasks (Behar et al., 2020; Devagiri et al., 2022). These tools can support remote consultations, real-time monitoring, and skill development (Albahri, Albahri, et al., 2018; Albahri, Zaidan, et al., 2018). But even with their promise, adoption by delivery workers remains limited, and the reasons why are not well understood. We need a structured way to explore how and why certain innovations catch on. That's where Diffusion of Innovation (DOI) Theory helps.

This study applies the Diffusion of Innovation (DOI) Theory to understand how immersive health technologies spread among gig delivery workers (Akir, 2003). Originally proposed by Everett Rogers, the DOI provides a framework for analysing how new technologies spread across populations (Curtis, 2020; Pereira et al., 2022). The theory describes five key stages: knowledge, persuasion, decision, implementation, and confirmation, through which individuals become aware of, evaluate, and ultimately adopt or reject a new innovation (Bhattacharya, 2015; Seligman,

Chapter 13
Building Digital Dexterity: HR's Role in Talent and Skill Development

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ABSTRACT

In the rapidly evolving digital landscape, organizations face the dual challenge of adapting to technological advancements while fostering a workforce equipped with the skills necessary to thrive in this new paradigm. The chapter explores the pivotal role of Human Resources in cultivating digital dexterity defined as the ability of employees to adapt, learn, and innovate in a technology-driven environment. The chapter delves into the key components of digital dexterity, including technical proficiency and critical soft skills such as collaboration, creativity, and adaptability. It examines modern talent acquisition strategies, emphasizing the integration of digital competencies during recruitment and on boarding processes. The importance of upskilling and reskilling initiatives, powered by e-learning platforms and data-driven training programs, is highlighted as a cornerstone of HR's efforts. Furthermore,

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the use of cutting-edge technologies like artificial intelligence, virtual reality, and gamification in enhancing employee training and development are discussed.

1. INTRODUCTION

The workplace is experiencing a profound change, facilitated by rapid changes in digital technology. AI, automation, and data analytics are evolving industries, modifying work tasks and transforming whom and what we consider "talent" to build the next generation of capacity to navigate complexity and change. The digital age has radically different paradigms since the introduction of microprocessors and is also rapidly producing technological convergence and information overload (Martin Hilbert and O. Cairó 2008). This uprising does not stop at business, it is also reshaping culture through heritage preservation (Feng et al., 2019), arbitrating basic education and knowledge economies and redistricting conventional professions like auditing in which data assets generate efficiencies alongside new issues (Tahir, 2024).

Amid these tectonic shifts, organizations face dual forces: to move with the pace of technological change and to develop a workforce that will be successful in meeting that change. The answer is digital dexterity; a multi-dimensional skill that requires leveraging technical competence with adaptive soft skills that include creativity, collaboration, and critical thinking. While it does not come naturally, it must be developed as a mindset and a skill. This chapter, which examine how Human Resources (HR) can take the lead role on empowering employees' agility and adaptability needed for the digital age. The chapter provides an overall description of the impact of digital transformation in the workplace, based on best practices and recent research and also presents the strategic value of developing digital readiness. The chapter mentions high-performance HR practices that support learners, boost adaptability and instil continuous skills building. The chapter also explores current learning environments; for instance, tailored training, microlearning, and e-learning platforms that encourage self-directed learning and stimulate lifelong learning. This chapter also investigates how emerging technologies–including AI, VR, gamification, and even blockchain–can be used to increase training effectiveness and ease of engagement. In looking forward to what work will look like going ahead, we argue that HR should function as both catalyst and steward of digital dexterity. By considering skills likely to be in demand in the future and developing a culture of innovation, HR will position organizations to not just survive, but thrive in a world veering ahead towards more digital.

Chapter 14
Human Resource Development in the Digital Era: Talent Management and Skill Enhancement

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ABSTRACT

Technological advancements have revolutionized Human Resource Development (HRD) and substituted traditional talent management. Organizations are operating in an AI-enabled, automated, big data, and digital learning environment. The chapter discusses digital transformation of HRD with focus on AI-driven hiring, digital learning, and performance tracking. The focus is on lifelong learning, upskilling, and reskilling to align with evolving industry needs. HR professionals must embrace digital enablers like Learning Management Systems (LMS), gamification, and microlearning. Remote work and the gig economy demand agile and inclusive talent solutions. Digitalization is advantageous but poses challenges in data protection, algorithmic bias, and technology resistance. The chapter, with case studies of MNCs and start-ups, provides best practices and ethical concerns in AI adoption. It finally provides strategic suggestions to HR leaders, academia, and business to align technology with people-first leadership to make HRD impactful in the digital era.

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1. INTRODUCTION

The 21st century has seen a profound reorganization of the nature of work spurred by the extensive spread of information and communication technologies, population shifts, and economic crises. Human Resource Development (HRD), previously occupied with isolated training interventions and official career development, is now increasingly being conceptualized as a dynamic, strategic process supporting organizational learning, adaptability, and competitiveness. Contemporary organizations operate in a VUCA world, where flexibility, innovation, and capability development continuously are no longer an option, but they are a necessity (Bennett & Lemoine, 2014; Swanson, 2022).

Digitalization has also been a disruptor and an enabler. Technologies like Artificial Intelligence (AI), machine learning, robotic process automation, cloud computing, and data analytics are redefining the HR function (Marler & Boudreau, 2017; Tambe, Cappelli, & Yakubovich, 2019). These technologies allow organizations to transition from reactive to predictive talent management, individualized learning journeys, and data-driven decisions along the employee journey. As Arora and Nabi (2022) note in their analysis of the adoption of blockchain in banking systems, technology adoption is not merely about infrastructure but also cultural and ethical rebalancing, an observation also valid in the HRD context.

At the same time, expectations of the workforce have also altered significantly. Millennials and Gen Z, who represent the biggest chunk of the world's workforce today, expect not just career advancement but also flexibility, self-development, and meaningful work experiences (Pandita, 2022). The speed at which remote and hybrid work patterns have grown all over the world following the COVID-19 pandemic has also accelerated the speed to fuel the demand for digital-first HR platforms which can connect, develop, and retain a remote workforce (Carnevale & Hatak, 2020).

The new economies such as India's have a double opportunity and challenge. With its youth and big population, the country must invest now in digital empowerment and skill development to capture its demographic dividend. Programs such as Skill India, Digital India, and the sectoral missions for capacity building reflect a strategic shift towards building a future-ready, knowledge-based workforce.

Against this background, this chapter focuses on the evolving role of HRD in the digitalization era, particularly in talent management, digital learning, and skill development. This chapter attempts to ask and answer the following significant questions:

- How has the role and function of HRD evolved because of digital disruption?
- What paradigms and theoretical models inform the evolution of digitally enabled HRD?

Chapter 15
HR Evolution in Gig Economy: Strategies for Agility and Efficiency

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ABSTRACT

The gig economy, revolutionized with the dynamics of the workforce and driven by digital platforms, offers businesses flexibility, while passing the challenges in human resources management. The chapter investigates the evolution in the gig economy and the implications for HR practices which could address the challenges such as agility and workforce differentiation for efficiency. Through the actionable strategies for onboarding, recruitment, performance managed tailored towards gig works. This chapter also highlights the cost efficiency and ethical workforce management approaches. By aligning the practices with agility and efficiency, it offers the roadmap to the business for leveraging the gig economy as a competitive advantage.

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INTRODUCTION

The concept of agility within the gig economy revolves around the ability of the business to swiftly adapt to market demands and changes in the workforce with technological integrations. Unlike the traditional employment models, which require longer-term commitments and hierarchies, the gig economy ensures the business is more responsive and flexible with cost-effectiveness to leverage the on-demand workforce. (Vu & Nguyen, 2024). The key drivers for the agility to move swiftly and with the availability of the on-demand workforce(Fuller et al., 2020). The companies can hire gig workers or freelancers for short-term projects, allowing them to work on the rotations quickly without exceeding the employment contracts. This model ensures that the business can execute projects efficiently while optimizing the allocation of resources based on real-time needs (Lo & Hsieh, 2023). Another aspect is efficiency, which has key advantages through cost optimization and streamlines (Bateyo, 2025). In contrast to the traditional employment models, wherein the focused costs like benefits and office institutions are huge, the gig economy enables businesses to hire workers on a task basis and eliminate any overhead expenses(Fuller et al., 2020: Cika, 2021). This particular approach shall increase the optional sustainability and flexibility. The gig economy emergency is result-oriented, which is the key advantage of this economy focusing on efficiency through time management and streamlined workflows. The pay-per-task structure significantly minimise expenses to better allocate resources where needed. Efficiency in the gig economy is reflected in the ability to save more time. Organizations onboard skilled professionals for the projects without undergoing recruitment or training. Even the gig workers are highly specialized in the fields and have fewer supervisors who could deliver higher quality work within the adhered deadlines(Elayan, 2022). The efficiency allows the buses to meet more fluctuating demands and the project as a department without committing to long-term employment contracts (Cika, 2021). Furthermore, scalability and adaptability play an integral role in enhancing efficiency within the context of the gig economy. The businesses could scale the workforce based on their demands and ensure optimal resource utilization. This dynamic workforce management can prevent unnecessary expenditures during peak periods and maintain seamless operations while demand is high. Effective HR practices enable businesses to scale the workforce without excessive administrative burden, creating a more sustainable model for employers and workers (Bateyo, 2025). In the gig economy, wherein the employment structures are based on projects and decentralized, the balance of agility and efficiency is essential for improving workforce productivity and maintaining compliance with labour regulations.

Chapter 16
Human Resource Management in the Gig Economy:
Strategies for Agility and Efficiency

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ABSTRACT

Gig economy, or temporary, flexible work, has damaged traditional HRM systems. As businesses use more contract, freelance, and platform-based labour, HR managers must adapt to maintain flexibility, effectiveness, and employee engagement. Hiring is challenging since gig workers seek freedom and flexibility. Digital recruitment platforms, social media outreach, and AI-powered technologies that swiftly match people to positions must replace long-term recruitment methods. To satisfy gig workers, HR departments must hire on-demand, project-based. Performance management should prioritise task completion and deliverables over long-term goals. Digital technologies enable remote goal alignment, performance monitoring, and feedback. Independent gig work makes engagement and retention tough. HR should foster community through online networks, growth possibilities, equal compensation, and bonuses to boost motivation and loyalty.

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1 INTRODUCTION

The gig economy has caused a paradigm shift in how companies handle their employees. It prioritises contract, freelance, and platform-based work above traditional full-time employment and is characterised by transitory and flexible labour arrangements. In order to preserve organisational agility, efficiency, and employee engagement, this shift calls into question established Human Resource Management (HRM) approaches and calls for creative solutions (Bartik et al., 2020; Arora et al., 2023). The influence of the gig economy is best illustrated by the growth of online marketplaces such as Uber, TaskRabbit, and Upwork, which give people the freedom to select jobs that fit their schedules and skill set. Businesses can scale operations up or down in response to market needs thanks to this model's availability to a varied talent pool. But this adaptability has its own set of drawbacks, especially for HRM, which has to modify conventional procedures to satisfy the specialised needs of this workforce (Verma et al., 2024).

Redefining the employer-employee relationship is one of the biggest difficulties facing the gig economy. Gig workers, in contrast to regular employees, are highly independent and may interact with several organisations at once (Bélanger and Crossler, 2011). HRM must create creative strategies for hiring engagement, performance management, and retention in light of this decentralised structure. Because gig labour is dynamic and project-based, traditional approaches that depend on long-term employment models are insufficient. In the gig economy, hiring requires flexibility and the application of cutting-edge technology. Digital platforms, social media, and AI-powered tools are becoming essential for finding and luring gig workers (Boudreau and Lawler, 2017; Arora and Nabi, 2022). With the help of these technologies, HR managers can quickly evaluate candidates' abilities, pair them with suitable tasks, and guarantee a smooth onboarding process. Additionally, the move away from strict recruiting cycles and towards on-demand hiring procedures underscores the need for HR departments to be more responsive and flexible.

Another area where conventional HR procedures need to be updated is performance management. In traditional contexts, long-term performance criteria like hours worked and annual reviews are used to evaluate personnel (Brynjolfsson and McAfee, 2014; Kansra and Gill, 2016). However, the accomplishment of particular tasks or projects is frequently used to gauge success for gig workers. This calls for the implementation of task-oriented evaluation systems that give deliverables and results top priority. Even in a dispersed workforce, digital technologies are essential for enabling real-time performance tracking and feedback and guaranteeing alignment with organisational goals (Cappelli, 2015).

About the Contributors

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Spoken ENGLISH FOR CAREER GROWTH

(A Comprehensive Step-by-Step Guide to FLUENT ENGLISH SPEAKING)



DR. KAMAL CHANDEL

Spoken English for Career Growth

(A Comprehensive Step-by-Step Guide to Fluent English Speaking)

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Disclaimer

This book has been compiled to assist students and learners in improving their English language skills and to serve as a supportive companion on the journey toward fluency in today's modern world. Every effort has been made to ensure the accuracy and reliability of the information presented**..** While every effort has been made to ensure accuracy, the authors and publisher disclaim any responsibility for errors or omissions.

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About the Author



About the Author

Dr. Kamal Chandel is a distinguished academician, author, and mentor whose diverse experiences and scholarly expertise have significantly contributed to shaping young minds. He currently serves as an Assistant Professor at **Meri College Janakpuri**, affiliated with **Guru Gobind Singh Indraprastha University (GGSIPU)**.

With a deep passion for language, literature, spirituality, and philosophy, Dr. Chandel has consistently worked towards empowering students with both academic knowledge and practical life skills. His role as an educator has not only enabled him to impart knowledge but has also inspired him to explore storytelling and the human experience through writing.

Having closely observed the challenges faced by learners in mastering spoken English, Dr. Chandel authored *"**Spoken English for Career Growth**: A Comprehensive Step-by-Step Guide to Fluent English Speaking"* to provide a structured, practical, and learner-friendly approach to developing fluency. This book reflects his commitment to making English communication accessible, systematic, and confidence-building for students, professionals, and aspiring speakers alike.

In addition to this work, Dr. Chandel has written several books focusing on soft skills enhancement and Personality Development Programs (PDP). His literary contributions also include a poetry collection titled *Tranquility in Life* and a novel, *The Caravan of Life*, both of which reflect his philosophical depth and creative insight.

Dr. Kamal Chandel's dedication to education, combined with his ability to blend profound insights with relatable narratives, has made him a respected and admired figure among students and colleagues. Through his writings and teaching, he continues to inspire individuals to discover their potential and communicate with confidence.

Preface

Dear Readers,

We are delighted to present *"**Spoken English for Career Growth**: A Comprehensive Step-by-Step Guide to Fluent English Speaking."* This comprehensive guide is designed to help learners of English develop their speaking skills with confidence and fluency. Whether you are a student, professional, or simply eager to enhance your communication abilities, this book provides practical techniques and strategies to excel in English conversation.

As language educators and enthusiasts, we have witnessed the challenges many learners face in speaking English. This inspired us to create a resource that not only addresses these challenges but also guides readers through a systematic approach to mastering spoken English.

In this book, we have curated a range of exercises, activities, and real-life examples to facilitate effective learning. Each chapter focuses on specific aspects of English speaking, providing step-by-step guidance and ample opportunities for practice. By following the structured approach outlined in this guide, readers can build their speaking skills progressively and overcome common hurdles encountered in language acquisition.

We would like to express our gratitude to the team at Navveer Foundation for their support in bringing this book to fruition. We hope that *"**Spoken English for Career Growth**: A Comprehensive Step-by-Step Guide to Fluent English Speaking"* serves as a valuable companion on your journey towards English fluency.

Wishing you success in your language learning endeavors!

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- Real-world conversations, role-plays, and exercises
- Vocabulary, phrases, and self-practice tips for global fluency

Conclusion: Your Journey Begins Here

- Motivational ending to encourage continued practice
- Emphasizes confidence, application, and lifelong learning

Motivational Foreword – Welcome to Your Spoken English Journey

Welcome! You are about to embark on a journey that will **transform your ability to communicate in English**, boost your confidence, and open doors to new personal and professional opportunities.

Learning English is not just about grammar rules or memorizing words—it is about **expressing yourself clearly, thinking confidently, and connecting meaningfully with people around the world**. Every conversation you have, whether at home, in the workplace, or with international friends, is a chance to grow, learn, and shine.

This book is designed to guide you step by step—from **building vocabulary and using daily sentences**, to **practicing real conversations**, to finally mastering **executive-level communication and global fluency**. Along the way, you will overcome common challenges, enhance your non-verbal communication, and discover the power of idioms, phrases, and confident expression.

Remember: **Mistakes are stepping stones to mastery. Practice consistently, speak boldly, and never hesitate to express your ideas.** Your English is more than a language—it is your tool to create opportunities, inspire others, and lead with confidence.

So take the first step, immerse yourself in learning, and believe in your ability to **speak confidently and leave a lasting impression** wherever you go. Your journey starts here—and it can take you anywhere!

Chapter 1 Vocabulary Exercises

Vocabulary Exercise – 1

(1) Backbite - बैकबाइट - चुगली करना / पीठे पीछे निंदा करना

1. वो चुगली करता रहता है, इसीलिए मैं उससे बात करने से बचता हूँ।
   He keeps backbiting, that's why I avoid talking to him.
2. हमें पीठे पीछे निंदा नहीं करनी चाहिए, क्योंकि यह हमारी नकारात्मकता को प्रदर्शित करता है।
   We shouldn't backbite, as it exhibits our negativity.

---

(2) Heredity - हेरीडिटी - वंशज / परंपरागत गुण / आनुवांशिकता

1. रोहित की लम्बाई लगभग छः फीट है और उसके बाल भूरे हैं, इसका पूरा श्रेय उसके पिता को जाता है
जिनसे उसे ये परंपरागत गुण मिले हैं।

Rohit is around six feet tall, and his hair is brown, all credit goes to his father from which he has got these traits as a part of heredity.

2. हमारा भविष्य या सफलता, हमारे वंशगतता (आनुवांशिकता) पे निर्भर नहीं करती बल्कि इस पर करती है
   कि हम कितनी मेहनत करते हैं।

Our future or success doesn't depend on our heredity; instead, it relies on how much we work hard.

---

(3) Inequity - इनिक्विटी - असमानता / एक जैसा न होना

1. भारत और अमेरिका में सबसे बड़ी असमानता यह है कि भारत में लोगों में शिक्षा का अभाव है।
   The most significant inequity between India and the United States is that there is a lack of awareness regarding education.

2. पैसा और ज्ञान ने अमीर और गरीब के बीच एक बहुत बड़ी असामनता खड़ी कर दी है।
   Money and knowledge have created a significant inequity between the rich and the poor.

---

(4) Magnificent (adj.) - मैग्निफिसेंट - ज़बरदस्त / विशाल

1. धोनी ने कई बार दबाव में बहुत ही ज़बरदस्त पारी खेल कर भारत को जिताया है।
   Dhoni had won India a number of matches by playing magnificent knocks in pressure situations.
2. ताज महल को देख कर, यह विश्वास करना मुश्किल है कि इतनी ज़बरदस्त इमारत भी बनायीं जा सकती है।
   After seeing the Taj Mahal, it is hard to believe that even such a magnificent monument could be made.

---

(5) Paragon (n.) - पेरागॉन - नमूना / आदर्श

1. चंडीगढ़ जैसा शहर पूरे देश के सारे शहरों के लिए एक आदर्श है, इतना साफ–स्वच्छ और इतने कम
   प्रदूषण वाला शहर अद्भुत है।

A city like Chandigarh is a paragon for all the cities of the country, such a clean and so less polluted city is unique.

2. श्रवण कुमार उन सभी बच्चों के लिए आदर्श हैं जो अपने माता–पिता की सेवा करना चाहते हैं।
   Shravan Kumar is a paragon for all the kids who want to serve their parents.

---

(6) Sumptuous (adj.) – सम्चुअस – शानदार, आलीशान

1. उसका एक आलीशान फार्म हाऊस है।
   He has a sumptuous farm house.

2. ये एक बेहतरीन ब्रैकफस्ट है।
   This is a sumptuous breakfast.

---

(7) Tackle (v.) – टैकल – निपटना/ सुलझाना

1. मैं नहीं जानता कि इस समस्या से कैसे निपटा जाए।
   I have no idea how to tackle this problem.
2. हमें सीखना चाहिए कि किसी कठिन परिस्थिति से कैसे निपटा जाए।
   We should learn how to tackle a difficult situation.

---

(8) Zoo (n.) – ज़ू – चिड़ियाघर

1. इस चिड़ियाघर में देखने लायक कुछ नहीं है।
   This zoo has nothing worth watching.
2. उस दूर वाले चिड़ियाघर के बारे में मैंने बहुत सुना है पर कभी जाने का मौका नहीं मिला।
   क्या आप ले जा सकते हो वहाँ, देखूँ तो सही ऐसा क्या खास है उसमें?

I have heard a lot about that distant zoo but never got an opportunity to visit. Could you please take me there, I want to see what's so special about that?

---

(9) Yell (v.) – यैल – चीखना / चिल्लाना

1. तुम मुझ पर क्यों चिल्ला रहे हो?
   Why are you yelling at me?
2. मैं चिल्लाता नहीं हूँ, भले ही मैं गेम हार जाऊँ।
   I don't yell even if I lose the game.
3. हर मामले पर चिल्लाना आपकी आदत है।
   Yelling on every matter is your habit.

---

(10) Capability (n.) - केपेबिलिटी – योग्यता

1. तुमने बचपन से बहुत मेहनत की है और तुम में इस परीक्षा में सफल होने की योग्यता है।
   You have worked very hard since childhood, and you have the capability to succeed in this examination.
2. हमें किसी के पुराने खराब प्रदर्शन से उसकी योग्यता पर कभी सवाल नहीं उठाना चाहिए।
   We should not raise questions over someone's capability on the basis of their previous bad performances.

Vocabulary Exercise – 2

(1) Prey (n.) - प्रे – शिकार

1. **घास खा रहा हिरन, पानी पी रही भैंस या अपने आस-पास के माहौल से अनजान कोई भी जानवर, शेर या चीता के लिए एक बहुत ही आसान सा शिकार है।**
   A deer grazing the grass, a buffalo drinking water, or any animal who is unaware of his surroundings, is easy prey for a lion or a cheetah.
2. **अनपढ़ या अज्ञानी लोग, नेताओं के लिए चुनाव के दौरान सबसे आसान शिकार होते हैं।**
   Uneducated or unaware people are the easiest prey for leaders during the elections.

---

(2) Tiny (adj.) – टाइनी - छोटा / नन्हा

1. हमारी दुनिया ब्रह्मांड का एक छोटा सा हिस्सा है।
Our world is a tiny part of the universe.

2. यह चींटी नन्ही है, लेकिन बहुत खतरनाक है।
This ant is tiny, but very dangerous.

---

(3) Evacuate (vt.) - एवेक्यूएट - किसी खतरे वाली जगह से सुरक्षित जगह पर ले जाना

1. **जब राँची शहर के एक बड़े होटल में दसवें मंज़िल पर आग लगी तो सभी लोगों को बीच में चल रही पार्टी छोड़कर, कमरा खाली करने को कहा गया।**
   When the fire broke out on the tenth floor of a big hotel in the city of Ranchi, people were told to evacuate out of the room in the middle of the party.
2. **जब लेबनान के राजधानी बेरूत में बहुत ही बड़ा धमाका हुआ तो कई लोग मलबे के नीचे फँस गए, राहत कर्मियों की मदद से उन्हें सुरक्षित जगह पर ले जाया गया।**
   When there was a massive explosion in Lebanon's capital Beirut,

many people were trapped inside the debris; with the help of rescue teams, they were evacuated to a safer place.

---

(4) Haughty (n.) - हॉटी - घमंडी

1. **जब से मितेश के पास पैसे आये हैं, वह बहुत ही घमंडी हो गया है।**
   Since Mitesh has become rich, he has become very haughty.
2. **असली चरित्र की पहचान तब होती है जब पैसा और शोहरत मिलने के बाद भी इंसान घमंडी होने के बजाय पहले जैसा ही व्यवहार करे।**
   The real identification of one's character is when a person after he gets money and fame, doesn't get haughty and behaves the same way he/she used to do before.

---

(5) Kind (n. & adj.) – काइन्ड - प्रकार / दयालु

1. **तुम्हें किस प्रकार का संगीत पसंद है?**
   What kind of music do you like?
2. **श्याम बहुत ही दयालु और उदार आदमी है।**
   Shayam is a very kind and generous man.

---

(6) Penultimate (adj.) – पैनल्टिमेट - आखिर से पहले

1. **इंग्लिश वर्णमाला में Y आखिर से ठीक पहले आने वाला अक्षर है।**
   Y is the penultimate letter in English alphabet.
2. **हफ्ते के 7 दिनों में आखिर से ठीक पहले आने वाला दिन शनिवार है।**
   Saturday is the penultimate day of the week.

---

(7) Capital (adj.) - कैपिटल - पूँजी / राजधानी

1. **अपना नया व्यापार शुरू करने के लिए अजय ने पिछली नौकरी में जमा की हुई पूरी पूँजी उसमें लगा दी।**
   For starting his new business, Ajay invested all of his savings from his previous job.

2. भारत की राजधानी वैसे तो नई दिल्ली है, लेकिन मुंबई को आर्थिक राजधानी की उपाधि से नवाज़ा गया है।
Although New Delhi is the capital of India, Mumbai has been referred to as the economic capital of the country.

---

(8) Although (conj.) – ऑल्दो - भले ही / हालाँकि

1. भले ही देश प्रगति कर रहा है, लेकिन भ्रष्टाचार पूरी तरह खत्म नहीं हुआ है।
Although the country is progressing, corruption has not fully stopped.
2. हालाँकि रमेश अमीर है, पर वह खुश नहीं है।
Although Ramesh is rich, he is not happy.
3. हालाँकि वह मेरा दोस्त है, फिर भी मैं उसके साथ जाना नहीं चाहता।
Although he is my friend, I don't want to go with him.

---

(9) Caliber (n.) - कैलिबर - मानसिक क्षमता / प्रतिभा

1. उन सर की टीचिंग की क्षमता वाकई शानदार है।
That sir's caliber of teaching is really superb.
2. हम सबको उनकी प्रतिभा का सम्मान करना चाहिए।
We all must respect his caliber.
3. कंपनी ऐसे लोगों को साथ रखना चाहती है जिनमें काम करने की बहुत अधिक क्षमता हो।
The company wants to retain those people who have the immense caliber to work.

---

(10) Haste (n.) - हेस्ट - जल्दी / हड़बड़ी

1. स्कूल भेजने के दौरान माँ बड़ी जल्दी में बच्चों के लिए नाश्ता बनाती है और उन्हें तैयार भी करती है।
While sending the kids to school, the mother prepares breakfast in haste and gets them ready.

2. **हमारी यही बुरी आदत है कि हम समय पर काम नहीं करते हैं और फिर, जब काम पूरा करने का समय आता है तो हम हड़बड़ी में गलती कर बैठते हैं।**

   We all have the bad habit of not doing the work on time, and when the deadline for the work approaches, we start doing things in haste and end up making mistakes.

Vocabulary Exercise – 3

(1) Coalition (n.) – कोएलिशन – मेल

1. **जब किसी पार्टी/दल को चुनाव में पूर्ण बहुमत नहीं मिल पाता है तब वह दूसरी किसी पार्टी/दल के साथ मेल करके सरकार बनाती है।**
   When a party doesn't get a full majority in elections then it does a coalition with another party to form the government.
2. **कई बार जब बड़ी–बड़ी कंपनियाँ किसी प्रोजेक्ट में बहुत पैसा लगाती हैं तो वह अकेले निवेश करने के बजाय दूसरी कंपनी से मेल करके उसके साथ निवेश करती हैं ताकि मुनाफ़ा बहुत बड़ा हो।**
   Many a time when big companies invest heavily in a particular project, they usually don't do it alone; instead, they form a coalition with some other company and invest together so that the profit is enormous.

---

(2) Receive (v.) – रिसीव – प्राप्त करना / स्वागत करना

1. **इस फैक्टरी के मज़दूर हर शुक्रवार को अपनी मज़दूरी प्राप्त करते हैं।**
   The workers in this factory receive their wages every Friday.
2. **मेहमानों का स्वागत करने के लिए घर पर कौन रहेगा?**
   Who will stay at home to receive the guests?

---

(3) Recommend (v.) – रैकमेन्ड – सलाह देना / अनुशंसा करना

1. **डॉक्टर दिन में तीन बार भोजन करने की सलाह देते हैं।**
   Doctors recommend to take meals three times a day.
2. **क्या आप मुझे दिल्ली में किसी अच्छे डॉक्टर की अनुशंसा कर सकते हैं?**
   Can you recommend me a good doctor in Delhi?

---

(4) Invasion (n.) – इन्वेज़न – चढ़ाई / आक्रमण

1. **चीन की दीवार किसी को चढ़ाई करने से रोकने के लिए ही बनाई गई थी।**
   The Great Wall Of China was made so that any possible invasion could be prevented.
2. **पहले के समय में सेनाएँ रातों–रात महल पर चढ़ाई करके वहाँ के राज्य को अपने कब्ज़े में ले लेती थीं।**
   In earlier times, armies used to invade the castles overnight and captured the state.

---

(5) Humane (adj.) – ह्यूमेन – दयालु / दानवीर

1. **नेहा बहुत ही दयालु लड़की है, वह अक्सर रोड पर मिलने वाले गरीब बच्चों को खाना या कुछ पैसे दान में देती है।**
   Neha is a humane girl, she often donates food or some money to needy children who roam around the streets.
2. **महाभारत के कर्ण इतने दान–वीर थे कि उन्होंने अपना कुंडल–कवच ही दान में दे दिया था, जिससे उनकी जान खतरे में पड़ गई।**
   Mahabharata's Karna was so humane that he gave away his invincible shield, due to which his life fell in danger.

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(6) Ability (n.) – ऐबिलिटी – क्षमता / योग्यता

1. **पूजा ने इंग्लिश बोलने की क्षमता हासिल कर ली है।**
   Pooja has acquired the ability to speak English.
2. **उसमें मेरा बिज़नेस संभालने की योग्यता है।**
   He has the ability to handle my business.

---

(7) Above (adv. & adj.) – अबव – ऊपर / बढ़कर

1. **हमारा विमान बादलों के ऊपर उड़ रहा था।**
   Our plane was flying above the clouds.
2. **स्वास्थ्य से बढ़कर कोई धन नहीं है।**
   There is no wealth above health.

---

(8) Captive (n.) – कैप्टिव – बंदी / कैदी

1. **लॉकडाउन में घर पर बंद रहने से हमें ये समझ आ गया कि पक्षियों और जानवरों को पिंजरे के अंदर कैदी जैसा महसूस होता होगा।**
   After living confined in our houses during the lockdown, we understood how birds and animals feel like a captive inside the cage.
2. **ताज होटल पर हुए हमले में सारे आतंकवादी मारे गए, बस उसे कैदी बना लिया गया।**
   In the attacks on the Taj Hotel, all the terrorists were killed, only he was held captive.

---

(9) Describe (v.) – डिस्क्राइब – विस्तार से बताना / वर्णन करना

1. **घायल व्यक्ति ने पुलिस को दुर्घटना के बारे में विस्तार से बताया।**
   The injured person described the accident in detail to the police.
2. **केवल शब्दों से सौंदर्य का वर्णन नहीं किया जा सकता।**
   Beauty cannot be described merely by words.

---

(10) Excited (adj.) – एक्साइटेड – उत्सुक / उत्तेजित

1. **स्टूडेंट्स नए वीडियो देखने के लिए हमेशा उत्साहित रहते हैं।**
   Students are always excited to watch new videos.
2. **बल्लेबाजी के लिए कोहली के आते ही दर्शक उत्तेजित हो उठे।**
   The audience got excited as soon as Kohli came to bat.

Vocabulary Exercise – 4

(1) Abnormal (adj.) – ऐबनॉर्मल – असामान्य / अनियमित

1. **फरवरी महीने में गर्म मौसम होना असामान्य है।**
   The warm weather in February is abnormal.
2. **अनियमित मौसम के कारण हम अपने दिन की योजना नहीं बना सके।**
   We could not plan our day due to abnormal weather.

---

(2) Constant (adj.) – कॉन्सटेन्ट – लगातार / स्थिर

¬ 1. किसी भी कौशल को सीखने के लिए लगातार अभ्यास महत्वपूर्ण है।
Constant practice is important to learn any skill.

¬ 2. स्वचालित हीटर ने कमरे में एक स्थिर तापमान बनाए रखा।
The automatic heater maintained a constant temperature in the room.

---

(3) Dessert (n.) – डैज़र्ट – भोजन के अंत में खाई जाने वाली मिठाई

1. **भोजन के अंत में खाई जाने वाली मिठाई को डैज़र्ट कहते हैं।**
   Sweets eaten at the end of a meal is called dessert.
2. **मैंने डैज़र्ट के लिए एक चॉकलेट केक बनाया है।**
   I have made a chocolate cake for the dessert.

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(4) Elongate (v.) – इलॉन्गेट – लंबा बनाना

1. अपने भाषण को लंबा मत खींचो।
Don’t elongate your speech.

2. वो किसी भी बात को लंबा करके बताता है।
He elongates his talks.

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(5) Embarrass (v.) – इम्बैरेस – शर्मिंदा करना / असमंजस में डालना

1. **आप मुझे शर्मिंदा करने की कोशिश क्यों कर रहे हैं?**
   Why are you trying to embarrass me?
2. **रोहन ने मुझे अपने दोस्तों के सामने शर्मिंदा कर दिया।**
   Rohan embarrassed me in front of his friends.

---

(6) Evident (adj.) – एविडेन्ट – स्पष्ट / ज़ाहिर

1. यह स्पष्ट है कि धूम्रपान स्वास्थ्य के लिए हानिकारक है।
It is evident that smoking is harmful to health.

2. यह एकदम से ज़ाहिर था कि कंपनी वित्तीय कठिनाइयों में थी।
It was quite evident that the company was in financial difficulties.

---

(7) Fault (n.) – फॉल्ट – गलती / भूल

1. **जब मीनाक्षी ने फॉर्म गलत भर के जमा कर दिया उसके बाद उसे एहसास हुआ कि अपना नाम लिखने में उसने गलती कर दी।**
   When Minakshi submitted the form with a mistake, then, later on, she realized that she had made a fault in writing her name.
2. **अगर गलती हमारी तरफ से हुई हो तो सारे गिले–शिकवे भुला कर हमें माफ़ी माँगनी चाहिए।**
   If we are at fault, then we should apologize by forgetting all the grudges.

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(8) Extrovert (adj.) – एक्स्ट्रोवर्ट – बहिर्मुखी (जो अपनी बात खुलकर शेयर करे)

1. मैं खुलकर बोलता हूँ, जिसके कारण मैं कभी–कभी परेशानी में पड़ जाता हूँ।
I'm an extrovert person, due to which I sometimes get into trouble.
2. बहिर्मुखी लोग आमतौर पर बहुत अच्छे वक्ता होते हैं।
Extrovert people are generally very good speakers.

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(9) Forsake (vt.) – फॉर्सेक – त्यागना

1. **मैं अपने परिवार के लिए पैसे और शोहरत का त्याग करने के लिए तैयार हूँ।**
   I am ready to forsake money and fame for my family.
2. **माँ हमेशा अपने बच्चों और परिवार के लिए खुद की खुशी और पसंद का त्याग करती है, इसलिए उसे भगवान का दर्जा दिया गया है।**
   A mother always forsakes her happiness and choices for the children and family; that's why she has been regarded as God.

---

(10) Forward (adj. & v.) – फॉरवर्ड – आगे / अग्रेषित करना

1. **बस में आगे की सीटें महिलाओं के लिए आरक्षित होती हैं।**
   The forward seats in the bus are reserved for ladies.
2. **समिति ने शैक्षणिक व्यवस्था में सुधार के लिए कुछ प्रस्ताव अग्रेषित किए।**
   The Committee forwarded some proposals to reform the educational system.

Vocabulary Exercise – 5

(1) Foundation (n.) – फाउन्डेशन – बुनियाद / संस्थान

1. **व्यक्तिगत स्वतंत्रता लोकतंत्र की बुनियाद है।**
   Individual freedom is the foundation of democracy.
2. **वो कई धर्मार्थ संस्थानों के लिए काम करती हैं।**
   She works for a number of charitable foundations.

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(2) Fragrance (n.) – फ्रैग्रेन्स – खुशबू

1. इसकी खुशबू बहुत प्यारी थी और वो पूरे दिन रही।
Its fragrance was very pleasant and lasted all day.

2. इस पेड़ के होने से हमेशा खुशबू बनी रहती है।
The presence of this tree guarantees a sweet fragrance all the time.

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(3) Headstrong (adj.) – हैड्स्ट्रॉन्ग – हठी / जिद्दी

1. **रयान जब छोटा बच्चा था तब वह बहुत ही ज़्यादा ज़िद्दी था।**
   When Ryan was a small child, he was headstrong.
2. **बड़े इग्ज़ैम में सफल होने के लिए, हमें मेहनत करने के प्रति हठी बनना पड़ता है, तब जाकर कहीं सफलता हाथ लगती है।**
   To succeed in big examinations, we have to become headstrong in terms of hard-work, after that we get success.

---

(4) Implement (n. & v.) – इम्प्लीमेंट – औज़ार / लागू करना

1. बगीचे में गड्ढा खोदने के लिए सबसे अच्छा औज़ार कुदाल है।
The best implement for digging a pit in the garden is a spade.

2. सरकार प्रस्तावित योजना को लागू करने में सफल रही।
The government succeeded in implementing the proposed plan.

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(5) Intend to (phr. v.) – इन्टेन्ड टू – इरादा रखना

1. **आज मेरा तुमसे मिलने का इरादा है।**
   I intend to meet you today.
2. **वो तुम्हें धोखा देने की सोचता है।**
   He intends to cheat you.

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(6) Interim (adj.) – इंटरिम – बीच के समय का / आपातकालीन

1. **जब तक भारत यह मैच जीत नहीं जाता, उस बीच मैं खाना नहीं खाऊँगा।**
   Till the time India doesn't win, I won't eat in the interim.
2. **जब कंपनी को घाटा हुआ तो जॉन को आपातकालीन मालिक बना दिया गया।**
   When the company ran into losses, John was made the interim owner.

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(7) Laborious (adj.) – लेबोरियस – मेहनती

1. **प्रथम गरीब घर से ज़रूर है लेकिन बहुत ही ज़्यादा मेहनती है।**
   Though Pratham is from a low-income family, yet he is very laborious.
2. **मेहनती काफी सारे लोग होते हैं, लेकिन कभी–कभी सफल होने के लिए किस्मत का भी साथ चाहिए होता।**
   Many people are laborious, but sometimes to succeed, we need the luck to go our way as well.

---

(8) Lack (n.) – लैक – कमी / अभाव

1. **प्रशांत वैसे तो पढ़ाई में बहुत अच्छा है लेकिन वो गणित में मेहनत करने में थोड़ी कमी करता है।**
   Though Prashant is good at studies, he lacks hard work in the field of mathematics.

2. **तेल की कमी के कारण, फैक्टरी में कई महीनों से काम बंद पड़ा है।**
   Due to the lack of oil, the production has not been going on in the factory for many months.
3. **पैसे की कमी के कारण निशा विदेश में पढ़ाई नहीं कर सकी।**
   Nisha couldn't study abroad due to lack of money.
4. **ऑक्सीजन के अभाव में पर्वतारोहियों की मृत्यु हो गई।**
   The mountaineers died due to lack of oxygen.

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(9) Lad (n.) – लैड – लड़का

1. **शर्मा जी का लड़का बहुत ही होनहार है, पहली बार में CAT की परीक्षा में सफल हो गया।**
   Mr. Sharma's lad is very sincere; he cleared the CAT examination on his very first attempt.
2. **अंशुल के लड़के ने कल ही तनेजा की बेटी से शादी कर ली।**
   Anshul's lad got married to Taneja's daughter yesterday.

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(10) Lame (n.) – लेम – लंगड़ा

1. **कारगिल की लड़ाई में कई सैनिक लंगड़े हो गए क्योंकि उनका पैर बुरी तरह ज़ख्मी हो गया था।**
   Many soldiers got lame in the war of Kargil as their legs got severely injured.
2. **पोलियो की दवाई नहीं लेने के कारण, विश्व भर में कई बच्चे बड़े होकर लंगड़े हो जाते हैं।**
   Many kids all over the world become lame as they grow up because they don't get the dose of the Polio vaccine.

Vocabulary Exercise – 6

(1) Bar (n.) – बार – शराब खाना / बाधा

1. **उस होटल में एक लाइसेंस प्राप्त शराबख़ाना है।**
   There is a licensed bar in that hotel.
2. **शिक्षा की कमी अमीर बनने में कोई बाधा नहीं है।**
   Lack of education is no bar to become rich.

---

(2) Grain (n.) – ग्रेन – बीज / अनाज

1. कीड़े और बारिश ने इस साल किसानों की फ़सलों और अनाज को तबाह कर दिया है।
The insects and the rains have destroyed the crops and the grains of the farmers this year.

2. हम सब लोग इतनी मेहनत से मजदूरी इसलिए करते हैं ताकि हमें दो वक्त का अनाज खाने को मिल जाए।
We all people do so much painstaking labour so that we can have grains at least two times a day.

---

(3) Mercy (n.) – मर्सी – दया / तरस

1. **कानूनी विशेषज्ञों से सलाह लेने के बाद राष्ट्रपति ने दया याचिका खारिज कर दी।**
   The President rejected the mercy petition after consulting legal experts.
2. **राजा ने अपने शत्रुओं पर कोई तरस नहीं दिखलाई।**
   The king showed no mercy on his enemies.

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(4) Precise (adj.) – प्रिसाइज़ – सटीक / स्पष्ट / एकदम परफेक्ट

1. जब बात बिज़नेस में फैसले लेने की आती है, तो आपको सफल होने के लिए सटीक होना ज़रूरी है।

When it comes to take decisions in business, you need to be precise to be successful.

2. मैं आपको मीटिंग की एक सटीक तारीख नहीं दे सकता।
I can't give you a precise date for the meeting.

---

(5) Sink (n. & v.) – सिंक – किचन का सिंक / डूबना

1. **बर्तन रसोई के सिंक में धोए जाते हैं।**
   Utensils are washed in the kitchen sink.
2. **टाइटैनिक जहाज़ पर सभी को लगा कि अब यह डूबने वाला है।**
   Everyone on the Titanic ship felt it was about to sink.

---

(6) Accuse (v.) – अक्यूज़ – दोष देना / आरोप लगाना

1. आप मेरे बेटे को दोष क्यों दे रहे हैं?
Why are you accusing my son?

2. उस अधिकारी पर घूस लेने का आरोप लगाया गया था।
That officer was accused of accepting bribes.

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(7) Idiot (n.) – ईडियट – मूर्ख / बुद्धिहीन

1. **कभी किसी मूर्ख से बहस मत करो!**
   Never argue with an idiot!
2. **क्षमा करें, लेकिन आपका भाई बुद्धिहीन है।**
   Sorry, but your brother is an idiot.

---

(8) Lead (n. & adj.) – लेड / लीड – लेड / मुख्य

1. सोना लेड से ज़्यादा महंगा होता है।
Gold is more expensive than lead.

2. अमिताभ बच्चन अक्सर फिल्मों में मुख्य किरदार निभाते हैं।
Amitabh Bachchan often plays lead role in movies.

(9) Manoeuvre (n.) – मैन्युवर – कुशलता / चालाकी

1. **शुभांगी बड़ी चालाकी से अपना काम निकालते हुए कंपनी में ऊँचे ओहदे पर चली गई।**
   Shubhangi maneuvered his way to the top post in the company in a cunning way.
2. **कई बड़े व्यापारी बड़ी चालाकी से काम करके टैक्स बचा लेते हैं।**
   Many big business dealers maneuver their work and save taxes.

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(10) Drop (n. & v.) – ड्रॉप – बूंद / छोड़ना

1. पानी की हर एक बूंद उपयोगी है, कृपया इसे बर्बाद न करें।
Every single drop of water is useful, please don't waste it.

2. क्या आप कृपया करके मुझे अपनी कार से बस स्टेशन तक छोड़ सकते हैं?
Can you please drop me to the bus station in your car?

Vocabulary Exercise – 7

(1) Deny (vt.) – डिनाय – मना करना / इनकार करना / खंडन करना

1. **जब मोहिनी ने अपने पिताजी से स्कूल के बाद बाहर घूमने के लिए पूछा तो उन्होंने साफ मना कर दिया क्योंकि बाहर बहुत गर्मी थी।**
   When Mohini asked his father about going out to have fun after school, she was denied by her father as it was scorching outside.
2. **हमारे माता–पिता हमें हर गलत चीज़ को करने, सुनने या देखने से साफ मना करते हैं जिससे हम गलत संगति में न पड़ें।**
   Our parents deny us to do, listen, or see anything wrong very strictly as it might lead us to a lousy company.
3. **राहुल ने नेहा के बारे में कुछ भी बताने से इनकार कर दिया।**
   Rahul denied revealing anything about Neha.
4. **नेता जी ने तुरंत सभी आरोपों का खंडन कर दिया।**
   Neta ji immediately denied all the allegations.

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(2) And all that (phr.) – एंड ऑल दैट – और तमाम उस तरह की बातें/चीज़ें

1. **मैं बर्गर, चाउमीन, मोमोज़ और उस तरह की चीजें नहीं खाता।**
   I don't eat burger, chowmein, momos and all that.
2. **वह ज्योतिष और तमाम उस तरह की बातों पर विश्वास नहीं करता है।**
   He doesn't believe in astrology and all that.

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(3) Learned (adj.) – लर्नेड – शिक्षित / विद्वान

1. कोई भी जन्म से विद्वान या शिक्षित नहीं होता।
No one is born learned or educated.

2. एक विद्वान व्यक्ति का हर जगह सम्मान होता है।
A learned person is respected everywhere.

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(4) Gorgeous (adj.) – गॉर्जियस – खूबसूरत / शानदार

1. **आप वाकई इस ड्रेस में खूबसूरत लग रही हैं।**
   You are really looking gorgeous in this dress.
2. **होटल के कमरे का दृश्य शानदार था।**
   The hotel's room had a gorgeous view.

---

(5) Negation (n.) – निगेशन – नकारात्मकता / मनाही

1. सभा में जब बिल पेश हुआ तब कुछ लोग उसके पक्ष में थे लेकिन बाकी बचे हुए लोगों की असहमति के कारण बिल पास नहीं हो पाया।
When the bill was presented in the house, some people were in favour of it, but the rest of the people's negation made sure the bill remained unpassed.

2. अक्सर देशों के बीच ऐसा होता है कि उन्हें युद्ध के दौरान किसी एक के साथ सहमत या असहमत होना पड़ता है लेकिन कई ऐसे देश भी होते हैं जो किसी का पक्ष नहीं लेते।
Often, it happens between countries that during the time of war, they have to either have association or negation with one party, but there are some countries such that they don't take any of the sides.

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(6) Obscene (n.) – ऑब्सीन – अश्लील

1. **आज के समय में किसी फिल्म में समाज या देश से जुड़ी कोई कहानी नहीं दिखाई जाती है, बस अश्लील चीज़ पेश करके युवाओं को गुमराह किया जा रहा है।**
   Nowadays, stories related to the country or societies are not shown in any film; only obscene things are served to misguide the youth.
2. **इंटरनेट पर बच्चा क्या कर रहा है इस बात का खास ध्यान रखना चाहिए क्योंकि यहाँ अश्लील सामग्री भी उपलब्ध है जो उन्हें गलत दिशा में भेज सकती है।**
   What the child is doing on the internet should be strictly taken care of because obscene material is available, which can betray them to wrong direction.

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(7) Palm (n.) – पाम – हथेली / ताड़ का पेड़

1. **बच्चे ने सिक्कों को अपने हाथ की हथेली में कसकर पकड़ रखा था।**
   The child had held coins tightly in the palm of his hand.
2. **ताड़ एक लंबा सीधा पेड़ होता है जो आमतौर पर गर्म देशों में उगता है।**
   The Palm is a tall straight type of tree that usually grows in hot countries.

---

(8) So as to (conj.) – सो ऐज़ टु – ताकि

1. **मैं बहुत पढ़ता था ताकि अच्छे नम्बर ला पाऊँ।**
   I used to study a lot so as to score good marks.
2. **उसने मेरा साथ दिया ताकि मैं भी उसका साथ दूँ।**
   He stood by me so as to have my support too.

---

(9) Fraudulent (adj.) – फ्रॉडुलेन्ट – बेईमान / धोखेबाज़

1. **वो एक धोखेबाज़ व्यक्ति है।**
   He is a fraudulent person.
2. **इंटरनेट पर उसके कार्ड का गलत इस्तेमाल किए जाने के केस की पुलिस जांच कर रही है।**
   The police are investigating the case of fraudulent use of his card on the internet.

---

(10) That's why (conj.) – दैट्स वाय – इसीलिए

1. **इसीलिए, वो मेरी मदद नहीं करती।**
   That's why she doesn't help me.
2. **इसीलिए, मैं उसे पसंद नहीं करता।**
   That's why I don't like her.

Vocabulary Exercise – 8

(1) Relevant (adj.) – रिलिवन्ट – प्रासंगिक / उचित / संबंधित

1. **आप जो बात कर रहे हैं, वह इस विषय से संबंधित नहीं है।**
   What you are talking about is not relevant to the subject.
2. **कृपया केवल प्रासंगिक जानकारी ही साझा करें।**
   Please share only relevant information.

---

(2) Lease (n. & v.) – लीज़ – किराये पर देना / पट्टे पर देना

1. **इस दुकान को तीन साल के लिए पट्टे पर दिया गया है।**
   This shop has been leased out for three years.
2. **मालिक ने अपनी जमीन किराये पर देने का फैसला किया।**
   The owner decided to lease his land.

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(3) Delighted (adj.) – डिलाइटेड – प्रसन्न / खुश

1. **आपकी सफलता सुनकर मैं बहुत प्रसन्न हूँ।**
   I am delighted to hear about your success.
2. **बच्चे उपहार देखकर बहुत खुश हो गए।**
   The children were delighted to see the gifts.

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(4) Apparently (adv.) – अपैरेंटली – जाहिर तौर पर / प्रतीत होता है

1. **जाहिर तौर पर बारिश आज नहीं होगी।**
   Apparently, it won't rain today.
2. **वह जाहिर तौर पर बहुत खुश लग रहा था।**
   He was apparently very happy.

---

(5) Endless (adj.) – एन्डलैस – अनंत / अंतहीन

1. **जीवन में समस्याएँ अनंत हैं।**
   Problems in life are endless.
2. **रेगिस्तान दूर तक अंतहीन फैला था।**
   The desert stretched endlessly into the distance.

---

(6) Fate (n.) – फेट – किस्मत / भाग्य

1. **यह उसकी किस्मत में लिखा था।**
   It was written in his fate.
2. **हम अपनी किस्मत खुद बनाते हैं।**
   We create our own fate.

---

(7) Contest (n. & v.) – कॉन्टेस्ट – मुकाबला / चुनौती देना

1. **उसने चित्रकला प्रतियोगिता जीती।**
   He won the painting contest.
2. **उन्होंने निर्णय को चुनौती दी।**
   They contested the decision.

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(8) Restore (v.) – रिस्टोर – पुनर्स्थापित करना / वापस लाना

1. **पुरानी इमारत को उसकी मूल स्थिति में पुनर्स्थापित किया गया।**
   The old building was restored to its original condition.
2. **हमें पर्यावरण का संतुलन बहाल करना होगा।**
   We must restore the balance of the environment.

---

(9) Haunt (v.) – हॉण्ट – सताना / बार-बार याद आना

1. **वह घटना उसे आज भी सताती है।**
   That incident still haunts him.
2. **बचपन की यादें हमेशा मन में घूमती रहती हैं।**
   Childhood memories always haunt the mind.

(10) Witty (adj.) – विट्टी – हाजिरजवाब / चतुर

1. **वह बहुत हाजिरजवाब है।**
   He is very witty.
2. **उसका जवाब सभी को हंसाने वाला था।**
   Her reply was witty enough to make everyone laugh.

Vocabulary Exercise – 9

(1) Appropriate (adj.) – अप्रोप्रियेट – उपयुक्त / उचित

1. **कृपया किसी भी अवसर पर उचित भाषा का प्रयोग करें।**
   Please use appropriate language on any occasion.
2. **यह समय इस विषय पर चर्चा करने के लिए उपयुक्त नहीं है।**
   This is not an appropriate time to discuss the matter.

---

(2) Parcel (n. & v.) – पार्सल – डिब्बा / भेजना

1. **आपका पार्सल आज पहुंच जाएगा।**
   Your parcel will be delivered today.
2. **मैंने दस्तावेज़ आपको कुरियर से भेज दिए हैं।**
   I have parceled the documents to you by courier.

---

(3) Hesitate (v.) – हेज़िटेट – हिचकिचाना

1. **यदि आपको कोई समस्या है, तो पूछने में हिचकिचाएँ नहीं।**
   If you have any problem, don't hesitate to ask.
2. **वह मंच पर आने में हिचकिचा रहा था।**
   He was hesitating to come on the stage.

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(4) Radiant (adj.) – रेडिएन्ट – चमकीला / दमकता हुआ

1. **वह दुल्हन आज बहुत दमक रही थी।**
   The bride was looking radiant today.
2. **सुबह की धूप बहुत चमकीली थी।**
   The morning sunlight was radiant.

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(5) Allocate (v.) – अलोकेट – बांटना / आवंटित करना

1. सरकार ने शिक्षा के लिए अधिक धन आवंटित किया।
   The government allocated more funds for education.
2. समय का सही उपयोग करने के लिए आपको कार्यों को अलग-अलग समय स्लॉट में बांटना होगा।
   You must allocate your tasks into different time slots to manage time effectively.

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(6) Tremble (v.) – ट्रेम्बल – कांपना

1. ठंड के कारण उसके हाथ कांप रहे थे।
   His hands were trembling due to cold.
2. डर से उसकी आवाज़ कांप रही थी।
   His voice was trembling with fear.

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(7) Courtesy (n.) – करटसी – शिष्टाचार / विनम्रता

1. हमें सभी से शिष्टाचार से बात करनी चाहिए।
   We should speak to everyone with courtesy.
2. उन्होंने हमें बड़ी विनम्रता से मदद की।
   He helped us with great courtesy.

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(8) Immense (adj.) – इमेंस – बहुत बड़ा / विशाल

1. विराट कोहली को खेल में immense respect मिलता है।
   Virat Kohli receives immense respect in the sport.
2. इस काम में बहुत बड़ी मेहनत लगी है।
   Immense hard work has been put into this work.

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(9) Misfortune (n.) – मिस्फॉर्चून – दुर्भाग्य / बदकिस्मती

1. उसका accident होना एक दुर्भाग्यपूर्ण घटना थी।
   His accident was a misfortune.

2. **कई बार बदकिस्मती भी जीवन का हिस्सा होती है।**
   Sometimes misfortune is also a part of life.

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(10) Amuse (v.) – अम्यूज़ – मनोरंजन करना / खुश करना

1. **वह अपने मज़ेदार चुटकुलों से सभी का मनोरंजन करता है।**
   He amuses everyone with his funny jokes.

बच्चों को हँसाने के लिए जोकर ने कई करतब दिखाए।
The clown performed many tricks to amuse the children.

Chapter 2: Daily Use Sentences

Daily Use Sentences Exercise - 1

1. आँख मत मारो। (aankh mat maro.)
   Do not wink.
2. मेरे साथ चलो। (mere saath chalo.)
   Come with me.
3. नौकरी कर लो। (naukri kar lo.)
   Start a job.
4. मैं दिल्ली में रहता हूँ। (main delhi mein rehta hun.)
   I live in Delhi.
5. क्या झगड़ा है? (kya jhagada hai?)
   What's the conflict? / What's the dispute?
6. क्या हुआ ? (kya hua?)
   What happened?
7. अंधेरा हो रहा है। (andhera ho raha hai.)
   It's getting dark.
8. मैं अपने प्रोफे सर के पीछे पड़ गया था। (main apne professor ke peeche pad gaya tha.)
   I was after my professor.
9. आपने ये पुस्तक कहाँ से ली ? (apne ye pustak kahan se li?)
   Where did you take this book from?
10. आप कब आये? (aap kab aaye?)
    When did you come?
11. मैं शाम 7 बजे जिम जाता हूँ। (main shaam 7 baje gym jata hun.)
    I go to gym at 7 pm.
12. पत्र डाक द्वारा भेजा गया। (patr daak dvara bheja gaya.)
    Letter was sent by post.

13.तुम कब मिलोगे ? (tum kab miloge ?)
When will you meet?

14.मैं बैंक में काम करता हूँ। (main bank mein kaam karta hun.)
I work in a bank.

15.अपने स्वास्थ्य का ध्यान रखें। (apne svaasth ka dhyan rakhen.)
Take care of your health.

16.क्या राम अंदर है? (kya ram andar hai?)
Is Ram in?

17.मैं तुम पर भरोसा कै से कर सकता हूँ ? (mai tum pr bharosa kese kr skta hu?)
How can I trust you?

18.तुम कायर हो। (tum kaayer ho.)
You are coward.

19.दीवार पर सहारा मत लो। (deewar par sahaara mat lo.)
Do not lean against the wall.

20.हम क्रिके ट खेल चुके हैं। (ham cricket khel chuke hain.)
We have played cricket.

21.मैं जाना तो चाहता हूँ पर जा नहीं सकता। (main jana to chahta hu par ja nahi sakta.)
I want to go but I can’t.

22.उसे बुखार है। (use bukhar hai.)
He is suffering from a fever.

23.मैं कु छ कह रही हूँ। (main kuch keh rahi hun.)
I’m saying something.

24.मैं रात में देर से सोया था। (main raat mein der se soya tha.)
I slept late last night.

25.हमें सूचित किया गया। (hume soochit kiya gaya.)
We were informed.

26.यहाँ से चले जाओ। (yahaan se chale jao.)
Go away from here.

27.उसका नाम क्या है? (uska naam kya hai?)
What is his name? / What is her name?

28.पहले होमवर्क , उसके बाद गेम। (pahale homework, usake baad game.)
First homework then games.

29.रश्मि दिव्या के बगल में बैठी है। (rashmi divya ke bagal me baithi hai.)
Rashmi is sitting adjacent Divya.

30.उसकी तस्वीर मेरी किताब के नीचे है। (uski tasvir meri kitab ke niche hai.)
Her photograph is beneath my book.

Daily Use Sentences Exercise - 2

1. मैं स्क्रीन से धूल हटा रहा हूँ। (main screen se dhool hata raha hun.)
   I am wiping the dust off the screen.
2. पत्ते पेड़ से गिर रहे हैं। (patte ped se gir rahe hai.)
   Leaves are falling off the tree.
3. मैं देहरादू न से आ रहा हूँ। (main dehradun se aa raha hun.)
   I am coming from Dehradun.
4. थोड़ा खिसकिये । (thoda khisakie.)
   Kindly move a bit.
5. कोई तो दोषी है, तुम या मैं ? (koi to doshi hai, tum ya main?)
   Someone is to blame; either you or I?
6. ऐसा गलती से हुआ। (aisa galati se hua.)
   It happened by mistake.
7. तुम मुझे रोक नहीं पाओगे। (tum mujhe rok nahi paoge.)
   You will not be able to stop me.
8. ऐसा तुक्के से हुआ। (aisa tukke se hua.)
   It happened by chance.
9. न खुद करते हो , न करने देते हो । (na khud krte ho, na krne dete ho.)
   Neither you do yourself, nor let do.
10. आपको में कै से समझाऊं ? (aapko main kaise samjhaun?)
    How do I make you understand?
11. वह कपड़े सिलाई कर रही है । (vah kapade silai kar rahi hai.)
    She is stitching clothes.
12. यह मकान किराये के लिए खाली है। (yah makaan kiraye ke liye khali hai)
    This house is to let.
13. ये चप्पलें ज़्यादा दिन तक नहीं टिकें गी। (ye chappale zyada din tak nahi tikegi.)
    These slippers are not going to stay long.

14. ऑपरेशन थिएटर किस ओर है? (operation theatre kis or hai?)
Which way is the operation theatre?

15. उस पर पैसे चोरी करने का इल्जाम है। (us par paise chori karne ka ilzam hai)
He is accused of stealing money.

16. वो शायद ही कभी मुझसे मिल पाये। (vo shayad hi kabhi mujhse mil paaye.)
I don't think if he could ever meet me.

17. काश में तुम्हारा होता। (kaash tum mere hote.)
I wish you were mine.

18. मैंने बहुत कोशिश की पर सब बेकार। (maine bahut koshish ki par sab bekaar.)
I tried a lot but all in vain.

19. वो मुझे दू सरा मौका न दे तो ? (vo mujhe doosra mauka na de to?)
What if he doesn't give me another chance?

20. ये पैन हैया फिर ...? (ye pen hai ya fir...?)
Is it a pen or what?

21. क्या हो अगर वो तुम्हारा दिल तोड़ दे तो ? (kya ho agar vo tumhara dil tod de to?)
What if he breaks your heart?

22. हमे इसके परिणामो के लिए तैयार रहना चाहिए । (hamen iske parinamon ke liye taiyar rahana chahie.)
We should be ready for its consequences.

23. कल्पना की शादी की शुभ तिथि 13 अप्रैल 2013 है। (kalpana ki , shadei ki ,shubh tithi 13 aprail 2013 hai.)
The auspicious date of Kalpana's marriage is 13th of April 2013.

24. रक्षाबन्धन भाई और बहन का त्यौहार है । (rakshabandhan bhai or bahan ka tyohar hai.)
Rakshabandhan is a festival of brother & sister.

25. सचिन का आउट होना भारत के लिए एक जबरदस्त झटका है । (sachin ka out hona bharat ke lie ek jabaradast jhataka hai.)
Sachin's departure is a terrible blow for India.

26. वापस आते हुए में उसके घर गया। (vapis aate hue, main usake ghar gaya.)
On the way back I went to his home.

27. ये कमर तोड़ देने वाला काम है। (ye kamar tod dene vala kam hai.)
This is a backpaining work.

28. वो देर से उठता है। (vo der se uthata hai.)
He is a late riser.

29. मैं आज वहाँ जाने वाला हूँ। (main aaj vahan jaane vala hun.)
I am supposed to go there today.

30. हमने रास्ते में एक अजीब चीज़ देखी। (hamne raaste mein ek ajeeb cheez dekhi.)
We saw an awkward thing on the way.

Daily Use Sentences Exercise - 3

1. तुम्हारे पास क्या है? (tumhare pass kya hai?)
   What do you have?
2. आज बेहद गर्मी है। (aaj behad garmi hai.)
   It's very hot today.
3. इस फू ल की खुशबू बहत अच्छी है। (is phool ki khushboo bahut achchhi hai.)
   This flower smells great.
4. उसने मुझे साफ मना कर दिया। (usne mujhe saaf mana kar diya.)
   He gave me a flat refusal.
5. रिश्ते खूबसूरत होते हैं। (rishte khoobsurat hote hai.)
   Relations are beautiful.
6. अपनी आदतें सुधारो। (apni adaten sudharo.)
   Mend your ways.
7. क्या राम अच्छा है? (kya ram achchha hai?)
   Is Ram good?
8. आज कल स्वार्थ का जमाना है। (aaj kal svarth ka jamana hai.)
   Selfishness is common these days.
9. उसका एक आलीशान फार्म हाऊस है। (uska ek aalishaan farm house hai.)
   He has a sumptuous farm house.
10. हिचकिचाओ मत। (hichkichao mat.)
    Don't hesitate.
11. उसके पास क्या है? (uske paas kya hai?)
    What does he have?
12. जब वो 20 साल की थी, उसकी शादी हो गयी। (jab wo 20 saal ki thi, uski shaadi ho gayi.)
    When she was 20, she got married.
13. वो अक्सर मुझे जाने देता है। (vo aksar mujhe jane deta hai.)
    He often lets me go.

14. मुझे 2 मिनट लगेंगे। (mujhe 2 minute lagenge.)
I will take 2 minutes. /
It will take me 2 minutes.

15. अपना कमरा साफ़ करो। (apna kamra saaf karo.)
Clean your room please.

16. आप किस-किस के साथ बात करते हो? (aap kis-kis ke saath bat karte ho?)
Who all do you speak with?

17. तुम ईमानदारी के साथ जीते हो। (tum imandari ke saath jeete ho.)
You live with honesty.

18. वह 20 दिसम्बर 2012 को आया। (vah 20 december 2012 ko aaya.)
He came on 20th December 2012.

19. टीवी दूर से देखो। (tv door se dekho.)
Watch the TV from distance.

20. मैं थक गया हूँ। (main thak gaya hoon.)
I'm tired.

21. वो सभी किसके भाई हैं? (vo sabhi kiske bhai hai?)
Whose brothers are they all?

22. मैं तुमसे कभी नहीं मिला। (main tumse kabhi nahi mila.)
I never met you.

23. मैं तैर के नदी पार कर सकता हूँ। (main tair ke nadi par kar sakata hun.)
I can swim across the river.

24. वो कभी नहीं खेलता। (wo kabhi nahi khelta.)
He never plays.

25. पागल हो गया है क्या तू? (pagal ho gaya hai kya tu?)
Are you mad or what?

26. मैं हँस रहा हूँ। (main hans raha hun.)
I am laughing.

27.यह ट्रेन कानपुर से होते हुए दिल्ली जायेगी। (yeh train kanpur se hote hue delhi jayegi.)
This train will go to Delhi via Kanpur.

28.वो पुल के नीचे था। (wo pul ke niche tha.)
He was under the bridge.

29.कीमतें नीचे जा रही हैं। (kimate niche ja rahi hai.)
Prices are going down.

30.मैं दुबई के रास्ते अमेरिका गया। (main dubai ke raaste america gaya.)
I went to America via Dubai.

Daily Use Sentences Exercise - 4

1. ये मेरी बिल्ली है। (ye meri billi hai.)
   This is my cat.
2. रवि कहीं खोया हुआ था। (ravi kahin khoya hua tha.)
   I was scared. / I was horrified. /
   I was terrified. / I was petrified.
3. मैं डरा हुआ था। (mai dara hua tha.)
   Toggle Content
4. ये किताब राम की है । (ye kitab ram ki hai.)
   This book is Ram's. /
   This book belongs to Ram.
5. मेरे साथ रहो। (mere saath raho.)
   Be with me.
6. हमेशा समय के पाबंद रहो। (hamesha samay ke paaband raho.)
   Always be punctual.
7. मुझे देखने दो। (mujhe dekhne do.)
   Let me see.
8. उसे ढूँढने दो। (use dhundhne do.)
   Let him find out / search.
9. एक सांप था। (ek saanp tha.)
   There was a snake.
10. तकिये के नीचे एक पत्र है। (takiye ke neeche ek patr hai.)
    There is a letter beneath/underneath the pillow.
11. वहाँ कुछ नहीं था। (wahaan kuch nahi tha.)
    Nothing was there. / There was nothing.
12. तुम्हारे भाई के साथ एक आदमी खड़ा है। (tumhare bhai ke saath ek aadmee khada hai.)
    There is a man standing with your brother.

13. क्या तुम्हारे पास पैसे नहीं हैं? (kya tumhare pass paise nahi hai?)
Do you not have money?

14. खेलने के लिए लड़के नहीं है। (khelne ke liye ladke nahi hai.)
There are no boys to play.

15. उसकी ज़िन्दगी में खुशी नहीं है। (uski zindagi mein khushi nahi hai.)
There is no joy in his life

16. एक नल था। (ek nal tha.)
There was a tap

17. मेरे पापा वहाँ रहते थे। (mere papa wahaan rehte the.)
There lived my dad. / My dad lived there.

18. प्यार जैसी कोई चीज़ नहीं होती। (pyaar jaisi koi cheez nahi hoti.)
There is no such thing as love.

19. तुम्हें उसका जरा भी ख्याल नहीं आया? (tumhen uska zara bhi khyaal nahin aaya?)
You didn't even think about him?

20. सड़क पर मरम्मत चल रही है। (sadak par marammat chal rahi hai.)
The road is under repairing.

21. ट्रेन किस समय छूटती है? (train kis samay chootti hai?)
When does the train leave?

22. राम का तुम्हें दुःख पहुंचाने का कोई इरादा नहीं है। (ram ka tumhen dukh pahunchane ka koi irada nahi hai.)
Ram doesn't mean to hurt you.

23. तुमने मुझे आज कैसे कॉल किया? (tumne mujhe aaj kese call kiya?)
How did you call me up today?

24. आप कब पैदा हुए? (aap kab paida huye?)
When were you born?

25. इसके ज़िम्मेदार तुम हो। (iske zimmedar tum ho.)
You are responsible for this.

26.मैं ग्लास से देख सकता हूँ। (main glass se dekh sakta hun.)
I can see through the glass.

27.मैं घर के अंदर था। (main ghar ke andar tha.)
I was inside the house.

28.गुब्बारा ऊपर की ओर गया। (gubbara upar ki or gaya.)
Balloon went upwards.

29.मसूद तरुण के बगल में खड़ा है। (masood tarun ke bagal mein khada hai.)
Masood is standing next to Tarun.

30.पापा अयांश के बगल में बैठे हैं। (papa ayansh ke bagal mein baithe hai.)
Papa is sitting next to Ayansh.

Chapter 3 Translational Exercises (1-20)

Translation Exercise - 1

1. कु छ हद तक, उसकी बात सही है; लेकिन पूरी तरह नहीं । अगर आप इसके दू सरे पहलू पर गौर करें , तो आप पायेंगे कि जो बात मैं कह रहा हूँ, उसमें भी दम है। कोर्ट किसी भी पक्ष की बात सुने बिना फै सला नहीं दे सकता। अच्छा, दू सरी बात ये है कि आप ये भी तो दे खिए कि कितने लोग उस वक्त वहाँ खड़े थे। अगर एकाद दो होते, तो कोई कु छ नहीं कहता; लेकिन वहाँ तो 50 से ज़्यादा लोग थे। और ऊपर से, आसपास पुलिस भी नहीं दिख रही थी। एक पल के लिए तो मुझे लगा था कि मैं गया, पर भगवान का शुक्र है कि मैं सही सलामत हूँ।

   To some extent, he is right; But not quite/completely. If you look at the other aspect of this, you will find that the thing I am saying is logical too. The court cannot pass judgment without hearing any/either of the parties. Well, the second thing is that you should also see how many people were standing there at that time. If there were one or two, nobody would say anything; but there were more than 50 people out there. Moreover, the police was not seen around. For a moment, I thought that I was gone, but thank God that I am safe.
   Practice translation (yourselves)

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Translation Exercise - 2

1. क्या कभी किसी ने सोचा होगा कि एक दिन हम चाँद पर होंगे! ये सपने जैसा ही था, है ना? लेकिन अब लगता है कि ये निकट भविष्य में सम्भव होने वाला है। ठीक इसी तरह, जो भी कु छ आज हमें मुश्किल लगता है, वो ज़रूरी नहीं मुश्किल हो। इसलिए, हमें कम से कम प्रयास ज़रूर करना चाहिए। और साथ ही, हमें धैर्य भी रखना चाहिए क्योंकि अगर कोई चीज़ उतनी मुश्किल नहीं है, तो उतनी आसान भी नहीं है।

   Would anyone have ever thought that one day, we will be on the moon! It was just like a dream, wasn't it? But now it seems that it is going to be possible in the near future. Similarly, whatever seems difficult to us today is not necessarily difficult (out of the reach). Therefore, we must at least try. As well, we should keep patience because something, if not that difficult, is not that easy either.

   Practice translation (yourselves)

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Translation Exercise - 3

1. पक्का उसने सोचा होगा कि लोग उसकी कमज़ोरियों की हँसी नहीं उड़ायेंगे; पर शायद वो नहीं जानता था कि उसके आसपास ऐसे कई लोग हैं जिन्हें दू सरों को नीचा दिखाने में बहुत मज़ा आता है। शायद उसने सोचा हो कि उसके दोस्त हाथ बढ़ायेंगे और उसकी ताकत बनेंगे।

   He must have thought that people would not mock his weaknesses, but maybe he didn't know that there were many such people around him who enjoyed a lot belittling others. He might have thought that his friends would lend him their hands and become his strength.

   Practice translation (yourselves)

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Translation Exercise - 4

1. ज़ाहिर है कि आप एक ही जोक को बार बार सुनकर बोर हो जाते हैं और आपको हँसी भी नहीं आती। ठीक उसी तरह से, एक ही समस्या को लेकर बार बार रोना समस्या का हल नहीं है। हर किसी को अपनी समस्या के बारे में बताकर समय व ऊर्जा को व्यर्थ न करे। केवल अपने खास मित्रों से साझा करें और खुद ही हल ढूँढने का प्रयास करें।

   It's obvious that you get bored by listening to the same joke again and again and you don't feel laughter. Similarly, crying over the same problem repeatedly is not the solution. Don't waste your time and energy by telling everyone about your problem. Only share with your close friends and try to look for the solution yourself.

   Practice translation (yourselves)

Translation Exercise - 5

➤ **1.** वो अपने घर का अके ला कमाने वाला था। परसों, मैंने उसे दू र एक कोने में बैठे देखा। लग रहा था कि वो ध्यान से कु छ सोच रहा है। उसने बताया कि उसे महीनों से बोनस नहीं मिला है। पर आज सुबह ही जब उसके भाई से बात हुई तो पता चला, बोनस तो दू र, उसे महीनों से सैलेरी तक नहीं मिली है।

He was the lone breadwinner (the only earner) of his house. The day before yesterday, I saw him sitting at a distant corner. He seemed to be pondering over something. (It seemed that he was pondering over something.) He let me know (told me) that he hadn't received (got) a bonus for months. But, just in the morning today, when I had a word (spoke) with his brother, I got to know that leave the bonus (the bonus is a farfetched thing), he hadn't even got his salary for months.

Practice translation (yourselves)

Translation Exercise - 6

➤ **1.** ईंटों पर रखे लकड़ी के तख्ते और रेत और बजरी के ढेर अक्सर मुझे बीते कल की याद दिला देते हैं। मैं जब छोटा था, तो अक्सर अपने पिताजी को मजदू री करते देखा करता था। वो भले ही एक दिहाड़ी मजदू र थे, पर उन्होंने हमेशा मेरी पढ़ाई पर जोर दिया और मुझे अमीर बनने के लिए प्रेरित किया। आज मैं जो भी हूँ, सारा श्रेय उन्हीं को जाता है।

The wooden battens/planks kept on the bricks and the piles of sand and gravel often remind me of the past (a bygone era). When I was little (a kid), I would (used to) often see my father doing wages. Even if/though he was a daily wage labourer, but/yet/still he always forced/insisted me to study and inspired/motivated me to become rich. Whatever I am today, all credit goes to him.

Practice translation (yourselves)

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Translation Exercise - 7

➤ **1.** खिड़की खोलते ही मुझे पता चल गया कि वो कोई लड़का नहीं बल्कि लड़की है।वो कई पुरूष अभिनेताओं की हूबहू नकल कर सकती है। लगता ही नहीं कि आवाज़ किसी और की है।जब मैंने पहली बार उसकी मिमिक्री सुनी, तो मैं पागल हो गया। जब से वो इंडस्ट्री में है, मैं उसका फै न हूं।

The moment I opened the window, I got to know that it was not a boy but a girl. She can mimic several male actors precisely. It doesn't seem/look like somebody else's voice. When I heard her mimicry for the first time, I was speechless. Ever since she has been in the industry, I'm her fan.

Practice translation (yourselves)

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Translation Exercise - 8

➤ **1.** एक बार की बात है, एक शेर रास्ते के किनारे लगे बरगद के पेड़ के नीचे सो रहा था। एक चींटी उसी रास्ते से जा रही थी। वो गलती से शेर के ऊपर चढ़ गयी। नींद खराब होने पर, शेर तेज़ दहाड़ते हुए उठा। वो चींटी पर चिल्लाया "तुम्हारी हिम्मत कैसे हुई मुझे परेशान करने की?" चींटी मौत के डर से काँपने लगी।

Once upon a time, a lion was sleeping under a banyan tree at the roadside/by the side of the road/ alongside the road. An ant was going (walking) through the same path (road). She accidentally/ mistakenly went over/ upon/ on the lion. On his sleep being disturbed, the lion woke up roaring loud (in/ with a loud roar). He yelled/shouted at the ant “How dare you bother me?” The ant started shivering/ trembling (began to shiver/tremble) with the fear of death.

Practice translation (yourselves)

Translation Exercise - 9

➤ **1.** थोड़ी ही देर बाद आग बुझा देना वरना चारों तरफ फै ल जाएगी। यह कहकर, वह चल दिया; लेकिन उसे भी क्या पता था, जिसे उसने ये कहा था, उसका पूरा ध्यान तो मोबाइल पर गेम खेलने पर था। वैसे तो उसे खुद ही आग बुझा देनी चाहिए थी; लेकिन फिर भी, इसका ये मतलब तो नहीं है न, कि दू सरा व्यक्ति परवाह तक न करें। अगर मैंने समय रहते इस पर ध्यान नहीं दिया होता, तो यह घातक हो सकता था।

Put out (Extinguish) the fire just after a while or else (otherwise) it will spread all around. After saying this, he walked away; but he had no idea, whom he had said that (so), had the whole focus on playing games on mobile. Though, he should have extinguished it (put it out) himself, but still, it doesn't mean that the other person doesn't even care. If I hadn't noticed well before time, it could have been devastating/ fatal/ hazardous/ dangerous/ perilous/ precarious/ unsafe/ threatening.

Practice translation (yourselves)

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Translation Exercise - 10

➤ **1.** इस रूम में, जहाँ मैं आपको पढा रहा हूँ, एक SPLIT AC है। इसका जो पाईप है, जहाँ से ये दीवार के छे द के रास्ते बाहर जा रहा है, बाहर की तरफ एक चिड़िया ने घोंसला बना दिया है। कल मैंने कु छ चीं चीं की आवाज सुनी। जब बाहर गया तो मैंने घोंसले में चिड़िया के तीन बच्चे देखे। अब जब वो सोते हैं, के वल तभी वीडियोज़ बना पा रहा हूँ।

This room, where I am teaching you, has a split AC. (In this room, where I am teaching you, there is a split ac.) Its pipe, from where it is going out, through the hole in the wall; a bird has made a nest on the outside. Yesterday, I heard some chirping. When I went outside, I saw three chicks (baby birds) in the nest. Now, only when they sleep, I am able to make videos.

Practice translation (yourselves)

Translation Exercise - 11

➤ **1.** कभी मैं गाय को हरी सब्जियाँ खिला देता था, चीं टी को चीनी, कौए को रोटी, बिल्ली को दू ध, कु त्तों को माँस वगैरह वगैरह। लोग अक्सर पूछते थे, “क्यों करते हो?” वो कहते थे, "फल की इच्छा में किया गया कोई भी काम किसी काम का नहीं होता।" मैंने कभी बहस नहीं की, लेकिन हमेशा माना,"भले ही मैंने पुण्य की चाह में किया, कम से कम किया तो। मैं उनसे तो बेहतर हूँ, जिन्होंने कु छ नहीं किया।“

Sometimes I used to feed (fetch) green vegetables to the cow, sugar to the ant, bread to the crow, milk to the cat, meat to the dogs, etc. People would often ask, “Why do you do this?” They would say, “Any work done in the desire of fruit is of no use.” I never argued but always believed, “Even if I did for the sake of virtue (for the will of the fruit), at least I did it. I’m better than those who did nothing.”

Practice translation (yourselves)

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Translation Exercise - 12

➤ **1.** हवा बहुत तेज़ थी। इतनी तेज़ कि ये किसी को भी दू र फें क सकती थी। मैं बस 5 मिनट पहले ही गाड़ी चलाकर घर वापस पहुँचा था। चारों ओर अँधेरा था। मैंने किसी के कदमों की आहट सुनी। मैं डर के मारे काँपने लगा। अचानक से ऐसा लगा मानो एक इन्सानी छाया दबे पाँव मुख्य दरवाजे की ओर गयी। हाँलाकि ये डरावना था, फिर भी मैं किसी तरह उसके पीछे जाने का साहस जुटा सका। ये कोई ओर नहीं बल्कि मेरा छोटा भाई अमन था।

The wind was very strong. So strong, that it could blow anyone away. I had driven back home just 5 minutes ago. It was dark all around. I heard someone's footsteps. I began to shiver with fear. Suddenly, it seemed as if a human shadow tiptoed towards the main door. Though it was terrifying; still, I could somehow gain the courage to go after him. It was nobody else but my younger brother Aman.

Practice translation (yourselves)

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Translation Exercise - 13

➤ **1.** सुमित बिहार के एक छोटे से गाँव में रहता था जो सिवान से कु छ 20 किलोमीटर दू र था। वह रोज़ सुबह अपने पिताजी के साथ खेतों में जाके काम करता था लेकिन उसे सिविल सर्विसेज़ की तैयारी करनी थी। घर में पैसों की बहुत तंगी थी पर फिर भी उसने किसी तरह ग्रैजुएशन पूरा कर ही लिया। एक दिन उसने यह बात अपनी माँ से कही जो एक सामान्य गृहिणी थी। सुमित की बात सुनकर उसकी माँ बहुत भावुक हो गयी और उन्होंने सोचा कि अपने होनहार बेटे के लिए वो ज़रूर कु छ उपाय निकालेंगी।

Sumit lived in a small village in Bihar which was some 20 km away from Sivan. He used to work in the fields with his father every morning but he had to prepare for the civil services. There were financial problems in the house but he somehow managed to complete graduation. One day, he told this to his mother who was a simple housewife. After listening to Sumit, his mother got very emotional and she thought of devising a way for his sincere son.

Practice translation (yourselves)

Translation Exercise - 14

➤ **1.** जब उस दिन सुमित के पिताजी घर आये तो उसकी माँ ने उनसे इस बारे में बात की। पिताजी ने कहा कि बरसात और कीड़ों के कारण पिछले साल फ़सलों को बहुत नुकसान पहुँचा। उन्होंने अपनी पत्नी को समझाने की कोशिश की कि ऐसे हालातों में पढ़ाई पर खर्च करना बिल्कु ल भी संभव नहीं है। सुमित की माँ यह बात सुनकर निराश ज़रूर हुई फिर भी उन्होंने उम्मीद नहीं छोड़ी, उन्होंने अचार और पापड़ के गृह उद्योग की शुरुआत की। कु छ ही महीनों में अच्छे खासे पैसे आने लगे और अच्छी बारिश के कारण फ़सलें भी काफी अच्छी हुईं।

When Sumit's father came home that day, his mother talked to him about it. Sumit's father said that due to rains and pesticides, crops had been severely damaged last year. He tried to convince his wife that in such circumstances it is not possible to spend on studies at all. Although Sumit's mother got dismayed by listening to this, yet she didn't lose hope; she started a pickle and wafers home business. Within a few months, a good amount of money started coming in and due to good rains, the crops were also very good.

Practice translation (yourselves)

Translation Exercise - 15

➤ **1.** अब सुमित के घर की आर्थिक स्थिति थोड़ी बेहतर होने लगी। सुमित ने यह सब महसूस किया लेकिन अपने माता -पिता पर बोझ न डालने के कारण से उसने फिर से पढ़ाई की बात नहीं की। एक दिन जब वह सुबह उठा तो उसने देखा कि डाकिया चिट्ठी छोड़ कर गया है, उसे खोलने पर उसने देखा कि उसमें ट्रे न की टिकट और कोचिंग क्लास की जानकारी है। अचानक पीछे से पिताजी ने उसके कं धे पर हाथ रख कर बोला, बेटा, अपनी पढ़ाई पूरी कर और अपना आई० ए० एस० बनने का सपना साकार कर। सुमित की आँखें नम हो गयी और उसने अपने माता - पिता से वादा किया कि वह दिल्ली जाकर उनका नाम रोशन करेगा और फिर अगले ही दिन, वो दिल्ली के लिए रवाना हो गया।

Now, the financial condition of Sumit's house started improving. Sumit realised all of this but to avoid being a liability to his parents, he didn't discuss about his studies any further. One day when he woke up in the morning, he saw that the postman had left a letter; on opening it he found a train ticket and coaching classes' details. Suddenly from behind, his father, keeping his hand on Sumit's shoulders said, son, complete your studies and fulfil your dream of becoming an I.A.S officer. Sumit became emotional and he promised his parents that he would make them proud after going to Delhi and then the very next day, he left for Delhi.

Practice translation (yourselves)

Translation Exercise - 16

➤ **1.** दुनिया के सर्वश्रेष्ठ क्रिके टर में से एक सचिन रमेश तेंदुलकर का जन्म 24 अप्रैल, 1973 में बॉम्बे शहर में हुआ था। सचिन के पिताजी ने उनका नाम अपने पसंदीदा संगीतकार सचिन देव बर्मन के ऊपर रखा था। सचिन को उनके बड़े भाई, रमाकांत आचरेकर के पास लेकर गए, रमाकांत अचरेकर बहुत ही प्रसिद्ध कोच थे। कहा जाता है कि सचिन ने पहली बार जब आचरेकर के सामने बल्लेबाज़ी की तो उन्होंने बढ़िया प्रदर्शन नहीं किया, सचिन के ख़राब प्रदर्शन को देख कर, अचरेकर ने सचिन को क्रिके ट सिखाने से मना कर दिया।

One of the best cricketers in the world, Sachin Ramesh Tendulkar was born on 24 April 1973 in the city of Bombay. Sachin's father named him after his favourite musician, Sachin Dev Burman. Sachin's elder brother took him to Ramakant Achrekar; Ramakant Achrekar was considered a very famous coach. It is said that when Sachin batted in front of Achrekar for the first time, he did not perform well, seeing Sachin's poor performance, Achrekar refused to teach Sachin cricket.

Practice translation (yourselves)

Translation Exercise - 17

➤ **1.** राँची के राजकु मार और भारतीय टीम के सबसे सफल कप्तानों में से एक, महेंद्र सिंह धोनी का जन्म 7 जुलाई,1981 को हुआ था। बचपन में धोनी फु टबॉल और बैडमिंटन बहुत अच्छा खेलते थे, अपने स्कू ल डी ऐ वी की फु टबॉल टीम के गोल कीपर थे। धोनी ने डिस्ट्रिक्ट और क्लब स्तर पर भी ये दोनों खेल खेले। एक बार अपनी टीम के साथ फु टबॉल की प्रैक्टिस करते समय, उनके एक शिक्षक ने उन्हें गोल कीपिंग करते हुए देखा। जिस तरह से धोनी की नज़रें गेंद की तरफ कें द्रित थी और उनके हाथों में तेज़ी देख कर उनके शिक्षक ने उन्हें विके ट कीपिंग में हाथ आज़माने को कहा।

Prince of Ranchi and one of the most successful captains of the Indian team, Mahendra Singh Dhoni was born on 7 July 1981. As a child, Dhoni played football and badminton very well, being the goalkeeper of the football team of his school DAV. Dhoni also played both these games at the district and club level. Once while practising football with his team, one of his teachers saw him goalkeeping. The way Dhoni's eyes were focused towards the ball and seeing the quickness in his hands, his teacher asked him to try his hand at wicket-keeping.

Practice translation (yourselves)

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Translation Exercise - 18

➤ **1.** फ़ु टबॉल, दुनिया में पसंद किये जाने वाले खेलों की सूची में सबसे ऊपर आता है। यूरोप और दक्षिणी अमेरिकी महाद्वीप में ख़ास तौर पर यह खेल बहुत ही ज़्यादा लोकप्रिय है। यहाँ लोग इस खेल को अपनी ज़िन्दगी से जोड़ कर देखते हैं। बच्चे, युवा और यहाँ तक कि बड़े भी इस खेल को बहुत ही मज़े से खेलते हैं। जहाँ भारत में खेल को मौज मस्ती के रूप में देखा जाता है, विदेश में लोग इस क्षेत्र में अपना जीवन समर्पित कर देते हैं। इतने प्रसिद्ध खेल में पिछले दो दशकों में बहुत ही कम खिलाड़ी रहे हैं जिन्होंने इतनी गहरी छाप छोड़ी हो जितनी क्रिस्टिआनो रोनाल्डो ने छोड़ी है।

Football tops the list of most loved sports in the world. This sport is particularly popular in Europe and the South American continent. People here associate this game with their lives. Children, youth and even the elders play this game with great pleasure. While sports are seen as fun and relaxation in India, people abroad dedicate their lives to this domain. In the last two decades, in such a famous sport, there have been very few players who have made such a huge impression as Cristiano Ronaldo has.

Practice translation (yourselves)

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Translation Exercise - 19

➤ **1.** शिवम इंजीनियरिंग का छात्र था, वह एक बहुत ही नामी कॉलेज में इलेक्ट्रिक इंजीनियरिंग की पढ़ाई करता था। उसके दोस्त उसे बहुत मानते थे, वे सब साथ में ही खाते, खेलते और पढ़ाई भी किया करते। होस्टल में शिवम और उसके दोस्त खूब मस्ती करते थे, सबके जन्मदिन पर सबकी पिटाई करना और होस्टल वार्डन को रात को ज़ोर से गाने बजा के परेशान करना उनके लिए बहुत आम था। सारे लड़के खूब मस्ती करते और परीक्षा के समय इतना ध्यान लगा के पढ़ते की ऐसा लगता की पूरा होस्टल ही सुनसान है।

Shivam was a student of engineering; he studied electrical engineering in a very prominent college. His friends loved him a lot, they used to eat, play and study together. Shivam and his friends used to have a lot of fun in the hostel, beating everyone on their birthday and teasing the hostel warden by playing songs out loud at night. All the boys used to have a lot of fun and at the time of examination, they would study so attentively that it seemed that the entire hostel was deserted.

Practice translation (yourselves)

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Translation Exercise - 20

➤ **1.** दसवीं कक्षा में दबाव बहुत था लेकिन कबीर बहुत ही होशियार था, उसके लिए ये इतना मुश्किल नहीं होने वाला था। कबीर ने उम्मीद के अनुसार, बहुत ही अच्छे अंकों के साथ दसवीं की परीक्षा पास की। अब सबसे बड़ी समस्या ये थी कि लेह जैसे इलाके में अच्छे स्कू ल नहीं थे और ख़ास तौर पर बारहवीं के लिए अच्छी शिक्षा मिल पाना लगभग नामुमकिन ही था। बाहर जाना बहुत ख़र्चीला था, बड़े शहर और बड़े स्कू ल में नाम लिखवाने के लिए बहुत पैसे खर्च करने पड़ते और कबीर के पास या उसके माता-पिता के पास इतने पैसे नहीं थे। कबीर सोच में पड़ गया कि अब क्या किया जाए।

There was a lot of pressure in class tenth, but Kabir was very intelligent, it was not going to be so difficult for him. Kabir, as expected, passed the Class tenth examination with pretty decent marks. Now the biggest problem was that there were no good schools in an area like Leh and it was almost impossible to get a good education, especially for the twelfth class. It was very expensive to go out, spend a lot of money to go to a big city and enrol in a big school, and Kabir or his parents did not have that much money. Kabir wondered what to do now.

Practice translation (yourselves)

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Conversation 1

Topic: Career Confusion

Aryan: Good morning ma’am, I am Aryan.
आर्यन: गुड मॉर्निंग मैम, मैं आर्यन हूँ।

Ms. Anu: Good morning Aryan. Please sit down and tell me your problem.
मिस अनु: गुड मॉर्निंग आर्यन। कृपया बैठिए और अपनी समस्या बताइए।

Aryan: Ma’am, I am very confused about my career.
आर्यन: मैम, मैं अपने करियर को लेकर बहुत उलझन में हूँ।

Ms. Anu: Don’t worry. Many students feel like this these days.
मिस अनु: चिंता मत कीजिए। आजकल बहुत से छात्र ऐसा महसूस करते हैं।

Aryan: I don’t know which career option is best for me.
आर्यन: मुझे नहीं पता कि मेरे लिए कौन-सा करियर विकल्प सबसे अच्छा है।

Ms. Anu: First, tell me about your education and interests.
मिस अनु: सबसे पहले मुझे अपनी पढ़ाई और रुचियों के बारे में बताइए।

Aryan: I have completed my graduation, but I don’t have a clear direction.
आर्यन: मैंने अपनी ग्रेजुएशन पूरी कर ली है, लेकिन मुझे कोई साफ दिशा नहीं मिल रही है।

Ms. Anu: That’s okay. Career planning takes time and proper guidance.
मिस अनु: कोई बात नहीं। करियर की योजना बनाने में समय और सही मार्गदर्शन लगता है।

Aryan: Ma’am, I feel scared about my future.
आर्यन: मैम, मुझे अपने भविष्य को लेकर डर लग रहा है।

Ms. Anu: Fear is normal, but confidence is very important.
मिस अनु: डर होना सामान्य है, लेकिन आत्मविश्वास बहुत ज़रूरी है।

Aryan: What should I do now?
आर्यन: मुझे अब क्या करना चाहिए?

Ms. Anu: You should analyze your skills and interests before taking a decision.
मिस अनु: आपको निर्णय लेने से पहले अपनी क्षमताओं और रुचियों का विश्लेषण करना चाहिए।

Conversation 2

Topic: Self Introduction

Aryan: Hello, my name is Aryan.
आर्यन: हेलो, मेरा नाम आर्यन है।

Anu: Nice to meet you Aryan. Where are you from?
अनु: आपसे मिलकर खुशी हुई आर्यन। आप कहाँ से हैं?

Aryan: I am from Delhi.
आर्यन: मैं दिल्ली से हूँ।

Anu: What do you do?
अनु: आप क्या करते हैं?

Aryan: I am a student and learning spoken English.
आर्यन: मैं एक छात्र हूँ और स्पोकन इंग्लिश सीख रहा हूँ।

Anu: That is good. Why do you want to learn English?
अनु: यह अच्छा है। आप इंग्लिश क्यों सीखना चाहते हैं?

Aryan: I want to improve my confidence.
आर्यन: मैं अपना आत्मविश्वास बढ़ाना चाहता हूँ।

Anu: English will help you a lot in your career.
अनु: इंग्लिश आपके करियर में बहुत मदद करेगी।

Aryan: Yes, that is why I am practicing daily.
आर्यन: हाँ, इसलिए मैं रोज़ अभ्यास कर रहा हूँ।

Anu: Keep practicing and you will improve soon.
अनु: अभ्यास करते रहिए, आप जल्दी बेहतर हो जाएंगे।

Conversation 3

Topic: Talking About Family

Aryan: Can I tell you about my family?
आर्यन: क्या मैं आपको अपने परिवार के बारे में बता सकता हूँ?

Anu: Yes, please tell me.
अनु: हाँ, ज़रूर बताइए।

Aryan: There are four members in my family.
आर्यन: मेरे परिवार में चार सदस्य हैं।

Anu: Who are they?
अनु: वे कौन-कौन हैं?

Aryan: My parents, my sister, and me.
आर्यन: मेरे माता-पिता, मेरी बहन और मैं।

Anu: What does your father do?
अनु: आपके पिता क्या करते हैं?

Aryan: My father is a businessman.
आर्यन: मेरे पिता एक व्यवसायी हैं।

Anu: And your mother?
अनु: और आपकी माँ?

Aryan: My mother is a homemaker.
आर्यन: मेरी माँ गृहिणी हैं।

Anu: You have a nice family.
अनु: आपका परिवार बहुत अच्छा है।

Conversation 4

Topic: Daily Routine

Aryan: What is your daily routine?
आर्यन: आपका दैनिक दिनचर्या क्या है?

Anu: I wake up early in the morning.
अनु: मैं सुबह जल्दी उठती हूँ।

Aryan: Do you exercise daily?
आर्यन: क्या आप रोज़ व्यायाम करती हैं?

Anu: Yes, I go for a morning walk.
अनु: हाँ, मैं सुबह टहलने जाती हूँ।

Aryan: After that, what do you do?
आर्यन: उसके बाद आप क्या करती हैं?

Anu: I get ready and go to work.
अनु: मैं तैयार होकर काम पर जाती हूँ।

Aryan: I also try to follow a routine.
आर्यन: मैं भी एक दिनचर्या का पालन करने की कोशिश करता हूँ।

Anu: A good routine makes life disciplined.
अनु: अच्छी दिनचर्या जीवन को अनुशासित बनाती है।

Aryan: I will improve my routine.
आर्यन: मैं अपनी दिनचर्या सुधारूँगा।

Anu: That is a good decision.
अनु: यह एक अच्छा निर्णय है।

Conversation 5

Topic: Hobbies

Aryan: What is your hobby?
आर्यन: आपका शौक क्या है?

Anu: I like reading books.
अनु: मुझे किताबें पढ़ना पसंद है।

Aryan: That is a good hobby.
आर्यन: यह एक अच्छा शौक है।

Anu: What is your hobby?
अनु: आपका शौक क्या है?

Aryan: I like playing cricket.
आर्यन: मुझे क्रिकेट खेलना पसंद है।

Anu: Do you play daily?
अनु: क्या आप रोज़ खेलते हैं?

Aryan: Not daily, but on weekends.
आर्यन: रोज़ नहीं, लेकिन सप्ताहांत में।

Anu: Hobbies refresh our mind.
अनु: शौक हमारे मन को ताज़ा करते हैं।

Aryan: Yes, I feel relaxed after playing.
आर्यन: हाँ, खेलने के बाद मैं आराम महसूस करता हूँ।

Anu: Keep enjoying your hobby.
अनु: अपने शौक का आनंद लेते रहिए।

Conversation 6

Topic: Likes and Dislikes

Aryan: What do you like to do in your free time?
आर्यन: आपको अपने खाली समय में क्या करना पसंद है?

Anu: I like reading and listening to music.
अनु: मुझे पढ़ना और संगीत सुनना पसंद है।

Aryan: Do you like watching movies?
आर्यन: क्या आपको फिल्में देखना पसंद है?

Anu: Yes, I like motivational movies.
अनु: हाँ, मुझे प्रेरणादायक फिल्में पसंद हैं।

Aryan: I like action movies.
आर्यन: मुझे एक्शन फिल्में पसंद हैं।

Anu: What do you dislike?
अनु: आपको क्या पसंद नहीं है?

Aryan: I don't like wasting time.
आर्यन: मुझे समय बर्बाद करना पसंद नहीं है।

Anu: That is a good habit.
अनु: यह एक अच्छी आदत है।

Aryan: I try to use my time properly.
आर्यन: मैं अपने समय का सही उपयोग करने की कोशिश करता हूँ।

Anu: That will help you succeed.
अनु: इससे आपको सफलता मिलेगी।

Conversation 7

Topic: Talking About Food

Aryan: What is your favorite food?
आर्यन: आपका पसंदीदा खाना क्या है?

Anu: I like simple home food.
अनु: मुझे साधारण घर का खाना पसंद है।

Aryan: Do you like spicy food?
आर्यन: क्या आपको तीखा खाना पसंद है?

Anu: Not too much, but sometimes.
अनु: ज़्यादा नहीं, लेकिन कभी-कभी।

Aryan: I like North Indian food.
आर्यन: मुझे उत्तर भारतीय खाना पसंद है।

Anu: Do you eat outside food often?
अनु: क्या आप बाहर का खाना अक्सर खाते हैं?

Aryan: No, I prefer homemade food.
आर्यन: नहीं, मैं घर का खाना पसंद करता हूँ।

Anu: Homemade food is healthy.
अनु: घर का खाना स्वास्थ्य के लिए अच्छा होता है।

Aryan: Yes, my mother cooks very well.
आर्यन: हाँ, मेरी माँ बहुत अच्छा खाना बनाती हैं।

Anu: You are lucky.
अनु: आप भाग्यशाली हैं।

Conversation 8

Topic: Shopping

Aryan: Excuse me, how much is this shirt?
आर्यन: माफ़ कीजिए, इस शर्ट की कीमत कितनी है?

Shopkeeper: It is 900 rupees.
दुकानदार: यह 900 रुपये की है।

Aryan: Can you give some discount?
आर्यन: क्या आप कुछ छूट दे सकते हैं?

Shopkeeper: I can give ten percent discount.
दुकानदार: मैं दस प्रतिशत छूट दे सकता हूँ।

Aryan: That sounds good.
आर्यन: यह ठीक है।

Shopkeeper: Which size do you want?
दुकानदार: आपको कौन-सा साइज चाहिए?

Aryan: Medium size please.
आर्यन: मीडियम साइज दीजिए।

Shopkeeper: Please try it.
दुकानदार: कृपया पहनकर देखिए।

Aryan: It fits me well.
आर्यन: यह मुझे ठीक लग रही है।

Shopkeeper: Thank you for shopping.
दुकानदार: खरीदारी के लिए धन्यवाद।

Conversation 9

Topic: Health

Anu: You look tired today.
अनु: आज आप थके हुए लग रहे हैं।

Aryan: Yes, I am not feeling well.
आर्यन: हाँ, मैं ठीक महसूस नहीं कर रहा हूँ।

Anu: What happened to you?
अनु: आपको क्या हुआ है?

Aryan: I have a headache.
आर्यन: मुझे सिरदर्द है।

Anu: Did you take medicine?
अनु: क्या आपने दवा ली है?

Aryan: Not yet.
आर्यन: अभी नहीं।

Anu: You should take rest.
अनु: आपको आराम करना चाहिए।

Aryan: Yes, I will do that.
आर्यन: हाँ, मैं ऐसा करूँगा।

Anu: Health is very important.
अनु: स्वास्थ्य बहुत ज़रूरी है।

Aryan: I will take care of my health.
आर्यन: मैं अपने स्वास्थ्य का ध्यान रखूँगा।

Conversation 10

Topic: Weather

Aryan: How is the weather today?
आर्यन: आज मौसम कैसा है?

Anu: It is very hot today.
अनु: आज बहुत गर्मी है।

Aryan: I don’t like hot weather.
आर्यन: मुझे गर्म मौसम पसंद नहीं है।

Anu: I also prefer cool weather.
अनु: मुझे भी ठंडा मौसम पसंद है।

Aryan: Is it going to rain today?
आर्यन: क्या आज बारिश होने वाली है?

Anu: The weather report says so.
अनु: मौसम की रिपोर्ट ऐसा कहती है।

Aryan: Rain gives relief from heat.
आर्यन: बारिश गर्मी से राहत देती है।

Anu: Yes, it feels pleasant.
अनु: हाँ, मौसम सुहावना हो जाता है।

Aryan: I enjoy rainy weather.
आर्यन: मुझे बरसात का मौसम पसंद है।

Anu: Me too.
अनु: मुझे भी।

Conversation 11

Topic: Asking for Help

Aryan: Excuse me, can you help me?
आर्यन: माफ़ कीजिए, क्या आप मेरी मदद कर सकते हैं?

Anu: Yes, sure. What is the problem?
अनु: हाँ, ज़रूर। क्या समस्या है?

Aryan: I don’t understand this topic.
आर्यन: मुझे यह विषय समझ नहीं आ रहा है।

Anu: Don’t worry, I will explain.
अनु: चिंता मत कीजिए, मैं समझा दूँगी।

Aryan: Thank you so much.
आर्यन: आपका बहुत धन्यवाद।

Anu: You are welcome.
अनु: आपका स्वागत है।

Aryan: Your explanation is very clear.
आर्यन: आपका समझाना बहुत साफ़ है।

Anu: I am happy to help you.
अनु: मुझे आपकी मदद करके खुशी हुई।

Aryan: I really appreciate it.
आर्यन: मैं इसकी बहुत सराहना करता हूँ।

Anu: Anytime.
अनु: कभी भी।

Conversation 12

Topic: Giving Directions

Aryan: Excuse me, where is the bank?
आर्यन: माफ़ कीजिए, बैंक कहाँ है?

Anu: Go straight and turn left.
अनु: सीधे जाएँ और बाएँ मुड़ें।

Aryan: Is it far from here?
आर्यन: क्या यह यहाँ से दूर है?

Anu: No, it is nearby.
अनु: नहीं, यह पास में है।

Aryan: How much time will it take?
आर्यन: वहाँ पहुँचने में कितना समय लगेगा?

Anu: It will take five minutes.
अनु: पाँच मिनट लगेंगे।

Aryan: Thank you for the directions.
आर्यन: दिशा बताने के लिए धन्यवाद।

Anu: You are welcome.
अनु: आपका स्वागत है।

Aryan: Have a nice day.
आर्यन: आपका दिन शुभ हो।

Anu: Same to you.
अनु: आपको भी।

Conversation 13

Topic: Making Requests

Aryan: Please close the window.
आर्यन: कृपया खिड़की बंद कर दीजिए।

Anu: Sure, no problem.
अनु: ज़रूर, कोई समस्या नहीं।

Aryan: Thank you for your help.
आर्यन: आपकी मदद के लिए धन्यवाद।

Anu: It’s okay.
अनु: कोई बात नहीं।

Aryan: Can you please speak slowly?
आर्यन: क्या आप कृपया धीरे बोल सकते हैं?

Anu: Yes, of course.
अनु: हाँ, बिल्कुल।

Aryan: It helps me understand better.
आर्यन: इससे मुझे बेहतर समझने में मदद मिलती है।

Anu: I will keep that in mind.
अनु: मैं इसका ध्यान रखूँगी।

Aryan: I appreciate your support.
आर्यन: मैं आपके सहयोग की सराहना करता हूँ।

Anu: You’re welcome.
अनु: आपका स्वागत है।

Conversation 14

Topic: Apologizing

Aryan: I am sorry for coming late.
आर्यन: देर से आने के लिए मुझे माफ़ कीजिए।

Anu: It’s okay. Don’t worry.
अनु: कोई बात नहीं, चिंता मत कीजिए।

Aryan: There was a lot of traffic.
आर्यन: रास्ते में बहुत ट्रैफिक था।

Anu: I understand.
अनु: मैं समझती हूँ।

Aryan: I will try to be on time.
आर्यन: मैं समय पर आने की कोशिश करूँगा।

Anu: That’s good.
अनु: यह अच्छा है।

Aryan: Thank you for understanding.
आर्यन: समझने के लिए धन्यवाद।

Anu: No problem.
अनु: कोई समस्या नहीं।

Aryan: I won’t repeat it.
आर्यन: मैं इसे दोबारा नहीं दोहराऊँगा।

Anu: That’s fine.
अनु: ठीक है।

Conversation 15

Topic: Thanking Someone

Aryan: Thank you for your guidance.
आर्यन: आपके मार्गदर्शन के लिए धन्यवाद।

Anu: You are most welcome.
अनु: आपका बहुत-बहुत स्वागत है।

Aryan: You always motivate me.
आर्यन: आप हमेशा मुझे प्रेरित करती हैं।

Anu: I am glad to hear that.
अनु: यह सुनकर मुझे खुशी हुई।

Aryan: Your advice helps me a lot.
आर्यन: आपकी सलाह मुझे बहुत मदद करती है।

Anu: I am happy to support you.
अनु: मुझे आपकी सहायता करके खुशी होती है।

Aryan: I feel more confident now.
आर्यन: अब मुझे ज़्यादा आत्मविश्वास महसूस होता है।

Anu: That's great.
अनु: यह बहुत अच्छा है।

Aryan: Thank you once again.
आर्यन: एक बार फिर धन्यवाद।

Anu: Always welcome.
अनु: हमेशा स्वागत है।

Conversation 16

Topic: Compliments

Aryan: Your presentation was very good today.
आर्यन: आज आपकी प्रस्तुति बहुत अच्छी थी।

Anu: Thank you so much.
अनु: आपका बहुत धन्यवाद।

Aryan: You explained everything clearly.
आर्यन: आपने सब कुछ साफ़-साफ़ समझाया।

Anu: I am glad you liked it.
अनु: मुझे खुशी है कि आपको पसंद आया।

Aryan: I learned many new things.
आर्यन: मैंने कई नई बातें सीखी हैं।

Anu: That means a lot to me.
अनु: यह मेरे लिए बहुत मायने रखता है।

Aryan: You are a great teacher.
आर्यन: आप एक बहुत अच्छी शिक्षिका हैं।

Anu: Thank you for the compliment.
अनु: तारीफ़ के लिए धन्यवाद।

Aryan: You deserve it.
आर्यन: आप इसकी हक़दार हैं।

Anu: That’s very kind of you.
अनु: यह आपकी बहुत कृपा है।

Conversation 17

Topic: Invitations

Aryan: I am having a small party tomorrow.
आर्यन: कल मेरी एक छोटी-सी पार्टी है।

Anu: That sounds nice.
अनु: यह अच्छा लग रहा है।

Aryan: I would like to invite you.
आर्यन: मैं आपको आमंत्रित करना चाहता हूँ।

Anu: Thank you for the invitation.
अनु: निमंत्रण के लिए धन्यवाद।

Aryan: Will you be able to come?
आर्यन: क्या आप आ पाएँगी?

Anu: Yes, I will try my best.
अनु: हाँ, मैं पूरी कोशिश करूँगी।

Aryan: The party starts at 7 pm.
आर्यन: पार्टी शाम 7 बजे शुरू होगी।

Anu: Okay, I will be there on time.
अनु: ठीक है, मैं समय पर पहुँचूँगी।

Aryan: I will be happy to see you.
आर्यन: मुझे आपको देखकर खुशी होगी।

Anu: See you tomorrow then.
अनु: फिर कल मिलते हैं।

Conversation 18

Topic: Phone Conversation

Aryan: Hello, may I speak to Anu ma’am?
आर्यन: हेलो, क्या मैं अनु मैम से बात कर सकता हूँ?

Anu: Yes, this is Anu speaking.
अनु: हाँ, मैं अनु बोल रही हूँ।

Aryan: Good evening ma'am.
आर्यन: गुड ईवनिंग मैम।

Anu: Good evening Aryan. How are you?
अनु: गुड ईवनिंग आर्यन। आप कैसे हैं?

Aryan: I am fine. I wanted to ask something.
आर्यन: मैं ठीक हूँ। मुझे कुछ पूछना था।

Anu: Yes, please tell me.
अनु: हाँ, बताइए।

Aryan: Can we reschedule today's meeting?
आर्यन: क्या हम आज की मीटिंग को बदल सकते हैं?

Anu: Yes, we can do it tomorrow.
अनु: हाँ, हम इसे कल कर सकते हैं।

Aryan: Thank you for your time.
आर्यन: आपके समय के लिए धन्यवाद।

Anu: You're welcome. Bye.
अनु: आपका स्वागत है। अलविदा।

Conversation 19

Topic: Small Talk

Aryan: How was your day today?
आर्यन: आज आपका दिन कैसा रहा?

Anu: It was quite busy.
अनु: यह काफ़ी व्यस्त रहा।

Aryan: Did you finish all your work?
आर्यन: क्या आपने सारा काम पूरा कर लिया?

Anu: Almost, just a little left.
अनु: लगभग, थोड़ा-सा बाकी है।

Aryan: The weather is nice today.
आर्यन: आज मौसम अच्छा है।

Anu: Yes, it feels pleasant.
अनु: हाँ, सुहावना लग रहा है।

Aryan: I enjoy such weather.
आर्यन: मुझे ऐसा मौसम पसंद है।

Anu: Me too.
अनु: मुझे भी।

Aryan: It makes the day better.
आर्यन: यह दिन को बेहतर बना देता है।

Anu: Absolutely.
अनु: बिल्कुल।

Conversation 20

Topic: Railway Station

Aryan: Excuse me, when will the train arrive?
आर्यन: माफ़ कीजिए, ट्रेन कब आएगी?

Anu: The train will arrive at 6 pm.
अनु: ट्रेन शाम 6 बजे आएगी।

Aryan: Is the train on time?
आर्यन: क्या ट्रेन समय पर है?

Anu: Yes, it is on time today.
अनु: हाँ, आज यह समय पर है।

Aryan: Which platform will it come on?
आर्यन: यह किस प्लेटफ़ॉर्म पर आएगी?

Anu: It will come on platform number 2.
अनु: यह प्लेटफ़ॉर्म नंबर 2 पर आएगी।

Aryan: Thank you for the information.
आर्यन: जानकारी के लिए धन्यवाद।

Anu: You are welcome.
अनु: आपका स्वागत है।

Aryan: Have a nice journey.
आर्यन: आपकी यात्रा शुभ हो।

Anu: Thank you.
अनु: धन्यवाद।

Conversation 21

Topic: Bus Stand

Aryan: Is this bus going to Noida?
आर्यन: क्या यह बस नोएडा जाएगी?

Anu: Yes, this bus goes to Noida.
अनु: हाँ, यह बस नोएडा जाती है।

Aryan: What is the ticket price?
आर्यन: टिकट की कीमत क्या है?

Anu: It is fifty rupees.
अनु: यह पचास रुपये है।

Aryan: How much time will it take?
आर्यन: इसमें कितना समय लगेगा?

Anu: It will take one hour.
अनु: इसमें एक घंटा लगेगा।

Aryan: Thank you for your help.
आर्यन: आपकी मदद के लिए धन्यवाद।

Anu: No problem.
अनु: कोई समस्या नहीं।

Aryan: Have a good day.
आर्यन: आपका दिन शुभ हो।

Anu: Same to you.
अनु: आपको भी।

Conversation 22

Topic: Airport

Aryan: Where is the check-in counter?
आर्यन: चेक-इन काउंटर कहाँ है?

Anu: It is on the first floor.
अनु: यह पहली मंज़िल पर है।

Aryan: Which gate should I go to?
आर्यन: मुझे किस गेट पर जाना चाहिए?

Anu: Please go to gate number 5.
अनु: कृपया गेट नंबर 5 पर जाएँ।

Aryan: Is this an international flight?
आर्यन: क्या यह अंतरराष्ट्रीय उड़ान है?

Anu: No, it is a domestic flight.
अनु: नहीं, यह घरेलू उड़ान है।

Aryan: Thank you for guiding me.
आर्यन: मेरा मार्गदर्शन करने के लिए धन्यवाद।

Anu: You're welcome.
अनु: आपका स्वागत है।

Aryan: Have a safe flight.
आर्यन: आपकी उड़ान सुरक्षित हो।

Anu: Thank you.
अनु: धन्यवाद।

Conversation 23

Topic: Hotel Booking

Aryan: I would like to book a room.
आर्यन: मैं एक कमरा बुक करना चाहता हूँ।

Anu: For how many days?
अनु: कितने दिनों के लिए?

Aryan: For two days.
आर्यन: दो दिनों के लिए।

Anu: Do you want a single or double room?
अनु: आपको सिंगल कमरा चाहिए या डबल?

Aryan: A single room please.
आर्यन: एक सिंगल कमरा दीजिए।

Anu: The rent is two thousand per day.
अनु: किराया दो हज़ार रुपये प्रति दिन है।

Aryan: That is fine.
आर्यन: ठीक है।

Anu: Please fill this form.
अनु: कृपया यह फ़ॉर्म भर दीजिए।

Aryan: Sure, here you go.
आर्यन: ज़रूर, लीजिए।

Anu: Welcome to our hotel.
अनु: हमारे होटल में आपका स्वागत है।

Conversation 24

Topic: Tourist Places

Aryan: Which place should I visit here?
आर्यन: मुझे यहाँ कौन-सी जगह घूमनी चाहिए?

Anu: You should visit the old fort.
अनु: आपको पुराना किला देखना चाहिए।

Aryan: Is it far from here?
आर्यन: क्या यह यहाँ से दूर है?

Anu: No, it is nearby.
अनु: नहीं, यह पास में है।

Aryan: How can I reach there?
आर्यन: मैं वहाँ कैसे पहुँच सकता हूँ?

Anu: You can take a taxi.
अनु: आप टैक्सी ले सकते हैं।

Aryan: Is it worth visiting?
आर्यन: क्या यह देखने लायक है?

Anu: Yes, it is very beautiful.
अनु: हाँ, यह बहुत सुंदर है।

Aryan: Thank you for the suggestion.
आर्यन: सुझाव के लिए धन्यवाद।

Anu: Enjoy your trip.
अनु: अपनी यात्रा का आनंद लीजिए।

Conversation 25

Topic: Restaurant

Aryan: May I see the menu, please?
आर्यन: क्या मैं मेन्यू देख सकता हूँ?

Anu: Yes sir, here is the menu.
अनु: हाँ सर, यह रहा मेन्यू।

Aryan: What do you recommend?
आर्यन: आप क्या सुझाएँगी?

Anu: Our special dish is very popular.
अनु: हमारी स्पेशल डिश बहुत लोकप्रिय है।

Aryan: I would like to try that.
आर्यन: मैं वही लेना चाहूँगा।

Anu: Would you like something to drink?
अनु: क्या आप कुछ पीना चाहेंगे?

Aryan: Yes, a glass of water please.
आर्यन: हाँ, एक गिलास पानी दीजिए।

Anu: Sure sir.
अनु: ज़रूर सर।

Aryan: Thank you.
आर्यन: धन्यवाद।

Anu: You're welcome.
अनु: आपका स्वागत है।

Conversation 26

Topic: Ordering Food

Aryan: I would like to order food.
आर्यन: मैं खाना ऑर्डर करना चाहता हूँ।

Anu: Yes sir, please tell me.
अनु: हाँ सर, कृपया बताइए।

Aryan: I want one dosa and one coffee.
आर्यन: मुझे एक डोसा और एक कॉफी चाहिए।

Anu: Would you like it plain or masala dosa?
अनु: आपको सादा या मसाला डोसा चाहिए?

Aryan: Masala dosa please.
आर्यन: मसाला डोसा दीजिए।

Anu: Anything else?
अनु: और कुछ चाहिए?

Aryan: No, that's all.
आर्यन: नहीं, बस इतना ही।

Anu: Your order will be ready soon.
अनु: आपका ऑर्डर जल्दी तैयार हो जाएगा।

Aryan: Thank you.
आर्यन: धन्यवाद।

Anu: You're welcome.
अनु: आपका स्वागत है।

Conversation 27

Topic: Complaining Politely

Aryan: Excuse me, I have a complaint.
आर्यन: माफ़ कीजिए, मुझे एक शिकायत करनी है।

Anu: Please tell me the problem.
अनु: कृपया समस्या बताइए।

Aryan: The food is too spicy.
आर्यन: खाना बहुत ज़्यादा तीखा है।

Anu: I am sorry for the inconvenience.
अनु: असुविधा के लिए मुझे खेद है।

Aryan: Can you change it, please?
आर्यन: क्या आप इसे बदल सकते हैं?

Anu: Yes, we will replace it.
अनु: हाँ, हम इसे बदल देंगे।

Aryan: Thank you for your support.
आर्यन: आपके सहयोग के लिए धन्यवाद।

Anu: We will take care next time.
अनु: हम अगली बार ध्यान रखेंगे।

Aryan: I appreciate it.
आर्यन: मैं इसकी सराहना करता हूँ।

Anu: Thank you for informing us.
अनु: हमें बताने के लिए धन्यवाद।

Conversation 28

Topic: Asking for Information

Aryan: Can you give me some information?
आर्यन: क्या आप मुझे कुछ जानकारी दे सकते हैं?

Anu: Yes, what do you want to know?
अनु: हाँ, आप क्या जानना चाहते हैं?

Aryan: I want details about this course.
आर्यन: मुझे इस कोर्स के बारे में जानकारी चाहिए।

Anu: This course is for six months.
अनु: यह कोर्स छह महीने का है।

Aryan: What is the fee structure?
आर्यन: फीस संरचना क्या है?

Anu: The fee is ten thousand rupees.
अनु: फीस दस हज़ार रुपये है।

Aryan: Is there any installment option?
आर्यन: क्या किश्तों में भुगतान का विकल्प है?

Anu: Yes, installments are available.
अनु: हाँ, किश्तों की सुविधा उपलब्ध है।

Aryan: Thank you for the information.
आर्यन: जानकारी के लिए धन्यवाद।

Anu: You’re welcome.
अनु: आपका स्वागत है।

Conversation 29

Topic: Emergency Situation

Aryan: Please help me, it is an emergency.
आर्यन: कृपया मेरी मदद कीजिए, यह आपात स्थिति है।

Anu: What happened?
अनु: क्या हुआ है?

Aryan: My friend is not feeling well.
आर्यन: मेरा दोस्त ठीक महसूस नहीं कर रहा है।

Anu: Should I call a doctor?
अनु: क्या मैं डॉक्टर को बुलाऊँ?

Aryan: Yes, please call immediately.
आर्यन: हाँ, कृपया तुरंत बुलाइए।

Anu: Don’t worry, help is coming.
अनु: चिंता मत कीजिए, मदद आ रही है।

Aryan: Thank you for acting fast.
आर्यन: जल्दी कार्रवाई करने के लिए धन्यवाद।

Anu: It is my duty.
अनु: यह मेरा कर्तव्य है।

Aryan: I really appreciate your help.
आर्यन: मैं आपकी मदद की सच में सराहना करता हूँ।

Anu: Everything will be fine.
अनु: सब ठीक हो जाएगा।

Conversation 30

Topic: Classroom Conversation

Aryan: May I come in, sir?
आर्यन: क्या मैं अंदर आ सकता हूँ, सर?

Anu: Yes, please come in.
अनु: हाँ, कृपया अंदर आइए।

Aryan: Sorry for being late.
आर्यन: देर होने के लिए माफ़ कीजिए।

Anu: Please take your seat.
अनु: कृपया अपनी सीट पर बैठिए।

Aryan: Sir, I have a doubt.
आर्यन: सर, मुझे एक शंका है।

Anu: Yes, ask your question.
अनु: हाँ, अपना प्रश्न पूछिए।

Aryan: Can you explain this topic again?
आर्यन: क्या आप यह विषय फिर से समझा सकते हैं?

Anu: Sure, I will explain once more.
अनु: ज़रूर, मैं एक बार फिर समझाऊँगा।

Aryan: Thank you, sir.
आर्यन: धन्यवाद, सर।

Anu: You're welcome.
अनु: आपका स्वागत है।

Conversation 31

Topic: Talking to Teacher

Aryan: Sir, may I talk to you?
आर्यन: सर, क्या मैं आपसे बात कर सकता हूँ?

Anu: Yes, what is the matter?
अनु: हाँ, क्या बात है?

Aryan: I am worried about my exam.
आर्यन: मैं अपनी परीक्षा को लेकर चिंतित हूँ।

Anu: Why are you worried?
अनु: आप क्यों चिंतित हैं?

Aryan: I feel my preparation is not enough.
आर्यन: मुझे लगता है मेरी तैयारी पर्याप्त नहीं है।

Anu: You should revise regularly.
अनु: आपको नियमित रूप से दोहराना चाहिए।

Aryan: I will follow your advice.
आर्यन: मैं आपकी सलाह का पालन करूँगा।

Anu: Stay confident and calm.
अनु: आत्मविश्वासी और शांत रहिए।

Aryan: Thank you for motivating me.
आर्यन: मुझे प्रेरित करने के लिए धन्यवाद।

Anu: All the best.
अनु: शुभकामनाएँ।

Conversation 32

Topic: Office Conversation

Aryan: Good morning sir.
आर्यन: गुड मॉर्निंग सर।

Anu: Good morning Aryan.
अनु: गुड मॉर्निंग आर्यन।

Aryan: Are you free now?
आर्यन: क्या आप अभी फ्री हैं?

Anu: Yes, we can talk.
अनु: हाँ, हम बात कर सकते हैं।

Aryan: I wanted to discuss the project.
आर्यन: मैं प्रोजेक्ट पर चर्चा करना चाहता था।

Anu: Sure, please go ahead.
अनु: ज़रूर, आगे बताइए।

Aryan: The work will be completed by tomorrow.
आर्यन: काम कल तक पूरा हो जाएगा।

Anu: That’s good to hear.
अनु: यह सुनकर अच्छा लगा।

Aryan: Please let me know if any changes are needed.
आर्यन: अगर किसी बदलाव की ज़रूरत हो तो कृपया बताइए।

Anu: I will inform you.
अनु: मैं आपको सूचित करूँगा।

Conversation 33

Topic: Job Interview

Interviewer: Tell me about yourself.
साक्षात्कारकर्ता: अपने बारे में बताइए।

Aryan: My name is Aryan and I am a graduate.
आर्यन: मेरा नाम आर्यन है और मैं स्नातक हूँ।

Interviewer: Do you have any experience?
साक्षात्कारकर्ता: क्या आपके पास कोई अनुभव है?

Aryan: I am a fresher, but I am eager to learn.
आर्यन: मैं फ्रेशर हूँ, लेकिन सीखने के लिए उत्सुक हूँ।

Interviewer: Why should we hire you?
साक्षात्कारकर्ता: हमें आपको क्यों नियुक्त करना चाहिए?

Aryan: I am hardworking and dedicated.
आर्यन: मैं मेहनती और समर्पित हूँ।

Interviewer: What are your strengths?
साक्षात्कारकर्ता: आपकी ताकत क्या है?

Aryan: I have good communication skills.
आर्यन: मेरे पास अच्छी संवाद कौशल है।

Interviewer: Thank you for coming.
साक्षात्कारकर्ता: आने के लिए धन्यवाद।

Aryan: Thank you for the opportunity.
आर्यन: अवसर के लिए धन्यवाद।

Conversation 34

Topic: Talking About Work Experience

Anu: Do you have any work experience?
अनु: क्या आपके पास कोई कार्य अनुभव है?

Aryan: Yes, I have one year experience.
आर्यन: हाँ, मेरे पास एक साल का अनुभव है।

Anu: Where did you work?
अनु: आपने कहाँ काम किया है?

Aryan: I worked in a private company.
आर्यन: मैंने एक निजी कंपनी में काम किया है।

Anu: What was your role?
अनु: आपकी भूमिका क्या थी?

Aryan: I was a sales executive.
आर्यन: मैं सेल्स एक्ज़ीक्यूटिव था।

Anu: What did you learn there?
अनु: आपने वहाँ क्या सीखा?

Aryan: I learned teamwork and communication.
आर्यन: मैंने टीमवर्क और संवाद सीखा।

Anu: That is good experience.
अनु: यह अच्छा अनुभव है।

Aryan: Yes, it helped me grow.
आर्यन: हाँ, इससे मुझे आगे बढ़ने में मदद मिली।

Conversation 35

Topic: Asking for Leave

Aryan: Sir, I want to take leave tomorrow.
आर्यन: सर, मैं कल छुट्टी लेना चाहता हूँ।

Anu: What is the reason?
अनु: कारण क्या है?

Aryan: I have some personal work.
आर्यन: मुझे कुछ निजी काम है।

Anu: Is it urgent?
अनु: क्या यह ज़रूरी है?

Aryan: Yes, it is important.
आर्यन: हाँ, यह महत्वपूर्ण है।

Anu: Please apply through email.
अनु: कृपया ईमेल के माध्यम से आवेदन करें।

Aryan: Sure, I will do that.
आर्यन: ज़रूर, मैं ऐसा करूँगा।

Anu: Your leave is approved.
अनु: आपकी छुट्टी मंज़ूर है।

Aryan: Thank you, sir.
आर्यन: धन्यवाद, सर।

Anu: You're welcome.
अनु: आपका स्वागत है।

Conversation 36

Topic: Office Meeting

Aryan: Good morning everyone.
आर्यन: सभी को सुप्रभात।

Anu: Good morning, let us start the meeting.
अनु: सुप्रभात, चलिए बैठक शुरू करते हैं।

Aryan: Today we will discuss our targets.
आर्यन: आज हम अपने लक्ष्यों पर चर्चा करेंगे।

Anu: Please share your ideas.
अनु: कृपया अपने विचार साझा करें।

Aryan: I think teamwork is important.
आर्यन: मुझे लगता है टीमवर्क महत्वपूर्ण है।

Anu: Yes, teamwork gives better results.
अनु: हाँ, टीमवर्क बेहतर परिणाम देता है।

Aryan: We should plan properly.
आर्यन: हमें सही योजना बनानी चाहिए।

Anu: That is a good suggestion.
अनु: यह एक अच्छा सुझाव है।

Aryan: Thank you for listening.
आर्यन: सुनने के लिए धन्यवाद।

Anu: Let us move ahead.
अनु: चलिए आगे बढ़ते हैं।

Conversation 37

Topic: Motivation

Aryan: I feel demotivated sometimes.
आर्यन: कभी-कभी मैं हतोत्साहित महसूस करता हूँ।

Anu: Why do you feel so?
अनु: आप ऐसा क्यों महसूस करते हैं?

Aryan: Things do not go as planned.
आर्यन: चीज़ें योजना के अनुसार नहीं होतीं।

Anu: Failures are part of life.
अनु: असफलताएँ जीवन का हिस्सा हैं।

Aryan: How can I stay positive?
आर्यन: मैं सकारात्मक कैसे रहूँ?

Anu: Believe in yourself.
अनु: खुद पर विश्वास रखिए।

Aryan: I will try my best.
आर्यन: मैं पूरी कोशिश करूँगा।

Anu: Never give up.
अनु: कभी हार मत मानिए।

Aryan: Thank you for motivating me.
आर्यन: मुझे प्रेरित करने के लिए धन्यवाद।

Anu: You can do it.
अनु: आप यह कर सकते हैं।

Conversation 38

Topic: Bank Conversation

Aryan: Good morning, I want to open an account.
आर्यन: गुड मॉर्निंग, मैं खाता खोलना चाहता हूँ।

Anu: Please fill this form.
अनु: कृपया यह फॉर्म भरिए।

Aryan: What documents are required?
आर्यन: कौन से दस्तावेज़ चाहिए?

Anu: Aadhaar and PAN card.
अनु: आधार और पैन कार्ड।

Aryan: Is minimum balance required?
आर्यन: क्या न्यूनतम बैलेंस ज़रूरी है?

Anu: Yes, it is required.
अनु: हाँ, यह आवश्यक है।

Aryan: How long will it take?
आर्यन: इसमें कितना समय लगेगा?

Anu: It will be done today.
अनु: यह आज ही हो जाएगा।

Aryan: Thank you for your help.
आर्यन: आपकी मदद के लिए धन्यवाद।

Anu: You're welcome.
अनु: आपका स्वागत है।

Conversation 39

Topic: Online Shopping

Aryan: I like online shopping.
आर्यन: मुझे ऑनलाइन शॉपिंग पसंद है।

Anu: What do you buy online?
अनु: आप ऑनलाइन क्या खरीदते हैं?

Aryan: Clothes and electronics.
आर्यन: कपड़े और इलेक्ट्रॉनिक्स।

Anu: Is it safe?
अनु: क्या यह सुरक्षित है?

Aryan: Yes, if we are careful.
आर्यन: हाँ, अगर हम सावधान रहें।

Anu: Do you compare prices?
अनु: क्या आप कीमतों की तुलना करते हैं?

Aryan: Yes, I always compare.
आर्यन: हाँ, मैं हमेशा तुलना करता हूँ।

Anu: That is a good habit.
अनु: यह अच्छी आदत है।

Aryan: It saves money.
आर्यन: इससे पैसे बचते हैं।

Anu: Absolutely.
अनु: बिल्कुल।

Conversation 40

Topic: Social Media

Aryan: I use social media daily.
आर्यन: मैं रोज़ सोशल मीडिया इस्तेमाल करता हूँ।

Anu: How much time do you spend?
अनु: आप कितना समय बिताते हैं?

Aryan: Around one hour.
आर्यन: लगभग एक घंटा।

Anu: That is reasonable.
अनु: यह ठीक है।

Aryan: It helps me stay connected.
आर्यन: इससे मैं जुड़ा रहता हूँ।

Anu: But avoid overuse.
अनु: लेकिन ज़्यादा उपयोग से बचिए।

Aryan: Yes, I agree.
आर्यन: हाँ, मैं सहमत हूँ।

Anu: Balance is important.
अनु: संतुलन ज़रूरी है।

Aryan: I will manage my time.
आर्यन: मैं अपना समय संभालूँगा।

Anu: Good decision.
अनु: अच्छा निर्णय है।

Conversation 41

Topic: Mobile Phone Usage

Aryan: Mobile phones are very useful.
आर्यन: मोबाइल फोन बहुत उपयोगी हैं।

Anu: Yes, but misuse is harmful.
अनु: हाँ, लेकिन दुरुपयोग हानिकारक है।

Aryan: I use it for study also.
आर्यन: मैं इसे पढ़ाई के लिए भी उपयोग करता हूँ।

Anu: That is good.
अनु: यह अच्छा है।

Aryan: Sometimes I waste time.
आर्यन: कभी-कभी मैं समय बर्बाद करता हूँ।

Anu: Try to limit usage.
अनु: उपयोग सीमित करने की कोशिश करें।

Aryan: I will follow this advice.
आर्यन: मैं इस सलाह का पालन करूँगा।

Anu: Focus on your goals.
अनु: अपने लक्ष्यों पर ध्यान दें।

Aryan: Yes, I will.
आर्यन: हाँ, करूँगा।

Anu: All the best.
अनु: शुभकामनाएँ।

Conversation 42

Topic: Talking About Dreams

Aryan: I have big dreams.
आर्यन: मेरे बड़े सपने हैं।

Anu: What is your dream?
अनु: आपका सपना क्या है?

Aryan: I want to become successful.
आर्यन: मैं सफल बनना चाहता हूँ।

Anu: Success needs hard work.
अनु: सफलता के लिए मेहनत चाहिए।

Aryan: I am ready to work hard.
आर्यन: मैं मेहनत करने को तैयार हूँ।

Anu: Stay focused.
अनु: ध्यान केंद्रित रखें।

Aryan: I will not lose hope.
आर्यन: मैं उम्मीद नहीं छोड़ूँगा।

Anu: Dreams do come true.
अनु: सपने सच होते हैं।

Aryan: That motivates me.
आर्यन: यह मुझे प्रेरित करता है।

Anu: Keep going.
अनु: आगे बढ़ते रहें।

Conversation 43

Topic: Future Plans

Aryan: What should I do after graduation?
आर्यन: स्नातक के बाद मुझे क्या करना चाहिए?

Anu: You can go for higher studies.
अनु: आप उच्च शिक्षा ले सकते हैं।

Aryan: Or should I do a job?
आर्यन: या मुझे नौकरी करनी चाहिए?

Anu: Choose according to your interest.
अनु: अपनी रुचि के अनुसार चुनें।

Aryan: I like learning new skills.
आर्यन: मुझे नई स्किल्स सीखना पसंद है।

Anu: Skill development is important.
अनु: स्किल विकास महत्वपूर्ण है।

Aryan: I will plan carefully.
आर्यन: मैं सोच-समझकर योजना बनाऊँगा।

Anu: Take guidance if needed.
अनु: ज़रूरत हो तो मार्गदर्शन लें।

Aryan: Thank you for advice.
आर्यन: सलाह के लिए धन्यवाद।

Anu: Anytime.
अनु: कभी भी।

Conversation 44

Topic: Time Management

Aryan: I struggle with time management.
आर्यन: मुझे समय प्रबंधन में परेशानी होती है।

Anu: Make a daily schedule.
अनु: रोज़ का शेड्यूल बनाइए।

Aryan: I try but fail sometimes.
आर्यन: मैं कोशिश करता हूँ लेकिन कभी असफल हो जाता हूँ।

Anu: Be consistent.
अनु: निरंतर रहें।

Aryan: Should I set priorities?
आर्यन: क्या मुझे प्राथमिकताएँ तय करनी चाहिए?

Anu: Yes, it helps a lot.
अनु: हाँ, इससे बहुत मदद मिलती है।

Aryan: I will start today.
आर्यन: मैं आज से शुरू करूँगा।

Anu: Good initiative.
अनु: अच्छी पहल है।

Aryan: Thank you.
आर्यन: धन्यवाद।

Anu: You will improve.
अनु: आप सुधार करेंगे।

Conversation 45

Topic: Stress Management

Aryan: I feel stressed these days.
आर्यन: आजकल मैं तनाव महसूस करता हूँ।

Anu: What is the reason?
अनु: कारण क्या है?

Aryan: Work pressure.
आर्यन: काम का दबाव।

Anu: Take short breaks.
अनु: छोटे ब्रेक लें।

Aryan: Does exercise help?
आर्यन: क्या व्यायाम मदद करता है?

Anu: Yes, it helps a lot.
अनु: हाँ, यह बहुत मदद करता है।

Aryan: I will start exercising.
आर्यन: मैं व्यायाम शुरू करूँगा।

Anu: Also meditate daily.
अनु: रोज़ ध्यान भी करें।

Aryan: Thank you for guidance.
आर्यन: मार्गदर्शन के लिए धन्यवाद।

Anu: Take care.
अनु: ध्यान रखें।

Conversation 46

Topic: Healthy Lifestyle

Aryan: I want to live a healthy life.
आर्यन: मैं स्वस्थ जीवन जीना चाहता हूँ।

Anu: Eat healthy food.
अनु: स्वस्थ भोजन करें।

Aryan: I like junk food.
आर्यन: मुझे जंक फूड पसंद है।

Anu: Avoid it as much as possible.
अनु: जितना हो सके इससे बचें।

Aryan: Should I drink more water?
आर्यन: क्या मुझे ज़्यादा पानी पीना चाहिए?

Anu: Yes, it is very important.
अनु: हाँ, यह बहुत ज़रूरी है।

Aryan: I will change my habits.
आर्यन: मैं अपनी आदतें बदलूँगा।

Anu: Start step by step.
अनु: धीरे-धीरे शुरू करें।

Aryan: That sounds doable.
आर्यन: यह संभव लगता है।

Anu: Stay healthy.
अनु: स्वस्थ रहें।

Conversation 47

Topic: Environment Awareness

Aryan: We should protect the environment.
आर्यन: हमें पर्यावरण की रक्षा करनी चाहिए।

Anu: Yes, it is our responsibility.
अनु: हाँ, यह हमारी ज़िम्मेदारी है।

Aryan: Pollution is increasing.
आर्यन: प्रदूषण बढ़ रहा है।

Anu: We should plant trees.
अनु: हमें पेड़ लगाने चाहिए।

Aryan: And reduce plastic use.
आर्यन: और प्लास्टिक का उपयोग कम करें।

Anu: Exactly.
अनु: बिल्कुल।

Aryan: Small steps matter.
आर्यन: छोटे कदम मायने रखते हैं।

Anu: Awareness is key.
अनु: जागरूकता महत्वपूर्ण है।

Aryan: I will spread awareness.
आर्यन: मैं जागरूकता फैलाऊँगा।

Anu: That is great.
अनु: यह बहुत अच्छा है।

Conversation 48

Topic: Technology in Life

Aryan: Technology makes life easy.
आर्यन: तकनीक जीवन को आसान बनाती है।

Anu: Yes, it saves time.
अनु: हाँ, यह समय बचाती है।

Aryan: I use apps daily.
आर्यन: मैं रोज़ ऐप्स का उपयोग करता हूँ।

Anu: For work or entertainment?
अनु: काम या मनोरंजन के लिए?

Aryan: Both.
आर्यन: दोनों।

Anu: Balance is necessary.
अनु: संतुलन ज़रूरी है।

Aryan: I agree with you.
आर्यन: मैं आपसे सहमत हूँ।

Anu: Use technology wisely.
अनु: तकनीक का समझदारी से उपयोग करें।

Aryan: I will remember this.
आर्यन: मैं यह याद रखूँगा।

Anu: Good.
अनु: अच्छा।

Conversation 49

Topic: Positive Thinking

Aryan: Positive thinking is powerful.
आर्यन: सकारात्मक सोच शक्तिशाली होती है।

Anu: Yes, it changes mindset.
अनु: हाँ, यह सोच बदलती है।

Aryan: I try to stay positive.
आर्यन: मैं सकारात्मक रहने की कोशिश करता हूँ।

Anu: Even in tough times?
अनु: कठिन समय में भी?

Aryan: Yes, though it is hard.
आर्यन: हाँ, हालांकि यह कठिन है।

Anu: Practice makes it easier.
अनु: अभ्यास से यह आसान हो जाता है।

Aryan: I will practice daily.
आर्यन: मैं रोज़ अभ्यास करूँगा।

Anu: That is good.
अनु: यह अच्छा है।

Aryan: Thank you for support.
आर्यन: समर्थन के लिए धन्यवाद।

Anu: Always here.
अनु: हमेशा साथ हूँ।

Conversation 50

Topic: Life Goals

Aryan: Everyone should have life goals.
आर्यन: हर किसी के जीवन में लक्ष्य होने चाहिए।

Anu: Goals give direction.
अनु: लक्ष्य दिशा देते हैं।

Aryan: My goal is to be successful and happy.
आर्यन: मेरा लक्ष्य सफल और खुश रहना है।

Anu: That is a balanced goal.
अनु: यह संतुलित लक्ष्य है।

Aryan: I will work honestly.
आर्यन: मैं ईमानदारी से काम करूँगा।

Anu: Stay patient.
अनु: धैर्य रखें।

Aryan: I believe in myself.
आर्यन: मुझे खुद पर विश्वास है।

Anu: Success will follow.
अनु: सफलता मिलेगी।

Aryan: Thank you for guiding me.
आर्यन: मुझे मार्गदर्शन देने के लिए धन्यवाद।

Anu: My pleasure.
अनु: खुशी हुई।

Conversation 51

Topic: Career Growth Planning (Intermediate)

Aryan: I want to grow in my career, but I feel confused. आर्यन: मैं अपने करियर में आगे बढ़ना चाहता हूँ, लेकिन मुझे उलझन महसूस होती है।

Anu: Career growth needs clear goals and planning. अनु: करियर ग्रोथ के लिए स्पष्ट लक्ष्य और योजना ज़रूरी होती है।

Aryan: How can I set realistic goals? आर्यन: मैं यथार्थवादी लक्ष्य कैसे तय करूँ?

Anu: First, analyze your strengths and weaknesses. अनु: सबसे पहले अपनी ताकत और कमज़ोरियों का विश्लेषण करें।

Aryan: Should I upgrade my skills regularly? आर्यन: क्या मुझे नियमित रूप से अपनी स्किल्स बढ़ानी चाहिए?

Anu: Yes, continuous learning is very important. अनु: हाँ, निरंतर सीखना बहुत महत्वपूर्ण है।

Aryan: Sometimes I fear failure. आर्यन: कभी-कभी मुझे असफलता का डर लगता है।

Anu: Failure teaches valuable lessons. अनु: असफलता महत्वपूर्ण सबक सिखाती है।

Aryan: That makes sense. आर्यन: यह बात सही लगती है।

Anu: Stay focused and consistent. अनु: ध्यान केंद्रित रखें और निरंतर बने रहें।

Conversation 52

Topic: Salary Discussion (Intermediate)

Aryan: I want to discuss my salary with my manager. आर्यन: मैं अपने मैनेजर से सैलरी पर चर्चा करना चाहता हूँ।

Anu: You should prepare before the discussion. अनु: आपको चर्चा से पहले तैयारी करनी चाहिए।

Aryan: What kind of preparation is needed? आर्यन: किस तरह की तैयारी ज़रूरी है?

Anu: Know your performance and market value. अनु: अपने प्रदर्शन और बाज़ार मूल्य को जानिए।

Aryan: Should I speak confidently? आर्यन: क्या मुझे आत्मविश्वास के साथ बात करनी चाहिए?

Anu: Yes, confidence matters a lot. अनु: हाँ, आत्मविश्वास बहुत मायने रखता है।

Aryan: What if my request is rejected? आर्यन: अगर मेरी मांग अस्वीकार हो जाए तो?

Anu: Accept it professionally and ask for feedback. अनु: इसे पेशेवर तरीके से स्वीकार करें और फीडबैक माँगें।

Aryan: That sounds practical. आर्यन: यह व्यावहारिक लगता है।

Anu: Always stay professional. अनु: हमेशा पेशेवर बने रहें।

Conversation 53

Topic: Workplace Communication (Intermediate)

Aryan: Effective communication is difficult sometimes. आर्यन: प्रभावी संवाद कभी-कभी कठिन होता है।

Anu: Good communication avoids misunderstandings. अनु: अच्छा संवाद गलतफहमियों से बचाता है।

Aryan: How can I improve my communication? आर्यन: मैं अपना संवाद कैसे सुधार सकता हूँ?

Anu: Listen carefully before speaking. अनु: बोलने से पहले ध्यान से सुनिए।

Aryan: Should I choose words carefully? आर्यन: क्या मुझे शब्द सोच-समझकर चुनने चाहिए?

Anu: Yes, clarity is very important. अनु: हाँ, स्पष्टता बहुत ज़रूरी है।

Aryan: Sometimes emotions affect my words. आर्यन: कभी-कभी भावनाएँ मेरे शब्दों को प्रभावित करती हैं।

Anu: Stay calm and composed. अनु: शांत और संयमित रहें।

Aryan: I will practice this. आर्यन: मैं इसका अभ्यास करूँगा।

Anu: Practice makes communication strong. अनु: अभ्यास से संवाद मज़बूत होता है।

Conversation 54

Topic: Handling Work Pressure (Intermediate)

Aryan: Work pressure is increasing day by day. आर्यन: काम का दबाव दिन-ब-दिन बढ़ रहा है।

Anu: Pressure is common in professional life. अनु: पेशेवर जीवन में दबाव सामान्य है।

Aryan: How can I manage it better? आर्यन: मैं इसे बेहतर तरीके से कैसे संभालूँ?

Anu: Prioritize tasks properly. अनु: कामों की सही प्राथमिकता तय करें।

Aryan: Should I avoid multitasking? आर्यन: क्या मुझे मल्टीटास्किंग से बचना चाहिए?

Anu: Yes, focus on one task at a time. अनु: हाँ, एक समय में एक ही काम पर ध्यान दें।

Aryan: That reduces stress. आर्यन: इससे तनाव कम होता है।

Anu: Exactly. अनु: बिल्कुल।

Aryan: I will apply this method. आर्यन: मैं इस तरीके को अपनाऊँगा।

Anu: You will feel better. अनु: आपको बेहतर महसूस होगा।

Conversation 55

Topic: Leadership Skills (Advanced)

Aryan: I want to become a good leader. आर्यन: मैं एक अच्छा लीडर बनना चाहता हूँ।

Anu: Leadership is about responsibility, not power. अनु: नेतृत्व शक्ति नहीं, ज़िम्मेदारी के बारे में होता है।

Aryan: How can I develop leadership skills? आर्यन: मैं नेतृत्व कौशल कैसे विकसित कर सकता हूँ?

Anu: Start by leading yourself first. अनु: सबसे पहले खुद को लीड करना शुरू करें।

Aryan: Does communication matter in leadership? आर्यन: क्या नेतृत्व में संवाद मायने रखता है?

Anu: Yes, communication is the backbone of leadership. अनु: हाँ, संवाद नेतृत्व की रीढ़ है।

Aryan: What about decision making? आर्यन: निर्णय लेने के बारे में क्या?

Anu: A leader must take timely decisions. अनु: एक लीडर को समय पर निर्णय लेने चाहिए।

Aryan: I need to improve myself. आर्यन: मुझे खुद को सुधारने की ज़रूरत है।

Anu: Leadership is a continuous journey. अनु: नेतृत्व एक निरंतर यात्रा है।

Conversation 56

Topic: Professional Email Writing (Intermediate)

Rohan: I struggle while writing professional emails. रोहन: मुझे प्रोफेशनल ईमेल लिखने में परेशानी होती है।

Mentor: Professional emails should be clear and polite. मेंटॉर: प्रोफेशनल ईमेल स्पष्ट और विनम्र होने चाहिए।

Rohan: Should I keep the email short? रोहन: क्या मुझे ईमेल छोटा रखना चाहिए?

Mentor: Yes, short and to the point emails work best. मेंटॉर: हाँ, छोटे और सीधे मुद्दे पर आने वाले ईमेल सबसे अच्छे होते हैं।

Rohan: Is greeting important? रोहन: क्या अभिवादन ज़रूरी है?

Mentor: Absolutely, it sets the right tone. मेंटॉर: बिल्कुल, इससे सही माहौल बनता है।

Rohan: I will practice writing daily. रोहन: मैं रोज़ लिखने का अभ्यास करूँगा।

Mentor: Practice improves confidence. मेंटॉर: अभ्यास से आत्मविश्वास बढ़ता है।

Conversation 57

Topic: Giving a Presentation (Advanced)

Neha: I feel nervous before presentations. नेहा: प्रेज़ेंटेशन से पहले मुझे घबराहट होती है।

Trainer: Nervousness is normal. ट्रेनर: घबराहट सामान्य है।

Neha: How can I overcome it? नेहा: मैं इसे कैसे दूर कर सकती हूँ?

Trainer: Prepare well and practice aloud. ट्रेनर: अच्छी तैयारी करें और ज़ोर से अभ्यास करें।

Neha: Should I maintain eye contact? नेहा: क्या मुझे आई कॉन्टैक्ट बनाए रखना चाहिए?

Trainer: Yes, it builds confidence. ट्रेनर: हाँ, इससे आत्मविश्वास बनता है।

Neha: What about body language? नेहा: बॉडी लैंग्वेज का क्या?

Trainer: Positive body language is very important. ट्रेनर: सकारात्मक बॉडी लैंग्वेज बहुत ज़रूरी है।

Neha: I will work on it. नेहा: मैं इस पर काम करूँगी।

Conversation 58

Topic: Handling Team Conflict (Advanced)

Amit: There is conflict in our team. अमित: हमारी टीम में टकराव है।

Manager: Conflict should be handled calmly. मैनेजर: टकराव को शांत तरीके से संभालना चाहिए।

Amit: How can we resolve it? अमित: हम इसे कैसे सुलझा सकते हैं?

Manager: Listen to everyone’s point of view. मैनेजर: सभी के दृष्टिकोण को सुनिए।

Amit: Should we avoid blaming? अमित: क्या हमें दोष देने से बचना चाहिए?

Manager: Yes, focus on solutions. मैनेजर: हाँ, समाधान पर ध्यान दें।

Amit: That will improve teamwork. अमित: इससे टीमवर्क बेहतर होगा।

Manager: Exactly. मैनेजर: बिल्कुल।

Conversation 59

Topic: Decision Making (Advanced)

Karan: I find decision making difficult. करण: मुझे निर्णय लेना कठिन लगता है।

Coach: Decisions require clarity. कोच: निर्णयों के लिए स्पष्टता ज़रूरी है।

Karan: How do I gain clarity? करण: मैं स्पष्टता कैसे पाऊँ?

Coach: Analyze pros and cons. कोच: फायदे और नुकसान का विश्लेषण करें।

Karan: Should I trust my instincts? करण: क्या मुझे अपनी अंतरात्मा पर भरोसा करना चाहिए?

Coach: Yes, but balance it with logic. कोच: हाँ, लेकिन तर्क के साथ संतुलन रखें।

Karan: That makes sense. करण: यह सही लगता है।

Coach: Decisions shape your future. कोच: निर्णय आपका भविष्य बनाते हैं।

Conversation 60

Topic: Confidence Building (Intermediate)

Pooja: I lack confidence while speaking. पूजा: बोलते समय मुझमें आत्मविश्वास की कमी होती है।

Instructor: Confidence comes with practice. इंस्ट्रक्टर: आत्मविश्वास अभ्यास से आता है।

Pooja: How should I practice? पूजा: मुझे कैसे अभ्यास करना चाहिए?

Instructor: Speak in front of a mirror. इंस्ट्रक्टर: आईने के सामने बोलें।

Pooja: Will that help? पूजा: क्या इससे मदद मिलेगी?

Instructor: Yes, it boosts self-awareness. इंस्ट्रक्टर: हाँ, इससे आत्म-जागरूकता बढ़ती है।

Pooja: I will try this. पूजा: मैं यह कोशिश करूँगी।

Instructor: You will improve soon. इंस्ट्रक्टर: आप जल्द ही सुधार करेंगी।

Conversation 61

Topic: Networking Skills (Advanced)

Rahul: Networking feels awkward to me. राहुल: नेटवर्किंग मुझे अजीब लगती है।

Expert: Networking is about building relationships. विशेषज्ञ: नेटवर्किंग रिश्ते बनाने के बारे में है।

Rahul: How should I start? राहुल: मुझे शुरुआत कैसे करनी चाहिए?

Expert: Start with genuine conversation. विशेषज्ञ: सच्ची बातचीत से शुरुआत करें।

Rahul: Should I talk about work only? राहुल: क्या मुझे सिर्फ काम की बात करनी चाहिए?

Expert: No, keep it balanced. विशेषज्ञ: नहीं, संतुलन बनाए रखें।

Rahul: That sounds easier. राहुल: यह आसान लगता है।

Expert: Be yourself. विशेषज्ञ: खुद बने रहें।

Conversation 62

Topic: Work-Life Balance (Intermediate)

Sneha: I feel my work-life balance is poor. स्नेहा: मुझे लगता है मेरा वर्क-लाइफ बैलेंस खराब है।

Counsellor: Balance is essential for health. काउंसलर: संतुलन स्वास्थ्य के लिए ज़रूरी है।

Sneha: How can I improve it? स्नेहा: मैं इसे कैसे सुधारूँ?

Counsellor: Set boundaries for work. काउंसलर: काम के लिए सीमाएँ तय करें।

Sneha: Should I take breaks? स्नेहा: क्या मुझे ब्रेक लेना चाहिए?

Counsellor: Yes, breaks increase productivity. काउंसलर: हाँ, ब्रेक से उत्पादकता बढ़ती है।

Sneha: I will follow this advice. स्नेहा: मैं इस सलाह का पालन करूँगी।

Conversation 63

Topic: Problem Solving at Work (Advanced)

Vikas: We have a serious problem at work. विकास: काम पर एक गंभीर समस्या है।

Senior: Problems need systematic solutions. सीनियर: समस्याओं के लिए व्यवस्थित समाधान चाहिए।

Vikas: Where should we start? विकास: हमें कहाँ से शुरू करना चाहिए?

Senior: Identify the root cause. सीनियर: मूल कारण पहचानें।

Vikas: Should we involve the team? विकास: क्या हमें टीम को शामिल करना चाहिए?

Senior: Yes, collaboration helps. सीनियर: हाँ, सहयोग मदद करता है।

Vikas: That will save time. विकास: इससे समय बचेगा।

Senior: Exactly. सीनियर: बिल्कुल।

Conversation 64

Topic: Public Speaking (Advanced)

Anjali: Public speaking scares me. अंजलि: पब्लिक स्पीकिंग मुझे डराती है।

Coach: Fear reduces with practice. कोच: अभ्यास से डर कम होता है।

Anjali: How can I practice? अंजलि: मैं कैसे अभ्यास कर सकती हूँ?

Coach: Join a speaking group. कोच: किसी स्पीकिंग ग्रुप से जुड़ें।

Anjali: Will that help my fluency? अंजलि: क्या इससे मेरी फ्लुएंसी बढ़ेगी?

Coach: Yes, gradually. कोच: हाँ, धीरे-धीरे।

Anjali: I want to become confident. अंजलि: मैं आत्मविश्वासी बनना चाहती हूँ।

Coach: You will. कोच: आप बनेंगी।

Conversation 65

Topic: Career Transition (Advanced)

Sahil: I am thinking of changing my career. साहिल: मैं करियर बदलने के बारे में सोच रहा हूँ।

Advisor: Career transition needs planning. सलाहकार: करियर बदलाव के लिए योजना चाहिए।

Sahil: I am afraid of risk. साहिल: मुझे जोखिम से डर लगता है।

Advisor: Risk can be managed. सलाहकार: जोखिम को संभाला जा सकता है।

Sahil: How should I prepare? साहिल: मुझे कैसे तैयारी करनी चाहिए?

Advisor: Upgrade skills and research options. सलाहकार: स्किल्स बढ़ाएँ और विकल्पों पर शोध करें।

Sahil: That gives clarity. साहिल: इससे स्पष्टता मिलती है।

Advisor: Move step by step. सलाहकार: कदम-दर-कदम आगे बढ़ें।

Conversation 66

Topic: Client Communication (Advanced)

Meera: I have to speak with an international client today. मीरा: मुझे आज एक अंतरराष्ट्रीय क्लाइंट से बात करनी है।

Senior: Client communication should be clear and respectful. सीनियर: क्लाइंट से बातचीत स्पष्ट और सम्मानजनक होनी चाहिए।

Meera: I am worried about my English. मीरा: मुझे अपनी इंग्लिश को लेकर चिंता है।

Senior: Focus on clarity, not accent. सीनियर: उच्चारण नहीं, स्पष्टता पर ध्यान दें।

Meera: Should I prepare points in advance? मीरा: क्या मुझे पहले से बिंदु तैयार करने चाहिए?

Senior: Yes, preparation builds confidence. सीनियर: हाँ, तैयारी से आत्मविश्वास बढ़ता है।

Meera: What if the client asks difficult questions? मीरा: अगर क्लाइंट मुश्किल सवाल पूछे तो?

Senior: Stay calm and respond politely. सीनियर: शांत रहें और विनम्रता से जवाब दें।

Meera: Can I ask for clarification? मीरा: क्या मैं स्पष्टीकरण माँग सकती हूँ?

Senior: Absolutely, it shows professionalism. सीनियर: बिल्कुल, यह पेशेवर रवैया दिखाता है।

Meera: Thank you, I feel more confident now. मीरा: धन्यवाद, अब मुझे ज़्यादा आत्मविश्वास महसूस हो रहा है।

Senior: You will do well. सीनियर: आप अच्छा करेंगी।

Conversation 67

Topic: Negotiation Skills (Advanced)

Arjun: I have to negotiate terms with a vendor. अर्जुन: मुझे एक वेंडर के साथ शर्तों पर बातचीत करनी है।

Mentor: Negotiation requires patience and strategy. मेंटॉर: नेगोशिएशन के लिए धैर्य और रणनीति चाहिए।

Arjun: I usually agree too quickly. अर्जुन: मैं अक्सर जल्दी सहमत हो जाता हूँ।

Mentor: Do not rush into decisions. मेंटॉर: फैसले में जल्दबाज़ी न करें।

Arjun: How should I put my points? अर्जुन: मुझे अपनी बात कैसे रखनी चाहिए?

Mentor: Be firm but polite. मेंटॉर: दृढ़ रहें लेकिन विनम्र रहें।

Arjun: What if they disagree? अर्जुन: अगर वे असहमत हों तो?

Mentor: Try to find a middle path. मेंटॉर: बीच का रास्ता निकालने की कोशिश करें।

Arjun: That sounds fair. अर्जुन: यह उचित लगता है।

Mentor: Win-win situations work best. मेंटॉर: विन-विन स्थिति सबसे अच्छी होती है।

Arjun: I will keep that in mind. अर्जुन: मैं इसे ध्यान में रखूँगा।

Mentor: Good luck with your negotiation. मेंटॉर: आपकी बातचीत के लिए शुभकामनाएँ।

Conversation 68

Topic: Giving and Receiving Feedback (Advanced)

Ritika: I need to give feedback to my team member. ऋतिका: मुझे अपनी टीम के सदस्य को फीडबैक देना है।

HR: Feedback should be constructive. एचआर: फीडबैक रचनात्मक होना चाहिए।

Ritika: I don't want to hurt feelings. ऋतिका: मैं किसी की भावनाएँ आहत नहीं करना चाहती।

HR: Use polite and positive language. एचआर: विनम्र और सकारात्मक भाषा का प्रयोग करें।

Ritika: Should I mention strengths first? ऋतिका: क्या मुझे पहले खूबियाँ बतानी चाहिए?

HR: Yes, then discuss areas of improvement. एचआर: हाँ, फिर सुधार के क्षेत्रों पर बात करें।

Ritika: How should I receive feedback? ऋतिका: मुझे फीडबैक कैसे स्वीकार करना चाहिए?

HR: With an open mind. एचआर: खुले मन से।

Ritika: That helps personal growth. ऋतिका: इससे व्यक्तिगत विकास होता है।

HR: Exactly. एचआर: बिल्कुल।

Ritika: Thank you for the guidance. ऋतिका: मार्गदर्शन के लिए धन्यवाद।

HR: Anytime. एचआर: कभी भी।

Conversation 69

Topic: Handling Professional Disagreement (Advanced)

Suresh: I disagree with my colleague's opinion. सुरेश: मैं अपने सहकर्मी की राय से असहमत हूँ।

Manager: Disagreement is normal at work. मैनेजर: काम पर असहमति सामान्य है।

Suresh: How can I express it professionally? सुरेश: मैं इसे पेशेवर तरीके से कैसे व्यक्त करूँ?

Manager: Focus on facts, not emotions. मैनेजर: भावनाओं नहीं, तथ्यों पर ध्यान दें।

Suresh: Should I use respectful language? सुरेश: क्या मुझे सम्मानजनक भाषा का प्रयोग करना चाहिए?

Manager: Always. मैनेजर: हमेशा।

Suresh: What if the discussion becomes heated? सुरेश: अगर चर्चा तीखी हो जाए तो?

Manager: Take a pause and calm down. मैनेजर: थोड़ा रुकें और शांत हो जाएँ।

Suresh: That will avoid conflict. सुरेश: इससे टकराव टलेगा।

Manager: Correct. मैनेजर: सही।

Suresh: I will handle it maturely. सुरेश: मैं इसे परिपक्वता से संभालूँगा।

Conversation 70

Topic: Leading a Team (Advanced)

Kavita: I have been promoted to team leader. कविता: मुझे टीम लीडर के रूप में पदोन्नति मिली है।

Director: Congratulations on your promotion. डायरेक्टर: आपकी पदोन्नति पर बधाई।

Kavita: I feel excited but nervous. कविता: मैं उत्साहित भी हूँ और घबराई हुई भी।

Director: That is natural. डायरेक्टर: यह स्वाभाविक है।

Kavita: How can I earn my team's trust? कविता: मैं अपनी टीम का भरोसा कैसे जीतूँ?

Director: Be transparent and supportive. डायरेक्टर: पारदर्शी और सहयोगी रहें।

Kavita: Should I involve them in decisions? कविता: क्या मुझे निर्णयों में उन्हें शामिल करना चाहिए?

Director: Yes, it builds ownership. डायरेक्टर: हाँ, इससे ज़िम्मेदारी की भावना आती है।

Kavita: I want to be a fair leader. कविता: मैं एक निष्पक्ष लीडर बनना चाहती हूँ।

Director: Fairness earns respect. डायरेक्टर: निष्पक्षता से सम्मान मिलता है।

Kavita: Thank you for your advice. कविता: आपकी सलाह के लिए धन्यवाद।

Director: All the best. डायरेक्टर: शुभकामनाएँ।

Conversation 71

Topic: Managing Deadlines (Intermediate–Advanced)

Nitin: I am struggling to meet deadlines. नितिन: मुझे डेडलाइन पूरी करने में परेशानी हो रही है।

Supervisor: Deadlines require planning. सुपरवाइज़र: डेडलाइन के लिए योजना ज़रूरी है।

Nitin: My workload is heavy. नितिन: मेरा काम बहुत ज़्यादा है।

Supervisor: Break tasks into smaller parts. सुपरवाइज़र: काम को छोटे हिस्सों में बाँटें।

Nitin: That seems manageable. नितिन: यह संभालने योग्य लगता है।

Supervisor: Avoid last-minute rush. सुपरवाइज़र: आख़िरी समय की जल्दबाज़ी से बचें।

Nitin: I often procrastinate. नितिन: मैं अक्सर टालमटोल करता हूँ।

Supervisor: Start early to reduce stress. सुपरवाइज़र: तनाव कम करने के लिए जल्दी शुरू करें।

Nitin: I will change my habit. नितिन: मैं अपनी आदत बदलूँगा।

Supervisor: You will see improvement. सुपरवाइज़र: आपको सुधार दिखेगा।

Conversation 72

Topic: Professional Follow-up (Advanced)

Isha: I sent an email but got no response. ईशा: मैंने ईमेल भेजा था लेकिन कोई जवाब नहीं आया।

Manager: You should send a polite follow-up. मैनेजर: आपको विनम्र फॉलो-अप भेजना चाहिए।

Isha: How long should I wait? ईशा: मुझे कितने समय तक इंतज़ार करना चाहिए?

Manager: Three to four working days. मैनेजर: तीन से चार कार्य दिवस।

Isha: What tone should I use? ईशा: मुझे किस तरह का लहजा रखना चाहिए?

Manager: Professional and courteous. मैनेजर: पेशेवर और शिष्ट।

Isha: Should I mention the previous email? ईशा: क्या मुझे पिछले ईमेल का ज़िक्र करना चाहिए?

Manager: Yes, briefly. मैनेजर: हाँ, संक्षेप में।

Isha: That sounds appropriate. ईशा: यह उपयुक्त लगता है।

Manager: Follow-ups show seriousness. मैनेजर: फॉलो-अप गंभीरता दिखाते हैं।

Conversation 73

Topic: Expressing Opinions Confidently (Advanced)

Dev: I hesitate to share my opinion in meetings. देव: मैं मीटिंग में अपनी राय रखने से हिचकिचाता हूँ।

Coach: Your opinion matters. कोच: आपकी राय मायने रखती है।

Dev: What if others disagree? देव: अगर दूसरे असहमत हों तो?

Coach: Respectful disagreement is healthy. कोच: सम्मानजनक असहमति स्वस्थ होती है।

Dev: How can I sound confident? देव: मैं आत्मविश्वासी कैसे लगूँ?

Coach: Speak clearly and calmly. कोच: साफ़ और शांत स्वर में बोलें।

Dev: Should I support my opinion with facts? देव: क्या मुझे अपनी राय तथ्यों से समर्थन देना चाहिए?

Coach: Yes, facts strengthen your point. कोच: हाँ, तथ्य आपकी बात मज़बूत करते हैं।

Dev: I will practice this. देव: मैं इसका अभ्यास करूँगा।

Coach: Confidence grows with use. कोच: उपयोग से आत्मविश्वास बढ़ता है।

Conversation 74

Topic: Cross-Cultural Communication (Advanced)

Ayesha: I work with people from different cultures. आयशा: मैं अलग-अलग संस्कृतियों के लोगों के साथ काम करती हूँ।

Trainer: Cultural awareness is very important. ट्रेनर: सांस्कृतिक जागरूकता बहुत ज़रूरी है।

Ayesha: Sometimes misunderstandings happen. आयशा: कभी-कभी गलतफहमियाँ हो जाती हैं।

Trainer: Be open-minded and respectful. ट्रेनर: खुले विचारों वाले और सम्मानजनक रहें।

Ayesha: Should I learn about their customs? आयशा: क्या मुझे उनकी परंपराओं के बारे में सीखना चाहिए?

Trainer: Yes, it improves collaboration. ट्रेनर: हाँ, इससे सहयोग बेहतर होता है।

Ayesha: Language differences are challenging. आयशा: भाषा का अंतर चुनौतीपूर्ण होता है।

Trainer: Use simple and clear English. ट्रेनर: सरल और स्पष्ट अंग्रेज़ी का उपयोग करें।

Ayesha: That will reduce confusion. आयशा: इससे भ्रम कम होगा।

Trainer: Exactly. ट्रेनर: बिल्कुल।

Conversation 75

Topic: Long-Term Career Vision (Advanced)

Ramesh: I want to plan my career for the next ten years. रमेश: मैं अगले दस वर्षों के लिए अपने करियर की योजना बनाना चाहता हूँ।

Career Coach: Long-term vision gives direction. करियर कोच: दीर्घकालिक दृष्टि दिशा देती है।

Ramesh: How do I start? रमेश: मैं शुरुआत कैसे करूँ?

Career Coach: Identify where you want to be. करियर कोच: तय करें कि आप कहाँ पहुँचना चाहते हैं।

Ramesh: Should I review my plan regularly? रमेश: क्या मुझे अपनी योजना नियमित रूप से देखनी चाहिए?

Career Coach: Yes, goals evolve with time. करियर कोच: हाँ, लक्ष्य समय के साथ बदलते हैं।

Ramesh: What about unexpected changes? रमेश: अचानक होने वाले बदलावों का क्या?

Career Coach: Be flexible and adaptable. करियर कोच: लचीले और अनुकूल बनें।

Ramesh: That gives me confidence. रमेश: इससे मुझे आत्मविश्वास मिलता है।

Career Coach: Your journey will be meaningful. करियर कोच: आपकी यात्रा सार्थक होगी।

Conversation 76

Topic: Strategic Thinking at Work (Advanced)

Rahul: My manager asked me to think strategically about a project. राहुल: मेरे मैनेजर ने मुझे एक प्रोजेक्ट के बारे में रणनीतिक रूप से सोचने को कहा है।

Mentor: Strategic thinking means seeing the bigger picture. मेंटॉर: रणनीतिक सोच का मतलब है बड़े परिदृश्य को देखना।

Rahul: I usually focus only on my tasks. राहुल: मैं आमतौर पर सिर्फ अपने काम पर ध्यान देता हूँ।

Mentor: You should also consider long-term impact. मेंटॉर: आपको दीर्घकालिक प्रभाव पर भी विचार करना चाहिए।

Rahul: How can I develop this skill? राहुल: मैं यह कौशल कैसे विकसित कर सकता हूँ?

Mentor: Ask questions and analyze outcomes. मेंटॉर: सवाल पूछें और परिणामों का विश्लेषण करें।

Rahul: Should I observe senior leaders? राहुल: क्या मुझे वरिष्ठ नेताओं को देखना चाहिए?

Mentor: Yes, learn from their decision-making. मेंटॉर: हाँ, उनके निर्णय लेने के तरीकों से सीखें।

Rahul: This will help me grow professionally. राहुल: इससे मुझे पेशेवर रूप से आगे बढ़ने में मदद मिलेगी।

Mentor: Exactly, strategy sets leaders apart. मेंटॉर: बिल्कुल, रणनीति ही नेताओं को अलग बनाती है।

Conversation 77

Topic: Handling Workplace Crisis (Advanced)

Anjali: Our project is delayed due to technical issues. अंजलि: तकनीकी समस्याओं के कारण हमारा प्रोजेक्ट देर हो गया है।

Project Head: We need to handle this crisis calmly. प्रोजेक्ट हेड: हमें इस संकट को शांत दिमाग से संभालना होगा।

Anjali: The client is very upset. अंजलि: क्लाइंट बहुत नाराज़ है।

Project Head: Communicate honestly with them. प्रोजेक्ट हेड: उनसे ईमानदारी से संवाद करें।

Anjali: Should we promise a new deadline? अंजलि: क्या हमें नई डेडलाइन का वादा करना चाहिए?

Project Head: Only if it is realistic. प्रोजेक्ट हेड: केवल तभी जब वह यथार्थवादी हो।

Anjali: I will inform the team immediately. अंजलि: मैं तुरंत टीम को सूचित करूँगी।

Project Head: Good coordination is crucial now. प्रोजेक्ट हेड: इस समय अच्छा समन्वय बहुत ज़रूरी है।

Anjali: We will recover from this. अंजलि: हम इससे उबर जाएँगे।

Project Head: Yes, challenges make us stronger. प्रोजेक्ट हेड: हाँ, चुनौतियाँ हमें मजबूत बनाती हैं।

Conversation 78

Topic: Ethical Decision Making (Advanced)

Vikram: I am facing an ethical dilemma at work. विक्रम: मैं काम पर एक नैतिक दुविधा का सामना कर रहा हूँ।

Advisor: Ethics should guide every decision. सलाहकार: नैतिकता हर निर्णय का मार्गदर्शन करनी चाहिए।

Vikram: The shortcut seems profitable. विक्रम: शॉर्टकट लाभदायक लग रहा है।

Advisor: But it may harm trust. सलाहकार: लेकिन इससे भरोसा टूट सकता है।

Vikram: Trust is hard to rebuild. विक्रम: भरोसा दोबारा बनाना मुश्किल होता है।

Advisor: Exactly, think long-term. सलाहकार: बिल्कुल, दीर्घकालिक सोचें।

Vikram: I will choose the ethical path. विक्रम: मैं नैतिक रास्ता चुनूँगा।

Advisor: That shows strong character. सलाहकार: यह मजबूत चरित्र दर्शाता है।

Vikram: Peace of mind matters to me. विक्रम: मानसिक शांति मेरे लिए महत्वपूर्ण है।

Advisor: Integrity always pays off. सलाहकार: ईमानदारी हमेशा फल देती है।

Conversation 79

Topic: Persuasion Skills (Advanced)

Neha: I need to persuade stakeholders to accept my proposal. नेहा: मुझे हितधारकों को मेरा प्रस्ताव स्वीकार करने के लिए मनाना है।

Coach: Persuasion is about understanding others. कोच: मनाना दूसरों को समझने से जुड़ा है।

Neha: They are resistant to change. नेहा: वे बदलाव के प्रति विरोधी हैं।

Coach: Address their concerns patiently. कोच: उनकी चिंताओं को धैर्यपूर्वक संबोधित करें।

Neha: Should I highlight benefits? नेहा: क्या मुझे लाभों को उजागर करना चाहिए?

Coach: Yes, connect benefits to their goals. कोच: हाँ, लाभों को उनके लक्ष्यों से जोड़ें।

Neha: Data might help. नेहा: डेटा मदद कर सकता है।

Coach: Facts build credibility. कोच: तथ्य विश्वसनीयता बढ़ाते हैं।

Neha: I feel more prepared now. नेहा: अब मैं ज़्यादा तैयार महसूस कर रही हूँ।

Coach: Confidence persuades people. कोच: आत्मविश्वास लोगों को प्रभावित करता है।

Conversation 80

Topic: Advanced Problem Solving (Advanced)

Sanjay: We have a complex problem in operations. संजय: ऑपरेशंस में हमें एक जटिल समस्या का सामना करना पड़ रहा है।

Consultant: Let us define the problem clearly. कंसल्टेंट: पहले समस्या को स्पष्ट रूप से परिभाषित करें।

Sanjay: Multiple departments are involved. संजय: कई विभाग शामिल हैं।

Consultant: Collaboration is essential. कंसल्टेंट: सहयोग अनिवार्य है।

Sanjay: How do we find the root cause? संजय: हम मूल कारण कैसे खोजें?

Consultant: Analyze data and processes. कंसल्टेंट: डेटा और प्रक्रियाओं का विश्लेषण करें।

Sanjay: Should we test solutions? संजय: क्या हमें समाधानों का परीक्षण करना चाहिए?

Consultant: Yes, pilot before full implementation. कंसल्टेंट: हाँ, पूर्ण कार्यान्वयन से पहले पायलट करें।

Sanjay: That reduces risk. संजय: इससे जोखिम कम होता है।

Consultant: Smart solutions are systematic. कंसल्टेंट: समझदार समाधान व्यवस्थित होते हैं।

Conversation 81

Topic: Influencing Without Authority (Advanced)

Priya: I need cooperation from teams I do not manage. प्रिया: मुझे उन टीमों से सहयोग चाहिए जिन्हें मैं मैनेज नहीं करती।

Leader: Influence does not require authority. लीडर: प्रभाव डालने के लिए अधिकार ज़रूरी नहीं होता।

Priya: Then what matters most? प्रिया: फिर सबसे ज़रूरी क्या है?

Leader: Trust and communication. लीडर: भरोसा और संवाद।

Priya: How can I build trust? प्रिया: मैं भरोसा कैसे बनाऊँ?

Leader: Be consistent and reliable. लीडर: निरंतर और भरोसेमंद रहें।

Priya: Should I listen more? प्रिया: क्या मुझे ज़्यादा सुनना चाहिए?

Leader: Listening creates influence. लीडर: सुनना प्रभाव पैदा करता है।

Priya: I will change my approach. प्रिया: मैं अपना तरीका बदलूँगी।

Leader: That will bring results. लीडर: इससे परिणाम मिलेंगे।

Conversation 82

Topic: Advanced Negotiation Strategy (Advanced)

Karan: This negotiation is high-stakes. करण: यह बातचीत बहुत महत्वपूर्ण है।

Negotiation Expert: Preparation is everything. नेगोशिएशन एक्सपर्ट: तैयारी ही सब कुछ है।

Karan: I have studied their position. करण: मैंने उनकी स्थिति का अध्ययन किया है।

Negotiation Expert: Also know your limits. नेगोशिएशन एक्सपर्ट: अपनी सीमाएँ भी जानें।

Karan: Should I reveal my bottom line? करण: क्या मुझे अपनी अंतिम सीमा बतानी चाहिए?

Negotiation Expert: Not too early. नेगोशिएशन एक्सपर्ट: बहुत जल्दी नहीं।

Karan: Timing matters. करण: समय महत्वपूर्ण है।

Negotiation Expert: Exactly, strategy is timing. नेगोशिएशन एक्सपर्ट: बिल्कुल, रणनीति ही समय है।

Karan: I feel more in control. करण: मुझे ज़्यादा नियंत्रण महसूस हो रहा है।

Negotiation Expert: Control comes from preparation. नेगोशिएशन एक्सपर्ट: नियंत्रण तैयारी से आता है।

Conversation 83

Topic: Handling Failure Positively (Advanced)

Pooja: My proposal was rejected. पूजा: मेरा प्रस्ताव अस्वीकार कर दिया गया।

Mentor: Failure is part of growth. मेंटॉर: असफलता विकास का हिस्सा है।

Pooja: It feels disappointing. पूजा: यह निराशाजनक लगता है।

Mentor: That feeling is valid. मेंटॉर: वह भावना स्वाभाविक है।

Pooja: How should I move forward? पूजा: मुझे आगे कैसे बढ़ना चाहिए?

Mentor: Learn from feedback. मेंटॉर: फीडबैक से सीखें।

Pooja: Should I try again? पूजा: क्या मुझे फिर से कोशिश करनी चाहिए?

Mentor: Absolutely. मेंटॉर: बिल्कुल।

Pooja: I will improve my approach. पूजा: मैं अपना तरीका सुधारूँगी।

Mentor: Resilience defines success. मेंटॉर: लचीलापन ही सफलता तय करता है।

Conversation 84

Topic: Visionary Leadership (Advanced)

Arvind: I want to become a visionary leader. अरविंद: मैं एक दूरदर्शी नेता बनना चाहता हूँ।

Leadership Coach: Vision starts with purpose. लीडरशिप कोच: दृष्टि उद्देश्य से शुरू होती है।

Arvind: How do I define my purpose? अरविंद: मैं अपना उद्देश्य कैसे तय करूँ?

Leadership Coach: Reflect on impact you want to create. लीडरशिप कोच: उस प्रभाव पर विचार करें जो आप बनाना चाहते हैं।

Arvind: Should I communicate vision clearly? अरविंद: क्या मुझे दृष्टि को स्पष्ट रूप से साझा करना चाहिए?

Leadership Coach: Clarity inspires people. लीडरशिप कोच: स्पष्टता लोगों को प्रेरित करती है।

Arvind: Vision needs action too. अरविंद: दृष्टि को क्रिया की भी ज़रूरत होती है।

Leadership Coach: Yes, execution matters. लीडरशिप कोच: हाँ, क्रियान्वयन महत्वपूर्ण है।

Arvind: I will lead with purpose. अरविंद: मैं उद्देश्य के साथ नेतृत्व करूँगा।

Leadership Coach: That creates legacy. लीडरशिप कोच: यही विरासत बनाता है।

Conversation 85

Topic: Personal Brand Building (Advanced)

Simran: I want to build a strong personal brand. सिमरन: मैं एक मजबूत पर्सनल ब्रांड बनाना चाहती हूँ।

Brand Mentor: Personal brand reflects your values. ब्रांड मेंटर: पर्सनल ब्रांड आपके मूल्यों को दर्शाता है।

Simran: Is it only about social media? सिमरन: क्या यह सिर्फ सोशल मीडिया तक सीमित है?

Brand Mentor: No, it includes behavior and expertise. ब्रांड मेंटर: नहीं, इसमें व्यवहार और विशेषज्ञता भी शामिल है।

Simran: Consistency is important? सिमरन: क्या निरंतरता ज़रूरी है?

Brand Mentor: Very important. ब्रांड मेंटर: बहुत ज़रूरी।

Simran: How long does it take? सिमरन: इसमें कितना समय लगता है?

Brand Mentor: It is a long-term effort. ब्रांड मेंटर: यह एक दीर्घकालिक प्रयास है।

Simran: I am ready to invest time. सिमरन: मैं समय लगाने के लिए तैयार हूँ।

Brand Mentor: Your brand will speak for you. ब्रांड मेंटर: आपका ब्रांड आपके लिए बोलेगा।

Conversation 86

Topic: Boardroom Discussion (Executive Level)

Mr. Sharma: Let’s discuss our quarterly strategy for expansion. श्री शर्मा: चलिए हमारी तिमाही विस्तार रणनीति पर चर्चा करते हैं।

Ms. Roy: The sales data shows growth in certain regions. सुश्री रॉय: बिक्री डेटा कुछ क्षेत्रों में वृद्धि दिखाता है।

Mr. Sharma: How can we leverage this trend? श्री शर्मा: हम इस रुझान का लाभ कैसे उठा सकते हैं?

Ms. Roy: By increasing investment in marketing. सुश्री रॉय: मार्केटिंग में निवेश बढ़ाकर।

Mr. Sharma: What about operational costs? श्री शर्मा: ऑपरेशनल लागत का क्या?

Mr. Gupta: We can optimize supply chain efficiency. श्री गुप्ता: हम सप्लाई चैन की दक्षता को बेहतर कर सकते हैं।

Ms. Roy: This would improve profit margins. सुश्री रॉय: इससे लाभ मार्जिन बढ़ेंगे।

Mr. Sharma: Let’s present this plan to the board next week. श्री शर्मा: अगले सप्ताह इसे बोर्ड के सामने प्रस्तुत करें।

Mr. Gupta: Agreed, I will prepare the slides. श्री गुप्ता: सहमति है, मैं स्लाइड तैयार करूँगा।

Ms. Roy: We should also anticipate potential challenges. सुश्री रॉय: हमें संभावित चुनौतियों का अनुमान भी लगाना चाहिए।

Mr. Sharma: Excellent, let’s proceed accordingly. श्री शर्मा: बहुत अच्छे, आइए इसी अनुसार आगे बढ़ें।

Conversation 87

Topic: Global Client Call (Executive Level)

Rina: Good morning, Mr. Lee. How are you today? रीना: गुड मॉर्निंग, श्री ली। आप आज कैसे हैं?

Mr. Lee: Good morning, Rina. I am well, thank you. श्री ली: गुड मॉर्निंग, रीना। मैं ठीक हूँ, धन्यवाद।

Rina: We would like to discuss the new project proposal. रीना: हम नए प्रोजेक्ट प्रस्ताव पर चर्चा करना चाहेंगे।

Mr. Lee: Sure, please walk me through the details. श्री ली: ज़रूर, कृपया विवरण बताइए।

Rina: The project focuses on streamlining your supply chain. रीना: यह प्रोजेक्ट आपकी सप्लाई चैन को सुव्यवस्थित करने पर केंद्रित है।

Mr. Lee: That sounds promising. What is the timeline? श्री ली: यह आशाजनक लगता है। समयसीमा क्या है?

Rina: We aim to complete the first phase in six months. रीना: हम पहले चरण को छह महीनों में पूरा करने का लक्ष्य रखते हैं।

Mr. Lee: Are there any potential risks? श्री ली: क्या कोई संभावित जोखिम हैं?

Rina: We have identified key risks and mitigation plans. रीना: हमने मुख्य जोखिम और उनका समाधान निर्धारित किया है।

Mr. Lee: Excellent. Let's schedule a follow-up next week. श्री ली: शानदार। चलिए अगले सप्ताह फॉलो-अप शेड्यूल करते हैं।

Rina: Sure, I will send the calendar invite. रीना: ज़रूर, मैं कैलेंडर इनवाइट भेज दूँगी।

Mr. Lee: Thank you, Rina. Looking forward to it. श्री ली: धन्यवाद, रीना। इसके लिए उत्सुक हूँ।

Conversation 88

Topic: Diplomatic Negotiation (Executive Level)

Anand: We need a solution that satisfies both parties. आनंद: हमें ऐसा समाधान चाहिए जो दोनों पक्षों को संतुष्ट करे।

Ms. Kapoor: Agreed, compromise is essential. सुश्री कपूर: सहमत, समझौता आवश्यक है।

Anand: How do we handle conflicting interests? आनंद: हम विरोधी हितों को कैसे संभालें?

Ms. Kapoor: Identify common goals first. सुश्री कपूर: पहले साझा लक्ष्य पहचानें।

Anand: That can guide our discussion. आनंद: यह हमारी चर्चा का मार्गदर्शन कर सकता है।

Ms. Kapoor: Use clear, respectful language. सुश्री कपूर: स्पष्ट और सम्मानजनक भाषा का प्रयोग करें।

Anand: Should we involve a neutral mediator? आनंद: क्या हमें एक तटस्थ मध्यस्थ शामिल करना चाहिए?

Ms. Kapoor: It may help maintain objectivity. सुश्री कपूर: यह वस्तुनिष्ठता बनाए रखने में मदद कर सकता है।

Anand: I will draft a proposal considering both sides. आनंद: मैं दोनों पक्षों को ध्यान में रखकर प्रस्ताव तैयार करूँगा।

Ms. Kapoor: Excellent. This approach ensures long-term collaboration. सुश्री कपूर: शानदार। यह दृष्टिकोण दीर्घकालिक सहयोग सुनिश्चित करता है।

Conversation 89

Topic: Mentoring a Junior Employee (Executive Level)

Rakesh: I need guidance on managing my first client independently. राकेश: मुझे अपना पहला क्लाइंट स्वतंत्र रूप से संभालने में मार्गदर्शन चाहिए।

Mentor: Let’s discuss your approach step by step. मेंटॉर: आइए हम आपके दृष्टिकोण को कदम दर कदम चर्चा करें।

Rakesh: I want to ensure I don’t make mistakes. राकेश: मैं सुनिश्चित करना चाहता हूँ कि मैं गलतियाँ न करूँ।

Mentor: Preparation and communication are key. मेंटॉर: तैयारी और संवाद मुख्य हैं।

Rakesh: Should I document the discussion points? राकेश: क्या मुझे चर्चा के बिंदु दस्तावेज़ित करने चाहिए?

Mentor: Absolutely, it helps in follow-up. मेंटॉर: बिल्कुल, इससे फॉलो-अप में मदद मिलती है।

Rakesh: How do I handle client objections? राकेश: मैं क्लाइंट की आपत्तियों को कैसे संभालूँ?

Mentor: Listen carefully and provide logical solutions. मेंटॉर: ध्यान से सुनें और तार्किक समाधान दें।

Rakesh: I feel more confident after your guidance. राकेश: आपकी मार्गदर्शन के बाद मुझे ज़्यादा आत्मविश्वास महसूस हो रहा है।

Mentor: You will excel if you apply these principles. मेंटॉर: यदि आप इन सिद्धांतों को लागू करेंगे तो आप उत्कृष्ट करेंगे।

Conversation 90

Topic: Legacy Thinking in Leadership (Executive Level)

Anil: I want my work to create a lasting impact. अनिल: मैं चाहता हूँ कि मेरा काम स्थायी प्रभाव बनाए।

Leadership Coach: Legacy thinking focuses on long-term influence. लीडरशिप कोच: विरासत सोच दीर्घकालिक प्रभाव पर केंद्रित होती है।

Anil: How do I start building this mindset? अनिल: मैं इस मानसिकता को कैसे विकसित करूँ?

Leadership Coach: Begin with vision and purpose. लीडरशिप कोच: दृष्टि और उद्देश्य से शुरुआत करें।

Anil: Should I involve the team in this vision? अनिल: क्या मुझे टीम को इस दृष्टि में शामिल करना चाहिए?

Leadership Coach: Yes, collective commitment strengthens legacy. लीडरशिप कोच: हाँ, सामूहिक प्रतिबद्धता विरासत को मजबूत बनाती है।

Anil: How do I measure long-term impact? अनिल: मैं दीर्घकालिक प्रभाव कैसे मापूँ?

Leadership Coach: Evaluate outcomes and influence over time. लीडरशिप कोच: समय के साथ परिणामों और प्रभाव का मूल्यांकन करें।

Anil: This approach makes my leadership meaningful. अनिल: यह दृष्टिकोण मेरे नेतृत्व को सार्थक बनाता है।

Leadership Coach: Exactly, purpose-driven leadership leaves a legacy. लीडरशिप कोच: बिल्कुल, उद्देश्य-प्रधान नेतृत्व विरासत छोड़ता है।

Chapter 5: Listening Skills Development

In this chapter, we will explore various techniques and strategies to enhance your listening skills. Effective listening is a crucial skill in both personal and professional settings, as it allows you to comprehend information accurately, understand others' perspectives, and establish meaningful connections. We will delve into active listening techniques, note-taking strategies, and comprehension practice to help you become a proficient listener.

5.1 Active Listening Techniques:

Active listening involves fully engaging with the speaker and paying attention to both their verbal and non-verbal cues. Here are some techniques to develop active listening skills:

1. **Maintain Eye Contact: Maintaining eye contact with the speaker demonstrates your attentiveness and interest in what they are saying.**

   Example: During a conversation with your colleague, make an effort to maintain eye contact to show that you value their input and are actively listening.

2. **Use Open Body Language: Position your body in a way that is open and receptive, such as facing the speaker directly, uncrossing your arms, and leaning slightly forward. This conveys your willingness to listen and encourages the speaker to share more.**

   Example: When attending a conference or a lecture, sit upright, face the speaker, and keep your arms relaxed by your side to signal that you are actively engaged.

3. **Practice Reflective Listening: Reflective listening involves paraphrasing or summarizing the speaker's words to ensure understanding and to show that you are actively processing the information.**

Example: After your friend shares a personal story, respond by saying, "If I understand correctly, you felt frustrated because your efforts weren't recognized. Is that right?" This demonstrates that you have been actively listening and trying to grasp the key details.

4. **Avoid Interrupting: Allow the speaker to express their thoughts fully before responding or asking questions. Interrupting can disrupt the flow of conversation and hinder comprehension.**

   Example: When participating in a team meeting, let your colleagues finish their statements before contributing your own thoughts or ideas.

5.2 Note-taking Strategies:

Taking effective notes can significantly enhance your comprehension and retention of information. Here are some note-taking strategies to improve your listening skills:

1. **Use Abbreviations and Symbols: Develop a system of abbreviations and symbols to quickly jot down key points and ideas. This allows you to capture information efficiently without falling behind.**

   Example: Instead of writing the whole word "information," you can use the abbreviation "info" or the symbol "i" to save time and space in your notes.

2. **Organize Information: Create a clear structure for your notes by using headings, bullet points, numbering, and indentation. This organization helps you visualize the relationships between different ideas and facilitates later review.**

   Example: If you are summarizing a lecture on environmental issues, you can use headings like "Climate Change," "Renewable Energy," and "Sustainable Practices" to categorize your notes.

3. **Highlight Key Points: Highlight or underline important concepts, definitions, and examples in your notes. This visual emphasis draws your attention to critical information and aids in later review and revision.**

   Example: When listening to a guest speaker, highlight the main ideas or memorable quotes that capture the essence of their message.

4. **Create Mind Maps or Diagrams: For more visual learners, consider using mind maps or diagrams to represent connections between ideas and concepts. This method helps to structure your thoughts and enhances understanding.**

   Example: When taking notes during a brainstorming session, use a mind map to visually illustrate the relationships between different ideas.

5.3 Comprehension Practice:

To improve your listening comprehension, regular practice is essential. Engage in activities that challenge your understanding and provide opportunities to sharpen your listening skills:

1. **TED Talks or Podcasts: Listen to TED Talks or podcasts on various topics of interest. Focus on understanding the main points, supporting details, and the speaker's tone and delivery.**

   Example: Choose a TED Talk or podcast episode related to technology and take notes on the speaker's main arguments, examples, and conclusions.

2. **Language Learning Exercises: If you are learning a new language, engage in listening exercises that include dialogues, interviews, or recorded conversations. Practice understanding the spoken language and note down key vocabulary or phrases.**

   Example: Listen to a dialogue between two native speakers in the language you are learning and write down the main ideas or important vocabulary that you hear.

3. **Group Discussions: Participate in group discussions where active listening is crucial. Practice listening to others' perspectives, asking clarifying questions, and contributing thoughtfully to the conversation.**

   Example: Engage in a debate club or join a book club where you can actively listen to diverse viewpoints and express your thoughts based on what you have understood.

   By applying active listening techniques, utilizing effective note-taking strategies, and engaging in comprehension practice, you can enhance your listening skills and become a more attentive and perceptive listener. These

skills will not only benefit your personal relationships but also prove invaluable in academic and professional settings.

Chapter 6: Speaking Practice and Fluency

In this chapter, we will explore various techniques and activities to help you improve your speaking skills and develop fluency in conversation. Effective speaking skills are essential for clear communication, expressing ideas confidently, and building rapport with others. We will cover conversation starters, role-plays and dialogues, as well as debates and discussions to enhance your speaking abilities.

6.1 Conversation Starters:

Conversation starters are prompts or questions that initiate dialogue and engage others in conversation. They are a great way to practice speaking in various social settings. Here are some examples of conversation starters:

1. **Current Events: "What are your thoughts on the recent developments in [current event]?"**

   Example response: "I find the advancements in renewable energy fascinating. It's great to see more countries investing in sustainable practices."

2. **Hobbies and Interests: "What hobbies or activities do you enjoy in your free time?"**

   Example response: "I love playing the guitar. It's a great way for me to unwind and express my creativity."

3. **Travel Experiences: "Have you ever been on a memorable trip? Where did you go, and what made it special?"**

   Example response: "I recently visited Japan, and it was an incredible experience. The culture, food, and historical sites were absolutely captivating."

4. **Books or Movies: "Do you have a favorite book or movie? What do you like about it?"**

   Example response: "One of my favorite books is 'To Kill a Mockingbird.' It tackles important themes of social justice and prejudice, and the characters are so well-developed."

5. **Personal Goals: "What are some goals you have set for yourself? How do you plan to achieve them?"**

   Example response: "One of my goals is to learn a new language. I've started taking classes and practicing with native speakers to improve my language skills."

6.2 Role-plays and Dialogues:

Role-plays and dialogues provide opportunities to simulate real-life conversations and practice specific scenarios. They allow you to develop your speaking skills by adopting different roles and engaging in interactive exchanges. Here are a few examples:

1. **Job Interview: Practice a mock job interview with a friend or classmate, taking turns playing the interviewer and interviewee. Focus on presenting your skills, answering questions confidently, and highlighting your qualifications.**

   Example dialogue: Interviewer: "Tell me about your previous work experience." Interviewee: "I have five years of experience in marketing, where I successfully implemented digital marketing campaigns that resulted in a 20% increase in website traffic."

2. **Restaurant Ordering: Pretend to be a customer ordering food at a restaurant while your partner plays the role of the waiter. Practice ordering dishes, asking questions about the menu, and making special requests.**

   Example dialogue: Customer: "I'd like to order the chicken curry, please. Can you make it spicy?" Waiter: "Certainly, we can make it spicy for you. Anything else you would like to order?"

3. **Customer Service Interaction: Act out a customer service scenario, where one person plays the dissatisfied customer and the other plays the customer service representative. Focus on active listening, problem-solving, and maintaining a friendly tone.**

   Example dialogue: Customer: "I received a defective product. I would like to return it and get a refund." Customer Service Representative: "I apologize for the inconvenience. We will gladly process your return and issue a refund. Could you please provide the order number?"

6.3 Debates and Discussions:

Debates and discussions provide a platform for expressing and defending your opinions on various topics. They help sharpen your speaking skills, logical reasoning, and ability to articulate your thoughts effectively. Here's how to engage in debates and discussions:

1. **Select a Topic: Choose a topic of interest or relevance to discuss. It could be a social issue, a current event, or a controversial subject.**

   Example topic: "Should cell phones be allowed in schools?"

2. **Present Arguments: Take turns presenting arguments supporting your stance on the topic. Use facts, examples, and logical reasoning to support your points.**

   Example argument (supporting cell phones in schools): "Cell phones can be valuable educational tools. They provide instant access to information, allow for collaborative learning through online platforms, and prepare students for the digital world they will enter upon graduation."

3. **Counter Arguments: Respond to each other's arguments by offering counterpoints or alternative perspectives. Practice active listening and respectful rebuttals.**

   Example counter argument: "While cell phones can have educational benefits, they can also be distracting. Allowing cell phones in schools might lead to students being more engaged with their devices than with their studies."

4. **Seek Consensus or Agree to Disagree: After a thorough discussion, aim to find common ground or acknowledge differing opinions. Practice respectful disagreement and the art of concluding a discussion.**

   Example consensus: "While we may not fully agree on whether cell phones should be allowed in schools, we can both recognize the importance of finding a balance between utilizing technology for educational purposes and managing potential distractions."

   By engaging in conversation starters, role-plays and dialogues, as well as debates and discussions, you can actively practice your speaking skills, improve your fluency, and enhance your ability to express your thoughts

and ideas confidently. These activities will help you become a more effective communicator in both personal and professional settings.

Chapter 7: Overcoming Common Challenges

In this chapter, we will address common challenges that individuals face when it comes to speaking skills and provide strategies to overcome them. These challenges include nervousness and anxiety, pronunciation difficulties, and vocabulary and word choice issues. By understanding these challenges and implementing effective techniques, you can develop greater confidence and proficiency in your speaking abilities.

7.1 Nervousness and Anxiety:

Nervousness and anxiety can significantly impact your speaking skills and hinder effective communication. Here are some strategies to overcome these challenges:

1. **Prepare and Practice: Proper preparation is key to reducing nervousness. Familiarize yourself with the topic or content you will be speaking about, and practice delivering your speech or presentation multiple times. The more prepared you are, the more confident you will feel.**
2. **Deep Breathing and Relaxation Techniques: Before speaking, take a few moments to engage in deep breathing exercises to calm your nerves. Inhale deeply through your nose, hold the breath for a few seconds, and exhale slowly through your mouth. Additionally, practicing relaxation techniques, such as progressive muscle relaxation or mindfulness, can help alleviate anxiety.**
3. **Visualize Success: Visualize yourself speaking confidently and successfully. Imagine the positive outcome of your speaking engagement, which can help boost your self-assurance and reduce anxiety.**
4. **Start with Small Steps: Begin by speaking in front of a small audience or in more informal settings. Gradually increase the complexity and size of your speaking engagements as you gain confidence. This progressive approach allows you to build your skills and comfort level over time.**

7.2 Pronunciation Difficulties:

Pronunciation difficulties can affect the clarity and understanding of your spoken language. Here are some strategies to improve your pronunciation:

1. **Listen and Imitate: Listen to native speakers or proficient speakers of the language you are learning. Pay close attention to their pronunciation, intonation, and rhythm. Try to imitate their speech patterns and sounds to develop a more accurate pronunciation.**
2. **Practice Pronunciation Exercises: Engage in pronunciation exercises specifically designed to target challenging sounds or phonetic patterns. Repeat these exercises regularly to train your mouth muscles and improve your articulation.**
3. **Use Pronunciation Resources: Utilize pronunciation resources, such as online tutorials, language learning apps, or pronunciation dictionaries, that provide audio samples and guidance on correct pronunciation. Practice alongside these resources to enhance your skills.**
4. **Seek Feedback: Ask native speakers or language instructors to provide feedback on your pronunciation. They can point out specific areas for improvement and offer guidance on how to correct pronunciation errors.**

7.3 Vocabulary and Word Choice:

Expanding your vocabulary and choosing the right words for effective communication can be challenging. Here are strategies to enhance your vocabulary and word choice:

1. **Read Widely: Read books, articles, and other written materials on a variety of topics. Exposure to different writing styles and genres exposes you to new vocabulary and helps you understand how words are used in different contexts.**
2. **Learn Vocabulary in Context: Instead of solely memorizing individual words, learn new vocabulary in the context of sentences or phrases. This approach helps you understand how words are used and their appropriate meanings.**
3. **Use Flashcards or Vocabulary Apps: Create flashcards or use vocabulary apps to practice and reinforce new words. Include definitions, synonyms, and example sentences to enhance your understanding and usage.**

4. **Contextualize Word Usage: Pay attention to how words are used in different contexts and register. Consider the tone, formality, and appropriateness of words in different situations. Practice using words in sentences to solidify your understanding and word choice skills.**

5. **Engage in Conversations and Discussions: Actively participate in conversations and discussions to practice using new vocabulary. Seek opportunities to apply newly learned words and phrases in meaningful and authentic interactions.**

By implementing strategies to overcome nervousness and anxiety, improve pronunciation, and enhance vocabulary and word choice, you can overcome common challenges in speaking. With consistent practice and determination, you will develop greater confidence, fluency, and precision in your spoken communication.

Chapter 8: Enhancing Non-Verbal Communication

In this chapter, we will explore the importance of non-verbal communication and provide strategies to enhance your non-verbal skills. Non-verbal communication, including body language, facial expressions, and paralinguistic features, plays a vital role in conveying messages effectively and establishing strong connections with others. We will delve into body language and gestures, facial expressions and eye contact, as well as paralinguistic features, and provide examples to help you improve your non-verbal communication skills.

8.1 Body Language and Gestures:

Body language and gestures can communicate messages and emotions without using words. Here are some strategies to enhance your body language and gestures:

1. **Posture: Maintain an upright and open posture to convey confidence and attentiveness. Avoid slouching or crossing your arms, as this can create a barrier between you and others.**

   Example: When giving a presentation, stand tall with your shoulders back and maintain an open stance to engage your audience.

2. **Hand Gestures: Use hand gestures to emphasize key points and add visual cues to your speech. However, ensure that your gestures are natural and purposeful, not excessive or distracting.**

   Example: When explaining a process, use your hands to demonstrate the steps involved, making it easier for others to follow along.

3. **Mirroring: Practice mirroring the body language of the person you are interacting with to establish rapport. Subtly imitate their gestures and postures, showing that you are engaged and attentive.**

   Example: During a conversation, if the other person leans forward or nods, you can mirror their behaviour to create a sense of connection and understanding.

4. **Personal Space: Respect personal space boundaries by maintaining an appropriate distance between yourself and others. Different cultures may have different norms regarding personal space, so be mindful of cultural differences.**

   Example: When engaging in a conversation, maintain a comfortable distance that allows both parties to feel at ease, neither too close nor too far apart.

8.2 Facial Expressions and Eye Contact:

Facial expressions and eye contact convey emotions and indicate active engagement in a conversation. Here are strategies to enhance facial expressions and eye contact:

1. **Smile: Smiling is a universal gesture that portrays warmth, friendliness, and approachability. Use a genuine smile to create a positive and welcoming atmosphere.**

   Example: When meeting someone for the first time, offer a warm smile to make them feel comfortable and at ease.

2. **Eye Contact: Maintain appropriate eye contact to demonstrate attentiveness and interest in the conversation. However, be mindful not to stare excessively, as it may make others uncomfortable.**

   Example: When listening to someone speak, maintain eye contact to show that you are actively engaged and focused on their words.

3. **Facial Expressions: Use facial expressions to convey emotions and indicate understanding. Vary your facial expressions based on the content and context of the conversation.**

   Example: When expressing empathy, let your facial expression reflect concern and understanding, such as nodding and maintaining a compassionate gaze.

4. **Micro expressions: Pay attention to micro expressions, which are fleeting facial expressions that reveal underlying emotions. They can provide valuable insights into others' thoughts and feelings.**

   Example: During a negotiation, observe micro expressions to gauge the other party's reactions and adjust your approach accordingly.

8.3 Paralinguistic Features:

Paralinguistic features refer to elements of speech beyond words, such as tone, pitch, volume, and pausing. They greatly influence the way your message is interpreted. Here are strategies to enhance your paralinguistic features:

1. **Tone and Intonation: Vary your tone and intonation to convey meaning and emotion. Use a confident tone for assertiveness, a warm tone for friendliness, and a calm tone for reassurance.**

   Example: When delivering good news, use an upbeat and positive tone to enhance the impact of your message.

2. **Volume and Projection: Adjust your volume and projection based on the situation and the size of the audience. Speak clearly and ensure your voice carries to all listeners.**

   Example: When speaking in a large meeting room, project your voice to reach everyone without shouting or straining.

3. **Pausing and Pacing: Use strategic pauses and pacing to emphasize key points, allow for processing, and maintain a steady flow of speech. Avoid speaking too fast or too slow, finding a balanced rhythm.**

   Example: During a presentation, pause before delivering an important statistic or a thought-provoking statement to allow the audience to absorb the information.

4. **Emphasis and Stress: Emphasize certain words or phrases through stress and intonation to highlight their significance. This helps to convey meaning and capture attention.**

   Example: When presenting a solution, emphasize the benefits and advantages to highlight their value and appeal.

   By paying attention to your body language, facial expressions, eye contact, and paralinguistic features, you can enhance your non-verbal communication skills. Practice these techniques in various social and professional interactions to convey your messages effectively, establish connections, and foster positive relationships.

Chapter 9 : Commonly used idioms and phrases with examples:

1. **A piece of cake: This math problem is a piece of cake.**
2. **Actions speak louder than words: Don't just apologize; show it through your actions.**
3. **All ears: I'm all ears, tell me what happened.**
4. **A penny for your thoughts: You seem lost in thought. A penny for your thoughts?**
5. **Barking up the wrong tree: If you think I took your book, you're barking up the wrong tree.**
6. **Beat around the bush: Stop beating around the bush and tell me the truth.**
7. **Bite the bullet: It's a tough decision, but we have to bite the bullet and face the consequences.**
8. **Break a leg: Good luck on your performance! Break a leg!**
9. **Call it a day: We've been working all day. Let's call it a day and continue tomorrow.**
10. **Catch someone's eye: Her stunning dress caught everyone's eye at the party.**
11. **Costs an arm and a leg: Buying a new car can cost an arm and a leg.**
12. **Cross your fingers: I'm crossing my fingers for your success.**
13. **Cry over spilled milk: Don't cry over spilled milk; learn from your mistakes and move on.**
14. **Cut corners: If you cut corners, you'll compromise the quality of your work.**
15. **Down to earth: Despite his success, he remains down to earth and humble.**
16. **Every cloud has a silver lining: Losing the job was tough, but every cloud has a silver lining.**

17. **Face the music: You made a mistake, now it's time to face the music.**
18. **Fish out of water: In a new school, I felt like a fish out of water.**
19. **Get a taste of your own medicine: He's always teasing others, but now he's getting a taste of his own medicine.**
20. **Get cold feet: I was planning to skydive, but I got cold feet at the last moment.**
21. **Get the hang of it: It takes time, but you'll get the hang of it eventually.**
22. **Go the extra mile: If you want to succeed, you have to go the extra mile.**
23. **Hit the nail on the head: He hit the nail on the head with his analysis of the situation.**
24. **In a nutshell: In a nutshell, the project was a success.**
25. **It's raining cats and dogs: Look at that rain! It's raining cats and dogs.**
26. **Jump on the bandwagon: Everyone is using that new app; I think I'll jump on the bandwagon too.**
27. **Keep your chin up: Stay positive and keep your chin up during tough times.**
28. **Kill two birds with one stone: By studying during my commute, I can kill two birds with one stone.**
29. **Let the cat out of the bag: I accidentally let the cat out of the bag about the surprise party.**
30. **Miss the boat: I missed the boat on investing in that company.**
31. **No pain, no gain: If you want to see results, you have to put in the effort. No pain, no gain.**
32. **On the ball: She's always on the ball and never misses a deadline.**
33. **Out of the blue: I bumped into an old friend out of the blue at the supermarket.**
34. **Pass the buck: Don't pass the buck; take responsibility for your actions.**
35. **Piece of work: Dealing with that difficult client is a real piece of work.**

36. **Put all your eggs in one basket: It's risky to put all your eggs in one basket; diversify your investments.**

37. **Rain or shine: The event will take place, rain or shine.**

38. **Read between the lines: To understand her true feelings, you have to read between the lines.**

39. **Rome wasn't built in a day: Be patient; success takes time. Rome wasn't built in a day.**

40. **Shape up or ship out: Your performance needs improvement. Shape up or ship out.**

41. **Shoot for the moon: Aim high and shoot for the moon.**

42. **Sit on the fence: I can't decide; I'm sitting on the fence about this issue.**

43. **Spill the beans: Come on, spill the beans! What's the secret?**

44. **Take the bull by the horns: Don't avoid the problem; take the bull by the horns and face it.**

45. **The ball is in your court: I've presented my offer; now the ball is in your court.**

46. **The early bird catches the worm: Wake up early and be proactive. The early bird catches the worm.**

47. **The grass is always greener on the other side: Don't be envious; remember the grass is always greener on the other side.**

48. **The whole nine yards: She went all out for the party, decorations, food—the whole nine yards.**

49. **Through thick and thin: Friends stick together through thick and thin.**

50. **Time flies: It's already been a year? Time flies!**

51. **Turn a blind eye: Don't turn a blind eye to injustice; speak up.**

52. **Under the weather: I'm feeling a bit under the weather; I think I caught a cold.**

53. **Up in the air: The plans are up in the air; we haven't decided yet.**

54. **Vanish into thin air: The thief vanished into thin air before anyone could catch him.**
55. **Wear your heart on your sleeve: She's an open book, wearing her heart on her sleeve.**
56. **When pigs fly: I'll believe it when pigs fly; it's unlikely to happen.**
57. **Wholeheartedly: I wholeheartedly support your decision.**
58. **Worth its weight in gold: Her advice is worth its weight in gold; it's valuable.**
59. **You can't judge a book by its cover: Don't judge solely by appearances; you can't judge a book by its cover.**
60. **You're on thin ice: Be careful; you're on thin ice with your boss.**
61. **A leopard can't change its spots: People don't easily change their behavior; a leopard can't change its spots.**
62. **A penny saved is a penny earned: Saving money is as good as earning it.**
63. **Actions speak louder than words: What you do matters more than what you say.**
64. **All in the same boat: We're all in the same boat, facing the same challenges.**
65. **Back to square one: After the setback, we're back to square one.**
66. **Behind the scenes: There's a lot that happens behind the scenes to make the show successful.**
67. **Better late than never: Even though you're late, it's better late than never.**
68. **Bite off more than you can chew: Don't take on more than you can handle.**
69. **Break the ice: Let's play a game to break the ice and get to know each other.**
70. **Burn the midnight oil: I have an exam tomorrow, so I'll be burning the midnight oil.**
71. **By the book: He always follows the rules; he's strictly by the book.**

72. **Caught red-handed: The thief was caught red-handed stealing from the store.**
73. **Cross that bridge when you come to it: Don't worry about it now; cross that bridge when you come to it.**
74. **Devil's advocate: I'll play devil's advocate and present the opposing viewpoint.**
75. **Don't put all your eggs in one basket: Diversify your investments; don't put all your eggs in one basket.**
76. **Down the drain: All our hard work went down the drain when the project got canceled.**
77. **Every dog has its day: Everyone has their moment of success.**
78. **Fit as a fiddle: He exercises every day, so he's fit as a fiddle.**
79. **Give someone the benefit of the doubt: Trust them until proven otherwise; give them the benefit of the doubt.**
80. **Go the distance: Keep going; go the distance to achieve your goals.**
81. **Have a change of heart: He initially refused, but he had a change of heart and agreed to help.**
82. **Hit the jackpot: She hit the jackpot with her business idea.**
83. **In hot water: He got caught cheating and now he's in hot water.**
84. **It's a piece of cake: Don't worry; this task is a piece of cake.**
85. **Jump to conclusions: Don't make assumptions without all the facts; don't jump to conclusions.**
86. **Keep your fingers crossed: Keep your fingers crossed for good luck.**
87. **Leave no stone unturned: We'll search everywhere and leave no stone unturned to find the missing item.**
88. **Let sleeping dogs lie: Don't bring up old conflicts; let sleeping dogs lie.**
89. **Make a long story short: To make a long story short, we lost the game.**

90. Needle in a haystack: Finding a specific book in that library is like finding a needle in a haystack.

91. On cloud nine: She was on cloud nine after receiving the job offer.

92. Out of sight, out of mind: If you're not in touch, you're soon forgotten—out of sight, out of mind.

93. Penny for your thoughts: You look lost in thought; a penny for your thoughts?

94. Practice what you preach: Don't just give advice; practice what you preach.

95. Put all your cards on the table: Be honest and transparent; put all your cards on the table.

96. Read the room: Pay attention to the atmosphere and adjust your behavior accordingly.

97. Rome wasn't built in a day: It takes time to achieve great things; Rome wasn't built in a day.

98. See eye to eye: We don't always agree, but on this issue, we see eye to eye.

99. Skeletons in the closet: Everyone has secrets or skeletons in the closet.

100. Spice things up: Let's add some excitement and spice things up.

101. Take it with a grain of salt: Be skeptical; take it with a grain of salt until you have more information.

102. The ball is in your court: It's your turn to make a decision; the ball is in your court.

103. The best of both worlds: With a part-time job, she enjoys the best of both worlds—work and free time.

104. The devil is in the details: Pay attention to the details; the devil is in the details.

105. The early bird catches the worm: Waking up early gives you an advantage; the early bird catches the worm.

106. The last straw: That was the last straw; I can't tolerate it anymore.

107. Throw in the towel: After numerous failures, he decided to throw in the towel and give up.

108. Under the weather: Feeling sick or unwell; I'm a bit under the weather today.

109. Up in the air: The plans are uncertain; they're still up in the air.

110. When it rains, it pours: Problems often come all at once; when it rains, it pours.

111. A chip on your shoulder: Don't always be defensive; don't carry a chip on your shoulder.

112. A dime a dozen: Those souvenirs are a dime a dozen; they're everywhere.

113. Actions speak louder than words: Show it through your actions; actions speak louder than words.

114. All bark and no bite: He talks tough, but he's all bark and no bite.

115. Back to the drawing board: The plan failed; we have to go back to the drawing board.

116. Beat around the bush: Stop beating around the bush and get to the point.

117. Better safe than sorry: Take precautions to avoid problems; better safe than sorry.

118. Bite off more than you can chew: Don't take on more than you can handle.

119. Break a leg: Good luck! Break a leg in your performance.

120. Burn the midnight oil: Stay up late working; burn the midnight oil.

121. By the skin of your teeth: You barely made it; you passed by the skin of your teeth.

122. Clear the air: Let's clear the air and resolve any misunderstandings.

123. Cut corners: Don't cut corners; do the job properly.

124. Don't count your chickens before they hatch: Don't assume success before it happens.

125. Down in the dumps: Feeling sad or depressed; she's down in the dumps today.

126. Every cloud has a silver lining: Even in difficult times, there's a positive side; every cloud has a silver lining.

127. Fish out of water: In a new environment, she feels like a fish out of water.

128. Get a taste of your own medicine: Experience the same negative treatment you've given others.

129. Get cold feet: Feel nervous or scared; he got cold feet before the presentation.

130. Get the ball rolling: Start a process or activity; let's get the ball rolling.

131. Give someone the cold shoulder: Ignore or treat someone with indifference.

132. Go with the flow: Adapt to the situation; go with the flow.

133. Hit the nail on the head: You're correct; you hit the nail on the head with your explanation.

134. In the blink of an eye: It happened so quickly; in the blink of an eye.

135. It takes two to tango: Both parties are responsible for a conflict; it takes two to tango.

136. Keep your chin up: Stay positive; keep your chin up in difficult times.

137. Kill two birds with one stone: Accomplish two things with a single action.

138. Let sleeping dogs lie: Don't bring up past conflicts; let sleeping dogs lie.

139. Make hay while the sun shines: Take advantage of opportunities when they arise.

140. On the same page: We're in agreement; we're on the same page.

141. Out of the blue: Unexpectedly; the news came out of the blue.

142. Pass the buck: Avoid responsibility by passing it to someone else.

143. Play devil's advocate: Present the opposing viewpoint for the sake of discussion.

144. Pull someone's leg: Joke or tease someone playfully.

145. Put all your eggs in one basket: Relying on one thing; don't put all your eggs in one basket.

146. Rain on someone's parade: Spoil someone's plans or mood.

147. Saved by the bell: Rescued from a difficult situation at the last moment.

148. Scratch someone's back: Help someone in return for their help.

149. Spill the beans: Reveal a secret unintentionally.

150. Take the bull by the horns: Face a difficult situation directly.

151. The ball is in your court: It's your turn to take action or make a decision.

152. The best of both worlds: Enjoy the benefits of two contrasting things.

153. The early bird catches the worm: Acting promptly leads to advantages.

154. The grass is always greener on the other side: Others' situations always seem better.

155. The icing on the cake: An additional favorable aspect or event.

156. The last straw: The final problem or annoyance that leads to a reaction.

157. Through thick and thin: Supportive during good and bad times.

158. Throw in the towel: Give up or surrender.

159. Under the weather: Feeling unwell or sick.

160. Up in arms: Angry or protesting strongly.

161. We're in the same boat: In the same situation or predicament.

162. When in Rome, do as the Romans do: Adapt to local customs and behavior.

163. You can't judge a book by its cover: Don't judge based on appearances alone.

164. You're pulling my leg: You're joking or teasing me.

165. A bird in the hand is worth two in the bush: It's better to have something certain than to risk it for something better.

166. A leopard can't change its spots: People can't change their innate nature.

167. A penny for your thoughts: Share your thoughts or opinions.

168. A picture is worth a thousand words: Visual images convey more than written or spoken descriptions.

169. All that glitters is not gold: Not everything that appears attractive or valuable is genuine.

170. Better late than never: It's better to do something late than not at all.

171. Birds of a feather flock together: People with similar interests or characteristics tend to associate with each other.

172. Don't bite the hand that feeds you: Don't harm or criticize those who support or help you.

173. Don't cry over spilled milk: Don't dwell on past mistakes or misfortunes.

174. Don't put the cart before the horse: Do things in the correct order.

175. Every man for himself: In a difficult situation, everyone should take care of themselves.

176. Go against the grain: Act or think differently from the norm.

177. Haste makes waste: Acting too quickly can result in mistakes.

178. Ignorance is bliss: Not knowing can be less troubling.

179. It's not rocket science: It's not complicated to understand or do.

180. Leave well enough alone: Don't try to improve something that's already satisfactory.

181. Let bygones be bygones: Let go of past grievances or conflicts.

182. Money talks: Wealth has influence and power.

183. No pain, no gain: You have to work hard to achieve success.

184. Put your money where your mouth is: Back up your words with actions or financial support.

185. Rome wasn't built in a day: Great achievements take time and effort.

186. The apple of my eye: Someone or something cherished above all others.

187. The devil you know is better than the devil you don't: It's safer to deal with a known situation than an unknown one.

188. The early bird catches the worm: Being proactive gives you an advantage.

189. The pot calling the kettle black: Criticizing someone for a fault you also possess.

190. Time flies when you're having fun: Time seems to pass quickly during enjoyable activities.

191. Two heads are better than one: Collaboration and different perspectives lead to better results.

192. When it rains, it pours: Problems tend to come all at once.

193. A watched pot never boils: Time seems to pass slowly when waiting for something.

194. Actions speak louder than words: What you do is more important than what you say.

195. All hands on deck: Everyone's assistance is needed.

196. Barking up the wrong tree: Pursuing the wrong course of action or person.

197. Beauty is in the eye of the beholder: Perception of beauty varies from person to person.

198. Cry over spilt milk: Regretting something that has already happened.

199. Cut to the chase: Get to the point without unnecessary preamble.

200. Don't judge a man until you've walked a mile in his shoes: Don't criticize someone until you've experienced what they have.

Chapter 10: Speak Confidently, Lead Globally

This final chapter is designed to help you **apply all your English skills confidently in professional and global contexts**. It focuses on **executive communication, leadership, influence, and global fluency**, so that you can **express yourself clearly, persuasively, and confidently**.

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1. Master Executive Communication

In today's professional world, the ability to **communicate effectively in meetings, presentations, and negotiations** is crucial. Here's how you can do it:

- **Speak Clearly and Concisely:** Avoid long, complicated sentences. Focus on **clarity and impact**.
- **Structure Your Ideas:** Begin with the main point, explain supporting details, and conclude with a recommendation.
- **Professional Tone:** Use polite and respectful language, even when disagreeing or negotiating.
- **Active Listening:** Always listen before responding; it shows professionalism and empathy.

Quick Tip: Practice summarizing your ideas in **2–3 sentences** before meetings. This makes your points sharp and memorable.

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2. Develop Leadership & Influence

Leadership is not just about giving instructions—it's about **guiding, motivating, and influencing others**. Advanced English helps you:

- **Mentor Effectively:** Give feedback that is **constructive and encouraging**.
- **Persuade Confidently:** Use logical reasoning and strong vocabulary to influence decisions.

- **Build Rapport:** Communicate with empathy, respect, and active engagement.

Example Phrases:

- "I suggest we consider this approach for better results."
- "Let's explore solutions that work for everyone."
- "I recommend focusing on long-term growth while managing current priorities."

Quick Tip: Role-play mentoring or feedback conversations with a friend or colleague to **practice tone and confidence**.

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3. Practice Real-World Conversations

This chapter emphasizes **practical usage** of English in global and professional scenarios. Examples include:

- Negotiating contracts or deadlines
- Presenting projects or proposals to executives
- Networking at conferences or international meetings
- Handling media or client queries

How to Practice:

- Simulate real conversations with peers.
- Record yourself and review your pronunciation, tone, and clarity.
- Focus on **both verbal and non-verbal communication**, like gestures, posture, and eye contact.

Quick Tip: Prepare short scripts for **frequent professional situations**, like introducing yourself, pitching an idea, or answering difficult questions.

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4. Expand Vocabulary & Phrases

Strong vocabulary and professional phrases make your communication **powerful and persuasive**. Learn and use words like:

- Strategic, innovative, collaborative, resilient, visionary
- Expressions like: “Our goal is to achieve sustainable growth,” or “I believe teamwork drives results.”

Quick Tip: Maintain a small **journal of advanced phrases**. Use them in daily conversations to make them natural.

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5. Boost Self-Practice & Global Fluency

Becoming fluent and confident is a **continuous process**. Here’s how to strengthen your global communication:

- **Daily Speaking Practice:** Talk about your work, goals, or daily experiences in English.
- **Mirror Practice:** Speak in front of a mirror to monitor gestures, posture, and facial expressions.
- **Record & Review:** Listening to your own voice helps you notice mistakes and improve clarity.
- **Feedback:** Seek feedback from mentors, peers, or language partners.

Remember: Confidence grows with **consistent practice and application**. Don’t be afraid of mistakes—they are part of the learning journey.

Conclusion: Lead with Confidence

Congratulations! You have now completed this Spoken English journey, from building **vocabulary and daily sentences** to **advanced conversations, executive communication, and global fluency**.

Learning a language is not just about memorizing words or grammar – it is about **expressing yourself confidently, thinking clearly, and connecting with people effectively**. By reaching this stage, you have developed the skills to:

- Communicate your ideas **clearly and persuasively**
- Handle professional, social, and global conversations with **confidence and poise**
- Present yourself as a **capable, professional, and inspiring individual**

Remember, language is a **tool to showcase your personality, knowledge, and vision**. Fluency comes not from perfection, but from practice, persistence, and a mindset of

continuous improvement. Every conversation you have, every idea you share, and every challenge you face is an opportunity to **strengthen your English, your confidence, and your leadership presence**.

So step forward with courage. Speak boldly. Influence positively. Lead globally. Your journey does not end here – it is only the beginning of a **lifetime of learning, growth, and success**.

Keep practicing, keep exploring, and let your English open doors to every opportunity that awaits you.

Spoken English for Career Growth

BY DR. KAMAL CHANDEL

About the Book

In today's competitive world, effective communication in English is not just an advantage—**it is a necessity.**

Spoken English for Career Growth is a practical and easy-to-follow guide designed to help learners build confidence and fluency in English speaking.

This book provides a step-by-step approach, making it suitable for beginners as well as those looking to refine their communication skills. Whether you are a student, job seeker, or working professional, this guide will empower you to express yourself clearly and confidently.

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10+ Scopus-indexed book chapters; 3 authored e-books
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His research spans consumer behavior, loyalty, business ethics, growth mindset, and neuromarketing, with publications and conference presentations across the globe. A dedicated mentor and study abroad leader, he designs transformative international programs, notably in Spain, that blend cultural immersion with academic excellence. His work continues to advance marketing education with innovation, global vision, and student-centered impact.



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She has led ICSSR and IMPRESS-ICSSR-funded research projects on MOOCs, Learning Analytics, and Indian SMEs. Her research is published in SCOPUS, ABDC, and UGC Care journals, along with e-books, book chapters, and case studies at Emerald and The Case Centre, UK. She holds three national and international patents and has won Best Paper Awards at research conferences. As an editor and reviewer, she has contributed to leading academic journals and convene research conferences. Her passion lies in teaching, research, and mentoring future leaders.

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From Innovation to Maturity: A Systematic Review of Machine Learning Applications in Customer Segmentation

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Abstract
In the age of big data, machine learning (ML) has revolutionized marketing by enabling nuanced, data-driven customer segmentation. This paper presents a systematic literature review of 68 peer-reviewed articles published between 2009 and 2025, critically examining the evolution, applications, and maturity of ML techniques in consumer segmentation. The study categorizes ML approaches—supervised, unsupervised, reinforcement learning, and hybrid models—and evaluates their effectiveness in uncovering customer insights, predicting behavior, and driving personalized marketing strategies. Findings highlight a significant shift from traditional statistical methods to advanced deep learning and ensemble techniques, with growing academic attention reflected in increased publication volume and citation impact. The review also outlines methodological trends, real-world implementations by firms like Amazon and Netflix, and emerging innovations such as interpretable ML, federated learning, and AutoML. Ethical concerns surrounding data privacy, algorithmic bias, and model transparency are also addressed. The study contributes to the marketing and consumer analytics literature by synthesizing current knowledge, identifying research gaps, and offering a roadmap for future investigations into ethical, explainable, and context-sensitive ML applications in consumer studies.

Keywords: *Machine Learning, Customer Segmentation, Marketing Analytics, Consumer Behaviour, Systematic Review*

Empowering the Digital Enterprise: AI's Impact on Business Transformation and Leadership Evolution

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Abstract
Amid rapid digitization and shifting market dynamics, organizations must strategically balance the modernization of existing operations with the development of innovative digital business models to remain competitive. The increasing interconnectivity of IT systemsespecially in industrial settings has led to a surge in data volumes. To extract value from this data, many companies are turning to Artificial Intelligence (AI), which is reshaping both business processes and leadership dynamics. As AI becomes more integrated into decision-making, effective and adaptive leadership is essential to ensure its responsible implementation and long-term impact. This evolving landscape calls for leaders who can not only guide human teams but also oversee AI systems, positioning them as new types of collaborators or "followers." The anticipated retirement of a large portion of the workforce adds urgency to the adoption of technology-driven solutions, yet AI cannot function autonomously without human oversight. This necessitates the creation of communication protocols and accountability frameworks that apply to both human and machine actors.
Whether this expanded role is ultimately defined as leadership or management remains an open question, but it clearly involves structured supervision and ethical governance. This paper explores these emerging dynamics, focusing on the intersection of AI, organizational transformation, and leadership. It investigates theoretical frameworks relevant to digital leadership and highlights areas requiring further research. These challenges are particularly pronounced in data-driven domains, where businesses must navigate the dual demands of transforming legacy models and innovating new, digitally enabled solutions all under evolving leadership paradigms.

Keywords: *Digital Transformation, Digital Leadership, Artificial Intelligence, Artificial Leadership*

LATEST MULTIDISCIPLINARY RESEARCH & DEVELOPMENT

Editors
Dr. Asma Easmin
Nisha Garg



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1. A Comparative Study of Domestic Violence Among Working and Non-Working Women in Hathras District, Uttar Pradesh

Avni Sharma

Abstract

Domestic violence remains a pervasive and deeply embedded form of gender inequality in Indian society. This study examines domestic violence among working and non-working married women in Hathras District, Uttar Pradesh, through a comparative sociological lens. Drawing upon feminist theory and the concept of patriarchy, the research explores how employment status shapes women's experiences of violence, control, and autonomy. Using a descriptive and analytical research design, data were collected from 40 respondents (20 working and 20 non-working women) through structured questionnaires. Findings reveal that domestic violence persists across both groups, with emotional and psychological abuse being the most prevalent forms. While non-working women experience greater economic dependence, working women face increased surveillance, emotional regulation, and control over income. The study concludes that employment does not eliminate domestic violence; rather, patriarchal power adapts to changing socio-economic conditions.

Keywords: Domestic Violence, Patriarchy, Working Women, Non-Working Women, Gender Inequality.

Introduction

Domestic violence is one of the most persistent forms of gender-based inequality in India. While legal frameworks and social awareness have expanded, violence within domestic spaces continues to shape women's lives across caste, class, and educational backgrounds. Rather than being an individual or interpersonal issue, domestic violence must be understood as a structural phenomenon rooted in patriarchal power relations.

In Indian society, the family is often idealized as a site of harmony and moral order. However, sociological perspectives reveal that it is also a central institution where gendered hierarchies are produced and maintained. Women are socialized into roles of obedience, care, and endurance, while men occupy positions of authority and control. This unequal distribution of power often legitimizes various forms of violence, including emotional, psychological, economic, and physical abuse.

This study focuses on Hathras District in Uttar Pradesh, providing a localized understanding of domestic violence. By comparing working and non-working women, the research challenges the assumption that employment necessarily leads to empowerment and protection from violence.

Review of Literature

Sociological research on domestic violence in India has evolved from treating it as a private issue to recognizing it as a structural problem embedded in patriarchy. Feminist scholars have emphasized that domestic violence functions as a mechanism of social control that reinforces gender norms and male dominance.

Studies highlight that domestic violence cuts across caste and class, though its forms vary. In economically weaker sections, violence is often physical and visible, whereas in middle-class households, it manifests as emotional abuse, surveillance, and restriction of autonomy. Economic dependence has been identified as a major factor influencing vulnerability among non-working women, while working women experience new forms of control such as monitoring of income and mobility.

The literature also underscores the role of cultural practices such as dowry, son preference, and reproductive control in perpetuating violence. Despite legal protections, domestic violence remains underreported due to stigma, family pressure, and the normalization of abuse.

However, there is a lack of comparative studies examining working and non-working women within the same socio-cultural context. This study addresses that gap by providing a district-level comparative analysis.

Objectives of the Study

The study is guided by the following objectives:

To examine the nature and forms of domestic violence experienced by women.

To analyse the role of patriarchal power relations in shaping domestic violence.

To compare experiences of working and non-working women.

To assess how employment status influences vulnerability and control.

To evaluate awareness of legal rights and support mechanisms.

Theoretical Framework

This study is grounded in feminist sociological theory, which views domestic violence as a structural outcome of patriarchy rather than an individual issue. Patriarchy is understood as a system of social relations that institutionalizes male dominance and female subordination.

Within households, male dominance operates through both overt and subtle mechanisms. While physical violence is visible, more common forms include emotional abuse, economic control, restriction of mobility, and surveillance. These practices regulate women's behaviour and reinforce dependency.

The concept of "power as everyday practice" is central to this analysis. Domestic violence is not limited to isolated incidents but is embedded in routine interactions such as decision-making, financial control, and moral regulation. This perspective allows for a broader understanding of violence beyond physical harm.

An intersectional approach is also adopted, recognizing that women's experiences are shaped by the interaction of employment status, family structure, and cultural norms.

Research Methodology

The study employs a descriptive and analytical research design.

Study Area: Hathras District, Uttar Pradesh

Sample Size: 40 married women (20 working and 20 non-working)

Sampling Technique: Purposive sampling

Data Collection Tool: Structured questionnaire

Data Analysis: Descriptive statistical methods combined with sociological interpretation

Ethical considerations such as confidentiality and informed consent were maintained throughout the study.

Findings and Discussion

The findings reveal that domestic violence is prevalent among both working and non-working women, though its forms and mechanisms differ.

Forms of Domestic Violence

Emotional and psychological abuse emerged as the most common forms across both groups. These included verbal humiliation, constant criticism, and emotional neglect. Physical violence was reported but was less frequent compared to non-physical forms.

Non-Working Women

Non-working women were found to be more vulnerable due to economic dependence. Control over financial resources limited their autonomy and ability to resist or leave abusive situations. Economic violence, such as denial of money and financial decision-making, was particularly significant.

Working Women

Contrary to expectations, working women were not free from domestic violence. Instead, they experienced new forms of control, including:

Surveillance of income

Restrictions on mobility

Monitoring of workplace interactions

Emotional regulation and suspicion

This indicates that employment alters the form rather than eliminating violence.

Role of Family Structure

In-law interference and joint family systems played a significant role in reinforcing control and authority over women. Domestic violence often involved multiple family members, highlighting its collective nature.

Normalization of Violence

A key finding is the normalization of domestic violence. Many women perceived abuse as a routine part of marriage, influenced by cultural norms of endurance, family honor, and marital stability.

Conclusion

The study concludes that domestic violence is a structural phenomenon deeply rooted in patriarchal power relations. It persists across both working and non-working women, though its forms vary.

Employment does not automatically empower women or protect them from violence. Instead, patriarchal systems adapt to changing socio-economic conditions, introducing new mechanisms of control. Emotional and psychological abuse, often invisible, remain central to women's experiences.

The findings emphasize the need to move beyond economic explanations and address the cultural and structural foundations of domestic violence.

Recommendations

Awareness Programs: Increase awareness about legal rights and support systems.

Economic Empowerment with Social Change: Combine employment opportunities with gender sensitization.

Strengthening Institutions: Improve responsiveness of police and legal systems.

Community-Level Interventions: Challenge norms of silence and stigma.

Focus on Non-Physical Violence: Recognize emotional and psychological abuse in policy and practice.

Limitations

Small sample size (40 respondents)

Limited to Hathras District

Findings are not generalizable but provide localized insights

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2. A Sociological Study of People's Coping Mechanisms During Blockades in Manipur (2023–2025)

Kundali Anoubam

ABSTRACT

Blockades are also a common phenomenon in Manipur and are often a result of political protests and social unrest. The blockades cause disturbances to transportation routes and thereby impede the movement of goods and people. This poses a problem for ordinary citizens' lives. While many studies have been conducted on blockades from a political and security perspective, few studies have been done on their sociological impact on people's lives. This study will investigate and analyze the coping strategies adopted by people during this blockade period in Manipur from 2023 to 2025. This research will be conducted by surveying 60 people through a questionnaire survey on their experiences during this blockade period. The findings of this research will show that blockades did affect people's lives in many ways. For example, people met a shortage of essential commodities and a hike in prices during this blockade period. However, people coped with these situations by relying on their savings and homegrown foods. This study will also underscore the significant influence of social networks and community solidarity on people's coping mechanisms. This research will be a contribution to sociological studies on people's lives in Northeast India.

Keywords: Blockades, Coping Mechanisms, Crisis, Social Resilience, Everyday Life, Northeast India, Manipur.

INTRODUCTION

Blockades have been used as a mode of protest in different parts of the world, where people try to express their political demands or grievances. During this process, the government attempts to address the issues by restricting the movement of goods. Even though the purpose of the blockade may be political, it affects the public in many ways. Therefore, it is important to understand the impact of the blockade in the Indian context. In the Indian context, the blockade has been a prominent feature in different parts of the country, especially in the northeastern states, which have a complex ethnic and political identity. In the northeastern state of Manipur, the blockade has been a feature in recent times. In the state, there have been many blockades in recent times. People observe the impact of the blockade in public, especially when the highway remains blocked.

Although many discussions regarding blockades have been cantered on political issues, government, and security, it is also important to note the impact they have on the social aspect. In a way, it impacts the way people live and the way they cope. Therefore, it is important to note the impact it has on the social aspect. Between 2023 and 2025, Manipur experienced a period of instability. This impacted the lives of many people in the region. In this period, there were issues in accessing resources because of the blockade. In such a situation, people must cope with this.

Understanding these coping mechanisms is relevant to sociological studies because it would reveal the ways in which people respond to crisis situations. The coping mechanisms would illustrate the importance of social relationships, economic resources, and cultural practices in dealing with crisis situations.

Thus, the study aims to analyse how Manipur residents coped with the blockade. By exploring the experiences of the people, the study would contribute to the development of a sociological perspective on crisis, coping, and adaptation.

METHODOLOGY

We will follow a qualitative-oriented research approach with the aid of descriptive statistical tools. The aim of the research is to understand the experiences faced by the people and the coping mechanisms applied during the blockades in the state of Manipur from 2023 to 2025.

For the research study, primary research was executed via a structured questionnaire to gather the requisite data. A total of 60 respondents took part in the research study. The participants of the research study comprised individuals who experienced the blockades in the state of Manipur and were able to share their personal experiences about it. Participants of the research study comprised individuals who experienced the blockades in the state of Manipur and were able to share their personal experiences regarding the blockades.

The structured questionnaire was prepared to collect information on various aspects of the participants' lives, such as the availability of food, the availability of fuel, transportation facilities, education, employment, healthcare facilities, the experience of the availability of essential commodities at higher rates, the experience of emotional stress faced during the blockades, etc.

The percentage-based descriptive method analysed the collected data. This method helped the researcher identify patterns in the data and interpret the experiences of the participants in a systematic manner. The study articulates its findings via a descriptive analysis of the percentages obtained from the questionnaire responses.

In addition to the primary data, the study has also used secondary data to understand the context in which the blockades take place in Manipur. Secondary data includes literature, reports, and media reports on the socio-economic impact of the blockades in the region.

The research design for the study is descriptive and exploratory in nature. The study is descriptive because it aims to describe people's experiences during the blockade period. The study is exploratory because there is limited sociological research on the coping mechanisms during the blockade period in Manipur.

RESULTS AND DISCUSSION

The study's findings present a glimpse of the impact of the blockade on various aspects of life.

Demographic Characteristics

The demographic characteristics of the respondents reveal that most of them were young. Around 70 percent of the respondents were between the ages of 18 and 25 years, whereas 28.3 percent of the respondents were between the ages of 26 and 40 years. Only a small percentage of the respondents were over 40. This could be since the majority of the students participated in the study.

We observed that 76.7 percent of the respondents were female, while 23.3 percent were male. This is a significant finding because women play a vital role in the management of resources during a crisis.

Regarding their place of residence, 58.3 percent of the people surveyed were living in urban areas, 36.7 percent were living in rural areas, and about 5 percent said they were living in relief camps and displacement areas during the blockade period. This also indicates that people living

in both urban and rural areas were affected by the blockade; however, most of them were living in urban areas.

Impact on Daily Life

The survey results indicate that the blockades had a significant impact on the daily lives of people. Out of the people surveyed, 35 percent said that the blockades had a severe impact on their lives. Moreover, 25 percent expressed that the blockades had a very severe impact on their lives. Another 25 percent reported that the blockades had a moderate impact on their lives.

The survey results indicate that the blockades caused a disruption in people's daily lives. For people living in these areas, their daily routines and ways of living were affected by the blockades.

Shortages and Price Increases

The respondents also frequently experienced shortages of essential commodities. Around 40 percent of the respondents reported that shortages occurred frequently, whereas 36.7 percent reported that shortages occurred occasionally.

Another major issue faced by the respondents was the long queues they had to stand in to buy essential commodities. Around 70 percent of the respondents reported that they sometimes had to stand in long queues to buy food, fuel, etc.

Another major issue faced by the respondents was the price increases. Most of the respondents reported that there was a significant rise in the prices of food and other daily -use items. Around 68.3 percent reported a significant rise, whereas 30 percent reported a slight rise. The rest reported that there was no rise in prices.

The findings clearly indicate that a blockade puts pressure on the economy.

Coping Strategies

Despite these problems, the respondents developed coping strategies to manage their daily lives during the blockade.

The most important coping strategy reported by the respondents was the use of their savings. Around 90 percent of the respondents reported that savings had played a significant role in coping with the problems faced by their families during the period of the blockade.

Another important coping strategy reported by the respondents was the use of homegrown food. Around 45 percent of the respondents reported that they had regularly used homegrown food as a coping strategy. Another 33.3 percent reported that they had occasionally used homegrown food as a coping strategy.

The respondents also reported community support as a significant coping strategy. Around 54.2 percent of the respondents reported that there had been community support for distributing food or fuel.

Emotional Experiences and Community Solidarity

The period of the blockade had emotional and psychological effects on the respondents. The majority of the respondents, 86.7 percent, reported experiencing some form of stress/anxiety during the period of the blockade.

However, the respondents also reported a positive emotional experience, which was a sense of community solidarity. Most of the respondents, 89.8 percent, agreed that they had a sense of community solidarity during the period of the blockade.

CONCLUSION

This study sought to understand the coping mechanisms used by people during the blockade period in Manipur, which occurred between 2023 and 2025. The findings reveal that the blockades had a major impact on the lives of the people, especially in terms of education, transportation, employment, and access to basic commodities.

The findings further reveal that the scarcity of basic commodities and the hike in prices posed major challenges to the people. In response to the challenges, people employed different coping mechanisms, including savings, homegrown foods, and community support.

The study further reveals the significance of the community and economic resources to the people during the crisis. The help provided by the community was very significant to the people during the crisis, especially during the blockade period.

The study also shows the blockade's importance in politics and its effect on people's social lives. The study, therefore, contributes to the discussion of the crisis and the coping mechanisms employed by the people, especially in the context of sociology.

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3. Voter Confidence and Trust in Institutions: A Study of Public Perception of Free and Fair Elections in the 2022 Manipur Legislative Assembly Election

Wakambam Rushika Devi

Abstract

Elections are the pillars upon which the legitimacy of a democracy is based, but the level of trust in the institutions involved in the electoral process is a function of both social perception and legal requirements. This study aims to explore voter trust and institutional trust in the context of the 2022 Manipur Legislative Assembly Election. This study aims to explore voter perception and understanding of the concept of "free and fair elections" in a politically sensitive and socially diverse environment, using a sociological and perception-based approach. The study found that voter turnout is high. However, the main factors that build trust in electoral institutions are perceptions of fairness, transparency, and how well the electoral process is run.

It has been found that people generally have a perception that elections in the state are fair, but at the same time, people are also worried about money and power. This study has found that voter trust in institutions is socially constructed, and it is not a static concept.

This study aims to contribute to the sociological discourse on the subject in the regional political environment by exploring the concept of electoral legitimacy in the quotidian social environment.

Introduction

Elections are not just a procedural activity, but a public expression of democracy that signifies participation, representation, and legitimacy in a country or region. In a democratic country, the legitimacy of elections signifies the level of institutional trust in the country. The legitimacy of elections is not necessarily defined by the procedural or official attributes of the electoral process, as it is largely influenced by the perception of voters regarding the fairness, transparency, and accountability of the electoral process in a country or region.

Voter confidence is a critical factor in a region characterized by social diversity and political sensitivity, such as Manipur. The 2022 Manipur Legislative Assembly Election is a critical context in which voter confidence in the context of “free and fair elections” needs to be examined in a region characterized by a socio-political environment of ethnic diversity, regional inequality, and security risks. Hence, voter confidence in the context of the 2022 Manipur Legislative Assembly Election is a critical social phenomenon that needs to be examined in a broader context of understanding the legitimacy of democracy at the ground level in a country or region.

This study is based on a sociological perspective of understanding and interpreting the concept of elections. Rather than assessing the legal implications of the election process, this piece of research aims to understand the perception of voters towards the fairness of the election process. Trust in institutions is considered a social construct, and this concept has been influenced by various social and individual experiences.

Review of Literature

Existing literature on political sociology has highlighted that trust in institutions is significantly related to procedural fairness. Research on procedural democracy has pointed out that citizens tend to trust electoral outcomes when they find them procedurally fair. Procedural justice theory has also highlighted that procedural fairness is considered to be of greater importance than outcome fairness in relation to institutional trust.

Furthermore, investigations into digital media have demonstrated that the informational context significantly influences voter perceptions. Specifically, while online transparency mechanisms and real-time result monitoring can bolster voter confidence, the dissemination of misinformation can erode trust in electoral institutions. Similarly, research on electoral violence and intimidation has shown that even small security concerns can play a role in voter perception.

Researchers have also used social exclusion as a predictor of voter trust. For example, social exclusion on grounds of ethnicity, region, or class can decrease voter trust. Administrative efficiency, complaint redressal, and polling staff behaviour can also have a direct effect on voter experience at a micro-level. However, there is a lack of research on perception-based studies at a state level, for example, in Manipur. This paper aims to address this gap by understanding voter experience as a social experience in the 2022 Assembly Election.

Theoretical Framework

This study follows a multi-level approach to understanding voter confidence and institutional trust. The study draws from various theories of democratic legitimacy, institutional trust, procedural justice, political culture, and social constructionism. In understanding the social constructionist theory, it is important to note that voter confidence in electoral fairness is not just a function of its legal construct. Rather, voter confidence in electoral fairness is a socially constructed belief system. For example, voters make sense of electoral fairness through various narratives of social discourse.

In addition, procedural justice theory suggests that voter confidence in institutions is primarily a function of voters' perceptions of fairness in procedures, rather than outcomes. For example, procedural justice theory suggests that voters' trust in institutions is higher if voters believe in a fair and unbiased application of procedures.

Finally, it is important to note that sociological theories of power and social inequality suggest that social groups may have differential experiences of institutions. For example, marginalized social groups have differential experiences of institutions depending on historical exclusion, lack of representation, and power imbalance. Such a framework would allow for an understanding of social differences in voter confidence in Manipur.

Methodology

The research method employed in this study is based on the perception method. The population targeted in this study consists of the eligible voters who took part in the 2022 Manipur Legislative Assembly Election. Due to certain limitations, the study had to employ the non-probability purposive sampling method. The study selected the population based on their perception and awareness of the election process.

The sampling method selected the population based on their diversity, including their age, gender, educational qualifications, and their social backgrounds. The sampling method did not focus on the statistical generalization of the population but the analytical generalization of the population. The study collected the required data through the questionnaire method and

analysed it from the point of view of the sociological interpretation of the election process, as opposed to the legal interpretation.

Findings and Discussion

Overall, the findings indicate that voter confidence in the 2022 Manipur Legislative Assembly Election is not absolute, but rather relative or conditional in nature. This is because, although a majority of the respondents showed their faith in the fairness of the elections, at the same time, a number of respondents expressed their apprehensions regarding the role of money and power in the elections.

Perceived procedural fairness was one of the strongest factors that contributed to voter confidence in the 2022 Manipur Legislative Assembly Election. This is because, for a number of respondents, the way in which the polling process was conducted and managed was a major factor in determining their faith in the fairness of the elections.

Voter awareness and political knowledge also contributed significantly to voter confidence in the 2022 Manipur Legislative Assembly Election. This is because, for a number of respondents, their exposure to information regarding the guidelines and procedures of the elections contributed significantly to voter confidence, whereas exposure to conflicting information in the media contributed significantly to voter suspicion regarding fairness.

Moreover, social background was also a factor that influenced perception. For example, variations in age and educational levels influenced the perception of respondents. The deployment of security forces during the election was a positive factor for some respondents, while for others, it was a negative factor. Overall, the findings indicate that trust in the election in Manipur is based not only on participation but also on a constant assessment of performance. The voters in the study thus emerge as interpreters of democracy, and not merely as participants in the electoral process.

Conclusion

In the present research, an attempt has been made to explore voter confidence and institutional trust in the context of the 2022 Manipur Legislative Assembly Election from a sociological point of view. The research results reveal that the legitimacy of the electoral process cannot be ensured merely through procedural correctness, but also through the way voters perceive, interpret, and experience the process.

Voter trust in the electoral process in the context of the 2022 Manipur Legislative Assembly Election seems to be conditional rather than unconditional. Though voter participation in the process remains strong, voter confidence in the process seems to be largely dependent upon procedural fairness, transparency, voter awareness, and responsiveness of the electoral authorities. Voter apprehensions with regard to money power and political influence, however, reveal that voter trust in a democratic process is a dynamic concept, which is being constantly negotiated. The research results reveal that democracy cannot be sustained merely through procedural correctness, but through public judgment and interpretation of democratic values.

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4. Socio-Economic Transformation and Loss of Traditional Livelihoods: A Study of Migrants of Geku Village

Solomon Tayom

ABSTRACT

This paper examines the relationship between migration and socio-economic transformation in Geku village, Arunachal Pradesh, with particular attention to how mobility reconfigures livelihood practices, household organisation, and cultural life in a tribal context. Drawing on qualitative-dominant fieldwork across 30 households, the study situates migration within broader processes of uneven development and constrained local employment opportunities.

The analysis suggests that migration does not simply replace traditional livelihoods but alters their relative significance within household economies. While agriculture and forest-based practices persist, their centrality has weakened as households increasingly rely on external income sources. Remittances contribute to material improvements and educational mobility, yet they simultaneously rework labour distribution and long-term occupational orientations.

The findings complicate linear narratives of both development and decline. Gender roles are renegotiated through expanded responsibilities for women, though without a corresponding transformation in institutional authority. Cultural practices, rather than eroding, exhibit adaptive continuity through sustained participation and symbolic attachment. The paper argues that socio-economic transformation in Geku is best understood as an uneven and partial process, where traditional livelihoods are not displaced but progressively restructured and subordinated within emerging livelihood strategies.

1. INTRODUCTION

Processes of socio-economic transformation in rural India are increasingly mediated through migration, particularly in regions where local economies offer limited avenues for sustained employment. In tribal contexts such as Arunachal Pradesh, these shifts are not merely economic but are entangled with systems of kinship, land relations, and customary institutions that organise everyday life.

Much of the existing literature frames migration either as a developmental mechanism or as a disruptive force. Both positions, however, risk oversimplification. They tend to treat migration as an external intervention into rural life, rather than as a process emerging from within existing social and economic arrangements. In practice, migration often unfolds through negotiation—between necessity and aspiration, continuity and change.

This paper examines migration in Geku village in Upper Siang district, focusing on its implications for traditional livelihoods, gender relations, and cultural practices. It argues that migration does not produce an immediate rupture with existing systems. Instead, it contributes to a gradual reordering in which traditional livelihoods are neither abandoned nor intact, but increasingly marginal to household economic strategies. Socio-economic transformation here is uneven, layered, and internally differentiated, resisting straightforward categorisation as either transition or persistence.

2. BRIEF LITERATURE CONTEXT

The sociological study of migration has long been divided between explanations that privilege individual rationality and those that foreground structural constraint. Push–pull models, while

analytically useful, often assume a degree of agency and information symmetry that is rarely present in rural contexts. Structural approaches, in contrast, draw attention to uneven development and the limited capacity of peripheral regions to sustain livelihoods, but risk underplaying the everyday strategies through which households navigate such conditions.

The New Economics of Labour Migration (Stark & Bloom, 1985) offers a useful corrective by locating migration within the household rather than the individual. Migration, in this view, functions as a strategy for risk diversification in contexts where markets are incomplete or unreliable. Yet even this perspective can appear overly economistic, particularly in settings where livelihood practices are embedded in cultural and social relations.

Similarly, the Sustainable Livelihoods Framework (Chambers & Conway, 1992; Scoones, 1998) expands the analytical lens by incorporating multiple forms of capital. However, its emphasis on adaptability and resilience can obscure underlying power relations and historical marginalisation. In the Indian context, scholars such as Breman (1996) and Deshingkar (2010) have highlighted how migration often leads to incorporation into precarious labour markets rather than stable mobility.

What remains less explored, particularly in Northeast India, is how migration reshapes livelihoods in contexts where economic practices are inseparable from identity and community life. This study engages with these debates by examining migration not as a singular outcome but as a socially embedded process that simultaneously reproduces and transforms existing structures.

3. METHODOLOGY

The analysis draws on qualitative-dominant fieldwork conducted in Geku village, Arunachal Pradesh. Data were collected from 30 households through a combination of structured surveys and semi-structured interviews, supplemented by field observation. The sample included migrant households, return migrants, and a limited number of non-migrant households to enable comparison.

Rather than treating migration as a measurable variable alone, the study approaches it as an experienced process, shaped by household negotiation, obligation, and expectation. The interpretive orientation adopted here allows attention to how respondents themselves understand livelihood change, while situating these accounts within broader structural conditions.

Secondary sources, including census data and administrative records, provide contextual grounding but do not substitute for field-level insights. The emphasis remains on depth rather than representativeness.

4. FINDINGS AND DISCUSSION

4.1 Migration as Situated Strategy

Migration in Geku does not appear as an isolated individual decision but as part of a broader household calculus. Decisions around who migrates, for what purpose, and under what conditions are embedded within family structures and shaped by available resources. In this sense, the findings resonate with the New Economics of Labour Migration, yet they also extend it by showing how such strategies are mediated by social expectations and cultural obligations.

Agriculture continues to structure everyday life, but its limitations are widely recognised. Respondents frequently described farming as necessary yet insufficient, particularly in relation

to cash requirements. Migration emerges here less as a rupture and more as an adjustment within an already constrained system.

4.2 Reconfiguration of Livelihood Centrality

What is at stake is not the disappearance of traditional livelihoods but their repositioning. Agriculture and forest-based practices persist, but they no longer organise the economic core of household life. Instead, they are supplemented—and in some cases overshadowed—by income generated outside the village.

This challenges linear interpretations of livelihood transition. The persistence of agricultural practices alongside declining economic centrality suggests a form of coexistence marked by asymmetry. The Sustainable Livelihoods Framework captures this multiplicity but tends to understate the extent to which certain livelihood forms become structurally subordinate over time.

4.3 Gendered Redistribution without Structural Shift

The redistribution of labour within migrant households reveals a complex pattern of gendered adjustment. Women take on expanded roles in agriculture, financial management, and everyday decision-making. Yet this expansion does not necessarily translate into a transformation of authority structures.

What emerges is a distinction between functional responsibility and institutional recognition. While women's participation increases in practice, it remains constrained within existing norms. This disjuncture complicates celebratory narratives of empowerment, suggesting instead a form of conditional or partial change.

4.4 Cultural Persistence and Transformation

Contrary to assumptions that migration erodes cultural practices, the evidence points toward continuity, albeit in modified form. Festivals, rituals, and community participation remain central, with migrants maintaining involvement through periodic return and financial contribution.

At the same time, the modalities of participation are shifting. The incorporation of digital media and altered forms of engagement indicate that culture is not static but adaptive. Rather than decline, what is observed is a rearticulation of cultural practices within changing material conditions.

4.5 Differentiation and its Limits

Migration introduces new axes of differentiation, particularly in relation to income and employment type. Households with stable government employment display visible material advantages. However, these differences are mediated by strong kinship networks and norms of collective participation.

Inequality is therefore present but socially contained. This containment, however, should not be mistaken for absence. It reflects the continued operation of social institutions that regulate difference without eliminating it.

5. CONCLUSION

Migration in Geku cannot be adequately understood through binaries of development versus decline or continuity versus change. Instead, it reflects a more uneven and internally differentiated process of socio-economic transformation.

Traditional livelihoods are neither abandoned nor intact. They persist, but in altered form and diminished centrality. Migration introduces new opportunities while simultaneously reconfiguring labour, gender relations, and aspiration. Yet cultural practices and social ties continue to anchor village life, even as their modes of expression shift.

The significance of this case lies in its resistance to simplification. Migration here is not a singular force but part of an ongoing negotiation through which households navigate structural constraint and emerging possibility. Understanding such contexts requires attention not only to what changes, but to how continuity is actively maintained within transformation.

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5. Identity and Adaptation of Mizo Youth in Delhi NCR: Negotiating Belonging in a Metropolitan Context

Rosiama

Abstract

Migration within India has become an important aspect of social change, especially among youth who move to metropolitan cities for education and employment. This study examines the identity formation and adaptation experiences of Mizo youth living in Delhi NCR. Using a mixed-method approach, the research combines quantitative data from 40 survey respondents with qualitative insights from 10 informal interviews. The findings reveal that migration strengthens ethnic identity rather than weakening it. A majority of participants expressed strong pride in their Mizo identity while navigating a diverse cultural environment. However, respondents also reported challenges such as stereotyping, misidentification, and language barriers, particularly due to the dominance of Hindi in public spaces. These experiences contribute to a sense of conditional belonging. At the same time, participants demonstrate resilience by developing hybrid identities that balance cultural roots with urban adaptation. The study highlights the complex relationship between migration, identity, and belonging, and emphasizes the need for more inclusive social environments and institutional support systems.

Keywords**:** Mizo Youth; Identity; Internal Migration; Delhi NCR; Adaptation; Belonging; Northeast India

Introduction

Migration has become a defining feature of contemporary Indian society, particularly among youth seeking education and employment in metropolitan cities. Delhi NCR, as a major urban hub, attracts individuals from diverse regions, including Northeast India. Migration, however, is not only about physical movement but also involves social, cultural, and psychological adjustments that shape identity and belonging.

This study focuses on Mizo youth from Mizoram who migrate to Delhi NCR. Mizoram is characterized by cultural homogeneity, shared language, and strong community ties. In contrast, Delhi represents a complex and diverse urban space. This transition from majority to minority status significantly influences identity formation and everyday experiences.

Mizo youth often encounter language barriers, cultural differences, and social perceptions that shape their interactions. While migration offers opportunities for independence and growth, it also presents challenges such as stereotyping and exclusion. This study aims to understand how Mizo youth negotiate identity and adapt to urban life while navigating these challenges.

Literature Review

Identity is widely understood as a socially constructed and dynamic concept. Hall (1990) argues that identity is continuously shaped through cultural experiences and social interactions, while Erikson (1968) emphasizes the role of social context in identity development. Migration introduces new dimensions to identity, especially in culturally different environments. Berry (1997) explains adaptation through acculturation strategies such as integration and assimilation. However, these processes are influenced by structural inequalities. Studies on Northeast migrants highlight experiences of marginalization and racialization. McDuie-Ra (2012) notes that migrants are often misidentified as foreigners and face exclusion. Haokip (2015) discusses how such experiences affect identity and belonging. Goffman's (1963) concept of stigma explains how individuals manage socially discredited identities, while Du Bois' (1903) idea of double consciousness highlights the tension of navigating multiple

identities. Despite these contributions, limited research focuses specifically on Mizo youth in Delhi NCR. The above literature highlights key issues of identity, marginalization, and adaptation among migrants. However, to better understand the specific experiences of Mizo youth in Delhi NCR, this study applies theoretical perspectives from Hall, Goffman, Du Bois, and Berry. These frameworks help connect existing literature with the empirical findings of this research.

Theoretical Framework

This study draws on four key theoretical perspectives to understand identity formation and adaptation among Mizo youth in Delhi NCR. Stuart Hall's concept of identity emphasizes that identity is not fixed but continuously shaped through cultural experiences and social interactions. This perspective helps explain how Mizo youth redefine their identity in an urban environment where they encounter difference and diversity. Erving Goffman's theory of stigma is used to understand how individuals experience stereotyping and social labelling. In the context of this study, it explains how Mizo youth navigate situations where they are judged based on appearance and cultural background. W. E. B. Du Bois' concept of double consciousness helps in understanding the internal conflict experienced by individuals who negotiate between their ethnic identity and the expectations of mainstream society. This is relevant for Mizo youth balancing their cultural identity with urban life. John Berry's acculturation theory provides a framework to analyse how individuals adapt to a new cultural environment. It helps in understanding the strategies adopted by Mizo youth as they adjust to life in Delhi NCR. Together, these theoretical perspectives provide a comprehensive framework to analyze identity as a dynamic process shaped by both individual experiences and broader social structures.

Methodology

A mixed-method approach was adopted. Data collection was conducted between December 2025 and February 2026. Quantitative data was collected through a survey of 40 respondents using Google Forms. Snowball sampling was used to access participants within the Mizo community. Qualitative data was collected through 10 informal interviews, providing deeper insight into lived experiences. Ethical considerations such as informed consent, anonymity, and confidentiality were maintained throughout the study.

Findings

Table 1: Identity Awareness Among Mizo Youth After Migration

Category	Percentage (%)
Increased	57.5
Same	35
Decreased	7.5

A majority of respondents reported increased awareness of their identity after migration.

Table 2: Experience of Stereotyping Among Respondents

Category	Percentage (%)
Yes	57.5
No	42.5

More than half of the respondents experienced stereotyping in Delhi NCR.

Table 3: Language Comfort in Hindi

Category	Percentage (%)
Comfortable	47.5
Not Comfortable	52.5

Language emerged as a significant barrier affecting communication.

Table 4: Impact of Language on Social Comfort

Category	Percentage (%)

Yes	62.5
No	37.5

Language influences comfort and participation in social spaces.

Table 5: Sense of Belonging in Delhi NCR

Category	Percentage (%)
Belong	37.5
Not Fully	62.5

Most respondents reported a limited sense of belonging.

Table 6: Level of Independence After Migration

Category	Percentage (%)
Increased	75
No Change	20
Decreased	5

Migration contributed to personal growth and independence.

Discussion

The findings of this study show that migration plays a complex role in shaping identity among Mizo youth in Delhi NCR. Rather than weakening ethnic identity, migration appears to strengthen it. Many participants reported a greater awareness and pride in their Mizo identity after moving to Delhi. This supports the argument of Stuart Hall that identity is not fixed but is continuously shaped through social and cultural experiences. Being in a different environment makes individuals more conscious of their cultural background. At the same time, the experiences of stereotyping and misidentification reported by participants reflect Erving Goffman's concept of stigma. Mizo youth are often judged based on their physical appearance and are sometimes mistaken for foreigners. These experiences influence how they present themselves in social situations and can lead to feelings of exclusion. The presence of such stigma shows that identity is not only self-defined but also shaped by how others perceive individuals. Language barriers emerged as another important challenge. Many respondents reported difficulty with Hindi, which affected their ability to communicate and feel comfortable in public spaces. This can be understood as a form of structural inequality, where linguistic dominance creates barriers for non-Hindi speakers. In this context, language becomes a form of power that shapes access to social and cultural spaces. The idea of identity conflict is further explained through W. E. B. Du Bois' concept of double consciousness. Mizo youth often experience a tension between maintaining their ethnic identity and adapting to the expectations of urban society. They may adjust their behaviour, language, or appearance depending on the context, which reflects an ongoing negotiation of identity. However, the findings also highlight the agency and resilience of Mizo youth. Instead of completely assimilating or remaining isolated, many participants develop hybrid identities that combine elements of both Mizo culture and urban life. This aligns with John Berry's concept of integration, where individuals maintain their original culture while also engaging with the new environment. Overall, the study shows that identity and adaptation are not simple or linear processes. They involve continuous negotiation shaped by both personal experiences and broader social structures. The concept of conditional belonging emerges as a key theme, where Mizo youth feel partially included but still experience forms of exclusion in everyday life.

Conclusion

This study demonstrates that migration is not merely a process of physical relocation but a complex social experience that significantly shapes identity and belonging. For Mizo youth in Delhi NCR, migration does not lead to the loss of ethnic identity; instead, it strengthens awareness and pride in their cultural background. This finding supports Stuart Hall's argument that identity is continuously formed through difference and experience. At the same time, the study highlights the persistent challenges faced by Mizo youth, including stereotyping,

misidentification, and language barriers. These experiences reflect broader patterns of marginalization and align with Erving Goffman's concept of stigma, where identity is shaped not only by self-perception but also by how individuals are viewed by others. The presence of such challenges indicates that inclusion in urban spaces is often uneven and conditional. The concept of conditional belonging emerges as a key contribution of this study. Although Mizo youth are citizens and active participants in urban life, their sense of belonging remains incomplete due to social and cultural barriers. This reflects the ongoing negotiation of identity described by W. E. B. Du Bois, where individuals balance multiple identities within unequal social structures. Despite these challenges, the study also highlights the resilience and adaptability of Mizo youth. Many participants develop hybrid identities that allow them to maintain their cultural roots while engaging with urban life. This aligns with John Berry's concept of integration, demonstrating that adaptation does not require the abandonment of cultural identity. Overall, this study contributes to sociological discussions on internal migration, identity, and marginalization in India by bringing attention to the experiences of Mizo youth, a group that remains underrepresented in academic research. It emphasizes the need for more inclusive institutional policies, greater cultural awareness, and efforts to reduce discrimination in urban spaces. Future research can further explore intersectional dimensions such as gender, class, and language to deepen the understanding of migration and identity in the Indian context.

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6. Bullying and Juvenile Delinquency in Semi-Urban Boarding Schools of Arunachal Pradesh

Bengia Apiung

Abstract

This study examines the relationship between the normalization of bullying and the development of juvenile delinquent behaviour in semi-urban boarding schools in Arunachal Pradesh. Rather than viewing bullying as an isolated act between individuals, the study approaches it as something that develops within social structures, institutional settings, and peer relationships. Boarding schools, due to their residential nature, create a space where students interact constantly, and this often leads to the formation of hierarchies and informal systems of power.

The study uses a mixed-method approach, combining questionnaire surveys, interviews, and case studies. The findings show that bullying is not a rare occurrence but is deeply embedded in the everyday life of students. It is often justified as "tradition," "discipline," or a way of building character. At the same time, behaviours such as fighting, stealing, substance use, and rule-breaking were observed among students, showing a connection between bullying and delinquency.

The study finds that factors such as seniority, peer pressure, lack of supervision, and institutional silence play a major role in shaping these behaviours. Students experience both support and strain within the boarding environment, and this creates a situation where aggression becomes normalized. Over time, such normalization can influence how students respond to conflict and power, sometimes leading to delinquent behaviour.

The study concludes that bullying is not simply an individual problem, but a socially learned and institutionally supported practice. It highlights the need to look at the structure of boarding school environments, rather than only focusing on individual behaviour.

Keywords: *Bullying, Juvenile Delinquency, Boarding Schools, Peer Culture, Institutional Structure, Arunachal Pradesh*

Introduction

Bullying is often seen as something normal in school life. Many people describe it as "just a part of growing up," and because of this, it is not always taken seriously. However, when we look at it closely, bullying is not simply a matter of one student being aggressive towards another. It is shaped by the environment in which students live and interact.

Schools are not only places of learning; they are also social spaces where identities are formed and relationships are negotiated. This becomes even more important in boarding schools, where students live together and spend most of their time within the same environment. In such spaces, peer relationships become stronger, and informal systems of hierarchy begin to develop.

Semi-urban boarding schools in Arunachal Pradesh provide a unique setting for studying this. These schools bring together students from different tribes, languages, and social backgrounds.

While this diversity has the potential to create inclusive spaces, it can also become a basis for comparison, exclusion, and conflict.

Most existing studies on bullying focus either on individual behaviour or on urban school settings. There is very little research that looks at how bullying develops within institutional environments, especially in the North-East. This study attempts to fill that gap by looking at how bullying becomes normalized and how it connects to juvenile delinquency.

The main focus of this study is to understand how bullying is shaped by structure, how it becomes accepted within peer culture, and how it may influence later behaviour among students.

Literature Review and Theoretical Understanding

Different sociological theories help us understand why young people engage in deviant behaviour. Robert K. Merton's idea of strain explains how individuals may turn to deviance when they feel blocked from achieving certain goals. In a boarding school environment, repeated humiliation or lack of recognition may create similar feelings of frustration.

Robert Agnew builds on this by showing how negative experiences like rejection, bullying, or harsh treatment can create emotional strain, which may later turn into aggression or delinquency.

Travis Hirschi's Social Control Theory suggests that when individuals are less attached to institutions like family or school, they are more likely to engage in deviant behaviour. In boarding schools, where students are physically away from their families, peer groups often take on a much stronger role.

Edwin Sutherland's Differential Association Theory explains that behaviour is learned through interaction. When students are constantly exposed to aggression, they may begin to see it as normal and acceptable.

In terms of bullying, Dan Olweus defines it as repeated aggression with a power imbalance. However, more recent perspectives move beyond individual behaviour and focus on the role of school environment, peer culture, and institutional response.

While many studies show a connection between bullying and later delinquency, they often do not fully explore how institutions themselves contribute to the normalization of aggression. This study focuses on that gap.

Methodology

This study uses a mixed-method approach in order to understand both patterns and experiences.

Data was collected through:

- Questionnaire surveys
- Semi-structured interviews

- Case studies
- Secondary sources such as books and reports

A total of 55 respondents participated in the survey. The interviews included students who had experienced bullying, those who had participated in it, and those who had witnessed it. The study looks at bullying as the main factor and examines how it relates to delinquent behaviour. Other factors such as gender, seniority, peer influence, and institutional response were also considered. Ethical care was taken throughout the research. Participation was voluntary, identities were not recorded, and sensitivity was maintained, especially because the topic involves young individuals.

Findings and Interpretation

Bullying as a Common Experience

The findings show that bullying is not an isolated event. Around 72.7% of respondents reported that they had either experienced, witnessed, or participated in bullying. This indicates that bullying is part of the everyday environment in boarding schools.

It appeared in different forms such as:

- Verbal abuse
- Physical aggression
- Social exclusion
- Identity-based targeting

This shows that bullying is not limited to physical violence but also includes subtle and psychological forms.

Role of Seniority and Hierarchy

One of the strongest patterns that emerged was the role of seniority. Most respondents identified seniors as the main perpetrators of bullying.

This suggests that bullying is connected to hierarchy. Being older gives students a certain level of informal authority, which is often used to dominate juniors. In many cases, this behaviour is seen as part of “tradition” and is therefore accepted.

Peer Competition and Everyday Interactions

Bullying was also present among students of the same age group. This shows that it is not only about hierarchy but also about competition.

Students compete over:

- Academic performance
- Social recognition
- Economic background
- Cultural identity

These everyday comparisons can create tension, which sometimes leads to bullying.

Institutional Silence

Another important finding is the role of the institution. In many cases, teachers and authorities were aware of bullying but did not intervene strongly.

Bullying was often dismissed as:

- “Normal behaviour”
- “Part of growing up”
- “Discipline”

This lack of response allows bullying to continue and become normalized.

Identity and Difference

Students were often targeted based on visible differences such as tribe, language, or economic background. What begins as difference slowly turns into inequality. Repeated teasing or exclusion can affect how students see themselves and their place in the group. Although, the final conclusion showed very little assimilation of tribal identities to be connected to the prominence of bullying.

From Bullying to Delinquency

The study shows a clear pattern where bullying can influence later behaviour.

Students who are repeatedly humiliated may:

- Withdraw
- Develop anger
- Engage in aggressive behaviour

At the same time, those who gain power through bullying may continue using aggression as a way to maintain status. This creates a cycle where bullying is reproduced across generations of students.

Discussion

The findings show that bullying is not simply an individual issue. It is connected to the structure of the institution, the nature of peer relationships, and the broader social environment. Boarding schools create a closed space where interactions are intense and constant. In such spaces, power is negotiated daily, and aggression can become a way of establishing identity and status.

When institutions fail to challenge these behaviours, they become normalized. Over time, this normalization shapes how students understand power, conflict, and authority.

Conclusion

This study shows that bullying in semi-urban boarding schools is deeply rooted in social structure. It is shaped by hierarchy, identity, and institutional culture. Rather than being seen as isolated behaviour, bullying should be understood as part of a larger system that produces and reproduces inequality and aggression. If these patterns are not addressed, they may contribute to the development of delinquent behaviour among students.

Recommendations

- Stronger supervision in hostels
- Clear policies against bullying
- Emotional and psychological support for students
- Awareness of cultural sensitivity

Understanding the structure behind bullying is necessary in order to address it effectively.

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7. A Sociological Analysis of Digital Convenience Culture Shaped by Blinkit, Zepto, and Instamart Among Students in Metropolitan Cities in India

Debashree Laishram

Abstract

The rapid expansion of quick-commerce platforms such as Blinkit, Zepto, and Instamart has significantly transformed consumption practices in metropolitan India. This study examines how these platforms shape the everyday lives, time perceptions, and consumption behaviours of urban students. Using a mixed-method approach, primary data were collected from 50 student respondents across metropolitan cities through structured questionnaires and open-ended responses. The findings reveal that 82% of respondents use quick-commerce services regularly, with 64% relying on them at least 2–3 times per week. The study identifies key sociological shifts, including increased impatience with waiting (72%), rise in impulse buying (58%), and the normalization of hyper-efficiency in daily life. While 68% of respondents acknowledge awareness of gig workers' challenging conditions, only 22% reported that such awareness influences their consumption choices. The study situates these findings within broader frameworks of consumer culture, social acceleration, and platform capitalism, arguing that quick-commerce is not merely a technological innovation but a cultural transformation reshaping urban youth lifestyles.

Keywords: Digital Convenience Culture, Quick-Commerce, Urban Students, Platform Capitalism, Instant Gratification

Introduction:

The increasing integration of digital platforms into everyday life has brought about a profound transformation in consumption patterns, particularly in urban India. Quick-commerce platforms such as Blinkit, Zepto, and Instamart represent a new phase in this transformation by offering ultra-fast delivery services that promise fulfilment within minutes. Unlike earlier forms of convenience that were defined by proximity or accessibility, contemporary convenience is increasingly defined by immediacy. This shift reflects a broader cultural change in how time, efficiency, and consumption are understood in digitally mediated environments.

Students in metropolitan cities occupy a central position in this transformation. As a demographic group that is highly familiar with digital technologies and deeply embedded in app-based ecosystems, students are among the most frequent users of quick-commerce platforms. Their daily routines, which often involve managing academic pressures, social engagements, and personal responsibilities, create a context in which time-saving solutions become highly valuable. Consequently, quick-commerce services are not merely optional tools but are increasingly becoming integral to the organization of everyday life.

This study seeks to explore how these platforms contribute to the emergence of what can be described as a digital convenience culture. Rather than treating quick-commerce as a purely economic or technological phenomenon, the research situates it within broader sociological processes such as urban restructuring, platform capitalism, and changing temporal expectations. By focusing on students in metropolitan India, the study aims to provide insight into how digital systems reshape habits, perceptions, and social interactions in contemporary urban contexts.

Theoretical Framework:

The conceptual foundation of this study is rooted in theories of consumer culture, social acceleration, and platform capitalism, which together provide a comprehensive lens for understanding digital convenience culture. Consumer culture theory highlights how patterns of consumption extend beyond basic needs and become central to identity formation and everyday practices. Within this framework, convenience is not a static concept but one that evolves over time, shaped by technological advancements and social expectations. What was once considered a luxury gradually becomes normalized as a necessity, and this process is evident in the widespread adoption of quick-commerce services.

The concept of social acceleration further deepens this understanding by emphasizing the changing nature of time in modern societies. Technological innovations have significantly reduced the time required for communication, production, and consumption, leading to a compression of temporal experiences. Quick-commerce platforms exemplify this phenomenon by minimizing the gap between desire and satisfaction. In doing so, they contribute to a cultural environment in which waiting is increasingly perceived as inefficient or undesirable. For students navigating fast-paced urban environments, this acceleration aligns with existing pressures, reinforcing the appeal of instant delivery systems.

Platform capitalism provides an additional layer of analysis by focusing on the role of digital infrastructures in shaping economic and social interactions. Quick-commerce platforms operate within data-driven ecosystems that rely on algorithms to predict and influence consumer behaviour. Through personalized recommendations, targeted advertisements, and time-sensitive offers, these platforms actively shape decision-making processes. Thus, digital convenience culture is not simply a result of user preferences but is also constructed through the strategic design of platform interfaces and data-driven mechanisms.

Methodology:

This study adopts a mixed-method research design to capture both the measurable patterns of behaviour and the subjective experiences of students engaging with quick-commerce platforms. The research is based on primary data collected from 50 respondents residing in metropolitan cities in India. A purposive sampling technique was employed to ensure that participants were regular users of digital platforms and represented the demographic group most relevant to the study.

Data collection was carried out through structured questionnaires that included both close-ended and open-ended questions. The quantitative component focused on variables such as frequency of usage, types of products ordered, spending patterns, and reliance on quick-commerce for daily needs. This allowed for the identification of clear trends and statistical patterns in student behavior. At the same time, the inclusion of open-ended questions provided qualitative insights into students' perceptions of convenience, time, and digital consumption. The combination of quantitative and qualitative methods enabled a more nuanced analysis of digital convenience culture. While numerical data offered a clear picture of usage patterns, qualitative responses helped uncover the underlying motivations and interpretations associated with these behaviours. This approach ensures that the study goes beyond surface-level observations and engages with the deeper sociological implications of quick-commerce usage among students.

Findings and Analysis:

The findings of the study reveal a high level of engagement with quick-commerce platforms among students. A significant majority of respondents reported regular usage, with many relying on these services multiple times per week. The most commonly ordered items include snacks, beverages, and essential groceries, indicating that quick-commerce has become integrated into everyday consumption practices rather than being limited to occasional use. This pattern suggests that digital convenience is no longer an exception but a routine aspect of urban student life.

In terms of time management, the study highlights a strong preference for quick-commerce as a means of saving time. Many respondents indicated that these platforms are particularly useful during periods of academic pressure, such as examinations or assignment deadlines. However, this convenience also appears to reduce the need for advance planning. Students increasingly rely on instant delivery rather than preparing in advance, reflecting a shift in how time is organized and utilized in daily life.

Another significant finding is the prevalence of impulse buying. A considerable proportion of respondents reported making unplanned purchases, often influenced by platform features such as discounts, flash sales, and notifications. This indicates that consumption is not purely driven by need but is actively shaped by the design and marketing strategies of digital platforms. Additionally, the study reveals a decline in physical shopping practices, with many students preferring app-based transactions over visiting local markets. This shift has implications for social interaction, as traditional shopping spaces are gradually replaced by individualized digital experiences.

Discussion:

The findings of this study demonstrate that quick-commerce platforms function as more than just service providers; they are integral to the formation of a broader cultural system. One of the most notable changes is the transformation of time perception. The reduced tolerance for waiting observed among respondents reflects a deeper shift in expectations, where immediacy becomes the norm. This change is not limited to consumption but may extend to other aspects of life, influencing how individuals approach communication, work, and social interactions.

The rise of impulse consumption further illustrates how digital platforms actively shape behaviour. The presence of algorithmically generated recommendations and time-sensitive offers creates an environment that encourages spontaneous decision-making. As a result, consumption becomes more reactive and less deliberate. This shift raises questions about financial management and long-term consumption habits, particularly among students who are in the process of developing independent lifestyles.

The study also highlights the issue of labour invisibility within digital convenience systems. While many respondents are aware of the working conditions of delivery personnel, this awareness rarely translates into changes in behaviour. The seamless nature of digital interfaces obscures the physical effort involved in fulfilling orders, creating a disconnect between consumers and the labour that supports their convenience. This dynamic reflects broader patterns within platform capitalism, where efficiency and user experience are prioritized over transparency and ethical considerations.

Extended Sociological Analysis:

A deeper analysis of the findings reveals that digital convenience culture operates across multiple dimensions. The reconfiguration of time is particularly significant, as quick-commerce platforms effectively eliminate the waiting period traditionally associated with

consumption. This creates what can be described as a "collapse of anticipation," where the temporal gap between desire and fulfilment is minimized. Over time, this may lead to a broader cultural expectation of immediacy, influencing how individuals perceive and manage time in various contexts.

The shift from planned to on-demand consumption represents another critical transformation. Traditional shopping practices involved careful planning and budgeting, whereas quick-commerce encourages frequent, smaller transactions based on immediate needs or desires. This fragmentation of consumption can lead to increased spending and reduced financial awareness. Moreover, it reflects a broader cultural shift toward flexibility and responsiveness, where long-term planning is replaced by short-term decision-making.

Digital platforms also act as cultural mediators by shaping the way choices are presented and made. Through curated interfaces and personalized recommendations, platforms influence not only what consumers buy but also how they think about consumption. This process reinforces the values of speed, efficiency, and convenience, embedding them into everyday practices. At the same time, the uneven access to these platforms highlights the role of socioeconomic factors in shaping digital experiences. Students from different backgrounds engage with quick-commerce in varying ways, underscoring the importance of viewing digital convenience culture as a stratified phenomenon rather than a uniform experience.

Policy Implications:

The findings of this study have important implications for policy and practice. Educational institutions can play a key role in promoting awareness of digital consumption habits, encouraging students to reflect on their use of quick-commerce platforms and their broader social and ethical implications. Incorporating discussions on digital behaviour into academic curricula can help foster more responsible consumption practices.

There is also a need to address the financial implications of impulse buying. Programs aimed at improving financial literacy among students can help them better manage their spending and make more informed decisions. Given the influence of platform design on consumer behaviour, there is scope for regulatory frameworks that ensure transparency in digital marketing practices and limit manipulative strategies.

Finally, the study highlights the importance of improving labour conditions within the gig economy. Policymakers and platform companies must work together to ensure fair wages, social security, and better working conditions for delivery personnel. Addressing these issues is essential for creating a more equitable and sustainable digital economy.

Conclusion:

In conclusion, quick-commerce platforms are central to the emergence of a digital convenience culture among urban students in India. By prioritizing speed and efficiency, these platforms reshape not only consumption practices but also broader perceptions of time and social interaction. The normalization of instant gratification, combined with the influence of algorithmic systems, leads to significant changes in behaviour and expectations.

While quick-commerce offers undeniable benefits in terms of convenience and accessibility, it also raises important sociological questions. The increasing reliance on digital systems, the invisibility of labour, and the environmental implications of rapid delivery models highlight the need for critical engagement with these platforms. As digital technologies continue to evolve, understanding their impact on everyday life becomes increasingly important.

This study contributes to this understanding by providing a detailed analysis of how digital convenience culture is experienced and negotiated by students in metropolitan India. It underscores the importance of viewing quick-commerce not merely as a technological innovation but as a cultural phenomenon with far-reaching implications for society.

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8. Exploring AI-Driven Gender Bias Across Social Media Platforms: A Systematic Study

Areesha Khan

Abstract

Artificial intelligence (AI) systems embedded within social media platforms are frequently perceived as neutral, objective, and data-driven. However, a growing body of research demonstrates that these systems reproduce and intensify existing gender inequalities. This study examines how AI-driven processes—including classification, recommendation systems, content curation, targeted advertising, and generative modelling—shape gendered experiences in digital environments. Drawing on a qualitative and systematic synthesis of contemporary research, the paper conceptualises AI as a sociotechnical infrastructure shaped by cultural norms, institutional power, and economic incentives. The findings reveal recurring patterns such as binary gender classification that marginalises non-conforming identities, representational hierarchies privileging masculinity, engagement-driven amplification of stereotypical content, and algorithmic segmentation that channels users into unequal economic trajectories. The study argues that gender bias in AI is structural rather than incidental, requiring systemic interventions in design, governance, and regulation.

Keywords: Artificial Intelligence, Gender Bias, Social Media, Algorithmic Inequality, Digital Sociology, Platform Capitalism, Algorithmic Governance

Introduction

The rapid expansion of artificial intelligence across social media platforms has fundamentally reshaped how individuals interact, communicate, and construct identity in digital environments. Social media is no longer merely a medium of expression but an algorithmically structured space where visibility, authority, and opportunity are determined through automated processes. Recommendation systems decide which content reaches audiences, image recognition tools categorise identities, and targeted advertising systems segment users into marketable groups.

Within this ecosystem, gender becomes a computational variable rather than solely a social identity. AI systems often reduce gender to binary categories, failing to capture the fluid, performative, and intersectional nature of identity. These processes are embedded within broader cultural and economic structures, leading to the reproduction of existing hierarchies rather than their transformation .

This study argues that AI-driven gender bias is infrastructural. It is not simply a technical flaw but a structural outcome of systems designed to optimise engagement, efficiency, and profit. Social media platforms thus become active sites where gender is produced, regulated, and stratified through algorithmic processes.

Methodological Approach

This study adopts a qualitative, interpretive research design based on the systematic synthesis of existing scholarly literature. Rather than focusing on a single platform or dataset, it integrates

findings from multiple studies examining artificial intelligence systems such as facial recognition technologies, recommendation algorithms, content moderation systems, targeted advertising frameworks, and generative AI models.

Sources were selected based on their relevance to both AI and gendered outcomes. The inclusion of diverse methodologies—including computational audits, surveys, interviews, and content analysis—ensures analytical depth and comprehensiveness. Thematic analysis was conducted to identify recurring patterns across studies, allowing for a holistic understanding of how gender bias operates across interconnected digital systems.

Theoretical Framework: AI as a Site of Power

Understanding AI-driven gender bias requires situating technology within broader structures of power. This study draws on feminist theory, Foucauldian concepts of power and governance, Bourdieu's theory of symbolic capital, and Marxist political economy.

Feminist theory conceptualises gender as socially constructed and institutionally reproduced. In digital environments, algorithmic systems participate in this process by privileging certain gender performances while marginalising others. Foucault's framework highlights how classification and surveillance function as mechanisms of regulation, shaping behaviour through subtle forms of governance.

Bourdieu's concept of symbolic capital explains how visibility operates as a form of power within digital fields. Algorithms determine which users gain recognition and authority, often reinforcing associations between masculinity and expertise. Marxist theory situates these processes within platform capitalism, where user data is commodified and engagement is monetised. Gender becomes a marketable category used for segmentation and profit generation.

Together, these perspectives reveal AI as a sociotechnical system where cultural norms, economic incentives, and power relations intersect.

Gender as Classification: Legibility and Misrecognition

One of the core functions of AI systems is classification. Gender is often operationalised as a binary variable, reducing complex identities into simplified categories. This process renders non-binary, transgender, and gender-diverse identities systemically invisible.

Misclassification is structured rather than random. Individuals whose gender expression aligns with dominant norms are more likely to be correctly recognised, while others face higher rates of misrecognition. These classification errors have tangible consequences, influencing visibility, recommendations, and access to digital spaces.

Importantly, classification systems do not merely label identities; they shape them. By defining what counts as recognisable gender, algorithms exert power over identity itself.

Representational Inequality: Seeing Gender Through Algorithms

AI-driven systems of image recognition and content labelling reveal persistent gender biases in representation. Women are more frequently associated with appearance-related descriptors, while men are linked to professional roles and authority.

These representational patterns reinforce traditional gender hierarchies, shaping perceptions of competence and credibility. The underrepresentation of women in fields such as technology further normalises male dominance in positions of expertise and leadership.

Algorithmic Amplification and the Politics of Visibility

Social media platforms operate through engagement-driven algorithms that prioritise content likely to generate interaction. Content that aligns with dominant gender norms tends to receive greater visibility, creating feedback loops that reinforce stereotypes.

Users adapt their behaviour to align with algorithmic expectations, shaping how gender is performed online. This dynamic contributes to the normalisation of specific gender identities and roles, particularly among younger users navigating digital spaces.

Economic Stratification and Algorithmic Segmentation

AI systems play a central role in structuring economic opportunities through targeted advertising and content segmentation. Users are categorised into demographic groups and exposed to different types of advertisements based on inferred gender.

Women are often targeted with beauty and domestic products, while men are directed toward finance, technology, and sports-related content. These patterns reinforce traditional gender roles and contribute to unequal access to economic opportunities.

Generative AI and Cultural Reproduction

Generative AI systems extend these biases by producing new content based on historical data. These systems often replicate and intensify gender stereotypes, reinforcing conventional associations between femininity and caregiving and masculinity and authority.

As generated content circulates widely, it re-enters the data ecosystem, creating a cycle of bias reproduction that stabilises existing inequalities.

Conclusion

AI-driven gender bias across social media platforms is deeply embedded within digital infrastructures. These systems shape how gender is recognised, represented, and valued, reinforcing existing hierarchies.

Addressing these issues requires structural interventions that go beyond technical fixes. Inclusive design practices, transparency in algorithmic decision-making, and stronger regulatory frameworks are essential to ensuring equitable digital environments.

As social media platforms continue to influence everyday life, interrogating the role of AI in reproducing gender inequality becomes increasingly urgent. This study highlights the need to rethink digital systems not as neutral tools but as active participants in shaping social reality.

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9. Crime in India's Metros: A Comparative Analysis of Mumbai and Delhi with Insights from OTT Representations

Deboneeta Devi

Abstract

Crime in metropolitan India has emerged as a complex social phenomenon shaped by rapid urbanisation, socio-economic inequality, institutional capacity, and cultural representation. This research article presents a comparative analysis of crime patterns in Delhi and Mumbai between 2015 and 2025, integrating empirical data from the National Crime Records Bureau (NCRB) with sociological interpretation of crime narratives on Over-the-Top (OTT) platforms. The study examines key categories of crime, including violent crime, crimes against women, juvenile delinquency, cybercrime, and organised economic offences, to identify structural and spatial differences between the two cities. It further analyses selected OTT crime series such as *Delhi Crime*, *Paatal Lok*, *Sacred Games*, and *Bambai Meri Jaan* as cultural texts that shape public understanding of crime, policing, and urban life. The findings reveal that while Delhi exhibits higher recorded rates of violent and gender-based crime, Mumbai demonstrates a more embedded pattern of organised and economic crime. The study also identifies significant divergences between empirical crime trends and their representation in OTT narratives, particularly the underrepresentation of cybercrime and everyday forms of violence. By combining statistical analysis with cultural interpretation, the research offers a multidimensional sociological understanding of metropolitan crime and highlights the role of media in constructing urban crime imaginaries in contemporary India.

Keywords

Metropolitan Crime, Delhi, Mumbai, NCRB, OTT Platforms, Urban Sociology, Crime Representation, Gendered Violence.

2. Introduction

Crime in contemporary India is increasingly concentrated within metropolitan spaces, where rapid urbanisation, migration, and economic transformation have reshaped both the nature and distribution of criminal activity. Cities such as Delhi and Mumbai function as critical sites for examining how structural inequality, governance, and social organisation influence crime patterns. Urban crime today extends beyond traditional categories of violence and theft to include cybercrime, gender-based violence, and organised economic offences, reflecting broader transformations in urban life (Mathen, 2025).

Delhi and Mumbai represent two distinct metropolitan contexts. Delhi, as the national capital, is characterised by fragmented governance, rapid peri-urban expansion, and high population mobility. Mumbai, as India's financial hub, exhibits dense urban settlement patterns and a long history of organised crime embedded within its political economy (Weinstein, 2008). These structural differences contribute to divergent crime profiles, making the cities suitable for comparative analysis.

While existing studies rely heavily on NCRB data to analyse crime trends, fewer have examined how crime is represented in contemporary media. The rise of OTT platforms has transformed the cultural landscape, with crime-based narratives shaping public perceptions of safety, justice, and urban identity (Hazra, 2022). This study integrates empirical crime analysis with sociological interpretation of OTT narratives to provide a comprehensive understanding of metropolitan crime.

3.Literature Review

Existing literature on metropolitan crime in India highlights the role of urbanisation, inequality, and institutional capacity in shaping crime patterns. NCRB reports provide the primary empirical foundation for such studies, indicating that metropolitan cities account for a disproportionate share of reported crimes (NCRB, 2019; NCRB, 2023). Delhi consistently records higher rates of violent crime and crimes against women, while Mumbai exhibits comparatively lower interpersonal violence but significant organised and economic crime (Foundation, 2017).

Sociological studies emphasise the role of spatial inequality and urban structure in crime distribution. Research on crime hotspots in Delhi demonstrates concentration around transport hubs and densely populated areas (Gupta, 2020). Mumbai's urban ecology, characterised by proximity between wealth and poverty, facilitates economic crime and informal regulation mechanisms (Weinstein, 2008).

Gender-based violence remains a central concern, particularly in Delhi, where district-level studies show high risk for crimes against women (Pooja, 2024). Feminist perspectives highlight that such violence is rooted in patriarchal norms and urban infrastructure deficits rather than individual deviance. Youth crime has similarly been linked to socio-economic exclusion, with studies emphasising the role of unemployment, peer influence, and neighbourhood disorganisation (Balamurugan, 2024).

Recent scholarship has begun to examine crime representation in OTT media. Studies suggest that series such as *Sacred Games* and *Paatal Lok* reflect broader socio-political realities while shaping public perceptions of crime and governance (Hazra, 2022; Jain, 2023). However, there remains a gap in integrating empirical crime data with cultural analysis, which this study seeks to address.

4.Methodology

This study adopts a mixed-methods approach combining quantitative and qualitative analysis. The quantitative component involves secondary analysis of NCRB data from 2015 to 2025, focusing on major crime categories such as violent crime, crimes against women, juvenile delinquency, cybercrime, and economic offences (NCRB, 2019; NCRB, 2022; NCRB, 2023). Comparative analysis is used to identify trends and differences between Delhi and Mumbai.

The qualitative component employs thematic analysis of selected OTT crime narratives, including *Delhi Crime*, *Paatal Lok*, *Sacred Games*, and *Bambai Meri Jaan*. These texts are analysed as sociological artefacts, focusing on themes such as representation of crime, policing, gender, and urban space.

By integrating statistical data with cultural analysis, the methodology enables a comprehensive understanding of crime as both a measurable phenomenon and a socially constructed reality.

5.Theoretical Framework

The study is grounded in a sociological theoretical framework that explains metropolitan crime as a product of structural inequality, social organisation, and cultural meaning rather than individual deviance. Central to this framework is the concept of **urban inequality**, which highlights how economic disparity, spatial segregation, and unequal access to resources shape crime patterns in cities such as Delhi and Mumbai. Drawing on **strain theory** and **social disorganisation theory**, the research argues that crime emerges from blocked opportunities, weakened community cohesion, and marginalisation within rapidly urbanising environments.

The framework also incorporates **feminist theory** to analyse gendered violence, particularly in Delhi, where patriarchal norms, unsafe urban infrastructure, and power imbalances contribute to high levels of crimes against women. Gendered crime is understood as a structural issue embedded in everyday social relations rather than isolated acts of deviance. Additionally, the study applies perspectives on **youth marginality**, emphasising how unemployment, exclusion, and peer influence create pathways into juvenile delinquency.

Further, the research engages with theories of **state power and institutional legitimacy** to examine policing practices in metropolitan contexts. Policing is viewed as a socially embedded institution influenced by political priorities, class dynamics, and public trust, rather than a neutral mechanism of law enforcement. Variations in policing between Delhi and Mumbai highlight how institutional processes shape crime data and public perception.

Finally, the framework incorporates **cultural criminology**, particularly in analysing OTT narratives as sites of meaning-making. Crime is treated as both a material reality and a cultural construct shaped through media representation. This integrated theoretical approach enables a comprehensive understanding of metropolitan crime as a complex interaction between structure, power, inequality, and representation.

6. Findings and Discussion

This section presents a comparative analysis of crime patterns in Delhi and Mumbai by integrating empirical findings from NCRB data with sociological insights derived from thematic and cultural analysis. Rather than treating crime as a purely statistical phenomenon, the discussion situates it within broader processes of urbanisation, inequality, governance, and representation. By examining both measurable trends and their interpretation through OTT narratives, this section highlights how metropolitan crime is simultaneously produced, experienced, and socially constructed. The comparative approach allows for an understanding of how Delhi and Mumbai, despite sharing similar urban pressures, exhibit distinct crime dynamics shaped by their unique socio-economic structures and cultural contexts.

6.1 Metropolitan Crime Patterns and Overall Trends

The comparative analysis reveals that crime in Delhi and Mumbai reflects distinct metropolitan dynamics shaped by urban structure, governance, and inequality. NCRB data (2015–2025) show that Delhi consistently records higher overall crime rates, particularly in violent offences and crimes against women, while Mumbai exhibits comparatively lower interpersonal crime

but stronger patterns of organised and economic crime. These differences highlight how crime is embedded within city-specific socio-economic and institutional contexts rather than determined solely by population size.

6.2 Violent Crime and Gendered Violence

Violent crime, especially gender-based violence, emerges as a defining feature of Delhi's crime profile. High reporting of crimes against women reflects both structural vulnerability and increased visibility through institutional reforms. In contrast, Mumbai's lower recorded rates suggest the influence of underreporting and differing social norms. From a sociological perspective, gendered crime is rooted in patriarchal power structures, urban infrastructure deficits, and unequal access to public space, rather than isolated deviant behaviour.

6.3 Juvenile Delinquency and Urban Marginality

Youth involvement in crime in both cities is closely linked to socio-economic exclusion, unemployment, and limited access to education. Delhi shows higher visibility of juvenile crime in marginalised neighbourhoods, while Mumbai's youth crime is often connected to informal economies and local networks. These patterns reinforce the idea that juvenile delinquency is a product of structural inequality and urban marginality rather than individual pathology.

6.4 Cybercrime, Economic Crime, and Pandemic Effects

The rise of cybercrime and economic offences marks a significant shift in metropolitan crime. NCRB data indicate increasing cybercrime cases in both cities, reflecting digitalisation and new vulnerabilities. The COVID-19 pandemic further altered crime patterns, reducing street crime while increasing domestic violence and cyber offences. These changes demonstrate that crime is responsive to broader social disruptions and evolving urban conditions.

6.5 OTT Narratives and the Construction of Crime

OTT platforms play a crucial role in shaping the cultural understanding of crime. Delhi-based narratives such as *Delhi Crime* and *Paatal Lok* emphasise gendered violence and institutional strain, while Mumbai-based narratives such as *Sacred Games* focus on organised crime and political corruption. These portrayals align partially with empirical trends but also construct city-specific crime imaginaries that influence public perception and discourse.

6.6 Convergence, Divergence, and Urban Meaning

A key finding is the convergence between crime data and narrative representation in certain areas, such as Delhi's association with gender violence and Mumbai's link to organised crime. However, significant divergences exist, particularly in the underrepresentation of cybercrime and everyday economic exploitation in OTT narratives. These selective portrayals reflect market-driven storytelling and contribute to the social construction of urban identity, fear, and institutional legitimacy.

7.Conclusion

This study demonstrates that crime in Delhi and Mumbai is shaped by distinct metropolitan dynamics rooted in urbanisation, inequality, and institutional structures. Delhi's higher

recorded crime rates, particularly in violent crime and crimes against women, reflect the combined effects of rapid urban expansion, fragmented governance, and increased reporting mechanisms. In contrast, Mumbai's comparatively lower interpersonal crime coexists with entrenched patterns of organised and economic crime embedded within its political and economic systems. These findings highlight that crime cannot be understood through statistics alone but must be situated within broader socio-spatial and institutional contexts.

The integration of OTT analysis further reveals that crime is not only experienced but also socially constructed through cultural narratives. While certain representations align with empirical trends, they often prioritise dramatic forms of crime and overlook emerging issues such as cybercrime and everyday economic exploitation. This selective portrayal influences public perception, fear, and urban identity.

Overall, the research underscores the importance of a sociological approach that combines empirical data with cultural analysis. Understanding metropolitan crime requires recognising both its material conditions and its symbolic representation, thereby contributing to more nuanced perspectives on urban safety and governance in contemporary India.

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10. Representation of Violence Against Women in Hindi Cinema:A Comparative Study

Vanshika Bhatia

Abstract

This study examines the representation of violence against women in selected Hindi films from the 1990s and the post-2000 era through a comparative sociological perspective. As a potent cultural institution, film both reflects and influences social views on justice, gender, and power. The study examines movies from the early era, including Damini, Zakhmi Aurat, Bandit Queen, Khoon Bhari Maang, and Dushman, as well as those from the latter era, including Pink, Thappad, Bulbbul, Darlings, and Chhapaak. The research examines issues of sexuality, honor, consent, patriarchy, legal justice, and women's agency through qualitative content analysis. The results show that whereas modern films increasingly emphasize women's voices, legal consciousness, and resistance within common societal systems, older films frequently depicted women as victims whose suffering warranted dramatic justice or male retaliation. It places these film depictions in the context of larger sociocultural changes in India, such as feminist movements, legislative changes, media growth, and an increase in the public conversation on gender rights.

Keywords: *Violence against women, Hindi cinema, Gender representation, Patriarchy, Feminist analysis, Gender based violence.*

1. Introduction

The representation of violence against women in Hindi cinema has long served as a powerful mirror of Indian society's gender relations, social hierarchies, and cultural values. Cinema actively impacts public perception, moral values, and collective consciousness in addition to reflecting current social realities. There are several levels of violence against women in movies, including physical, sexual, emotional, psychological, and symbolic. Sensational and melodramatic depictions of violence, including rape, domestic abuse, honour killing, abandonment, and vengeance stories, were common in earlier Hindi films.

These depictions frequently reduced women to helpless victims whose pain served as a plot element to inspire male heroes or provide justification for severe reprisal. In romantic, marital, and familial contexts, violence was frequently acceptable and women's suffering was aesthetized. In Hindi cinema, women have traditionally been shown in strict gender roles, such as the submissive daughter, the selfless wife, the loving mother, or the fallen lady. In these stories, violence was used as a kind of societal control. Coercion, sexual assault, humiliation, abandonment, and domestic abuse were frequently depicted as outcomes of women's fate or disobedience.

Violence against women is a pervasive social issue that encompasses emotional, psychological, sexual, economic, and symbolic forms of dominance in addition to isolated instances of physical injury. It is created and maintained by unequal power dynamics ingrained in institutions including the state, caste, family, marriage, and community. The cultural values of honor, obedience, sacrifice, and respectability govern women's bodies and emotions in Indian society. Violence frequently turns into a tool of societal control when women defy these expectations. Violence must therefore be viewed as both a behavior and a cultural and structural

phenomenon that is influenced by daily routines and ideologies. These processes are given meaning in large part by cinema. Hindi cinema is dynamic, though.

2. Literature Review

Scholars see cinema as a potent cultural institution that reflects, creates, and negotiates social implications about gender, power, sexuality, justice, and identity rather than just as a kind of entertainment.

Srividya Ramasubramanian & Mary Beth Oliver (2003), examined how sexual violence is portrayed in popular Hindi movies, concentrating on nine box office successes that were chosen at random and released between 1997 and 1999. The study explores how audience perceptions of romantic relationships and sexual violence are shaped by cinematic storylines, with a foundation in script theory and social learning views. The results show a concerning trend in which modest kinds of sexual violence, like continuous harassment and coercive behavior, are often portrayed as fun, light-hearted, and acceptable manifestations of romantic love.

Amita Sreenivas (2006) Accepting attitudes towards domestic violence fostered through exposure to cinema in Andhra Pradesh, focuses on the function of cinema as a predominant kind of audio-visual entertainment medium and explores the evolution of tolerant attitudes about domestic abuse in Andhra Pradesh, India. According to the study, tolerant views toward violence against women are a major public health problem since they are linked to detrimental physical and psychological effects on women and their offspring, as well as obstacles to women's empowerment and the advancement of the country.

Meghna Bhat (2017), Violence Against Women in Bollywood Cinema: Exploring Gender Differences in the Indian Diaspora, examines how violence against women is portrayed in Hindi movies and how the Indian diaspora in the US views these depictions. In order to investigate interpretations of on-screen gender constructions and real-life understandings of gender-based violence, the study uses qualitative methodologies such as gender-specific focus groups and theme film analysis, utilizing feminist theory and a sociological framework.

Vrushti Patel (2024) Stereotyping and Gender Dynamics: Portrayal of Women in the Bollywood Films and Crimes of Stalking and Sexual Harassment, she critically examines the portrayal of women in mainstream Hindi cinema and its impact on social behaviour. The study contends that rather than portraying women as independent people with agency and goals, Bollywood movies frequently depict them as sexual objects or as passive, subservient characters.

Research objectives

- To analyse how violence against women is depicted in selected Hindi films from the 1990s and 2000s.
- To evaluate whether cinematic representations have shifted due to changing socio-cultural contexts in India.
- To compare shifts in representation across the two periods in terms of narrative, gender norms, and visual framing.

3. Research Methodology

The research uses a qualitative methodological framework since its goal is to understand images, tales, debate, and social meanings rather than quantify numerical patterns. The main method used in this study is qualitative content analysis. Content analysis, which is a

qualitative research method, is used in this research to systematically analyse the representation of violence against women in selected Hindi films.
The selected sample includes, Earlier Period Cinema (1990s) as Damini, Zakhmi Aurat, Bandit Queen, Khoon Bhari Maang, Dushman. Later Period Cinema (2000) as Pink, Thappad, Bulbbul, Darlings, Chhapaak.

5.Theoretical Framework

This research looks at how Hindi films portray violence against women and is based on the Feminist Patriarchy Theory. This theory understands violence against women not as an individual problem or accidental occurrence but as a structural and systemic phenomenon deeply rooted in patriarchal social organization (Walby, 1990) . Patriarchy, in this perspective, is not limited to the domination of men over women within personal relationships but is embedded in the economic, political, cultural, legal, and ideological institutions of society (Beauvoir, 1953).

Patriarchy, Marriage and Domestic Power
Khoon Bhari Maang (1988) vs Darlings (2022)

Feminist theory identifies marriage as one of the most powerful patriarchal institutions through which women's labour, sexuality, and obedience are regulated (Hooks, 1984). In Khoon Bhari Maang, marriage is constructed as an economic and emotional trap. The husband's authority is unquestioned, and the wife's suffering is normalized as part of marital duty. Violence functions as a tool of ownership, with the husband treating the wife as property whose body and wealth he controls. The narrative reinforces traditional gender expectations: the obedient wife is punished while the powerful man is socially protected.(Roshan, 1988). The contrast between Darlings (2022) and Khoon Bhari Maang (1988) shows how cinematic depictions of household power and violence against women have evolved from spectacular revenge stories to intricate, day-to-day exchanges of abuse and resistance.

Sexual Violence, Stigma and Survivor Identity
Dushman (1998) vs Chhapaak (2020)

Comparing Dushman (1998) with Chhapaak (2020) shows how women are now portrayed in movies as social subjects negotiating visibility, agency, and dignity rather than as traumatized victims. A woman is brutally raped and killed in Dushman (1998), and the protagonist's fragility as she gets caught up in the criminal procedure later serves as a metaphor for sexual violence. Fear, tension, and protection play a major role in framing violence in the movie. The survivor figure is positioned inside a culture of threat, where safety is external and depends on male action. Stigma works covertly by portraying women as objects that need to be protected, concealed, or saved. In contrast, Chhapaak (2020) views sexual assault, particularly acid attacks, as a protracted societal process that involves shame, survival, and identity rebuilding rather than as a single dramatic incident. This represents a change from victim-centered spectacle to survivor-centered politics (Gulzar, 2020).

Law, Consent and Women's Voice
Damini (1993) vs Pink (2016)

In Damini (1993), the law acts as a dramatic battlefield where truth must fight corruption and social hierarchy. The protagonist becomes a witness to sexual assault within a strong family. At first, social pressure, coercion, and marital submission stifle her voice. Patriarchal authority expects her allegiance to family honour rather than to justice. The narrative now calls for male accountability rather than women's moral purity. Instead of only being a place for emotional protest, the courtroom becomes a forum for feminist articulation

of rights.Women's fight against patriarchal legal systems is the continuity; feminist discourse in the legal system is becoming more powerful and legitimate.

Pink (2016), on the other hand, reimagines law as a realm of daily gender politics as opposed to theatrical spectacle. The main moral and legal concern is consent. In contrast to Damini, Pink places violence in the context of everyday social interactions rather than exceptional criminal activity. As Berger and Luckmann contend, reality is socially produced through everyday meanings and interactions. (Berger & Luckmann, 1966). Pink reveals how patriarchal presumptions misinterpret and alter consent. Women are categorized as 'good' or 'bad' based on their sexual behavior, as explained by Patricia Hill Collins' work on managing images. Pink fights these representations by saying that lifestyle does not nullify rights.(Collins, 1990).

Sexuality, Honour and Patriarchal Control
Zakhmi Aurat (1988) vs Bulbbul (2020)

According to feminist ideology, one of the most basic ways patriarchy maintains its rule is through control over female sexuality (Connell, 1987) . Male power, family prestige, and social dignity are all imprinted on women's bodies. The most horrific and literal kind of sexual violence is depicted in Zakhmi Aurat (Nayyar, 1988). The contrast between Zakhmi Aurat (1988) and Bulbbul (2020) demonstrates how Hindi cinema has changed from explicitly punitive representations of female sexuality to more sophisticated, contemplative portrayals that question patriarchal honor norms. The ongoing control over women's sexuality is the continuity; the complexity and nuance of cinematic expression is the change. (Dutt, 2020) (Nayyar, 1988).

Patriarchal Institutions and Gendered Violence in Cinema

By defining patriarchy as a system of interconnected social institutions, Sylvia Walby's work reinforces this perspective (Walby, 1990). Major sites of patriarchal authority, according to Walby, include the home, paid employment, the state, masculine aggression, sexuality, and cultural institutions. The way these mechanisms interact to influence women's experiences of violence is powerfully depicted in Hindi cinema. The state's complicity in maintaining gender discrimination is seen in Zakhmi Aurat's police and judicial failures. In Khoon Bhari Maang, the institution of marriage is used for both physical control and financial exploitation. In Thappad, the home becomes a potent site of patriarchal rule where regular acts of physical and emotional abuse are accepted (Sinha, 2020).

Power, Symbolic Violence and Gendered Representation in Hindi Cinema

By elucidating how dominance frequently functions covertly through cultural norms, beliefs, and routine behaviours, Pierre Bourdieu's concept of symbolic violence adds another vital layer to the research (Bourdieu, 1990). When people internalize and accept societal hierarchies as normal or acceptable, symbolic violence takes place. This is seen in movies like Bulbbul, where silence, custom, and folklore all play a part in the suffering of women. The protagonist's metamorphosis into a legendary avenger represents resistance to injustice that has been accepted for centuries. These subtle control systems are shown in film, which also offers a platform for their criticism and modification (M. & Dissanayake, 2003).

The paradigm conceptualizes violence as a structural and cultural phenomena founded in patriarchal power relations, as opposed to considering it as a singular act of individual cruelty or merely a cinematic spectacle. A fuller understanding of cinematic texts as social documents that both reflect and shape gendered realities in Indian society is made possible by the framework's integration of feminist patriarchy theory, feminist film theory, and sociological understandings of symbolic and emotional violence.

6.Result and Findings

The results of the study on how violence against women is portrayed in a few Hindi films from the 1990s and the post-2000 era are shown and explained in this chapter. In addition to summarizing the findings of the analysis, the Results and Discussion section aims to clarify its sociological significance by relating empirical data to the study's goals, research questions, and theoretical framework. The films were analysed as cultural texts that arrange stories, feelings, and visual meanings related to gender, power, morality, and justice using qualitative content analysis. The findings reflect patterns in how different forms of violence physical, sexual, emotional, psychological, and symbolic are constructed, normalized, challenged, or transformed within cinematic representation.

Objective 1: To analyse how violence against women is depicted in selected Hindi films from the 1990s and 2000s

The examination of a few Hindi movies from the 1990s and 2000s shows notable variations in the portrayal, storytelling, and interpretation of violence against women. Violence is mostly shown in overt, physical, and sensational ways in movies from the 1990s including Damini, Zakhmi Aurat, Bandit Queen, Khoon Bhari Maang, and Dushman. Sexual assault, domestic violence, public humiliation, and revenge-driven retaliation dominate the plot. Male guardians or women themselves frequently exploit women's pain as a dramatic trigger to justify heroic action. The results imply that Hindi cinema’s awareness of violence against women has become more socially grounded throughout time.

Objective 2: To evaluate whether cinematic representations have shifted due to changing socio-cultural contexts in India.

The examination of a few Hindi movies from the 1990s and 2000S shows that, in line with shifting sociocultural circumstances in India, there has been a notable change in how violence against women is portrayed. Films from the earlier period such as Damini, Zakhmi Aurat, Bandit Queen, and Khoon Bhari Maang mainly show violence through melodramatic, spectacular, and revenge-driven plots. On the other hand, modern movies like Pink, Thappad, Bulbbul, Darlings, and Chhapaak show violence as ingrained in both institutional systems and daily social life.

Objective 3: To compare shifts in representation across the two periods in terms of narrative, gender norms, and visual framing.

When a few Hindi films from the 1990s and 2000s are compared, it becomes clear that the way violence against women is portrayed has changed significantly in terms of narrative structure, gender norms, and visual framing. The findings show that in order to portray women's pain and resistance, previous movies mostly focused on melodramatic narrative, heightened emotional appeal, and revenge-driven plots. Violence was typically portrayed as an extraordinary event that necessitated severe responses, usually in the form of retribution or retaliation.

7. Conclusion

The study studies how violence against women is represented in Hindi cinema over two important periods the 1990s and the 2000 utilizing a sociological and feminist perspective. The study examines both continuity and change in cinematic narratives of gendered violence by analysing a few films, including Damini, Bandit Queen, Zakhmi Aurat, Khoon Bhari Maang, and Dushman, and contrasting them with Pink, Thappad, Bulbbul, Darlings, and Chhapaak. Using a comparative sociological approach, this dissertation examined how violence against women is culturally constructed in Hindi cinema, with a particular emphasis on movies from the 1990s and the years after 2000.

The study analysed movies as social texts that actively influence public perceptions of gender, power, morality, and justice rather than just as entertainment. By investigating story structure, visual framing, gender norms, and ideological messaging, the research highlighted how cinema engages in constructing and modifying meanings around women's pain and resistance. The results demonstrate that earlier Hindi films primarily depicted women as suffering victims whose agony served primarily as a narrative device to support masculine bravery, retaliation, and moral rehabilitation.

According to the analysis, women's bodies were used as narrative places for honor, shame, and retaliation in earlier Hindi films, which mostly depended on melodramatic and spectacular images of violence. Rather of being independent subjects, female figures were often positioned as moral symbols. Contemporary films reflect an increasing concern with everyday power dynamics, consent, emotional abuse, and institutional responsibility. Women are increasingly portrayed as reflective subjects who negotiate family, law, and society instead than passively absorbing violence. Yet, this transition remains incomplete.

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11. From Policy to Practice: A Comparative Study of Digital India in Kerala and Bihar

Khushi Yadav

Abstract

The Digital India Programme, introduced in 2015, represents a major policy effort to transform governance through digital infrastructure, service delivery, and citizen empowerment. Despite its unified national vision, its outcomes vary significantly across states due to differences in socio-economic conditions and institutional capacity. This study offers a comparative analysis of Kerala and Bihar to examine how digital governance policies are translated into practice. Using a qualitative research design based on secondary data, the study evaluates digital infrastructure, governance mechanisms, and citizen engagement. The findings suggest that Kerala's relatively successful implementation is linked to strong institutional capacity, high literacy levels, and sustained digital investments, whereas Bihar continues to face structural challenges such as limited connectivity, low digital literacy, and administrative inefficiencies. The study argues that digital transformation is not solely technological but deeply embedded in social and institutional contexts. It concludes that inclusive digital governance requires context-specific strategies that address structural inequalities and enhance citizen capabilities.
Keywords: Digital India, e-governance, digital divide, governance capacity, Kerala, Bihar

1. Introduction

The increasing integration of digital technologies into governance has transformed public administration worldwide. In India, this shift became more pronounced with the launch of the Digital India Programme in 2015, which aimed to build a digitally empowered society and improve governance efficiency through technology-driven reforms. The programme promotes online service delivery, digital infrastructure, and citizen participation, marking a transition from traditional bureaucratic systems to more responsive and citizen-centric governance.

However, the implementation of Digital India has not been uniform. India's federal structure allows states significant flexibility in policy execution, resulting in varied outcomes across regions. These differences are shaped by disparities in infrastructure, literacy, administrative capacity, and socio-economic conditions.

Kerala and Bihar represent two contrasting contexts. Kerala, characterised by high literacy rates and strong public institutions, has demonstrated relatively effective digital governance. Bihar, on the other hand, continues to face infrastructural limitations, lower digital awareness, and administrative constraints. This contrast provides an opportunity to examine how national digital policies are adapted at the state level.

This study explores the gap between policy intent and practical implementation by comparing Digital India initiatives in Kerala and Bihar, focusing on infrastructure, governance systems, and citizen experiences.

2. Literature Review

The study of digital governance is grounded in the concepts of e-governance, digital governance, and the digital divide. E-governance refers to the use of information and communication technologies to enhance the efficiency, transparency, and accessibility of public administration (Heeks, 2001). Over time, this concept has evolved into digital governance, which includes broader regulatory and institutional frameworks guiding the use of digital technologies (Janowski, 2015).

In India, digital governance has developed through policy initiatives such as the National e-Governance Plan and the Digital India Programme. While earlier efforts focused primarily on digitising services, Digital India introduced a more integrated approach by combining infrastructure development, service delivery, and citizen empowerment.

Existing research highlights the benefits of digital governance, including improved service delivery, reduced corruption, and enhanced administrative efficiency (Bhatnagar, 2014). Platforms such as Aadhaar, digital payments, and Common Service Centres have contributed to expanding access to services. However, these benefits are unevenly distributed.

The digital divide remains a critical issue, as disparities in access to technology, digital literacy, and socio-economic conditions limit the inclusiveness of digital initiatives (World Bank, 2016). Moreover, much of the existing literature focuses on national achievements or successful cases, with limited attention to comparative state-level analysis and citizen experiences.

This study addresses these gaps by examining how digital governance operates in two contrasting state contexts.

3. Theoretical Framework

This study is guided by three key theoretical perspectives: the **digital divide**, **e-governance**, and **governance capacity**frameworks. These perspectives provide a lens to understand how digital policies are implemented and experienced in different socio-economic contexts.

The concept of the digital divide explains disparities in access to digital technologies, skills, and usage. It highlights that inequality in digital access is not merely technological but deeply connected to socio-economic factors such as education, income, and geography. In the context of this study, the digital divide is crucial for understanding why citizens in Kerala and Bihar experience digital services differently.

The e-governance framework focuses on the use of digital technologies to improve service delivery, transparency, and administrative efficiency. It emphasises the transformation of traditional bureaucratic processes into more streamlined and citizen-oriented systems. This perspective helps analyse how digital platforms are integrated into governance structures in both states.

The governance capacity approach highlights the role of institutional strength, administrative efficiency, and policy implementation capabilities. It suggests that the success of digital initiatives depends not only on technology but also on the ability of institutions to effectively manage and sustain these systems.

By combining these perspectives, the study adopts a socio-institutional approach to digital governance. It argues that the outcomes of Digital India are shaped by the interaction between technological systems, institutional capacity, and social conditions.

4. Methodology

This study employs a **qualitative and comparative research design** to examine the implementation of the Digital India Programme in Kerala and Bihar. The choice of a qualitative approach is guided by the objective of understanding not just policy outcomes, but also the processes, institutional dynamics, and socio-cultural factors that shape digital governance.

The research relies on **secondary data sources**, including government reports, policy documents, academic literature, and publicly available datasets related to digital infrastructure and e-governance initiatives. These sources provide a comprehensive overview of both policy intent and implementation realities across the two states.

The analytical framework is structured around three interrelated dimensions. First, **digital infrastructure** is assessed in terms of broadband connectivity, mobile penetration, and access to digital devices. Second, **governance systems** are examined through the functioning of e-governance platforms, administrative coordination, and service delivery mechanisms.

Third, **citizen engagement** is analysed by focusing on digital literacy, awareness, and patterns of service usage.

A **comparative case study approach** is used to highlight differences and similarities between Kerala and Bihar. These states were selected due to their contrasting socio-economic profiles and governance capacities, making them suitable for analysing regional disparities in digital implementation.

While the study provides valuable insights, it is important to acknowledge its limitations. The reliance on secondary data restricts the ability to capture real-time user experiences and micro-level variations. Nevertheless, the approach allows for a broad and analytically grounded understanding of digital governance across diverse contexts.

5. Findings and Analysis

5.1 Digital Infrastructure and Access

The comparative analysis reveals that digital infrastructure is a foundational determinant of digital governance outcomes. Kerala's relatively advanced digital ecosystem is the result of sustained public investment and policy continuity. High levels of internet penetration and reliable connectivity have enabled the seamless integration of digital services into governance processes.

In contrast, Bihar continues to experience significant infrastructural deficits. Rural areas, in particular, face challenges related to unstable internet connectivity and limited access to digital devices. These constraints create structural barriers that prevent large sections of the population from accessing digital services.

This disparity underscores the fact that digital governance cannot function effectively without a strong infrastructural base. It also highlights the uneven distribution of digital resources across regions.

5.2 Governance Capacity and Institutional Effectiveness

The findings demonstrate that governance capacity plays a critical role in determining the success of digital initiatives. Kerala's administrative system is characterised by relatively high levels of coordination, accountability, and institutional efficiency. Digital platforms are well-integrated into governance processes, enabling smoother implementation and better service outcomes.

Bihar, on the other hand, faces challenges related to administrative capacity. Issues such as limited training, bureaucratic delays, and fragmented coordination reduce the effectiveness of digital systems. Even when digital platforms are introduced, their impact is often constrained by weak institutional support.

This suggests that the success of digital governance is not solely dependent on technology but also on the strength and adaptability of governance structures.

5.3 Service Delivery and E-Governance Outcomes

Digital governance has significantly improved service delivery in Kerala. Online platforms have reduced procedural delays, minimised physical interactions, and enhanced transparency. Citizens are able to access a wide range of services efficiently, which strengthens trust in government systems.

In Bihar, however, the impact of digital platforms on service delivery remains limited. While services are technically available online, their usability is constrained by infrastructural and administrative challenges. Many citizens continue to rely on intermediaries or traditional offline methods, which reduces the overall effectiveness of digital initiatives.

This highlights the gap between **availability and accessibility**, where the presence of digital systems does not necessarily translate into effective usage.

5.4 Citizen Engagement and Digital Literacy

Citizen engagement emerges as a key differentiating factor between the two states. Kerala's high literacy rate and long-standing emphasis on education have facilitated greater digital awareness and participation. Citizens are more confident in using digital platforms, which enhances the overall effectiveness of governance systems.

In Bihar, low levels of digital literacy act as a significant barrier to engagement. Many individuals lack the skills required to navigate digital platforms, leading to limited adoption. Additionally, issues of trust and familiarity further discourage the use of online services.

These findings reinforce the idea that digital inclusion requires not only access to technology but also the ability to use it effectively.

5.5 Persistence and Reproduction of the Digital Divide

The study finds that the digital divide continues to persist and, in some cases, may even be reinforced through digital initiatives. In Bihar, disparities in access, skills, and socio-economic status create uneven opportunities for participation in digital governance.

Even in Kerala, where overall access is higher, certain marginalised groups may still face barriers. This suggests that digital inequality is not binary but exists along multiple dimensions, including geography, class, and education.

The findings indicate that without targeted interventions, digital governance initiatives risk reproducing existing inequalities rather than reducing them.

6. Discussion and Policy Implications

The comparative analysis provides several important insights for both theory and policy. First, it highlights that digital governance must be understood as a **socio-technical process**, where technology interacts with institutional structures and social conditions. A purely technological approach is insufficient for achieving inclusive outcomes.

Second, the findings emphasise the importance of **context-sensitive policy design**. National-level programmes such as Digital India must be adapted to regional realities. States like Bihar require targeted interventions that address infrastructural deficits and capacity constraints, rather than relying on uniform implementation strategies.

Third, the study underscores the need to strengthen **governance capacity**. Effective digital transformation requires trained personnel, administrative coordination, and institutional accountability. Without these elements, digital systems may remain underutilised or ineffective.

Fourth, addressing the digital divide requires a **multi-dimensional approach**. Expanding infrastructure must be complemented by investments in digital literacy, awareness programmes, and affordable access to devices. Special attention should be given to rural populations and marginalised communities.

Finally, building **citizen trust** is crucial for the success of digital governance. Concerns related to data security, system reliability, and usability must be addressed to encourage greater adoption of digital services.

7. Conclusion

This study demonstrates that the outcomes of the Digital India Programme are uneven and deeply shaped by regional variations in socio-economic conditions and governance capacity. The comparison between Kerala and Bihar highlights the importance of institutional strength, infrastructure, and citizen capability in determining the effectiveness of digital governance.

Kerala's experience illustrates how sustained investments in education, infrastructure, and administrative efficiency can facilitate successful digital transformation. In contrast, Bihar's challenges reveal the structural barriers that limit the reach and impact of digital initiatives.

The study argues that digital governance should not be viewed as a purely technological intervention. Instead, it must be understood as a broader socio-institutional process that requires coordinated efforts across multiple domains. Infrastructure development, capacity building, and social inclusion must be addressed simultaneously to ensure meaningful outcomes.

In conclusion, achieving the goals of Digital India requires moving beyond a one-size-fits-all approach. Policymakers must adopt strategies that are responsive to regional contexts and focused on reducing inequalities. Only then can digital governance contribute to inclusive and sustainable development.

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12. The Intersectional Trap: A Critical Analysis of Race, Gender, and Socio-Economic Marginalisation in Modern Criminology

Megha Das

1. ABSTRACT

Crime is rarely a product of individual choice alone; it is a symptom of deep-seated social inequality. This paper investigates how race, ethnicity, and gender act as intersecting variables that dictate both victimization and state-sanctioned punishment. By synthesizing Conflict Theory and Feminist Criminology with recent data from the FBI and the Bureau of Justice Statistics, the study argues that modern justice systems often perpetuate the very disparities they claim to solve. The research concludes that a "one-size-fits-all" approach to justice is insufficient, advocating instead for intersectional reforms that address economic and educational exclusion.

2. INTRODUCTION

In the contemporary landscape, the relationship between crime and social standing is undeniably tight. While traditional legal discourse often treats crime as a moral or individual failure, a sociological lens reveals it to reflect structural injustices. For marginalized communities, the "justice" system often functions as a mechanism of exclusion rather than protection. This research explores the "triple burden" faced by individuals whose race, gender, and economic status converge to increase their vulnerability. By analyzing the systemic gaps in law enforcement and policy, this paper seeks to provide a roadmap for more equitable social change.

3. THEORETICAL FRAMEWORK

Understanding the "why" behind crime requires moving beyond surface-level statistics. This study utilizes four key pillars:

- **Conflict Theory:** Building on Marx's foundations, this theory posits that the ruling class uses the law as a tool to maintain power and criminalize the survival behaviors of the poor.
- **Feminist Criminology:** This perspective challenges the "male-centric" nature of traditional studies, focusing on how patriarchy and gender roles dictate different types of victimization and offending.
- **Social Strain Theory:** Robert Merton's framework suggests that when society provides "goals" (wealth/status) but blocks the "means" (education/jobs), individuals are forced into deviance.
- **Labeling Theory:** This highlights the danger of the "criminal" tag, which often becomes a self-fulfilling prophecy, stripping individuals of their future opportunities.

4. METHODOLOGY

This research adopts a **Qualitative Meta-Analysis** combined with **Secondary Data Synthesis**. I have evaluated various criminal justice reports, academic journals, and socio-economic datasets to identify patterns that standard statistics might be missed. The primary datasets include the **FBI's Crime in the United States (2022)** and the **Bureau of Justice Statistics' Victimization Patterns (2020)**. By layering these statistics over theoretical frameworks, the paper moves from "what" is happening to "why" it is happening.

5. LITERATURE REVIEW

The current literature highlights a stark reality: neutrality in the justice system is an illusion.

- **The Race Gap:** Michelle Alexander (2012) argues that mass incarceration has become a "New Jim Crow," a sentiment supported by data showing Black Americans are incarcerated at nearly five times the rate of White Americans.
- **Gendered Violence:** Feminist scholars note that women are disproportionately the targets of domestic and intimate partner violence, with those in marginalized communities (e.g., Indigenous women) facing the highest risks.
- **The school-to-Prison Pipeline:** Recent studies from Hull and Bristol Universities demonstrate that educational exclusion, specifically permanent school expulsion, doubles the likelihood of a youth engaging in serious violence.

6. FINDINGS AND ANALYSIS

My analysis indicates that the criminal justice system is not a neutral arbiter, but a reactive institution shaped by social biases:

1. **Disproportionate State Surveillance:** Despite White individuals making up nearly 70%of arrests, the overrepresentation of Black individuals, particularly in search and seizure statistics, suggests that "policing" is often synonymous with "racial profiling".
2. **Survival as a Crime:** For women, offending patterns are frequently tied to socio-economic desperation or substance abuse. Yet, the system often treats these survival mechanisms with harsh penalties rather than rehabilitation.
3. **Economic Exclusion:** High unemployment and the lack of a living wage are the strongest predictors of crime. When legitimate work is unavailable, the "informal economy" becomes a necessity for survival.

7. CONCLUSION

Addressing crime requires us to look at the roots, not just the leaves. Systemic reforms, such as eliminating cash bail, expanding youth development programs, and implementing gender-sensitive policing, are not just "good ideas"; they are moral imperatives. We must transition from a punitive model to one rooted in **restorative justice** and **economic stability**. True safety is achieved not through more prisons, but through more equitable access to education, healthcare, and fair wages.

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13. Millets as an Indigenous Food Practice: Nutrition, Culture, and Social Transformation in Indian Society

Somya Chauhan

Abstract

This study examines millets as an indigenous food practice in India by analysing their representation in academic discourse, policy frameworks, and media narratives. Historically central to rain-fed agriculture and tribal food systems, millets were marginalised during the Green Revolution due to state support for rice and wheat. However, recent initiatives particularly the International Year of Millets (2023) have repositioned them as "nutri-cereals" and climate-resilient crops. Using a qualitative, descriptive research design based on secondary data, this study employs content analysis and case study methods to explore how millets are framed across policy and society.

The findings reveal a dual narrative: millets are promoted as both scientifically validated health foods and culturally rooted traditional grains. However, nutritional discourse often overshadows their indigenous and socio-cultural significance. Additionally, the revival of millets reflects shifting class dynamics transitioning from "poor people's food" to elite health commodities in urban markets. Despite increased visibility, structural inequalities persist, particularly in value chains where farmers receive limited economic benefits. The study concludes that millets are socially constructed foods shaped by policy, class, and cultural meanings. A sustainable and equitable revival requires integrating cultural recognition with institutional support for farmers and indigenous communities.

1. Introduction

Millets are among the oldest cultivated grains in India, including varieties such as jowar, bajra, ragi, and foxtail millet. Archaeological evidence indicates their presence in the Indus Valley Civilisation, highlighting their long-standing role in Indian diets and agrarian systems. Traditionally, millets were central to rain-fed agriculture and were deeply embedded in regional cuisines and indigenous food practices.

Despite their ecological adaptability and nutritional richness, millets experienced a decline during the Green Revolution of the 1960s and 1970s. State policies prioritised high-yield varieties of rice and wheat, supported by irrigation infrastructure, procurement systems, and subsidies. As a result, millets were excluded from mainstream agricultural development and gradually became associated with poverty and backwardness.

In recent years, however, millets have re-emerged in public discourse. The declaration of 2023 as the International Year of Millets marked a significant policy shift, promoting millets as "nutri-cereals" with high nutritional value and climate resilience. This revival raises important sociological questions: How are millets being redefined in contemporary India? What cultural and class dynamics shape their consumption? And who benefits from their renewed popularity? This study addresses these questions by examining millets as both nutritional resources and socio-cultural artefacts.

2.Review of Literature

The literature on millets reveals a complex interplay between nutrition, culture, policy, and market dynamics. Earlier studies (2013–2019) primarily focused on the decline of millets, linking it to structural changes in India's food system. Research using NSSO data demonstrated a steady decrease in coarse cereal consumption, particularly among urban and higher-income households. This decline was attributed to income growth, urbanization, and changing food aspirations. Consumer-focused studies highlight a persistent gap between awareness and practice. While many individuals recognize the health benefits of millets, factors such as taste

preferences, convenience, and lack of culinary familiarity limit their consumption. This suggests that food choices are deeply embedded in cultural habits rather than purely driven by nutritional knowledge. More recent scholarship (2021–2025) has shifted attention to millet revival. Policy analyses show that the reclassification of millets as "nutri-cereals" has increased their visibility, but has not necessarily translated into widespread consumption. Studies on urban consumers indicate that millets are often consumed in processed or packaged forms rather than traditional preparations. Ethnographic research highlights the cultural significance of millets in tribal and rural communities, where they remain embedded in rituals, festivals, and local knowledge systems. However, these cultural dimensions are often overlooked in mainstream policy discourse, which tends to emphasize nutrition and market potential. Political economy studies reveal that the benefits of millet revival are unevenly distributed. While urban markets and food-processing industries have capitalized on the growing demand, smallholder farmers often face challenges related to infrastructure, pricing, and market access. Gender-focused research further shows that women play a central role in millet cultivation and processing, yet their labour remains undervalued. Overall, the literature suggests that millet revival is not merely an agricultural or nutritional phenomenon but a socio-cultural transformation shaped by class, power, and institutional structures.

4. Theoretical Framework

This study draws on three key theoretical perspectives: Bourdieu's theory of taste, cultural capital, and political economy.

3.1 Bourdieu: Taste, Habitus, and Distinction

Bourdieu's concept of taste explains how food preferences are socially structured. Millets, once staple foods, became stigmatized as "inferior" due to their association with marginalized groups. Rice and wheat, supported by state policies, gained symbolic capital and became markers of modernity.

Habitus, or internalized dispositions, further explains why millet consumption declined. For many urban consumers, millets became unfamiliar and undesirable, even when recognized as healthy.

3.2 Cultural Capital and Revalorization

The contemporary revival of millets reflects a shift in cultural capital. Knowledge about millets such as their nutritional benefits and environmental sustainability is now associated with educated, health-conscious consumers. This has transformed millets into symbols of ethical and informed consumption. However, this revalorization often involves recontextualization. Traditional millet dishes are replaced by modern, packaged, or fusion foods, reflecting the influence of urban markets.

3.3 Political Economy

From a political economy perspective, millet revival is shaped by state policies, market forces, and class relations. The Green Revolution marginalized millets through unequal resource allocation, while contemporary revival efforts are driven by both policy initiatives and market demand. The distribution of benefits remains unequal. Farmers often receive limited returns, while value addition and profits are concentrated in processing and retail sectors.

4. Research Methodology

This study adopts a qualitative, descriptive research design to examine millets as an indigenous food practice in contemporary Indian society. Qualitative methods are appropriate for analysing non-numerical data and interpreting social meanings, cultural practices, and policy narratives . The research relies exclusively on secondary data, enabling a comprehensive synthesis of existing knowledge across multiple domains.

4.1 Data Sources and Collection

Data were collected from a range of secondary sources, including government policy documents (such as International Year of Millets 2023 materials), peer-reviewed academic

literature, institutional reports, and media narratives. A purposive sampling strategy was employed to select relevant and information-rich sources aligned with the study's objectives.
The study utilises content analysis, a qualitative method used to identify patterns, themes, and meanings within textual data .

4.2 Data Analysis

The data were analysed using thematic analysis, a widely used qualitative method that involves identifying and interpreting recurring patterns of meaning across datasets . The analysis was guided by three key themes:
(1) nutrition, (2) class, and (3) indigeneity.
Through systematic coding and categorisation, the study examines how millets are represented and socially constructed across policy, academic, and media discourses.

5. Data Analysis and Interpretation

5.1 Millets as Nutritional Foods

Policy discourse strongly emphasizes the nutritional value of millets. They are promoted as rich sources of fibre, protein, and micronutrients, and as beneficial for managing lifestyle diseases such as diabetes. The International Year of Millets 2023 played a significant role in amplifying this narrative. Government campaigns framed millets as "superfoods" and essential components of a healthy diet. This scientific framing enhances their legitimacy and appeal, particularly among urban consumers.

5.2 Millets as Indigenous Food Practices

Alongside nutritional framing, millets are also presented as heritage crops rooted in India's cultural history. Policy narratives highlight their role in traditional diets and indigenous knowledge systems. However, this cultural dimension is often secondary to nutritional discourse. While millets are celebrated as "ancient grains," their everyday cultural practices such as traditional recipes and community-based food systems receive limited attention.

5.3 Class and Social Transformation

The revival of millets reflects a significant shift in their social meaning. Once associated with poverty, millets are now marketed as premium health foods in urban markets. This transformation illustrates Bourdieu's concept of distinction, where food choices serve as markers of class identity. This shift is uneven. While urban consumers benefit from increased access to millet products, farmers often face structural constraints. The commodification of millets risks disconnecting them from their indigenous contexts.

5.4 Policy and Market Dynamics

Government initiatives have played a crucial role in promoting millets. However, the focus on market expansion and value addition often prioritizes commercial interests over farmer welfare. Challenges such as lack of processing infrastructure, limited procurement systems, and unequal value chains continue to affect millet producers. Without addressing these issues, the benefits of millet revival may remain concentrated among urban and commercial actors.

6. Discussion

The findings highlight the complex nature of millet revival in India. Millets are simultaneously framed as nutritional solutions, cultural heritage, and market commodities. This duality reflects broader tensions between tradition and modernity, sustainability and commercialization.
From a sociological perspective, the revival of millets illustrates how food meanings are socially constructed and transformed. The shift from stigma to prestige demonstrates the role of cultural capital and symbolic power in shaping dietary practices.
However, this transformation also raises concerns about inequality. The appropriation of millets by urban markets may marginalize traditional knowledge systems and reinforce existing disparities. For a meaningful revival, it is essential to integrate cultural, ecological, and economic dimensions.

7. Conclusion

Millets occupy a unique position in Indian society as both indigenous food practices and contemporary health commodities. Their historical decline reflects the influence of state policies, market forces, and social hierarchies, while their recent revival highlights changing cultural values and environmental concerns.

However, the current revival is characterized by a tension between symbolic recognition and structural inequality. While millets are celebrated as "superfoods," the benefits of their resurgence are unevenly distributed.

For millets to truly contribute to sustainable and equitable development, policy frameworks must go beyond promotion and address structural challenges. This includes strengthening farmer support systems, ensuring fair value chains, and recognizing indigenous knowledge.

Ultimately, millets are not just grains; they are socio-cultural artefacts shaped by history, power, and identity. Understanding their role in Indian society requires a holistic approach that integrates nutrition, culture, and political economy.

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14. Work–Life Conflict and its Impact on the Well-Being of Women in Urban India

Tanvi Balooni

ABSTRACT

Work–life conflict has emerged as a significant issue affecting the well-being of working women in urban India, particularly in the context of increasing female participation in the labour force and persistent gender inequalities. This study examines how work–life conflict is produced and how it influences the physical, psychological, and social well-being of women engaged in paid employment. The research adopts a qualitative content analysis of existing scholarly literature, policy reports, and research studies in order to identify major structural factors shaping women's experiences of work–life conflict.

Drawing upon feminist and sociological perspectives, the study finds that work–life conflict among urban working women is largely shaped by three interconnected factors: the unequal distribution of unpaid domestic and care work, inflexible workplace structures characterised by long working hours and performance pressures, and deeply embedded cultural norms that position women as primary caregivers. These structural conditions generate role strain, time pressure, and emotional exhaustion, which often translate into negative outcomes such as stress, fatigue, burnout, and declining overall well-being.

The study further highlights how emotional labour and gendered expectations within both workplaces and households intensify women's experiences of conflict between professional and personal responsibilities. By synthesising existing research, the paper reconceptualises work–life conflict as a gendered social process rather than an individual problem of time management. The findings emphasise the need for gender-sensitive policies, improved care infrastructure, and organisational reforms that recognise the dual responsibilities faced by working women. Such interventions are essential for promoting sustainable well-being and achieving greater gender equality in contemporary urban India.

INTRODUCTION

The increasing participation of women in paid employment represents one of the most significant socio-economic transformations of contemporary societies. In India, particularly in urban areas, women's entry into the workforce has been closely associated with urbanisation, economic liberalisation, and the expansion of service-sector employment. Women's employment is frequently interpreted as a sign of empowerment, financial independence, and social progress. However, this transformation has taken place within a socio-cultural context where traditional gender norms surrounding domestic labour and caregiving responsibilities remain largely unchanged.

As a result, women's participation in paid work has not been accompanied by an equal redistribution of household responsibilities. Working women are often expected to simultaneously fulfil professional roles while continuing to perform unpaid domestic work, childcare, and emotional caregiving within the family. This dual responsibility frequently leads to tensions between work and family domains, giving rise to what scholars describe as work–life conflict.

Urban environments intensify these challenges due to demanding work schedules, long commuting hours, and nuclear family structures that lack extended kin support. In many urban households, women remain primarily responsible for domestic labour even when they contribute significantly to household income. This unequal distribution of responsibilities places working women under constant pressure to manage competing expectations across professional and personal domains.

Work–life conflict therefore emerges as a socially produced form of inter-role conflict in which the demands of work and family become incompatible. When individuals face limited time, energy, and emotional resources, fulfilling the expectations of one role can hinder effective participation in another. For working women, this conflict often results in chronic stress, emotional exhaustion, and reduced well-being.

While work–life balance has become a prominent topic in academic and policy discussions, much of the existing research focuses on organisational productivity or individual coping strategies. Such approaches frequently overlook broader structural factors such as gender inequality, cultural expectations, and the undervaluation of unpaid care work. Understanding work–life conflict therefore requires a sociological perspective that situates women's experiences within wider systems of gender relations and labour market structures.

Against this background, the present study examines the relationship between work–life conflict and the well-being of working women in urban India through a qualitative analysis of existing scholarly literature. The study aims to synthesise existing research in order to understand the structural factors contributing to work–life conflict and the ways in which these pressures affect women's physical, psychological, and social well-being.

RESEARCH QUESTIONS

The present study seeks to address the following research questions:

1. What are the major structural and socio-cultural factors contributing to work–life conflict among working women in urban India?
2. How does work–life conflict affect the physical, psychological, and social well-being of working women?
3. In what ways do gender norms and the unequal division of domestic labour intensify work–life conflict?
4. How do existing studies conceptualise and explain the relationship between employment demands, care responsibilities, and women's well-being?

OBJECTIVES OF THE STUDY

The primary objective of this study is to examine the nature and dimensions of work–life conflict experienced by working women in urban India as reflected in existing scholarly literature.

The specific objectives are:

• To analyse the socio-economic and cultural factors contributing to work–life conflict among urban working women.

• To examine how work–life conflict influences women's physical, psychological, and emotional well-being.
• To understand the role of gender norms and the unequal division of domestic labour in shaping women's experiences of work–life conflict.
• To synthesise existing research in order to provide a sociological understanding of work–life conflict in urban India.

LITERATURE REVIEW

Scholarly research on work–life conflict has expanded significantly with the increasing participation of women in the labour force. Early studies, particularly within organisational psychology and management research, conceptualised work–life conflict as an individual-level issue related to stress, time management, and employee performance. Greenhaus and Beutell (1985) defined work–life conflict as a form of inter-role conflict in which the demands of work and family roles become incompatible.

Subsequent research demonstrated that work–life conflict is strongly shaped by gendered social arrangements. Studies across different societies have consistently shown that women perform a significantly larger share of unpaid domestic and caregiving work compared to men. Even in dual-income households, women remain primarily responsible for childcare, household management, and emotional caregiving.

Feminist scholars have argued that this unequal distribution of labour reflects broader patriarchal structures that undervalue reproductive and care work. Hochschild's concept of the "second shift" highlights how women often complete a full day of paid employment before undertaking additional domestic responsibilities at home. This dual burden results in time pressure, emotional exhaustion, and reduced opportunities for rest and leisure.

Research in the Indian context reflects similar patterns. Although urbanisation and economic development have expanded employment opportunities for women, traditional gender norms continue to shape household responsibilities. Women frequently experience role overload as they attempt to balance professional commitments with expectations of caregiving and domestic management.

Several studies have also linked work–life conflict with negative well-being outcomes. Empirical research indicates that sustained role conflict can lead to physical fatigue, sleep disturbances, anxiety, stress, and burnout. Work–life conflict also affects social relationships by increasing marital tension and reducing opportunities for family interaction and social participation.

While existing literature provides valuable insights, many studies focus primarily on individual coping strategies or organisational interventions. There remains a need for integrative sociological analyses that examine how structural inequalities within labour markets, families, and cultural norms collectively shape women's experiences of work–life conflict.

THEORETICAL FRAMEWORK

The present study is informed by feminist sociological perspectives that examine the relationship between gender, labour, and social inequality. The theoretical framework

conceptualises work–life conflict as a gendered phenomenon emerging from the interaction between paid employment, unpaid care work, and broader socio-economic structures.

Role conflict theory provides an important foundation for understanding work–life conflict. According to this perspective, individuals occupy multiple social roles associated with different expectations and responsibilities. When these expectations compete for limited time and energy, individuals experience role strain and conflict.

Feminist theory extends this analysis by emphasising the unequal distribution of domestic labour and caregiving responsibilities within patriarchal societies. Women's participation in paid employment has not eliminated their primary responsibility for unpaid work within households. This results in what scholars describe as the "double burden" of productive and reproductive labour.

The framework also draws on the concept of emotional labour, which refers to the management and regulation of emotions in accordance with social expectations. Women are often expected to provide emotional support and maintain harmony within both workplace and family environments. This additional emotional workload further intensifies work–life conflict.

By integrating these perspectives, the study views work–life conflict as a socially constructed phenomenon shaped by structural inequalities rather than merely an individual problem of time management.

METHODOLOGY

The study adopts a qualitative research approach and relies on secondary data sources to analyse the relationship between work–life conflict and women's well-being. The research is based on a qualitative content analysis of existing scholarly literature, including academic articles, books, research reports, and policy documents.

Content analysis enables systematic examination of textual material in order to identify recurring themes, patterns, and conceptual frameworks within the literature. Through this method, the study analyses how scholars conceptualise work–life conflict and how different studies interpret its causes and consequences.

Secondary data was selected from peer-reviewed journals, institutional publications, and research studies focusing on gender, work, and well-being. The selected literature was analysed through thematic categorisation in order to identify key factors contributing to work–life conflict and its impact on women's well-being.

The use of secondary data allows the study to synthesise diverse research findings and provide a comprehensive understanding of the issue across different contexts.

RESULTS AND DISCUSSION

The analysis of existing literature reveals several key factors contributing to work–life conflict among working women in urban India.

One of the most significant factors is the unequal distribution of unpaid domestic labour. Despite their increasing participation in paid employment, women remain primarily responsible for household management, childcare, and elder care. This unequal division of labour creates continuous time pressure and role overload.

Workplace structures also play an important role in generating work–life conflict. Many urban workplaces require long working hours, strict deadlines, and high performance expectations. The use of digital communication technologies has further blurred the boundaries between work and personal life, making it difficult for employees to disconnect from professional responsibilities.

Cultural expectations regarding gender roles intensify these challenges. Women are often expected to prioritise family responsibilities and caregiving roles, even when they are engaged in full-time employment. These expectations generate emotional pressure and feelings of guilt when women are unable to meet competing demands.

The literature also highlights the significant impact of work–life conflict on women's well-being. Chronic stress, fatigue, anxiety, and burnout are frequently reported outcomes. Work–life conflict can also affect family relationships and social participation, contributing to broader declines in quality of life.

Overall, the findings demonstrate that work–life conflict is not simply an individual problem but a structural issue shaped by gender norms, labour market conditions, and institutional arrangements.

CONCLUSION

Work–life conflict has become an increasingly significant issue affecting the well-being of working women in urban India. While women's participation in paid employment has expanded in recent decades, this transformation has not been accompanied by an equal redistribution of domestic responsibilities or supportive institutional arrangements.

The analysis presented in this study demonstrates that work–life conflict emerges from the interaction between workplace demands, unequal domestic labour, and persistent gender norms. These structural conditions place working women under continuous pressure to manage competing expectations across professional and family domains.

The consequences of sustained work–life conflict extend beyond individual stress to affect women's physical health, psychological stability, and social relationships. Addressing these challenges therefore requires broader structural changes rather than solely focusing on individual coping strategies.

Policy interventions should prioritise gender-sensitive labour policies, expanded childcare infrastructure, and organisational practices that promote flexible and supportive work environments. Equally important is the need to challenge cultural norms that assign caregiving responsibilities primarily to women.

By recognising work–life conflict as a structural and gendered issue, policymakers and organisations can develop more effective strategies to support the well-being of working women and promote greater gender equality in contemporary urban India.

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15. Impact of Racial Discrimination on Mizos: A Sociological Study in Delhi NCR

Lalmuanpuii Ralte

Abstract

This study examines the experiences of racial discrimination faced by Mizo migrants in Delhi NCR and its impact on their identity and everyday life. Despite India's image of diversity, individuals from Northeast India often encounter stereotyping, exclusion, and bias based on their physical appearance and cultural differences. Using a mixed-methods approach, the study highlights how discrimination occurs in daily interactions, housing, workplaces and public spaces. It also shows how factors like gender and language further shape these experiences. The findings reveal that such discrimination affects not only opportunities but also mental well-being and sense of belonging. By applying sociological concepts like Othering and Intersectionality, the study emphasizes the need for greater awareness and inclusivity in urban spaces.

Keywords: Racial discrimination, Mizos, Northeast India, Identity, Othering, Delhi NCR, Intersectionality.

Introduction

As India is widely known for its cultural diversity, yet this diversity does not always translate into acceptance. For many individuals from Northeast India, especially Mizos, migration to metropolitan cities like Delhi NCR brings both opportunities and challenges, while these cities promise better education and employment, they also expose migrants to unfamiliar forms of exclusion and prejudice.

Mizos, who come from the state of Mizoram, have a distinct cultural identity shaped by language, traditions, and a predominantly Christian background. However, in cities like Delhi, they are often reduced to a single label "North easterners" and judged based on their physical appearance and this leads to frequent misidentification, stereotyping, and questioning of their identity as Indians. Racial discrimination in this context is not always explicit, it appears in everyday interactions being stared at, mocked for language, denied housing or treated as culturally inferior. Over time, these repeated experiences affect how individuals see themselves and their place in society.

This study aims to examine how such discrimination influences the lives of Mizos in Delhi NCR. It focuses on their daily experiences, struggles with identity and attempts to adapt to an environment that often makes them feel like outsiders. By doing so, the research highlights the gap between constitutional ideals of equality and the lived realities of marginalized communities.

Formation of Objectives

The objectives of this study were developed by identifying gaps in existing research and by paying attention to everyday experiences of Mizo migrants. While earlier studies have discussed discrimination against Northeastern communities in general, there is limited focus on Mizos in particular, especially in the context of Delhi NCR.

The study also recognizes that discrimination is not just about isolated incidents but is embedded in daily interactions and social structures. Keeping this in mind, the following objectives were formulated:

- To examine the forms and nature of racial discrimination experienced by Mizos in Delhi NCR.
- To understand how these experiences affect identity and sense of belonging.
- To analyse how factors like gender, language, and religion influence discrimination.
- To explore coping strategies and community support systems.
- To relate these experiences to broader sociological concepts such as Othering and Intersectionality.

Methodology

This research adopts a mixed-methods approach, combining both qualitative and quantitative techniques to gain a comprehensive understanding of the issue.

Research Design

The study is descriptive and exploratory in nature, focusing on understanding personal experiences and broader social patterns of discrimination.

Data Collection Methods

Primary Data:

Collected through interviews and informal conversations with Mizo migrants living in Delhi NCR. These narratives helped capture personal experiences, emotions, and coping strategies.**Secondary Data:**

Derived from existing literature, reports, and academic studies related to racial discrimination and Northeast migration.

Sampling

Participants were selected through purposive sampling, focusing on Mizo students and working individuals residing in Delhi NCR.

Approach

The qualitative component focuses on lived experiences, while the quantitative aspect helps identify patterns and frequency of discrimination. This combination allows the study to move beyond statistics and present a more human understanding of the issue.

Literature Review

Bhattacharjee (2014) found that migrants from Northeast India frequently face verbal abuse, housing discrimination, and social exclusion in Delhi. The study emphasized that such discrimination is often normalized in everyday life.

Satyabrata Pal (2014) argued that discrimination in India operates through subtle social processes embedded in institutions. He pointed out that Northeastern individuals are often stereotyped and treated as culturally inferior.

Pachuau (2014) provided insight into Mizo identity formation, emphasizing how migration and discrimination reshape one's sense of belonging.

Vanlalhruaia (2017) explored Mizo identity and highlighted the importance of collectivism. The study showed that strong community bonds help Mizos cope with discrimination but may also limit their integration into mainstream society.

Lalthangliana (2017) examined how urban spaces reinforce racial inequalities. Public spaces, workplaces, and housing markets often become sites where discrimination is reproduced.

Haokip and Amba (2022) demonstrated how the COVID-19 pandemic intensified racial prejudice, with Northeastern individuals being blamed and socially avoided.

Rai (2023) highlighted structural discrimination, especially in housing and urban segregation, showing how cities themselves can reinforce exclusion.

Overall, the literature reveals that discrimination is not just individual behavior but a structural and societal issue. However, there remains a gap in studies specifically focusing on Mizos, which this research attempts to address.

Findings and Analysis

The findings of the study reveal that racial discrimination is a consistent part of everyday life for many Mizos in Delhi NCR.

1. Everyday Racism and Stereotyping

Participants reported frequent use of racial slurs and being mistaken for foreigners. These experiences reinforce a sense of exclusion and "otherness."

2. Housing and Employment Discrimination

Many respondents faced difficulty renting accommodation, with landlords refusing them based on stereotypes. In workplaces, they experienced bias in hiring, promotion, and treatment.

3. Language as a Barrier

Lack of fluency in Hindi often led to ridicule and misunderstanding. Language became a tool through which discrimination was reinforced.

4. Gendered Experiences

Mizo women faced sexualized stereotypes and harassment, making their experiences more complex and unsafe.

5. Psychological Impact

Repeated exposure to discrimination led to:

- Low self-esteem
- Anxiety and fear in public spaces
- Withdrawal from social interactions

6. Role of Community Support

Strong community networks, including church groups and student associations, provided emotional support and helped individuals cope with discrimination.

Analysis

Using the concept of **Othering**, the study shows how Mizos are positioned as outsiders. Social Identity Theory explains how this affects their self-perception, while Intersectionality highlights how gender and religion intensify discrimination. Overall, discrimination is not random but part of a larger system that shapes social interactions and opportunities.

Conclusion

This study highlights the persistent reality of racial discrimination faced by Mizos in Delhi NCR. Despite constitutional guarantees of equality, everyday experiences reveal a different picture one where identity, appearance, and culture become grounds for exclusion.

The research shows that discrimination operates at multiple levels individual, social, and structural. It affects not only opportunities but also mental well-being and sense of belonging. For many Mizos, living in Delhi involves constantly negotiating their identity in a space that does not fully accept them. At the same time, the study also reveals resilience, community networks and shared identity help individuals cope with these challenges, even though they cannot fully eliminate the impact of discrimination.

There is a clear need for stronger policies, better implementation of laws, and increased social awareness to address racial prejudice. More importantly, there is a need to recognize diversity not just in theory but in everyday practice.

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16. Celebrated Yet Secluded: A Sociological Study on Menarche Rituals and Menstrual Taboos in India

Rakshita

Abstract

Menarche, the onset of menstruation, represents a significant biological and social milestone in the life of adolescent girls. In the Indian socio-cultural context, this transition is frequently marked through elaborate rituals that publicly acknowledge the girl's entry into womanhood. However, these celebratory practices coexist with menstrual taboos, restrictions, and forms of segregation that regulate the behaviour and mobility of menstruating girls and women. This study examines the contradiction between celebration and segregation in menstrual practices in India. Using a qualitative secondary research design, the study analyses academic literature, sociological theories, and documented cultural practices related to menarche rituals and menstrual taboos. Thematic analysis reveals that while menarche rituals symbolically celebrate fertility and maturity, everyday practices such as spatial segregation, dietary restrictions, and exclusion from religious spaces reinforce patriarchal norms and regulate female bodies. The findings highlight that the celebration of fertility does not necessarily translate into empowerment; rather, it often marks the beginning of heightened social surveillance and control. The study concludes that menstrual rituals and taboos operate together to reproduce gendered power relations in Indian society, revealing menstruation as a key site where cultural symbolism and patriarchal regulation intersect.

1. Introduction

Menstruation is a natural biological process, yet it is deeply embedded within social and cultural meanings. In India, the onset of menstruation, known as menarche, is not merely a physiological event but a socially significant transition marking a girl's entry into womanhood. Families and communities often recognise this transition through rituals involving gifts, special meals, and gatherings of relatives. These practices symbolically celebrate fertility and the girl's new social status.

However, alongside this recognition exist several restrictions placed on menstruating girls. They may be asked to avoid entering kitchens and temples, limit social interactions, or observe periods of seclusion. This coexistence of celebration and restriction creates a paradoxical experience for girls, where menstruation is both acknowledged and regulated.

Sociological perspectives suggest that such practices are rooted in broader systems of patriarchy and cultural beliefs about purity and pollution. Menstrual blood, despite being associated with fertility, is often considered impure within cultural frameworks, leading to practices that isolate menstruating bodies from sacred or domestic spaces. These beliefs shape

girls' feelings of their bodies and influence how they learn to manage menstruation through silence, modesty, and secrecy.

The contradiction between ritual celebration and everyday restriction highlights how cultural practices simultaneously recognise and control female bodies. Menarche thus becomes a critical moment through which gender norms are reinforced and patriarchal authority is reproduced.

2. Research Question

The central research question guiding this study is:

How do menarche rituals and menstrual taboos in India reproduce the contradiction between celebration and segregation?

3. Objectives

The study aims to:

1. Understand the contradictory practice of celebrating menarche while simultaneously enforcing restrictions and segregation.
2. Analyse menstrual taboos and everyday practices imposed on menstruating girls and women in India.

4. Literature Review

Existing scholarship highlights menstruation as both a biological process and a socially constructed experience shaped by cultural beliefs and gender norms. Early feminist research by Janet Chawla (1994) challenges traditional interpretations that associate menstruation with impurity, arguing that such meanings were historically shaped through patriarchal reinterpretations of religious texts.

Studies by Garg and Anand (2015) emphasise that menstruation in India remains surrounded by myths and taboos that restrict women's participation in social and religious life. These beliefs often lead to emotional distress, misinformation, and limited awareness about reproductive health among adolescent girls.

Research exploring adolescent experiences proves that menarche introduces new cultural expectations regarding behaviour and modesty. Gold-Watts et al. (2020) show that girls frequently encounter stigma, embarrassment, and restrictions after their first menstruation, influencing school attendance and everyday activities.

Scholars such as Ganguly and Satpati (2021) highlight the paradox within cultural narratives of menstruation: while menarche is celebrated as a symbol of fertility and readiness for adulthood, it simultaneously reinforces patriarchal constructions of womanhood centred on reproduction rather than autonomy.

Recent literature also identifies menstrual stigma as both a social and public health issue. Madhur and Salunkhe (2023) note that silence and misinformation surrounding menstruation negatively affect girls' emotional well-being, health awareness, and social participation.

Together, these studies show that menstruation cannot be understood solely as a biological process. Instead, it is shaped by cultural norms, religious beliefs, and gendered power relations that structure women's experiences across different social contexts.

5. Theoretical Framework

This study adopts a multi-theoretical framework integrating cultural, feminist, interactionist, and power-oriented perspectives.

Mary Douglas's theory of purity and pollution explains how societies classify certain bodily substances as impure in order to maintain symbolic order. Menstrual restrictions such as exclusion from temples or kitchens reflect attempts to regulate perceived pollution.

Louis Dumont's work on hierarchy and ritual purity further highlights how Indian social structures organise behaviour through symbolic classifications of purity and impurity.

Feminist perspectives provide another important lens. Sylvia Walby conceptualises patriarchy as a system of interconnected structures that regulate women's lives across social institutions. Similarly, Simone de Beauvoir's concept of women as the "Other" demonstrates how female bodies are socially constructed in relation to male dominance.

At the micro level, symbolic interactionism, as proposed by Herbert Blumer and Erving Goffman, emphasises that meanings are produced through everyday interactions. Menstrual rituals and taboos become symbolic practices through which girls learn expected behaviours and social roles.

Finally, Michel Foucault's theory of disciplinary power highlights how social control operates through surveillance and internalised norms. Menstrual restrictions can therefore be understood as mechanisms through which female bodies are monitored and regulated within society.

Together, these perspectives enable a comprehensive understanding of how cultural rituals both celebrate and discipline menstruating bodies.

6. Methodology

This study adopts a qualitative research approach to analyse menstrual rituals and taboos in India. Qualitative methods are particularly suitable for examining culturally embedded practices and social meanings.

The research employs a qualitative secondary research design, drawing on existing academic literature, journal articles, sociological theories, media reports, and policy documents related to menstruation and gender in India.

Data were analysed using thematic analysis, which involves finding recurring patterns and themes within qualitative material. Key themes found in the analysis include:

- Ritual celebration of menarche
- Purity and pollution beliefs
- Segregation and restrictions during menstruation
- Gender socialisation and internalisation of norms
- Regulation of female bodies within patriarchal structures

This approach allows the study to interpret cultural practices through a sociological and feminist lens while keeping theoretical rigour.

7. Results and Discussion

Celebration of Menarche

Across many regions of India, menarche is publicly recognised through ceremonies that celebrate a girl's transition into womanhood. Rituals such as Thirandukalyanam in Kerala, Manjal Neerattu Vizha in Tamil Nadu, Tuloni Biya in Assam, and Peddamanishi Pandaga in Andhra Pradesh and Telangana mark this transition through communal gatherings, gift exchange, and symbolic rituals.

These ceremonies frame menstruation as a positive milestone associated with fertility, maturity, and social belonging. The involvement of extended family and community members transforms a biological event into a collective social celebration.

Ritual Structure and Symbolism

Menarche rituals typically follow a structured sequence involving seclusion, purification, and reintegration. The girl may initially observe a period of isolation, followed by ritual bathing, adornment with new clothing, and blessings from elders. Anthropologically, this pattern resembles classic rites of passage involving separation, liminality, and reintegration.

While these rituals appear celebratory, they simultaneously introduce new expectations related to modesty, behaviour, and social roles.

Menstrual Taboos and Restrictions

Alongside celebratory rituals, menstruating girls often face everyday restrictions. These may include:

- Avoiding kitchens and temples
- Observing dietary limitations
- Restricting social interactions
- Temporary spatial isolation

Such practices are justified through beliefs regarding ritual impurity and purity.

Gender Socialisation and Bodily Regulation

The onset of menstruation also marks the beginning of intensified social regulation. Families emphasise modesty, discipline, and behavioural restraint, signalling that the girl's body is now a site of social control.

Through repeated practices and cultural messaging, girls internalise these expectations and begin regulating their own behaviour. In this way, menstruation becomes a key moment in the process of gender socialisation.

The Paradox of Celebration and Segregation

The findings reveal a clear contradiction within menstrual practices. While rituals publicly celebrate fertility and womanhood, everyday practices reinforce silence, stigma, and restriction.

Celebration therefore does not necessarily translate into empowerment. Instead, it often legitimises surveillance and regulation by framing control as cultural tradition.

8. Conclusion

Menarche represents a significant turning point in the lives of adolescent girls, marking both biological maturity and social transformation. In the Indian context, this transition is embedded within cultural rituals that publicly celebrate fertility and womanhood. However, these celebrations coexist with menstrual taboos and restrictions that regulate female bodies and behaviour.

The study demonstrates that the coexistence of celebration and segregation is not accidental but structurally embedded within patriarchal social systems. Rituals symbolically honour fertility while everyday practices discipline menstruating bodies through norms of purity, modesty, and silence.

Understanding menstruation through a sociological lens reveals how cultural traditions can simultaneously acknowledge and constrain women. Addressing menstrual stigma therefore requires not only improving awareness and health education but also critically examining the social structures that shape gendered experiences of the body.

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17. Domestic Violence against Men in India: A Sociological Overview

Bipanshi Koushik

ABSTRACT

Domestic violence is usually discussed as violence against women, and most laws, debates, and research in India focus on protecting women from abuse. While this focus is important, it has unintentionally ignored the reality that men can also become victims of domestic violence. Male victimization often remains hidden because it challenges traditional social expectations about masculinity. Men are generally expected to be strong, emotionally controlled, and capable of solving their own problems. Because of these expectations, male victims may feel ashamed, fear social ridicule, or believe they will not be taken seriously if they report abuse.

Domestic violence against men can take many forms, including emotional, psychological, physical, and economic abuse. However, due to social stigma and limited legal recognition, many cases remain unreported. This study explores domestic violence against men in India from a sociological perspective, focusing on social norms, gender roles, and the cultural construction of masculinity that make male victimization invisible. The research highlights how stigma, fear of judgment, lack of awareness, and insufficient institutional support prevent men from seeking help.

The study uses secondary sources such as academic research, newspaper reports, case studies, and government documents. It also uses the sociological concept of hegemonic masculinity to explain why men are rarely recognized as victims. The findings suggest that emotional and psychological abuse is the most common form of violence experienced by men, but it is rarely acknowledged. The research concludes that domestic violence should be understood as a human issue rather than a gender-specific issue. Greater awareness, research, and gender-inclusive policies are necessary to support all victims of domestic violence.

INTRODUCTION

Violence generally refers to the use of physical force or power to harm another individual. Domestic violence is a pattern of behavior within intimate or family relationships where one person attempts to gain control over another. In India, discussions about domestic violence have traditionally focused on women as victims. This focus emerged because women historically faced severe discrimination and abuse within patriarchal family systems.

However, this focus has also led to the neglect of male victims. In Indian society, men are often viewed as dominant, emotionally strong, and capable of handling difficulties without help. These social expectations create barriers for men who experience abuse at home. Admitting victimization may feel like admitting weakness or failure as a husband or father.

Domestic violence against men can involve physical assault, emotional manipulation, verbal humiliation, economic control, and threats. Despite experiencing such abuse, many men

hesitate to report it due to fear of social embarrassment, disbelief from authorities, or the lack of resources designed to support male victims.

Another reason men remain silent is the fear of losing custody of their children or facing legal consequences during marital disputes. Many men believe that the legal system will favor women because most domestic violence laws are designed primarily to protect women. As a result, domestic violence against men often remains hidden and unrecognized.

From a sociological perspective, this issue is connected to the concept of masculinity and power structures within society. Cultural expectations about how men should behave prevent them from expressing vulnerability. Therefore, domestic violence against men is not only a private family issue but also a social problem shaped by cultural beliefs, gender roles, and institutional structures.

OBJECTIVES AND RESEARCH QUESTIONS

The study aims to understand domestic violence against men in India and identify the social factors that contribute to its invisibility. The main objectives include:

1. Identifying the types of abuse experienced by men in domestic relationships.
2. Understanding how gender roles and masculine norms influence the silence surrounding male victimization.
3. Examining reasons why male victims hesitate to report abuse.
4. Evaluating whether existing laws and support systems adequately address male victims of domestic violence.

The research also asks several key questions: What forms of domestic violence do men experience? How do social expectations of masculinity silence male victims? Why do men hesitate to seek help? And to what extent do existing legal systems recognize male victimization?

THEORETICAL FRAMEWORK

The study is based on sociological theories related to patriarchy, masculinity, and social stigma. One of the most important concepts used is hegemonic masculinity, discussed by sociologist Radhika Chopra. Hegemonic masculinity refers to the dominant cultural idea of what a “real man” should be like. According to this idea, men should be strong, powerful, independent, and emotionally restrained.

These expectations create a situation where men who experience abuse may feel that they do not fit into the socially accepted image of masculinity. Admitting victimization may therefore threaten their social identity and status. As a result, many men choose silence rather than seeking help.

Masculinity is not a natural trait but a social construct shaped by cultural norms, family structures, and institutions. Because society expects men to be providers and protectors, their suffering within domestic spaces is often ignored or normalized.

The framework also highlights how institutional systems contribute to the invisibility of male victims. In India, domestic violence laws historically focus on protecting women. While these laws are necessary, they may unintentionally exclude men who experience similar forms of abuse.

The absence of gender-neutral laws, shelters, or counselling services for men further discourages reporting. Social stigma and fear of ridicule also contribute to mental health issues among male victims, including stress, anxiety, depression, and emotional isolation.

METHODOLOGY

This research uses a qualitative secondary research methodology. Instead of collecting primary data through interviews or surveys, the study analyses already published sources of information. This method was chosen because domestic violence against men is a sensitive and underreported issue, making direct data collection difficult.

The study relies on multiple sources such as academic journals, research articles, books, newspaper reports, and official government documents. These materials help provide a broader understanding of male victimization and the social conditions surrounding it.

Case studies from national newspapers were also examined to understand real-life experiences of male victims. These reports highlight incidents where men faced physical violence, mental harassment, legal threats, or false accusations within domestic relationships.

The collected information was analysed using thematic analysis. This method involves identifying common themes across different sources. Major themes identified in the study include emotional abuse, social stigma, legal challenges, underreporting, and the lack of institutional support for male victims.

LITERATURE REVIEW

Existing research indicates that domestic violence against men is a global issue but is often overlooked. Studies show that men frequently experience emotional and psychological abuse such as insults, humiliation, threats, and controlling behavior. These forms of abuse may not leave physical injuries but can severely affect mental health.

Research conducted in Haryana among married men revealed that a significant proportion reported experiencing some form of domestic violence, particularly emotional abuse. Despite this, most men did not seek help because they feared social shame or lacked trust in institutions.

Legal scholars have also pointed out that Indian domestic violence laws primarily focus on protecting women. For example, the Protection of Women from Domestic Violence Act (2005) specifically recognizes women as victims. While this law plays an important role in protecting women, it does not provide direct protection for male victims.

International studies also confirm similar patterns. Researchers found that many men suffer in silence due to cultural expectations about masculinity. Because society assumes men are always the aggressors, male victims often struggle to be believed when they report abuse.

Across the literature, several common themes appear. First, male victims remain invisible because masculinity is associated with strength and emotional control. Second, emotional and psychological abuse is the most common form of violence experienced by men. Third, legal and institutional systems often fail to provide adequate support for male victims. Finally, researchers emphasize the need for more inclusive policies and greater awareness about domestic violence affecting all genders.

FINDINGS AND ANALYSIS

The findings suggest that domestic violence against men in India is more common than widely recognized. Studies indicate that a significant percentage of men have experienced some form

of violence from an intimate partner at least once in their lifetime. Emotional abuse appears to be the most common type, followed by physical violence.

Case studies examined in the research illustrate different forms of abuse experienced by men. In some cases, men reported being physically assaulted or verbally abused by their spouses. In others, legal conflicts and accusations created severe psychological stress.

These cases also highlight the challenges male victims face when seeking justice. Police and legal authorities may initially doubt their claims because domestic violence is usually associated with female victims. As a result, men may feel discouraged from reporting abuse.

Another major finding is the impact of social stigma. Many male victims fear that friends, family members, or society will ridicule them if they admit to being abused. This stigma leads to underreporting and prevents victims from accessing help.

The research also identifies legal challenges faced by men. Existing domestic violence laws are not gender-neutral, and there are limited shelters or support services available for men. This lack of institutional support reinforces the perception that male victimization is not a serious issue.

CONCLUSION

Domestic violence against men in India remains an under-recognized social issue. Although men can experience physical, emotional, psychological, and economic abuse, their experiences are often ignored due to cultural expectations of masculinity.

Society frequently associates masculinity with strength, independence, and emotional control. These expectations discourage men from expressing vulnerability or seeking help. As a result, many male victims suffer silently and do not report abuse.

The study also highlights significant gaps in legal and institutional support systems. While laws protecting women are essential, the absence of gender-neutral policies leaves male victims without adequate recognition or protection.

Domestic violence should therefore be understood as a broader human issue rather than a problem affecting only one gender. Recognizing male victims does not diminish the importance of addressing violence against women. Instead, it promotes a more balanced and inclusive understanding of domestic abuse.

Future research is necessary to better understand the extent of male victimization and its social consequences. Policymakers should consider developing gender-inclusive legal frameworks, support services, counselling programs, and awareness campaigns. Such measures would ensure that all victims of domestic violence receive equal recognition, protection, and support.

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18. Negotiating Faith and Gender: Religion and Feminism in India

Vania Sharma

Abstract

This paper examines the complex relationship between religion and feminism in India through a systematic review of Social Sciences scholarship. While existing literature often presents religion as either oppressive or empowering, this study argues that such interpretations are overly simplistic. Using PRISMA guidelines, 41 peer-reviewed articles were analysed and synthesised through the Gioia method to identify key themes. The findings reveal that religion operates as a multifaceted system—shaping gender through legal frameworks, institutional authority, cultural narratives, and political ideologies. Feminist engagement with religion is therefore not linear but negotiated across multiple domains, including law, activism, religious reinterpretation, and everyday practices. The study concludes that religion simultaneously constrains and enables feminist transformation in India.

Introduction

Religion and feminism in India share a deeply intertwined and historically layered relationship. Religion extends beyond private belief into areas such as family law, public morality, education, and political mobilisation. Simultaneously, feminist movements in India have actively engaged with religious questions—ranging from personal law reform and access to religious spaces to reinterpretations of sacred texts and minority women's rights.

In recent decades, this relationship has gained renewed importance due to the rise of religious nationalism, increasing visibility of minority feminisms, and ongoing debates around gender justice. However, existing scholarship remains fragmented across disciplines and themes, often failing to provide a unified understanding of how religion shapes feminist politics.

This study addresses this gap by systematically reviewing literature on religion and feminism in India. It aims to develop a coherent analytical framework that explains how religion functions simultaneously as a source of authority, governance, identity, and resistance.

Methodology

The study follows a systematic review approach guided by PRISMA standards. A structured search in Scopus initially identified 390 articles, which were narrowed down to 41 relevant peer-reviewed studies after applying inclusion criteria such as relevance to feminism, religion, and the Indian context.

Both empirical and theoretical works were included to ensure methodological diversity. The Gioia method was used for thematic analysis, involving:

- Identification of first-order concepts from studies
- Grouping into second-order themes
- Formation of broader analytical dimensions

This process resulted in nine key themes representing the major domains of interaction between religion and feminism.

Key Themes and Findings

Religious Reinterpretation and Theological Reform

One of the most significant findings is that feminist engagement often occurs within religious traditions rather than outside them. Women and activists reinterpret sacred texts and doctrines to challenge patriarchal norms. Concepts like ijtihad (independent reasoning) and feminist retellings of epics demonstrate that religious meanings are not fixed but contested.

This theme shows that:

- Patriarchy is often rooted in interpretation rather than doctrine
- Feminist reform involves reclaiming interpretive authority
- Religious traditions can serve as tools for gender justice

Women's Religious Authority and Leadership

Women are increasingly entering spaces of religious authority—as gurus, qazis, activists, and institutional leaders. However, their legitimacy is often contested and must be actively negotiated.

Key insights include:

- Authority is shaped by institutional recognition and public legitimacy
- Women leaders must perform credibility within gendered expectations
- Leadership expands through both formal roles and informal influence

This demonstrates that feminist change becomes durable when it is institutionalised.

Religion, Personal Law, and Legal Governance

Religion plays a central role in India's legal system through personal laws governing marriage, divorce, and inheritance. Feminist struggles often take place within this legal framework.

Findings highlight:

- Legal pluralism creates both opportunities and constraints
- Courts, community forums, and activists all shape gender justice
- Personal law can reinforce inequality but also serve as a site of reform

The theme reveals that gender justice is deeply tied to how religion is embedded in legal governance.

Religious Nationalism and Gendered Power

Religious nationalism, particularly in the form of majoritarian politics, significantly shapes gender relations. Women are often symbolically positioned as bearers of community honour.

Key points include:

- Feminist movements are fragmented under communal politics
- Interfaith relationships and women's autonomy are heavily regulated
- Gender becomes a tool for political mobilisation

This theme shows how religion functions as a political ideology influencing both identity and power.

Minority Feminisms and Muslim Women's Agency

Minority women, especially Muslim women, engage with feminism in ways that challenge both patriarchy and majoritarian narratives.

Important insights:

- Agency is exercised through religious identity, not despite it
- Movements like Shaheen Bagh highlight political participation
- Feminist activism often operates within faith-based frameworks

This demonstrates that feminism in India is not uniform but shaped by identity and context.

Gendered Violence and Communal Conflict

Religion plays a role in shaping narratives and experiences of violence, especially during communal conflicts.

Findings show:

- Women's bodies become sites of symbolic and physical violence
- Media and political narratives often communalise gender violence
- Feminist responses involve both resistance and memory work

This theme highlights the intersection of gender, violence, and religious identity.

Religion as Cultural Pedagogy

Religious texts, narratives, and media act as tools for teaching gender norms. Epics, translations, and women's publications shape ideals of womanhood.

Key observations:

- Religion constructs moral expectations of women
- Feminist reinterpretations challenge these narratives
- Cultural production is central to gender socialisation

Embodied Religion and Ritual Practice

Religion governs the body through rituals, dress codes, and practices. Women's mobility, sexuality, and physical autonomy are often regulated through religious norms.

Insights include:

- Gender norms are enforced through everyday practices
- Women negotiate these norms rather than passively accepting them
- Modern identities often combine tradition and autonomy

Religion as an Ethical–Ecological Resource

Religion also serves as a source of ethical and ecological values. Movements like ecofeminism draw on religious ideas to promote sustainability and justice.

This theme shows:

- Religion can inspire progressive social change
- Ethical frameworks rooted in faith can support feminist goals

Discussion

The findings demonstrate that religion in India is not a singular force but a dynamic system influencing gender at multiple levels. It acts as:

- An interpretive authority (through texts and doctrines)
- An institutional structure (through religious organisations)
- A legal framework (through personal laws)
- A political ideology (through nationalism)
- A cultural system (through narratives and practices)

Feminist engagement with religion is therefore negotiated rather than oppositional. Women and activists often work within religious frameworks while simultaneously challenging them.

Conclusion

This study concludes that religion is a central axis of gendered power in India. It shapes both the constraints faced by women and the possibilities for feminist transformation. Rather than viewing religion as inherently oppressive or empowering, it should be understood as a contested field where meanings, practices, and institutions are continuously negotiated.

By synthesising diverse scholarship into a unified framework, this paper contributes to a deeper understanding of the religion–feminism interface. It also highlights the need for nuanced approaches to gender justice that recognise the complexity of religious contexts in India.

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19. Impact of divorce on child's psychological wellbeing

Fellah Khan

Abstract

This paper examines the psychological impact of divorce on children, highlighting emotional, behavioural, academic, and developmental outcomes. While divorce disrupts family structure and routines, its effects are not universally negative. Factors such as parental conflict, economic stability, and social support significantly influence children's adjustment. The study integrates theoretical frameworks including attachment theory, family systems theory, and stress and coping theory to analyse children's responses. Findings suggest that cooperative parenting, emotional communication, and stable environments promote resilience and healthy development.

Introduction

Divorce is a complex social phenomenon with far-reaching psychological and developmental implications for children. It reshapes family dynamics, alters parental roles, and requires children to adapt to new emotional realities. While traditionally stigmatized, divorce has become more common due to changing social norms and increased emphasis on personal well-being. This paper explores how divorce affects children and identifies factors that influence their adjustment and long-term outcomes.

Methodology

This study is based on qualitative analysis and synthesis of existing literature on divorce and child development. Various theoretical frameworks and empirical findings were reviewed to understand emotional, behavioral, and social impacts. The approach integrates psychological theories with observed patterns in children's responses to divorce, focusing on key variables such as parental conflict, socioeconomic conditions, and support systems.

Literature review

Existing research highlights that the impact of divorce on children varies widely depending on environmental and relational factors. Attachment theory emphasizes the importance of secure bonds, while family systems theory views divorce as a restructuring of relationships. Studies show that high inter-parental conflict is a stronger predictor of negative outcomes than divorce itself. Research also indicates that children can develop resilience when provided with emotional support, stability, and consistent parenting.

Findings and Analysis

The analysis reveals that children experience a range of emotional responses including sadness, anxiety, and confusion. Behavioral changes may include aggression or withdrawal, while academic performance may temporarily decline. However, positive outcomes are possible when parents maintain cooperative relationships and provide stable environments. Socioeconomic factors and cultural context also play a crucial role. Overall, the findings suggest that divorce outcomes depend more on post-divorce conditions than the separation itself.

Conclusion

Divorce is not inherently harmful to children, but its impact depends on how it is managed. Supportive parenting, reduced conflict, and stable routines significantly improve children's adjustment. With appropriate emotional and social support, most children demonstrate resilience and continue healthy development. Therefore, the focus should be on improving family functioning and providing child-cantered support systems rather than viewing divorce solely as a negative event.

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20. Impact of Conflicts in Everyday Life: A Sociological Study of Young People in Manipur

Ngamsin Longmei

ABSTRACT

This paper examines how ongoing conflict in Manipur shapes the everyday lives of young people. While conflict in the region is often discussed in terms of ethnic tensions, political instability and violence, this study focuses on how it is experienced in daily routines such as education, mobility and communication. Since the outbreak of ethnic violence in May 2023, the situation in Manipur has had serious consequences, with over 200 people killed and more than 60,000 displaced from their homes (government and media reports). These conditions have made instability a part of normal life, especially for young people. The study follows a qualitative approach based on informal conversations and interviews with young people from different backgrounds. The aim was to understand how conflict is experienced beyond visible violence and how it becomes embedded in everyday life. Particular attention is given to disruptions caused by curfews, restricted movement and prolonged internet shutdowns. In 2023, Manipur experienced one of the longest internet shutdowns in India, lasting for several months, which significantly affected students' access to online classes, study materials and communication (Internet Shutdown Tracker, 2023). The findings show that conflict affects not only physical safety but also education, emotional well-being and future planning. Many young people reported uncertainty, anxiety and difficulty in maintaining academic continuity. At the same time, they also demonstrated resilience by adapting their routines, relying on offline resources and supporting each other during periods of disruption. The paper highlights that conflict should be understood not only as a political issue but as a lived social condition. By focusing on everyday experiences, this study shows how prolonged instability shapes identity, relationships and aspirations among youth in Manipur.

INTRODUCTION

Manipur, located in the northeastern region of India, has experienced long-standing political unrest, ethnic tensions and recurring violence. In recent years, especially after the outbreak of ethnic conflict in 2023, the situation has become more intense, affecting not only political stability but also everyday life. Reports indicate that the violence has resulted in hundreds of deaths and the displacement of thousands of people, making it one of the most serious internal conflicts in recent times. (Reuters 2024)

While conflict in Manipur is often discussed in terms of insurgency, identity politics and state response, its impact on daily life is less frequently examined. For young people in particular, conflict is not just something that appears in news headlines; it is something that directly shapes their everyday experiences. Curfews, road blockades, fear of violence and restrictions on communication have become part of normal life.

One of the most significant aspects of the recent conflict has been the repeated use of internet shutdowns. In 2023, Manipur witnessed one of the longest internet shutdowns in India, lasting for several months. (IT for Change , 2023) These shutdowns were introduced as a measure to control misinformation and maintain law and order. However, several studies suggest that such

restrictions often disrupt communication, education and access to essential services, without necessarily reducing violence. (For students and young people, the impact of these shutdowns is particularly severe. Research shows that a majority of students reported negative effects on their education due to lack of internet access. (Granthaalayah, 2024) Online classes, examination forms, study materials and communication with teachers all depend on digital access. When this access is removed, students are forced to adjust their routines, often at the cost of their academic progress.

In addition to digital disruption, physical mobility is also affected. Curfews and security measures limit movement, making it difficult for young people to attend schools, colleges or even meet friends. Educational institutions have at times been shut down or converted into relief camps, further disrupting the learning environment. (Digital empowerment Foundation) These interruptions may appear temporary, but their long-term effects on career development and future opportunities can be significant.

From a sociological perspective, these experiences highlight how conflict operates not only at a structural level but also at the level of everyday life. Conflict is not limited to moments of violence; it becomes part of routine behaviour, shaping how people move, communicate and interact. Young people, who are at a stage of identity formation and future planning, are particularly affected by this environment of uncertainty.

At the same time, it is important to recognise that youth are not merely passive victims of conflict. Many young people find ways to adapt to these conditions. They adjust their study schedules, rely on offline resources, form peer support networks and continue their education despite repeated disruptions. This reflects the interaction between structural constraints and individual agency.

Therefore, this study focuses on understanding how conflict in Manipur shapes the everyday life of young people. Instead of looking only at political causes, it examines lived experiences ,how youth manage their studies, relationships and aspirations in a situation where uncertainty has become normal. By doing so, the study attempts to bring attention to the micro-level impact of conflict, which is often overlooked in mainstream analysis.

Literature Review

The study of conflict in Manipur and the wider Northeast region has largely focused on political history, insurgency movements and state responses. Scholars such as Sanjib Baruah (2005) have described the region as experiencing a condition of “durable disorder,” where instability continues over long periods due to unresolved political issues and governance challenges. His work highlights how conflict is sustained not only by insurgent groups but also by structural conditions that remain unaddressed.

Similarly, Bimol Akoijam (2010) has examined the political history of Manipur, particularly the debates surrounding its merger with India and the continuing questions of identity and autonomy. His work emphasises how historical grievances and contested narratives contribute to present-day tensions. While these studies provide important background, they mainly focus on macro-level political processes rather than everyday experiences.

From a broader sociological perspective, conflict theory provides a useful framework for understanding these dynamics. Karl Marx viewed conflict as arising from inequalities in power and resources, while Max Weber expanded this understanding to include status and authority.

In the context of Manipur, conflict is not only economic but also deeply linked to ethnicity, land, political representation and cultural identity.

Another important contribution comes from Johan Galtung (1969), who introduced the concept of structural violence. According to Galtung, violence is not only physical but also embedded in social structures that limit access to opportunities. In Manipur, repeated internet shutdowns, restricted mobility and disruption of education can be understood as forms of structural violence that affect young people's everyday lives.

Scholars working on everyday life and violence have also provided valuable insights. Veena Das (2007) argues that violence does not remain separate from daily life but gradually becomes part of it. People continue their routines while adapting to an

underlying sense of insecurity. This perspective is particularly relevant in Manipur, where curfews, checkpoints and uncertainty have become normalised over time.

Research on youth in conflict zones further highlights the importance of focusing on lived experiences. Henrik Vigh (2008) describes conflict as a "social condition" in which young people constantly adjust their strategies in response to instability. Rather than being passive victims, they actively navigate uncertainty. Similarly, Alcinda Honwana (2012) discusses how conflict delays the transition to adulthood by disrupting education and employment opportunities.

In the Indian context, Craig Jeffrey (2010) introduces the idea of "waiting," where young people experience prolonged uncertainty due to lack of opportunities. This concept is relevant in Manipur, where repeated disruptions in education and limited local employment options affect future planning. Many young people either delay their aspirations or consider migration to other states. Recent studies have also focused on the impact of internet shutdowns in conflict-affected regions. Reports indicate that Manipur experienced extended periods of internet suspension during the 2023 conflict, affecting access to education, healthcare information and communication. Students preparing for competitive exams or attending online classes were particularly affected. These disruptions highlight the increasing importance of digital access in contemporary education and everyday life. Despite these contributions, there remains a gap in the literature. Most studies focus either on political conflict or on structural analysis, with limited attention to how conflict shapes routine experiences. There is also a lack of qualitative research that directly engages with youth perspectives in Manipur. Therefore, this study attempts to bridge this gap by focusing on everyday life. It brings together sociological theory and lived experience to understand how young people manage education, relationships and future aspirations in a conflict-affected environment. By doing so, it shifts attention from macro-level analysis to micro-level realities.

Methodology

This study adopts a qualitative and exploratory research design in order to understand how conflict is experienced in everyday life. The focus of the research is not on measuring conflict through statistics, but on understanding how young people interpret and respond to it in their daily routines. A qualitative approach was therefore considered more suitable, as it allows for deeper engagement with lived experiences. The data for this study was collected through informal conversations and semi-structured interviews with young people from different backgrounds in Manipur. The participants primarily belonged to the age group of late adolescence and early adulthood, as this stage is crucial for education, identity formation and

future planning. Individuals were selected using purposive sampling, ensuring that participants had directly experienced disruptions such as curfew, internet shutdown, or educational interruption. Instead of using rigid questionnaires, the interviews were conducted in a flexible manner, allowing participants to speak freely about their experiences. This approach helped in capturing not only factual information but also emotions, perceptions and personal interpretations of conflict. Many participants shared how their daily routines had changed over time, including adjustments in study patterns, reduced mobility and increased reliance on peer networks. The data collected from these interactions was analysed thematically. Recurring patterns were identified across responses, particularly in relation to education, mobility, communication, emotional well-being and identity. These themes were then interpreted using sociological concepts such as structure and agency, as well as everyday life perspectives. Ethical considerations were also taken into account during the research process. The identity of participants has been kept confidential, and their responses have been used only for academic purposes. Since the topic involves sensitive experiences related to conflict, care was taken to ensure that participants felt comfortable and were not pressured to share information. Overall, the qualitative approach allowed for a more nuanced understanding of how conflict shapes everyday life. Rather than presenting generalised data, the study focuses on individual experiences, highlighting how young people navigate uncertainty in a conflict-affected environment.

Findings and Discussion

The findings of this study show that conflict in Manipur is not limited to moments of visible violence but is deeply embedded in everyday life. Young people experience conflict through routine disruptions, uncertainty and constant adjustment. The themes that emerged from the study highlight how education, mobility, communication, emotional well-being and social relationships are affected.One of the most immediate impacts of conflict is on education. Many participants reported that schools and colleges are frequently closed due to curfews or security concerns. In several instances during the 2023 conflict, educational institutions remained shut for extended periods, and academic schedules became uncertain. Students preparing for board exams or competitive exams faced significant difficulties due to lack of continuity.

In addition to physical closure of institutions, internet shutdowns further disrupted learning. Since many students rely on online resources, classes and application processes, the absence of internet access created serious academic gaps. Studies have also pointed out that prolonged internet suspension in Manipur affected students' ability to access study materials and submit applications on time (Access Now, 2023). As a result, many students felt they were falling behind compared to others outside the state.

Restricted Mobility and Everyday Movement

Mobility is another area where the impact of conflict is clearly visible. Curfews, road blockades and security checkpoints restrict movement across different areas. Participants mentioned that even travelling short distances can feel unsafe during periods of tension. In some cases, people avoid crossing certain areas due to fear of violence or community-based divisions. These restrictions not only affect education but also limit access to basic services and social interaction. Daily activities such as going to tuition classes, meeting friends or attending public spaces become uncertain. Over time, young people begin adjusting their routines based on perceived safety rather than personal choice.

Internet Shutdown and Digital Isolation

A major feature of recent conflict in Manipur has been repeated internet shutdowns. In 2023, the state experienced one of the longest internet suspensions in India, lasting for several months (Access Now, 2023). While authorities often justify shutdowns as a way to control misinformation, their impact on everyday life is significant. Participants explained that without internet access, communication becomes difficult, especially with people outside the state. Students preparing for higher education or jobs are unable to fill forms, access information or attend online classes. In a time where digital connectivity is essential, such restrictions create a sense of isolation. Moreover, internet shutdowns also affect emotional well-being. Social media and messaging platforms are important for maintaining relationships, especially during stressful times. When these are suddenly cut off, it increases feelings of uncertainty and disconnect.

Emotional and Psychological Impact

Living in a conflict-affected environment has a noticeable impact on emotional well-being. Many participants expressed feelings of anxiety, fear and uncertainty about the future. The unpredictability of violence, sudden curfews and continuous disruption creates mental stress.

However, what is significant is that these feelings are often normalised. Young people grow used to adjusting their expectations according to the situation. Planning for the future becomes difficult when the present itself is unstable. This creates a condition where uncertainty becomes part of everyday thinking.

At the same time, not all responses are negative. Some participants mentioned that they have become more aware, cautious and adaptable. They learn to manage their time differently, rely on offline resources and support each other during difficult situations.

Identity and Social Relations

Conflict also affects how young people relate to others, particularly across different communities. During periods of tension, social interactions may become more cautious. Participants mentioned that discussions about identity or background can become sensitive, especially in mixed social settings. In some cases, friendships across communities are affected due to mistrust or fear. At the same time, there are also instances where young people consciously try to maintain relationships and avoid conflict in personal spaces. This shows that identity is not fixed but negotiated in everyday interaction.

Resilience and Adaptation

Despite these challenges, a key finding of this study is the resilience shown by young people. They do not remain passive but actively adjust to changing conditions. For example, students form small study groups, share offline materials and plan their schedules around curfew timings. Some participants also mentioned engaging in community support activities, such as helping displaced families or participating in awareness efforts. These actions reflect agency within structural constraints. From a sociological perspective, this highlights the interaction between structure and agency. While conflict creates limitations, individuals respond in different ways based on their circumstances. Everyday life becomes the space where this interaction is visible. Overall, the findings show that conflict in Manipur is not just a political issue but a lived social reality. It shapes routines, relationships and aspirations, making everyday life an important area of study.

Conclusion

This study shows that conflict in Manipur is not only a political or security issue, but something that deeply affects everyday life. For many young people, conflict is not experienced as a single event, but as a continuous condition that shapes daily routines, decisions and future plans.

The findings highlight that disruptions in education, restricted mobility and internet shutdowns have become common experiences. For instance, the prolonged internet shutdown in 2023, which lasted for several months, made it difficult for students to access online classes, apply for exams and stay connected with the outside world Access Now, 2023; Human Rights Watch, 2025). This shows that conflict today is not only physical but also digital, affecting access to information and opportunities. At the same time, the scale of the conflict itself has been severe. Reports indicate that more than 200 people have been killed and over 60,000 displaced since the violence began in May 2023 (Government and media reports). Many families have been forced to move into relief camps, and young people growing up in such environments face uncertainty about both present and future. In such conditions, planning for higher education or career becomes difficult. Another important observation is that conflict reshapes social relationships. The division between communities has affected how young people interact with each other. In some cases, friendships across communities have weakened due to fear or mistrust. At the same time, there are also instances where individuals try to maintain relationships and avoid conflict in personal spaces. This shows that identity is not fixed but constantly negotiated. Despite these challenges, young people are not passive. A key finding of this study is the resilience shown by youth. Many students continue their studies using offline materials, adjust their routines according to curfew timings and rely on peer support. Some even participate in relief efforts or community initiatives. This reflects that even in difficult conditions, individuals try to create a sense of normalcy. From a sociological perspective, the study highlights the importance of understanding the relationship between structure and agency. Structural conditions such as conflict, curfew and internet shutdowns create limitations, but individuals respond to these conditions in different ways. Everyday life becomes the space where this interaction is visible. Overall, the study suggests that to understand conflict in regions like Manipur, it is necessary to move beyond political analysis and focus on lived experiences. Conflict is not only about violence; it is also about how people continue their lives under uncertainty.

Recommendations

Based on the findings of this study, a few important steps can be suggested. First, there is a need to ensure continuity in education even during periods of unrest. Alternative systems such as offline learning support, flexible academic schedules and better access to study materials can help reduce the impact of disruption.

Second, the use of prolonged internet shutdowns should be reconsidered. While they are often justified as a way to control misinformation, their impact on students and young people is significant. Studies have shown that such shutdowns can actually create more confusion and limit access to essential information rather than solving the problem (Internet Society, 2024).

Third, there is a need to focus on mental and emotional well-being. Living in an environment of constant uncertainty can create stress and anxiety among young people. Providing counselling support, safe spaces for discussion and community-based initiatives can help address these issues.

Finally, efforts should be made to rebuild trust between communities. Long-term peace cannot be achieved only through political solutions. It requires rebuilding social relationships at the everyday level. Encouraging dialogue, interaction and youth participation in peace-building initiatives can play an important role in this process.

In conclusion, conflict in Manipur should be understood not only through statistics of violence, but through the everyday experiences of people living in it. By focusing on youth, this study highlights how instability shapes not just the present, but also the future of a generation.

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Digital Technology Influence Over Consumer Buying Behaviour in India: A Review Analysis

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Abstract:
In the era of modern marketing, the Digital Technology plays an emerging role in influencing almost all aspects of our lives. From this paradigm shift of technology entirely changed the consumer's choices to decision making, it is everywhere. With its existence, one can get easily access to all the data anytime, anywhere. The digital technology allows the firm for better understand their consumer's choices & preferences in order to fulfil their requirements. While the modern technology are frequently upgrading, it's playing an essential role in the shifting of the consumer from the traditional approach to the modern approach in purchasing goods and services. This shift has entirely changed the behaviour of consumer due to the adoption of new technology. Such firms used to target their audience online and maintain their consumer base. With the introduction of Web 3.O and evolution of UPI's and it's actively engagements with the consumer behaviour results in the heavy utilisation of the internet specifically in the period of COVID-19. This digital technology reforms the consumer attitude and provide them the freedom to decide what they want to purchase as well as helps them in the product comparison with other products (available from different companies) and satisfy their needs. Hence, with the emergence of social media, it holds a base role in maintaining a strong bridge between the customer and firm. The present research is exploratory and descriptive in nature and secondary data have been used to build for the research structure. The findings of study are significantly impacting over the consumer, company as well as over industries which are specifically connected with the research as it will provide significantly impact and those impacts can be seen in a 360* manner in both consumer and company.
Keywords: Digital Technology, Consumer Buying Behaviour , Impact Of Technology On Consumer Buying Behaviour.

1.1 Introduction

The technological advancements and internet have transformed firm's operations in recent years. Nowadays consumers have more power as compare to the past and with the help of internet, which become possible for consumers to access any information at any time and from any location. Specifically, the internet has a greater influence on people's lives as compare to any other invention in human history. Digital technology has a profound impact on all aspects of human existence. Digital technology has completely revolutionised as compare to past. Special thanks to the internet and cell phones, our everyday routine has progressively moved from the real world to the virtual one.[1] The rapid increment in the adoption of mobile phones reshaped how consumers approach for their purchasing decisions. The fastest and the highest adoption rate of any consumer technology in history have been seen with the spike in the uses of mobile phones**.** The consumer perceptions about making a

purchase have shifted as a result of digitalisation. Mobile phones had the highest adoption rate in the record of consumer technology. Regardless of our other identities such as students, workers, parents, lovers, joggers, or stamp collectors, we all are consumer in day-to-day life.[2] With the help of technology, consumers are getting better information for their purchase and utilise things and services on a regular basis for eating, clothing, reading, playing, and travelling. Therefore, a large amount of money companies are spending on as, consumption is a necessary aspect of everyday in human lives.

The consumer behaviour begins with several questions, "How do we know what we want?" Not as simple a question as "What do we do with something we no longer want?" the mental, emotional, and physical processes people use to choose, acquire, and discard goods and services in order to satiate consumer needs and desires, might be considered conventional definitions of consumer behaviour.[3] The transformation from the traditional approach from marketing to the digitalization**,** marketing has drastically shifts the interaction between the brands and its target audiences. In the traditional approach, conventional marketing methods were the main remedy for attracting the large volume of sales. In contrast, the modern marketing approach makes the consumer to utilise the social platforms to interact with firm's marketing campaign. Traditional market places and offline retail outlets are now seriously vulnerable by the startling rate at which offline markets are changing to online ones.

In India, digital payment methods have grown significantly due to the usage of mobile phones and also to enhance the payment infrastructure.[4] The payment industry in India has seen tremendous development potential due to its recent major digitisation. Apart from the growth of 60.6 percent in financial year-18 and in FY-19 it was an massive hike with 46.5% as compare with its' preceding year in the total volume of digital payments. Demonetisation and the COVID-19 epidemic both had a detrimental impact on liquidity, which sparked India's emergence of digital payments. The COVID-19 pandemic hastened the decline of cash usage and the surge in acceptance of electronic payment options.[5]

1.2 Literature Review

Yasmin et al., (2015) study explored how consumers interacted more with brands on digital platforms. The findings showed that when the usage of digital marketing reached 1%, an impressive 84.70 percent of customers become automatically informed and updated about the available products into the stock. This Digital technology engaged the target audience with company more effectively. **Sawicki, (2016)** presented that the digital revolution in market brought an opportunities to adopt innovative customer models which were crucial for the companies to make their presence in market. The study showed an extensive growth of smartphones leads to increase the awareness of digital market among companies and their potential customers. Due to widespread of smartphones companies were able to communicate through different channels and establish a highly effective relationship with their customer and increase their sales respectively. **Khatri, (2021)** explored the combination of modern technology's and technical aspects of digital marketing, keep in mind the shifting trend and developing consumer preference driven by new product. In same time, artificial intelligence played a crucial role in providing personalized experience to consumer by analysing their data. Companies had to maintain a proper IT infrastructure for the efficient working of AI based digital marketing which posed costly for the company. **Tong et al. (2020)** presented a framework for personalized mobile marketing incorporating five Ps (product, price, place, promotion, and prediction) that influenced consumer behaviour using hyper-contextual data. Study also suggested many ideas for future researches such as how different modern technologies influence consumer purchase pattern.[6]. **Bourkalis, et al., (2009)** Due to the presence of mobile phones, customers were not dependent on store opening hours. Customers now able to save their time with the help of technology. **Niemeier, et al.,(2013**)indicated that due to the availability of technology, customers shifting toward online instead of purchasing offline. As online customers also had the authority to decide the product of their choice same as in the offline mode like when, where their product should be delivered. **Jung & Dieck, (2018)** presented current growth of the retail industry were driven by the addition of advanced technologies with the existing technologies in the retail store to attract the new customers and also retain the existing customers with a better in store experience. [7]. **Antoine Camarre et al.,(2012)** discussed about the futuristic and modern direction of mobile marketing across various areas.[8]. **Mangold (2009)** Suggested that with the use of technology and social networks, there were a wide range of forms available including blogs, discussions , chat rooms and ratings for the product and services provided by the company, allowing customer to provide a fair feedback. **Voramontri, (2018**) stated that the customer decision making could be defined as the pattern of behaviour executed by consumer in the form of extracting information regarding product and services and forward explain that there were different types of purchase behaviour.[9].

1.3 Research Objective

- To Investigate the Impact of Digitalisation Over Consumer Buying Behaviour in India.

Table No1.1 Technological Drivers for Consumer Behaviour

S.NO	Technology	Description	Purpose Of Technology	Shopping Usage	Example
1.	Augmented Reality	It covers the digital elements onto the real world which mostly enhance users experience through interactive information.	Shop for clothing, jewellery and furniture decorating at home	Mobile application that allows the user to interact with the product in real-time	Amazon AR view, smart glasses
2.	Virtual Reality	It is the technology used to transport users into a 3D visual environment generated by computer.	VR powered shopping experience.	This is a kind of glass which provide the user with a virtual mall and virtual sales assistant for purchase the product.	Alibaba Buy+
3.	Artificial Intelligence	It is an intelligent machine that work and reacts like human beings by giving some command	Voice Shopping for prime available items	Customers are talking to a voice assistant that can provide the complete information of the product specially linked to their Amazon account	Amazon Alexa
4.	Drones	Technology used for aerial deliveries	Delivery method	Receiving and delivering orders via drone.	Amazon Prime Air

Source:- https://www.emerald.com/insight/content/doi/10.1108/bjm-02-2021-0049/full/pdf accessed on 19th September 2024 at 9:40pm

The table no.1.1 interpret about the digital technology data available such as augmented reality, virtual reality, artificial intelligence and drones as well which impact the consumer buying behaviour in the market. These technologies are capturing the market world-wide and also providing an ease in accessibility for pre-purchasing. The digital technology with its evolution and heavy usage by the consumers, its the augmented reality, which provides a real time interaction of product and its consumer for a better purchase of their choice. Similarly, artificial intelligence provides chatbots and virtual assistance for in depth knowledge of the product. Hence, every technology has its own strength and weakness which provide an immense shopping experience to user.

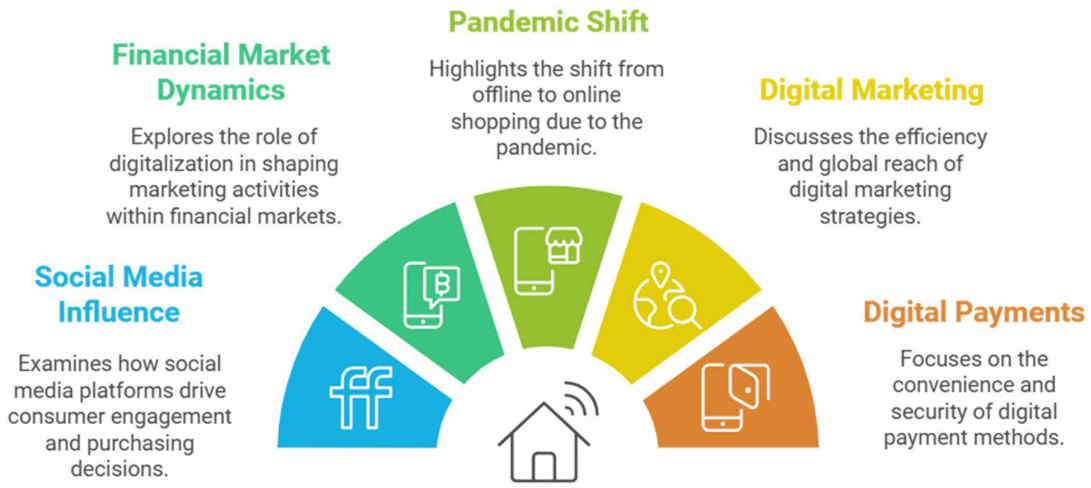
1.4 Recent Trends and Impact of Digitalization on Consumer Behaviour

The recent trends in digitalization have transforms consumer behaviour for purchasing the products and along with familiarisation of e-commerce, social media platforms, situation become drastic. Due to the availability of virtual assistance and chatbots, the consumer gets more deeply engage with the product and meet their expectations. One of the major effects of digitalisation on the consumer is the facility of digital payment methods such as UPI's etc.

- **The Digitalisation Impact on Consumer Behaviour with Respect to Social Media:** Social media is a good way to spread out the advertisement and e-commerce for creating a chain reaction. According to users responses, "their experience for consumer behaviour to present a situation where it is possible to do something was impossible to imagine in thought".[11]
- **The Digitalisation Impact on Consumer Behaviour and Marketing Activity in Financial Market:** The development of internet, economy is one of the most important factors of economy development as it can concise both the supply and demand of an economy. The banking market is one of the important factors which affects financial market.[12]
- **The Digitalisation Impact on Consumer Behaviour in the Pandemic Period:** The widespread of Covid-19 disease actually becomes a challenging and dangerous disease within a specific and shortest time span in particular that time. The majority of offline shopping shifts to online shopping due to buyers are getting the essential product without any physical contact.[13]

- **The Digitalisation Impact on Consumer Behaviour in Digital Marketing:** With the help of digital marketing, both time and money saved and in digital marketing the consumer purchases the thing from another country or state without going there, means it erase the line between state or counties to carry the individuals closer. The specific Customers can easily compare the product on the backbone of quality, quantity price etc[14]
- **The Digitalisation Impact on Consumer Behaviour with Digital Payment Service in Metro Cities:** The UPI transaction is an electronic process and with its evaluation, its adopted almost in all over the world. Through digital payment, the users can make payments very easily anywhere and anytime and its importance has increased during the last few years, because of its versatile features (Specifically like cashless, paperless, faceless & contactless). Due to its versatile nature and feature the most of the countries are talking in today's time about it and people also want to adopt it as it's digital nature avoids robbery, etc. Whereas According to cyber security agencies it not too much safe due to heacking issue, but it is safe while if consider the robbery aspects.[15]

Fig. No.1.1 Impact of Digitalization on Consumer Behaviour



1.5 Conclusion

From the reviews from carious studies, the emerging digital technology making it more convenient than even before. It's become easier to find any information, anytime and anywhere. It influenced the consumer choices by offering multiple options at different prices and quality drastically. Almost all of our daily activities have become digitally from shopping to even booking a table at restaurants. E- technology has greater impact on Content Marketing as quality content is playing role like a king and influencing at mass level. When appropriate commands implemented, the work efficiency become higher as compare to human beings. Several firms are using e-technology to understand their customer's choice. It helps them to maintain their strong customer base.

Due to this the competition is becoming tough day by day and more engaging as it offers a two-way communication between consumer and firm and social media is serving as a framework for the consumers to interact virtually and clarify their queries. The online payments via UPI , Google Pay , Paytm etc has become more convenient and a safer option as it prevents purse pocketing by simply scan and pay. The various reports introduced by Big4 companies stated that utilisation of digital technology escalates their profits and the leaders were also able to prioritise the customer feedback and delivered a trust on financial factor security and customer centric. Overall E- technology has widely impacted the consumer behaviour by offering personalised experiences and improved access to the information and in modern days its become the integral part in consumer buying behaviour specifically in context of India.

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A systematic literature review and bibliometric analysis on inclusive green finance with an emphasis on the digital economy and green growth

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Abstract

Purpose – Updating research is important to assess the progression of existing academic studies. The purpose of the study is to comprehend the role of inclusive green finance in terms of financial and economic inclusion in the digital economy and green growth.

Design/methodology/approach – Bibliometric methodology was employed to assess the progression of the current academic study on inclusive green finance. Scholarly articles were taken from Dimensions and PubMed. A VOS Viewer was used to assess 263 publications, looking at co-authorship, co-occurrence of keywords, citations and co-citations of documents and sources that linked.

Findings – The findings reveal that inclusive green finance plays an important role in green economic development. Inclusive green growth and ecological innovation pave the way for achieving sustainable development. There is a strong relationship between digital financial inclusion and green technological innovation. Interestingly, the analysis found that China is a major player focusing on inclusive green finance.

Originality/value – This study is one of the preliminary steps toward understanding the various barriers and challenges associated with inclusive green finance. This paper can contribute to inclusive green finance literature for further research in each field. The paper also highlights various strategies to overcome challenges related to inclusivity in green finance.

Keywords Inclusive green finance, Green economy, Financial, Digital

Paper type Conceptual paper

1. Introduction

Financial and economic inclusion in the digital economy and green growth has gained the attention of scholars in the last few decades, who are facing the challenge of financial and economic inclusion. The viability of green finance and economic inclusion tackles the matter of new economic prospects through the integration of underprivileged social groups and presents fresh prospects for investors to investigate (Niekerk, 2024). Inclusive green finance focuses on various financial services and support to combat the negative impacts of climate change, loss of biodiversity, promoting a low-carbon economy, and enhancing a sustainable green environment while incorporating economic inclusivity (UNSGSA, 2023). There is a lot of global, regional, and national significance in promoting the concept of inclusive green finance. It plays a major role in achieving globally united nations' sustainable development goals (UNSGSA, 2023), like no poverty (SDG 1), affordable and clean energy (SDG 7 and SDG 13), and climate action (Desalegn and Tangl, 2022). The study motivation is associated

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with an emerging valuable mechanism, i.e. inclusive green finance that actually maximizes benefits and minimizes the cost to poor communities by implementing inclusive green financing, which effectively mitigates the adverse effects of climate change also (Aribah Aslam and Ghouse, 2023). Further, the UN report mentioned that there is a significant financial gap estimate of about USD 4.1 trillion, which is needed by 2050 for meeting the targets of climate change, biodiversity, and land degradation (UNDP, 2020). The United Nations Environment Program indicates that there is an increased risk of climate change in emerging and developing economies, which is affecting GDP and economic growth, so there is a call for resilient policies for transformation through financial regulators and policymakers (AFI, 2021). The main causes of the green financing gap are inadequate finance levels, poor green project selection and management, the trade-off between risk and return, and a lack of analytical tools and experience in detecting and evaluating green project risks. Along with the initiatives of the government and various financial institutions, private capital also needs to be enhanced to meet microeconomic challenges like risk-return trade-offs and lack of coordination between financial and environmental problems. The focus should be on contributions to green initiatives of various countries and on how households and individual participation should be increased in green finance (Desalegn and Tangl, 2022). To achieve inclusive green finance, financial institutions need to provide vital support by financing green technologies for promoting green products. To promote green investment and to mitigate economic crisis, returns on green investments must be very high to attract investors. Low-income groups primarily face the challenges of climate change, necessitating financial commitment. The financial gap in green investment is increasing at an alarming rate, so there is a need for global attention on the issues of climate change, sustainability, and financial inclusivity (Desalegn and Tangl, 2022).

Several challenges hinder the effectiveness of green finance, including a lack of awareness and motivation regarding the concept, weak policy coordination, inconsistent policies that create uncertainty for investors, and a lack of financial incentives for investors and institutions willing to support climate change mitigation (Ozili, 2022). The importance of promoting private sector investment for nature-based solutions is also emphasized (Caleb Debrah *et al.*, 2022). Many private investors, financial institutions, and other stakeholders avoid taking the risk of contributing to green finance because it is among the underdeveloped concepts. Green technologies are expensive, which makes low return on investment a major risk factor (Abd Hadi Mustaffa, 2021). There must be integration between private users or borrowers, financial institutions, and the government to make inclusivity more possible. To overcome challenges related to inclusive green finance, the first and foremost step is to raise awareness of the importance of green technologies and products. Financing, if supported by the government, will enhance the confidence among private investors to participate in green financing (Niekerk, 2024). Financial literacy needs to be enhanced by providing proper training to bankers, financiers, and practitioners about the operation of green technology and its applicability. Since inclusive green finance focuses on the three facets of sustainable development—financial, ecological, and societal—it is a crucial strategy for achieving sustainable development goals (Mohanty, 2023).

Three primary obstacles to green finance are undoubtedly policy, economic, and knowledge hurdles. Several methods can be used to get around these possible problems. We need clear green policies, a way to evaluate risk, a way to improve credit, low-cost refinancing, and securitization markets for green products and technology. We also need to combine directed finance with incentive finance and public finance with private finance (Kumar and Shobana, 2024). Green financing is more complex to understand as compared to traditional financing, which makes inclusivity more difficult to achieve. There is a challenge to operational capability among financial institutions. Green financing applications should match technical standards. To deal with various barriers to inclusive green finance, some innovative financing techniques, such as financial inclusion and FinTech, must be adopted. It is suggested that policymakers make viable and energy system-friendly policies to grant green

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finance to the energy systems (Hongda Liu, 2021). Fintech facilitates access to new funding and investment sources, so it has the potential to mobilize green finance. By merging big data and artificial intelligence to hasten the shift to a green economy, fintech's role in providing green financing is apparent. Fintech has been said to help ensure green finance (Hongda Liu, 2021). The green financial system can be improved through enhanced policies, infrastructures, and institutional arrangements that attract private funds toward the green industry (Hongda Liu, 2021). If we can transform our financial system, it will create many opportunities to enhance green financial system inclusivity and its instruments (Bhatnagar and Sharma, 2022).

The academic importance of inclusive green finance is immeasurable and can't be ignored, as it helps in bridging a gap between financial inclusion and environmental sustainability. It integrates the financial system with sustainable development goals and channels financial services toward green projects and green infrastructure (UNDP, 2020). Inclusive green finance facilitates green innovation by encouraging green technological advancements and promoting environmentally sustainable projects. In this digital economy, there is an urgent need for digitally inclusive green finance. This, in turn, leads to enhanced ecological environments and improved corporate performance (Chen, 2024).

Our study is all about looking at the idea, problems, and importance of inclusive green finance from the perspective of financial inclusion, technology, policy, investment, sustainability, and climate resilience to give a complete and forward-looking research framework. It helps in integrating the prospects of inclusive green finance's global, regional, and academic significance. It expands our understanding of how inclusive green finance mechanisms can enhance climate resilience and economic stability. The paper examines the feasibility of bridging the gap between financial inclusion and green investment for sustainable development. The next section presents the concepts in literature and explains the methods used and data, followed by the study results in section four, while the discussion is in section five. The final section, six, provides implications and limitations of the study.

2. Literature review

2.1 The theoretical foundations

Even the strong economic forces were greatly impacted by human-caused environmental changes. In spite of creating a nationwide plan for addressing climate change within the Paris Agreement, the country is held back from reaching its objectives due to shortcomings in the green financial sector and foundational infrastructure (Freytag, 2020). Prior studies have concentrated on the quantity of green bonds without thoroughly analyzing the market's stagnation. Green finance is essential for financial performance and environmental impact (Mohanty, 2023). The evolution of green finance (GF) is driven by global environmental concerns, leading to academic and policy interest in innovative and sustainable financial systems. A bibliometric analysis explores GF's growth and enablers (Bhatnagar and Sharma, 2022). Recent research has shown that the green financing gap is a significant challenge in addressing global environmental issues. This study systematically analyzes green finance, highlighting research trends and proposing strategies to fill the gap. Regulatory issues are identified as a key challenge, with suggestions for enhancing green finance and attracting private investors (Desalegn and Tangl, 2022). Dongyang Zhang *et al.* (2021) reveals that green economic growth fluctuates due to inconsistent government policies. While public R&D spending positively influences sustainability, its effects vary across countries, particularly those with higher GDP per capita. The study reveals that green energy technology investments help foster a green economy. Increasing green finance access is crucial for emerging economies facing a $2.5 trillion annual gap. This study in India identifies barriers and strategies for promoting green finance adoption, highlighting policy, economic, and knowledge barriers (Wasan *et al.*, 2021). The Paris Agreement resulted in a rise in green funding, yet obstacles such as financial limitations, stringent regulations, and perceived risks impede global involvement (Abd Hadi Mustaffa, 2021).

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The role of digital financial inclusion, creative innovations, and green finance enhances banking stability (Giang Thi Huong Vuong *et al.*, 2025). Prudential green policies urgently need to be aligned with the scaling-up of green finance to support a sustainable and resilient green economy and prevent climate and biodiversity crises. The author highlights the integration of two separate areas—green finance and inclusive finance—into a holistic concept of inclusive green finance. The IGF-related policy framework will help various countries to meet the commitments of the Paris Agreement and the sustainable development agenda (Volz, 2022). Ma (2023) also mentioned that digital inclusive finance plays a major role in promoting corporate green technology innovations. Some financing constraints play a mediating role in this relationship, while various internal controls can enhance the process of digital inclusive finance for driving sustainable green corporate innovations.

Green inclusive finance is crucial for promoting sustainable and inclusive development (Xuxia Wang, 2020). Financial inclusion can be promoted through green innovations for a sustainable future, integrating with the global goal of carbon neutrality (Mohsen Brahmi *et al.*, 2023). The study mentioned that to speed up the green transition, we need a regulatory framework that supports it, financing that is easy for everyone to get, and policies that recognize the importance of financial inclusion through innovation. Financial inclusion, green finance, and green growth are driving forces of sustainable development in both low- and high-financial development countries (LFDCs) and high-financial development countries (HFDCs) (Oanh, 2024). In the same manner, Abbas (2024) mentioned that foreign direct investment (FDI), green innovation, and trade openness positively contribute to green economic growth. The study recommends advocating for environmentally constrained financial inclusion to support sustainable development. Xingqi Zhao *et al.* (2024) highlights the role of green finance policies in sustainable development and found that green energy efficiency in innovation pilot zones was driven by green innovation and environmental regulations. The author also recommends tailoring green finance policies for regional ecological needs. Niekerk (2024) shows the problem regarding persistent economic exclusion and resource depletion and focuses on tackling the SDGs issues. Green finance is a beneficial resource for advancing economic inclusivity and a sustainable economy, leading to the achievement of SDGs. Green finance (GF) plays a vital role in addressing climate change and reaching international sustainability objectives. GF is a growing area that spans multiple disciplines and focuses on topics such as the green bond market, green credit, carbon investment, green banking, market stress, and climate finance policies (Caleb Debrah *et al.*, 2022).

Many empirical studies have been conducted to demonstrate the effect of green financing on energy efficiency (Hossain, 2024; Yuchen Li *et al.*, 2024). According to Hossain (2024), the significance of financial digitization and R&D investment promotes green innovation and green finance initiatives. This exploration of dynamic relationships examines 15 developed and emerging economies. The study in 30 Chinese provinces (2011–2021) reveals that inclusive finance significantly enhances green inclusive growth (Yuchen Li *et al.*, 2024). Similarly, Zhimin He (2024) states that financial support is crucial for green development. Digital inclusive finance's impact on green development efficiency through Provincial Digital Financial Inclusion Index data offers insights for sustainable growth in China's provinces. Green bonds encounter difficulties in determining their value and are susceptible to the danger of misleading claims about their environmental benefits. Limitations of the research involve a small number of participants and restricted data on greenwashing within financial transactions (Freytag, 2020). Falcone (2019) highlights the institutional and financial hurdles that prevent the drive for environmentally sustainable innovation specifically for biomass producers. There should be long-term effective policy interventions to mitigate financial risks and encourage green investments. Green credit guarantee schemes (GCGSs) help diminish risks and enhance profits by funneling tax revenue generated from green energy projects back to investors (Taghizadeh-Hesary and Yoshino, 2019). A finance ecosystem approach is necessary for ensuring complementary funding mechanisms for low-carbon investments. Additionally, there is a need for strong

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public sector funding that can help sustainably focused businesses, and there is an urgent need for strong entrepreneurial skills development and investment readiness support to drive impactful climate change solutions (Robyn Owen *et al.*, 2018).

Fintech plays a major role in advancing green innovation and supporting the achievement of the Paris Agreement and Sustainable Development Goals (Nassiry, 2018). The study focuses on blockchain applications for sustainable development and, interestingly, innovations in financial instruments such as developing green bonds (Nassiry, 2018). Additionally, the paper explores the implications of these technologies for developing economies in Asia and provides preliminary policy recommendations for harnessing fintech and blockchain to drive low-carbon, climate-resilient investments. The role of central banks in greening financial systems is through allocating resources for a sustainable green economy and curbing financial allocation towards environmentally harmful activities (Volz, 2017). It also looks into how central banks and financial regulators can change investment and credit allocation using different policy tools, such as monetary policies, micro- and macroprudential regulations, climate-related stress testing, disclosure requirements, and different reserve or capital requirements based on how they affect the environment.

2.2 Research gap

There is a wide-ranging gap found after reviewing an extensive review of literature published in the related context and found that there are hardly any studies shepherded on the role of inclusive green finance in terms of financial inclusion in the green growth, which is a challenge to the digital economy (Oanh, 2024). Therefore, an existing study attempted to comprehend the role of inclusive green finance with a systematic literature review and bibliometric analysis, which is a challenge to sustainable development goals (UNSGSA, 2023; Abbas, 2024; Desalegn and Tangl, 2022). There is still a noteworthy research gap in the specific area of economic inclusion, despite the growing interest in digitalization and its impact on green investment. This is due to the fact that there is a financial gap in green investment that is growing constantly. Henceforth, additional research needs to be conducted to understand the global challenges on the issues of climate change, sustainability, and financial inclusivity (Oanh, 2024; Desalegn and Tangl, 2022). In addition, the importance of inclusive green finance is immense for bridging the gap between financial inclusion and environmental sustainability. Attention needs to be shifted to integrating the financial system with sustainable development goals toward a green economy (UNDP, 2020). This type of research can assist the economy in the process of encouraging green technological advancements and promoting environmentally sustainable projects. Inclusive green finance facilitates green innovation by improving ecological environments and corporate performance (Chen, 2024).

3. Methodology

3.1 Database

The study used a bibliometric study to analyze the concept of inclusive green finance and identify various challenges and barriers. The computer-assisted method helps find out the different connections between authors, documents, citations, organizations, and sources in a certain field of study. It accomplishes these goals by examining all publications related to the subject, specifically "inclusive green finance." After having decided about the publications, a dataset of literature is created to clearly outline steps followed to acquire relevant literature (Öztürk, 2024). You can open the Microsoft CSV file containing the dataset for bibliometric analysis with the downloaded VOS Viewer program. The exported data included title, abstract, source, publication year, volume, issue, authors' affiliation, number of times cited, and cited references.

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3.1.1 Selecting the database. For the current study of inclusive green finance, the authors extracted data from Dimensions and PubMed. Dimensions offer interlinked and in-depth data for analysis. For bibliometric analysis, authors used data extracted from dimensions, as it is partly a free scholarly database that includes a vast collection of research outputs, including journal articles, conference papers, and patents. Dimensions is a viable alternative to Scopus and Web of Science for citation analysis and research evaluation. (Thelwall, 2018). Few scholarly articles are taken from PubMed for systematic literature review to enhance the clarity and depth of analysis for well-supported and meaningful conclusions, rather than pursuing a broad bibliometric analysis. In the second step, a search query is created by using relevant keywords and titles, aiming to reduce or eliminate irrelevant results as much as possible. Various key terms and concepts are used to run a search query, such as "inclusive green finance," "green finance," "inclusive green growth," "sustainable green growth," "financial inclusion and green innovation," "green finance: challenges and barriers," and many more to get diverse results from the dataset in the respective area.

Further, *filtering* was done to limit the scope of research and eliminate papers and articles outside this scope, thereby restricting the aim of the research. For the latest literature review, filtering was done to include scholarly papers covering the publication time span of 2016–2024. Research fields are also refined, including "Commerce, Management, Tourism and Services, Banking, Finance and Investment, Sustainable Cities and Communities, Climate Action, Affordable and Clean Energy, Reduced Inequalities, Good Health and Well-Being, Gender Equality, Peace, Justice and Strong Institutions, Industry, Innovation and Infrastructure, or Decent Work and Economic Growth." Ensuring transparency and systematicity in this process enhances research credibility. For the data screening and validation, the authors screened the dataset by applying inclusion and exclusion criteria.

Regarding the inclusion criteria, the first step is to include scholarly articles that discuss inclusive green finance or green finance approaches. *Secondly,* covering the key concepts of green finance, sustainable growth, green financial innovation, green growth, digital finance, inclusive green growth, challenges, and barriers related to green finance was included. *Lastly,* articles related to the objectives of research cover the publication time span of around the last 10 years for the latest review (Naveen Donthu *et al.*, 2021).

*For the exclusion criteria, t*he dataset excludes duplicate scholarly articles and irrelevant records that are not suitable for the research work. Secondly, titles and abstracts are screened to exclude records that are not relevant to the research. Lastly, records excluded those that lack essential information like a title, relevant keywords, an abstract, citations, etc., or are in a language other than English.

3.1.2 Bibliometric analysis. We have used the open-access software Vos Viewer for bibliometric analysis to facilitate descriptive and exploratory research and provide new research directions. This software is compatible; it helps in constructing and visualizing bibliometric relationships between various research variables. Kirby (2023) conducted a study using a network visualization map. To effectively study bibliometric relationships, co-citation maps of authors or journals and co-occurrence maps of keywords were created because they gave a clearer picture of large amounts of data and were free (Nees Jan van Eck, 2010).

From Figure 1, it's been observed that Inclusive green finance is a growing area of research, and much work has already been done in the field of green finance. A total of 3,252 records have been extracted from the database, "Dimensions"; about 54 articles have been removed on account of duplicity and ineligibility. We incorporate inclusion and exclusion criteria and then screen the articles based on their relevance, as determined by their title and abstract. Approximately 943 articles have been excluded after screening. A total of 2,251 articles have been included for bibliometric analysis.

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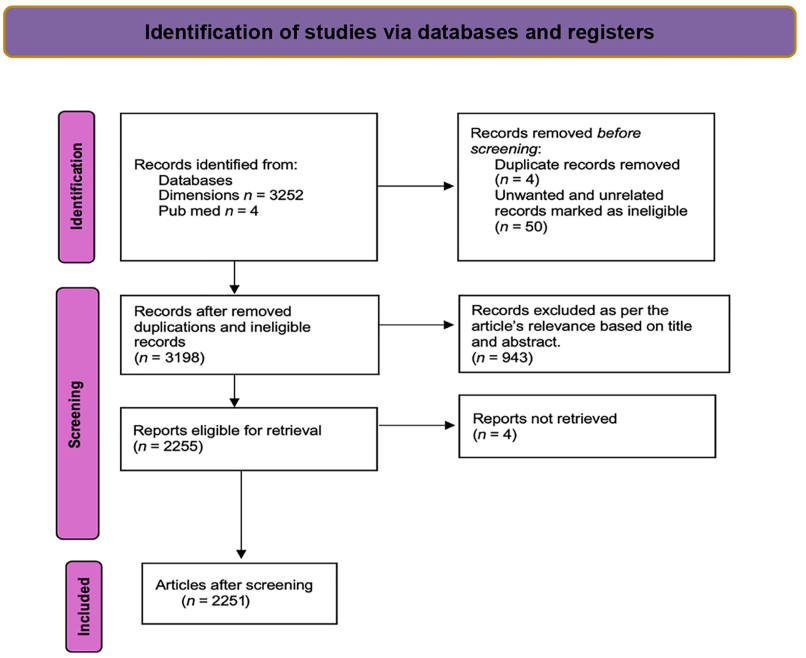

Figure 1. Flow diagram of systematic literature review on inclusive green finance. **Note(s):** This work is licensed under CC BY 4.0. To view a copy of this license, visit: https://creativecommons.org/licenses/by/4.0/. **Source(s):** Page *et al.* (2021)

4. Results

4.1 Co-citation analysis

Table 1 highlight the growing academic focus on inclusive green finance. Top-cited studies like Irfan *et al.* (2022) and Razzaq and Yang (2023) examine how green and digital finance promote innovation and green growth under policy frameworks. Several studies, such as Lee and Wang (2022) and Zheng and Li (2022), explore the role of *digital inclusive finance* in reducing carbon intensity and emissions.

Table A1 (Appendix), and Figure 2 present the geographical distribution of publications in the field of "inclusive green finance." In the field of finance, it is crucial to scrutinize the contributions made by various nations. Table A1 (Appendix) also provides insights into the country-wise contributions to publications in this field. China has the highest contribution, with 520 publications from 2015 to 2024, accounting for 29.73% of the total publications, followed by the United Kingdom (330) and the United States (191). The total number of citations for China's publications is about 7,344. On the other hand, the United Kingdom has a total of 11,874 citations, which is higher than China's, followed by the United States (5,857), Italy (2,662), Malaysia (2,295), India (2,618), Australia (3,167), Spain (2,491), Pakistan (2,420), South Africa (1,425), and so on. This analysis shows the global nature of research collaborations, with major hubs in China, the UK, and South Africa leading international partnerships.

4.2 Cluster analysis

Table 2 highlights the cluster analysis of geographical distribution of publications on inclusive green finance, representing regional collaboration patterns. It identifies 5 clusters demonstrating how research efforts are geographically grouped and interconnected, often reflecting regional priorities and partnerships.

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Table 1. Top 10 cited documents on inclusive green finance

Rank	Study	Title	Total citations
1st	Irfan *et al*. (2022)	Influence mechanism between green finance and green innovation: Exploring regional policy intervention effects in China	370
2nd	Zahoor *et al*. (2021)	Clean energy investment and financial development as determinants of environment and sustainable economic growth: evidence from China	182
3rd	Lee and Wang (2022)	How does digital inclusive finance affect carbon intensity?	133
4th	Razzaq and Yang (2023)	Digital finance and green growth in China: Appraising inclusive digital finance using web crawler technology and big data	105
5th	Nenavath (2022)	Impact of fintech and green finance on environmental quality protection in India: By applying the semi-parametric difference-in-differences (SDID)	84
6th	Ahmad and Satrovic (2022)	Relating fiscal decentralization and financial inclusion to environmental sustainability: Criticality of natural resources	67
7th	Desalegn and Tangl (2022)	Enhancing Green Finance for Inclusive Green Growth: A Systematic Approach	63
8th	Akomea-Frimpong *et al*. (2022)	Green finance for green buildings: A systematic review and conceptual foundation	59
9th	Gao *et al*. (2022)	The Impact of Digital Inclusive Finance on Agricultural Green Total Factor Productivity: Evidence from China	54
10th	Quatrini (2021)	Challenges and opportunities to scale up sustainable finance after the COVID-19 crisis: Lessons and promising innovations from science and practice	45
11th	Zheng and Li (2022)	The impact of digital financial inclusion on carbon dioxide emissions: Empirical evidence from Chinese provinces data	45

Source(s): The authors

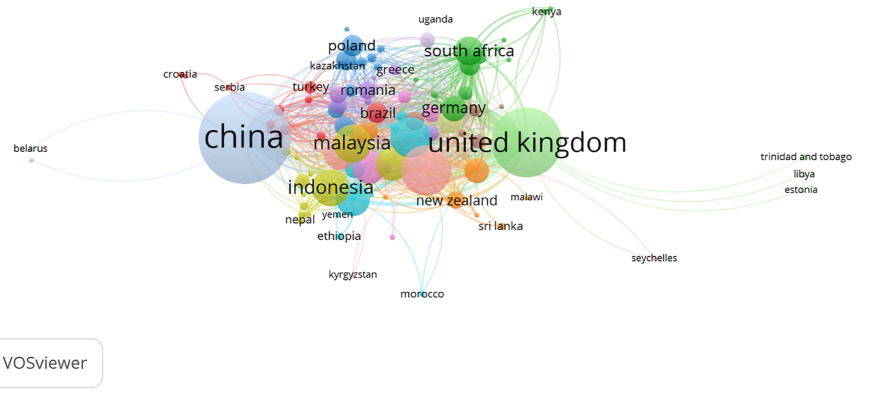

Figure 2. Geographical distribution of publications on inclusive green finance. **Source(s):** The authors

4.3 Co-authorship of countries

Co-authorship of various countries helps us to know about the countries' collaboration in the field of "inclusive green finance." Figure 2 denotes various clusters; each cluster contains the countries that have undertaken studies in the specific areas or sub-areas of inclusive green finance. In this study, China has a strong relationship and strong similarities with the United Kingdom, United States, Indonesia, Germany, South Africa, Malaysia, Italy, Poland,

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Table 2. Cluster analysis of geographical distribution of publications on inclusive green finance

Cluster	Name	Key insights
Blue	China-centric	The region is dominated by China, with strong links to Malaysia, Indonesia, Romania, Poland, and Turkey
Green	United Kingdom-centric	The region is led by the United Kingdom, with strong ties to Germany, South Africa, New Zealand, and Kenya
Yellow	Malaysia-Indonesia	The centers are located around Malaysia and Indonesia, with links to Nepal, Ethiopia, and Sri Lanka
Light green	South Africa-African Collaboration	South Africa is the key player, connected with Uganda, Kenya, Malawi, Libya, and Seychelles
Red/Blue	Eastern Europe and Central Asia Cluster	Includes Romania, Poland, Kazakhstan, Turkey, Serbia, and Croatia

Source(s): The authors

New Zealand, and Romania. China has contributed highly to the field of inclusive green finance with 520 publications. It has connections with 57 countries with a total link strength of 575. Various countries like Sri Lanka, Kenya, Nepal, Uganda, Serbia, Canada, Turkey, Iceland, Morocco, Luxembourg, Greece, Norway, and Kuwait have recently joined the group of countries that publish and work on the area of inclusive green finance.

The closeness of the clusters indicates the volume of publications and the collaborative ties between countries through co-authorship. The network visualization map of co-authorship of countries provides a comprehensive picture of the collaboration of countries in the field of inclusive green finance. It provides a clear view of the contributions of various nations to the growth of inclusivity in the field of green finance.

4.4 Keywords analysis

"Inclusive green finance promotes sustainability and inclusivity in green growth." Figures 3 and 4 visually illustrate the co-occurrence of the authors' keywords and all keywords through a network visualization map. Analysis of the author's keywords indicates the growth and research in the areas of "digital inclusive finance," "sustainable development," "green technology innovation," "environmental regulations," "agricultural green development," "inclusive green growth," "government intervention," and "ecological innovation." However,



Figure 3. Cluster analysis (keywords) on inclusive green finance. **Source(s):** The authors

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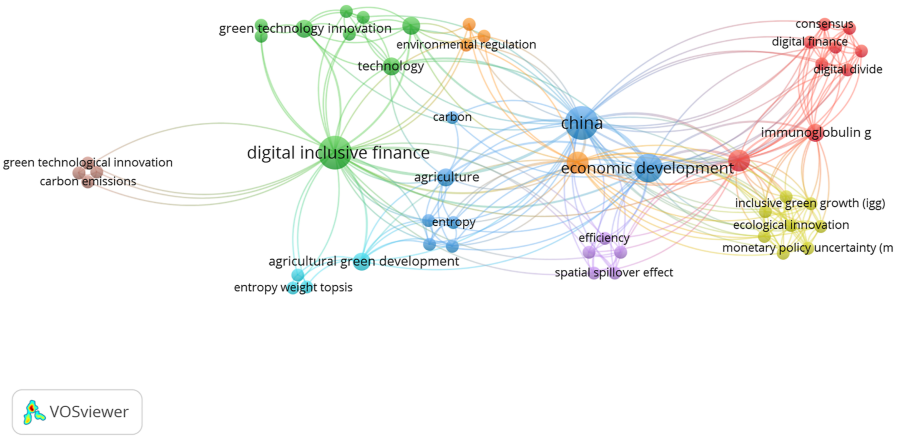

Figure 4. Cluster analysis (keywords and countries) on inclusive green finance. **Source(s):** The authors

the analysis of Figure 2 of co-occurrences of all keywords shows that "digital inclusive finance," "sustainability," "economic development," "green technological innovation," and "inclusive green growth" were found to have the highest occurrences as compared to "digital divide," "carbon emissions," "digital finance," "monetary policy uncertainty," "green finance gap," and low carbon investment.

The green cluster (Figure 3) depicts that digital inclusive finance and green technology play a major role, followed by environmental impact and regulations. Subsequently, the focus shifts to agriculture, green development, sustainable development, and finance. Clustering in red focuses on ecological innovation and regional development. Governmental intervention is necessary to increase inclusivity in green finance. Initiatives toward the introduction and promotion of various green investment instruments can solve the various issues related to inclusive green finance. Participation and accountability among all green stakeholders can improve sustainability and green growth initiatives. Econometricians and financial economists, along with environmental economists and scientists, need to collaborate to advance the field of green finance and work toward sustainability and inclusivity.

The blue cluster in Figure 4 centers around China and its economic development, whereas the green one depicts inclusive digital finance and green technology. The red cluster mentioned the role of the digital divide and financial inclusion. The article discusses monetary policy, uncertainty, and inclusive green growth under the yellow and brown focus on green technological innovation and carbon emissions.

Figure 5, a trend chart illustrates the publication trend in the area of inclusive green finance and green finance according to the respective dataset. It is clear from the above chart that there is an upward trajectory in the number of publications, particularly from 2020 onward, reflecting growing research interest in the field. The highest number of publications occurred in 2023, reaching 559, followed by a decline to 361 in 2024. The significant increase between 2019 and 2023 suggests increased awareness and academic engagement in green finance. There is a slight decrease in publication trend in 2024; this pattern aligns with typical research trends, where rapid expansion is often followed by stabilization or diversification into new subfields.

According to Table 3, firstly, under the productive journal for inclusive green finance, sustainability, and the International Journal of Environmental Research and Public Health are associated with Switzerland, whereas in the 3rd rank, environmental science and pollution research are associated with Switzerland. Further, the Journal of Risk and Financial Management from Switzerland ranked 4th, and Technological Forecasting and Social Change

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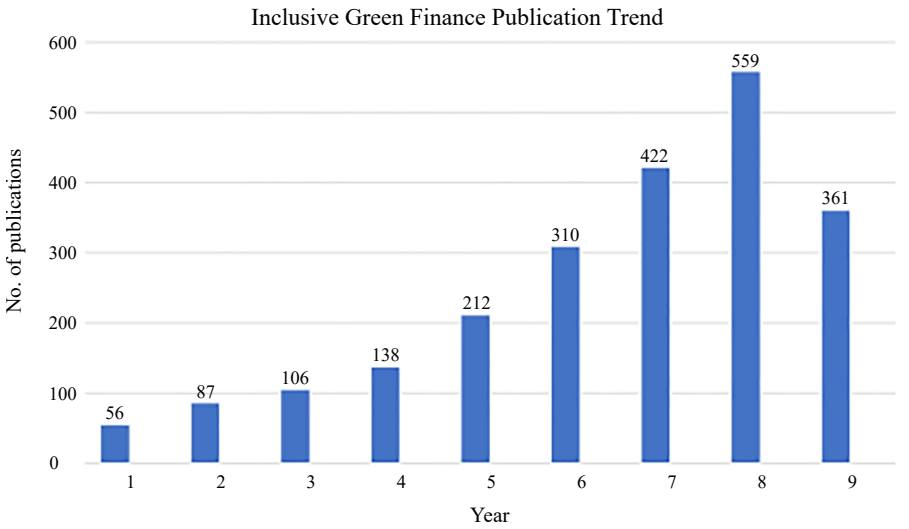

Figure 5. Publication trend of inclusive green finance. **Source(s):** Graph by authors

Table 3. Top 10 productive journals of inclusive green finance research

Rank	Source	Country	TP	TP%	TC	Total link strength
1	*Sustainability*	Switzerland	320	52.89	5,274	197
2	*International Journal of Environmental Research and Public Health*	Switzerland	73	12.06	1,402	31
3	*Environmental Science and Pollution Research*	Germany	70	11.57	1,639	58
4	*Journal of Risk and Financial Management*	Switzerland	32	5.289	589	38
5	*Technological Forecasting and Social Change*	United States	28	4.62	2,453	17
6	*Journal of Innovation and Knowledge*	Netherlands	22	3.63	502	30
7	*Business Strategy and the Environment*	United Kingdom	17	2.80	332	8
8	*Journal of Environmental Management*	United States	16	2.64	654	11
9	*Green Finance*	China	15	2.48	197	11
10	*Financial Innovation*	Germany	14	2.31	520	14

Source(s): The authors

of the US ranked 5th. The Journal of Innovation and Knowledge of the Netherlands and Business Strategy and Environment of the UK ranked 6th and 7th, respectively. The Journal of Environmental Management of the US, Green Finance of China, and Business Strategy and the Environment ranked 8th, 9th, and 10th.

The Figure 6 represents the network visualization map of the scholarly landscape of research related to inclusive green finance. Through analysis it is revealed that journal of sustainability positioned centrally with a significantly larger node, indicating it is a pivotal source frequently cited alongside others in this domain. Its strong linkages with journals like the *Journal of Risk and Financial Management* and *Environmental Science and pollution* indicate a multidisciplinary convergence of environmental, financial, and policy-focused research. Diverse knowledge bases across sustainability, innovation systems and financial policy suggests growing academic integration and the evolving maturity of this research area.

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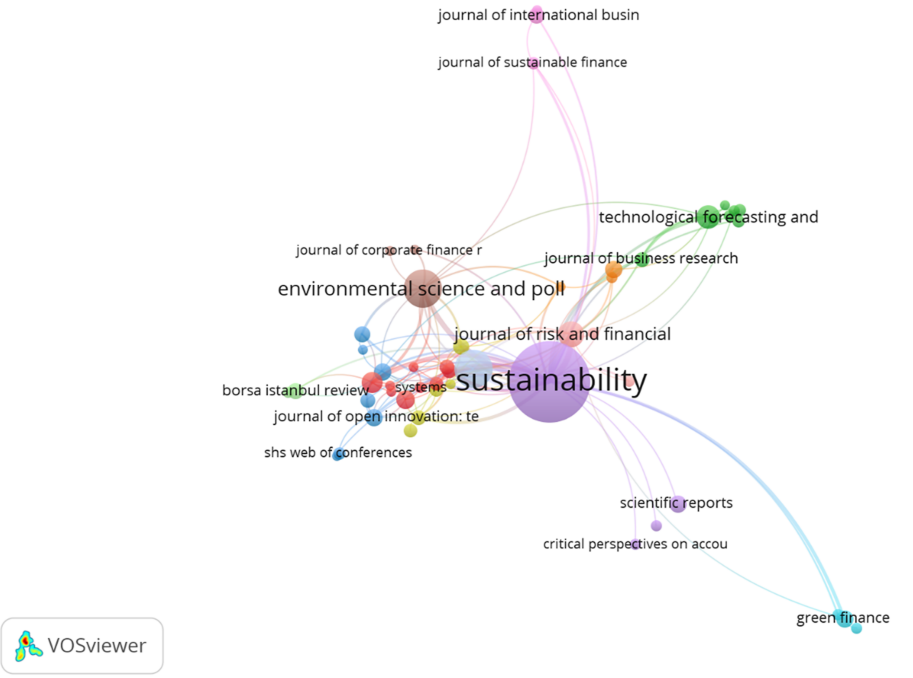

Figure 6. Network visualization map of citation-wise sources. **Source(s):** The authors

Table 3 displays the top 10 prolific journals on "inclusive green finance." An analysis indicates that the journal "Sustainability" has the highest number of publications, approximately 320, along with the highest number of citations, 5,274 times. According to the country-wise analysis, Switzerland has the highest number of sources, with about 3 productive journals, followed by the United States and Germany, each with 2 sources out of 10. This analysis indicates that inclusive green finance is a new approach with significant future potential. As per the overall analysis, "Sustainability" is the most connected journal of inclusive green finance research with 197 total strength links. It is noted that "The Journal of Environmental Management," "Green Finance," and "Financial Innovation" have fewer publications.

4.5 Content analysis

Content analysis is a method used for analyzing the content of various studies and literature reviews. It enhances the understanding of data and strengthens the research design. It is a rigorous qualitative and quantitative contextual analysis. (Harwood and Garry, 2003). It is considered to be the most common method for evaluating existing knowledge and identifying an intellectual framework (Ajai Gaur and Kumar, 2018).

The Table 4 and Table A2 (Appendix) exhibits content analysis of scholarly contributions focusing on finance and sustainability with emphasis on green finance, digital finance and financial inclusion. The study by Irfan *et al.* (2022), with 370 citations, stands out for its exploration of regional policy intervention effects on green innovation in China. Similarly, Zahoor *et al.* (2021) highlight the role of clean energy investment and financial development in fostering sustainable economic growth. Digital finance's role is further examined by Lee and Wang (2022), who investigate its impact on carbon intensity, and Razzaq and Yang (2023), who focus on digital finance's contribution to green growth. The analysis highlights the

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Table 4. Content analysis

Theme	Study	Title	Total citations
Green finance and green innovation	Irfan *et al.* (2022)	Influence mechanism between green finance and green innovation: Exploring regional policy intervention effects in China	370
Financial development and environment and sustainable economic growth	Zahoor *et al.* (2021)	Clean energy investment and financial development as determinants of environment and sustainable economic growth: evidence from China	182
Digital inclusive finance	Lee and Wang (2022)	How does digital inclusive finance affect carbon intensity?	133
Digital finance and green growth	Razzaq and Yang (2023)	Digital finance and green growth in China: Appraising inclusive digital finance using web crawler technology and big data	105
Fintech and green finance on environmental quality protection	Nenavath (2022)	Impact of fintech and green finance on environmental quality protection in India: By applying the semi-parametric difference-in-differences (SDID)	84
Financial inclusion and environmental sustainability	Ahmad and Satrovic (2022)	Relating fiscal decentralization and financial inclusion to environmental sustainability: Criticality of natural resources	67
Green Finance for Inclusive Green Growth	Desalegn and Tangl (2022)	Enhancing Green Finance for Inclusive Green Growth: A Systematic Approach	63
Green finance	Akomea-Frimpong *et al.* (2022)	Green finance for green buildings: A systematic review and conceptual foundation	59
Digital Inclusive Finance on Agricultural Green Total Factor Productivity	Gao *et al.* (2022)	The Impact of Digital Inclusive Finance on Agricultural Green Total Factor Productivity: Evidence from China	54
Sustainable finance after the COVID-19 crisis	Quatrini (2021)	Challenges and opportunities to scale up sustainable finance after the COVID-19 crisis: Lessons and promising innovations from science and practice	45
Digital financial inclusion on carbon dioxide emissions	Zheng and Li (2022)	The impact of digital financial inclusion on carbon dioxide emissions: Empirical evidence from Chinese provinces data	45

Source(s): The authors

growing scholarly emphasis on integration of financial innovation with sustainability, indicating the major roles of inclusive green growth and the digital economy in driving environmentally responsible and equitable economic development.

5. Discussion

The present study has mainly focused on contributing to inclusive green finance with an emphasis on the digital economy and green growth. According to the analysis, China has contributed highly to enhancing inclusivity in green finance (Gao *et al*., 2022; Zheng and Li, 2022; Zahoor *et al*., 2021). There is a noticeable growing trend of an increasing number of publications and documents in the study of inclusive green finance (Quatrini, 2021). As shown in Figure 1, many countries are collaborating with other groups to promote inclusivity in green finance (Aribah Aslam and Ghouse, 2023). Inclusivity in green finance can be achieved when all developed and developing countries increase their initiative in the

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field of green finance (Desalegn and Tangl, 2022). To overcome challenges in this field, several strategies can be adopted, such as "Financially excluded households should get easy financing to invest in green technologies." "Policies should prioritize inclusion as a key goal." "Emphasize the significance of embracing green products and green technologies (Desalegn and Tangl, 2022)." "Enhancement of green credit guarantee schemes," "Governmental and political support is necessary to enhance initiatives towards green investment (Zhang, 2022)." "Increased investment in green projects," "Addressing knowledge gaps and market challenges," "More initiative towards research and development of sustainable green finance," "Joint partnership of private and public institutions for promoting investments in green technologies," "Promotion of green investment banks primarily focusing on green infrastructure," "Development of bond market," "Reduction in transaction cost of green investment," and "We must proactively develop diverse measures to track the progress and enhance inclusivity in green finance effectively."

6. Conclusion, implications and limitations

Inclusive Green finance is considered to be the most trending and relatively new approach in the field of environmental governance. The main aim of this study is to analyze the overall holistic overview of the contribution, challenges, and strategies toward enhancing inclusivity in green finance. The present study focused on recognizing the influence of authors and countries in the respective domain, analyzed the most commonly used keywords in this research area, and conducted bibliometric and network analyses.

The existing study suggests implications for policymakers, professionals, and different government agencies. The findings of this study show a noticeable increasing trend of publications of inclusive green finance that will motivate the government to enhance initiatives towards green investment. The joint partnership of different banking and non-financial institutions will promote professionals to engage in investments in green technologies. The study mentioned the significance of green products and green technologies, which motivate the policymakers to channel inclusivity in green finance.

The empirical limitations of this study can be used for future research. This research has focused on only one database, i.e. Dimensions; more databases, such as Google Scholar and Lens, should be used for bibliometric analysis. The scope of this paper was limited to contributions, challenges, and general strategies, but more areas, such as specific strategies to enhance inclusivity in green finance, the role of digital inclusive finance in sustainable green economic development, inclusive green growth, etc., should be focused on in terms of direction for the future.

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Appendix

Table A1. Geographical distribution of publications on *inclusive green finance*

Country name	TP	TP%	TC	Total link strength
China	520	29.73	7,344	298
United Kingdom	330	18.86	11,874	392
United States	191	10.92	5,857	259
Italy	133	7.60	2,662	143
Malaysia	119	6.80	2,295	129
India	98	5.60	2,618	96
Australia	96	5.48	3,167	143
Spain	95	5.43	2,491	87
Pakistan	90	5.14	2,420	147
South Africa	77	4.40	1,425	76

Source(s): The authors

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Table A2. Content analysis

Study	Title	Total citations	Emerging theme	Methodology	Journal	Key insights
Irfan *et al.* (2022)	Influence mechanism between green finance and green innovation: Exploring regional policy intervention effects in China	370	Influence of green finance on green innovation	Empirical analysis: difference-in-differences, mediation effects, and panel vector autoregression models	Technological Forecasting and Social Change	Green finance is the major contributor to green innovation. Policy intervention in pilot zones had a great impact on green financial innovation Green innovation is majorly influenced green finance through three core transmission channels, i.e. industrial structure, economic growth and research and development investment
Zahoor *et al.* (2021)	Clean energy investment and financial development as determinants of environment and sustainable economic growth: evidence from China	182	Clean energy investment and financial development	Econometric modelling	Environmental science and pollution research	Local government can play a crucial role in addressing to the challenges of cleaner energy investments Sustainable development objectives can be achieved by financial sector through green finance strategies
Lee and Wang (2022)	How does digital inclusive finance affect carbon intensity?	133	Digital inclusive finance and carbon intensity	Regression analysis	Economic analysis and Policy	Digital inclusive finance had a direct impact on reducing carbon intensity through optimizing good technological environment and better industrial structure Promotion of green credit policy helps in cutting down carbon intensity

(*continued*)

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Table A2. Continued

Study	Title	Total citations	Emerging theme	Methodology	Journal	Key insights
Razzaq and Yang (2023)	Digital finance and green growth in China: Appraising inclusive digital finance using web crawler technology and big data	105	Digital inclusive finance and green growth	Big data analytics and web crawler technology for digital finance assessment	Technological forecasting and social change	Green growth can be encouraged by digital finance through the support of digital transformation of enterprises which also helps in addressing energy poverty
Nenavath (2022)	Impact of fintech and green finance on environmental quality protection in India: By applying the semi-parametric difference-in-differences (SDID)	84	Fintech and green finance in India	Semi-parametric difference-in-differences (SDID) approach	Renewable Energy	Growth of the Fintech has positively contributed towards reduction of SO_2 (Sulphur dioxide) emissions and boost up the environmental safety and investment enterprises India is considered to be the great competitor in green finance strategy operation There is a need on the part of policymakers to increase the role of fintech in improving environmental quality
Ahmad and Satrovic (2022)	Relating fiscal decentralization and financial inclusion to environmental sustainability: Criticality of natural resources	67	Fiscal decentralization, financial inclusion and sustainability	Empirical analysis	Journal of Environmental Management	Fiscal decentralization enhances financial inclusion, which in turn supports environmental sustainability Efficient allocation of natural resources is crucial in ensuring sustainable development under decentralized fiscal policies

(*continued*)

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Table A2. Continued

Study	Title	Total citations	Emerging theme	Methodology	Journal	Key insights
Desalegn and Tangl (2022)	Enhancing Green Finance for Inclusive Green Growth: A Systematic Approach	63	Systematic approach to enhancing green finance	Bibliometric analysis: systematic literature review	Sustainability	Financial gap has been observed in green finance initiatives because of low finance levels, poor green project selection and management, and a lack of analytical tools and expertise in assessing green project risks
Akomea-Frimpong *et al*. (2022)	Green finance for green buildings: A systematic review and conceptual foundation	59	Green finance for sustainable buildings	Systematic literature review	Journal of Cleaner Production	Systematic literature review highlights green finance is essential source for developing sustainable buildings For reducing environmental impact there is a need for the stronger financial incentives to support green construction
Gao *et al*. (2022)	The Impact of Digital Inclusive Finance on Agricultural Green Total Factor Productivity: Evidence from China	54	Digital finance and agricultural sustainability	Empirical analysis	Frontiers in Ecology and Evolution	Digital finance improves agricultural sustainabiliby enhancing green total factor productivity Empirical analysis confirms that financial inclusion supports eco-friendly farming practices
Quatrini (2021)	Challenges and opportunities to scale up sustainable finance after the COVID-19 crisis: Lessons and promising innovations from science and practice	45	Sustainable finance post COVID-19	Qualitative analysis of sustainable finance trends post-pandemic	Ecosystem services	The COVID-19 crisis presents both challenges and opportunities for scaling up sustainable finance Innovations in sustainable finance post-pandemic are crucial for economic recovery and climate resilience

Source(s): The authors

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ACHSM Asia-Pacific Journal of Health Management

REVIEW ARTICLE

EXPLORING COVID-19'S IMPACT ON MENTAL HEALTH IN THE WORKPLACE: A BIBLIOMETRIC ANALYSIS

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ABSTRACT

The objective of this paper is to examine important research areas and emerging development trends while highlighting the challenges and opportunities associated with them. This is accomplished through a methodical examination of publications pertaining to the mental well-being of employees during COVID-19. The authors analyzed 177 articles and contributions from the Scopus database, that were listed by the Australian Business Dean Council (ABDC), using the bibliometric tool VOS viewer. According to the data, there have been increasing trends in the study of mental health and its effects during COVID-19, and psychology and human resource management are also seeing an increase in the study of mental health. The authors who have been referred to the most are "Chawla N.," "Mccarthy J.M.", "Trougakos J.P." and "Li J". The journal "American Psychologist" has published a significant amount of research in the psychology field and the "International Journal of Hospitality Management" has maximum publications in human resource management field. Using efficient bibliometric techniques, the authors give readers a thorough grasp of the research topic, which will be helpful to anybody interested in the field, particularly newcomers. They advise that future studies concentrate on creating hybrid models to forecast trends in particular fields of psychology and human resource management, which is a new field of study.

KEYWORDS

COVID-19, technostress, psychological wellbeing, remote work, bibliometric analysis, VOS viewer

INTRODUCTION

The COVID-19 pandemic has disrupted global employee routines, but there is limited understanding of its impact on work, domestic, and well-being related outcomes [1]. The crisis has caused negative impacts on employees' job security, and it is crucial to examine ways in which organizations can ease these harmful effects [2].

Researchers use transactional theory to assess the psychological challenges of traveller undergoing quarantine during the COVID-19 outbreak, often in specific hotels for two weeks [3]. Other such theories include Uncertainty Reduction Theory [4] and Scarcity Theory [5]. Scarcity theory investigates the connection between stresses related to financial insecurity and job and employees' self-reported engagement in specific behaviors [2]. Equity and social exchange theory is applied to know how furloughs impact intentions of employees to leave a job [6]. The pandemic has necessitated organizational changes, but successful implementation often requires employee preparedness, despite limited research on mental factors promoting such readiness [7].

COVID-19 has significantly impacted remote work, making it a challenging component that requires better understanding and adaptation to ensure global well-being [8]. The shift towards remote work has posed significant challenges for organizations and employees, necessitating a reassessment of isolation as a primary challenge in today's technology-mediated work environment [9]. But overuse of modern technology for both professional as well as personal use can lead to "techno-stress" [1][10]. Workers' hesitation and unease regarding the usage of information and communication technology (ICT) and their reliance on smartphones can serve as distractions that impede their ability to accomplish work objectives efficiently [11] [12]. Since psychological well-being is as important as physical health, more research on this is required [13]. Most recent research have used Structural equation modelling to analyse their data.

To know the scope of the study, following questions have been asked:

- RQ1 What are the current research developments and countries contributing in the field of COVID-19 and mental health of employees?
- RQ2 Which are the literature's most renowned, noteworthy, and influential sources and contributors?

RESEARCH METHODOLOGY

On February 1, 2022, we conducted the search of the literature. To summarize the trends in research regarding the consequence of COVID-19 on cognitive wellbeing of employees, we employed bibliometric quantitative analysis and network visualization. We used the Scopus database to run the following search Figure 1):

FIGURE 1: SEARCH CRITERIA (AUTHOR'S OWN)

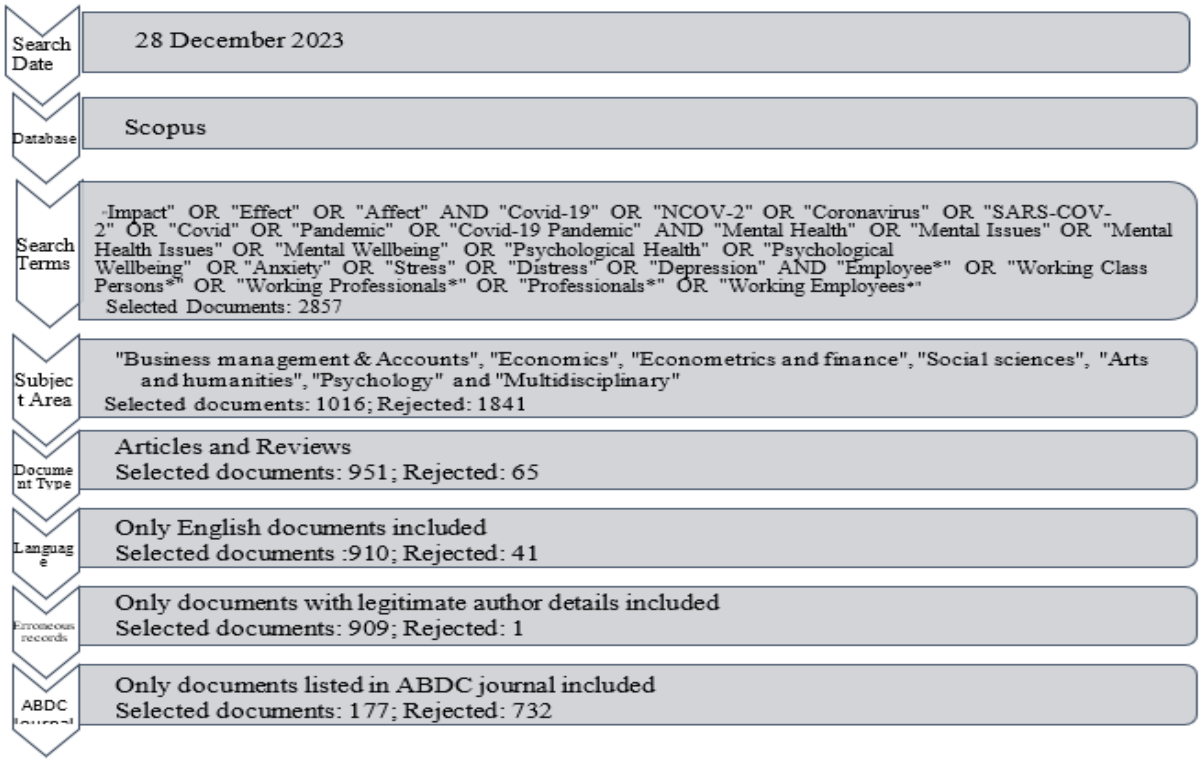
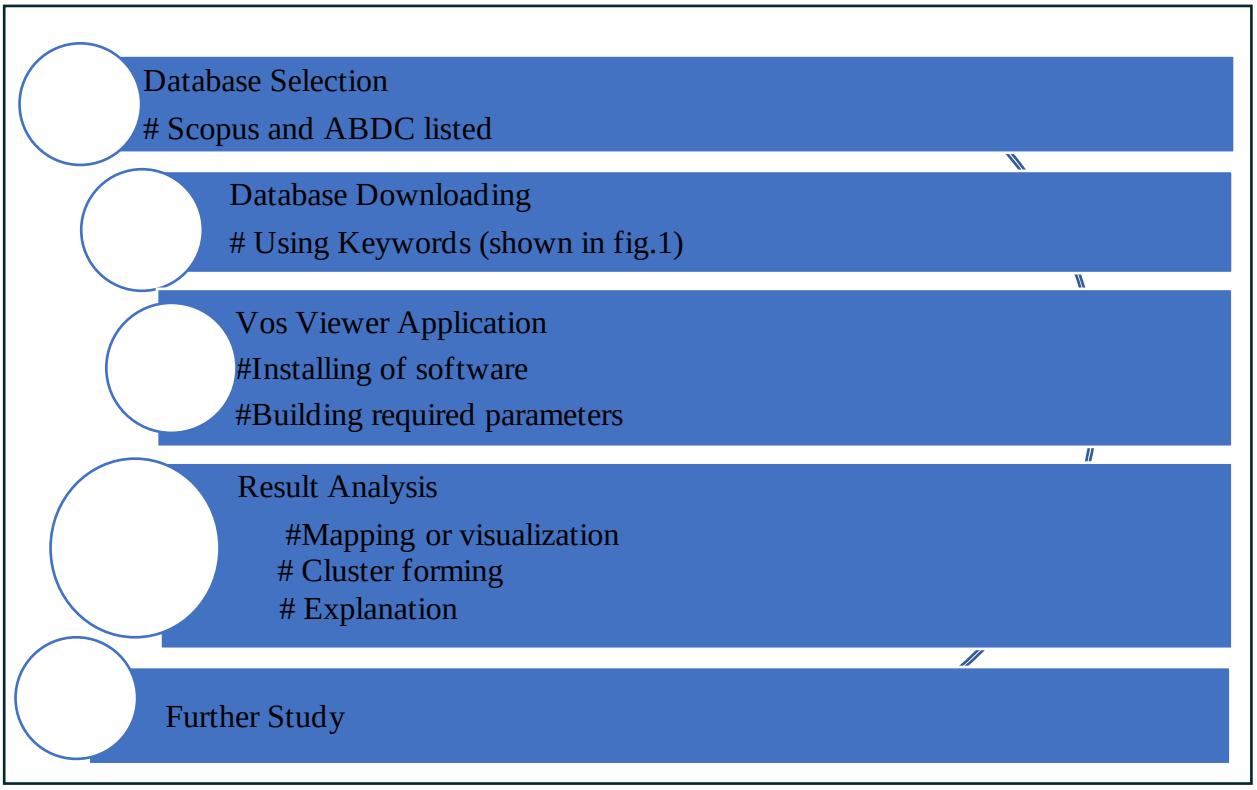


Figure 2 reveals the methodical process which is used to compile the final Scopus of (177 articles which are also ABDC listed papers) for evaluation. The search phrases were developed by brainstorming among the authors, who were methodological and subject-matter specialists.

RESEARCH TOOLS AND TECHNIQUES

Bibliometric analysis is a statistical technique used to evaluate published studies by analyzing citation links and their impact on other disciplines. It can be applied to data from other databases and is essential for scientific research. Bibliographic software like VOSViewer can provide accurate results and make finding relevant material easier. It is accessible for free, easy to use, and exhibit large bibliometric maps and interpret the presented clusters [14]. It is also pointed out that most computer applications for bibliometric analysis do not effectively display such maps. Further crucial conditions are outlined [15].

FIGURE 2: VOS VIEWER PROCESS (AUTHOR'S OWN)



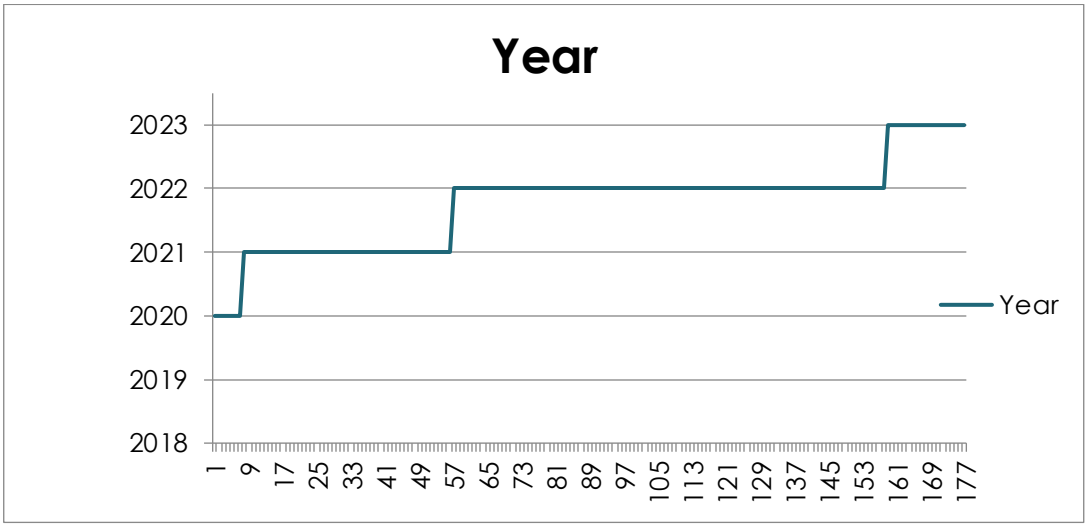
ANALYSIS AND FINDINGS

A. PERFORMANCE ANALYSIS OF 'COVID-19 AND MENTAL HEALTH OF EMPLOYEES'

1. Performance Analysis of Publications in 'COVID-19 and mental health of employees'

In Figure 3, the number of research papers is plotted against the years they were published to show the publishing trend of COVID-19, mental health, and employees. According to Figure 1, these have been used since 2005 but only recently, with the advent of COVID-19, the research in these fields exploded. The years with the most papers published are 2022 (102), 2021 (49) and 2020 (7). With 19 articles (or 18.6 % of the overall count of published articles in 2022) already published in the first quarter of 2023, it is anticipated that this upward trend will last past 2023.

FIGURE 3: TREND IN PUBLICATION OF RESEARCH IN COVID-19 AND MENTAL HEALTH OF EMPLOYEES (AUTHOR'S OWN)



2. Citation Analysis: Leading authors, institutions, and countries of 'COVID-19, mental health of employees'

Table 1 lists the top authors, identifying the institutions and countries at the time of authorship. "Chawla, N."; "Mccarthy J.M" and "Trougakos J.P.", who have 212 citations, is by far the most significant and prominent author [1]. They have two publications together out of which "Working in a pandemic: Exploring the impact of COVID-19 health anxiety on work, family, and health outcomes"

TABLE 1: CITATION ANALYSIS (AUTHOR'S OWN)

TC	Authors	TP	TC	Institutions	TP	TC	Countries	TP
212	"Chawla N."	2	366	"Edith Cowan University, Australia"	1	1480	United States	62
212	"Mccarthy J.M."	2	366	"Dokuz Eylul University, Turkey"	1	1137	Australia	22
212	"Trougakos J.P."	2	366	"The University of Western Australia, Australia"	1	1035	Canada	15
155	"Li J."	2	366	"Universiti Sains Malaysia, Malaysia"	1	742	United Kingdom	21
122	"Shao Y."	2	177	"Texas A&M University, United States"	1	541	France	6
116	"Yu J."	2	177	"University of Toronto Scarborough, Canada"	1	531	Netherlands	6
102	"Han H."	5	150	"Dalhousie University, Canada"	1	471	China	25
101	"Wong A.K.F."	4	150	"Shanghai Maritime University, China"	1	410	Turkey	5
93	"Sun R."	3	150	"The University of Sydney NSW, Australia"	1	373	Malaysia	3
85	"Li G."	2	144	"Department of Economics and Center for Statistics and Data Science, United States"	1	198	South Korea	8
59	"Lee Y."	2	144	"Vancouver School of Economics, UBC, Canada"	1	192	Hong Kong	8

59	"Li J.-Y."	2	101	"Sejong University, South Korea"	4	169	Spain	7
59	"Tao W."	2	99	"University of Las Palmas de Gran Canaria, Spain"	1	153	India	27
57	"Probst T.M."	2	99	"University of Greenwich, United Kingdom"	1	124	New Zealand	5

Note(s): TC = "total citations". TP =" total publications". The research includes (i.e., author, institution, country) appear according to total citations in this table

(2020) is the most cited paper with 177 citations. They are followed by Li J. who has 155 citations and is also the most productive author in terms of publications with two publications. "Edith Cowan University" and "The University of Western Australia", Australia; "Dokuz Eylul University", Turkey; and "Universiti Sains Malaysia", Malaysia are the most influential of all with 366 citations with one paper published in 2021 named as "COVID-19: potential effects on Chinese citizens' lifestyle and travel". They are second most influential organization is Texas A&M University, United States with 177 citations through publishing only one article in ABDC listed Scopus indexed Journals. United States leads all other nations in terms of intellectual contributions with 62 papers and 1480 citations.

3. Top Journals for 'COVID-19, mental health, and employees'

Table 2 lists the major financial journals which are ABDC listed Scopus indexed and that have published COVID-19, mental health and employees related research papers. The two most significant journals in terms of citations are "American Psychologist" and "Journal of Applied Psychology", with 533 and 509 citations, respectively. However, with 13 and 7 publications, respectively, "Journal of Applied Psychology" and "International Journal of Hospitality Management" are the two most productive journals in terms of publications.

A current rising trend in publication about this review is seen in the comparison of publication output versus various time periods. It's interesting that according to the "Australian Business Deans Council's (ABDC)" 2023 Journal Quality List, 54.8% of the most important publications are given an "A*" or "A" rating. This shows that prestigious publications are open to publishing research on COVID-19 and mental health. Publications in prestigious journals spur scholarly interest, and these trends point to an increase in the significance of mental well-being and COVID-19 in human resource management research in the coming years [16][17].

However, if we focus on Table 3 and compare HR-classified (HR: Human Resource Management) journals to non-HR-classified journals (as categorized by the "2023 Academic Journal Guide"), we find that journals of HRM have been comparatively more proficient in publishing mental health, COVID-19 and employee's publications up to this point. The "International Journal of Hospitality Management" has published seven articles which is an A* journal in Human resource management domain in the most recent of our sub periods, i.e, in the first quarter of 2023.

TABLE 2: TOP JOURNALS (AUTHORS' OWN)

TC	Journals	TP	HRM	ABDC	2020	2021	2022	2023
533	"American Psychologist"	2		A*	1	1		
509	"Journal of Applied Psychology"	13		A*	2	10	1	
320	"International Journal of Hospitality Management"	7	X	A*		5	2	
188	"Safety Science"	3		A	1	2		
104	"Journal of Hospitality Marketing and Management"	2	X	A		2		
89	"International Journal of Contemporary Hospitality Management"	4		A		2	2	

62	"Technological Forecasting and Social Change"	4		A		1	3	
59	"Public Relations Review"	2	X	A		1	1	
26	"Journal of Hospitality and Tourism Insights"	2	X	C			1	1
25	"Computers in Human Behavior"	2		A			2	
23	"Journal of Hospitality and Tourism Management"	4	X	A		1	3	
17	"International Journal of Organizational Analysis"	4	X	B		2	2	
17	"Service Industries Journal"	2	X	B			2	
14	"Journal of Business and Psychology"	5	X	A			4	1
14	"Stress and Health"	2		A			2	

Note: ABDC refers to the 2023 Journal Rating List from the Australian Business Deans Council. Total Citations is TC. Total titles are TP. If a publication is listed in the 2023 Academic Journal Guide as covering "Human Resource Management," then HRM = X. The journals are listed in this table by the overall number of citations.

4. Top Articles for 'COVID-19' and 'mental health in employees'

The most frequently cited 'COVID-19' and 'mental health' in employees research articles are listed in Table 4. The most highly cited paper is "Working in a pandemic: Exploring the impact of COVID-19 health anxiety on work, family, and health outcomes" with 177 citations, followed by "The scientific literature on Corona viruses, COVID-19 and its associated safety-related research dimensions: A scientometric analysis and scoping review" with 150 citations. CovH anxiety leads to emotional repression, which affects psychological needs and results in negative outcomes for work, home, and health. Frequent hand washing can mitigate the CovH anxiety effects because of increased repression of feelings and unmet psychological requirements [1]. "The scientific literature on Corona viruses, COVID-19 and its associated safety-related research dimensions: A scientometric analysis and scoping review" focused on other aspects of safety concerns in health sector. Aside from medical and clinical concerns, the most attention has been paid to mental/psychological well-being and home safety, patient transport safety, occupational safety for healthcare workers, bio safety of laboratories and facilities, social safety, and food safety [18]. Other potential safety issues, such as supply-chain safety, economic safety, and cyber safety may require more attention in the future. The authors can go for a comprehensive, interdisciplinary approach to lessen the crisis's many safety effects, whose ramifications go beyond biomedical risks and prepare for future pandemics.

TABLE 3: TOP ARTICLES (AUTHORS' OWN)

Authors	Articles	Year	Cited By
"Trougakos J.P., Chawla N., McCarthy J.M."	"Working in a pandemic: Exploring the impact of COVID-19 health anxiety on work, family, and health outcomes"	2020	177
"Haghani M., Bliemer M.C.J., Goerlandt F., Li J."	"The scientific literature on Corona viruses, COVID-19 and its associated safety-related research dimensions: A scientometric analysis and scoping review"	2020	150
"Probst T.M., Lee H.J., Bazzoli A."	"Economic stressors and the enactment of CDC-recommended COVID-19 prevention behaviors: The impact of state-level context"	2020	51
"Kniffin K.M., Narayanan J., Anseel F., Antonakis J., Ashford S.P., Bakker A.B., Bamberger P., Bapuji H., Bhave D.P., Choi V.K., Creary S.J., Demerouti E., Flynn F.J., Gelfand M.J., Greer L.L.,	"COVID-19 and the workplace: Implications, issues, and insights for future research and action"	2021	496

Johns G., Kesebir S., Klein P.G., Lee S.Y., Ozcelik H., Petriglieri J.L., Rothbard N.P., Rudolph C.W., Shaw J.D., Sirola N., Wanberg C.R., Whillans A., Wilmot M.P., Vugt M.V."			
"Wen J., Kozak M., Yang S., Liu F."	"COVID-19: potential effects on Chinese citizen's lifestyle and travel"	2021	366
"Chernozhukov V., Kasahara H., Schrimpf P."	"Causal impact of masks, policies, behavior on early COVID-19 pandemic in the U.S."	2021	144
"Aguiar-Quintana T., Nguyen H., Araujo-Cabrera Y., Sanabria-DÃƒÂ Âaz J.M."	"Do job insecurity, anxiety and depression caused by the COVID-19 pandemic influence hotel employees' self-rated task performance? The moderating role of employee resilience"	2021	99
"Wong A.K.F., Kim S.S., Kim J., Han H."	"How the COVID-19 pandemic affected hotel Employee stress: Employee perceptions of occupational stressors and their consequences"	2021	88
"Yu J., Park J., Hyun S.S."	"Impacts of the COVID-19 pandemic on employees' work stress, well-being, mental health, organizational citizenship behavior, and employee-customer identification"	2021	82
"Agarwal P."	'Shattered but smiling: Human resource management and the well-being of hotel employees during COVID-19"	2021	56
"Tu Y., Li D., Wang H.-J."	"COVID-19-induced layoff, survivors' COVID-19-related stress and performance in hospitality industry: The moderating role of social support"	2021	52
"Jamal M.T., Anwar I., Khan N.A., Saleem I."	"Work during COVID-19: assessing the influence of job demands and resources on practical and psychological outcomes for employees"	2021	52
"Lee H."	"Changes in workplace practices during the COVID-19 pandemic: the roles of emotion, psychological safety and organisation support"	2021	51
"Li J.-Y., Sun R., Tao W., Lee Y."	"Employee coping with organizational change in the face of a pandemic: The role of transparent internal communication"	2021	49
"Lin W., Shao Y., Li G., Guo Y., Zhan X."	"The psychological implications of COVID-19 on employee job insecurity and its consequences: The mitigating role of organization adaptive practices"	2021	85

B. THEMATIC ANALYSIS: THEMATIC CLUSTERS OF 'COVID-19 AND MENTAL HEALTH OF EMPLOYEES'

The semantic connections between co-cited references found through co-citation analysis represent the knowledge foundation of a field (Figure 4). Remote work and Resilience (red nodes), Workplace stress and emotional exhaustion (green nodes), Challenges of Job satisfaction and employee well-being (dark blue/navy blue nodes), Positive Workplace environment (yellow nodes), Psychological health and COVID-19 pandemic (purple nodes), Financial stress and well-being (sky blue nodes).

TABLE 4: THEMATIC CLUSTER "COVID-19 AND MENTAL HEALTH" (AUTHORS' OWN)

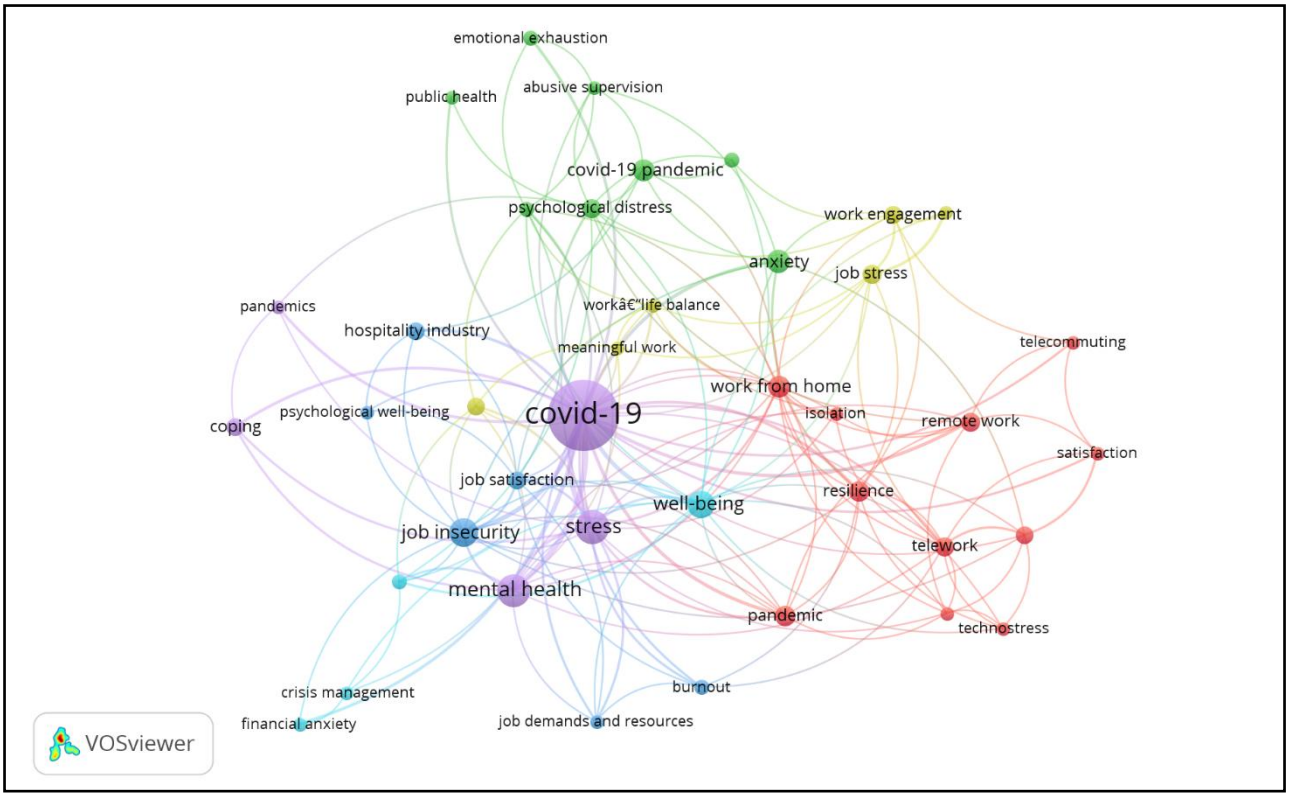
Theme	Authors	Title	TC
Remote work and Resilience	"Aguiar-Quintana T., Nguyen H., Araujo-Cabrera Y., Sanabria-DÃaz J.M."	"Do job insecurity, anxiety and depression caused by the COVID-19 pandemic influence hotel employees' self-rated task performance? The moderating role of employee resilience"	99
	"Shao Y., Fang Y., Wang M., Chang C.-H.D., Wang L."	"Making daily decisions to work from home or to work in the office: The impacts of daily work- and COVID-related stressors on next-day work location"	37
Workplace stress and emotional exhausion	"Wong A.K.F., Kim S.S., Kim J., Han H."	"How the COVID-19 pandemic affected hotel Employee stress: Employee perceptions of occupational stressors and their consequences"	88
	"Charoensukmongkol P., Phungsoonthorn T."	"The Interaction Effect of Crisis Communication and Social Support on The Emotional Exhaustion of University Employees during the COVID-19 Crisis"	35
	"Vo-Thanh T., Vu T.-V., Nguyen N.P., Nguyen D.V., Zaman M., Chi H."	"COVID-19, frontline hotel employees' perceived job insecurity and emotional exhaustion: Does trade union support matter?"	26
Challenges of Job satisfaction and employee wellbeing	"Agarwal P."	"Shattered but smiling: Human resource management and the wellbeing of hotel employees during COVID-19"	56
	"Jamal M.T., Anwar I., Khan N.A., Saleem I."	"Work during COVID-19: assessing the influence of job demands and resources on practical and psychological outcomes for employees"	52
Positive Workplace environment	"Tu Y., Li D., Wang H.-J."	"COVID-19-induced layoff, survivors' COVID-19-related stress and performance in hospitality industry: The moderating role of social support"	52
Psychological health and COVID-19 pandemic	"Kniffin K.M., Narayanan J., Anseel F., Antonakis J., Ashford S.P., Bakker A.B.,*et.al.*"	"COVID-19 and the workplace: Implications, issues, and insights for future research and action"	496
	"Wen J., Kozak M., Yang S., Liu F."	"COVID-19: potential effects on Chinese citizens' lifestyle and travel"	366

	"Yu J., Park J., Hyun S.S."	"Impacts of the COVID-19 pandemic on employees' work stress, well-being, mental health, organizational citizenship behavior, and employee-customer identification"	82
Crisis, financial stress and wellbeing	"Karatepe O.M., Saydam M.B., Okumus F."	"COVID-19, mental health problems, and their detrimental effects on hotel employees' propensity to be late for work, absenteeism, and life satisfaction"	38
	"Vieira K.M., Potrich A.C.G., Bressan A.A., Klein L.L."	"Loss of financial well-being in the COVID-19 pandemic: Does job stability make a difference?"	7
	"Lai Y.-L., Cai W."	"Enhancing post COVID-19 work resilience in hospitality: A micro-level crisis management framework"	6

"TC: Total Citations"

A key component of bibliographic coupling is citing articles. This process takes into account cited articles and, as a result, represents groundbreaking knowledge by taking into account the most significant publications pertaining to COVID-19 and mental health in the field of human resource management [14][15]. The six subject clusters that inform the conceptual framework of COVID-19 and employee mental health research are summarized in Table 6 based on bibliographic coupling.

FIGURE4: VISUAL REPRESENTATION OF THEMES (AUTHOR'S OWN)



According to ABDC listed Scopus index, Cluster 1, denoted by red nodes, contains work on remote work and resilience. 79 papers on remote work and resilience are found in Cluster 1 of Scopus, with 585 citations. With 211 citations, "remote work" is the most used keyword in this cluster. The two authors with the most citations in this cluster are Aguiar-Quintana *et.al.* (2021) and Shao *et.al* (2021) with 99 and 37 respectively [19] [20] "Do job insecurity, anxiety and depression caused by the COVID-19 pandemic influence hotel employees' self-rated task performance? The moderating role of employee resilience" explained that employees' psychological health suffers when they are apprehensive about their jobs, but their task performance is unaffected [21]. The employee resiliency serves a vital purpose in reducing the detrimental effects of employment uncertainties on depression. Stresses related to job-family boundaries and job coordination are associated with working in the office, while workload stressors are associated with working from home [22]. Stress factors related to COVID-19 infection also lowered the impact of workload and technological pressures on where people choose to work.

The second cluster theme is "Workplace stress and emotional exhaustion" (green nodes) in which the top authors are Wong *et.al.* (2021), Charoensuk Mongkol *et.al.* (2022) and Vo-Thanh *et.al.* (2022) [22][23][24]. It consists of 49 papers with 1183 citations. Traditional job stresses, stressful work environments, and stressors from unethical labour practices are three different forms of stressors discovered during the pandemic [25]. The study titled "The Interaction Effect of Crisis Communication and Social Support on The Emotional Exhaustion of University Employees during the COVID-19 Crisis", examines that in private international organizations, communication during the COVID-19 crisis had an inverse effect on employees' perceived uncertainties and emotional tiredness. Support from coworkers lessens emotional weariness [24]. It is also evident that, support for labour unions lowers the job insecurity, whereas perceived COVID-19 health risks raise both perceived job insecurity and emotional exhaustion [26].

22 articles in Cluster 3 have received 388 citations. Challenges of Job satisfaction and employee wellbeing are there with 56 and 52 citations respectively [27][28]. Through the 3rd cluster (dark blue/navy nodes), it is proved that employee-centred HRM practices have a significant impact on employee welfare [27]. He recommends policy makers for managing people successfully during trying times. Employees experience exhaustion and stress because of a heavy workload, task interdependence, professional isolation, and home responsibilities, whereas autonomy, schedule flexibility, and enough technological tools enhance work-life balance, efficiency, effectiveness, and sense of accomplishment [28]. It is also investigated that how the COVID-19 outbreak, and subsequent layoffs affect employee performance in the hospitality sector [29]. The layoffs raise COVID-19-related stress in workers, which lowers performance in roles and outside of roles. These effects are reduced by perceived family assistance but amplified by the organisational support. This relation is depicted in cluster 4 in yellow nodes with Tu *et.al.* (2021) having highest citation (52 [27]. The 4th cluster is themed as "Positive workplace environment".16 articles are found justifying this theme which have 217 citations in total.

Psychological health and COVID-19 pandemic theme are depicted by 5th cluster (purple nodes) with 'Kniffin *et.al.* (2021)' and 'Wen *et.al.* (2021)' as the topmost contributors (496 and 366 citations respectively) [30][31]. Emphasis is made on the modifications in the workplace procedures and their impacts on employees, including social isolation, stress, and unemployment, taking moderators such demographic traits, personality traits, and organizational norms [30]. It is suggested that through service design and distribution channels, the tourism sector can adapt to the changes in the pandemic [31]. This cluster covers the maximum number of articles and citations, ie., 217 and 4605 respectively.

The last theme, "Crisis, financial stress and wellbeing" which is depicted by the 6th cluster (sky blue nodes), which is covered by 30 articles and 23 citations in total. The top authors are Karatepe *et.al.* (2021) and Lai & Cai (2023) [26][32] How the pandemic affected the psychological wellness, productivity, and quality of life of hotel staff is discussed [26]. It is suggested that a human-centred strategy for handling crises in the hospitality industry, emphasising building the resilience and intrinsic motivation of the service employees [32].

C. CO-CITATIONS OF JOURNALS, AUTHORS, AND REFERENCES ANALYSIS VISUALISATION

The final map displays the full-count approach, which counts each occurrence of a phrase in a document and includes journals, authors, and references analysis. The final map shows bubble fields of various sizes and colors connected at

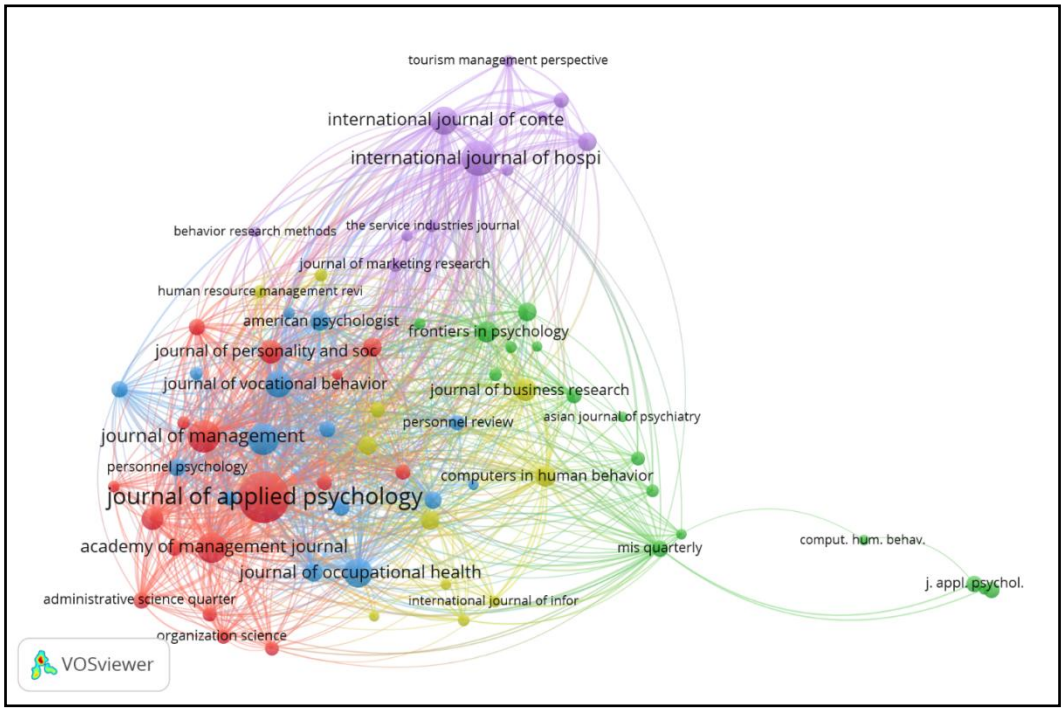
different distances. Colour belongs to a cluster or group. This grouping of subjects reveals those with several interrelated elements. The is the first area of emphasis. The larger the bubble, the more frequently a journal, author or reference is used in a sample. Shorter gaps between them indicate higher links between them, and ultimately, lines are used to depict the connections between phrases in studies.

1. Co-citation of Journals

This section analyses the co-citations network of journals about 'COVID-19' and 'mental health' of employees. In 1990, McCain suggested using citation analysis of a journal to study the organization of scientific fields [33]. The number of citations between two sources can reveal parallels between the research topics and the journal's scope. Figure 5 displays sources with a minimum of 20 citations. Out of the 5,057 journals cited in the analyzed journals, only 70 of them met the citation frequency requirement. Each node served as a source, and the number of citations received was indicated by the size of each node. There was a citation link seen in the connection between the two items. The nodes were classified according to how similar they were, thus sources that were closer together or in the same cluster (colour) were placed together.

The "Journal of Applied Psychology" (red cluster) has a total of 479 citations, with 64 other journals cited together. It has the maximum total reference strength of 16491. This journal is known for publishing high-quality articles on leadership; work motivation; individual differences in abilities, personality, and other characteristics; work stress, health, and well-being etc. Authors often rely on this journal for knowing the psychological health and behaviour of people for their subject areas. Another journal in this "psychological" cluster (red), "Journal of management", has a total of 197 citations and total reference strength of 8114. Another journal which is part of "Tourism" cluster (purple cluster), which has journals related to hospitality and tourism, is "International Journal of Hospitality Management" (233 citations,8535 total link strength). Blue cluster is related to "organizational and managerial psychology" in which "Journal of organizational behaviour" has the highest number of citations (181) and is linked to 64 other journals with total reference strength of 7602. "Business Technology" related cluster is represented through yellow nodes which includes journals like "Journal of business research" (93 citations, 3589 total reference strength) and "Computers in human behaviour" (80 citations, 3177 total reference strength). The green cluster, the smallest cluster, has the least connections/links with other journals out of which "Frontiers in psychology" has the highest links with 64 other journals, 82 citations and 2295 total link strength.

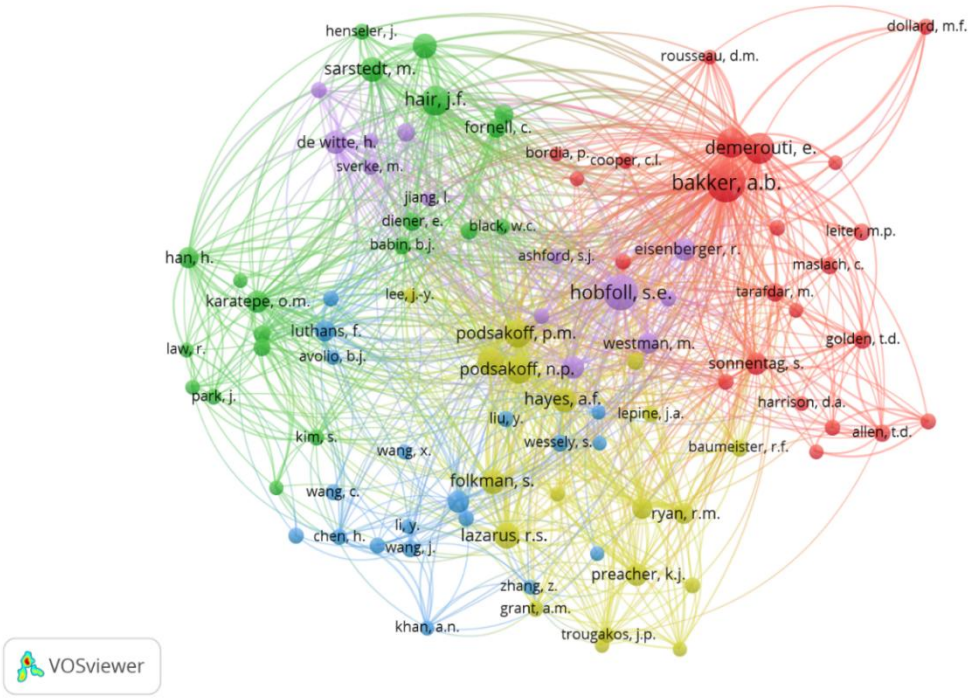
FIGURE 5: VISUAL REPRESENTATION OF CO-CITED JOURNALS (AUTHOR'S OWN)



2. Co-citation of Authors

In this section, we analyse the authors who have been cited and focus on the co-citation of authors, observing the quantity of citations and their collaboration. Using VOS Viewer, we can identify highly cited authors in the field of mental health of employees and COVID-19 research. Figure 6 is a visual representation of a co-citation network of authors, where the threshold value is set at 20, meaning that only authors cited at least 20 times will appear on the map. A total of 94 authors meets this criterion. The nodes represent the quantity of articles published by each author, and the connections signify cooperation between authors. The figure indicates that authors' research directions in COVID-19 and mental health of employees are closely connected with high level of connection and cooperation between them. Bakker *et al.* (2021) (157) has the highest number of cited publications [30]. Bakker,A.B. *et al.* is in the biggest cluster, i.e., red cluster containing 22 other widely cited authors [30]. Green cluster is second largest cluster with Hair, J.F. having 47 citations [34]. Other smaller clusters are represented by yellow and blue color. Dollard *et.al.* (2021) is considerably distant from the rest, indicating a significant deviation in connection [35].

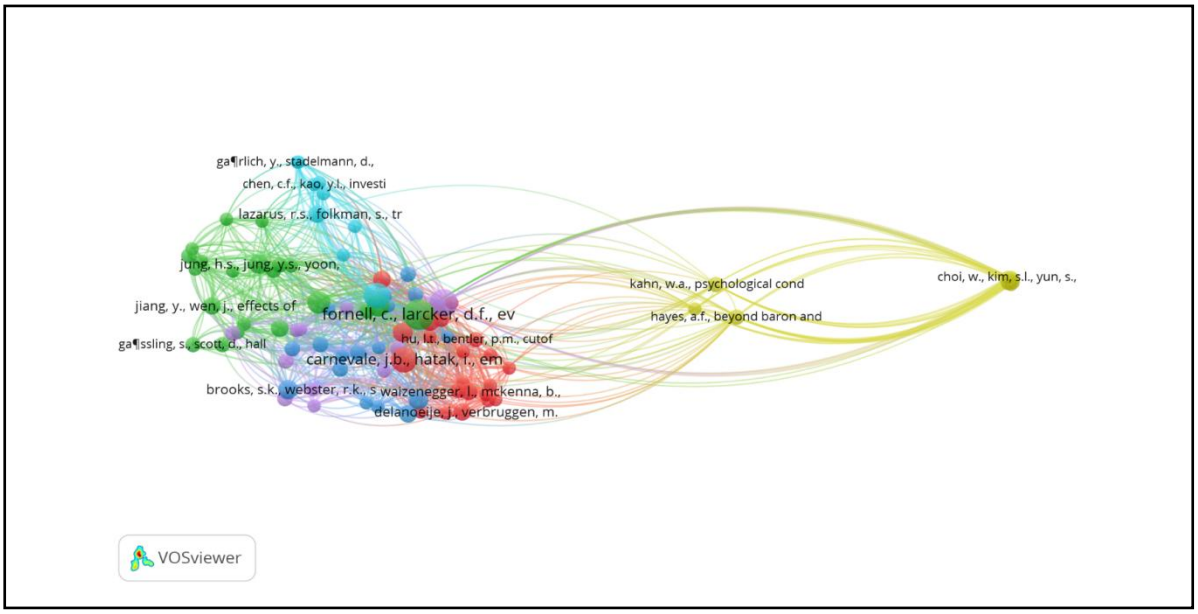
FIGURE 6: VISUAL REPRESENTATION OF CO-CITED AUTHORS (AUTHOR'S OWN)



3. Co-citation of references

This is another study on citations which examines a network of citations in articles on COVID-19 and mental health of employees that has human resource management and psychological implications. Cluster 1 (red nodes) and Cluster 2 (green nodes) are of same number of items (21). Yellow cluster (Cluster 4), which has 11 items, is distinctively placed which shows lowest connection with other clusters. Purple cluster has the same number of items as of the yellow cluster.

FIG. 7 VISUAL REPRESENTATION OF CO-CITED ARTICLES (AUTHOR'S OWN)



Other clusters are represented through sky blue (9 items) and navy blue (17 items). 90 of the papers that were examined met the requirement of having at least 3 citations each (Figure 7). Each node represented a single link, and the size of a node signified how many references a given document had. The strength of the quotations between the two mentioned articles was measured by the number of identical citations. The co-citation refers to how often two articles from earlier literature, as well as later literature, were referenced/cited.

SCOPE FOR MANAGERS

Promoting employee well-being is a major responsibility of managers, especially in times of emergency like the COVID-19 pandemic. Prioritizing mental health programs can help with problems like stress, anxiety, and emotional weariness. Policies supporting flexible remote work that promote work-life balance and lessen problems like isolation and techno-stress should also be established. Providing employees with focused training that builds resilience can aid them in navigating a variety of challenges, such as job instability. To prevent emotional burnout, managers should also include well-being into the culture of the company, maintain open lines of communication, and offer social and emotional support networks. To preserve trust and productivity, it's also critical to emphasize job security and justice. Managers must also exercise caution when it comes to how staff members utilize technology, providing assistance and training to minimize techno-stress while maintaining productivity. Managers can build a more resilient, healthy, and productive workforce during difficult times by concentrating on these areas.

LIMITATIONS OF THE STUDY

This bibliometric analysis has certain limitations. The data analyzed in the study were obtained only from Scopus, and its alternatives such as WOS, PubMed, or Google Scholar were not included. As a result, relevant articles that are readily accessible through other search engines have been overlooked. Furthermore, the study only includes publications in English language journals. The paper explores development in COVID-19, and the normal situation analysis is missing. The focus is on only employees. Lastly, the study only emphasis on psychological wellness during the pandemic, and other potentially health aspects were not analyzed.

CONCLUSION

This article used bibliometric and information extraction methods to report on the state and impact of mental wellness research amidst the pandemic. The data was collected from Scopus database which were ABDC listed. These papers were used for trend and cluster analysis. The network analysis was performed on the compiled entities and relations. The results showed that mental health research during pandemic is increasing, with most studies focused on COVID-19, stress and resilience. The research was organized into six clusters, including remote work, psychological health, resilience, and positive work environment. The most commonly occurring entity was COVID-19, with a focus on mental health, stress, and anxiety. The relation extraction revealed that COVID-19 was most often associated with stress, mental health, techno stress, psychological well being, coping, job insecurity and resilience. United States and Australia are the most flourishing countries in terms of research in this area. The study provides useful information for researchers to understand the structure of the field and the relevant cross-disciplines and trends. The extracted entities and relations could also benefit physicians, patients, and their families in understanding and treating mental disorders. Furthermore, human resource managers and healthcare providers could use the data to design better policies and strategies to ensure sound mental health during such circumstances. Future studies could explore the effect of the global endemic on cognitive health and e-mental health.

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MESSAGE FROM MANAGEMENT'S DESK



In today's competitive and globalized world, having a professional and specialized education becomes an imperative for future success. We, at the CPJ College of Higher Studies & School of Law, are committed to providing academic excellence in the fields of Management, Commerce, IT and Law. The research skill has been the most important part of legal field along with other intern disciplinary subjects. Keeping this in mind, we sought to create a platform which appreciates and accepts each and every idea and thoughts which are there in the form of treasure.

The initiative of the Chanderprabhu Jain College of Higher Studies & School of Law in regularly publishing CPJ Law Journal containing insightful research papers is an appreciable attempt by the Editorial Team in spreading legal awareness and knowledge. Quality legal research and standard publications constitute one of the important mandates of CPJ Law journal.

I am confident that readers will find the present issue of the Law Journal interesting and thought provoking. My highest regards to the Editorial Board to have meticulously worked and created this impeccable issue. We are also indebted to all our authors whose contributions in the form of article, legal studies etc. have made CPJ Law Journal listed with UGC CARE.

We hope that this July-2025, Volume XVIII of our prestigious Journal will make a strongmark in the legal research fraternity.

Dr. Abhishek Jain

General Secretary

CPJ College of Higher Studies
& School of Law

MESSAGE FROM EDITOR-IN-CHIEF



While welcoming you to the July-2025 Vol. XVIII edition of **CPJ Law Journal**, it is, indeed, our honour to share that CPJ Law Journal has been recognized by the legal fraternity as a leading Law Journal. It is a Peer reviewed Journal that aims to create a new and enhanced forum for exchange of ideas relating to all aspects of Legal Studies and assures to keep you updated with recent developments and reforms in the legal world in the form of Articles, Research Papers, Case Studies etc. Research Studies have always been challenging with positive outcomes witnessed as a result of meticulous and persistent efforts. Researches in the field of Law have benefitted both the Industry and the Academia and it has always been our continuous endeavor to publish such scholarly Research Papers in this Bi-Annual National Journal of **CPJ School of Law**.

CPJ Law Journal is an open access Journal that aims at providing high-quality teaching and research material to Academicians, Research Scholars, Students & Law Professionals. This issue Includes papers from Same-Sex Marriage, Constitutional Right, Income Tax Act, Women Empowerment, Media Freedom, Fingerprint Science, Judicial Interpretation of Reservations, Corporate Governance, Juvenile Justice Act, Waqf (Amendment) Act 2025, Legal Positivism, Religious Fundamentalism, Climate Change, Copyright and Trademark, Copyright Law etc.

We appreciate the tremendous response towards our **"Call for Papers"** and this compelled us to publish our CPJ Law Journal Bi-Annually (in January & July) from the year 2022. We once again welcome contributions in the form of unpublished original Articles, Case Studies or Legal Research Reviews for publication. We are obliged to our widespread readership for their continued support and encouragement in our endeavor to strengthen every issue of **CPJ Law Journal.** The credit to this achievement also goes to all Authors, Law Academicians, Editorial Board & Advisory Committee who have contributed to make CPJ Law Journal a quality journal. We highly solicit to have your continuous support and feedback for further growth of the Journal with quality learning for all the readers.

With this note, welcome once again to **CPJ Law Journal**, **July-2025** edition!!

Dr. Yugank Chaturvedi
Director General
CPJ College of Higher Studies
& School of Law

MESSAGE FROM EDITOR



It is with pride and enthusiasm that I present Volume XVIII (July-2025) of the CPJ Law Journal (CPJLJ). It consists of words and complete analysis of the articles/research papers covered. This issue of the Journal touches upon a number of issues worthy to note in present scenario. A highly evolved and complex justice system makes enormous demands on the people who work in it. Therefore, academicians, law students and legal professionals need upto date information as well as professional analysis on land mark judgments. CPJLJ delivers this vital information to them.

It is pertinent to mention that CPJLJ is a blind two fold Peer Reviewed Annual Journal. Accordingly, it brings to the readers only selected articles/research papers of high standard and relevance. In a country governed by the rule of law, it is important that awareness about the research is created among those who are supposed to be concerned with these researches. Academicians can play a very important role in the development of the higher research, and there is need to encourage young minds to participate in development of research based on the needs of the changing society and technical advances. This Journal provides an excellent platform to all the Academicians and Research Scholars to contribute to the development of sound research for the country.

I would like to express our gratitude to the Editorial Advisory Board and the Panel of Referees for their constant guidance and support. Appreciation is due to our valued contributors for their scholarly contributions to the Journal. Finally, and perhaps most importantly, I wish to thank the entire Editorial team of the CPJ Law Journal for the hard work, positive attitudes and dedication that make this Journal excellent in so many ways.

I, therefore, hope that this issue of CPJLJ will prove to be of interest to all the readers. We have tried to put together all the articles/research papers coherently. We wish to encourage more contributions from academicians as well as research scholars to ensure a continued success of the journal.

Prof. (Dr.) Amit Kr. Jain

Director, Corporate Affairs

MESSAGE FROM CO-EDITOR



It is the supreme art of the teacher to awaken joy in creative expression and knowledge- Albert Einstein

Dear Readers,

We are presenting to you July-2025, Vol. XVIII of CPJ Law Journal. Our aim behind introducing this journal is to create a new forum for exchange of ideas on all aspects of legal studies and we assure to keep you updated with recent developments in the legal world. Future scope of journal is open to your suggestions. You are invited to contribute for the Journal and your submissions should include original research articles, criticism and commentaries on legal aspects.

The CPJ Law Journal is published Bi-annually. The journal publishes scholarly articles and commentaries on various aspects of law contributed by jurists, practitioners, law professors and students. The primary aim of this journal is to provide close insights into the various contemporary and current issues of law to the readers. Contributing to this journal provides an opportunity to authors to take an in-depth study in specific areas of the law and enhances their skills in Legal Research Writings and Analysis.

Talking about this Journal, it is great to be part of such a great initiative which provides all possible services to legal fraternity. Since it is not just confined to being a paper collection activity, rather it aims at providing services for all round development of law students, professionals and all others in this field. Also, being from law background, we feel that it is our prime duty to contribute for development of the society and we have taken many initiatives in this regard also by organizing various events of social relevance as well. Many exciting years for the journal have passed. Some notable developments might have been recognized by most of our readers but others probably have passed unnoticed to the majority. Therefore, this CPJ Law Journal is not only a retrospective on the previous years but also a good opportunity to summarize recent developments.

I hope you find this issue of Journal informative and interesting. The success of this enterprise depends upon your response. We would appreciate your feedback. You are also requested to submit your articles for the next issue Jan-2026 of CPJ Law Journal.

Dr. Shalini Tyagi
Principal
CPJ School of Law

MESSAGE FROM HON'BLE JUSTICE RAJESH TANDON



Any democratic country with rule of Law as its core value principle must guarantee Freedom of Speech and Expression. It is considered the mother of all freedoms. At times, the right to ask is more important than the right of life. Unless we express, we cannot live. It is, therefore, the social responsibility of any Educational Institution to further the understanding of Democratic Governance. It is in this context that a journal like CPJ Law Journal adds importance and relevance.

The CPJLJ is being launched with the aim of remedying the lack of authoritative academic writing devoted to the critical analysis of Law and Legal Institutions. It is intended to serve as a platform where Students, Academicians, Lawyers, Policymakers and Scholars can contribute to the ongoing Legal, Political Disciplinary research in the field. The Faculty of Law at CPJ aims at excelling in interdisciplinary research in the field of Law and other disciplines like Sociology, Political Science, Public Policy and Economics etc. As one of the first academic journals, it will have to look at the inter-disciplinary aspects between Law, Development and Society, which are three value-loaded terms in themselves.

I believe that it is the obligations of the academia to initiate discussion, analyze the various issues that are being faced by India and the world at large and offer solution for the same. The CPJLJ provides a forum for interdisciplinary legal studies and offers intellectual space for ground–breaking critical research. It is not committed to any particular theory, ideology or methodology and invites papers from a variety of standpoints, ideologies, perspectives and methods. The journal aim to explore and expand the boundaries of law and legal studies.

I wish the CPJLJ and the Editorial Board success in all their endeavours and hope that they will keep up their academic work, which may provide some guidelines for the betterment of Socio-legal scenario in India in particular, and across the world in general.

Justice Rajesh Tandon

Former Judge

High Court of Uttarakhand

MESSAGE FROM SH. R.S. GOSWAMI

Dear Readers,



CPJ Law Journal is in its 18th year of continuous publication with a diverse, professional, highly engaged and expert global readership. This Law Journal is a box filled with original research-based papers, articles etc., which is an attempt to cover almost all the subjects relating to legal field.

Getting published is something all Law professionals strive to achieve, and it feels great to me that Chanderprabhu Jain College of Higher Studies & School of Law is providing that platform by bringing out the 16th Volume of the CPJ Law Journal with eagerness and enthusiasm.

The CPJ Law Journal Team deserves very high appreciation for this endeavor. I cherish my association with this journal since its inception and wish it all success and endurance. Such a journal for the practitioners, Law professors and Law students is the need of hour.

Adv. R.S. Goswami
Ex-Chairman
Bar Council of Delhi

MESSAGE FROM SH. MURARI TIWARI



I feel extremely exhilarated to be a part of CPJ Law Journal which aims to create all aspects of Legal Studies and also gives a highly readable and valuable addition to the recent developments and reforms in the legal world. It also helps to provide a different outlook to various legal issues that are prevalent in the contemporary society and also to extract exact solutions for the same. As Nelson Mandela said and I quote, "Education is the most powerful weapon which you can use to change the world."

The journal is a great way to invite one's thoughts for a fruitful experience in Legal Research and Drafting and especially for Academicians, Lawyers and the Law students as it has become a demanding area for the highly complex legal system. The relation between the Bar Council of India and Law Colleges/University of Delhi is exceptional and the Bar Council of India also promotes Legal Research such as conducting Seminars, Workshops, Conferences etc.

In my entire career as an Advocate, I have always affirmed with the idea that Journals and Research Work have quintessential means for advocating Societal Issues and thereby, changing the entire horizon of the Indian Legal system and for the betterment of Legal Fraternity.

I honor CPJ School of Law for giving me an opportunity to be a part of the Law Journal Advisory Board.

Adv. Murari Tiwari
Ex-Chairman
Bar Council of Delhi

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Recognition of Same-Sex Marriage in Australia and Papua New Guinea (PNG): Navigate the Privacy in Digital Age

Dr. Ankur Sharma & Ms. Ritanshi Jain***

ABSTRACT

This paper explores the recognition of same-sex marriage in Australia and Papua New Guinea (PNG) within the context of privacy concerns in the digital age. It examines the legal, social, and technological frameworks that influence the rights and protections afforded to LGBTQ+ individuals in bothOceania countries. The recognition of same-sex marriage and the privacy of LGBTQ+ individuals have become pressing issues in the digital age. While many nations have embraced equal marriage rights, others maintain restrictive laws that limit LGBTQ+ rights. This disparity creates a complex landscape for privacy in an era where personal data is increasingly stored and shared online. This paper investigates these issues in the contrasting contexts of Australia and Papua New Guinea.

INTRODUCTION

The recognition of same-sex marriage in Oceania has been marked by contrasting legal and cultural landscapes, particularly between Australia and Papua New Guinea (PNG). In Australia, the legalization of same-sex marriage was a significant milestone, achieved through the passing of the Marriage Amendment (Definition and Religious Freedoms) Act 2017. This change followed a national postal survey in which a majority of Australians supported the legal recognition of same-sex couples. Australia's approach reflects a broader trend towards LGBTQ+ rights and equality in many Western nations. In stark contrast, Papua New Guinea maintains a strict stance against same-sex marriage, with homosexuality being criminalized under the country's laws. This legal framework reflects deep-rooted cultural and religious opposition to LGBTQ+ rights within PNG, making any recognition of same-sex marriage unlikely in the near future. The divergent legal realities in Australia and Papua New Guinea underscore the broader social, political, and cultural divides within Oceania regarding LGBTQ+ rights and the recognition of same-sex unions.

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Key Sustainable Development Goals Related to LGBT Rights Include:

1. GOAL 5: GENDER EQUALITY

- While primarily focused on gender equality for women and girls, Goal 5 also includes the need for non-discriminatory access to opportunities and services for all, regardless of gender identity or sexual orientation. This is essential for advancing LGBT rights and ensuring their full inclusion in society.
- Target 5.1 specifically calls for the elimination of all forms of discrimination against all women and girls, which can be interpreted to include discrimination based on sexual orientation and gender identity.

2. GOAL 10: REDUCED INEQUALITIES

- Goal 10 focuses on reducing inequalities within and among countries. This includes addressing social, economic, and political inequalities faced by marginalized groups, including LGBT individuals.
- Target 10.3 emphasizes ensuring equal opportunity and reducing inequalities of outcome, which can be crucial in advancing the rights of LGBT people and ensuring their inclusion in society.

3. GOAL 16: PEACE, JUSTICE, AND STRONG INSTITUTIONS

- Goal 16 seeks to promote peace, justice, and strong institutions, with an emphasis on providing access to justice for all and building accountable, inclusive institutions.
- Target 16.b encourages promoting and enforcing non-discriminatory laws and policies, which are essential for protecting LGBT individuals from violence, discrimination, and persecution.

LEGAL RECOGNITION OF SAME-SEX MARRIAGE: AUSTRALIA

Historical Context[1]:

- Prior to 2017, same-sex couples could enter into civil unions or domestic partnerships in some Australian states and territories.
- The Howard Government's 2004 amendment to the Marriage Act explicitly defined marriage as a union between a man and a woman, setting back efforts for marriage equality.

1 The legal recognition of same-sex marriage in Australia was achieved through the *Marriage Amendment (Definition and Religious Freedoms) Act 2017*, which came into effect on January 9, 2018. Prior to this, same-sex couples were denied the right to marry despite ongoing debates and legal battles. In 2004, the federal government amended the *Marriage Act 1961* to explicitly define marriage as between a man and a woman, effectively prohibiting same-sex marriage. After years of activism and public support for equality, the Australian government held a postal survey in 2017, in which 61.6% of respondents voted in favor of legalizing same-sex marriage, leading to the eventual legislative change.

The Role of Public Opinion[2]:

- The postal survey played a pivotal role in demonstrating public support.
- Advocacy by LGBTQ+ groups, allies, and public figures contributed significantly to shifting societal attitudes.

In Australia, same-sex marriage has been legally recognized since December 9, 2017, following a nationwide postal survey and amendments to the Marriage Act 1961. This milestone granted equal legal rights to same-sex couples, encompassing areas such as inheritance, property ownership, and legal recognition of familial relationships. These advancements reflect Australia's commitment to equality and inclusion.

Legal Recognition of Same-Sex Marriage: Papua New Guinea

LEGAL CONTEXT[3]:

- Same-sex sexual acts are illegal under Section 210 of the PNG Criminal Code, carrying penalties of up to 14 years imprisonment.
- No legal protections exist for LGBTQ+ individuals against discrimination or violence.

CULTURAL AND RELIGIOUS INFLUENCES[4]:

- PNG's society is deeply rooted in conservative Christian values and traditional customs, which largely reject homosexuality.
- Religious leaders and cultural norms play a significant role in shaping public opinion and policy

In stark contrast, Papua New Guinea does not recognize same-sex marriage. Homosexual acts are criminalized under Section 210 of the PNG Criminal Code, which penalizes "acts of gross indecency" and "unnatural offences." This legal framework not only denies marriage rights but also perpetuates discrimination and marginalization of LGBTQ+ individuals.

LEGAL FRAME WORK & POLICY

Australia

The legalization of same-sex marriage in Australia was preceded by several key legal developments. Notable milestones include:

2 Australian Bureau of Statistics, *Australian Marriage Law Postal Survey: Final Results*, 2017, https://www.abs.gov.au/statistics/people/people-and-communities/marriage-law-postal-survey-results

3 Human Rights Watch, *"We Live in Fear": Lack of Legal Protection for LGBT People in Papua New Guinea*, 2017, https://www.hrw.org/report/2017/11/01/we-live-fear/lack-legal-protection-lgbt-people-papua-new-guinea

4 Kawar, M. (2015). *Sexuality and Gender Identity in Papua New Guinea: Cultural and Religious Perspectives*. Pacific Studies, 38(2), 45-60

1. **De Facto Recognition**: Same-sex couples in Australia began to gain legal recognition in the early 2000s through de facto relationship laws, which granted them rights similar to those of heterosexual couples in areas such as property and inheritance.
2. **Federal Reforms**: In 2008, the Australian government enacted reforms to remove discrimination against same-sex couples in areas such as taxation, social security, and health care. These changes, however, stopped short of recognizing same-sex marriage.
3. **Marriage Equality Act**: The 2017 Marriage Amendment was the final step in ensuring full legal equality for same-sex couples. It also provided religious protections, allowing clergy and religious organizations to refuse to perform same-sex marriages if it conflicted with their beliefs.

PAPUA NEW GUINEA

The legal framework in PNG remains firmly opposed to same-sex relationships and marriage. Key aspects include:

1. **Criminalization of Homosexuality**: Same-sex sexual activity is illegal under PNG's Criminal Code, reflecting the nation's adherence to conservative social values.
2. **Constitutional Ambiguity**: While PNG's Constitution recognizes the rights of all citizens, it also allows for laws that align with "Christian principles," which are often interpreted to exclude LGBTQ+ rights.
3. **No Legal Protections**: Unlike Australia, PNG provides no legal recognition or protections for same-sex couples. There are no provisions for civil unions, domestic partnerships, or anti-discrimination laws that specifically protect LGBTQ+ individuals.

PRIVACY PROTECTIONS IN THE DIGITAL AGE

Australia[5]

Australia's privacy landscape is governed by the **Privacy Act 1988**, which establishes stringent regulations for handling personal data. Sensitive information, such as sexual orientation, is safeguarded under this framework. Government and private entities must ensure that data is collected, stored, and shared responsibly, protecting individuals from discrimination and privacy breaches.

In the context of same-sex marriage, these privacy protections are crucial. Digital systems, including government databases and social media platforms, must ensure that LGBTQ+ individuals' data is not exposed or misused. Cyberbullying, online

5 Australian Law Reform Commission, *Serious Invasions of Privacy in the Digital Era*, ALRC Report 123, 2014, https://www.alrc.gov.au/publication/serious-invasions-of-privacy-in-the-digital-era-alrc-report-123/

harassment, and data breaches remain risks, but ongoing advancements in cybersecurity and legal frameworks aim to mitigate these challenges.

PAPUA NEW GUINEA[6]

Privacy protections in PNG are less robust, with limited legal frameworks addressing data security. The **Cybercrime Code Act (2016)** focuses on combating cybercrime but offers minimal safeguards for sensitive personal data. LGBTQ+ individuals in PNG face significant risks in the digital realm, where exposure of their sexual orientation can lead to discrimination, ostracism, or violence.

Digital platforms often serve as safe spaces for the LGBTQ+ community in PNG to connect and advocate for their rights. However, the lack of privacy protections and societal stigma creates an environment where individuals are vulnerable to surveillance, harassment, and outing.

CULTURAL AND SOCIAL IMPLICATIONS

Australia has seen increasing societal acceptance of LGBTQ+ rights, supported by legal reforms and advocacy efforts. However, challenges such as online harassment and discrimination persist. In PNG, deeply rooted cultural and religious beliefs oppose LGBTQ+ rights, creating significant barriers for social acceptance and legal recognition. This cultural divide underscores the importance of privacy protections to shield individuals from societal backlash.

CHALLENGES AND OPPORTUNITIES IN THE DIGITAL AGE[7]

Australia

The digital age presents opportunities for LGBTQ+ advocacy, including social media campaigns and online communities. However, it also exposes individuals to risks such as cyberbullying and data breaches. Strengthening cybersecurity measures and promoting digital literacy are essential to safeguarding privacy.

Papua New Guinea

For LGBTQ+ individuals in PNG, the digital space offers limited avenues for advocacy and connection. However, the risks of exposure and discrimination often outweigh these benefits. Advocacy efforts must focus on building legal frameworks and cultural awareness to support LGBTQ+ rights and privacy.

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[6] *Privacy and Data Protection in Papua New Guinea: Challenges and Opportunities*, 2020, https://privacy.org.au/publications/papua-new-guinea-privacy-data-protection

[7] Sultana, M., & Peni, B. (2019). *Challenges of Digital Privacy and Data New GuineaProtection: An Analysis of Legal and Societal Barriers*. Journal of Pacific Studies, 41(3), 223-245.

KEY COMPARISONS

Aspect	Australia	Papua New Guinea
Legal Status	Same-sex marriage is recognized.	Same-sex marriage is not recognized; homosexuality is criminalized.
Privacy Protections	Comprehensive privacy laws protect sensitive data.	Limited privacy protections, with few safeguards for sensitive data.
Digital Risks	Cyberbullying and data breaches are risks but addressed.	Risks include surveillance, outing, and online harassment, with minimal recourse.
Cultural Acceptance	Broad societal acceptance, though challenges persist.	Strong cultural and religious opposition to LGBTQ+ rights.

IMPLICATIONS IN THE DIGITAL AGE[8]

- In Australia, the digital landscape facilitates greater inclusivity but requires constant vigilance to address evolving threats to privacy and security.
- In PNG, the digital age presents both opportunities and risks for LGBTQ+ individuals, with the lack of legal protections amplifying privacy concerns and societal challenges.

Addressing these disparities involves strengthening privacy laws, promoting digital literacy, and fostering a culture of inclusion and respect in both nations.

CONCLUSION

The recognition of same-sex marriage and privacy protections in the digital age highlight stark contrasts between Australia and Papua New Guinea. While Australia has embraced equality and robust privacy laws, PNG's restrictive legal and cultural environment poses significant challenges for LGBTQ+ individuals. Addressing these disparities requires a multifaceted approach, including legal reforms, digital literacy programs, and cultural advocacy to ensure privacy and equality for all individuals.The recognition of same-sex marriage in Australia and Papua New Guinea highlights the stark contrasts between two neighboring countries in their approach to LGBTQ+ rights. Australia's legalization of same-sex marriage represents a significant achievement in the global movement for equality, demonstrating the power of advocacy, public support, and political will. In contrast, Papua New Guinea's resistance to same-sex marriage underscores the challenges faced by LGBTQ+ individuals in societies where tradition and religion dominate public discourse.

While Australia serves as a beacon of progress in the Oceania region, PNG's journey toward equality remains fraught with obstacles. Bridging this divide requires sustained efforts to challenge prejudices, promote understanding, and advocate for the universal recognition of human rights.

8 Smith, J., & Rukavina, M. (2021). Digital Privacy and Legal Implications in the Pacific: A Comparative Study of Australia and Papua New Guinea. International Journal of Digital Law & Ethics, 27(4), 312-335.

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Air Pollution and the Constitutional Right to a Pollution-Free Environment: A Study of Judicial Precedents

Dr. Ashish Kumar Singhal[*] *& Mr. Abdul Samad Suhail*[**]

ABSTRACT

India is faced with a serious threat to public health, the environment, and the quality of life caused by air pollution that requires major legal and judicial responses. Although the Indian Constitution does not expressly affirm a right to a clean environment, Article 21 of the right to life has been judicially interpreted to include the right to pollution-free air. The constitutional framework, the judicial precedents, and statutory schemes that deal with the problem of air pollution are looked into in this study to understand how the judiciary has shaped environmental law jurisprudence. M.C. Mehta case and Subhash Kumar case are landmark cases that show how the courts have been proactive in directing polluters, granting stay orders against illegal mining and deforestation, stating the polluter pays principle and precautionary principle as an inherent part of laws, etc.The analysis further brings out the emerging role of the judiciary in balancing developmental necessities with ecological compulsions by way of the adoption of measures such as the Graded Response Action Plan (GRAP) and interventions to curb stubble burning and vehicular emissions. Yet continued legislative gaps, inefficient enforcement, and poor public participation continue to erode the efficacy of judicial orders. Against air pollution and breaches of constitutional rights, this study argues for a multipronged reform of law, technology, administration, and public engagement. This qualitative discourse reinforces the need to uphold more sustainable practices and bolster enforceability to help achieve environmental justice and safe environments for future generations.

Keywords: Air Pollution, Article 21, Graded Response Action Plan (GRAP), Sustainable Development, Constitution of India, Fundamental Rights, Polluter Pays Principle

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INTRODUCTION

Air pollution is one of the biggest environmental problems facing India and is also causing public health degradation, ecosystem degradation, and an adverse impact on quality of life. The problem is that Gujarat and Indian cities regularly feature in the list of some of the most polluted cities in the world, as per the World Health Organization (WHO) and other agencies that promote environmental issues. Industrial emissions, automotive exhaust, crop residue burning, construction dust, and the rampant use of fossil fuels as sources of energy are the principal contributors to air pollution. The complex entanglement of these factors makes for alarming concentrations of pollutants like particulate matter (PM2.5 and PM10), nitrogen oxides (NOx), sulfur dioxide (SO2), and volatile organic compounds (VOCs) in the atmosphere. These pollutants aggravate respiratory and cardiovascular diseases and hamper India's climate change mitigation and sustainable development commitments alike.[3]

Human survival and societal well-being depend on a clean and healthy environment, and hence air pollution is critical for protecting public health. Several provisions of the Indian Constitution provide for a habitat that promotes the health and well-being of all citizens. Article 21, which grants the basic right to life and personal liberty, has been suitably construed judicially to embody the right to a healthy and clean environment. In this interpretation, air pollution is brought within constitutional bounds of scrutiny to reinforce the ability of individuals and communities to advance claims for effective regulation and enforcement. The constitutional mandates of health, environment, and human life have been translated into a framework of actionable basis for dealing with air pollution by judicial interventions in cases like "*M.C. Mehta v. Union of India*"[4].

This research is designed to find out the constitutional basis of the right to live in a clean environment, and the same is ground via judicial precedents. The Constitution of India does not expressly declare the right to a clean environment, but the judiciary has read into articles 14, 19, 21, and 48A a right to the environment and protection of environment values into the constitutional scheme. This study is important because of how the judiciary has helped consolidate environmental jurisprudence in the country, particularly about the complex issue of air pollution.

The study examines landmark judgments to point out how the judiciary has been proactive in directing regulatory authorities, holding polluters accountable, and enforcing compliance with environmental norms. Examples of cases include "*Subhash Kumar v. State of Bihar*"[5] and "*Vellore Citizens' Welfare Forum v. Union of India*[6]", where constitutional provisions related to the air quality concern were invoked by the courts. The study

3 Astutya Prakhar and Raj Shekhar, *Air Pollution and the Constitution of India: A Critical Analysis of the Right to Clean and Healthy Environment*, available at https://docs.manupatra.in/newsline/articles/Upload/d08a625b-13b6-49a9-936e-ee5520d83366.pdf.

4 [1987] 1 SCC 395.

5 [1991] 1 SCC 598.

6 [1996] 5 SCC 647.

further examines the interface between such statutory enactments as the 'Air (Prevention and Control of Pollution) Act, 1981' with constitutional principles to underline the role of the judiciary to reconcile legislative intent with constitutional mandate.

In addition, the study sheds light on the broader implications of these judicial interventions about environmental justice and sustainable development. In the face of the twin tasks of economic growth and environmental conservation in India, the judiciary becomes even more important in protecting the constitutional right to live in a pollution-free environment. The study provides contributions to India's emerging discourse on environmental governance, providing analyses of the legal strategies employed to combat air pollution and protect constitutional rights.[7]

1.1 Constitutional Framework

Many of the provisions for the protection of the environment are laid down in the constitutional framework of India, and some of these address the current need to control air pollution. This framework synthesizes fundamental rights, directive principles, and fundamental duties for the protection of the environment. Although the Constitution does not explicitly speak of the right to a pollution-free environment, judicial interpretation has widened its content to include the preservation of air quality. An analysis of these provisions demonstrates how the conjuncture of constitutional directives and judicial activism, combined, can be used to tackle problems of air pollution.

1.1.1 Fundamental Rights

The Right to a Clean and Healthy Environment—in Article 21 of the Indian Constitution, read along with Articles 14, 15, 21A, 48, and other provisions of the Constitution—the right to life and personal liberty guaranteed under Article 21 has been expanded. This interpretation highlights the very close coupling between environmental quality and the primary right to life. In *Subhash Kumar v. State of Bihar*[8], the Supreme Court held that the right to life as per Article 21 includes the right to enjoy pollution-free water and air for the enjoyment of life. Like in *"M.C. Mehta v. Union of India"*[9], the Court made the directives to control industrial emissions since it considers pollution as a direct attack on life and health. The two cases discussed above illustrate the role of Article 21 in tackling the problem of air quality because Article 21 has provided a way for citizens to seek judicial redress for environmental degradation.

Additionally, Article 14, which provides for the right to equality, has been relied upon to vindicate the effects of the actions of the authorities that aggravate air pollution. In the case *Bangalore Medical Trust v. B.S. Muddappa*[10], the Supreme Court overturned

7 Diva Rai, *Fundamental Rights for Environment Protection Through the Lens of Judicial Precedents*, iPleaders (Nov. 15, 2021), https://blog.ipleaders.in/fundamental-rights-for-environment-protection-through-the-lens-of-judicial-precedents/.

8 [1991] 1 SCC 598.

9 [1987] 1 SCC 395.

10 [1991] 4 SCC 54.

the action of conversion of a public park into a private property because the public at large needed equal access to green space and clean air. The judiciary has played an important role in safeguarding environmental justice while also ensuring that state actions comply with constitutional precepts, as such rulings show.

1.1.2 Directive Principles of State Policy

Although the Directive Principles of State Policy (DPSP) are nonjusticiable and provide a guiding framework for the state to promote environmental protection, Article 48A directs the state to utilize its best endeavors to protect and improve the environment and to safeguard forests and wildlife. This provision expresses a constitutional commitment to sustainable development and ecological balance. Article 48A has been held of considerable import by the Supreme Court in "*Rural Litigation and Entitlement Kendra v. State of Uttar Pradesh*"[11], in that case, limestone quarries in the Dehradun area, when closed to prevent environmental degradation and protect air quality, have been held to conform with the requirement of Article 48A.[12]

Article 48A is complemented by Article 47, which requires the state to do everything to enhance the general public health. Addressing air pollution is the state's obligation to protect public health, as clean air is important to prevent respiratory and other pollution-related diseases. Together with judicial interpretations, these articles reinforce the constitutional obligation for regulation of air quality and preservation of public health.

1.1.3 Fundamental Duties

Every citizen must protect and improve the natural environment, including forests, lakes, rivers, and wildlife [Article 51A(g) of the Constitution]. The provision emphasizes air pollution being a collective task of all citizens. In *L.K. Koolwal v. State of Rajasthan*[13], the Rajasthan High Court observed that article 51A(g) imposes on citizens a duty… which entitles them to read with article 51A(f) a right to a clean environment as its corollary. In addition, the Court ruled that the citizens could invoke this provision to use it as a means for necessitating the state to take steps to protect the environment.

The fundamental duties mandate facilitates participatory environmental governance and encourages citizens to contribute to improving air quality. Thus, a constitutional framework that aligns state obligations with citizen responsibilities brings a holistic approach to tackling the problem of air pollution and protecting the right to a pollution-free environment.[14]

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11 [1985] 2 SCC 431.

12 Natalie S. Mousa, *A Right to a Pollution-Free Environment Through the Right to Life* (2021), Honors Undergraduate Theses, 940, available at https://stars.library.ucf.edu/honorstheses/940.

13 AIR 1988 Raj 2.

14 L. Sarmiento and A. Nowakowski, *Court Decisions and Air Pollution: Evidence from Ten Million Penal Cases in India*, 86 *Environ. Resource Econ.* 605, 605–644 (2023), https://doi.org/10.1007/s10640-023-00805-2.

1.2 EVOLUTION OF ENVIRONMENTAL JURISPRUDENCE IN INDIA

The development of environmental jurisprudence in India is a dynamic interaction of legislative laws, judicial decisions, and evolving demands of society. Initially concerned with particular cases of environmental degradation, judicial methods later extended to more comprehensive principles of environmental and public health sustainability. This in turn has helped deal with air pollution and bring forth the right to a pollution-free environment.

1.2.1 Judicial Approaches

In the formative years, Indian courts tended to address environmental issues sporadically; the issues were brought before the courts under the headings that applied in a given case rather than as part of an environmental agenda. Cases of this initial phase may be cited that are similar, such as *Ratlam Municipality v. Vardichan*[15]. In a landmark ruling, the Supreme Court's judgment earned wide applause for directing municipal authorities to take positive steps regarding issues of sanitation and pollution so that public health is protected by the state. However, this case was not explicitly concerned with air pollution; rather, it illustrated the judiciary's readiness to be involved in environmental issues.

"Pai v. State of Himachal Pradesh"[16] was another major case out of this period, where the Supreme Court held on the ecological impact of limestone quarry in the Doon Valley *[Rural Litigation and Entitlement Kendra v. State of Uttar Pradesh]*[17]. The issue, while not primarily one of deforestation or soil erosion, brought to the fore the interrelation of many environmental issues, among them air quality. By recognizing the primacy of these early judgments, which have provided a sound base for a more comprehensive approach to environmental jurisprudence by linking the principles essential for the constitution to ecological necessities.

1.2.2 Expansion of Article 21

Article 21 of the Constitution was judicially interpreted to include environmental rights as an important turn in India's environmental jurisprudence. The right to a pollution-free environment was expressly recognized as an integral part of the right to life by the Supreme Court in *"Subhash Kumar v. State of Bihar"*[18] The enhancement of Article 21's ambit provided a constitutional ground for handling pollution through the air, enabling citizens to seek recourse to regulatory action and accountability, both public as well as private.

15 [1980] 4 SCC 162.
16 [1986] 2 SCC 198.
17 [1985] 2 SCC 431.
18 [1991] 1 SCC 598.

This shift is further exemplified by the seminal case of *"M.C. Mehta v. Union of India"*[19]. The Court issued detailed orders on how to bring down industrial pollution in the Ganga basin and bring it in abeyance until due compliance with environmental norms. Though the focus was on water pollution, the principles from this case were used to tackle air quality concerns and serve as further examples of the judiciary's thought process.[20]

1.3 LANDMARK JUDICIAL PRECEDENTS

India's judiciary has been very important in interpreting constitutional rights as they pertain to protecting the environment. The courts over some times have also recognized the very inherent link that a healthy environment has with a right to life under 'Article 21 of the Constitution of India.' The link with environmental preservation as a constitutional obligation has been cinched by landmark cases. In addition, these judicial precedents not only broadened the sweep of fundamental rights but also established important benchmarks for maintaining a balance between environmental sustainability and the need for development.

1.3.1 Rural Litigation and Entitlement Kendra v. State of Uttar Pradesh

In *Rural Litigation and Entitlement Kendra v. State of Uttar Pradesh*[21], the Supreme Court of India took up the deterioration of the Dehradun Valley by limestone quarrying. However, unregulated mining causes deforestation as well as soil erosion and pollution and threatens the ecological balance, the petitioners said. In urging sustainable development, the Court awarded the closure of several quarries, though they offered economic benefits. It declared that being a part of 'Article 21' (Right to Life) meant also the right to a wholesome environment. This case set a milestone for judicial environmental activism that established, in part, the idea that environmental protection is a manifestation of fundamental rights.

1.3.2 M.C. Mehta v. Union of India

Many environmental cases, such as *"M.C. Mehta v. Union of India"*[22], the Ganga pollution case, demonstrated the courts' preparedness to solve large environmental issues. Filed as a Public Interest Litigation (PIL), the case argued that rampant pollution is impacting the water quality of the Ganges River by industrial waste, which is going untreated, and municipal sewage. The Supreme Court directed industries along the river to install effluent treatment plants and made the principle of absolute liability applicable to any enterprise that undertakes a hazardous activity. The judgment also held that

19 [1987] 1 SCC 395.

20 G. N. Gill, *Environmental Standards and the Right to Life in India: Regulatory Frameworks and Judicial Enterprise*, in *Environmental Rights: The Development of Standards* 222, 222–246 (S. J. Turner et al. eds., Cambridge Univ. Press 2019).

21 (1985) 2 SCC 431.

22 [1988] 1 SCC 471.

'Article 21', which speaks about the right to life, comes under attack when the environment gets degraded and causes a hampering in the quality of life. The case is a landmark in India's environmental jurisprudence.

1.3.3 Subhash Kumar v. State of Bihar

In *Subhash Kumar v. State of Bihar*[23], the Supreme Court positively established that "Article 21" has on its anvil the "right to pollution-free air and water." The discharge of sludge into rivers by the Tata Iron and Steel Company caused pollution, the petitioner alleged. A court also made remarks that environmental rights are crucial to human dignity and that the state has a responsibility to prevent ecological harm. This case importantly further developed the realm of fundamental rights; environmental protection is not separable from human rights.

1.3.4 M.C. Mehta v. Union of India (Vehicular Pollution Case)

The case in point is *"M.C. Mehta v. Union of India"*[24], in which the Supreme Court took up the issue of very high levels of air pollution in Delhi caused by vehicular emissions. It ordered the authorities to compulsorily convert public transport vehicles to compressed natural gas (CNG) and to enforce stringent emission norms. According to the judgment, the judiciary is taking a proactive role in fighting air pollution and also emphasizing 'Article 21' as well. The case is a classic example of how judicial intervention may turn policy to protect the public's health and the environment.

1.3.5 Vellore Citizens Welfare Forum v. Union of India

Environmental principles such as the "polluter pays principle" and "precautionary principle" were brought into Indian jurisprudence in *'Vellore Citizens Welfare Forum v. Union of India'*[25]. The case revolved around the pollution by tanneries in Tamil Nadu causing untreated effluent discharge into rivers. The Supreme Court declared sustainable development is a constitutional imperative while at the same time stressing the need to achieve environmental protection through industrial growth. In this case, it makes definitive some principles of a magnitude that would modify future legislation and judicial decisions.

1.3.6 Taj Trapezium Case

In *"M.C. Mehta v. Union of India"*[26], the iconic Taj Mahal was severely damaged by industrial pollution. The Supreme Court said discoloration and degradation of the monument were primarily due to emissions from nearby industries. It also ordered polluting industries to relocate outside the Taj Trapezium Zone and to adopt fewer polluting fuels. The exemplar judgment showed how the judiciary plays a role in

23 [1991] 1 SCC 598.
24 [1998] 6 SCC 63.
25 [1996] 5 SCC 647.
26 [1997] 2 SCC 353.

preserving cultural heritage and environmental conservation at the same time. And the Court invoked 'Article 21' to connect environmental protection to pride in the nation and human dignity.

1.3.7 Recent Case: M.K. Ranjitsinh v. Union of India

Article 21 received a new fillip when, in *'M.K. Ranjitsinh v. Union of India,*[27]' the Supreme Court accorded the right to protection against climate change impact a facet of Article 21. Yet the petitioners argue that climate inaction infringes fundamental rights because citizens are exposed to grave environmental hazards. The Court urged the government to adopt more radical climate mitigation measures, including a swift transition to renewable energy. A landmark judgment in Indian constitutional history in terms of recognition and understanding of the two significant trends regarding the evolving meaning of environmental rights and the judiciary's approach to these issues using the doctrines of our Constitution.

These cases establish that through fundamental rights we must protect the environment. The precedents discussed indicate the need for active judicial protection of the fine balance to be struck between development and ecological sustainability and, therefore, a healthy environment for generations to come.

1.4 ROLE OF GRADED RESPONSE ACTION PLAN (GRAP)

The Graded Response Action Plan (GRAP) is a pivoting landmark in India's incessant war against air pollution, especially in the National Capital Region (NCR). This framework mandated by the Supreme Court offers a phased and structured mechanism to address a downslide in air quality. The introduction of GRAP was aimed as a response to the serious public health problem of air pollution in Delhi-NCR to facilitate faster and more efficient action during pollution peaks.[28]

1.4.1 Introduction of GRAP

The order of the Supreme Court to devise GRAP is in *"M.C. Mehta v. Union of India"*[29]. The framework was developed to address Delhi-NCR, where air pollution regularly tops hazardous levels. Air pollution is classified as moderate, poor, very poor, and severe by GRAP, and remedial actions are taken accordingly. Its chief purpose is to lay down clear guidelines to the authorities for preventing, containing, and dealing with air quality emergencies to protect public health and align with the constitutional mandate under "Article 21."[30]

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27 [2024] 10 SCC 1.

28 Sarita and Arun Klair, *Accessing Environmental Justice Through the Lens of the National Green Tribunal in India*, available at https://www.hpnlu.ac.in/PDF/b6ff7c9c-1fb1-450f-b28f-bcc6709c77ec.pdf.

29 [2016] 14 SCC 744'

30 Lovleen Bhullar, *Environmental Constitutionalism and Duties of Individuals in India*, 34 *J. Envtl. L.* 399, 399–418 (2022), https://doi.org/10.1093/jel/eqac010.

1.4.2 Implementation Mechanism

GRAP works on a phased action plan based on the levels of air quality. For moderate and poor levels, there are actions on preventive measures, for example, regulating construction activities and ensuring compliance with dust mitigation standards. In very poor conditions, further measures such as the prohibition on diesel generator sets and limiting the entry of heavy vehicles are initiated. Pollution is brought under control up to moderate levels, but reaching severe levels means shutting down industries, stopping construction activities, restriction vehicular movement, etc. Such an approach is tiered, guaranteeing a targeted response to minimize the impact of pollution.

1.4.3 Key Features

GRAP's core features are dynamic and action-oriented. It limits construction activities, industrial operations, and vehicular emissions by the real-time air quality data availability. Moreover, GRAP stresses interagency coordination for involving purposes of local government, pollution control boards, and law enforcement agencies. GRAP needs to leverage public awareness campaigns and community participation to ensure compliance and build up a collective effort to tackle air pollution.

1.4.4 Effectiveness and Challenges

During critical periods, GRAP has so far achieved measurable success in reducing pollution levels. For example, the ban on high-emission vehicles and strict regulations of construction activities have led to short-term shifts in air quality. Gaps, however, exist in enforcement, and interagency coordination does not always work seamlessly. It has little overall impact, as there is no long-term planning and because it depends on emergency responses.

1.5 DEVELOPMENTS AND JUDICIAL INTERVENTIONS

Air pollution has also received renewed judicial focus in recent years, most recently with landmark interventions by Indian courts. These connote the judiciary's pledge of safeguarding the constitutional right to a pristine and fit environment, which has been regarded as an indispensable part of the essential right to life as specified under "Article 21 of the Constitution of India." This proactive stance of the judiciary is in the path of a custodian of constitutional values and a protector of public welfare and takes on environment while staking off alternative interests.[31]

1.5.1 Court's 2024 Affirmation

The Supreme Court in its historical 2024 judgment once again maintained that the right to a pollution-free environment was a corollary [sic] to the fundamental right to life and dignity in Article 21. This judgment had however further stretched the environmental jurisprudence of the Supreme Court that was established in earlier cases such as *'Subhash Kumar v. State of Bihar'*[32], wherein the right to life was perceived

31 Sharon S., *Supreme Court and Environmental Justice: A Historical Analysis*, 14(2) *J. Polity & Soc'y* 137, 137–148 (2022).

32 [1991] 1 SCC 598.

to incorporate the right to have pollution-free air and water. A PIL on alarming levels of air pollution in metropolitan cities resulted in the 2024 affirmation. Referring to "Article 51A(g)," which enunciates a duty of citizens to protect and improve the natural environment, including its wildlife and forests, and "Article 48A" of the Constitution, which lays down the state's duty to protect and improve the environment and to safeguard the forests and wildlife of the country, the Court observed that the duty is of considerable importance. It ordered the Central Pollution Control Board (CPCB) and State Pollution Control Boards (SPCBs) to draft stricter norms for emissions and come up with scientific ways to curb pollution monitoring. Further, this ruling underlined the importance of sustainable development and also established regulatory authorities' accountability to enforce effective environmental safeguards.

1.5.2 Measures Against Stubble Burning

Pivotal has been the Supreme Court's intervention in the pollution problem caused by stubble burning by farmers in North India. Noting that the practice was causing severe environmental and health hazards, especially in Punjab and Haryana, the Court has issued directions to check the menace. In the 2023 judgment in "*Aditya Dubey v. Union of India*"[33], the Court directed the state governments to incentivize the farmers to adopt eco-friendly alternatives like the Happy Seeder machine, which makes possible the sowing without burning the crop residues. In addition, the Court had directed the setting up of a proper compensation mechanism to dissuade stubble burning and penalize rolling back of progress. The Court invoked "Article 21" to rule that on stubble burning, the government's inaction infringes on citizens' right to clean air. In addition to accelerating enforcement, the measures have also shed light on what is required, in terms of a coordinated effort among farmers, policymakers, and environmental activists, to mitigate this recurring problem.[34]

1.5.3 Firecracker Bans

Another important step in the fight against air pollution is the judicial order to curb the use of firecrackers. The Supreme Court in "*Arjun Gopal v. Union of India*"[35] banned the sale and use of firecrackers in Delhi NCR to dilute air quality in the already bedeviled region during festive seasons. This precedent was continued in the following cases in 2021 and 2023, as the Court expanded on restrictions on festivals, while also continually reinforcing that festivals must be compatible with public health and the protection of the environment. The Court clarified in 2023 that only green firecrackers can be manufactured and sold, which produce less emissions. It prescribed strict enforcement of strict monitoring methods to control compliance and referred to 'Articles 14,' '21' as it served to regulate individual rights against the collective right of a clean environment. Okonjo Iweala was hailed as a 'pathfinder,'

33 2023 SCC Online SC 912.

34 Rhuks Temitope, *The Judicial Recognition and Enforcement of the Right to Environment: Differing Perspectives from Nigeria and India*, 3 *NUJS L. Rev.* 423, 423–424 (2010).

35 [2017] 16 SCC 280.

hailed by some as the first of many to come. Okonjo Iweala was hailed as a 'pioneer' heading the WTO in gender equality first. Okonjo Iweala celebrates appointment as first female WTO director general.

Judicial innovation involving innovative legal frameworks and constitutional mandates can be seen from recent judicial developments given the courts' engagement in addressing air pollution in recent times. The judiciary notes air quality as a basic aspect of life and indoor air quality (IMQ), and these indicators are upheld to ensure environmental rights and fit in with reasonable practices over a wide range of businesses.[36]

1.6 Challenges in Enforcement

The effective enforcement of environmental laws and judicial orders is held back by systemic weaknesses that also reflect societal apathy. Courts have had a central role in shaping and shielding the fundamental constitutional right to a pollution-free environment, but making legal principles operational remains a daunting task. The fight against air pollution suffers from these challenges stemming from legislative deficiencies, implementation bottlenecks, and limited public engagement.

1.6.1 Legislative and Policy Gaps

Although India has a comprehensive legal structure that includes the 'Air (Prevention and Control of Pollution) Act, of 1981', comprehensive research reveals that there are gaps in the existing legal structure to address the emerging sources of air pollution. For example, pollutants causing the greatest health risks, like particulate matter (PM2.5 and PM10) and ozone, fall out of the current legislative regime's specific regulation. The lack of very concrete norms on industrial emissions and vehicular pollution aggravates the problem. It is noteworthy that in "*M.C. Mehta v. Union of India*"[37], the Supreme Court has pointed out that the existing policies to combat vehicular emissions in Delhi are insufficient and therefore have directed that compressed natural gas (CNG) must be used in public transport. Such piecemeal solutions, though, are a symptom of broader problems, in particular that of fragmented policy-making and enforcement. While progress has been made, this has also largely been confined to the effective implementation of regulatory frameworks, where dynamic legislation that confronts and responds to emerging environmental issues has failed to materialize, resulting in the need for a common sense and forward-looking approach.[38]

36 R. Singh and A. Frank, *The Importance of Public Participation in Framing Air Pollution Policy: Outcome of a Judicial Review in New Delhi, India*, 13(4) *Pub. Health Action* 169, 169–172 (2023), https://doi.org/10.5588/pha.23.0047.

37 [2002] 4 SCC 356.

38 S. Iyengar, N. Dolšak, and A. Prakash, *Selectively Assertive: Interventions of India's Supreme Court to Enforce Environmental Laws*, 11(24) *Sustainability* 7234 (2019), https://doi.org/10.3390/su11247234.

1.6.2 Implementation Issues

While we might have robust laws and judicial directives, the enforcement of these laws is usually marred by administrative inefficiencies and failure to account for anyone. Bureaucratic delay, coupled with under-resourced regulatory agencies such as CPCB and SPCB, has made these agencies unable to effectively control and monitor pollution. For instance, the failure to impart compliance can be exemplified by the Supreme Court order in '*Vellore Citizens Welfare Forum v. Union of India*'[39], wherein the Supreme Court ordered stringent action against the industries polluting the Noyyal River. Likewise, in 'Aditya Dubey v. Union of India,' directions to check the practice of stubble burning have not been followed because the farmers are not allocated sufficient financial resources and because agencies of the state are not in coordination with each other. Further emboldened by the lack of punitive measures for noncompliance, violators require strong enforcement mechanisms and periodic judicial review to enforce compliance.[40]

1.6.3 Public Awareness and Participation

However, citizens' role in combating air pollution is of paramount importance but insufficiently informed and low engaged. Although "Article 51A(g)" of the Constitution provides a duty for every citizen to protect the environment, there exists limited environmental literacy that impedes active participation in protecting the environment. In *Bangalore Medical Trust v. B.S. Muddappa*[41], the Supreme Court stated that citizens ought to be instruments for sustained public vigilance to be exercised over the maintenance of the ecological balance. Yet, efforts to sustain awareness of the environment are still sparse and not up to the mark. This gap can be filled by community-based programs, public consultations, and cooperative platforms that enable people to hold authorities accountable and participate in practicing sustainability. There is an imperative for civil society to play a more assertive role in environmental governance such that environmental interests are considered along with other interests and constituents in this newly mandated body policy.

The enforcement challenges demand a multipronged approach combining legislative reform, administrative efficiency, and citizen participation. These systemic issues need to be addressed to achieve the constitutional vision of a pollution-free environment and secure public health for future generations.[42]

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39 [1996] 5 SCC 647.

40 Yogender Singh and Umesh Kulshrestha, *An Analysis of GRAP Task Force Directions for Improved AQI in Delhi During 2018*, 15(1) *Curr. World Environ.* 67, 67–79 (2020), http://dx.doi.org/10.12944/CWE.15.1.06, available at https://cwejournal.org/vol15no1/an-analysis-of-grap-task-force-directions-for-improved-aqi-in-delhi-during-2018.

41 (1991) 54 SCC 4.

42 Ananthakrishnan G, *Delhi Air Pollution: SC to Decide on Monday if GRAP 4 Measures Need to Continue, Directs Setting Up More Check Posts*, *Indian Express* (Nov. 22, 2024, 16:23 IST), https://indianexpress.com/article/india/delhi-air-pollution-examine-grap-4-measures-sc-9683679.

1.7 CONCLUSION

Article 21 of the Indian Constitution is regarded as the main source of the constitutional right to a pollution-free environment, and it is the primary responsibility of the judiciary to protect the health of people and the environment by using this right. However, the judiciary has given life to the intrinsic nexus between preserving the environment and protecting human dignity by progressively interpreting fundamental rights, directive principles, and fundamental duties. Not only have the landmark cases of M.C. Mehta v. Union of India and Subhash Kumar v. State of Bihar broadened the meaning of the right to life, but they have also set important standards for environmental governance in India.

According to the analysis, judicial interventions have made it possible to control air pollution by exploiting polluters, asking for regulatory action, and directing the making of frameworks, including the Graded Response Action Plan (GRAP). The constitutional mandate for environmental protection has been further strengthened by these interventions in the form of innovative principles like "polluter pays," "precautionary principle," etc., which they have introduced into India's environmental jurisprudence.

Matters, however, remain a challenge, particularly the enforcement of the judicial directives and legislative frameworks. These measures are undermined by systemic inefficiencies, fragmented policy approaches, and low levels of public participation. Despite the judiciary's apparent reliance on circuitous governance involving the public, the deficiency in these policies and consequent enforcement mechanisms are still prominent barriers to progress.

Efforts to curb air pollution demand a multifaceted approach involving judicial oversight, comprehensive legislation, exemplary enforcement, and public awareness. We need to place a priority on sustainable development by fusing economic growth and environmental conservation. Finally, the judiciary's determination to protect people's constitutional right to a clean environment demonstrates the significance of the judiciary dealing with the issue and, thereby, of the judiciary in securing a healthy and equal future for all. To make this constitutional vision a reality and to overcome this endemic challenge of air pollution, it is imperative to strengthen institutional frameworks and increase community participation.

1.8 SUGGESTIONS

To address India's pervasive problem of air pollution, a multipronged approach—which combines judicial oversight, legislative reform, administrative efficiency, and active public engagement—is required. Below are detailed suggestions to combat air pollution effectively:

- Existing environmental laws, like the "Air (Prevention and Control of Pollution) Act, 1981," need to be revised and updated from a PM 2.5, PM 10, ozone, and microplastics point of view. Provide dynamic provisions that precede future environmental challenges.

- Provide CPCB and SPCBs adequate funding plus technical and human support necessary for the proper autonomous functioning for the prevention and monitoring of air pollution. Data acquisition and management need enhancement to make them integrate well with other agencies for effective solutions, especially on sources such as vehicle emissions and industries.
- Support the transition to cleaner technologies throughout industries and transportation subsectors. Promote economic and commercial functioning of electric vehicles, renewable energy, and efficiency in industries. Make use of sophisticated technologies to monitor the air quality to address the problem in nearly real-time.
- Fund for helping farmers financially and technologically to produce near-zero burning as an alternative to Happy Seeder and bio-decomposers, etc. Establish effective waste management practices to use the products of crop residues either as biofuels or manure.
- Pull air quality into the urban development policies. Green areas must be increased, rigorous regulation of construction dust is sedimented, and respect zoning law to avoid proximity to sources of pollution and residential areas.
- Promote the use of non-auto modes of transport through better metro connectivity, improved bus rapid transit services, and hopefully cheaper, green modes of transport. Construct well-connected pathways or systems that encourage walking and provide cycling tracks so that their dependency is decreased.
- Deepen several awareness-raising campaigns to raise the level of understanding the population has towards HIT, with particular regard to air pollution and the measures to take to reduce it. Promote other forms of behavior, for instance, cutting down on the use of firecrackers and SWOT analysis of waste disposal.
- Grant the industries and individuals successful in practicing sustainable policies special incentives like tax credits and subsidies for adopting solar power, biofuels, etc. Encourage and reward those actions that are reducing pollution levels in the environment.
- Make it necessary to perform constant checks and stock-taking of any fresh or new judicially crafted directives regarding air quality. Formulate specialized environmental courts for speedy trial of pollution cases and compliance with the orders made therein.
- Increase public participation in environmental management by decentralization of local organizations, consultation, and partnership. Promote compliance and provide methods through which the public can report violations and get involved in monitoring air quality increments.
- Develop integrated national and regional air quality management strategies that are responsive to internationally acceptable environmental standards. The plan should give specific targets and schedules and ensure that those corresponding with the plan are held responsible for the implemented measures or working plan.

- Slap hefty penalties and work the law against industries, vehicles, and people that are polluting the environment. Promote a clear, open grievance channel through which people may report infringements of air quality standards.

These strategies show how coordinated and thus comprehensive a plan towards tackling air pollution needs to be to align development initiatives with sustainable economic growth as well as population health. The constitutional provisions have been largely progressive in directing the realization of a clean and healthy environment; however, their effective implementation can only happen with cooperation from governments, industries, and the citizenry.

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A Critical Analysis of the Power and Function of the Authorities under the Income Tax Act

*Dr. Bibhabasu Misra**

ABSTRACT

The concept of "Tax" is well known from the ancient time. The ancient sovereign used to collect hefty tax from their subjects. In return the sovereign used to maintain peace and order in their realm. The sovereign protected the subjects from the external invasion. In the modern era, all the civilized countries collect tax directly or indirectly. The revenue generated from the collection of tax is used in developing infrastructure, providing welfare schemes to the citizens, as for example affordable health care, education, justice delivery system, good governance etc. There should be a transparency in collection of tax, justly balancing the rights of the assesse vis-à-vis State. The amount of corruption in paying/collecting taxes must be reasonably reduced. The Authorities under the Income Tax Act possess vast power for collection of tax. This paper will analyse the nature of power and function of the Authorities under the Income Tax Act.

Keywords: Constitution, Law, Tax, Power, Civil Court, Search, Seizure, Authority.

INTRODUCTION

Article 265 of the Indian Constitution provides that, "Taxes not to be imposed save by authority of law-No tax shall be levied or collected except by authority of law". Section 10(1) of the Income Tax Act exempts agricultural income from imposition of tax. Entry 82, of the Union list, Seventh Schedule of the Indian Constitution provides the power to the Parliament to enact law imposing tax on subjects other than "Agricultural income". Article 266 of the Indian Constitution provides for the "Consolidated fund of India" and the "Consolidated fund for the State". The revenues, tax received by the Government of India are collected in the "Consolidated fund of India". And same received by the State government are collected in the "Consolidated fund for State". All public money received by the Government of India and the Government of States are credited to the public account of India and public account of State. No money in the Consolidated fund of India and Consolidated fund of State can be appropriated save by the authority of the Indian Constitution and law.

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Article 267 of the Indian Constitution provides for the "Contingency fund of India" and "Contingency fund of States" to meet any kind of contingency. These above funds draw revenue from various kind of direct/ indirect taxes and duties.

The term "Authority", apart from evoking one's psychological response, has special existence as per the scheme of the Indian Constitution and law. If we examine the inclusive definition of the Article 12 of the Indian Constitution, we find the mention of the local and other authorities as part of the State. The implications of being "State" and "Authority" are many, as for example having the liability under the "Writ jurisdiction" of High Courts and Supreme Court,[1] Special leave petition (jurisdiction) of the Supreme Court[2], the duty to always act in far, just, reasonable manner, for upholding the interest of people. The Writ of "Quo-warranto" may be applied against the person holding on unethically to the office maintained by the tax payer's money. A writ of "Mandamus" can be applied against an "Authority" under the scheme of the Income Tax Act, for failure of fulfilling statutory duty.

CHAPTER-XIII OF THE INCOME TAX ACT PROVIDES PROVISIONS CONCERNING VARIOUS "AUTHORITIES".

Section 116 of the Income Tax Act provides about,

A. The Central Board of Direct Taxes constituted under the Central Boards of Revenue Act, 1963 (54 of 1963).
B. Principal Directors General of Income-tax or Principal Chief Commissioners of Income-tax.
C. Directors-General of Income-tax or Chief Commissioners of Income-tax
D. Principal Directors of Income-tax or Principal Commissioners of Income-tax,
E. Directors of Income-tax or Commissioners of Income-tax or Commissioners of Income-tax (Appeals).
F. Additional Directors of Income-tax or Additional Commissioners of Income-tax or Additional Commissioners of Income-tax (Appeals).
G. Joint Directors of Income-tax or Joint Commissioners of Income-tax.
H. (d) Deputy Directors of Income-tax or Deputy Commissioners of Income-tax or Deputy Commissioners of Income-tax (Appeals).
I. (e) Assistant Directors of Income-tax or Assistant Commissioners of Income-tax.
J. (f) Income-tax Officers.
K. (g) Tax Recovery Officers.
L. (h) Inspectors of Income-tax.

1 See Article 226 and 32 of the Indian Constitution.
2 Article 136 (Special Leave Petition) of the Indian Constitution.

Section 117 of the Income Tax Act provides the power to appoint an "Authority" to the Central Government. The Central Government may authorize the "Board, or a Principal Director General or Director-General, a Principal Chief Commissioner or Chief Commissioner or a Principal Director or Director or a Principal Commissioner or Commissioner to appoint income-tax authorities below the rank of an Assistant Commissioner or Deputy Commissioner." An income-tax authority authorised in this behalf by the Board may appoint such executive or ministerial staff as may be necessary to assist it in the execution of its functions.

Under section 118 of the Income Tax Act (Control of Income Tax Authorities), "the Board may, by notification in the Official Gazette, direct that any income-tax authority or authorities specified in the notification shall be subordinate to such other income-tax authority or authorities as may be specified in such notification".

Section 119 of the Income Tax Act provides that, the Board may issue order, instruct, and direct the subordinate Authorities as per notification in the official Gazette, as it deems fit to administer the Act.[3] The Proviso of the section provides some illustration, where the Board can / cannot issue order, instruction and direction. As for example, no such orders, instructions or directions shall be issued—"(a) so as to require any income-tax authority to make a particular assessment or to dispose of a particular case in a particular manner"

(b) the Board may, if it considers it desirable or expedient so to do for avoiding genuine hardship in any case or class of cases, by general or special order, authorise ,"any income-tax authority, not being a Commissioner (Appeals) to admit an application or claim for any exemption, deduction, refund or any other relief under this Act after the expiry of the period specified by or under this Act for making such application or claim and deal with the same on merits in accordance with law;"

Section 120 of the Act provides about Jurisdiction of income-tax authorities:[4] - The Authority will exercise its jurisdiction in the following criteria.

(a) territorial area;
(b) persons or classes of persons;
(c) incomes or classes of income; and
(d) cases or classes of cases.

3 Section 119 of the Income Tax Act.

4 (1) Income-tax authorities shall exercise all or any of the powers and perform all or any of the functions conferred on, or, as the case may be, assigned to such authorities by or under this Act in accordance with such directions as the Board may issue for the exercise of the powers and performance of the functions by all or any of those authorities. 2 [Explanation.—For the removal of doubts, it is hereby declared that any income-tax authority, being an authority higher in rank, may, if so directed by the Board, exercise the powers and perform the functions of the income-tax authority lower in rank and any such direction issued by the Board shall be deemed to be a direction issued under sub-section (1).] (2) The directions of the Board under sub-section (1) may authorise any other income-tax authority to issue orders in writing for the exercise of the powers and performance of the functions by all or any of the other income-tax authorities who are subordinate to it.

Section 124 of the Act provides, Jurisdiction of Assessing Officers:-—"(1) Where by virtue of any direction or order issued under sub-section (1) or sub-section (2) of section 120, the Assessing Officer has been vested with jurisdiction over any area, within the limits of such area, he shall have jurisdiction—

(a) in respect of any person carrying on a business or profession, if the place at which he carries on his business or profession is situate within the area, or where his business or profession is carried on in more places than one, if the principal place of his business or profession is situate within the area, and

(b) in respect of any other person residing within the area."

Clause (5) of this section provides that, Notwithstanding any provision in this Act (Read as for example, order by a superior authority under section 120 of the Act)or in this section, all the Assessing officer will have all the power vested in the Act, provided he has the jurisdiction.[5]

Under section 127 of the Income Tax Act, the Authority, that is Principal Director General or Director General or Principal Chief Commissioner or Chief Commissioner or Principal Commissioner or Commissioner may, transfer a case from one or more Assessing Officers subordinate to him (whether with or without concurrent jurisdiction) to any other Assessing Officer or Assessing Officers (whether with or without concurrent jurisdiction) also subordinate to him. Assesse must be given a reasonable opportunity of being heard.

If the assessing officer is under the jurisdiction of different Principal Director General or Director General or Principal Chief Commissioner or Chief Commissioner or Principal Commissioner, then these different Principal director general, principal chief commissioner must be in agreement. Here also assesse must be given the reasonable opportunity of being heard.

Analysing the phraseology of the section 127 of the Act, it seems that any transfer order will be always a written, reasoned order.

Under section 131 of the Income Tax Act, the Authority will have the power of a Civil Court, under Civil Procedure Code, 1908, regarding discovery, production of evidence.

The power are (a) discovery and inspection; (b) enforcing the attendance of any person, including any officer of a banking company and examining him on oath; (c) compelling the production of books of account and other documents; and (d) issuing commissions.

Thus, the Income Tax Act mainly being a substantive law, the relevant provisions of the procedural law of Civil Procedure Code will also apply to make the power of the "Authority under section 131 of the Income Tax Act" effective.

5 (5) Notwithstanding anything contained in this section or in any direction or order issued under section 120, every Assessing Officer shall have all the powers conferred by or under this Act on an Assessing Officer in respect of the income accruing or arising or received within the area, if any, over which he has been vested with jurisdiction by virtue of the directions or orders issued under sub-section (1) or sub-section (2) of section 120.

Section 132 of the Income Tax Act provides, the power of search and seizure, where the prescribed Authority for fulfilling some purposes of the Act,

enter and search any building, place, vessel, vehicle or aircraft, where he has reason to suspect that such books of account, other documents, money, bullion, jewellery or other valuable article or thing are kept; (ii) break open the lock of any door, box, locker, safe, almirah or other receptacle for exercising the powers conferred by clause (i) where the keys thereof are not available; [(iia) search any person who has got out of, or is about to get into, or is in, the building, place, vessel, vehicle or aircraft, if the authorised officer has reason to suspect that such person has secreted about his person any such books of account, other documents, money, bullion, jewellery or other valuable article or thing; [(iib) require any person who is found to be in possession or control of any books of account or other documents maintained in the form of electronic record as defined in clause (t) of sub-section (1) of section 2 of the Information Technology Act, 2000 (21 of 2000), to afford the authorised officer the necessary facility to inspect such books of account or other documents;] (iii) seize any such books of account, other documents, money, bullion, jewellery or other valuable article or thing found as a result of such search:

Provided that, if the jewellary, bullion, valuable article are stock in trade, then such things will not be seized but a note/inventory will be made by such authorized officer.

Again following the same logic as applied for the "Civil Procedural law", the relevant provisions of the Bharatiya Nagarik Surakha Sanhita 2023 will apply, as for example giving a chance to withdraw, to a "Pardansin woman", who by custom[6], does not appear in public.[7]

As per the section 132A of the Income Tax Act, "Principal Director General or Director General or Principal Director or Director or the Principal Chief Commissioner or Chief Commissioner or Principal Commissioner or Commissioner", in consequence of information in his possession, has reason to believe that, any person under any legal obligation failed to produce any book of accounts, other documents, , which is in his possession, any assets represent either wholly or partly income or property which has not been, or would not have been, disclosed for the purpose of Income Tax Act 1922, this Act by any person from whose possession or control such assets have been taken into custody by any officer or authority under any other law for the time being in force, the prescribed Authority under this section, may cause to deliver such important documents[8] to the requisitioning officer.

Section 132B of the Income Tax Act, provides the application of seized or requisitioned assets, where the seized property consists of solely money, or partly money or partly other property.

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6 See Article 13 of the Indian Constitution, where it has been mentioned that, custom and usages have the force of law.

7 Section 44 of the Bharatiya Nagarik Surakha Sanhita

8 "Document" includes "Electronic document" as per the I.T. Act, 2000.

Under section 133 of the Income Tax Act, provides "Power to call for information".[9]

Under section 133A of the Income Tax Act, "Power of Survey" has been provided. Notwithstanding any provisions of this Act, an income-tax authority may enter any place within his jurisdiction, may inspect book of accounts, check money, bullion, stock etc. This place also includes any charitable place. The concerned Authority mentioned in the section can also make an inventory or note. Section 134 of the Income Tax Act provides the power to inspect the Companies register.

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9 The Assessing Officer, the Deputy Commissioner (Appeals), the Joint Commissioner or the Commissioner (Appeals) may, for the purposes of this Act,—

(*1*) require any firm to furnish him with a return of the names and addresses of the partners of the firm and their respective shares;

(*2*) require any Hindu undivided family to furnish him with a return of the names and addresses of the manager and the members of the family;

(*3*) require any person whom he has reason to believe to be a trustee, guardian or agent, to furnish him with a return of the names of the persons for or of whom he is trustee, guardian or agent, and of their addresses;

(*4*) require any assessee to furnish a statement of the names and addresses of all persons to whom he has paid in any previous year rent, interest, commission, royalty or brokerage, or any annuity, not being any annuity taxable under the head "Salaries" amounting to more than 5[one thousand rupees, or such higher amount as may be prescribed], together with particulars of all such payments made;

(*5*) require any dealer, broker or agent or any person concerned in the management of a stock or commodity exchange to furnish a statement of the names and addresses of all persons to whom he or the exchange has paid any sum in connection with the transfer, whether by way of sale, exchange or otherwise, of assets, or on whose behalf or from whom he or the exchange has received any such sum, together with particulars of all such payments and receipts;

(*6*) require any person, including a banking company or any officer thereof, to furnish information in relation to such points or matters, or to furnish statements of accounts and affairs verified in the manner specified by the Assessing Officer, the Deputy Commissioner (Appeals) the Joint Commissioner or the Commissioner (Appeals), giving information in relation to such points or matters as, in the opinion of the Assessing Officer, the Deputy Commissioner (Appeals), the Joint Commissioner or the Commissioner (Appeals), will be useful for, or relevant to, any enquiry or proceeding under this Act: Provided that the powers referred to in clause (*6*), may also be exercised by the Principal Director General or Director General the Principal Chief Commissioner or Chief Commissioner, the Principal Director or Director or the Principal Commissioner or Commissioner or the Joint Director or Deputy Director or Assistant Director: Provided further that the power in respect of an inquiry, in a case where no proceeding is pending, shall not be exercised by any income-tax authority below the rank of Principal Director or Director] or Principal Commissioner or Commissioner , other than the Joint Director or Deputy Director or Assistant Director, without the prior approval of the Principal Director or Director or, as the case may be, the Principal Commissioner or Commissioner.

Section 136 of the Income Tax Act provides that, Proceedings before income-tax authorities to be judicial proceedings. Thus, any Authority when acting judicially[10] makes a mistake of fact, and then he is not liable. If he is prevented to discharge his duty as Authority, the concerned persons will be criminally liable.[11]

Conclusion: - Taxing statutes are always interpreted strictly[12]. Thus, the Authorities must act within the bounds of the Constitution and law. Some changes are suggested, to be made in future, like rich and well off farmers may be brought under the net of taxation. To initiate such change, Article 368 of the Indian Constitution may be applied, where using the "Constituent power", the Parliament may amend, Schedule VIII, Entry 82, and the consent of the "Half the states" of the Union of India will be required. Another important observation can be made, where the Authorities does not provide justice to the "assesse", if the remedial scheme of the "Taxing statute" is not properly implemented, then one can approach the principal Civil Court having the jurisdiction.[13]

10 See section 14 of the Nyaya Sanhita.

11 Section 223 of the Nyaya Sanhita 2023.

12 See Commissioner of Income Tax v M/S Calcutta Knitwears (AIR 2014 SC 2970)

14 See section 9 of the Civil Procedure Code. Dhulabhai, etc. v. State of Madhya Pradesh and others reported in A.I.R. 1969 S.C. 78 (Constitutional Bench) "Where the statute gives a finality to the orders of the special tribunals the Civil Court's jurisdiction must be held to be excluded if there is adequate remedy to do what the Civil Courts would normally do in a suit. Such provision, however, does not exclude those cases where the provisions of the particular Act have not been complied with or the statutory tribunal has not acted in conformity with the fundamental principles of judicial procedure".

Women Empowerment: Socio-Legal Aspects

*Dr. J.P. Arya**

ABSTRACT

The empowerment of women is often identified as an important national aim of sustainable development policies. Besides governments several philanthropic organizations now include women's empowerment in their development strategies. There can be progress in women's socio-economic empowerment in our country if the right policies are adopted. Governments need to adopt appropriate provisions of Law and policies in consultation with employers' groups, workers' associations and civil society forums, including those representing women and girls. In the modern industrial societies with digital technology it is usually implicitly assumed that higher levels of women's empowerment represent a change from a pre-existing situation. The pre-existing situation would be in which women have limited power, less influence, limited freedom, or restricted autonomy. Despite all the religious teachings, international treaties, states laws, government schemes and programs for women empowerment, equal rights and the girls education the condition of women in north western region of India is deplorable. The social status of women in the patriarchal society seems to be dependent on their men. There are several instances of violence against women. The access to social justice and equality are denied to them. But through the positive socio-political and legal efforts the situation can change to more power, adequate influence and more autonomy. Nevertheless, such changes have been witnessed on a slow pace. This paper tries to highlight how governments, in coordination with civil society, UN, G7 and the European Union, can exert their influence to ensure building a gender-equal future society in self reliant, new India of the vision of our Prime Minister Narendra Modi. The paper also describes various provisions of statutes as well as case laws favoring women empowerment and suggests how to combat the challenges facing in regard to women equality and empowerment.

Keywords: Women, empowerment, law, policies, modern, technology, patriarchal, new India.

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INTRODUCTION

In recent times there is a great significance of women empowerment not only in India but across all world countries. Everyone is pointing on the empowerment of women. It is right to say that women's empowerment has become the demand of the time. Women should possess liberty, faith, and self-worth to opt for their needs and cosmetic accessories. Discrimination based on gender is useless and is having little worth by looking at the growth of women in the last couple decades. Women are paid less and are treated as a cook and subordinate in families, and their real potential fails to get highlighted. Women empowerment initiatives undertaken by government in India are trying to overcome situations of such types and to provide them with their independent role in Indian society. Empowering women is a necessary right of women. They should have proportional rights to contribute to society, economics, education, and politics. They are approved to gain higher education and receive a similar treatment in finding employment in every domain of workforce as men are receiving.

In ancient Indian culture and society traditionally women were considered to be full-time homemakers. Their responsibilities were to take care of their children and family. Indian Sociologist Yogendra Singh regards culture as unique human reality emanating from humankind's unity with nature and manifesting in the technological, mental, moral, social aesthetic and spiritual achievements of humankind. It gives meaning to our relationships and forms our subjective identity. He said, "Culture, therefore, enters into the process of social change in many forms and at various levels. It defines the quality of social change as its indicator. By selective adaptations to outside cultural forces, it has large measure of resilience. With all its institutional pervasiveness it has a core which acts as filter or a moderator to the outside forces of cultural contact and change."[1]

Since culture is community made, in tradition bound society, its impact is immense. Culture's anchoring in folk psychology, level of group conscience and the extent of creative leadership – either of cultural agents or of political persons – are the factors that substantively decide the phase, extent and direction of change in culture. In all countries, be it democratic or communist, it is recognized that the powers of cultures is deeply rooted in the vitality, creativity and cohesion of a nation; that culture is interactive with economic and political activities; and that its status and functions are becoming more and more outstanding in the competition in overall national strength.[2]

Law is a part of nation's culture, being product of group conscience and group activity. Born in commonly accepted moral principles, partly influenced by enduring metaphysical principles of religion and grown in the warmth of ethical considerations of coexistence and welfare of all, law mirrors culture of the community. Historical school of legal thought argued that Constitution and laws should be the outcome of a gradual and

1 Yogendra Singh, Culture Change in India, Rawat Publications, New Delhi 200 at page 25.

2 Bhikhu Parekh, Rethinking Multiculturalism, 2nd Edition, Palgrave MacmillanNew York, 2006, at pp. 74-75

organic development. Law is not a product of accidental or arbitrary origin. It grows with the growth, and strengthens with the strength of the people and finally dies away as nation loses its identity.[3] Law is to be found in the customs, popular faith and traditions of people or in the internally operating silent forces rather than in the wish of the lawgiver. Law varies with culture. Donald Black says, "Where culture is sparse so is law; where it is rich law flourishes."[4] If law's flourishing is to be understood in a limited sense of people's acceptance of law in their day-to-day behavior because of norm abiding practice of culture, the analysis does not address the larger issue.

In fact, modernization poses tall challenge to changeless continuation of culture and tradition. The human rights values and welfare goals of the modern age try to bring lot of rationality and humanism in individual and social conduct, and dispel the faults of patriarchy and caste discriminations. The impediments in the name of protection of culture to the efforts of introducing gender justice reforms in personal law or to the social reform policies that eradicate social evils need to be surmounted by synthesizing the major thrust of Indian culture and humanist values in modern thoughts. The instances of cultural policing against beauty show and the awareness created by feminist writings call for greater social alertness through widespread and meaningful education.

PATRIARCHY HINDERS WOMEN EMPOWERMENT

The North-Western Region of India consists of Haryana, Himachal Pradesh Punjab, and the Union Territory of Jammu & Kashmir, Ladakh[5] and Chandigarh. In these states and Union Territories women were deprived of their basic rights. They are not able to enjoy the liberty and decision making capacity. The definition of patriarchy, understood as 'the structural and ideological system that perpetuates the privileging of hegemonic masculinities' Thus, it is a hegemonic system of power relations based on gender norms, which establish the expected roles of men and women. In this system, women and girls[6] have historically, and overwhelmingly, been oppressed, exploited or otherwise disadvantaged. So too have groups who do not conform with gender norms, the predominant binary approach to gender and sexuality, and/or hetero-normative expectations. These include lesbian, gay, bisexual, transgender and intersex (LGBTI) populations, as well as certain groups of men and boys.[7]

The North-Western Indian society, like a number of classical societies, is still patriarchal. Patriarchal values regulating sexuality, reproduction, and social productions are expressed through specific cultural metaphors. Overt rules prohibiting women from certain important specific activities and denying certain rights did exist.

3 W.Friedmann, Legal Theory, 5th Edition , Universal, New Delhi, 1960, reprint 2003, at pp.210-11

4 Donald, J.Black, The Behaviour of Law, Academic Press London, 1976, at p.63.

5 The state of Jammu and Kashmir ceased to exist at midnight Wednesday, and was converted into two union territories from Thursday, October 31, 2019 under the Jammu and Kashmir Reorganisation Act, 2019; 86 days after Parliament abrogated its special status under Article 370.

6 Recardo Fal –Dutra Santos: Challenging patriarchy: gender equality and humanitarian principles, ReliefWeb 18 July, 2018, Available at https://reliefweb.int/report/world/challenging-patriarchy-gender-equality-and-humanitarian-principles

7 Ibid

Due to binding effect of the ancient custom, traditions and cultural values patriarchal system and the gender stereotypes in the family and society have always shown a preference for the male child. Sons are regarded as a means of social security and women remained under male domination.

Patriarchy – which is the conceptualization of how men, especially cis men, and masculinity are seen as better than, are more respected than, and hold more privileges than women and nonbinary people or femininity—permeates nearly every aspect of our lives. Although patriarchy is set up in a way to benefit men, it can also hurt men in many ways, as men are under the constant scrutiny of the fabricated norms that patriarchy has put in place. Many men don't like to admit, or perhaps don't even know, that what feminism represents can directly affect the harm caused by patriarchal norms for men.

The exploitation of women within a marriage reflects deeper structural inequalities within a male-dominated society. As an ideology, feminism seeks to highlight the disastrous impact of patriarchy upon women's lives.

Indian society, particularly people living in North-West region of India places high stakes on both honor and reputation. Because of its largely patriarchal standpoint, this honor and reputation often get related to the man of each family. Thus, any news that could potentially ruin a man's public reputation will be hidden. Of course, this creates an unsafe environment for women suffering at the hands of a man. In such circumstances women face heinous crime against them in the form of honor killing. This is because they risk facing shame and further abuse for ruining a man's reputation.

IMPACT OF SOCIO-RELIGIOUS REFORMS ON WOMEN EMPOWERMENT

The Indian Society in the first half of 19th century was caste ridden, decadent and rigid. Some enlightened Indians like Raja Ram Mohan Roy, Ishwar Chandra Vidyasagar, Dayanand Saraswati and many others started to bring in reforms in society so that it could face the challenges of the West. The reform movements could broadly be classified into two categories:

1. Reformist movements like the Brahmo Samaj, the Prarthana Samaj, and the Aligarh Movement.
2. Revivalist movements like Arya Samaj and the Deoband movement.

The Most Distressing was the Position of Women.

- The killing of female infants at birth was prevalent.
- Child marriage was practiced in society.
- The practice of polygamy prevailed in many parts of country.
- The widow remarriage was not allowed and the sati pratha was prevalent on a large scale.

These social reformers fought against social evils particularly they spread awareness in the society to abolish Sati pratha, Child marriage, and they advocated western education, widow re-marriage, struggled for woman equality and to gain property right.

LEGAL PROVISIONS FOR WOMEN EMPOWERMENT

CONSTITUTIONAL PROVISIONS

A.12 : Definition—In Part III of the Constitution dealing with Fundamental Rights, "the State" includes the Government and Parliament of India and the Government and the Legislature of each of the States and all local or other authorities.

A. 14 : Ensures equality before the law and equal protection of the laws by the State.

A. 15 : Prohibits discrimination on grounds of religion, race, caste, sex or place of birth-

(1) State not to discriminate on grounds of religion, race, caste, sex or place of birth or any of them.

(2) No citizen to be subjected to any disability, liability, restriction or condition, on grounds of religion, race, caste, sex or place of birth or any of them with regard to access to public spaces and facilities.

(3) Empowers the State to make special provisions for women and children

(4) Empowers the State to make special provisions for the advancement of socially backward classes of citizens or Scheduled Castes and Scheduled Tribes.

(5): .....

A. 16: Equality of Opportunity in matters of Public Employment-

(1) Ensures equality of opportunity for all citizens in matters relating to employment or appointment to any office under the State.

(2): Prohibits discrimination on the grounds of religion, race, caste, sex, etc. in employment or appointment to any office under the State.

(3) ……

(4) .....

LEGISLATIONS

1. **Protection of Human Rights Act, 1993:** To provide for the constitution of NHRC10 for better protection of human rights.
2. **National Commission for Women Act, 1990:** To provide for the constitution of NCW11 for the protection of women's rights.
3. **Scheduled Caste and Scheduled Tribe (Prevention of Atrocities) Act, 1989:** Legislation to check and deter crimes against SC/ST.
4. **Indecent Representation of Women (Prohibition) Act, 1989:** Prohibits indecent representation of women through advertisement or in publication, etc.
5. **Maternity Benefit Act, 1861:** Regulates the employment of women for certain periods before and after childbirth and to provide maternity benefit. Maternity Benefit Act (MBA), **1961 and Maternity Benefit (Amendment) Act, 2019:**

a. S. 5: Provides all the maternity benefits available to a woman working in an organised sector and the amount of leave available to her
b. S. 9: Provides for paid leave in case of miscarriage.
c. S. 12: States that it is unlawful to discharge/dismiss a woman absent from work due to her pregnancy in accordance with the Act

6. **Industrial Disputes Act, 1947:** Provided for same wages and other facilities to women workers and provision of creches, feeding intervals, etc. at the workplace.
7. **Equal Remuneration Act (ERA), 1976:** S. 4: States that the employer has to pay equal remuneration to men and women workers for same work or work of a similar nature.
8. **The Companies Act, 2013:** As per the second Proviso to Section 149(1) read with Rule 3 of the Companies (Appointment and Qualification of Directors) Rules, 2014, every listed company, every public company having paid-up share capital of Rs. 100 crore or more, and every public company having a minimum turnover of Rs. 300 crore or more, makes provision for at least one woman director.

POLICIES AND REPORTS

1. **The Committee on the Status of Women in India, 1971:** Undertook a comprehensive review of women's status in India in all spheres. 'Towards Equality,' its report made extensive recommendations to address discrimination and marginalization of women. and gave useful guidelines for the formulation of social policies and mechanisms to address gaps in equality for women. Committee looked into Constitutional, legal and administrative provisions and their impact on women, especially rural women and also suggested measures to enable women to play their role in building up the nation.
2. **National Policy for the Empowerment of Women, 2001**: The goals of the policy are- Advancement, development and empowerment of women; Equal access to participation and decision making for women in social, political and economic life of the nation; Mainstreaming gender perspective in the development process. Building and strengthening partnerships with civil society, particularly women's organizations.
3. **Draft National Policy for Women, 2016:** Titled 'Articulating a Vision for Empowerment of Women,' the policy states that, the empowerment of women can only be achieved when advancement in the conditions of women is coupled with their ability to influence the direction of change through equal opportunities in all spheres of life, including political life.
4. **Report of the High-Level Committee on Status of Women, 2015:** The Committee's mandate was to undertake a comprehensive study on the status of women since 1989, and to evolve appropriate policy interventions based on a contemporary assessment of women's economic, legal, political, educational, health and socio-

cultural needs. One of the key recommendations includes ensuring at least 50 per cent reservation of seats for women in the local bodies, State Legislative Assemblies, Parliament, Ministerial levels and all decision-making bodies of the government.13

LANDMARK JUDGEMENTS

1. **Charu Khurana V/s UOI (2015) 1 SCC 192:** A female Petitioner was refused membership as a make-up artist in the Cine Costume Make-up Artists and Hair Dressers Association, the rules of which allowed only men to be make-up artists. The Court held that the Petitioner could not be denied membership, as discrimination on grounds of gender was a clear violation of her right to equality and denial of "her capacity to earn her livelihood which affects her individual dignity
2. **The Secretary, Ministry of Defence v. Babita Puniya & Ors. MANU/SC/0194/ 2020:** Women engaged on Short Service Commissions in the Army seek parity with their male counterparts in obtaining PCs. SC, allowed women a permanent commission in Army.
3. **Kush Kalra vs Union Of India & Anr. on 5 January 2018:** Institutional discrimination by UOI against women by not recruiting them into the Indian Territorial Army. Delhi High Court opened the doors of Territorial Army for women.
4. **State of Jammu and Kashmir and Ors. v. Susheela Sawhney and Ors. AIR 2003 J&K:** The bench, in the landmark judgment on 7 October 2002, held by a majority view that the daughter of a permanent resident of Jammu and Kashmir will not lose her status as a permanent resident upon her marriage to a person from outside the state.
5. **MCD v. Female Workers Special Leave Petition (Civil) 12797 of 1998:** SC held that the maternity benefit is applicable to all casual workers and daily wage workers.

IMPORTANT STATISTICS RELATED TO WOMEN PARTICIPATION IN WORKFORCE

Table-1

State/UT wise estimated female Worker Population Ratio (WPR) (in per cent) according to usual status for age group 15 years and above for year 2019-20.

State	Female Worker Population Ratio (WPR)
Punjab	21.8
Haryana	14.1
Himachal Pradesh	63.1
Jammu & Kashmir	33.1
Chandigarh	52.1

Source: Periodic Labour Force Survey (PLFS), July 2019- June 2020, M/o Statistics & Programme Implementation.

This information was given by Shri Rameswar Teli, Minister of State, Ministry of Labour & Employment in Lok Sabha today.

Worker population ratio is defined as the ratio between the total number of workers in a country and the population in the country, multiplied by 100. Symbolically,

Worker Population Ratio = Total Number of Workers/Total Population×100

Despite all the effort and policy support, the female labour force participation data in respect of Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir and Chanigarh reflected 21.8, 14.1, 63.1, 33.1 and 52.1 respectively. It revealed the fact that more women of the above mentioned states require job in various sectors.

Indian adults nearly universally say it is important for women to have the same rights as men, including eight-in-ten who say this is *very* important. At the same time, however, there are circumstances when Indians feel men should receive preferential treatment: 80% agree with the idea that "when there are few jobs, men should have more rights to a job than women," according to a new Pew Research Center report.[8]

Table 2: Process of Women Empowerment and its Dimensions

Dimensions	Explanation	Parameters
Cognitive	Women having an understanding of the conditions and causes of their subordination at the micro and macro levels. It involves making choices that may go against cultural expectations and norms	Raising self-esteem and self-confidence of women. • Elimination of discrimination and all forms of violence against women and girl child. •Building and strengthening partnership with civil society particularly women's organisations. • Enforcement of constitutional and legal provisions and safeguarding rights of women. • Building a positive image of women in the society and recognising their contributions in social, economic and political sphere. • Developing ability among women to think critically. • Fostering decision-making and collective action. • Enabling women to make informed choices. • Ensuring women's participation in all walks of life. • Providing information, knowledge, skills for self-employment
Psychological	Belief that women can act at personal and societal levels to improve their individual realities and the society in which they live	
Economic	Women have access to, and control over, productive resources, thus ensuring some degree of financial autonomy. However she notes that changes in the economic balance of power do not necessarily alter traditional gender roles or norms	
Political	Women have the capability to analyse, organise and mobilise for social change;	
Physical	Element of gaining control over one's body and sexuality and the ability to protect oneself against sexual violence to the empowerment process	

(Courtesy from Source: Mokta, 2014)

As the governments at centre and states have been doing best endeavors to achieving the SDG Goals, the Government needs to focus on these two segments more to achieve gender parity. There is urgent need of reassessing India's affirmative action's, giving

8 Key findings on Indian attitudes toward gender roles, available at: https://www.pewresearch.org/fact-tank/2022/03/02/key-findings-on-indian-attitudes-toward-gender-roles/ retrieved on 25/4/2022.

fresh impetus on empowering girls and women not only through conventional education but also hand holding for skill acquisition and providing them with equitable economic opportunity with providing them with fitting medical and healthcare. The findings open up several avenues for policy discussion and intervention towards women empowerment.

ROLE OF NGOS IN WOMEN EMPOWERMENT

Reliance Foundation: Congratulations to the owner of Mumbai Indians Mrs. Nita Mukesh Ambani (renowned Director of Reliance Industries Ltd.) is the founder Chairperson of Reliane Foundation. She is an all time positive thinking woman. She is the richest woman in net worth as well as in cultural ethos. She is an excellent social activist, eminent educationist, and world's one of the best philanthropists. She has a passion and vision for the children education, health and women's empowerment and enhancing sports in India. She is committed to social service and believes the human body is made to serve humanity. Mrs. Nita Mukesh Ambani is doing consistent endeavors enhancing national sports and patriotism. Her Reliance foundation is doing great help to weaker sections of society. The tribes, ladies, and rural communities are receiving due assistance to enhance their income. She owns an adorable, reputed image and acquired position of the best philanthropist by her own hard work and virtuous qualities and versatility. This is why she is deserving of praise for her accomplishments of encouraging patriotism and doing social services in the interest of society at large.

This year on 8th March 2022 on the occasion of International Women's Day Her Circle is celebrating its first anniversary and reach of over 42 million by launching a Hindi version of its app.

On the occasion of the launch of the "Her Circle Hindi App", Mrs. Nita Ambani, Founder-Chairperson, Reliance Foundation said, "Her Circle is an evolving platform meant for all women, irrespective of region and language. I want our reach and support to expand un-hindered. And to reach more women in their language of ease, we are first launching Her Circle in Hindi. We go live in March 2022 and I hope it gets as much love as the English platform has received till now."

'Her Circle' is designed as a one-stop destination to provide women-related content that is engaging and upliftment-oriented even as it connects women to each other through a social platform.

Breakthrough NGO: The 360 degree campaigns of this NGO and media work reaches millions across the country to change behaviors and attitudes, and to provide people with a sense of personal accountability in prevention of violence and discrimination against women and girls. This NGO works at three level – School level, community level and University level and making a great stride in achieving its targets in respect of women empowerment.

Besides, these two renowned NGOs there are various other NGOs that are working to contribute their might towards "Women Empowerment".

RECOMMENDATIONS

During the course of reading the varied literature on the topic Women Empowerment it has been observed there is a gap in fulfilling the aims and intent of CEDAW, Constitution of India and provisions of other Statutes relating to Woment empowerment. In this regard following suggestions are recommended:

1. To improve the representation of women in the upper echelons of lawmaking, affirmative actions are required including legislature to reserve 33 per cent seats for women in Lok Sabha, and in all State Legislative Assemblies.
2. Fundamental Rights as enshrined in the Constitution are only enforceable against the State. Thus, only the State has an obligation not to discriminate on the basis of sex. However, there is a vacuum in law with regards to the prohibition of discrimination against women by any private person, organization or enterprise. It is suggested that this legislative vacuum should be filled by enacting appropriate legislation.
3. To eliminate discrimination efforts should be made to discourage prejudices and eliminate customs and practices that discriminate against women by enacting appropriate legislation(s) and other necessary social measures to be taken.
4. Crèches for children of working women should be ensured at/ near the workplace/home to enable and encourage women to work.
5. The vacancies reserved for women in the board should be filled up in a time bound manner.
6. Role of Judiciary is important that a judge while administering the laws, if deprived of requisite sensitivity may frustrate the objectives sought to be achieved by the best of the laws.

Justice Lahoti Suggests the Following Principles to Be Kept in Mind By the Judges to Achieve the Goal of Gender Justice:[9]

1. Be informed of the historical and cultural background in which the women have lived over the ages and understand their feelings and have regard to their needs as a class;
2. Because the women are weaker sections of the society, strike a balance in your approach in dealing with any issue related to gender, or where a woman is victim, in such a way, that the weaker are not only treated as equals but also feel confident that they are equals;
3. Treat women with dignity and honour and inculcate confidence in them by your conduct, behaviour and ideology whenever they come to you as victims or seekers of justice;

9 Quoted by Justice R.C. Lahoti in WOMEN'S EMPOWERMENT" ROLE OF JUDICIARY AND LEGISLATURE, (2005) 2 SCC (Jour) 49, please see: http://www.supremecourtcases.com/index2.php?option=com_content&itemid=1&do_pdf=1&id=885

4. Do not allow them to be harassed and certainly do not do anything yourselves which may amount to harassment of a woman; and make efforts to render a woman victim quick, speedy, cheaper and effective justice—true to its meaning.

CONCLUSION

The issue of gender injustice should not be perceived as a war between the two sexes. Long before, when consciousness in society towards gender injustice was not present then resentment on the part of women was justified; but now the approach should be of complementing each other rather than competing on perceptions, which may not be real or may be non-existent. Societal bonds are based upon integration, mutual dependence and respect. They are not just contractual but based on deep organic unity. It is true that the male sex is most of the time blamed as the inflictor of gender injustice; but it cannot be ignored that the male sex also suffers from and feels pained at gender injustice, as the woman subjected to injustice is sometimes his mother or his daughter or sister or wife. Therefore, perceptional change is needed for greater social awareness and sensitization which breeds equality of the sexes and not rivalry of the sexes.

The Honorable former Chief Minister of Haryana Shri Manoharlal Khattar while emphasizing the "VISION 2030" for Haryana said:

"We envisage Haryana as a vibrant, dynamic and resurgent unit of federal India. A state where farms overflow with produce; the wheels of industry grind uninterrupted; none feels deprived; people have a sense of fulfillment, the youth sense of pride, and women enjoy not only safety, security and equal opportunities but also feel empowered. "Antyodaya", minimum government and maximum governance, and making the state a better place to live in, constitute the bedrock of our vision." May God bless Haryana to fulfill their cherished dream.

Integrating Media Freedom Through the Lens of Indian Knowledge Systems: New Perspectives on Expression, Culture & Identity

Dr. Vivek Kumar & Ms. Aryika Patel***

ABSTRACT

Speech is god's gift to mankind. We convey our thoughts, feelings and sentiments to others through speech. Even the Infants express themselves very effectively through sounds. The freedom of speech and expression is therefore a fundamental right that we possess from birth. Freedom of expression, often viewed as a fundamental human right, embodies the spirit of democracy and individuality. In India, this freedom is not absolute but is shaped by legal frameworks and cultural traditions. The Indian Knowledge System (IKS), encompassing the intellectual heritage of ancient India, offers a valuable perspective on the responsible exercise of this freedom. This article investigates the interplay between freedom of expression, IKS, and media laws, and their relevance in shaping ethical and constructive discourse in contemporary India.

Keywords: Indian Knowledge System (IKS), Speech & Expression, Media, Hate speech

INTRODUCTION TO INDIAN KNOWLEDGESYSTEM (IKS)

India's prosperity has held the world in thrall. Indian Knowledge System (IKS) represents the splendid geographical location of India and the uniqueness of Indian culture which is protected and nurtured by Himalayas, the Sindhu-Ganga plain and the great coastal plains, the great rivers, Abundant rains, sunshine and warmth, vegetation, animals, mineral, wealth, &the timeless wisdom and intellectual traditions of India, offering insights into every aspect of human life and the natural world which is rooted in ancient texts like the Vedas, Upanishads, Puranas, and epics, as well as in oral traditions and regional practices.[1] The comprehensive knowledge system of our heritage demonstrates the 'Indian way' of doing things to the world.

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1 Centre for IKS, IIT Kanpur at https://iitk.ac.in/iks/about.html

IKS reflects a unique blend of science, spirituality, and ethics. It views knowledge as a holistic pursuit, integrating disciplines such as mathematics, astronomy, medicine, arts, governance, and philosophy, emphasizing their interconnectedness.[2] Principles like Dharma (righteous duty), Satya (truth), and Ahimsa(non-violence) serve as ethical foundations, ensuring that knowledge is not just a tool for progress but also a force for harmony and well-being. From the development of the zero and advanced metallurgy to the creation of Ayurveda and classical arts, IKS has contributed profoundly to global culture and science. Its emphasis on sustainability, interconnectedness, and the unity of all existence offers a valuable framework for addressing modern challenges while celebrating the diversity and depth of India's cultural heritage.[3]

The NEP, 2020 recognizes this rich heritage of ancient and eternal Indian knowledge and thought as a guiding principle. that have evolved out of experience, observation, experimentation, and rigorous analysis. This tradition of validating and putting into practice has impacted our education, arts, administration, law, justice, health, manufacturing, and commerce. "Knowledge of India" in this sense includes knowledge from ancient India and, its successes and challenges, and a sense of India's future aspirations specific to education, health, environment and indeed all aspects of life. This would also include tribal knowledge and indigenous and traditional ways of learning.

The main objective of drawing from our past and integrating the Indian Knowledge Systems is to ensure that our ancient systems of knowledge represented by unbroken tradition of knowledge transmission and providing a unique perspective (Bhartiya Drishti) is used to solve the current and emerging challenges of India and the world.

PHILOSOPHICAL FOUNDATIONOFSPEECH AND EXPRESSION IN IKS

In IKS, speech is regarded as divine, sacred power symbolizing wisdom and creativity. The Rigveda exalts speech as a medium to convey truth (Satya) and uphold societal harmony. Truth is a cornerstone of Indian philosophy. The pursuit of Satya demands factual reporting and media accountability, resonating with mechanisms like the Press Council of India, which ensures ethical journalism. Speech is not merely a tool for communication but a means to foster ethical discourse. (Dharma) i.e. righteous duty emphasizes ethical responsibilities over absolute rights. In the context of expression, it mandates that speech must contribute to societal welfare, avoiding harm or discord. This philosophy aligns with media laws that restrict hate speech and misinformation. underscores the coexistence of rights and duties. Media laws mirror this balance by safeguarding freedom while imposing restrictions to prevent harm. For instance, defamation Laws which uphold individual dignity, reflecting the IKS emphasis on respecting societal harmony. And hate speech regulations which emphasis on curbing the speech that incites violence or discrimination, resonating with the Dharmic principle of promoting peace.

2 https://www.education.gov.in/nep/indian-knowledge-systems

3 Knowledge-Systems-Kapil-Kapoor.pdfhttps://orientviews.wordpress.com/2013/08/21/how-colonial-india-destroyed-traditional knowledge-systems/

OBJECTIVES OF IKS

1. Support Research: IKSaims to support and facilitate further research to address contemporary societal issues in various fields, including health, Psychology, Environment, and Sustainable development.
2. Integration of Ancient Knowledge: The primary objective is to draw from the past and integrate Indian knowledge systems to solve contemporary and emerging problems, utilizing the uninterrupted tradition of knowledge transfer and the unique perspective of 'BharatiyaDrishti' (Indian viewpoint)[4]

HISTORICAL CONTOURS OF SPEECH AND IKS PRACTICE

In the Indian Knowledge System (IKS) speech is regarded as a sacred and divine force, embodying the power of expression, communication, and creation. It is deeply revered, both as a medium for conveying truth and as a tool for connecting individuals with the divine, society, and themselves. The philosophical and spiritual significance of speech in IKS is that speech is seen as Divine Power personified with goddess Saraswati in the Vedas, particularly in the Rigveda, where she is associated with knowledge, wisdom, and creation. The goddess, the deity of learning and eloquence, is closely linked to speech. It is a belief that goddess Saraswati comes in our speech once in a day and whatever we say gets true, which resembles a motion that one should be fair and kind in his/her speaking. Speech is seen as the means through which the universe was brought into being, reflecting its creative and transformative power.

The Vedas, particularly the Rigveda and Upanishads, describe speech as existing on four levels, each representing a deeper understanding of its essence: The ultimate, transcendental level of speech, connected with universal consciousness. Secondly, Pasyanti: The intuitive, inner speech that exists as thought before articulation. Thirdly, Madhyama: The mental and intellectual level of speech, where thoughts are organized for expression, fourthly Vaikhari: The external, spoken word that manifests as audible sound. This hierarchy underscores that speech is not merely verbal but begins as a profound internal processes.

Speech is also considered a means of conveying Satya (truth), which is central to the ethical and spiritual framework of IKS. Words are seen as tools for expressing reality and fostering understanding, making the truthful use of speech a moral imperative. Misuse of speech, such as lying or harmful words, is regarded as a violation of Dharma (righteousness) and disrupts societal harmony. Speech is deeply tied to Dharma, serving as a tool for upholding moral and social order. It is expected to be constructive, kind, and beneficial, contributing to the well-being of the individual and society. The Manusmriti and other texts emphasize the responsibility to use speech wisely, avoiding harsh, deceitful, or harmful words.

In ancient India, oral traditions were the primary means of preserving and transmitting

[4] https://www.sanskritimagazine.com/india/traditionalknowledge-systems-of-India/

knowledge. Vedic chanting, shlokas, and mantras relied on precise articulation and pronunciation, highlighting the sacredness and discipline associated with speech. The act of reciting and hearing sacred texts was seen as a spiritual practice, linking speech to personal and collective enlightenment.[5]

Speech and Silence- In IKS, silence (Mauna) is regarded as a form of elevated speech, emphasizing the wisdom of speaking only when necessary and meaningful. Silence is seen as a way to connect with higher truths and reflect on one's inner thoughts.

THE FREEDOM OF SPEECH AND EXPRESSION

"The right to swing your fist ends where the other man's nose begins.

Similarly, the right to free speech ends where hate speech begins."

Right means a recognised entitlement, and these rights are crucial for both individual well-being and the collective welfare of society. The rights granted in India's Constitution are fundamental because they are part of the highest law of the land and can be upheld in court. However, it is essential to recognize that these rights are not unlimited and may be modified through constitutional amendments. Fundamental Rights protect civil liberties, ensuring that all Indians can live in peace and unity as members of the nation. If these rights are infringed upon, penalties are applied as specified in the Bhartiya Nyaya Sanhita, with the judiciary having the authority to enforce them. These Fundamental Rights are recognized as vital human freedoms that every Indian citizen is entitled to for their complete and balanced development. They are applicable to all citizens without discrimination based on race, place of origin, religion, caste, creed, colour, or gender, and can be enforced by the courts within certain bounds.

The Freedom of speech and expression is acknowledged as one of the most important rights in a democratic system, serving as a cornerstone of individual liberty. Free speech and expression are essential principles that underpin the functioning of a democratic society.[6]Because democracy is essentially based on free debate and open discussion[7].Our constitution protects every citizen's fundamental right[8] of free speech and expression under **article 19(1)(a)[9].**"In the case of RomeshThappar V. The State of Madras[10] The Supreme Court ruled that the freedom of speech and expression encompasses the right to share and circulate ideas. It emphasized that these freedoms are fundamental to all democratic institutions and crucial for the effective operation of democratic processes. Article 19 is only for citizens of the country. A foreigner is not a citizen of India and therefore he can't claim his right under Article 19.[11] Freedom

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5 https://iksindia.org/about.php

6 F. A. Picture international V. Central board of film certification and Anr. AIR 2005 Bom 145

7 S.Rangarajan V. P. Jagjevan Ram and Ors. 1989

8 Fundamental Right is a charter of rights contained in the Constitution of India.

9 Ambikesh Mahapatra and Ors. Vs. The state of West Bengal and Ors. W.P. No. 33241(W) of 2013

10 1950 SCR 495

of expression holds immense value in a democratic society grounded in the rule of law. Although various competing values, such as the right to reputation, national integrity, sovereignty, and standards of decency and morality, are also significant, they must be balanced with this freedom but as Charles Bradlaugh[12], famously observed:better a thousand-fold abuse of free speech than denial of free speech. The abuse dies in a day, but the denial slays the life of the people and entombs[13] the hopes of the race."

REASONABLE RESTRICTIONS

Human nature being what it is, there is general consensus that freedom cannot be unlimited, because if it were so, it would result in a state wherein there would be no check upon the way one behaves towards others. Such freedom would lead to social chaos. Human rights conventions acknowledge that freedom of expression is not an unconditional right. It can be limited by laws that are necessary to protect the reputations of others in a democratic society, as individual rights can intersect and conflict with one another."In S. Rangarajan V. P. Jagjivan Ram and Ors.[14] The court outlines the correct method for analyzing the extent of 'reasonable restrictions' permitted under Article 19(2) of the Constitution regarding the freedom of speech and expression:

Freedom of expression is legitimate and constitutionally protected right and cannot be held to be ransom by an intolerant group of people. The fundamental freedom under article 19(1)(a) can be reasonably restricted only for the purposes mentioned in Article 19(2) and the restrictions must be justified on the anvil of necessity and not the quicksand of convenience or expediency. Open criticism of government policies and operations is not a groundfor restricting expression. We must practice tolerance of the views of others. Intolerance is as much dangerous to democracy as to the person himself."

Protection of reputation is a matter of importance not only to an individual and his family but to society as a whole for public good. And for that, certain reasonable restrictions are imposed. The legislature's definition of what constitutes a 'reasonable restriction' is not definitive; it is subject to judicial review.[15] The expression 'reasonable restriction' seeks to strike a balance between the freedom guaranteed under article 19(1) and the social control permitted by clause (2)[16]. This means that any restrictions placed on an individual's right must not be arbitrary or excessively burdensome beyond what is necessary for the public good.[17] A law cannot be deemed unreasonable simply because it has a harsh impact in specific situations, even if it affects very few people only.

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11 Louis De Raedt V. union of India,1991

12 Political activist & founder of National secular society in 1866.

13 To place in or as if in a tomb or grave.

14 1989 2 SCC 574

15 Chintamanrao V. State of M.P. 1950 SCR 759

16 Supra, 23

17 P. Enterprises V. Shantilal Mangaldas, AIR 1969 SC 634

THE OUTREACH OF IKS

The outreach of Indian Knowledge System is beyond Indian boundaries from the ancient times. It extends to East, Southeast, Central and Southeast Asia of Indian phonetic script, decimal value place system-based arithmetic, algebra, astronomy and calendar, medical pharmacopeia, architecture, methods of making iron and steel, cotton textiles, etc. The transmission of Indian linguistics, knowledge of plants, iron and steel metallurgy, textiles and dyeing, shipbuilding etc., to Europe in 17-19th centuries. The current global outreach is of Ayurveda, Yoga and Indian Fine Arts and Culture.

INTERPLAY BETWEEN IKS AND MODERN MEDIA LAW

IKS advocates for contextual morality and decency in adapting ethical standards to societal needs. Media laws like the Cinematograph Act, 1952, consider cultural sensitivities when certifying content, echoing this adaptable approach.It also emphasis uponprotecting cultural heritage. Media plays a pivotal role in preserving and promoting IKS. Other legal frameworks such as the Copyright Act, 1957, protect indigenous knowledge while enabling its dissemination through films, documentaries, and digital platforms. Media also plays a role of balancing Privacy and Expression; Surveillance and data breaches pose threats to privacy. IKS emphasizes individual dignity, aligning with modern debates on balancing personal freedoms and accountability. Though there exist certain challenges and Opportunities in the Digital Age like spread of misinformation, challenging the principles of Satya and ethical expression. Laws like the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 aim to curb this menace. Online platforms have become breeding grounds for hate speech, undermining societal harmony. Strengthening hate speech regulations and promoting and incorporating education rooted in IKS ethics, principles of truth and responsibility can mitigate this issue and can enhance these efforts.

HATE SPEECH

One man's lyric may be another man's vulgarity. The freedom of speech and expression is a fundamental right that holds great value and importance in all the democratic societies. This essential liberty entails not only the ability to share thoughts and opinions that individuals Favor, but also the important right to articulate views that they may vehemently oppose or dislike. Embracing this wide-ranging perspective on freedom of expression is crucial for promoting open dialogue and facilitating a rich exchange of diverse ideas in a healthy democratic environment.

According to Law commission report[18] "hate speech is an incitement to hatred primarily against a group of persons in terms of race, ethnicity, gender, sexual orientation, religious belief and the like." The Black's Law Dictionary identifies hate speech as the "speech that carries no meaning other than expression of hatred for some group, such as a particular race, especially in circumstances in which the communication is

[18] 267th law commission report.

likely to provoke violence".[19] In some free societies, discussion of ideas is crucial. It is not permissible to prohibit genuine attempts to influence societal beliefs through the expression of opinions, advocacy for alternative viewpoints, or by challenging the current state of affairs.

I. Recent Events of Hate Speech

Nearly few years ago, an event called 'DharamSansad' was held (in the city of Haridwar)[20] where there a string of hate speeches by Hindutva supremacists against minorities were delivered and propagated. This kind of speech, everyone would widely agree is hate speech. [Unfortunately, these examples were lamely prosecuted by complicit state authorities and the matter is subject of litigation in the Supreme Court of India, presently.]

A similar example was the recent case before the Supreme Court against a TV Channel called Sudarshan TV which broadcasted a program named 'BindassBol' (Free Talk) in which hateful remarks were made against Muslim candidates who cleared the UPSC examination, hinting at some larger conspiracy and bias. Even this has been frowned upon by the Supreme Court.

'Deshkeghaddaronko, golimaaron s****n ko': Anurag Thakur, Member of Parliament, Minister of State for Finance in 2020

'Defeat of Mughals couldn't be attained during preparation of NRC': HimantaBiswa Sharma in 2021

'Theatres will burn if KomaramBheem shown in Muslim outfit': Sanjay Kumar, MP, Telangana BJP chief in 2020

'If you are concerned about your community, do not say a word about maharaj': FIR registered against BJP MLA over hate speech in 2024

There are many examples of public figures and politicians making hateful statements, along with the dissemination of harmful and malicious information intended to reinforce prejudiced attitudes and stereotypes. A key question that arises in both legal and academic circles is how to rigorously differentiate between the free speech and hate speech.

II. Effective Response to Hate Speech

In India, the legal framework uses various methods to address hate speech. Primarily, the law criminalizes the expression of certain types of hate speech, with penalties that include imprisonment for varying durations, with or without fines. Many of these provisions are cognizable, non-bailable, and non-compoundable, making the legal consequences severe. Additionally, depending on the medium of propagation—whether print, television, or the internet—hateful content can be banned, censored, or result in the shutdown of the

[19] Black's Law Dictionary, 9 th edition, 2009.

[20] 'Dharam Sansad in Haridwar': Supreme Court says its spoiling the atmosphere of the country.

hosting site. In the case of print media, authorities are empowered under the criminal procedure code to seize the offending material.[21]

Despite this comprehensive legal structure, cases of hate speech continue to rise. This increase is not due to leniency in the law, but rather due to issues in the implementation of the law. The challenge of effectively enforcing these laws remains a significant hurdle. The harm caused by hate speech is not only harmful but also poses dangerous consequences. As outlined, the legal framework works within a limited scope, offering no solution for repairing the broader societal damage or providing avenues for victim rehabilitation or redress. Therefore, it is crucial to explore options beyond criminal law in order to find a more effective response to hate speech.

THE LEGAL PROVISIONS GOVERNING EXPRESSION

Indian media operates under specific laws that regulate freedom of expression. Key legislations include several sections of 'Bhartiya Nyaya Sanhita (BNS) and BhartiyaNagarik Suraksha Sanhita (BNSS)'and by other laws which puts limitations on the freedom of expression. "They are as follows:

1) Bhartiya Nyaya Sanhita, 2023
   a) Section 192 BNS – Giving provocation to cause riots.
   b) Section 196 BNS - It imposes penalties for inciting hostility among various groups based on religion, race, birthplace, residence, language, and for actions that harm the preservation of social harmony.
   c) Section 197 BNS – Assertions prejudicial to national integration
   d) Section 299 BNS - It outlines and stipulates a penalty for intentional and harmful actions aimed at provoking religious sentiments by insulting a particular faith or its beliefs.
   e) Section 302 BNS – Uttering words, with intent to wound religious feelings of any person.
   f) Section 353 BNS - It penalizes statements that contribute to public mischief.
2) The Representation of the People Act, 1951
   a) Section 8 - disqualifies individuals from contesting elections if they are convicted of offenses involving the unlawful use of freedom of speech and expression.
   b) Sections 123(3A) and 125 - forbid the promotion of enmity based on religion, race, caste, community, or language in relation to elections, classifying such actions as corrupt electoral practices and prohibiting them.
3) The Protection of Civil Rights Act, 1955

[21] National Law University Delhi, Report on Hate Speech Laws in India (April, 2018) available at: https://www.latestlaws.com/wpcontent/uploads/2018/05/NLUD-Report-on-HateSpeech-Lawsin-India.pdf.

a) Section 7 - imposes penalties for inciting or promoting untouchability, whether through spoken or written words, signs, visible representations, or other means.

4) The Religious Institutions (Prevention of Misuse) Act, 1988

a) Section 3(g) - prohibits religious institutions or their managers from allowing their premises to be used for promoting or attempting to promote disharmony, enmity, hatred, or ill-will among different religious, racial, linguistic, regional groups, castes, or communities.

5) The Cable Television Networks Regulation Act, 1995

a) Sections 5 and 6 - forbid the transmission or re-transmission of programs viacable networks that violate the prescribed programme or advertisement codes. These codes are outlined in Rules 6 and 7 of the Cable Television Network Rules, 1994.

6) The Cinematograph Act, 1952

a) Sections 4, 5B, and 7 grant the Board of Film Certification the authority to regulate or prohibit the screening of films.

7) The BhartiyaNagarik Suraksha Sanhita, 2023

a) Section 98 –Power to declare certain publications forfeited and to issue searchwarrants for same.

b) Section 126 – Empowers the Executive Magistrate to ensure security for keeping the peace in other cases.

c) Section 163 –Empowers the District Magistrate, etc. to issue order in urgent cases of nuisance or apprehended danger."

8) The Information Technology Act, 2000. Addresses digital expression, focusing on curbing harmful and false information.

The state cannot stop open dialogue and expression, even if it contradicts its policies.[22] And there is absence of a criteria on which the validity of a 'speech can be classified into hate speech or general speech.' This absence of scale is the loophole in the system because not everyone is measured in the same parameter. India requires a definition of hate speech that reflects recent legal developments and moves beyond the colonial framework of its penal laws. To quote Mr Sen, he says: 'In a diverse society characterized by various cultures, ethnicities, languages, religions, castes, and identities, it's essential to clearly differentiate between free speech and hate speech.'

CONCLUSION

Media serves as a tool for preserving Indian Knowledge System, by disseminating Indigenous Knowledge & showcasing its richness through educational programs, digital

[22] The central board of film certification V. yadavalaya films AIR 2007.

archives, and traditional storytelling and drama. Documentaries on Ayurveda, Yoga, and classical arts promote global awareness of India's intellectual heritage. For example, during COVID19 media telecasted the epics like Ramayana and Mahabharata, and their important regional versions, on different platforms which contribute in the enhancement and development of Indian knowledge and values into the minds of younger generation who are involved mostly in digital world. Media emerged as an educating platform for the new generation. such epics and Puranashelps in understanding the Vedas. These are the foundational texts of Indian Philosophies, including the Jaina and Buddha from the Vedic period to the Bhakti traditions of different regions which contribute to Indian literatureLaws like the Geographical Indications of Goods Act, 1999, protect traditional knowledge and cultural practices from exploitation, ensuring their integrity and authenticity.By integrating IKS principles into journalism curricula, media professionals can be trained to prioritize ethical reporting, balancing freedom with responsibility. It will encourage ethical media practice.

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Participation of Women in Local Governance: A Study of Dumraon Block in Buxar District, Bihar, India

Dr. Pradeep Kulshreshta & Mr. Animesh Kumar***

ABSTRACT

After establishing the Constitution of India, local administrations were placed under the States, granting them sole legislative authority. Village panchayats were included in the Directive Principles of State Policy, and after 42 years, the 73rd Constitutional Amendment in 1992 recognised them. Many states have made legislative changes that support democratic concepts and practices. The Bihar Panchayati Raj Act, 2006 provides women with up to 50% reservation in Panchayati Raj Institutions. This law strengthens and improves local self-governance bodies. Even thirty years after local governments were constitutionalised, implementing changes had remained a significant concern. Rural decentralisation laws are challenging to implement. This study relies on survey data from Buxar District's Dumraon block. This study will address how elected women representatives in the Dumraon block of Buxar District, Bihar, may be marginalised and rely on their husbands or other male family members for support.

Keywords: *Grassroots Democracy, PRIs, Local Governance,Bihar Panchayati Raj Act, 73rd Constitutional Amendment.*

1. INTRODUCTION

The foundational tenets of democracy and decentralisation have been profoundly embedded in India's administrative framework and cultural legacy since ancient times. The emergence of foreign invasions, followed by the British colonisation of India, initiated the establishment of a centralised administrative framework.These developments have significantly impeded the progress of decentralisation efforts to transfer governance authority to local entities. In light of the progressive centralisation of governance, it can be observed that local entities have been effectively reduced to a nominal role, serving primarily as symbolic endorsements.In 1950, upon the adoption, enactment, and self-bestowal of a constitution by the Indian populace, a framework was established for the nascent democracy. Within this framework, the authority to legislate over

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local governments was vested exclusively in the States, as delineated in the Seventh Schedule. The inclusion of rural local governments in the Directive Principles of State Policy is duly noted; however, it is observed that urban local governments are conspicuously absent from the constitutional text.Following the pronouncement of Mahatma Gandhi, who proclaimed, *"Panchayatiraj embodies the actualisation of genuine democracy,"* it is pertinent to note that the acknowledgement of local entities was confined exclusively to the Constitution (Malik, 2005).

Article 40 contemplated that due attention shall be accorded to advancing and providing essential resources to village panchayats, enabling them to operate as self-sufficient entities effectively. India has been a jurisdiction with a long-standing history of adhering to patriarchal norms and practices. The demographic composition of the country reveals that rural women constitute a substantial portion, approximately fifty percent, of the overall population. However, it is important to note that these women have yet to attain comprehensive and significant engagement in political affairs (Ghose, 2002). Strengthening local government is one of India's most critical governance challenges (Raghunandan, 2018).The Government of India, through the implementation of the 73rdconstitution amendment, has taken measures to extend the concept of a level playing field to facilitate the active involvement of women in local self-governmentand extended constitutional recognition to the rural local bodies in India after a wait of 42 years. The amendment is a significant step toward ensuring that women can effectively participate in local decision-making (Kumar, 2022).The States passed conformity legislation following the constitutional amendments. Nevertheless, given that local government operates within the purview of state legislative authority, which affords states considerable discretion, the execution of these amendments has exhibited significant variation among the states.While certain states have demonstrated success in the decentralisation of governance and the devolution of funds and functions, others have struggled to maintain comparable progress.The framers of the Panchayat Raj Institutionenvisioned equitable involvement of women in the village panchayats alongside their male counterparts (Ansari, 2014).The Apex Court has also recognised the importance of panchayats. While emphasising the constitutional status enjoyed by panchayats, it was determined that panchayats possess the authority to devise their programs aimed at economic development and social justice, as they are endowed with constitutional status (Supreme Court, 2012).

The decentralisation initiatives in India represent a significant transformation aimed at restructuring governance frameworks, enhancing the empowerment of local communities, and fostering participatory democratic processes (Fowmina, 2024).Under the provisions outlined in the 73rdConstitution Amendment Act, a panchayat election was convened in Bihar in 2001 after a substantial period of inactivity. The Bihar Panchayats Raj Act of 2006 introduced provisions about the devolution of power concerning 29 specific subjects. The allocation of seats for women at all three levels, reaching a maximum of up to fifty percent, emerged as a ground-breaking precedent within the nation. Consequently, numerous states were inspired to adopt similar measures. Based on available data, it has been observed that approximately 50% of the women are elected at the panchayat level in the state of Bihar. However, the

presence of many women does not suffice the case (Singla, 2007). The underrepresentation of women in the governance process is a notable disparity compared to men. The matter at hand pertains to the necessity of comprehending the gender-based disadvantages encountered by elected women at the panchayat level, taking into consideration the conservative patriarchal and caste-hierarchical backdrop prevalent in Indian society.The pertinent question that persists is whether, in light of the prevailing conservative context, the elected representatives will indeed have the capacity to engage in the Panchayati Raj Institutions. There exists a prevailing suspicion regarding the involvement of females within a society predominantly governed by male influence, wherein social status has historically been overlooked(Gochhayat, 2013).

Bihar Panchayati Raj Act 2006, a provision was introduced mandating a reservation up to 50% for women across the three tiers of the PRIs. Following prevailing norms, it is typically observed that a mere 33% of seats are designated for women. However, the State of Bihar has demonstrated a commendable initiative by reserving a more substantial proportion of 50% for women. As per the present state of affairs, it is duly noted that the proportion of female individuals holding elected positions in Bihar's Panchayat stands at an impressive 54% (Nagaraju, 2022). The aforementioned reform exhibits a distinctive nature, which is unparalleled not only within the confines of the nation but also in the global context. Notwithstanding, it is frequently posited that many inhibitory elements encumber the efficacious influence wielded by women within the PRIs of India.

Many empirical investigations have been conducted about the involvement of women in the Panchayati Raj system.Researching the relationship between decentralisation and gender equality represents a critical undertaking with profound implications for societal transformation, extending beyond mere academic research (Singh & Sharma, 2024). The present discourse endeavours to expound upon the findings derived from a comprehensive analysis of extant research about the pivotal role played by women's participation in PRI.

The global community has been compelled to pursue the establishment of gender equality due to the recognition that women possess substantial influence across all domains of human endeavour. The influence exerted by these factors on a nation's development trajectory is of considerable magnitude. It is increasingly recognised by a growing number of individuals that the presence of a greater number of women in political institutions, both in terms of quantity and quality, has the potential to significantly alter the landscape in which women pursue progress and development (Chaurasia, 2022).

In a writing piece, a comprehensive examination is conducted on the exceptional characteristics of the local governance system in Bihar. The present article serves the purpose of generating awareness regarding a distinctive attribute of the PRIs, thereby enhancing the level of democratic participation in rural areas within the state (Pal, 2019).

In a research paper, it contextualised the experience of women representatives of Bihar and their struggle. The author observes how, historically, the male-centred approach

and arguments have always taken centre stage and have excluded women from politics(Pandey, 2018).

In a study, it is also found low participationof disadvantaged groups in PRI bodies in their study. In the study conducted by Sen, it was determined that addressing the matter of empowerment of female members necessitates action in both the political and administrative spheres. The issue ought to be discussed, inter alia concomitantly, in conjunction with other pertinent concerns, such as attaining economic self-sufficiency (Ghatakand Ghatak, 2002) (Sen, 2003).

In a study it is observed that rural communities in India exhibit a pronounced dichotomy between genders. This division effectively delineates and governs the respective roles, obligations, entitlements, advantages, prospects, entry, authority over resources, and the decision-making mechanism. It was found that husbands and male individuals exert a certain level of influence or pressure upon elected female representatives to secure their endorsement of proposed plans and policies. The aforementioned individuals disregard the recommendations put forth by the latter party and fail to accord them the appropriate level of deference (Mandal, *et. al*, 2014).

In her scholarly publication, Asha Rani elucidates the factors contributing to the diminished societal standing of women in the region of Bihar. She underscores the deleterious amalgamation of feudalistic structures, pervasive caste dynamics, and entrenched patriarchal systems as the primary sources of oppression (Rani, 2014).

2. STUDY AREA

Buxar district is one of the 38 district of Bihar, India. Located in the southwestern part of the state, it is a primarily agricultural-baseddistrict. The district headquarters is in the town of Buxar.The districtconsists of 2 subdivisions have 11 blocks in total. As per the last census in 2011, Buxar district has a population of 1,706,352 or 1.6% of the total population of Bihar. The district has a population density of 1,003 inhabitants per square kilometre (2,600/sq mi). Its population growth rate over the decade 2001-2011 was 21.67%. Buxar has a sex ratio of 922 females for every 1,000 males and a literacy rate of 70.14%. 9.64% of the population lives in urban areas. Buxar has 11 administrative blocks.

Dumraon is one of the blocks that consists of 14 Gram Panchayats, of which five are reserved for women. 14 Gram Panchayatsconsist of 192 Panchayat Members, of which 83 are reserved for women candidates.

3. OBJECTIVES

The overarching aim of this study is to evaluate the level of engagement and obstacles encountered by the elected female representatives of Gram Panchayats of Dumraon Block in the Buxar District of Bihar.

- To ascertain the extent of their engagement,
- To elucidate the obstacles encountered by women representatives in the realm of Gram Panchayat,
- To ascertain and accentuate the determinants influencing their engagement.

4. METHODOLOGY

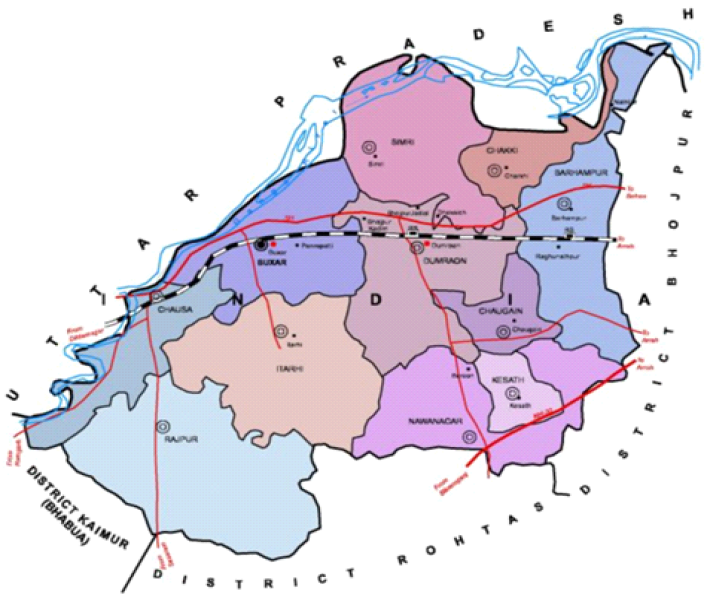

Fig. 1: Political Map of Buxar

Source: https://buxar.nic.in/map-of-district/

The present study is based on empirical data collected from the Dumraon block of Buxar district of Bihar. For this study, structured questionnaires were canvassed to collect data from the elected women mukhiya (*Ataon, Chilahari, Koransarai, Nuaon, &Sowan*) and women panchayat memberof 14 Gram Panchayats (*Ataon, Arioan, Chhatanvar, Chilahari, Kanjharua, Kashiyan, Koransarai, Kushal, Mugaon, Mathila, Lakhandihra, Nandan, Nuaon, and Sowan*), of Dumraonblock Buxar district. Also, while collecting data,the authors had a vigilant eye on the role of proxy members and assistance to the elected female members of14 Gram Panchayats, consisting of 192 Panchayat Members, of which 83 were reserved for women candidates. In total, the elected women members of gram panchayat in Dumraon reach 05 + 83 =88.

The sample size for this research is limited to 50.In the current study, 50 women panchayat representatives were interviewed from different Gram Panchayats of Dumraon block. These 50 respondents were Mukhiya and Panchayat members from various Gram Panchayats Secondary,and data like data cited in the literature, panchayat records, etc.,were also used in the study. The data were collected in the month of September-October 2023.

5. FINDINGS OF THE SURVEY

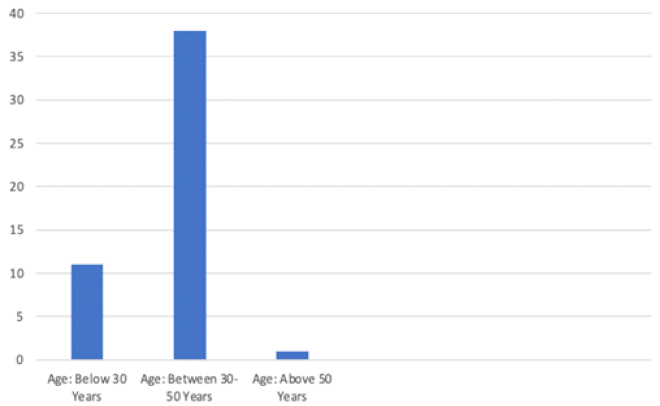

Figure 2: Age Group of elected women panchayat members

Source: Primary Survey, All value in absolute number (N = 50)

Figure 2 shows the age group of elected women panchayat members of the Dumraon block from whom data were collected. There are 38 highest members in the 30-50 age group;11 were below the age of 30, and only 1 was above 50 years of age.

Figure3 reflectsthat 33elected women panchayat members are literate, 04 were 10th passed, 06 were 12th passed, 06 were graduates, and no member was found to be post-graduate. A panchayat member from Kanjharuawas found to be illiterate. Among all Seema Devi of Gram Panchayat,Koransarai was the youngest of 22 years of age while contesting election in 2023.

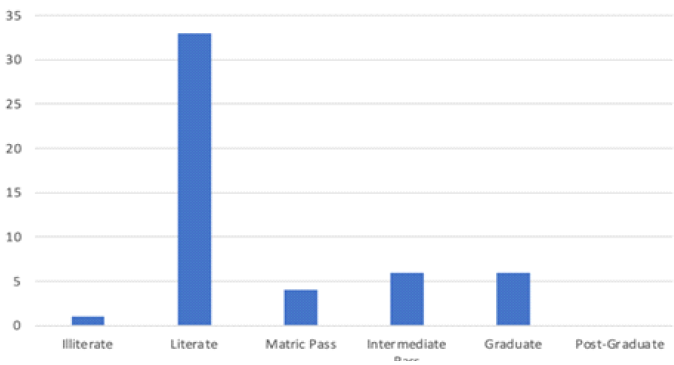

Figure 3: Educational Qualification of Elected Women Representatives

Source: Primary Survey, All value in absolute number (N = 50)

Out of the 50 elected panchayat representatives,all showed interest in social work for the development of panchayat. However, none of them were aware of the development initiatives going on in the panchayat.

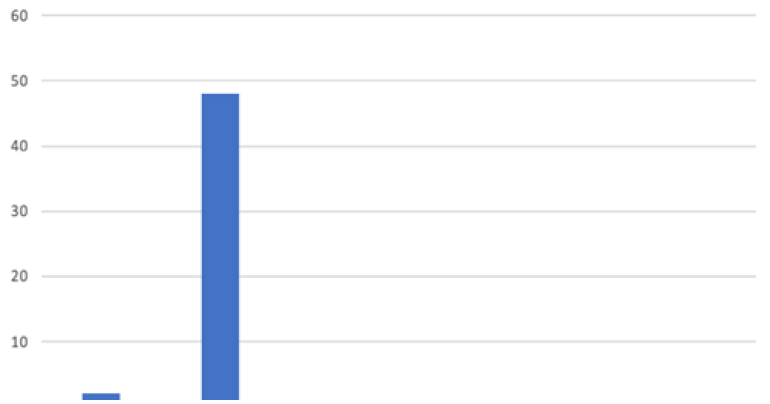

Figure 4: Attendance of Elected Women Representatives

Source: Primary Survey, All value in absolute number (N = 50)

A significant proportion (48) of the participants displayed irregular attendance at the meetings, while the remaining two individuals reported consistent attendance. The gathering was graced by the male constituents of the familial unit. The individuals attended meetings and training sessions solely in accordance with the directives of the governing body, demonstrating their commitment to maintaining their attendance record.

The study revealed a notable trend wherein female participation in panchayat and gramsabha meetings was infrequent, with women displaying limited engagement in active discussion. This pattern can be attributed to their low attendance rate at these meetings. The study revealed that all participants exhibit a passive role during meetings, primarily engaging in attentive listening. While some individuals actively participate in discussions initiated by others, none of the respondents take the initiative to initiate discussions themselves. Nevertheless, it is customary for male individuals to advocate for women in such situations. In the majority of instances, meetings are documented on paper to preserve comprehensive records.

When inquired about the means by which they attend meetings and engage in official duties at panchayats, as well as occasionally at the block level for official work and training, it was discovered that none of the representatives undertake these tasks independently. On every occasion, they are accompanied solely by male counterparts. 45 participants indicated that their spouse or offspring accompany them, while 5 participants reported that, rather than their spouse or offspring, other male relatives from their family accompany them to such gatherings and workshops.

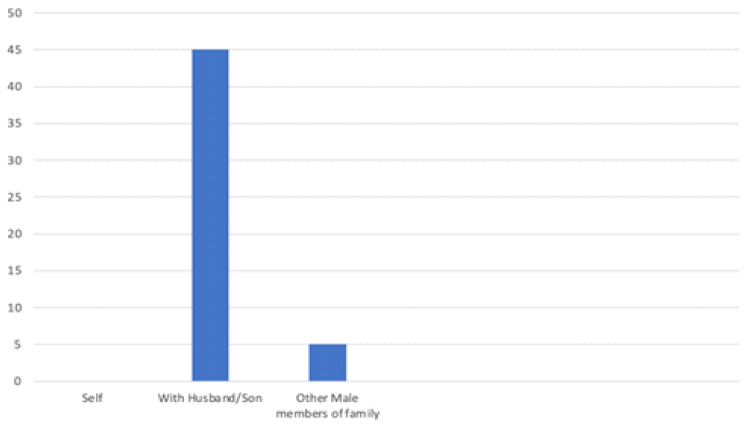

Figure 5: Means of Participation of Women Representatives

Source: Primary Survey, All value in absolute number (N = 50)

Various domains of engagement in panchayat decision-making endeavours were discerned, whereby panchayat members were requested to specify their modes of involvement in said activities. The study unveiled the engagement in various endeavours such as strategic planning, financial allocation, beneficiary selection, project site determination, scheme inspection and supervision, dissemination of scheme-related information, and advocacy for constituency-related concerns.

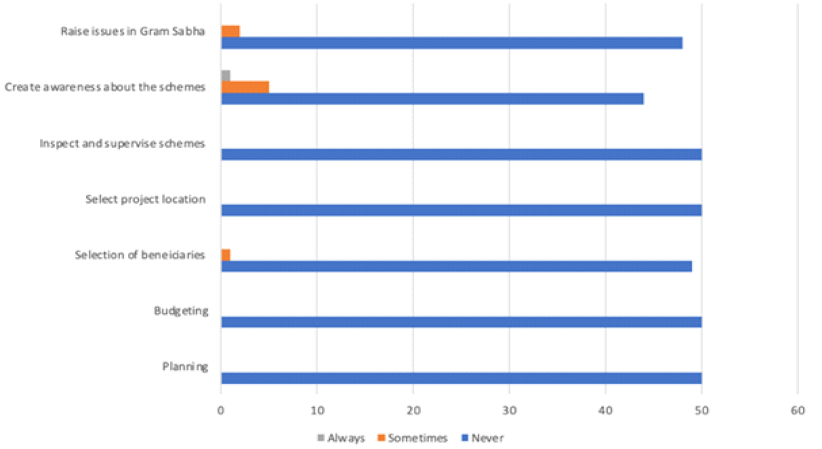

Figure 6: Participation of Women in Decision Making

Source: Primary Survey, All value in absolute number (N = 50)

Figure6 illustrates the significantly low participation of female representatives in all the aforementioned activities. It was observed that their level of participation in various aspects of the project was notably low. This includes areas such as planning (50), budgeting (50), beneficiary selection (49), project location selection (50), scheme

inspectionand supervision (50), scheme awareness creation (44), and raising concerns in Gram Sabha meetings (45). One member of the group consistently expressed her commitment to fostering awareness regarding the scheme. Only one individual asserted that she personally chooses the recipients and determines the project's location. The analysis reveals that the true authority is exercised by their husbands or sons, as well as other male relatives or the esteemed local elite, on whose behalf they have participated in elections as their representatives.

The female panchayat members encounter a multitude of challenges. Authors have investigated the factors that impede their complete engagement in the panchayat and governance process, encompassing lack of awareness or low literacy levels, transportation challenges, domestic responsibilities, and adherence to the purdah system or cultural norms.

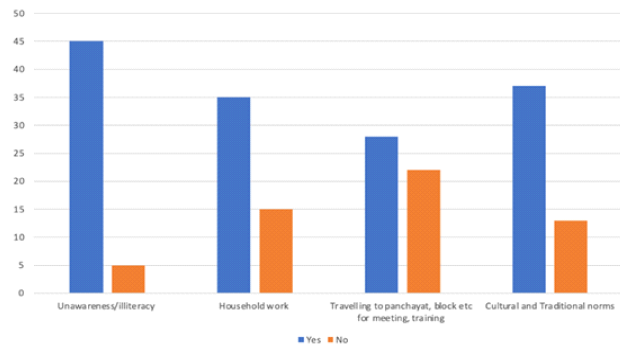

Figure 7: Factors for Low Attendance

Source: Primary Survey, All value in absolute number (N = 50)

The study identified several factors contributing to the low attendance at panchayat and gram sabha meetings and decision-making processes. The lower participation of elected women in the panchayat and governance process can be attributed to several significant factors. These include social restrictions, limited literacy or lack of awareness (45), challenges in accessing transportation to attend block and panchayat meetings (28), responsibilities related to household work (35), and the influence of the purdah system (37). These factors collectively hinder the active involvement of elected women in the panchayat and governance The prevalence of the Purdah system was higher in rural Bihar. In his comprehensive study, It was also discovered that the presence of social restrictions poses a significant barrier to women's meaningful engagement in panchayat affairs(Inbanathan 2001).

6. DISCUSSION

One notable observation pertaining to the panchayats in Dumraon, Buxar, is the conspicuous predominance of male participation during gram panchayat elections despite the implementation of policies aimed at fostering gender empowerment through the reservation of up to fifty percent of seats for women. After interactions with the

villagers, the participation of the female representatives was observed to be significantly deficient. It has been determined that on numerous occasions, the panchayat and gramsabha meetings were discovered to be lacking in substance, serving merely as perfunctory procedures that were duly documented despite their non-occurrence in actuality. Upon careful examination, it has been determined that a substantial number of the convened meetings were conducted without any prior notification being provided to the gram sabha member. Pursuant to the convening of proxy meetings, it is duly noted that the proceedings were meticulously documented. The attendance register, in accordance with established protocol, contains the signatures and thumb impressions of all members, including those who were absent from the aforementioned meetings, with particular emphasis on the elected women. In his comprehensive investigation conducted in the state of Orissa, Patnaik discovered several noteworthy findings. Among these findings were the prevalence of male dominance, the concern about low attendance by female representatives, and the occurrence of proxy gramsabha meetings, among other pertinent factors (Patnaik, 2005).

The substantial occurrence of illiteracy among women residing in rural regions constitutes a highly relevant factor contributing to the phenomenon of proxy politics in said areas. Due to the aforementioned obstacle, women find themselves in the position of passive observers rather than active participants in the processes of policy formulation and the responsibilities associated with the gram panchayat (Singh *et al.*, 2022).

Throughout the process of data collection from Dumraon, it was observed that male members of the family exhibited a prevailing reluctance to grant permission for interviews with elected women. Additionally, these individuals frequently intervened during the interviews, thereby exerting influence over the proceedings and interactions with the author. Panchayat representatives duly recognised the involvement of male members who accompany them to panchayat offices, meetings, and training venues, all of which are typically located at a distance from their residences and cannot be traversed unaccompanied. According to the prevailing consensus, the attendance of the aforementioned individuals is contingent upon the accessibility and participation of said male constituents. It has come to light that on numerous occasions, the male escorts accompanying these women have been observed providing them with guidance regarding their statements during the meeting and, in certain instances, even speaking on their behalf.In his comprehensive study, Patnaik observed a discernible pattern wherein women in Orissa exhibited a notable reliance on their husbands or male family members as circumstances dictated (Patnaik, 2005). The presence of social restrictions has a hindering effect on the active involvement of women in village politics (Inbanathan, 2005).

The majority of womendid not engage in the electoral process independently. The husband or male relative's interests drove political activity. Some local elite members, who were unable to participate in the electoral process due to seat reservations, have sought to influence the outcome by enlisting their spouses and scheduled castes/ tribes to act as their authorised representatives during the election. Husbands or male relatives who wanted to challenge the election but couldn't due to seat

reservations for marginalised groups, including women, appointed proxies or name lenders to vote in the panchayat election. These men act as *de facto* representatives. In a shocking 46 cases, husbands, male constituents, or important local individuals persuaded women to run for office. It was found that husbands (30%) and other family members (12%) were major influencers in encouraging women representatives to run for office (Tiwari, 2012).

Based on the available data, it is evident that there exists a prevailing opposition among husbands, who are male members, towards the active involvement of their wives, who are female members, in panchayat activities. It is noteworthy that these same husbands played a significant role in facilitating the inclusion of their wives, who are female family members, in the governance process. The situation at hand presents a paradoxical scenario wherein husbands, who previously enlisted the support of their wives and female family members during elections, are now expressing opposition towards their wives or female family members' active involvement in panchayat affairs. It is evident from the statement that the husbands, who are male relatives of elected women, have been unable to secure formal positions of authority due to the reservation policy. Consequently, they appear to be endeavouring to exert influence indirectly by utilising their wives as proxies or engaging in the practice of lending their names for representation purposes.According to a study conducted, it has been found that a significant number of women in leadership positions have acknowledged that their spouses have discouraged their attendance at meetings or impeded their engagement in post-related endeavours (Kumatakar& Trembley, 1998).In a separate study, it was ascertained that the exercise of decision-making authority about the panchayat responsibilities allocated to women was predominantly undertaken by their male relatives, preferably husbands, with the women themselves merely affixing their signatures or thumb impressions on the requisite official paperwork(Kaul & Sahni, 2009).

One of the respondents, hereinafter referred to as "the declarant," attested that she was inclined towards political matters, albeit refraining from active involvement in the said domain due to adherence to traditional norms. The declarant further asserted that her participation was hindered by discouragement from her male counterparts. Based on observation, education and awareness have established a negative correlation. It has been determined that individuals lacking literacy skills and possessing limited education levels tended to refrain from making decisions pertinent to their designated responsibilities or engaging in any activities associated with their official positions without the explicit instructions or guidance of their husbands or male counterparts. This reliance on external direction extended to tasks such as providing a thumbprint or signature on a document.It has been determined that individuals possessing literacy and education also did not independently exercise decision-making authority or undertake tasks associated with their respective positions without their husbands' or male counterparts' explicit instructions or guidance.

Despite the bulk of respondents' claims of irregular panchayat attendance, the registers show significant attendance by lawfully elected delegates. In addition, attending panchayat meetings has become a formality of signing registers, with a focus on women's

participation. Registers are usually taken to the homes of electors without a residence to obtain their signatures, thumb impressions, or, in some cases, male representatives' counterfeit signatures and thumb impressions. It has been determined that a greater percentage of female representatives exhibited irregular attendance at gram panchayat meetings, primarily attributable to cultural or rural norms.In the study conducted by Patnaik, it was further ascertained that panchayat meetings have undergone a transformation wherein their purpose has been diminished to a mere formality of signing registers. Notwithstanding the relatively low presence of members, particularly female representatives, the attendance registers evince commendable robustness in the proceedings. In instances where it is deemed indispensable for individuals to be in attendance, such as during the organisation of training sessions held at remote locations, women would accompany their husbands or other male relatives (Patnaik, 2005).

The low female participation in panchayats and related meetings, combined with their limited ability to articulate concerns within their wards, often hinder comprehensive deliberations on their challenges. Thus, this obstacle hinders decision-making. The individual's attendance at the meeting and affirmative head motions indicate low engagement. The research shows that female participation is low. The majority of women in all panchayats did not participate in regular speech during meetings, except for a few women interviewed.

The author examined women's panchayat participation and behaviour in this study. The folks participate in gram panchayat sessions through various activities. These activities include attending meetings and actively contributing to the agenda, which involves identifying and discussing ward issues. They also help decide on project location, planning, finance, and beneficiary selection. Gender and caste differences contribute to gram panchayat meeting problems. Women rarely raise local issues during meetings. Careful examination revealed that women were involved little in the above tasks. Their husbands or male relatives took over these responsibilities with little input from them. Even though higher-educated women were more assertive and articulate, they did not make independent decisions. As needed, they asked their spouse or male relative for help.

While certain women claimed occasional involvement in said domains of decision-making, it is essential to note that their actual awareness of said activities was severely lacking. The individuals in question, upon the directive of their husbands or male relatives, proceeded to affix their signatures or thumb impressions subsequent to the determination made by the de facto male members. Notwithstanding the apparent familiarity exhibited by certain women with concepts such as "planning,""budgeting," and "developmental work," it is imperative to acknowledge that their comprehension of the inherent importance of these terms within the operational framework of the panchayats was indeed lacking.

Participants were asked how they raised issues during panchayat meetings to assess their ability. The research shows that elected women representatives, particularly Muslim ones, struggle to address issues during panchayat meetings. Many times, women did not independently raise concerns in their domains or address local issues. Instead,

they asked others, mostly men, for help. The male escort sometimes represented them and conveyed their ideas.In a panchayat meeting, elected women representatives were using third parties to express their opinions. The women or their male kin or spouse have frequently informed the assembly president or other participating members of their constituencies' concerns and challenges. This strategy assigns meeting voice to the aforementioned individuals rather than the women. However, some female representatives, mainly Hindus, met with the president before or after the meetings. Due to shyness and uneasiness when speaking in public, the individual chose not to speak during a meeting or training session.

Lack of awareness and illiteracy were the biggest hurdles to active participation and responsibility. Research shows that the Purdah system is the second biggest barrier to their full engagement. According to empirical data, homework is the third most important element. The purdah system is similar across social classes, but higher-caste women are less likely to practise it. Female constituent engagement may be reduced by the gram panchayat office's proximity. Except for a few socially active women delegates, women representatives rarely have time for panchayat activities after cooking and raising children. Attending panchayat meetings and trainings is difficult due to the time investment, especially in remote regions like blocks. According to research, many women from poor households must live on limited means and cannot participate in government. Also, due to increasing inflation, contesting elections has been a risky factor, especially for those who belong to the labour class. In rural elections also, a new pattern has emerged wherein the elite class of the society participate. Male relatives of many women testify that their political participation is impractical due to a lack of pay.

Empirical evidence shows that many people, including distinguished Gram Sabha members, are unaware of their properly elected women representatives as a woman representative does not participate qualitatively because of both internal and external obstacles (Kumar, 2022). It is considered that the spouse or a male relative is the de facto representative, exerting authority and executing all panchayat tasks. However, there are various news reports that break thesecustomary practices, too, but very few in numbers.

7. CONCLUSION

There exists a discernible disparity between the policies aimed at enhancing the agency of women through the reservation of up to fifty percent of seats and the accompanying policies and measures implemented by the government to guarantee equitable conditions for women's engagement in the governance sphere. The lack of active involvement of women in the developmental activities subsequent to their election as panchayat office bearers can be attributed to a multitude of factors. These factors encompass the prevailing patriarchal societal structure, inadequate levels of literacy and education, adherence to sociocultural norms and traditions, economic constraints, limited employment opportunities, insufficient infrastructure impeding mobility, and inadequate allocation of resources by the respective states to enable them to discharge their responsibilities associated with their positions effectively. The aforementioned circumstance is

compounded by the government's lack of initiative in delegating the responsibilities and personnel associated with the allocation of funds. In the event that individuals are summoned to attend the meeting, it is solely for the purpose of fulfilling the quorum requirement. Accordingly, it can be observed that female constituents are currently devoid of any active involvement in the decision-making procedures, consequently assuming the role of mere representatives. The proposition of reserving seats for women may not effectively achieve the objective of integrating women into the political process and rectifying the historical injustices they have faced. In the event that the state demonstrates genuine commitment towards the devolution of power to the panchayats and the effective implementation of reservation policies for marginalised groups, particularly women, it is imperative to acknowledge that a lacklustre and fragmented approach will prove inadequate. In light of the state's intention to transfer all 29 subjects to the panchayats, it is imperative that the elected women representatives, who currently possess inadequate skills, be provided with the requisite knowledge, resources, personnel, and other necessary means. This preparation is essential prior to the complete devolution of power and subjects to the panchayats. The aforementioned provisions necessitate the allocation of requisite resources, funds, functions, and functionaries to panchayats. Furthermore, it is imperative to enhance the capabilities of women representatives, specifically, through the implementation of customised training programmes that are sensitive to cultural nuances. Additionally, the establishment of infrastructure in rural regions to enhance mobility, alleviate poverty, and challenge the prevailing patriarchal mindset within society are essential objectives. The inquiry must additionally encompass an examination of potential avenues for furnishing compensation to the ward members, with particular emphasis on addressing the needs of the underprivileged demographic. Lastly, it is imperative to allocate resources towards the enhancement of quality education in order to facilitate the cultivation and development of prospective female leaders.

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A Quantitative Approach to Analyse the Public Knowledge in Understanding of Fingerprint Science

Dr. J R Gaur, Ms. Prachi Kathane** & Ms. Pallavi A Rao****

ABSTRACT

Fingerprint analysis has been one of the pillars of forensic science, which has been instrumental in criminal investigations for over a century, and yet the public familiarity and understanding regarding this key tool remain grossly underexplored. In this present study a quantitative analysis investigates public awareness, perception, and ease of understanding of fingerprint sciences across the general populace. Research of 15 carefully crafted questions was given to 342 randomly selected respondents from Gujarat, India. This research assesses the level of familiarization with fingerprint science, the perception regarding its advances in terms of a person's life journey, as well as the judiciary's role in it. The study findings hold insights into how the general public conceives the accuracy and limitations of fingerprint analysis while at the same time indicating misconceptions that might dampen the trust in forensic evidence. This research is in itself a stepping toward enhancing public awareness and perceptions of fingerprint science, which is important for informed discourse and trust in its application in criminal investigations. The study shows that there is a great need for concerted communication strategies that reduce the gap between public understanding and clear knowledge of forensic practices. This will provide future horizons for research and policy initiatives to bolster fingerprint science integration into the criminal justice system in a way mindful of public concern and instilling much-needed confidence in forensic approaches.

Keywords: Public Awareness, Perception, Fingerprint Sciences, Quantitative Analysis.

INTRODUCTION

Around the world, varied investigative departments have employed fingerprint identification techniques to identify both suspected offenders and crime victims. The classic fingerprinting method has a straightforward foundation [1]. Papillary ridges are formed by the skin on the palmar surface of the hands and feet. These ridges are

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specific to each person and do not alter over time. The fingerprints of identical twins, who share the same DNA, are not identical [2]. Being a challenging evidence, fingerprint is delt with utmost care and protection at the scene of crime. To create a high degree of visual contrast between the ridge patterns and the surface where a fingerprint has been deposited, a 'developer' often a powder or chemical reagent is typically required. From controlling physical access to safeguarding our devices, biometric technologies are becoming more and more integrated into our daily lives [3].The forensic expert'sfundamental task is to gather, document, and analyze material to generate proof of the incident. It is not a practice that can be done alone. Several specialists from various disciplines are needed for forensic inquiry. A forensic team is a collection of skilled experts who investigate crimes, gather evidence, record that evidence, and present that evidence in court. Their main responsibility is to conduct investigations and testify to support the administration of justice [4]. To uncover the truth about complicated situations, forensic teams are essential. Fingerprint-based criminal identification is one of the most effective ways to apprehend fugitives who could otherwise evade capture and carry on with their illegal activities indefinitely. This kind of identification also enables a precise assessment of the number of prior arrests and convictions, which naturally leads to the judiciary imposing more equitable sentences because the person who consistently breaks the law cannot successfully pretend to be a first-time or juvenile offender. The prosecution makes his case based on the offender's prior record with the help of this identifying mechanism. It gives the governor, parole board, and probation officials solid information to work with when dealing with criminals in their regions.

The problems regarding fingerprint identification have less to do with analysis and more to do with how easily fingerprints are compromised and stolen. A person's fingerprint is readily tampered if they come into contact with a surface. This is among the factors that have made it simple to place fingerprints at crime scenes. Individuals who harbour resentment against others choose to remove their fingerprints and place them at murder sites. It has been known for years that fingerprint identification is very effective in individual identification as well as a difficult evidence to handle at the scene [5].

The study specifically created a matrix of 15 Likert scale questions constructed to extract participants' thoughts, feelings, and perspectives on this subject [6]. Respondents are given the option to select how much they agree or disagree with each item, ranging from 'strongly disagree' to 'strongly agree' [7]. Its application would allow for quantification and standardization in the measuring of subjective opinions. The population for this study is around 342 research participants from Gujarat, India, and the data response was collected by giving questionnaire to the individuals in person. This research includes randomly selected participants to ensure representativeness so that different respondents can provide their opinions. This is a good prerogative with which real and comprehensive data can be collected to fuel the accomplishment of research objectives.

OBJECTIVE OF THIS RESEARCH

This study aims to present how most people understand the science behind the fingerprint, with attention, and resolve their attitudes, degree of knowledge, and misunderstanding. Also to find out the elements that shape public opinion, such as media portrayals, education, cultural influences, and individual experiences. This is an attempt to see the impact of misinformation and misconceptions, such as beliefs in fingerprint infallibility, on trust in the criminal justice system.

LITERATURE REVIEW

In 2024 Zhang *et al*. [8] proposed a contentious information technology framework to examine the contradictory nature of biometric traits, which at the same time provide advantages and cause issues that show up as conflicting impacts on users' switching behaviour. They started by doing semi-structured research using a sequential mixed methods technique. Interviews revealed three important biometric traits two advantages and two drawbacks related to them. To investigate the interactions between each discovered component, a follow-up survey was carried out.In 2023 Gibb & Riemen [9] addressed the problem by outlining AFIS standard practices and procedures for forensic settings. The conversation is broken up into three sections. First, they list three variables that affect how well AFIS functions in forensic settings. Second, they go over the search procedure and emphasize the methods used by the Netherlands National Police (NPN) to reduce bias and inaccuracy in their AFIS workflow. They wrap off by quickly going over other factors to take into account while creating best practices. In 2021 Arikpo&Egeonu [10] developed the formation of a biometric mortuary system based on fingerprints for the identification and claim of deceased people. The object-oriented analysis and design technique using the UML served as the foundation for the system design methodology. Java was used for the system's front end and processing logic, while MySQL Server was used for transaction management at the back end. In 20027Furnell *et al.* [11] examined public awareness and perceptions of biometrics among UK population which showed their understanding as well as fear for biometric. In 2024Martins *et al.* [12] proposed an effective technique that will be used immediately to cut down on the amount of time and human resources spent on physical labour in crime scene investigations. They designed four steps for speedy investigation provided on the basis of survey based studied on opinion of the officials.

METHODOLOGY

This methodology of research design included questionnaires formulated on a Likert-type scale with quantitative analysis [13]. A Likert scale has been used to measure respondents' attitudes, perceptions, and opinions on a graded continuum. The sample of the study drawn from the 350 randomly selected individuals, guarantees a varied representation regarding the demographic parameters such as age, gender, education level, and socioeconomic background.This randomization minimizes the selection bias while enhancing the reliability of the findings. Data collection is held in Gujarat, India. It is quite easy for convenience for the engagement of the participants and

ensures that all data directly represent those familiar with or confined to the state. Figure 1 shows the flowchart in this result.

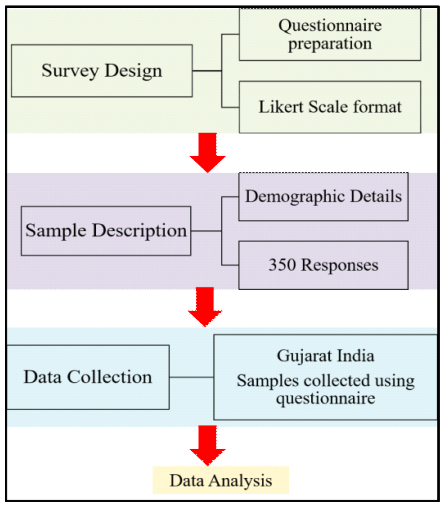


Fig. 1: Flowchart of this Research

RESEARCH DESIGN

The research exclusively designed a matrix of 15 questions on the Likert scale that are well-crafted to elicit the opinions, attitudes, and perceptions of participants on this topic. Each question provides the opportunity for respondents to indicate the extent of agreement or otherwise against a spectrum that runs from 'strongly disagree' to 'strongly agree'. Its use enabled standardization in the measurement of subjective viewpoints while allowing for quantification. There is much more than mere capturing of responses through a Likert scale; it also captures varying degrees of responses, attitudes, and opinions yielding valuable results.

SAMPLE DESCRIPTION

The sample of the study involved 350 respondents, out of 350, 8 samples were rejected due to incomplete submission of whom 100 were female and 242 males selected randomly for the research. This brings in an age diversification of people, which assures balance across the population. Education-wise, the respondents were varied, comprising people who hold primary, secondary, and tertiary levels of education hence making them a mixed educational qualification. Such demographic diversity included differences in experiences, opinions, and behaviours pertinent to the aims and objectives of the study, making it more reliable and generalizable. Bias minimization was the intention of selection for inclusiveness in the representation of populations about which investigation was being made.

DATA COLLECTION

The population for this study is around 342 research participants from Gujarat, India, and the data response was collected using a printed questionnaire in person. This research includes randomly selected participants to ensure representativeness so that different respondents can provide their opinions. This is a good prerogative with which real and comprehensive data can be collected to fuel the accomplishment of research objectives.

ETHICAL CONSIDERATION

The participants have submitted the consent before answering the questionnaire. The researchers haveagreed and presented all relevant facts in an intelligible and transparent wayAll information gathered is kept private and anonymous [14-17].

RESULT AND DISCUSSION

In this quantitative research, survey data have been collected from a general educated people who are familiar with investigative sciences. The research consists of 15 carefully formulated questions to represent the major objectives of the study. Survey responses were obtained from 342 of the respondents, thus ensuring a substantial sample size for data analysis. That continued to provide a dataset for meaningful interpretation and exploration of trends, opinions, and levels of knowledge within the science of fingerprints.

The Questionnaire Covered Following Major and Generalised Aspect:

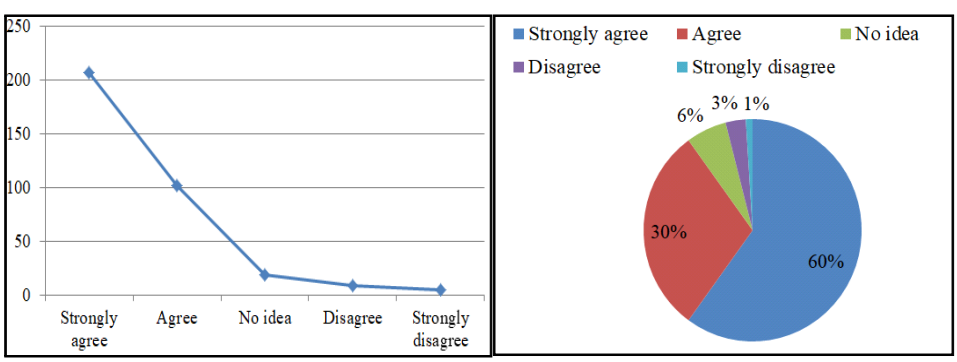
- Innate Presence of Fingerprints at Birth
- Uniqueness of Fingerprints to Humans
- Age Variability in Fingerprints
- Fingerprint Transfer During Surface Contact
- Role of Fingerprints in Personal Identification
- DNA Extraction from Fingerprints
- Individual Uniqueness of Fingerprints Across the Population
- Permanence and Removal of Fingerprints
- Application of Fingerprints in Crime Resolution
- Distinctiveness of an Individual's Ten Fingerprints
- Sex Determination Through Fingerprint Analysis
- Admissibility of Fingerprints in Legal Proceedings
- Vulnerability of Fingerprint Evidence to Contamination
- Lifting of Fingerprints from Surfaces
- Impact of Environmental Factors on Fingerprint Integrity

The responses received for each of these aspects are discussed and summarized below.

INNATE PRESENCE OF FINGERPRINTS AT BIRTH

Fingerprints of a person remain unique and indelible, as they are formed long before birth. Thus, they serve as sufficient proofs of identity throughout life [18]. This is kept to the extent that even a newborn or very young child can undergo biometric identification. Using fingerprints to identify extremely young people would need taking into account the skin's physiological and mental development traits and how those factors would affect fingerprint recognition [19]. It is also crucial to remember that while infants' and young children's fingerprints can be scanned, reading them would be more difficult than it is for adults. This is because their patterns are smaller and less distinct, which causes issues when they are used in fingerprint scanners and typically results in lower image quality or accuracy [20].As age increases, fingerprints tend to grow in size proportional to age, yet the unique patterns remain, thus making the fingerprints much more reliable by comparison across ages.

Graph 1 represents the response collected for the opinion on presence of finger ridges are from birth or not.The results indicated a tendency toward idea adoption and comprehension. Out of the respondents, 207 people (60.5%) strongly agreed with understanding the scientific basis behind fingerprint formation. 102 individuals (29.8%) were found to agree, indicating a total agreement rate of 90.3%. 19 respondents (5.6%) indicated that they had no idea about the subject, which indicates a gap in awareness or understanding. There was little scepticism because only 9 respondents (2.6%) disagreed with the idea, while an even smaller group of 5 individuals (1.5%) strongly disagreed with it. Most of the public seems to have favourable perceptions or to understand fingerprint science, a small fraction is either lacking knowledge or doubts about it. This great level of agreement could mean that scientific education or exposure to forensic practices is quite strong in public opinion. However, there are respondents with no idea about the formation of fingerprints, leading to the basis for a call toward more outreach in education to fill the gaps and make it a more knowledgeable populace. Small disagreement indicates that misconceptions or alternative beliefs regarding fingerprint science can exist only at a marginal level. These findings imply the need to continue promoting awareness and understanding of scientific concepts such as fingerprint formation to draw greater public confidence in this area of forensic science.

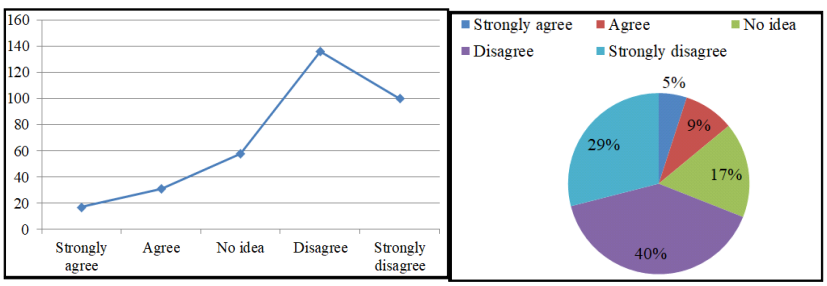


Graph 1: Innate Presence of Fingerprints at Birth

UNIQUENESS OF FINGERPRINTS TO HUMANS

Finger ridges serve the purpose of gripping using palms and thus are likely to be present in other species. Like human fingerprints, animal soles form distinctive patterns [21].Most animal species, not only mammals, can be included in the concept of a 'fingerprint' if traits other than actual fingerprints are permitted [22].Since fingerprints are unique to each individual, they have been used for identification for a very long time [23]. Koalas are one of those animal species which shows similarities in ridge structure. It is important to consider the surroundings while interpreting the finger ridges present on the surface [24].

Graphs 2 shows the answers gathered for the presence of fingerprint other than humans. The results tend to suggest an inclination toward idea adoption and comprehension. The question of 'who has fingerprints' was answered somewhat variously, indicating the degree of agreement or sometimes the understanding regarding the question by respondents. Only a minority either strongly agreed (17) or agreed (31) to the statement that they believe it is true or otherwise relevant for everyone. The most common response (58), indicates a lack of understanding or clarity on the topic. A large majority disagreed (136) or strongly disagreed (100) with the same, suggesting that the issue was interpreted differently or with suspicion.



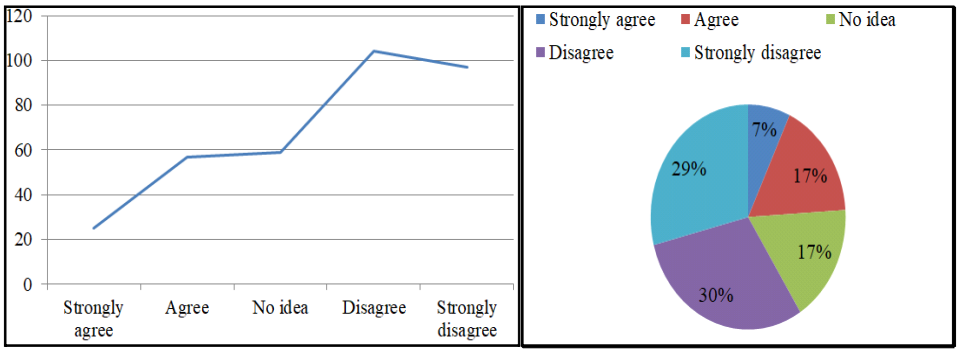
Graph 2: Uniqueness of Fingerprints to Humans

AGE VARIABILITY IN FINGERPRINTS

There is no change in fingerprints. Nevertheless, as we become older, it may become more challenging to get our fingerprints. This is because as people age, their skin becomes less elastic, and the deepening of ridges and furrows makes the patterns less noticeable. Our fingertips' surface is impacted when our skin's pores become less moisturized [25].The fingerprint ridges of elderly people are less firm than those of young people, although they are not significantly different [26]. Biometric scanners may find it difficult to correctly read fingerprints in these circumstances and determine whether or not they belong to the same individual [27].

The responses obtained for changes of fingerprint during the life of a person are displayed in Graph 3. The findings generally point to a propensity for concept understanding.A research study on the effect of age on fingerprints gathered varied opinions. 25 strongly agreed and 57 agreed from the respondents. Some believed

that age influenced fingerprint changes. Respondent number 59 representing expressing uncertainty says the complexity of the issue. The majority numbers say 104 of the respondents disagreed while 97 strongly disagreed with the view that age does not affect fingerprints. Therefore, the mixed responses underscore the call for more research and raising awareness on the issue.

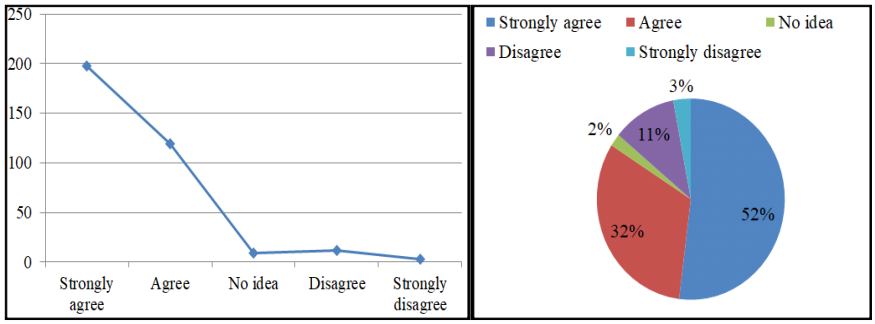


Graph 3: Age Variability in Fingerprints

FINGERPRINT TRANSFER DURING SURFACE CONTACT

In criminal investigations, the greatest benefit of these invisible fingerprints known as latent fingerprints is that offenders unintentionally leave them at the crime scene [28]. But it also takes a lot of work for the police to locate them. Certain surfaces retain fingerprints better than others because they are formed from the natural oils and residue that are left on our fingertips [29]. Because nonporous materials like plastic, glass, and metal don't have pores that may collect perspiration and grease from our fingertips, fingerprints are simpler to locate on these surfaces [30].Fingerprint analysis is still a very useful technique for police enforcement, having been used for over a century to identify criminals and solve crimes [31]. Investigators may use fingerprints to connect one crime scene to another involving the same individual, which is one of its most significant applications [32]. A criminal's record, past arrests, convictions, and sentencing, probation, parole, and pardoning choices may all be tracked by detectives with the use of fingerprint identification [33].

Graphs 4 present the answers gathered for transfer of fingerprints on the surface when both comes in contact with each other. In general, the results indicate a tendency toward idea understanding.The data indicates a very strong agreement regarding fingerprint transfer methods. Strongly agree with the number 198, agree with a count of 119, it would mean that there is a general acknowledgement or belief on whatever techniques or methods in transferring fingerprints. An insignificant part of Participant 9 commented as not sure, which means these people do not know or understand the method. Disagreed is very few at only 12, and then strong disagree counts to just 3, showing an extremely small extent of skepticism regarding the information. This simply indicates a very strong collective agreement about fingerprint transfer on the surface.

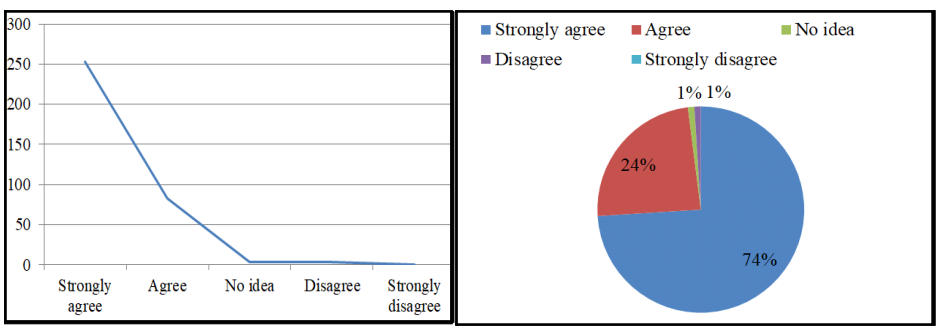


Graph 4: Fingerprint Transfer During Surface Contact

ROLE OF FINGERPRINTS IN PERSONAL IDENTIFICATION

Persistence (permanence) and uniqueness are the two fundamental tenets of fingerprint identification. Identical twins are also not the two persons who have ever been found to share fingerprints [34]. The identical fingerprint has never been discovered on more than one finger in a single person [35]. In forensic science and biometric identification, fingerprint identification has been an essential technique for more than a century. This approach precisely develops personal identification by utilizing the distinctive patterns that each person has at their fingertips [36].

The responses collected for use of fingerprints in individual identification are displayed in the Graph 5. The findings point to a propensity for concept comprehension.The data reveals that there is predominant support for the fingerprints, with 253 individuals responding strongly agree, with 83 agreeing. This seems to show that there is a consensus on the appreciation of this utility. Very few individuals showed any uncertainty (3) or disagreement (3), and (0) strongly opposed it. This indicates the common perception that fingerprints are trustful and efficient tools likely owing to their individuality and their extra dimension in security as well as identification and authentication activities. The absence of almost any opposition leads to a conclusion of high confidence in the accuracy and relevancy of this method for several applications, from law enforcement to technology, thus making it a trusted practice.

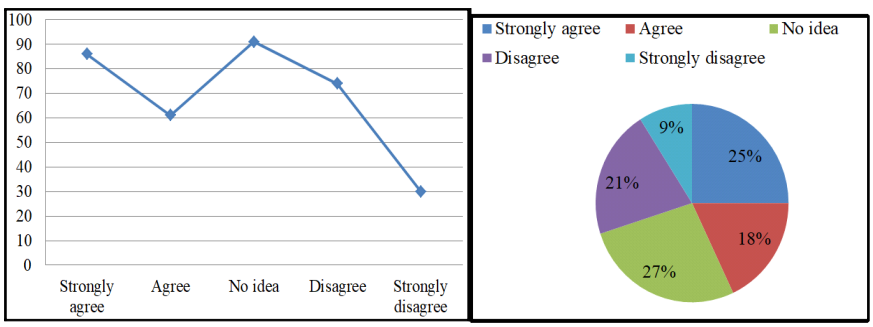


Graph 5: Role of Fingerprints in Personal Identification

DNA EXTRACTION FROM FINGERPRINTS

This is one of the advancements in the impression evidence that the DNA can be extracted from the ridges as they are left behind due to body secretions. This technology is also referred as touch DNA. In accordance with Pang & Cheung's (2007) [37] technique, employed the double swab (wet and dry) approach to extract the DNA from the fingerprint. [38]. The overlapped fingerprints may give ideation on number of persons involved in the crime scene in case of DNA extraction from the sweat residue.

The data obtained for extraction of DNA and personal identification through sweat residues is displayed in the Graph 6. The findings point to a propensity for concept comprehension. According to the statistics, there is a high degree of agreement on fingerprint transfer techniques. The opinion in public is whether DNA can be derived from fingerprints or not. About 86 people belong to the category of strong agreement and 61 people come under the general agreement as far as believing that such technology can be feasible or expected. 91 show indecisiveness, perhaps due to ignorance or not a proper understanding. 74 disagree but 30 strongly disagree, therefore indicating scepticism about the new option possibly not believing it would work, perhaps for scientific or ethical issues. The distribution above shows a little polarized and, nevertheless, a more inquisitive attitude toward an emerging possibility.

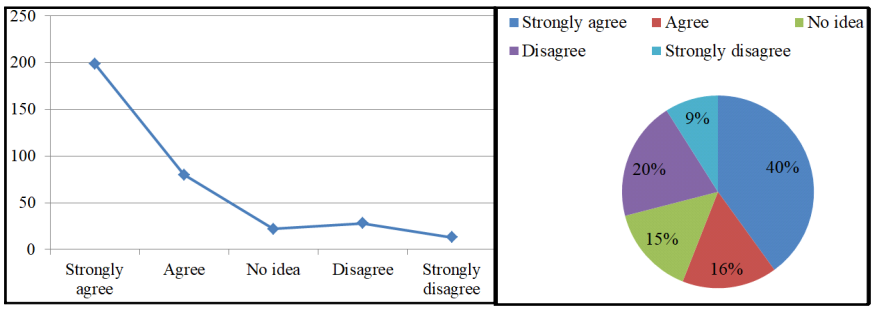


Graph 6: DNA Extraction from Fingerprints

Individual Uniqueness of Fingerprints Across the Population

No two person's fingerprints are the same, and that is the one thing we are certain of. There wouldn't be two prints that we could say were exactly comparable in every way, even if we took hundreds of thousands from as many people. Perhaps if there were two or perhaps many more of them with the same overall design, a close study would reveal that they were quite different so different that we could readily distinguish the two prints when comparing them [39]. Friction arises as a result of one force slowing down ridge growth and another attempting to speed up ridge formation, which results in the production of distinctive ridges [40]. This force creates what are called whorls, or strips, on the fingers. The force imparted to the ridges varies from person to person, thus each fingerprint is distinct [41]. No two people have the same fingerprint patterns, and even identical twins cannot have the same prints [42].

Research measuring public opinion and understanding of fingerprint science that is, the evolution of fingerprints is highlighted in Graphs 7. The results typically suggest a tendency toward idea comprehension. There were differing views on the impact of aging on fingerprints.Among the respondents, 199 strongly agreed to it because of its highly unlikely propositions along with the uniqueness that could largely be supported by scientific studies. An additional 80 agree but perhaps a little hesitantly, acknowledging that fingerprints were distinct. 22 had no idea. 28 disagree, perhaps under skin-deep misconceptions and, as such, 13 strongly disagree, probably having doubts about the evidence or scientific consensus. This spectrum showed the dynamics of awareness and education in recognition of the uniqueness of fingerprints.

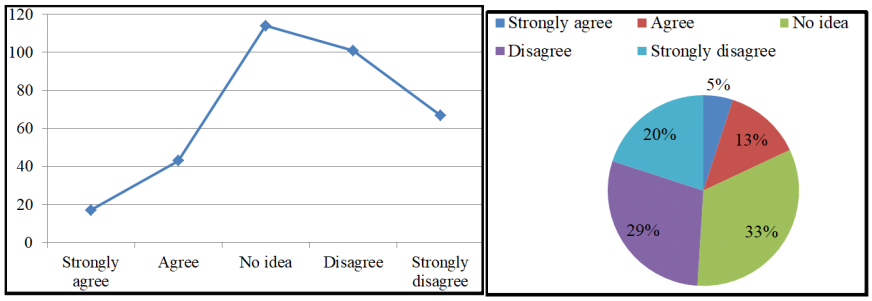


Graph 7: Individual Uniqueness of Fingerprints Across the Population

PERMANENCE AND REMOVAL OF FINGERPRINTS

Persistence, sometimes called permanence, is the idea that a person's fingerprints don't really change throughout the course of their life. They stay embedded in the current friction ridge and furrow pattern when new skin cells develop. Indeed, several studies have been carried out to verify this persistence by documenting the same fingerprints over many years and noting that the characteristics don't change. When the new skin forms, even attempts to destroy or remove one's fingerprints will be prevented, unless the damage is really severe, in which case the new arrangement created by the damage will remain and be unique [43].

Graphs 8 display the responses gathered for permanence and removal of finger ridges. The findings usually point to a propensity for understanding concepts. Divergent opinions exist on how aging affects fingerprints.A considerable number, 17 subjects, strongly agree most likely for purposes of privacy or security. 43 agree, suggesting support for the same reasons. But the largest group of 114 people has no idea, signifying some form of unawareness about it. A popular figure of 101 disagrees; probably because people think fingerprints as significant in identity recognition or forensic uses, and 67 are strongly against it which could indicate staunch opposition. That is such a variety of views concerning the very complex balancing act between the technological possibility, ethical consideration, and eventually public awareness or acceptance of such practices.

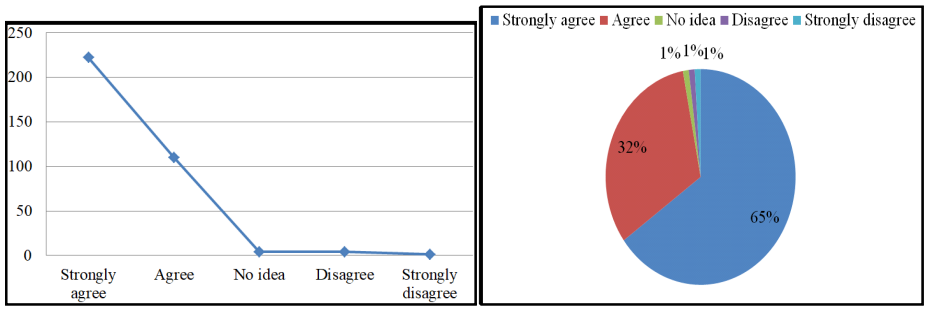


Graphs 8: Permanence and Removal of Fingerprints

APPLICATION OF FINGERPRINTS IN CRIME RESOLUTION

Fingerprints are difficult to remove and unintentionally leave traces of a person's whereabouts; as a result, they are crucial in investigative investigations. Human fingerprints are distinctive, hard to copy or change, and long-lasting, making them appropriate as permanent indicators of a person's identity. As a result, they leave prints on everything that is touched and cannot be erased. Police can easily use fingerprints to identify someone, either to connect them to a crime or to identify death or incapacity [44]. If detectives have grounds to compare fingerprints or if prints from an unsolved crime appear as a match in a database search, they can connect a culprit to additional unsolved crimes [45]. These unidentified prints that connect several crimes might occasionally provide police enough information to identify the offender [46]. When DNA is not available, the criminal justice system uses fingerprints to confirm the identities of convicted criminals and to trace their past arrests, convictions, criminal inclinations, known associates, and other pertinent information [47]. Court officers may also utilize these documents to inform their choices on a criminal's sentencing, probation, parole, or pardon [48].

Graphs 9 show the answers collected for its use in crime investigation. Generally speaking, the results indicate a tendency toward conceptual comprehension.Fingerprints are the most important aspect of solving crimes as shown by the public debates regarding their utilization. To respond 222 of the respondents strongly agreed and 110 agreed quite spreading on fingerprint study in a criminal case. Of the rest of the population, 4 showed neutral opinion and 5 disagreed given the small number of voices doubting its reliability. Fingerprints are unique to every individual and provide irrefutable evidence when matched properly keeping them as the backbone of forensic science. Their ability to link them with crime scenes and identify suspects well makes them one of the important modern law enforcement tools.

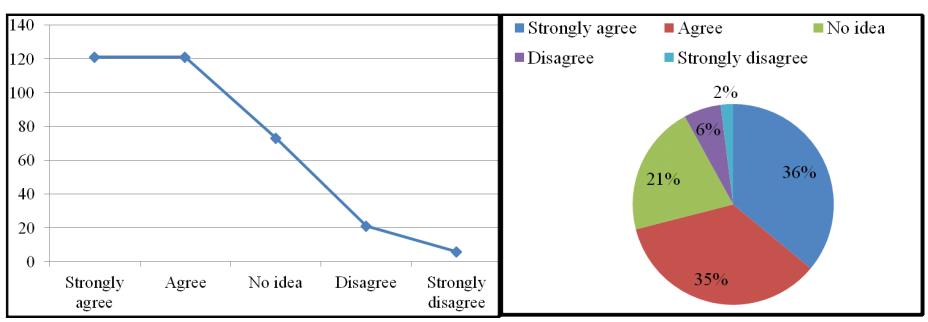


Graphs 9: Application of Fingerprints in Crime Resolution

DISTINCTIVENESS OF AN INDIVIDUAL'S TEN FINGERPRINTS

Every one of the 10 fingers has a distinct fingerprint. Despite their similarities, the patterns are not the same. For this reason, investigative agencies collect fingerprints from each finger. They take pictures and compare them to the databases [49]. To understand why fingerprints differ, one must understand the science behind their creation. The formation of fingerprints is significantly influenced by environmental factors such as pressure and nutrition availability in the foetus of a women. Two fingerprints that experienced greater pressure during pregnancy will thus develop in distinct ways [50].

Graphs 10 that show the opinion on having different or same finger ridges on all ten fingers. The results indicate a tendency toward conceptual comprehension.The study reveals varying opinions on how distinctive a person's 10 fingerprints are. According to the agreement (121) and strong agreement (121) assertions, each person's fingerprints are unique. The failure of 73 participants to select any one group may indicate a lack of awareness or comprehension that each person's fingerprints are distinct. The majority are those who disagreed at 21 or strongly disagreed (6), whoare skeptical about this idea or perhaps have different levels of knowledge about it. In general, therefore, results indicate strong consensus regarding the uniqueness of fingerprints but a significant minority undecided or unconvinced, thus showing the need for more public awareness concerning this scientific fact.

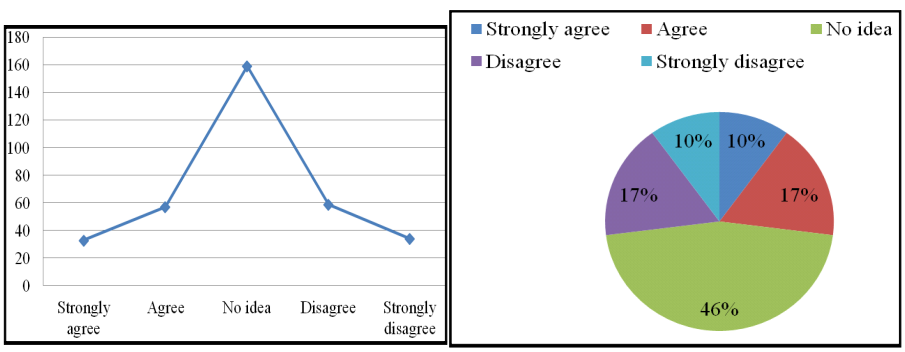


Graphs 10: Distinctiveness of an Individual's Ten Fingerprints

SEX DETERMINATION THROUGH FINGERPRINT ANALYSIS

A person's fingerprint can be used to determine their sex based on the number of finger ridges. Similarly, the composition of sweat residues can also be used for estimating the age of an individual from fingerprint. According to the study, a fingerprint with a ridge density of fewer than 13 ridges/25 mm^2 is probably male, whereas one with a ridge count of more than 14 ridges/25 mm^2 is probably female [51].

Graphs 11 illustrating the responses gathered for identification of sex of a person from fingerprints. The findings point to a propensity for conceptual understanding.The idea of using fingerprints to identify the sex of an individual is one of those issues that have caused plenty of mixed feelings, as the research indicated. A small portion of the population strongly agrees (33) and agrees (57) with such an application, showing some belief in the possibility of this application; there are still many who showed no idea or lack of knowledge through most of the population (159). It shows that there is a great gap in general awareness or understanding of the concept. On the other hand, another equal number of people disagree (59) or strongly disagree (34), likely because of some doubts regarding such techniques' reliability and feasibility because a question on whether an individual could gather some preference appears. These responses therefore call for more research, public education, and clarification of the accuracy or scientific basis for using fingerprints for sex determination.

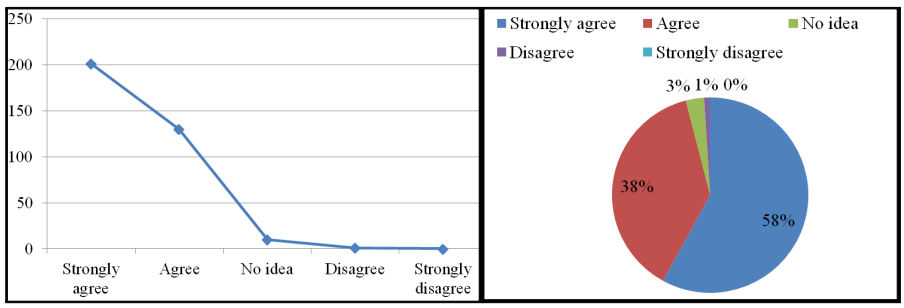


Graphs 11: Sex Determination Through Fingerprint Analysis

ADMISSIBILITY OF FINGERPRINTS IN LEGAL PROCEEDINGS

Relevance and admissibility are the two main tenets that courts use when deciding whether to accept forensic evidence. This also holds true for forensic fingerprints. Forensic fingerprints are evaluated and their evidential value quantified based on these two tenets [52]. The Indian Evidence Act almost ever uses the phrase 'admissibility,' and the two are essentially synonymous under Act. The scientific reports places on record following the standards of the courts amount to admissibility of this importance piece of evidence in court of law. It is evident from the various court judgements where fingerprint evidence is used, that this piece of evidence is considered by the court of law is placed on record correctly and beyond reasonable doubt. [53].

Graph 12 displaying the answers collected for the understanding of admissibility of fingerprint evidence in court of law. The results suggest a tendency toward conceptual comprehension.Fingerprints that would be found at a crime scene are so unique and reliable for identifying an individual when one attempts to prove the identity of such a person in a court of law. This is highly reflected in the research results: 201 participants strongly agree and 130 agree on the great importance of this. Only 10 had no idea, with very little oppositionrepresented by only 1 disagreement and no one is strongly disagreeing. They were also very important to the investigation, linking his suspect's crime scene more closely, proving the relevance to any undertaking investigation. When accepted in the court, they become credible, making them a very important instrument in the deliverance of justice and in ensuring accurate verdicts in criminal cases.

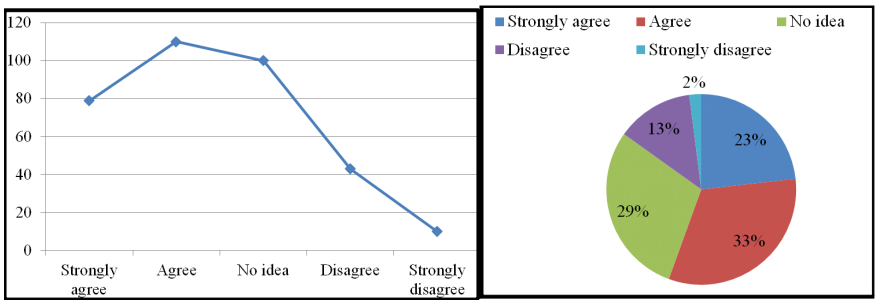


Graph 12: Admissibility of Crime Scene Fingerprints in Legal Proceedings

VULNERABILITY OF FINGERPRINT EVIDENCE TO CONTAMINATION

Fingerprint evidence is extremely easily susceptible to contamination or tampering, especially in crime locations where it is not properly secured or handled. Even stamping or handling one's tiny little finger can cause contamination through improper collection, storage, or accidental transfer of prints, which can lead to unwanted extraneous fingerprints or alteration of the original ones. Harmful environmental elements such as intense heat, moist, and dirt make the fingerprint analysis quite difficult. Such prints may be claimed by the defence to be someone else's obtained at the crime scene, thereby incriminating the innocent or creating at least some doubts as to the reliability of evidence [53].

Graph 13 show the answers to the information obtained for vulnerability of fingerprint evidence.The fingerprints are tampered with sounded like everybody in the survey had a different opinion about it. Out of 79 people, they believed to have a strong agreement factor that fingerprint evidence can be tampered with. 110 others agreed, showing apprehension about the overall fact that this evidence could not be reliable for everyone. 100 shared neutral opinions, which could mean ignorance or apathy about the matter, while the number of those who disagreed was 43. Just a mere 10 countered that that suggests a lesser population who would trust that kind of evidence. These findings call for more proper transparency, education, and robust measures to establish the credibility of fingerprint evidence in forensic investigations.

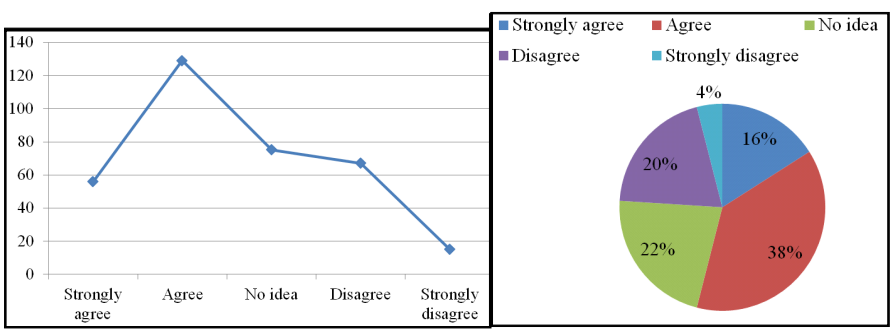


Graph 13: Vulnerability of Fingerprint Evidence to Contamination

LIFTING OF FINGERPRINTS FROM SURFACES

At the crime scene, latent, patent and plastic prints can be located. The investigator has to identify the possible locations of the incident for the presence of impression of fingertips such as entry and exit point. The investigators can develop the latent or invisible fingerprint from the crime scene by developing them. The patent and plastic impression can be lifted by photography or any other lifting methods. Silicone, sticky tape, quick lifter, and fingerprint gelatine are used to lift powdered finger impressions. [54]

Graphs 14 shows the opinion on the presence of fingerprint on incident and its collection by lifting it from the scene.The premises regarding the fact that fingerprints can be lifted from any surface differed: 56 had a "strongly agreed" rating while 129 agreed. It also states that 67 respondents and 15 of them had not applied any fingerprints; thus, there is not a clear consensus regarding the universal applicability of the method, and less than 75 were uncertain due to a lack of forensic science or understanding. This study reinforces the importance of educating people about the limitations and advancements in forensic technologies so that misconceptions are cleared up and an informed perspective on the procedures used to gather evidence can be fostered.



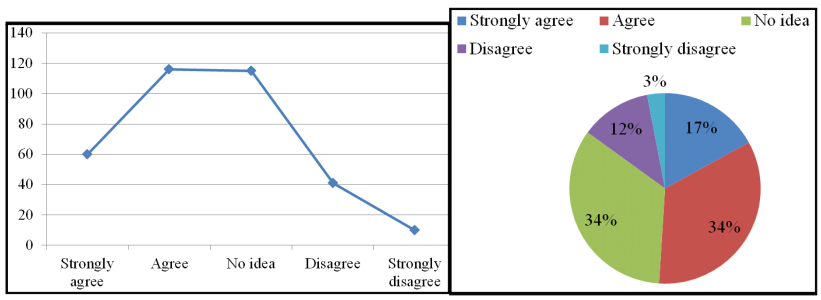
Graphs 14: Techniques for Lifting Fingerprints from Surfaces

IMPACT OF ENVIRONMENTAL FACTORS ON FINGERPRINT INTEGRITY

The fingerprint is affected by multiple environmental factors including, time, temperature, humidity, fresh-salt water, and pressure effects [55]. Some studies have identified

that the fingerprint's oil coating, which forms up to 300°C, demonstrates resilience. In comparison to plastic, nylon, paper, and wooden surfaces, fingerprints left on metal and glass surfaces at all temperatures have been found to be more acceptable for identification.[56]

Graph 15 highlights the opinion on the knowledge about the factors affecting the fingerprint. Environmental factors affect fingerprints as proved by the survey results which indicated 60 strongly agree, 116 agree, 115 with no idea, 41 disagree, and 10 strongly disagree. This implies that most people regard factors such as humidity, temperature, and surface conditions as influential factors in the clarity and preservation of fingerprints. A high 'no idea' response requires creating awareness among the masses on the topic, given its importance in both scientific research and in practical applications like law enforcement.



Graphs 15: Impact of Environmental Factors on Fingerprint Integrity

CONCLUSION

In conclusion, this study highlights the critical gaps in public awareness and perception of fingerprint science, emphasizing the need for targeted educational and communication strategies to bridge these gaps. By uncovering both the misconceptions and the levels of trust in forensic evidence, the findings underscore the importance of fostering an informed understanding of fingerprint analysis and its judicial implications. Enhancing public knowledge and addressing concerns can pave the way for a more robust integration of forensic science into the criminal justice system, ensuring its credibility and effectiveness. This research serves as a foundation for future studies and policy initiatives aimed at building public confidence in forensic practices and advancing the role of fingerprint science in upholding justice.

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The Scope and Limits of Article 16(4): A Critical Analysis of Judicial Interpretation of Reservations in Public Employment

Priya Aggarwal & Dr. Ashish Kumar Singhal***

ABSTRACT

The study critically examines the constitutional framework and judicial interpretation of Article 16(4) of the Indian Constitution which permits the state to make provisions for reservations in public employment for "backward classes" that are inadequately represented. The paper focuses on the transition from traditional to contemporary concepts of reservations in public employment by analysing quantitative data from certain government report. Through a comprehensive analysis of key cases, and recent Supreme Court pronouncements, this paper seeks to clarify how these shifts reflect changing societal needs and judicial perspectives on equality, social justice, and meritocracy.

Keywords: Reservation, Backward Classes, Public Employment, Social Justice, Equality

INTRODUCTION

The issue of reservations has become a complex socio-political challenge in contemporary times. Due to intense competition for the limited opportunities available in the country, governments face pressure to extend various types of reservations to numerous groups, beyond those already allocated for Scheduled Castes, Scheduled Tribes, and Backward Classes. Reservations in public employment and education are anexceptional component of India's efforts to achieve social justice and equality. It embedded within the framework of the Indian Constitution; reservations seek to address historical inequalities and systemic discrimination faced by socially and economically marginalized communities. Article 16(4)[1] of the Constitution explicitly permits the state to provide for reservations in public employment for "any backward class of citizens" that is not adequately

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1 Nothing in this article shall prevent the State from making any provision for the reservation of appointments or posts in favour of any backward class of citizens which, in the opinion of the State, is not adequately represented in the services under the State.

represented. This provision emerged as a remedy to bridge social divides, empower disadvantaged groups and promote inclusivity in government roles andbe instrumental in to the broader constitutional goal of establishing equality among all citizens.

The evolution of reservations, however, has been neither straightforward nor static. Since the Constitution's inception, the implementation of Article 16(4) has ignited substantial judicial debate particularly regarding the scope and limitations of reservation policies. The judiciary has been tasked with interpretating "backwardness" and determining how far affirmative action measures can be extended without infringing on other fundamental rights.

This area of constitutional law raises complex questions about balancing individual rights with collective social equity. Examining the judicial interpretation of Article 16(4) is influential to understanding the evolution of Indian jurisprudence on reservations. Although the role of reservations in public employment has been extensively discussed nevertheless a comprehensive analysis focused solely on Article 16(4) and its contemporary judicial developments remains largely unexplored in academic research. This gap underlines the need to examine how judicial interpretations continue to adapt Article 16(4) to the socio-political realities of modern India.

An analysis of Article 16(4) naturally brings Article 15(4) into focus, as both provisions are deeply intertwined in their commitment to contributing social equity through targeted reservations. Article 16(4) restrictively addresses representation within public employment validating greater inclusion of socially and educationally disregarded communities in government positions. In parallel, Article 15(4) authorises the state to enact special provisions for these groups' advancement in educational institutions. Thus, any exploration of Article 16(4) necessarily engages with Article 15(4), as a pair operate in tandem to balancing the ideal of universal equality with deliberate interventions for those burdened by historical exclusion.

RESEARCH OBJECTIVES

1. To examine the constitutional framework of Article 16(4).
2. To explore the evolution of judicial interpretations of Article 16(4).
3. To assess the balance between Equality, Social Justice, and Meritocracy.
4. To examine the adaptation from traditional to contemporary reservation policies.
5. To suggest measures for equitable implementation of reservation policies.

ARTICLE 16(4) AND THE RIGHT TO EQUALITY

The Indian Constitution enshrines the principle of equality in Articles 14 to 18, with Article 14 indicating that the state shall not deny any person "equality before the law" or "equal protection of the laws." Article 16(1) and (2) specifically raise equality in public employment preserving that no citizen is discriminated against based on religion, race, caste, sex, descent, place of birth, residence, or any of these grounds. However, Article 16(4) introduces an exception such entitles the state to make special provisions for "backward classes" to promote social justice. It must be further noted

that before 2019 the reservations were only granted on the basis of social and educational backwardness. Nevertheless, 103rd Constitutional Amendment Act of 2019 introduced the reservation on the basis of economic backwardness also.

Article 16(4) is grounded in the recognition that formal equality, by itself, falls short of remedying the deep-seated social and economic disadvantages endured by historically marginalized groups. It incorporates a principle of substantive equality, one that seeks to balance opportunities by addressing enduring disparities rooted in systemic discrimination and restricted access to resources. This mechanism of affirmative action aspires to secure meaningful representation for socially and educationally disadvantaged communities within the realm of public employment.

Table 1: Representation of Reserved Categories (SCs, STs, OBCs) in Central Government Services as of 01.01.2017

As reported by the Press Information Bureau report dated 17th July 2019, the Government of India, through the Ministry of Personnel, Public Grievances & Pensions, provided an update on the representation of reserved categories (SCs, STs, and OBCs) in Central Government services.

Category	Prescribed Reservation (%)	Representation as of 01.01.2016 (%)	Backlog Reserved Vacancies Identified (2012-2016)	Backlog Filled (2012-2016)	Remaining Backlog as of 01.01.2017
Scheduled Castes (SCs)	15	17.49	29,198	20,975	8,223
Scheduled Tribes (STs)	7.5	8.47	22,829	15,874	6,955
Other Backward Classes (OBCs)	27	21.57	40,562	27,027	13,535
Total	49.5	47.53	92,589	63,876	28,713

Table 2: Status of Backlog Reserved Vacancies and Their Filling Progress as of 01.01.2018

Category	Total Backlog Reserved Vacancies	Filled Vacancies (as of 31.12.2017)	Unfilled Vacancies (as of 01.01.2018)
Scheduled Castes (SCs)	7,532	4,514	3,018
Scheduled Tribes (STs)	6,887	3,595	3,292
Other Backward Classes (OBCs)	7,080	4,225	2,855
Total	21,499	12,334	9,165

The report reveals that the representation of SCs and STs in Central Government services is in excess of the prescribed 15% and 7.5%, respectively. This suggests that the strivings to ensure the inclusion of these groups in government services are largely successful. However, the OBC category still remains underrepresented with a representation of 21.57%, which fails to satisfy of the 27% reservation threshold. Despite this, the increase in representation of OBCs from 16.55% in 2012 to 21.57% in 2016 is

an indication of progress although it remains insufficient. It is important to understand the key role of judiciary as it often plays an intermediary role in interpreting the constitution and ensuring that reservation policies align with the principles of equality, justice, and merit as enshrined in the Indian Constitution.

EVOLUTION OF JUDICIAL INTERPRETATION OF ARTICLE 16(4)

The first notable case in India dealing with reservations was *State of Madras v. Champakam Dorairajan*[2] where the seats in state educational institutions were allotted community wise solely based on 'caste' and 'religion'. A seven-judge bench of the Supreme Court set aside the classification as being based on caste, race, and religion and further held that reservation is violated the fundamental rights to equality and non-discrimination guaranteed by the Constitution.

The case of *Venkataramana v. State of Madras*[3] is a leading judgment addressing the constitutionality of reservation policies and communal quotas in public employment in the early years of independent India. The petitioner challenged the government's use of "Communal G.O." orders that allocated specific proportions of government posts to candidates from different castes and communities, such as Harijans (Scheduled Castes), Muslims, Christians, Backward Hindus, Non-Brahmin Hindus, and Brahmins. The petitioner argued that these communal quotas unfairly restricted his access to government positions solely based on his Brahmin identity. The Supreme court pointed out following measures in its judgment:

1. It was perceived that the communal quota system set by the Madras government violated the principle of equality of opportunity enshrined in Article 16(1) and (2) of the Indian Constitution. Article 16(1)[4] stipulates equality of opportunity in public employment, and Article 16(2)[5] prohibits discrimination based on religion, race, caste, sex, descent, place of birth, or residence. The Court found that the petitioner's ineligibility for certain posts despite having better qualifications than candidates from other reserved communities was exclusively due to his caste. It was an infringement of his fundamental right to equality.
2. Article 16(4) allows for reservations in public employment for "backward classes of citizens" lacking sufficient representation in government services. However, the Court noted that the communal quotas instituted by the Madras government extended to groups beyond "backward classes" as it admitted communities like Muslims, Christians, and Non-Brahmin Hindus who were not inherently disadvantaged in a socio-economic context. Consequently, The Court ruled that these categories did not meet the criteria for reservation under Article 16(4)

2 [1951] SCR 525 (India).

3 [1951] SCR 658 (India).

4 There shall be equality of opportunity for all citizens in matters relating to employment or appointment to any office under the State.

5 No citizen shall, on grounds only of religion, race, caste, sex, descent, place of birth, residence or any of them, be ineligible for, or discriminated against in respect of, any employment or office under the State.

and therefore, rendering the communal quota policy unjustifiable as a lawful form of reservation under this provision.

3. The Court declared the Madras Communal G.O. order unconstitutional and void for being incompatible with Article 16. It observed that communal reservations as implemented by the Madras government were relied on a broad categorization of communities rather than targeting truly backward groups. It could not be sanctioned under the Constitution, as it disregarded the principle of merit in public employment.
4. It was observed that this arrangement was not a true reservation for backward classes but rather an allocation of positions based on community that is restricted by Article 16(2). The expression used in Article 16(4) is not synonymous to "backward class" or "backward community." To ascertain whether a group constitutes a "class" under Article 16(4), one cannot rely entirely on criteria such as religion, race, caste, sex, descent, place of birth, or residence.

In *The General Manager, Southern Railway vs Rangachari*[6] the dispute emerged on the validity of the circulars issued by the Railway authorities providing for reservation in favour of the Scheduled Castes/Scheduled Tribes in promotion. The appellant, a non-SC/ST employee, contested these circulars. He argued that the reservations applied only to initial appointments and not to promotions. According to him, promoting employees from the backward classes (SC/ST) under such quotas violated the constitutional provisions related to equality under Article 16 of the Constitution. While upholding the validity of the Railway authorities' circulars with the majority of 3:2, the court had liberally interpreted Article 16(4) in resulting ways:

1. The Court clarified that reservations in public services can be made not only at the appointment stage of recruitment but even in the matter of promotions in accordance with Article 16(4) since there is evidence of under-representation in higher positions.
2. Article 16(4) applies in promotion only when there is legitimate need to ensure adequate representation of the backward classes in higher services.
3. The adequacy of representation of backward classes in any service must be assessed through both quantitative and qualitative measures. The underrepresentation of backward classes can be cured by implementing reservations at higher levels within the service.

The *M. R. Balaji v. State of Mysore*[7] case is a landmark pronouncement that significantly impacted India's reservation policy. In this case, the government of Mysore issued an order for reservation of seats for admission to the State medical and engineering colleges for Backward classes and 'more' backward classes. The total reservation was 68% on the basis of 'castes' and 'communities.' The Supreme court declared the order as unconstitutional on several grounds which are as follows:

6 [1962] 2 SCR 289 (India).

7 [1963] 3 S.C.R. 439 (India).

1. The Supreme Court held that while caste could be a factor in identifying backward classes but it could not be the sole and dominant criterion. The Court stressed the need to consider factors like social and economic conditions beyond caste alone as using caste as anunconstrained basis would be contrary to the constitutional mandate of equality.
2. The court further observed that the interest of the weaker section of the society should be adjusted with the interest of the community as whole. Therefore, 68% reservation held to be violative of fundamental principle of equality guaranteed by Article 14 with the justification "fraud on the Constitution".
3. The Court highlighted the importance of equality of opportunity in public services and educational institutions which is a constitutional mandate under Article 16(1) of the Indian Constitution. It was noted that the purpose of reservations was to level the playing field for disadvantaged communities but should not lead to the exclusion of deserving candidates from general categories.
4. It was ruled that reservations should be reasonable and should not defeat or nullify the major principle of equality. It cannot be predicated the exact permissible percentage of reservation nevertheless ought to be less than 50%, how much less than 50% depends on the prevailing circumstances of each case.

In *T. Devadasan v. Union of India*[8] the Supreme Court addressed the Carry Forward Rule concerning reservations in public employment. This rule allowed unfilled reserved vacancies from previous years to be carried forward and added to the reserved quotas for subsequent years, this practice resulted to an increase in reserved positions for Scheduled Castes and Scheduled Tribes. In this particular case, the petitioner, T. Devadasan, challenged this rule, claiming that it led to excessive reservations that infringed on his right to equality in public employment under Article 16 of the Indian Constitution. By the third year, 64.4% of vacancies were reserved far exceeding the recommended limit that amplified constitutional concerns. In the instant case, while declaring the carry forward rule unconstitutional, the findings of Supreme Court are as follows:

1. The Court observed that, following its previous decision in *Balaji case*, reservations in any single year should not exceed 50% as it would contravene the principle of equality under Article 16(1). Although *Balaji* primarily explored reservations in educational institutions the Court applied its reasoning to public employment endorsing that a cap was necessary to hinder arbitrary reservation levels.
2. The Court clarified that while Article 16(4) permits reservations conversely it does not cover all aspects of employment. Specifically, it cannot extend to issues such as salaries, promotions, pensions, or superannuation. Article 16(4) only enables for reservations at the point of initial appointments to ensure underrepresented classes have access to job opportunities.

8 [1964] 4 S.C.R. 680 (India).

3. The court continued that reservations ought not erode the fundamental right to equal opportunity. It was considered that reservations are exception to Article 16(1) and (2) for appointments thus they must remain within reasonable limits. The Court proposed that any reservation framework expected to evade creating monopolies in favour of one group sine this would unfairly block others from fair access to employment.
4. The Court noted that the 50% reservation limit applied uncompromisingly to backward class reservations under Article 16(4). However, it justified that this limit did not extend to other forms of support or concessions provided to backward classes which might not affect the overall employment numbers as directly as reservations.
5. The Court highlighted the importance of balancing Article 16(4) that presents specific provisions for socially disadvantaged groups, with Article 16(1) whereas assures equal opportunity for all citizens. Both provisions must operate in harmonywithout one diminishing the other. Accordingly, the Court determined that the reservation limit of 50% ought be measured at the level of individual services or units rather than across the entire framework. The carry-forward rule was considered consistent with the intention of Article 16, as disregarding it could hinder social progress and lead to exclusion.
6. Reservations exceeding 50% would render the carry-forward rule invalid. The State cannot implement excessive reservations that undermine the principles of Article 16(1). Each instance requires careful consideration to ensure a fair restriction, as there is no universal formula or fixed standard for every case.

After Devadasan case, the landmark judgment came into light in *State of Kerala v. N.M. Thomas*[9] The State of Kerala had revised service rules to confer two years' relaxation in the period of probation for Scheduled Castes (SCs) and Scheduled Tribes (STs) in government services. N.M. Thomas challenged this rule while contending that it infringed Article 16(1).[10]

As majority took the view in Devadasan case that Article 16(4) was an exception to Article 16(1) and 16(2), however, there was dissenting opinion of SUBBA RAO, J., had expressed that"*Article 16(4) is not an exception to Article 16(1) but was a legislative device by which the framers of the Constitution had sought to preserve a powerful untrammelled by the other provisions of the Article.*"[11]

In present case, the majority had acknowledged the perspective of SUBBA RAO, J, accordingly overruled its previous judgment and the court observed that Article 16(4) cannot be considered as an exception of Article 16(1). It is a dimension of Article 16(1) which encourages the idea of equality of opportunity with particular consideration

9 [1976] 2 SCC 310 (India).

10 There shall be equality of opportunity for all citizens in matters relating to employment or appointment to any office under the State.

11 M P Jain, *Indian Constitutional Law* (7th edn, 2014) 990.

to disadvantaged and oppressed class of citizens. Article 16(1) as such allows rational classification to achieving equal opportunities confirmed by it.

Nevertheless, two judges proclaimed a dissented opinion, Article 16(1) merely represents the scheme of formal or legal equality, and as such, it does not permit for any interpretation that suggests preferential treatment, as the language of the article does not support such a concept.

In *A.B.S.K. Sangh v. Union of India*[12] the Apex Court restated the proposition that under Article 16(1) itself authorises the State to classify groups or classes founded upon substantial differentia and the same does not constitute violation of Articles 14 and 16.

One of most vital pronouncements of the Supreme Court on reservations was discussed in *Mandal Commission Case.*[13] The Mandal Commission was formed in 1979 by the Government of India under the chairmanship of B.P. Mandal to investigate the socially and educationally backward classes and recommend actions for their upliftment. The issue arose when the Commission's report supported 27% reservations in government jobs and educational institutions for Other Backward Classes (OBCs) that was implemented by V.P. Singh's government in 1990.

The Constitutional Bench's Ruling Includes the Below Mentioned Observations:

1. The Court validated the constitutionality of reservations for OBCs in government jobs and educational institutions. It was declared that reservations are affirmative action for backward classes is sustained and covered under the principles of Article 16(4) and Article 15(4).
2. It was noticed that Article 16(4) is not an exception to Article 16(1) but no more than an instance of subdivision inherent and approved by the general rule.
3. Irrespective of provisions of Article 16(1) still reservations are not allowed merely on the basis of financial factor, there must be reasonable nexus between social and economic backwardness to take the benefit of reservations.
4. The ruling introduced the concept of 'Creamy Layer' that affirmed that socially advanced and well-off individuals should be excluded from the purview of reservations. The members of the society who are financial stabled are termed 'creamy layer'. Such exclusion would be necessary to provide advantage of reservations to those who are truly backward people, and, thereby, in a better manner the purpose of Article 16(4) can be served.
5. The aggregate reservation cannot be exceeded 50% in a year since Article 16(4) enables for "adequate representation" and not "proportional representation".

In the case of *E.V. Chinnaiah v. State of Andhra Pradesh*[14] a five-judge bench abolished the policy of sub-classification within the reserved class by stating that it is inappropriate

12 Akhil Bhartiya Soshit Karmachari Sangh (Railway) v. Union of India (1981) SC 298 (India).
13 Indra Sawhney v. Union of India, [1993] 1 SCC 647 (India).
14 [2005] 1 SCC 394 (India).

to sub-classify the Scheduled caste since the Constitution specifically protects the SCs and STs. The Court articulated that the reservation system is intended to raise the standing of deprived communities as a whole and dividing them further based on sub-castes would damage the constitutional ethosof equality and fairness.

In *M. Nagaraj v. Union of India*[15]the court marked that despite the fact that the State has discretion in exercising reservation grant, such discretion must not unconstrained and subjected to certain limitation, to be specific, *firstly*, there must be present convincing justification of backwardness, *secondly*, insufficiency of representation in a job classification.

In *Dr. Jaishri Laxmanrao Patil v. The Chief Minister,*[16] the case dealt with the constitutional authenticity of a reservation policy based on economic backwardness and the intricacies of caste-based reservations. The petitioner challenged the reservation policy for the Maratha community in Maharashtra since the Maharashtra government had grant reservations exceeded the 50% cap to the Maratha community in education and public employment under the Socially and Educationally Backward Classes category. The 5-judge constitutional bench observed the following points in judgment:

1. *Firstly*, the Supreme Court held that the reservation policy for the Maratha community in Maharashtra exceeded the 50% limit prescribed in the Mandal Commission case. The Court stressed that while reservations are a tool to uplift backward classes, the total reservation should not surpass 50% unless exceptional circumstances exist.
2. *Secondly*, The Court noted that the Maratha community was considered socially and educationally backward and the findings of the same is drawn from outdated data. It was noted that the government's action unable to justify sufficient empirical data and a credible social and economic survey to support the reservation.
3. *Finally,* the Supreme Court quashed the Maratha reservation while ruling that it was unconstitutional as it violated the 50% cap on total reservations and lacked proper data supporting its necessity.

The *State of Punjab v. Davinder Singh*[17] is one of the most recent decisions of the Constitutional bench of 7-Judges comprised then Chief Justice of India DY Chandrachud, Justice BR Gavai, Justice Vikram Nath, Justice Bela M Trivedi, Justice Pankaj Mithal, Justice Manoj Misra and Justice Satish Chandra Sharma with the majority of 6:1 overruled the judgment passed in *E.V. Chinnaiah v. State of Andhra Pradesh* and held that sub-classification in Scheduled Castes in permissible however such classification must be followed by 'quantifiable data' which able to prove the inadequate representation or more social backwardness of that sub-group. It was observed that determining a reservation percentage within the constitutionally allowed limits falls under the power

15 [2006] 8 SCC 212 (India).
16 [2021] 2 SCC 679 (India).
17 [2024] INSC 562(India).

of State legislatures and sub-classification may include women and disabled individuals if they are underrepresented in public services.

CONCLUSION

In conclusion, the judicial interpretation of Article 16(4) functions as a central element in the evolving narrative of reservations in public employment which reflected the delicate balance between societal needs and the principle of equality. While the provision intends to uplift historically marginalized communities by securing their representation in public services since its journey through the courts has highlighted the complexities of applying such policies in a dynamic and diverse society like India.

This critical analysis has pointed out the conflict between the need for corrective action to uplift disadvantaged groups and the challenges posed by an expanding and sometimes excessive scope of reservations. The court has, at times, upheld reservations as a necessary tool for social justice, nevertheless, it has also recognised the need for constraints to avoid perpetuating division and undermining merit-based systems in public employment.

SUGGESTIONS

1. The reservation policy may be more advantageous by strengthening the mechanisms to monitor the implementation of reservation policies and keep tabs on the progress in terms of both representation and the filling of reserved vacancies.
2. Whereas the representation of Scheduled Castes and Scheduled Tribes has surpassed the prescribed reservations, the representation of Other Backward Classes still falls short of the mandated 27%. It indicates for a comprehensive policy review is required to boost OBCs representation, possibly increasing the scope of reservations in certain sectors where their underrepresentation persists.
3. In addressing the root causes of underrepresentation in public employment requires a focus on enhancing educational opportunities for backward classes. It can better prepare individuals from these communities to compete in competitive exams and gain employment in diverse government sectors.
4. A periodic reassess of the representation of reserved categories should be conducted to ensure that reservation policies remain relevant and effective. This may involve adjusting the prescribed percentages corresponding to socio-economic developments that promote equitable representation across all sectors. The government could establish a body responsible for reviewing and suggesting adjustments to the reservation framework every five years.

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Insider Trading and its Implications for Corporate Governance: A Legal Perspective

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ABSTRACT

The current research focuses at how insider trading impacts market efficiency and investor trust in the Indian stock market. It provides a general overview of the insider trading laws that the Securities and Exchange Board of India (SEBI) enforces, highlighting the stringent measures put in place to stop insider trading and promote market integrity. The study makes use of empirical data to show how market inefficiencies, mispricing, and inefficient capital allocation are all related to insider buying. It examines how insider trading affects transaction volumes, liquidity, and price discovery, all of which hinder the market's capacity to function effectively. Major insider trading scandals in India, such those involving Satyam Computers and Reliance Petroleum have been to examine how they have impacted investor confidence and market performance.

The paper emphasizes the intense punishments for insider trading offenses, such as economic penalties. Notably, this study calls attention to the severe punishments meted out to those who commit insider trading offences, including significant monetary fines and other punitive measures intended to deter such illicit acts. In summary, this study aims to provide a thorough understanding of the many difficulties faced by insider trading in the Indian stock market. It focuses on the need of a strong legal and regulatory framework, together with strict enforcement, to ensure market efficiency and foster investor trust. The findings presented here highlight the complex relationship between insider trading and market performance, eventually fostering a more open and safer financial environment.

Keywords: Insider Trading; Market Integrity; Capital Allocation; Investor Confidence; Market Distortions; Mispricing.

INTRODUCTION

In India and other worldwide financial markets, insider trading is a persistent problem. Insider trading occurs when a person receives significant, confidential information about a company fors trading purposes or to gain an unfair advantage over rivals.

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Insider trading raises ethical issues, but it also has a negative impact on investor confidence and market efficiency.

The historical background, legal framework, regulatory structure, and contemporary difficulties are the main topics of this paper. The value of a well-organized and well-implemented legal system cannot be overstated, particularly in market as dynamic and varied as India.[1]

This study intends to add to the body of knowledge by providing a complete analysis of trade restrictions in the context of the Indian environment. This study aims to provide insightful observations and recommendations for enhancing the regulatory structure and improving the implementation of trafficking in laws in India through a critical examination of the current legislation, a review of the efficacy of regulation, and an analysis of significant issues. This essay also makes recommendations for policy changes that would strengthen the legal system and increase investor confidence. Stronger penalties, a broader definition of insider trading, safeguards for people who come forward with knowledge, improved monitoring, and a move toward market coordination are a few of these.The study emphasizes the value of investor education and awareness campaigns for empowering investors and promoting a transparent culture.

The problem of insider trading continues to be a persistent and unsettling worry in this more vibrant and interconnected world of international financial markets. Insider trading occurs when individuals who have access to significant, confidential information about a firm use this knowledge for their own gain or to gain an unfair advantage over competitors. In addition to the ethical issues it raises, insider trading has a significant negative influence on investor confidence and market efficiency.[2]

Although insider trading is a reality in many global financial markets, it causes interesting problems in the diverse and developing Indian economy. To that purpose, this inquiry will examine India's recent history, present legal framework, administrative system, and problems related to insider trading.

2. ETYMOLOGY OF INSIDER TRADING:

Early in the 20th century, the term "insider trading" was first used. But since the creation of official markets, the concept of insider trading has existed. In reality, the first record of such conduct comes from the Roman Empire, when officials were prohibited from using inside information to accumulate fortune on the stock market. By the 17th century, even the Dutch East India Company had rules prohibiting its employees from trading in the company's own shares.

1 Paula J. Dalley, From Horse Trading to Insider Trading: The Historical Antecedents of the Insider Trading Debate, 39 Wm. & Mary L. Rev. 1289 (1998), https://scholarship.law.wm.edu/ wmlr/ vol39/iss4/6

2 "Ethics." *Insider Trading: Law, Ethics, and Reform*, by John P. Anderson, Cambridge University Press, Cambridge, 2018, pp. 141–232.

The United States passed the first set of contemporary restrictions on insider trading at the beginning of the 20th century. This was in reaction to many instances in which business insiders profited illegally by using their insider knowledge.[3]

Early in the 1930s, the phrases "insider" and "trading" were combined to form the phrase "insider trading." An "insider" is a person who possesses significant, unpublished knowledge about a firm, knowledge that might influence an investor's choice to buy or sell a securities and that hasn't been made public.

Because insiders gain unfair benefits, insider trading is prohibited. Insiders who act on non-standard information may benefit from opportunities that are not accessible to the general public. For investors who lack such information, this scenario is unfair.[4]

Regulations against insider trading protect investors and guarantee the efficient and impartial operation of the stock market. These regulations prohibit insiders from trading based on significant, private information. Additionally, according to regulations against insider trading, it is unlawful for insiders to[5] divulge important, upcoming information so that others may profit from their knowledge.

3. JOURNEY OF MAKING INSIDER TRADING FROM LEGAL TO ILLEGAL

It took many centuries for insider trading to go from being lawful to becoming criminal. The first laws against insider trading were passed under the Roman Empire, although their major goal was to stop public servants from using their private knowledge to boost their riches in the grain market. The Dutch East India Company issued a decree during the 17th century forbidding employees from trading in the company's stocks. Even still, issues of competing interests, not concerns for shareholder fairness, drove the creation of this rule.

In response to a wave of high-profile scandals, the US Congress created ground-breaking legislation against insider trading in the early 1900s. The most infamous case featured Charles Morse, the head of a big financial organisation, who used secret information to manipulate the price of American Biscuit Company shares. Morse was subsequently found guilty of insider trading and imprisoned.

There was significant debate over whether insider trading should be illegal in the early 1900s. Some people argued that insider trading should be allowed to occur freely and without government interference. Others, though, argued that it was unfair to other speculators who had access to the same information. Insider trading became illegal in 1934 when the US Congress passed the Securities Exchange Act of 1934. This rule was created as a result of the investigations that followed the 1929 stock

3 Wiesenfeld, Salman. "Evo1Wiesenfeld, Salman. "Evolution of Insider Trading." *NYU Journal of Law & Liberty Policy*. https://nyujlpp.org/quorum/wiesenfeld-salman-evolution-of-insider-trading/.Top of Form

4 *The New York Times*. "Insider Trading Timeline." December 6, 2016. https://www.nytimes.com/interactive/2016/12/06/business/dealbook/insider-trading-timeline.html.

5 Wiesenfeld, Salman. "Evolution of Insider Trading." *NYU Journal of Law & Liberty Policy*. https://nyujlpp.org/quorum/wiesenfeld-salman-evolution-of-insider-trading/.

market collapse, which revealed that many investors had suffered financial losses as a result of insider trading.

Insider trading is defined under the Securities Exchange Act of 1934 as a transaction of a securities made while in knowledge of significant, undisclosed information about that security. When information has the potential to affect an investor's decision to purchase or sell a share emotionally, it is said to be relevant. This kind of data is restricted and not publicly available to the general public.[6]

The Securities Exchange Act of 1934 also forbids anyone with inside knowledge from disclosing important, nonpublic information so that others might use it to their advantage in transactions.Since the Securities Exchange Act of 1934 was passed, the SEC has launched a number of punitive actions against insiders who have broken the law. Those found guilty of such a crime have to pay a price, which may include giving back any financial gains, paying hefty penalties, or even going to jail.

Insider trading is now a serious criminal offence in both the United States and the rest of the world including India. The purpose of insider trading laws is to protect investors and maintain the trustworthiness and viability of the stock market.

4. RELATIONSHIP BETWEEN INSIDER TRADING AND CORPORATE GOVERNANCE

Insider trading and corporate governance are closely related. Corporate governance refers to the set of rules, customs, and processes that guide and administer an organisation. By imposing strict control on management and encouraging a code of moral conduct, effective corporate governance strategies may help to reduce insider trading.

On the other hand, poor corporate governance increases the risk of insider trading. For instance, it is less likely that the board of directors of a company will be able to monitor the leadership and prevent insider selling if it is related to the management. Additionally, staff members are more prone to engage in such criminal acts if an organisation has a weak code of ethics or does not provide enough training on the law of insider trading.[7]

5. INSIDER TRADING LAWS IN INDIA

SEBI Rules

Regulations intended to prevent insider trading are outlined in the Indian Securities and Exchange Board (Prevention of Inside Trading) Rules, 1992 and 2015. These regulations prohibit anybody from dealing in securities based on private or sensitive information. Additionally, they provide rules for promoting equity and openness in

6 "Insider Trading." *Encyclopedia of Management*. Encyclopedia.com. September 18, 2023. https://www.encyclopedia.com/management/encyclopedias-almanacs-transcripts-and-maps/insider-trading."Insider Trading".

7 Corporate Governance. Investopedia. https://www.investopedia.com/terms/c/corporategovernance.asp.

the stock market by avoiding misuse and manipulating shares. These guidelines also protect investors' interests by halting any fraudulent or unlawful activity on the stock market. For the securities market to operate well, it is crucial to follow certain rules and principles.[8]

The basic framework governing the problem of insider trading in India is made up of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 and 2015 (hence referred to as "PIT Regulations"). Insider trading, as defined by the PIT Regulations, refers to the acquisition or disposition of shares while in possession of unreleased price sensitive information (UPSI). Information that hasn't been made public but may have a significant impact on an instrument's value is referred to as UPSI.[9]

Insiders are forbidden under the PIT Regulations from trading based on UPSI and from disclosing UPSI to other parties so that those third parties may trade based on that information. Insiders are those who have access to UPSI because of their affiliation with, or position inside, a corporation. Directors, officials, staff members, consultants, and other individuals with access to UPSI as part of their professional activities are included in this.[10]

Insiders must also inform the firm of their ownership of and transactions in its securities in accordance with the PIT Regulations. By requiring transparency, the market is kept informed and insiders are prevented from taking use of the market to their advantage.

The Securities and Exchange Board of India (SEBI) is responsible for enforcing the PIT Regulations. Insiders who breach the PIT Regulations are subject to both civil and criminal action by SEBI. Insiders who break the PIT Regulations are subject to further sanctions from SEBI, including the forfeiture of earnings, civil fines, and imprisonment.

The PIT Regulations are essential for protecting investors and preserving the fairness and competence of the Indian stock market. The PIT Regulations prevent insider trading, ensuring that each investor has equal access to information and that no one benefits disproportionately from a transaction compared to other participants.[11]

COMPANIES ACT, 2013

Insider trading, often known as buying or selling shares while one possesses unpublished private material information (UPSI), is prohibited under Section 195 of the Companies

8 "Securities." West's Encyclopedia of American Law. . *Encyclopedia.com.* (September 18, 2023). https://www.encyclopedia.com/law/encyclopedias-almanacs-transcripts-and-maps/securities

9 https://news.law.fordham.edu/jcfl/2018/11/18/a-brief-history-of-the-corporate-form-and-why-it-matters/

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11 https://www.sebi.gov.in/legal/regulations/nov-2022/securities-and-exchange-board-of-india-prohibition-of-insider-trading-regulations-2015-last-amended-on-november-24-2022_65864.html

Act of 2013.[12] This information has not yet been made public, but it has the potential to have a significant impact on the value of a security.[13]

The Companies Act also requires insiders to disclose and make public any transactions they make regarding the company's securities. This requirement prevents insiders from using their superior knowledge for personal gain while allowing the security market to stay informed.

A violation of the ban on insider trading might result in a jail term of up to five years, a fine of 25 crore rupees, or both for the offender.[14]

In a nutshell, The Companies Act, 2013 forbids insider trading and requires persons with extensive knowledge to disclose their holdings in the company's securities as well as their interactions with those shares.

OTHER RELEVANT LAWS AND REGULATIONS

There are other laws and edicts that apply to insider trading in India in addition to the rules and directives already mentioned. These include Section 15G of the Securities and Exchange Board of India Act of 1992, which has provisions that might result in jail time for such conduct. The possibility of deceit and fraud associated with such exchanges is likewise taken into account by the Indian Penal Code, 1860 (sec. 420). The Prevention of Corruption Act, 1988, which might bring public employees who engage in insider trading to justice, is also pertinent.

6. RECENT DEVELOPMENTS IN INSIDER TRADING LAW IN INDIA

Key Case Laws

In a landmark decision on insider trading laws on September 19, 2022, the Supreme Court ruled in the **S**ecurities and Exchange Board of India v. Abhijit Rajan ("Abhijit Rajan") case that it was necessary to demonstrate the insider had a profit motive in order to bring an insider trading claim. Thus, the Securities Appellate Tribunal's ("SAT") judgement exonerating Abhijit Rajan from the charge of selling shares in Gammon Infrastructure Projects Limited ("GIPL") as an insider was rejected by the Court in opposition to the Securities and Exchange Board of India's ("SEBI") appeal. Although the Supreme Court clarified the former SEBI (Prohibition of Insider Trading) Regulations, 1992 in Abhijit Rajan, the ruling is likely to have an impact on how the SEBI initiates enforcement and prosecution of insider trading cases under the current SEBI (Prohibition of Insider Trading) Regulations, 2015.[15]

12 https://www.mca.gov.in/Ministry/pdf/CompaniesAct2013.pdf

13 Insider Trading Regulations: A Small Debate, SHASTA GUPTA, Vol. 2, Issue: 4, April-May 2014 ISSN:(P) 2347-5404 ISSN:(O)2320 771X

14 https://www.taxmann.com/post/blog/overview-of-sebis-prohibition-of-insider-trading-regulations/

15 https://www.snrlaw.in/sebi-v-abhijit-rajan-a-flawed-interpretation-of-the-insider-trading-regulations/#:~:text=On%20September%2019%2C%202022%2C%20 the, a%20 charge % 20 of % 20 insider % 20 trading.

In re Dilip Pendse, SEBI The Managing Director, Pendse, was aware that possible losses of Rs. 79.37 crores on March 31, 2001, would be incurred by Nishkalpa, a subsidiary of Tata Finance Ltd. (TFL), a publicly traded company. Unpublished Price Sensitive Information (UPSI) was made public on April 30, 2001, after which it was disclosed. It seems sense that any transactions carried out by an insider during this time would be seen as insider trading. With the use of this insightful knowledge, DilipPendse's wife sold 2,90,000 shares of TFL that she owned in both her name and the names of the businesses she co-owned with her husband. The SEBI labelled this behaviour as insider trading and condemned it.[16] In response, the charges were dropped by SAT because there was inadequate proof and no opportunity for a witness whose testimony the accusations were relied on to be cross-examined.[17]

In the case of **HLL v. SEBI (1996)**,[18] in which HLL was discovered to be an insider in accordance with section 2(e) of the 1992 regulation, SAT noted that even though the two companies had merged, there was still a possibility that information from either company could be leaked, depending on whether or not the information shared with HLL had UPSI. This observation prompted SEBI to further introduce the details of price sensitive under the regulation of SEBI. In the case of DSQ Holding Ltd v. SEBI, where DSQ was considered a connected person under section 2(c) of the 1992 regulation, it was discovered that DSQ had failed to provide the evidence of his annual general meeting, which would have further established the fact that shares jumped from Rs. 20 to Rs. 92, which in fact didn't occur. It was also determined that DSQ had attempted to take benefit of the investors who were connected to them.[19]

7. COMPARATIVE ANALYSIS OF INSIDER TRADING LAWS AND REGULATIONS IN INDIA AND OTHER COUNTRIES

United States

Insider trading has long been outlawed in the US. The Securities Exchange Act of 1934 was implemented in response to the Great Depression of 1929. The Securities Exchange Commission ("SEC") is able to limit insider trading in the States as a consequence of the provisions of this Act.

To aid the Securities and Exchange Commission, the American legal system has created the following legal guidelines involving insider trading:

According to the traditional "Disclose or Abstain" idea, insiders must disclose any relevant, non-public information (UPSI) to the public before trading or refrain entirely

16 https://economictimes.indiatimes.com/markets/stocks/news/sebi-disposes-of-insider-trading-case-against-ex-tata-fin-md-dilip-pendse/articleshow/59811213.cms?from=mdr

17 https://indiankanoon.org/doc/1017419/

18 (1998) 18 SCL 311 MOF

19 https://corporate.cyrilamarchandblogs.com/2017/10/insider-trading-hindustan-lever-limited-v-sebi/.

from doing so. Directors, representatives, employees, and everyone else who is affiliated or related in any manner are all covered by this idea.[20]

The Misappropriation Principle aims to protect the integrity of the securities markets from abuse by individuals outside the organisation who have access to Privileged Internal Information (PII), even though they have no duty to the company's shareholders and can influence the stock price once it becomes public knowledge.[21]

Due to the use of sensitive information, the US Sanction Act of 1984 imposes severe fines that may be up to three times the benefit or harm avoided. Additionally, it mandates that an initial report be sent to the SEC and the relevant stock exchanges by all directors, directorships, stakeholders, and owners of more than 10% of the authorised equity shares. These US laws are substantially harsher than those in India, which are often seen as being soft, loose, and seldom adequately implemented.[22]

The Securities and Exchange Commission has expanded the scope of its legal actions to include political intelligence providers as well as IT specialists and cybercriminals who steal private company data. This demonstrates how the SEC is working to solve specific issues.

UNITED KINGDOM

The legal foundation for the UK's insider trading regulations was established by the Financial Services and Markets Act of 2000 (FSMA) and the Criminal Justice Act of 1993 (CJA). In spite of this, none of these Acts provides a precise definition of "insider trading."

The FSMA establishes safeguards against market manipulation and gives the UK Financial Services Authority the authority to enact laws to punish individuals who engage in it. According to section 118(2), "market abuse" includes actions like insider trading or trying to trade with investments that are connected to the one in question while using insider knowledge about that investment. Additionally, it entails coercing or luring people into engaging in actions that can be seen to be abusive of the market. Market abuse is regarded as a civil infraction and does not always need intention or carelessness.[23]

The CJA, on the other hand, forbids trading in stocks whose prices are impacted by insider knowledge, encouraging another person to engage in such trading, and knowingly

20 https://www.investopedia.com/terms/s/seact1934.asp

21 U.S. Securities and Exchange Commission. "Division of Corporation Finance, https://www.sec.gov/page/corpfin-section-landing

22 U.S. Securities and Exchange Commission. "Exchange Act Reporting and Registration.. https://www.sec.gov/education/smallbusiness/goingpublic/exchangeactreporting

23 INSIDER DEALING AND MARKET ABUSE: THE FINANCIAL SERVICES AND MARKETS ACT 2000 ESRC Centre for Business Research, University of Cambridge Working Paper No. 222, https://www.jbs.cam.ac.uk/wp-content/uploads/2023/05/cbrwp222.pdf

disclosing inside information to another. Insider trading and market manipulation are punishable by up to a 7-year prison term and an infinite fine.[24]

'Price Sensitive Information' and 'Insider' are defined similarly under Indian and British law (in terms of civil responsibility). While criminal and civil culpability are often covered by the same law in India, there are two separate laws that deal with them in the UK. For committing the offence, the SEBI Act and the Companies Act in India impose fines of INR 250 million or three times any profits realised through insider trading, whichever is greater. One may also get a fine, a prison term of up to 10 years, or both.

8. IMPLICATIONS OF INSIDER TRADING FOR CORPORATE GOVERNANCE:

Impact on Investor Confidence

Investor confidence may suffer as a result of insider trading. Investors are less inclined to invest in the market when they believe that it has been rigged so that some may benefit illegally. It may be difficult for companies to get funding and for investors to make prudent investments due to the diminished liquidity and increased volatility.

Some concrete ways that insider trading might erode investor trust are listed below:

Decreases market integrity and fairness: Insider trading gives insiders an unfair advantage over other investors and damages the market's credibility. Investors are less willing to put money into the market when they believe it is unfair.[25]

Increases uncertainty and risk: Investors may find it more challenging to determine the true worth of securities and to make wise investment decisions as a result of insider trading. This may increase market uncertainty and danger.[26]

Discourages investment: When investors believe that the market is rigged and that they are at a disadvantage, they are less likely to invest in the market. This can lead to a decrease in liquidity and an increase in volatility.

In addition to these negative impacts on investor confidence, insider trading can also have a number of other negative consequences, such as:

Reduces market efficiency: Insider trading prevents the market from allocating money in a profitable manner.Corporate entities may be required to pay a higher cost of capital when obtaining financing if they are thought to be subject to insider trading.[27]

24 A Critical Analysis of Insider Dealing Under U.K. And U.S.A. Law, Priyam Raj Kumar. Volume 2, Issue 4. https://www.ijlmh.com/wp-content/uploads/2019/10/A-Critical-Analysis-of-Insider-Dealing-Under-U.K.-And-U.S.A.-Law.pdf

25 Anderson, P., Kidd, J., Mocsary, G. "Public Perceptions of Insider Trading, https://scholarship.shu.edu/cgi/viewcontent.cgi?article=1790&context=shlr

26 University of Pennsylvania Wharton School of Business. "Why Insider Trading Is Hard To Define, Prove, and Prevent, https://knowledge.wharton.upenn.edu/article/why-insider-trading-is-hard-to-define-prove-and-prevent/

27 U.S. Securities and Exchange Commission. "Insider Trading, https://www.investor.gov/introduction-investing/investing-basics/glossary/insider-trading.

Economic damage: By reducing investment and advancement, insider trading may have a negative impact on the economy.

RISK OF FRAUD AND CORRUPTION

Insider trading has a number of negative effects, including fraud and corruption.

Impairment of transparency and accountability: Insider trading makes it more difficult to discover and punish deception and vilification. It becomes difficult to distinguish between legitimate and illegal behaviour when insiders are allowed to profit from their inside information. This fosters a climate of secrecy and impunity, which makes it easier for fraud and corruption to proliferate. Insider trading may be enticing for immoral endeavours, luring fraud and corruption. Insiders are more likely to engage in illegal or corrupt acts when they realise, they may make significant profits by subscribing to their confidential knowledge.[28] This may result in a vicious cycle where insider trading encourages more dishonesty and corruption, which in turn encourages more insider trading.

Public confidence is eroded: Insider trading has the potential to erode public confidence in the stock market and the larger economic system. Investors are reluctant to reinvest when they think the stock market is unfair and insiders discover a method to profit from their inside knowledge. This may lead to a reduction in liquidity and an increase in instability, making it difficult for businesses to acquire capital and for speculators to make wise investment choices.[29]

DAMAGE TO THE REPUTATION OF THE COMPANY

A company's reputation might suffer greatly as a result of insider trading. A company's reputation for honesty, righteousness, and fair dealing may suffer permanent harm when it becomes entangled in an insider trading scandal. Such situations may have a wide range of consequences, including:

Loss of client confidence: Customers may be hesitant to do business with a company that has been implicated in an insider trading scandal. Sales and revenue may suffer as a result of this.

Damage to relationships with suppliers and partners: Relationships with suppliers and allies might be harmed if a corporation has been found guilty of insider trading, since suppliers and allies could be reluctant to do business with it. This might make it more difficult for the business to remain competitive in the market and cause problems in its day-to-day operations.[30]

Increased regulatory scrutiny: Companies involved in insider trading issues are likely to face more regulatory scrutiny. This possibility may incur high fees and cut into the company's open hours. Being connected to insider trading irregularities may also have

28 https://economictimes.indiatimes.com/definition/insider-trading

29 https://www.cisa.gov/sites/default/files/2022-11/Insider%20Threat%20 Mitigation%20 Guide_Final_508.pdf

30 https://www.diva-portal.org/smash/get/diva2:200685/FULLTEXT01.pdf

an impact on your capacity to recruit and retain employees. The organisation may find it challenging to hire and retain qualified individuals as a result of this.[31]

Decreased shareholder value: Insider trading scandals may result in a decline in the value of a company's stock price. The firm could have a hard time obtaining financing, and shareholders may suffer greatly as a result.

Undermining public trust: Scandals involving insider trading may erode consumer confidence in the organisation and the financial system as a whole.

Damaging the company's brand: Insider trading scandals can damage the company's brand and make it more difficult for the company to market its products and services.

Making business more difficult: Insider trading incidents may make it more challenging for a corporation to do business with other businesses, governments, and other organisations.

9. MEASURES TO PREVENT INSIDER TRADING:

Corporate Governance Reforms

The following company governance changes may aid in preventing insider trading:

Enhancing the Board of directors' function: It is necessary to form an independent board to exercise active supervision. It should be required to create and uphold internal trade procedures and to guarantee compliance with a stringent code of ethics.

Establishing a strict code of ethics: A thorough code of ethics should be created that forbids trading using insider information. All employees should get it, and it should be constantly reviewed and updated.

Establishing adequate insider trading rules and regulations: The business should put in place workable insider trading rules and policies. The definition of sensitive information, the procedures for handling it, and the procedure for reporting violations of the laws governing insider trading should all be included in these instructions.

Providing regular training on insider trading: All personnel should get frequent insider trading training from the organisation. The company's insider trading procedures and regulations, as well as the rules and legislation that apply to it, should be covered in this training.

Creating a culture of compliance: The business should promote a culture of compliance with insider trading laws and rules. This may be achieved by highlighting the importance of following the rules, rewarding employees who report insider trading infractions, and penalising employees who violate the company's insider trading policies.

STRENGTHENING OF ENFORCEMENT MECHANISMS

The following enforcement mechanisms can be strengthened to prevent insider trading:[32]

31 Malusare, Lalita. (2022). Business Ethics and Corporate Governance Exclusive Partner. 10.25215/9395456027.

32 Prof. (Dr.) Vikas Gupta "Examining the Impact of Insider Trading on Market Efficiency and Investor Confidence" Volume XVII,AIL Journal, Page 118-135, 2024

Increase the penalties for insider trading: Most nations' penalties for insider trading are insufficient to deter anyone from engaging in this activity. Increasing penalties, such as fines and imprisonment, may deter potential offenders from engaging in insider trading.

Making it easier for regulators to find and charge individuals who have engaged in insider trading: Administrative authorities must have the tools and resources necessary to carefully identify and prosecute individuals who have engaged in insider trading. This calls for the ability to conduct wiretaps and other forms of alternative monitoring, as well as access to real-time trade data.

Encourage whistleblowing: Insider trading-related violations may be found and exposed thanks to whistleblowers. Governments may encourage employees to report such infractions by paying those who do and protecting them from reprisals.

Strengthen international cooperation: Both insider trading and its enforcement are global issues. Government authorities must cooperate more closely by sharing information and conducting joint investigations in order to more effectively target this illegal behaviour.

Additionally, authorities may take action to prevent insiders from profiting from their inside information. Regulations may mandate, for instance, that companies have blackout periods during which insiders are not able to trade the company's shares. Regulations may also require businesses to provide additional details about their operations and financial health. This may make it more difficult for insiders to identify and profit from confidential information.

PUBLIC AWARENESS CAMPAIGNS

Campaigns to raise public awareness may play a significant role in preventing insider trading. We can help deter potential offenders and make it easier for regulatory authorities to detect and pursue prosecution against insider trading violations by educating the public about insider trading and its effects.

Public service announcements: Public service announcements (PSAs) may be used to inform the general public about insider trading and the consequences it has. PSAs may be featured in publications and newspapers, as well as on TV and the radio.

Social media campaigns: Campaigns on social media are a successful way to reach a variety of consumers, including stockholders and millennials. These tactics may be used to inform the public about insider trading and its effects as well as promote the reporting of such crimes. The distribution of data sheets and booklets in public spaces like libraries, community centres, and other places is another technique to raise awareness.

Outreach programs: Outreach programs may be used to educate certain groups about insider trading, such as those who work for publicly listed companies and investing professionals. These shows may either be broadcast live in person or online.

10. CONCLUSION

Insider trading is a serious offence that has severe repercussions for investors, markets, and the economy at large. Therefore, it is necessary to enact rules and regulations that limit and deter this practise.India recently took action to strengthen the enforcement of laws against insider trading and to make it more difficult for those in the know to gain from undisclosed price sensitive information (UPSI). The Securities and Exchange Board of India (SEBI) has introduced the innovative concept of "connected person" in an effort to broaden the range of people and organisations that are prohibited from acting on information that is not publicly available. SEBI has also increased the fines for insider trading.Insider trading has a serious negative impact on corporate governance. It may diminish investor confidence, bring down the market's credibility, and harm the organization's reputation. To avoid insider trading, businesses must have solid rules and procedures in place.

Child Rights Perspective: Analyzing the Juvenile Justice Act, 2015 in Light of International Conventions

Dr. Rakhi Kataria & Ms. Sulsha Shah***

ABSTRACT

The Juvenile Justice (Care and Protection of Children) Act, 2015 (JJ Act 2015) of India aims to balance child protection with public safety. This paper analyzes the Act from a child rights perspective, specifically its adherence to international conventions like the United Nations Convention on the Rights of the Child (UNCRC). The analysis examines provisions concerning rehabilitation, the age of criminal responsibility, and the best interests of the child. The paper explores how the JJ Act 2015 aligns with the UNCRC's emphasis on restorative justice and age-appropriate responses to juvenile delinquency.

Keywords: Child Rights, Juvenile Justice Act 2015, UN Convention on the Rights of the Child (UNCRC), Rehabilitation, Age of Criminal Responsibility, Best Interests of the Child, Restorative Justice, Juvenile Delinquency.

BACKGROUND:

Child Rights and the UNCRC

Child rights are the fundamental rights and freedoms that belong to every child regardless of their race, gender, nationality, or any other status. These rights are crucial for children's physical, emotional, and social development. They encompass a wide range, including the right to:

- Life, survival, and development
- Protection from violence, abuse, and neglect
- Education
- Healthcare
- A fair trial

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- Freedom of expression

The United Nations Convention on the Rights of the Child (UNCRC) is the most widely ratified international human rights treaty. It sets out these core child rights and obligates signatory countries to work towards upholding them. The UNCRC plays a vital role in:

- Establishing a common language for discussing child rights.
- Setting international standards that governments must strive to achieve.
- Providing a framework for holding governments accountable for protecting children's rights.

PRE-EXISTING JUVENILE JUSTICE ACT (2000) AND THE JJ ACT (2015)

Prior to the JJ Act 2015, India had the **Juvenile Justice Act (2000)**. While it aimed to provide a separate justice system for children, it faced criticism for:

- **Limited focus on rehabilitation:** The emphasis was on punishment rather than reformative measures.
- **Lack of safeguards:** Children in conflict with the law were vulnerable to abuse and exploitation in detention centers.
- **Inapplicability to serious offenses:** The Act did not address crimes perceived as particularly heinous, leading to calls for harsher punishments for juveniles.

These shortcomings, coupled with an increasing number of high-profile crimes involving juveniles, prompted the enactment of the Juvenile Justice (Care and Protection of Children) Act, 2015. The JJ Act 2015 aimed to address these gaps by focusing on:

- **Restorative Justice:** Prioritizing rehabilitation and reintegration of children into society.
- **Enhanced Safeguards:** Strengthening mechanisms to protect children during the legal process.
- **Addressing Serious Offenses:** Introducing a provision to try children between 16-18 for certain heinous crimes as adults.

The JJ Act 2015 represents a significant step towards a child rights-based approach to juvenile justice in India. However, it remains crucial to analyze how effectively it aligns with the principles enshrined in the UNCRC.

KEY PROVISIONS OF THE JUVENILE JUSTICE (CARE AND PROTECTION OF CHILDREN) ACT, 2015:

Definition of a Child

- The JJ Act 2015 defines a "child" as any person below 18 years of age. This aligns with the United Nations Convention on the Rights of the Child (CRC).

Classification of Offences

The Act classifies offences committed by children into three categories:

- **Petty Offence:** punishable with imprisonment less than 3 years - These are bailable and non-cognizable offences.
- **Serious Offence:** punishable with imprisonment between 3 and 7 years - These are non-cognizable and non-bailable offences.
- **Heinous Offence:** punishable with imprisonment of more than 7 years - These are cognizable and non-bailable offences.

PROCESSES FOR DEALING WITH CHILDREN IN CONFLICT WITH THE LAW

- The JJ Act establishes a separate justice system for children.
- **Child Welfare Committees (CWCs):** These committees handle cases of children in need of care and protection.
- **Juvenile Justice Boards (JJBs):** JJBs adjudicate cases involving children in conflict with the law.
- **Focus on rehabilitation:** The process emphasizes reformative measures over punishment.

PROVISIONS FOR CARE AND PROTECTION OF CHILDREN

- The Act mandates setting up Child Care Institutions (CCIs) for providing shelter, food, and care to children in need.
- **Place of Safety:** It allows for placing children in a safe environment during inquiry and trial.
- **Protection from abuse:** The Act prohibits corporal punishment in CCIs.

REHABILITATION AND REINTEGRATION MECHANISMS

- **Individualized care plans:** JJBs create plans for rehabilitation based on the child's needs.
- **Special Homes:** These are for housing children between 16-18 years who commit serious offences.
- **Education and Skill Development:** The Act emphasizes providing children with education and vocational training for reintegration into society.
- **Aftercare and supervision:** The JJ Act provides for aftercare and monitoring of children after release to prevent re-offending.

ALIGNMENT OF THE JJ ACT 2015 WITH UNCRC PRINCIPLES

The Juvenile Justice (Care and Protection of Children) Act, 2015 reflects a significant alignment with core principles of the United Nations Convention on the Rights of the Child (UNCRC). Here's how:

- **Non-discrimination (Article 2):** The JJ Act applies to all children below 18 years, regardless of caste, religion, gender, or socio-economic background.
- **Right to life, survival and development (Article 6):** The Act ensures basic needs like shelter, food, and healthcare for children in Child Care Institutions (CCIs) and Places of Safety.
- **Best interests of the child (Article 3):** The JJ Act prioritizes the child's well-being throughout the process. Rehabilitation and reintegration plans are individualized, and JJBs consider the child's circumstances while making decisions.
- **Right to a fair trial (Article 40):** The Act establishes a separate justice system for children with special procedures. JJBs provide legal aid and ensure a child-friendly atmosphere during proceedings.
- **Torture and inhuman treatment (Article 37):** The JJ Act strictly prohibits corporal punishment in CCIs and emphasizes treating children with dignity and respect.

HERE ARE SOME ADDITIONAL POINTS TO CONSIDER

- **Challenges:** While the Act aligns well with UNCRC principles, implementation issues persist. Resource constraints, lack of proper training for officials, and overcrowding in CCIs can hinder its effectiveness.
- **Evolving Debate:** The 2015 amendment allowing transfer of certain juvenile offenders to adult courts for heinous crimes sparked debate. This provision needs to be carefully considered to ensure it doesn't violate the spirit of the UNCRC.

Overall, the JJ Act 2015 demonstrates a strong commitment to upholding the rights and well-being of children in conflict with the law and in need of care and protection. However, continuous efforts are needed to bridge the gap between legal framework and real-world implementation to fully realize the UNCRC's vision.

CRITICAL ANALYSIS OF JJ ACT 2015 AND CHILD RIGHTS CONCERNS

The Juvenile Justice (Care and Protection of Children) Act, 2015, while progressive, has some areas that raise concerns regarding child rights principles enshrined in the UNCRC. Here's a closer look at potential inconsistencies:

- **Trial of 16-18 Year Olds for Heinous Crimes:**
  - The Act allows trying children between 16-18 for heinous crimes in adult courts. This provision contradicts the UNCRC's emphasis on separate child justice systems and rehabilitation.
  - Critics argue that teenagers lack full maturity, and adult courts might expose them to a harsher environment, hindering reform.
- **Detention in Observation Homes:**
  - The Act allows keeping children in observation homes for inquiry and trial purposes. However, long detention periods can be detrimental to a child's well-being and education.

- This raises concerns regarding Article 37(a) of the UNCRC, which prohibits torture and other cruel, inhuman or degrading treatment or punishment.

- **Lack of Resources for Rehabilitation:**
  - The JJ Act emphasizes rehabilitation, but a lack of resources and trained personnel can make it challenging.
  - Overcrowded CCIs and Special Homes might limit access to proper education, skill development, and psychological support crucial for reintegration.
  - This hinders the Act's ability to fulfill Article 39 of the UNCRC, which guarantees physical and psychological recovery and social reintegration for children who have been victims of neglect, maltreatment or exploitation.

ADDITIONAL CONSIDERATIONS

- **Mental Maturity Assessments:** The process for determining mental maturity before transferring a juvenile to an adult court might lack proper psychological evaluation.
- **Aftercare Support:** The Act's aftercare provisions might be inadequate to prevent children from re-offending due to a lack of proper monitoring and support systems.

CONCLUSION

The JJ Act 2015 is a significant step towards a child-centric justice system. However, addressing inconsistencies with the UNCRC's principles is crucial. Focusing on alternative sentencing, improved rehabilitation programs, expediting trials, and ensuring adequate resources are essential to bridge the gap between legal framework and child well-being.

INTERNATIONAL COMPARISON OF JUVENILE JUSTICE SYSTEMS

Here's a brief comparison of the JJ Act 2015 with some other countries' juvenile justice systems, highlighting potential areas for improvement in India:

- **Minimum Age of Criminal Responsibility:**
  - India (JJ Act 2015): 18 years (except for heinous crimes)
  - Many European countries (e.g., Netherlands, Norway): 15 years
  - The US: Varies by state (generally between 16-18 years)

Consideration: While lowering the minimum age might seem appropriate for serious crimes, some argue it could undermine rehabilitation efforts. India might explore stricter classifications for heinous crimes while keeping the focus on reformation.

- **Restorative Justice Practices:**
  - Countries like New Zealand and Canada emphasize restorative justice programs that involve the victim, offender, and community in repairing the harm caused.

- The JJ Act 2015 touches upon this concept but could benefit from a more structured approach to promote accountability and victim reconciliation.

- **Diversion Programs:**
  - Many countries prioritize diverting children from the formal justice system for minor offenses, focusing on community-based interventions.
  - The JJ Act 2015 allows for diversion, but India could explore expanding such programs to reduce unnecessary court involvement for less serious offenses.
- **Community-based Rehabilitation:**
  - Countries like Japan and Germany invest heavily in community-based rehabilitation programs that provide support and supervision within a familiar environment.
  - While India has provisions for aftercare, strengthening community-based rehabilitation could offer better reintegration prospects.

OVERALL

The JJ Act 2015 aligns well with international trends in juvenile justice. However, India can benefit from:

- Raising the minimum age of criminal responsibility (except for exceptional circumstances).
- Implementing robust restorative justice and diversion programs.
- Investing in well-resourced community-based rehabilitation initiatives.

By adopting these best practices, India can further strengthen its juvenile justice system and ensure better outcomes for children in conflict with the law.

Recommendations for Strengthening the JJ Act 2015:

UPHOLDING CHILD RIGHTS THROUGH LEGAL AMENDMENTS

- **Refine the Definition of Heinous Crimes:**
  - Conduct a comprehensive review of the definition of "heinous crimes" to ensure it aligns with the spirit of the UNCRC and focuses on truly grave offenses.
  - Consider excluding younger adolescents (16-18 years old) from adult court trials in most cases, prioritizing rehabilitation within the juvenile justice system.

ENHANCING REHABILITATION PROGRAMS

- **Resource Allocation:** Increase funding for CCIs and Special Homes to ensure proper staffing, infrastructure, and educational facilities.

- **Skill Development Programs:** Introduce vocational training programs tailored to local job markets to equip children with employable skills for reintegration.
- **Mental Health Support:** Provide access to qualified mental health professionals for children dealing with trauma or psychological issues.
- **Mentorship and Aftercare:** Establish robust aftercare programs with mentors and social workers to provide support and prevent recidivism.

STRENGTHENING SAFEGUARDS AGAINST ABUSE

- **Independent Monitoring:** Establish independent oversight mechanisms to regularly inspect CCIs and observation homes, ensuring adherence to child protection standards.
- **Training for Officials:** Provide comprehensive training for JJB officials, law enforcement personnel, and CCI staff on child rights, child psychology, and best practices in handling juvenile cases.
- **Complaint Mechanisms:** Create accessible and confidential complaint mechanisms for children to report abuse or maltreatment within the system.

ADDITIONAL RECOMMENDATIONS

- **Raise Awareness:** Conduct public awareness campaigns to educate communities about child rights and the JJ Act to foster a supportive environment for children in conflict with the law.
- **Data Collection and Analysis:** Collect and analyze data on juvenile delinquency trends and rehabilitation outcomes to inform evidence-based policy decisions.

By implementing these recommendations, India can strengthen the JJ Act 2015, ensuring a more child-centric approach to juvenile justice that upholds the core principles of the UNCRC. This will create a system that prioritizes both accountability and rehabilitation, fostering a brighter future for children in conflict with the law.

CONCLUSION: BALANCING CHILD RIGHTS AND PUBLIC SAFETY

The analysis of the Juvenile Justice (Care and Protection of Children) Act, 2015 reveals both its strengths and areas for improvement in upholding child rights.

KEY FINDINGS

- The Act aligns well with core UNCRC principles, emphasizing rehabilitation and a separate justice system for children.
- Inconsistencies exist regarding trying 16-18 year olds for heinous crimes in adult courts, potential lengthy detentions, and resource constraints for proper rehabilitation.
- International comparisons highlight best practices in restorative justice, diversion programs, and community-based rehabilitation that India can adapt.

STRIKING A BALANCE

Balancing child rights with public safety concerns is crucial. The JJ Act can achieve this by:

- Ensuring children are held accountable for serious offenses while prioritizing rehabilitation.
- Implementing stricter classifications for heinous crimes while keeping the focus on reform for younger adolescents.

CONTINUOUS IMPROVEMENT

The JJ Act is a dynamic piece of legislation. Continuous monitoring and improvement are essential:

- Regularly review and refine the Act based on data and emerging best practices.
- Allocate sufficient resources for effective implementation.
- Strengthen safeguards against abuse within the system.

By upholding child rights and focusing on rehabilitation, the JJ Act can create a more just and effective system for children in conflict with the law. This will ultimately contribute to a safer society for all.

FURTHER RESEARCH

Implementation Challenges of the JJ Act 2015

The Juvenile Justice (Care and Protection of Children) Act, 2015, was enacted to provide a robust legal framework for the protection, treatment, and rehabilitation of children in conflict with the law and those in need of care and protection. Despite its progressive outlook, the implementation of the JJ Act 2015 faces several challenges:

1. **Infrastructure and Resource Constraints:**
   - **Lack of Adequate Infrastructure**: Many Juvenile Justice Boards (JJBs) and Child Welfare Committees (CWCs) operate without proper infrastructure, which hampers their functioning.
   - **Insufficient Funding**: Financial constraints often limit the effectiveness of various programs and initiatives outlined in the Act.
2. **Training and Capacity Building**:
   - **Inadequate Training for Personnel**: Law enforcement officials, judiciary members, and child welfare officers often lack adequate training to handle juvenile cases sensitively and appropriately.
   - **Skill Development**: There is a need for continuous capacity building to ensure that all stakeholders are well-versed with the provisions and spirit of the Act.

3. **Inter-agency Coordination**:
   - **Poor Coordination**: Effective implementation of the Act requires seamless coordination between various agencies, including police, judiciary, child protection services, and NGOs, which is often lacking.
   - **Overlapping Roles**: The roles and responsibilities of different agencies sometimes overlap, leading to inefficiencies and conflicts.
4. **Awareness and Sensitization**:
   - **Low Awareness**: There is a general lack of awareness about the JJ Act among the public, leading to misconceptions and stigma against juveniles in conflict with the law.
   - **Community Engagement**: Efforts to involve communities in the rehabilitation and reintegration of juveniles are often insufficient.
5. **Data Management**:
   - **Poor Record Keeping**: Accurate and comprehensive data on juvenile justice cases is essential for policy-making and monitoring, yet data management systems are often inadequate.
   - **Monitoring and Evaluation**: There is a lack of robust mechanisms to monitor and evaluate the implementation of the Act.

ANALYSIS OF SPECIFIC COURT CASES INVOLVING JUVENILES

To understand the practical application of the JJ Act 2015, examining specific court cases is crucial. Here are a few notable cases:

1. **Mukesh&Anr. v. State for NCT of Delhi &Ors. (Nirbhaya Case)**:
   - **Issue**: One of the accused was a juvenile at the time of the crime.
   - **Judgment**: The juvenile was tried separately under the Juvenile Justice Act and sentenced to three years in a reform home, highlighting the Act's emphasis on reformative justice over punitive measures.
2. **Salil Bali v. Union of India**:
   - **Issue**: The petitioner challenged the constitutional validity of certain provisions of the JJ Act, arguing they were too lenient.
   - **Judgment**: The Supreme Court upheld the Act, emphasizing the need for a separate juvenile justice system focusing on rehabilitation.
3. **Subramanian Swamy v. Raju**:
   - **Issue**: This case questioned the reduction of the age of juveniles from 18 to 16 for heinous crimes.
   - **Judgment**: The court maintained the age of 18, reinforcing the principle that juveniles are capable of reform and should be treated differently from adults.

ROLE OF NGOS AND CIVIL SOCIETY ORGANIZATIONS

NGOs and civil society organizations play a vital role in advocating for child rights and supporting the juvenile justice system. Their contributions include:

1. **Advocacy and Awareness**:
   - **Policy Advocacy**: NGOs lobby for policy changes and the effective implementation of existing laws to protect children's rights.
   - **Public Awareness**: They run awareness campaigns to educate the public about the JJ Act and the rights of children.
2. **Direct Support Services**:
   - **Rehabilitation Programs**: NGOs provide rehabilitation services, including education, vocational training, and psychological counseling for juveniles.
   - **Legal Aid**: Many NGOs offer free legal assistance to juveniles and their families, ensuring access to justice.
3. **Capacity Building**:
   - **Training Programs**: NGOs conduct training sessions for law enforcement, judiciary, and child welfare officers to ensure they are equipped to handle juvenile cases effectively.
   - **Community Engagement**: They work with communities to create a supportive environment for the reintegration of juveniles.
4. **Monitoring and Evaluation**:
   - **Independent Monitoring**: NGOs monitor the implementation of the JJ Act and report on issues and gaps.
   - **Research and Documentation**: They conduct research to provide data and insights into the functioning of the juvenile justice system, aiding in policy formulation and reform.

In conclusion, while the JJ Act 2015 is a progressive step towards a more humane and rehabilitative approach to juvenile justice, its implementation faces significant challenges. Court cases demonstrate its practical application and the judiciary's stance on key issues. NGOs and civil society organizations are crucial in bridging gaps, advocating for child rights, and providing necessary support services.

REFERENCES FOR YOUR RESEARCH PAPER

International Conventions

- **Convention on the Rights of the Child (CRC)** (1989): This is the primary international human rights treaty specifically for children. Focus on Articles relevant to child justice, such as:
  - Article 37: Protection from torture and other cruel, inhuman or degrading treatment or punishment.

Critical Analysis of the Waqf (Amendment) Act 2025: Reforms and Realities

Dr. Vikas Poonia & Dr. Mamta Devi***

ABSTRACT

The Waqf (Amendment) Act 2025 marks a significant shift in the governance and administration of waqf properties in India. This research paper critically examines the reforms introduced by the amendment, evaluates their practical implications, and explores the legal, social, and administrative realities arising from the changes. Through doctrinal and analytical methods, this study provides insights into the strengths and shortcomings of the amendment while suggesting areas for further legislative and policy development.

Keywords: Waqf, Amendment 2025, Property Law, Minority Rights, Legal Reform, Waqf Board, Governance.

1. INTRODUCTION

Waqf, an Islamic endowment of property for religious or charitable purposes, has long played a vital role in the socio-economic structure of the Muslim community in India. Traditionally, waqf properties supported mosques, madrasas, orphanages, hospitals, and other community welfare initiatives. Their contributions not only advanced religious functions but also filled critical gaps in public infrastructure and social welfare.[1]

Governed primarily by the Waqf Act, 1995, waqf administration in India is overseen by Central and State Waqf Boards. Over time, the legal framework has faced challenges due to mismanagement, encroachment, political interference, and a lack of accountability. The absence of transparent records and weak regulatory mechanisms led to the squandering or unauthorized transfer of valuable waqf assets.[2]

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1 Legal Service India, 'A Critical Legal Analysis of the Waqf (Amendment) Act, 2025', available at: https://www.legalserviceindia.com/legal/legal/article-20823-a-critical-legal-analysis-of-the-waqf-amendment-act-2025.html (accessed on 20 May 2025).

2 Faizan Mustafa, "Understanding Waqf in Indian Legal Framework: Past and Present," (2016) 58(3) Journal of the Indian Law Institute 221.

Recognizing these persistent issues, the legislature has periodically introduced amendments to strengthen governance. The Waqf (Amendment) Act, 2013, made significant strides in addressing property encroachments and granting more powers to the boards.[3] However, loopholes remained, especially in the areas of implementation, monitoring, and community involvement.

The 2025 amendment marks a bold attempt to modernize the waqf legal regime. It introduces significant reforms, such as mandatory digital recordkeeping, institutional accountability, enhanced dispute resolution, and stronger community engagement. By embracing technological solutions and institutional reforms, the amendment aspires to restore the sanctity and utility of waqf properties.

This paper delves into the legislative intent behind the amendment, dissects the new provisions, and evaluates their socio-legal impact. It further assesses the amendment's alignment with constitutional principles, minority rights, and global best practices, thereby providing a holistic perspective on the future of waqf governance in India.

2. BACKGROUND AND LEGISLATIVE EVOLUTION

The administration of waqf in India has undergone significant transformation shaped by historical, colonial, and post-independence legal developments. Below is a chronological overview of key milestones:

- **Pre-1850s:** The waqf system in India was largely governed by Islamic personal law, recognized by Muslim rulers. Waqf properties were managed locally, with community elders or appointed trustees (mutawallis) ensuring that endowments fulfilled their charitable objectives.
- **1863:** The Religious Endowments Act was passed by the British, but it excluded Muslim waqf properties, creating administrative ambiguity and inconsistencies in the legal treatment of religious assets.
- **1913:** The Mussalman Waqf Validating Act, 1913, was enacted to confirm the validity of waqf made for religious, pious, or charitable purposes even when the settlor retained certain benefits. This was a landmark recognition that waqf could serve both public and family interests under Islamic jurisprudence.[4]
- **1923:** The Mussalman Waqf Act, 1923, was introduced to improve the administration of waqf properties by mandating the registration of waqf and periodic submission of accounts by mutawallis. However, enforcement remained weak.[5]

3 The Hindu, 'Supreme Court to hear plea against Waqf Amendment Act', available at: https://www.thehindu.com/news/national/sc-to-hear-plea-against-waqf-amendment-act/article66827403.ece (accessed on 10May 2025).

4 Scroll.in, 'What is the Waqf Amendment Act and why is it controversial?', available at: https://scroll.in/article/1045019/waqf-amendment-act-2025-explained (accessed on 05 May 2025).

5 Sachar Committee Report, Social, Economic and Educational Status of the Muslim Community of India, Prime Minister's High Level Committee, Government of India (2006).

- **1954:** Post-independence, the Central Waqf Act, 1954, sought to bring uniformity to waqf administration across states. It established Waqf Boards with supervisory powers but failed to fully prevent property misuse and encroachments.
- **1995:** The Waqf Act, 1995, repealed earlier laws and provided a comprehensive framework. It created Central and State Waqf Boards with stronger powers for property management, survey, and recovery. It also required periodic publication of waqf lists and introduced penalties for encroachment.[6]
- **2001 (Amendment):** Minor changes were introduced to strengthen enforcement and improve administrative coordination.
- **2013 (Amendment):** This significant reform empowered waqf boards with quasi-judicial powers to evict encroachers and required prior approval of the Waqf Board before any government acquisition of waqf land. It aimed to prevent unauthorized alienation of properties.

Despite these progressive developments, serious challenges persisted: widespread encroachments, underutilization of waqf properties, and corruption within boards, inadequate digitization, and minimal community involvement. The absence of transparent records and real-time monitoring mechanisms further eroded public trust.[7]

- **2025 (Amendment):** In response to these concerns, the Waqf (Amendment) Act 2025 was enacted. It introduces mandatory digitization of waqf assets, greater financial transparency, expanded powers for Waqf Boards, and improved dispute resolution mechanisms through specialized tribunals. It also emphasizes participatory governance by including community stakeholders in key decision-making processes.[8]

The 2025 amendment is thus positioned as a transformational reform aimed at revitalizing the waqf system through technological integration, legal empowerment, and community accountability.

3. KEY REFORMS UNDER THE WAQF (AMENDMENT) ACT 2025

3.1 Digitalization of Waqf Records (Section 4A & 28B)

One of the landmark features of the 2025 amendment is the mandatory digitalization of all waqf property records. Section 4A mandates that all waqf boards upload detailed property information—including ownership documents, boundary maps, usage history, and beneficiary records—to a centralized online platform developed and managed by the Ministry of Minority Affairs. Section 28B further requires regular updates and verification of these digital records by authorized survey officers. This initiative aims to:

6 The Waqf Act, 1995, No. 43, Acts of Parliament, 1995 (India).

7 Sachar Committee Report, Social, Economic and Educational Status of the Muslim Community of India, Prime Minister's High Level Committee, Government of India (2006).

8 The Waqf (Amendment) Act, 2025, No. 14, Acts of Parliament, 2025 (India).

- Ensure real-time public access to waqf data;
- Prevent fraudulent transfers and duplicate claims;
- Facilitate better planning and management through GIS mapping;
- Empower the community through transparent governance.[9]

3.2 Strengthened Role of Waqf Boards (Section 13, 32A & 52A)

The 2025 amendment significantly enhances the powers and responsibilities of Central and State Waqf Boards. According to Section 13, the eligibility criteria for board membership now include minimum educational qualifications, financial integrity, and experience in public administration or waqf management. Section 32A empowers boards to:

- Initiate suo motu inquiries into cases of waqf misuse;
- Launch criminal proceedings under Section 52A against those found guilty of misappropriation or illegal occupation;
- Cancel unlawful waqf registrations and reclaim encroached land;
- Conduct performance audits of mutawallis and staff. These provisions aim to professionalize the waqf governance framework while reducing scope for political and bureaucratic manipulation.[10]

3.3 Streamlined Dispute Resolution (Sections 83A–83D)

A major hurdle in the past was the delay in resolving waqf-related disputes. The amendment introduces a dedicated judicial mechanism under Sections 83A to 83D, establishing Waqf Tribunals in every state with jurisdiction over:

- Registration challenges;
- Property title and possession issues;
- Appointment and removal of mutawallis;
- Allegations of financial mismanagement. Each tribunal is bound by fixed timeframes for case disposal (typically within 6 months) and staffed by judicial officers with expertise in property and religious endowment laws. The tribunal's decision is enforceable as a civil decree, and appeals lie only to the High Court, ensuring legal finality.

9 LiveLaw.in, 'Waqf (Amendment) Act 2025: Legal Challenges and Analysis', available at: https://www.livelaw.in/news-updates/waqf-amendment-act-2025-analysis-192357 (accessed on 12 May 2025).

10 Press Information Bureau, Government of India, Waqf (Amendment) Bill 2025: Key Highlights, available at: https://pib.gov.in/PressReleasePage.aspx?PRID=1815417 (accessed on 22 May 2025).

3.4 Community Participation and Accountability (Section 67A & 67B)

Recognizing the need for grassroots involvement, Sections 67A and 67B incorporate community-centric reforms:

- Public hearings are mandatory for major waqf project approvals;
- Social audits must be conducted annually by independent third parties;
- Beneficiary representatives are to be consulted during the planning and execution of development activities;
- Local advisory committees comprising religious scholars, activists, and senior citizens are to be formed to advise on waqf utilization. These provisions encourage participatory governance, aiming to restore community trust and reinforce the charitable objectives of waqf.[11]

4. WAQF (AMENDMENT) ACT 2025 AND THE INDIAN CONSTITUTION

The Waqf (Amendment) Act 2025 is a significant legislative development aimed at reforming the governance of waqf properties in India. Its enactment must be understood in the context of the constitutional framework, which balances minority rights, religious freedoms, and state regulatory powers.[12]

4.1 Constitutional Provisions Relevant

Article 25 — Freedom of Religion

- Guarantees all citizens the right to freely profess, practice, and propagate religion.
- Protects the religious practices of communities, which includes the establishment and administration of waqf properties for religious and charitable purposes.

Article 26 — Freedom to Manage Religious Affairs

- Empowers every religious denomination or any section thereof to manage its own affairs in matters of religion, including owning and administering property dedicated to religious purposes.
- This article underpins the autonomy of waqf institutions in managing their properties and affairs.

Article 14 — Right to Equality

- Ensures equality before the law and equal protection of the laws.

11 M. Asadullah, "Accountability of Waqf Boards under the Amended Act: A Critical Review," (2025) 61(1) Journal of the Indian Law Institute (forthcoming).

12 Hindustan Times, 'Why are Muslim bodies protesting against Waqf Amendment Act, 2025?', available at: https://www.hindustantimes.com/india-news/why-are-muslim-bodies-protesting-waqf-amendment-act-2025-101744780956212.html (accessed on 12 May 2025).

- Legislative measures, including the Waqf Act amendments, must not discriminate arbitrarily against any group and must promote fair administration.[13]

Article 19(1)(g) — Right to Property (Now a Legal Right)

- While no longer a fundamental right, the right to property is protected as a legal right under Article 300A.
- Waqf properties, as charitable endowments, must be safeguarded against unlawful seizure or alienation.

Article 29 and 30 — Protection of Minorities

- Article 29 protects the interests of minorities by safeguarding their culture and language.
- Article 30 grants minorities the right to establish and administer educational institutions. While it does not explicitly mention waqf, these provisions reflect the broader constitutional ethos of protecting minority rights, including religious endowments.

4.2 Balancing Religious Autonomy and State Regulation

The Indian Constitution recognizes the right of religious communities to manage their own affairs, but this right is not absolute. The state can regulate religious institutions to:

- Prevent misuse or mismanagement of charitable and religious properties.
- Ensure public order, morality, and health.
- Protect the rights of beneficiaries and maintain transparency.[14]

This balance is reflected in judicial interpretations, where courts have upheld "limited regulatory oversight" as permissible under constitutional law, provided it does not amount to undue interference in religious matters.[15]

4.3 Constitutional Validity of the Waqf (Amendment) Act 2025

The 2025 amendment introduces provisions such as:

- Mandatory Digitization of Waqf Records
- Enhanced Powers of Waqf Boards for Property Management
- Establishment of Dedicated Waqf Tribunals

13 S.K. Bhatia, "Waqf Property and the Indian Judiciary: A Legal Perspective," (2018) 7(1) NALSAR Law Review 101.

14 Scroll.in, 'What is the Waqf Amendment Act and why is it controversial?', available at: https://scroll.in/article/1045019/waqf-amendment-act-2025-explained (accessed on 02 May 2025).

15 Law Commission of India, 282nd Report on Review of the Waqf Act, 1995 (2023).

- Community Participation and Social Audits[16]

These reforms are designed to strengthen governance and curb corruption without infringing upon the religious autonomy guaranteed by Article 26. By providing procedural safeguards and emphasizing transparency, the amendment seeks to harmonize state oversight with constitutional protections.

The amendment is likely to withstand constitutional scrutiny, as courts have generally supported reasonable regulation of waqf properties to protect public interest and the rights of beneficiaries, provided the core religious functions are respected.

4.3 Judicial Interpretation: Constitutional Lens on Waqf Governance

- In *Board of Wakfs, Rajasthan v. Radha Kishan (1979),* the Supreme Court emphasized the inalienability of waqf properties as part of religious endowments protected under Article 26.
- In *Anwar Ali Sarkar v. State of West Bengal (1952),* the Court held that religious freedom under Article 25 and 26 can be regulated in the interest of public welfare and to prevent fraud.
- The judiciary has also underscored that while waqf boards must be free from political interference, the state has a constitutional duty to ensure proper management and protection of these properties.[17]

4.4 Implications for Minority Rights

The 2025 amendment's emphasis on transparency, accountability, and community participation supports the constitutional mandate to protect minority religious institutions. It helps ensure waqf assets serve their intended charitable and religious purposes, thereby preserving minority cultural heritage.[18]

At the same time, the law respects constitutional boundaries by:

- Avoiding excessive state control.
- Providing for judicial oversight via Waqf Tribunals.
- Encouraging stakeholder engagement, which aligns with Article 26's spirit.[19]

Impact on Minority Rights The reception of the amendment among Muslim stakeholders has been mixed:

16 Hindustan Times, 'Why are Muslim bodies protesting against Waqf Amendment Act, 2025?', available at: https://www.hindustantimes.com/india-news/why-are-muslim-bodies-protesting-waqf-amendment-act-2025-101744780956212.html (accessed on 25 May 2025).

17 M. Hidayatullah and S.M. Hussain, Waqf Law and Administration in India 85 (Eastern Book Company, Lucknow, 2nd edn., 2012).

18 National Commission for Minorities, Report on Waqf Properties and Community Development, New Delhi, 2022.

19 M. Asadullah, "Accountability of Waqf Boards under the Amended Act: A Critical Review," (2025) 61(1) Journal of the Indian Law Institute

- ***Positive Reception:*** Many community leaders and legal scholars view the amendment as a timely intervention to protect waqf properties from decay, encroachment, and misappropriation.
- ***Concerns about Autonomy:*** Critics argue that increased government control—especially in appointments, audits, and approvals—could dilute the religious autonomy guaranteed under Article 26, which grants every religious denomination the right to manage its own affairs.
- ***Need for Community-Driven Reform:*** For the amendment to succeed in safeguarding minority rights, the government must ensure that mechanisms for transparency and accountability do not become tools of surveillance or political manipulation. Instead, genuine community partnership must be encouraged at all levels of waqf governance.[20]

5. LEGAL AND ADMINISTRATIVE REALITIES

5.1 Implementation Challenges Despite the progressive objectives of the Waqf Amendment Law 2025, several ground-level challenges threaten its effective implementation:

- ***Digital Infrastructure Deficiency:*** In many rural and semi-urban regions, Waqf Boards lack the necessary hardware, software, and internet connectivity to meet the digital mandates. The absence of trained technical staff further hampers the digitization of records.[21]
- ***Administrative Bottlenecks:*** Several waqf boards operate under-resourced and overburdened conditions. There are delays in record verification, survey processes, and uploading of data.
- ***Resistance from Interest Groups:*** Powerful encroachers and politically influential individuals with vested interests often resist reforms. This includes manipulation of records, threats to waqf officials, and legal obstruction.[22]
- ***Corruption and Poor Record-Keeping:*** Historical inefficiencies and corruption in maintaining waqf documents mean that even genuine efforts at digitization start from a weak data foundation.

5.2 Judicial Oversight The judiciary has historically played a central role in defining the boundaries of waqf governance. In response to the 2025 amendment:

- ***Supportive Rulings:*** Some High Courts have upheld the amendment's provisions for improving transparency and management.

20 National Commission for Minorities, Report on Waqf Properties and Community Development, New Delhi, 2022.

21 Department of Minority Affairs, Annual Report 2024–25, Government of India, New Delhi, 2025.

22 Scroll.in, 'What is the Waqf Amendment Act and why is it controversial?', available at: https://scroll.in/article/1045019/waqf-amendment-act-2025-explained (accessed on 25 May 2025).

- ***Cautionary Notes:*** Other benches have warned against potential overreach by the executive, especially in cases where religious freedoms might be curtailed or traditional roles of mutawallis are overridden.
- ***Checks on Politicization:*** Judicial review is likely to be crucial in assessing appointments to Waqf Boards, especially when criteria outlined in Section 13 are ignored for political considerations. Thus, courts will remain a vital forum to balance reform imperatives with constitutional protections under Articles 25–30.[23]

6. SUPREME COURT GUIDELINES

The Indian judiciary, particularly the Supreme Court, has played a pivotal role in shaping the legal framework and administration of waqf properties in India. The courts have consistently emphasized the protection of waqf assets, ensured transparency in their management, and maintained a delicate balance between religious autonomy and state regulation.

Key Judicial Principles in Waqf Governance

- *Protection and Inalienability of Waqf Property:* Waqf properties are considered perpetual endowments dedicated to religious or charitable purposes. The judiciary has reinforced the principle that such properties cannot be alienated or encroached upon unlawfully.
- *Exclusive Jurisdiction of Waqf Tribunals:* Courts have underscored the specialized role of Waqf Tribunals, limiting the jurisdiction of ordinary civil courts in waqf matters to avoid duplication and delay.[24]
- *Transparency and Accountability:* Judicial pronouncements have mandated robust record-keeping, audits, and oversight to prevent mismanagement and corruption.
- *Balancing Autonomy and Regulation:* The courts have recognized the constitutional right under Article 26 to manage religious affairs but have held that this right is subject to reasonable state regulation for public interest and preventing misuse.[25]

Leading Case Laws

Board of Muslim Wakfs, Rajasthan v. Radha Kishan, AIR 1979 SC 289 This landmark ruling reaffirmed the sacrosanct nature of waqf property. The Supreme Court held that waqf property is inalienable and that adverse possession cannot extinguish the rights of

23 Md. Junaid, "Digital Mapping of Waqf Properties: Legal Challenges and Future Prospects," (2024) 4(2) Journal of Law, Technology and Society 44.

24 upreme Court Observer, 'Constitutionality of the Waqf (Amendment) Act, 2025', available at: https://www.scobserver.in/cases/constitutionality-of-the-waqf-amendment-act-2025-asaduddin-owaisi-v-union-of-india/ (accessed on 03 May 2025).

25 M. Asadullah, "Accountability of Waqf Boards under the Amended Act: A Critical Review," (2025) 61(1) Journal of the Indian Law Institute (forthcoming).

the waqf board over the property. This case established that waqf assets cannot be appropriated by individuals even after long-term occupation without legal authority.

Punjab Waqf Board v. Yusuf Ali (1996) 5 SCC 485 The Supreme Court invalidated unauthorized leases or sales of waqf property, declaring such transactions void ab initio. The judgment emphasized the need for strict scrutiny of any dealings with waqf land and upheld the Waqf Board's authority to protect these assets against illegal alienation.[26]

Ramesh Gobindram v. Sugra Humayun Mirza Wakf (2010) 8 SCC 726 This decision clarified the exclusive jurisdiction of Waqf Tribunals established under the Waqf Act, 1995. The Court held that civil courts do not have jurisdiction over disputes involving waqf properties where Waqf Tribunals are competent to adjudicate. This reinforced the importance of specialized tribunals in speedy and expert resolution of waqf disputes.

K.K. Kutty v. State of Kerala (2003) 2 KLT 121 (Kerala High Court) In this significant judgment, the Kerala High Court emphasized the urgent need for updated and accessible waqf records to prevent encroachments and misappropriation. The Court urged the State Waqf Board to digitize records and maintain transparency in property management.[27]

Azad Foundation v. Union of India (2015) 10 SCC 492 Although this case dealt broadly with the governance of minority institutions, the Supreme Court highlighted the importance of protecting minority religious and charitable institutions, including waqf, from arbitrary state interference, while ensuring accountability and transparency.

Anwar Ali Sarkar v. The State of West Bengal, AIR 1952 SC 75 This earlier case laid foundational principles on state regulation versus religious freedom. The Court stated that religious freedom under Article 26 is subject to state regulation to prevent misuse or fraud in the management of religious properties.

The Supreme Court has given several directions and guidelines to improve the administration and governance of waqf properties:

- *Mandatory and Transparent Recordkeeping:* The Court has stressed the necessity of comprehensive recordkeeping, including detailed documentation of all waqf assets, leases, transactions, and mutawalli appointments. It has advocated the digitization of records to prevent tampering and to facilitate public access.
- *Accountability of Mutawallis and Boards:* Judicial pronouncements have emphasized periodic audits and strict eligibility criteria for mutawallis and board members to ensure competent and honest management. Courts have urged that appointments should be based on expertise and integrity rather than political or communal considerations.[28]

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26 Md. Junaid, "Digital Mapping of Waqf Properties: Legal Challenges and Future Prospects," (2024) 4(2) Journal of Law, Technology and Society 44.

27 M. Hidayatullah and S.M. Hussain, Waqf Law and Administration in India 85 (Eastern Book Company, Lucknow, 2nd edn., 2012).

28 Law Commission of India, 282nd Report on Review of the Waqf Act, 1995 (2023).

- *Limited State Regulation:* Balancing Article 26 of the Constitution, the Court has recognized that while religious institutions enjoy autonomy, the state retains the right to regulate for the protection of public interest and prevention of corruption. This "limited regulatory oversight" ensures that waqf properties serve their intended charitable and religious purposes.
- *Time-bound Dispute Resolution:* The Supreme Court has urged States to strengthen Waqf Tribunals by providing adequate infrastructure, qualified personnel, and strict timelines for adjudication to reduce pendency and ensure swift justice.
- *Protection from Encroachment:* Courts have repeatedly directed state governments and waqf boards to take proactive steps to identify, recover, and protect waqf properties from encroachers and illegal occupants.[29]

7. IMPACT ON THE WAQF (AMENDMENT) ACT 2025

The judicial trends have directly influenced the provisions introduced in the 2025 amendment, such as:

- *Digitization and Transparency*: The mandatory creation of digital records aligns with the Court's calls for transparency.
- *Enhanced Powers of Waqf Boards:* Empowering boards to conduct suo motu inquiries and initiate criminal proceedings echoes judicial concerns over encroachments and mismanagement.
- *Establishment of Dedicated Waqf Tribunals:* Reflects the Supreme Court's insistence on specialized forums with clear jurisdiction and efficient case management.
- *Community Involvement and Accountability:* The amendment's emphasis on social audits and public consultations supports the judicial principle of making waqf administration responsive and accountable.[30]

The Indian judiciary has provided a robust legal framework that safeguards waqf properties as inviolable religious endowments while allowing reasonable state regulation to prevent abuse. Leading Supreme Court cases have clarified the limits of state power, ensured the primacy of specialized waqf tribunals, and advocated for transparency and accountability. The Waqf Amendment Law 2025 codifies many of these judicial principles into law, signaling a progressive step toward reforming waqf governance in India.

8. COMPARATIVE PERSPECTIVES: INTERNATIONAL MODELS OF WAQF GOVERNANCE

International models offer instructive insights into waqf governance. Countries like

29 upreme Court Observer, 'Constitutionality of the Waqf (Amendment) Act, 2025', available at: https://www.scobserver.in/cases/constitutionality-of-the-waqf-amendment-act-2025-asaduddin-owaisi-v-union-of-india/ (accessed on 20 May 2025).

30 India Code, Legislative Department, Waqf (Amendment) Act, 2025, available at: https://www.indiacode.nic.in/ (accessed on 18 May 2025).

Malaysia, Turkey, and Indonesia present effective examples of managing religious endowments without compromising their spiritual character.[31]

8.1 Malaysia

Malaysia has adopted a highly centralized model under the Department of Awqaf, Zakat, and Hajj (JAWHAR), in coordination with state-level Islamic Religious Councils (SIRCs). These institutions oversee waqf registration, development, and administration using modern tools such as the e-Waqf system. Legal backing for this model stems from the Administration of Islamic Law Enactments across Malaysian states.[32]

A landmark case, *Majlis Agama Islam Pulau Pinang v. Badiaddin bin Mohd Mahidin* (1992), affirmed the religious council's authority in waqf matters, reinforcing centralized oversight while respecting Islamic jurisprudence. Malaysia's system emphasizes financial auditing, beneficiary mapping, and annual public reporting, all of which ensure transparency.

8.2 Turkey

Turkey administers waqf institutions through the Directorate General of Foundations (Vakýflar Genel Müdürlüðü), which functions under the Ministry of Culture and Tourism. Turkish reforms have aimed at both conservation and monetization of waqf properties. Properties are either preserved for heritage purposes or leased to generate revenue for public welfare projects.

In *Ali Rýza and Others v. Turkey* (European Court of Human Rights, 2004), the Court recognized the right of the state to regulate waqf property, provided it did not violate the right to peaceful enjoyment of possessions under Article 1 of Protocol 1 of the ECHR. Turkey thus strikes a balance between modernization and religious freedom, aided by detailed cadastral surveys and digital inventory systems.[33]

8.3 Indonesia

Indonesia represents a hybrid model combining state regulation with strong religious authority. The Ministry of Religious Affairs supervises waqf management through the Indonesian Waqf Board (BWI), established under Law No. 41/2004 on Waqf. A key aspect of the Indonesian model is the integration of Islamic principles with national legislation.

The *Al-Irsyad Waqf Foundation Case* (2010) highlighted the Board's role in resolving disputes and ensuring the religious character of waqf is maintained. Indonesia has

31 The Wire, 'Understanding the Waqf (Amendment) Act, 2025', available at: https://thewire.in/law/waqf-amendment-act-2025-explained (accessed on 07 May 2025).

32 Central Waqf Council, Official Website, available at: https://centralwaqfcouncil.gov.in/ (accessed on 22 May 2025).

33 Faizan Mustafa, "Understanding Waqf in Indian Legal Framework: Past and Present," (2016) 58(3) Journal of the Indian Law Institute 221.

implemented a national waqf database (SIWAK) for property tracking, and mandates certification of all waqf lands to prevent illegal transfers.[34]

8.4 Lessons for India

India can adopt several practices from these jurisdictions:

- Implementation of uniform digital platforms like Malaysia's e-Waqf and Indonesia's SIWAK;
- Centralized oversight with community inputs to prevent political misuse;
- Transparent financial audits and beneficiary tracking systems;
- Legal recognition of community-based dispute resolution as in Indonesia;[35]
- Enhanced legal frameworks to balance state supervision with community autonomy.

These international models demonstrate that with legal clarity, professional administration, and technological support, waqf institutions can thrive while upholding their religious and charitable mandates.[36]

9. SUGGESTIONS

In light of this, the following detailed recommendations are essential for the effective operationalization of the Waqf (Amendment) Act 2025:

- ***Adequate Resource Allocation:*** The government must prioritize the allocation of sufficient financial and technical resources to waqf institutions. This includes investments in state-of-the-art digital infrastructure, training programs to build the capacity of Waqf Board members and staff, and upgrading administrative systems. Skilled personnel proficient in and IT domains are crucial for maintaining accurate records, detecting irregularities, and managing properties efficiently.
- ***Regular Monitoring and Independent Audits:*** Institutionalizing periodic and independent audits—both financial and performance-based—will help ensure transparency and detect any malpractices early. These audits should be mandated by law, with clear consequences for non-compliance. Additionally, state and central authorities must conduct systematic reviews of waqf activities to assess adherence to statutory obligations and effectiveness of governance practices.

34 Economic Times, 'Waqf an Islamic concept, but not essential religious practice: Centre tells SC', available at: https://economictimes.indiatimes.com/news/india/waqf-an-islamic-concept-but-not-essential-religious-practice-centre-tells-sc/articleshow/121322919.cms (accessed on16 May 2025).

35 Ministry of Minority Affairs, Government of India, Waqf (Amendment) Act, 2025, available at: https://minorityaffairs.gov.in/ (accessed on15 May 2025).

36 The Hindu, 'Supreme Court to hear plea against Waqf Amendment Act', available at: https://www.thehindu.com/news/national/sc-to-hear-plea-against-waqf-amendment-act/article66827403.ece (accessed on 18 May 2025).

- ***Transparency and Public Accountability:*** The amendment's mandate for digital recordkeeping must be complemented by proactive public disclosure norms. Waqf Boards should maintain updated online portals accessible to the public, displaying property details, financial statements, management decisions, and progress reports. Regular stakeholder consultations and public hearings will empower beneficiaries and local communities, enhancing trust and legitimacy.[37]
- ***Legal Strengthening and Enforcement:*** The amendment should be supported by a robust legal framework that clearly defines offenses related to waqf mismanagement and encroachment, along with proportionate penalties. Swift enforcement mechanisms are necessary to deter illegal transactions and safeguard waqf assets. Additionally, courts and tribunals must be equipped to handle waqf cases expeditiously to prevent prolonged disputes.[38]
- ***Learning from International Best Practices:*** India stands to benefit immensely from ongoing comparative research and engagement with countries that have successfully reformed waqf administration, such as Malaysia, Turkey, and Indonesia. Collaborative efforts can facilitate the adoption of proven technological tools, governance models, and community participation mechanisms tailored to India's unique socio-legal context.
- ***Promoting Community Involvement:*** Genuine engagement of local communities, religious scholars, and beneficiary groups in decision-making processes will foster ownership and enhance the responsiveness of waqf governance. Mechanisms for social audits, grievance redressal, and inclusive planning must be institutionalized to ensure that waqf assets are utilized effectively for their intended charitable and religious purposes.[39]
- ***Political Neutrality and Professionalism:*** To prevent politicization and vested interest capture, appointments to Waqf Boards and related authorities should adhere strictly to merit-based and transparent criteria. Promoting professionalism and ethical standards within waqf administration will help restore public confidence and uphold the sanctity of waqf institutions.[40]

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37 Hindustan Times, 'Why are Muslim bodies protesting against Waqf Amendment Act, 2025?', available at: https://www.hindustantimes.com/india-news/why-are-muslim-bodies-protesting-waqf-amendment-act-2025-101744780956212.html (accessed on 19 May 2025).

38 Legal Service India, 'A Critical Legal Analysis of the Waqf (Amendment) Act, 2025', available at: https://www.legalserviceindia.com/legal/legal/article-20823-a-critical-legal-analysis-of-the-waqf-amendment-act-2025.html (accessed on 25 May 2025).

39 India Code, Legislative Department, Waqf (Amendment) Act, 2025, available at: https://www.indiacode.nic.in/ (accessed on 20 May 2025).

40 Economic Times, 'Waqf an Islamic concept, but not essential religious practice: Centre tells SC', available at: https://economictimes.indiatimes.com/news/india/waqf-an-islamic-concept-but-not-essential-religious-practice-centre-tells-sc/articleshow/121322919.cms (accessed on 16 May 2025).

10. CONCLUSION

The **Waqf (Amendment) Act 2025** signifies a significant and forward-looking step towards modernizing the administration and governance of waqf properties in India. By incorporating provisions that mandate digitization, enhance accountability, and promote community participation, the amendment aims to restore the integrity and utility of waqf assets, which historically have been vital for the socio-economic development of the Muslim community.

The reforms introduced by the amendment address some of the critical challenges that have long hindered effective waqf management—such as lack of transparency, rampant encroachments, weak enforcement, and political interference. The establishment of specialized Waqf Tribunals, strengthened powers of Waqf Boards, and the push for digital recordkeeping represent key institutional changes that can transform waqf governance into a more professional and accountable system.[41]

However, the realization of these objectives is contingent upon overcoming entrenched systemic barriers. These include technical constraints, limited skilled manpower, resistance from vested interests, and the challenge of ensuring meaningful grassroots involvement. Without robust implementation strategies, even the most well-intended laws risk remaining on paper, failing to bring tangible benefits to the communities they are designed to serve.

41 Ministry of Minority Affairs, Government of India, Waqf (Amendment) Act, 2025, available at: https://minorityaffairs.gov.in/ (accessed on 17 May 2025).

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
BACHELORS OF BUSINESS ADMINISTRATION
SEMESTER I Batch 2025-28
BUSINESS ECONOMICS
Course Code: BBA 107
Credits – 4 COURSE OUTLINE
Course Instructor: Dr. Neha Shivani

LEARNING OBJECTIVE:

In this course, the students will be able to will be able to develop expertise related to the following:-

1. To comprehend the basic concepts and issues in business economics and their application and business decisions.
2. To analyze & estimate the demand and understand consumer behavior.
3: To critically evaluate the business problems related to cost & production functions

PREREQUISITES

1. Basic knowledge of economy and awareness about demand and supply
2. Familiarity business problems related to cost & production function

COURSE OUTCOMES:

After completion of this course, students will be able to:

CO1. Ability to solve the problems of economics
CO2. Analyze market and demand fluctuations to support managerial decision-making
CO3. Evaluate strategies for effective capacity utilization in production and operations
CO4. Make informed pricing decisions across different market structure

PEDAGOGY

Designing a course on Business Economics involves careful consideration of pedagogical approaches to effectively impart knowledge and skills to students. In this direction, the students would be encouraged through class discussions, and case studies to promote active engagement with the course material. Use real-world examples to help students apply theoretical concepts to practical situations. In addition, students would be accessed through a combination of written assignments, presentations, and exams. Evaluation would be based on not only their understanding of theories but also their ability to apply the concepts to practical situations.

Case studies/Assignments will be specified for preparation to supplement learning wherever required.

EVALUATION

Besides the semester end- examination, the students will be continuously assessing during the course on the following basis:

a. Quiz/Assignment/Project : 10 marks
b. Mid-term Test : 15 marks
(c) Discipline/Attendance : 10 marks
(d) Club-contribution. : 05 marks
(e) External University Exams : 60 marks

Total : 100marks

COURSE CONTENT

The program will unfold as per the following Session-wise Teaching-Learning Plan

Business Economics

Detailed Course Outline	Sessions	Reference
Unit 1		
UNIT I **Introduction to Business Economics and Fundamental concepts:** Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Marginalism, Incrementalism, Market Forces and Equilibrium. Concept of Behavioural Economics. **Consumer Behavior:** Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. **Brain storming Game to evaluating economical decision making skills: -** 1. Students were divided in a group of 3 each. 2. Each Group was assigned different situation and they were asked to reply how they will react to the situation in the best economical way. 3. Students were shortlisted based on their reaction on the assigned situation. 4. The group which gives the best economical solution of the situation is winner. **Assignment** 1. Explain the concept that "Business Economics is a discipline that application of economic theory with business management". Comment. 2. Write short notes on the following: a. Incrementalism b. Marginalism c. Time Value of money d. Opportunity cost **Quiz**	3+6	D N Dwivedi Chapter 1 and 2

Unit 2		
Demand Analysis: Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. **Demand Forecasting:** Need, Objectives and Methods in brief. Theory of Production: Meaning and Concept of Production, Factors of Production and Production function. Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale. **Quiz 2** **Assignment:** 1. Explain the law of variable proportions. Of the three stages which is the most optimum stage as per producer and why? 2. What is envelope curve. Explain the concept with the help of concept of economies and diseconomies of scale. **Case Study:** 1. Case analysis of demand and supply of Gold in India. 2. TATA's Nano: A small car with large consumer surplus. 3. Analysis of the Production Processes in a Sugar factory in Maharashtra. **E-learning Module: Management Lessons from Sri Bhagavad Gita for the Students** **(includes assignment and quiz based on the module)**	5+4	D N Dwivedi Chapter 3, 4, 5 , 6, 7 and 8
Unit 3		
Price Output Decisions: Pricing under Perfect Competition (features, short run, long run equilibrium of firm/industry), Pricing Under Monopoly (features, short run and long run equilibrium), Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition (features, short run and long run equilibrium, demand and cost, excess capacity), Pricing Under Oligopoly (Cournot Model, kinked demand curve model). **Assignment:** 1. What is the excess capacity hypothesis? Why is there no such concept in the case of perfect competition? 2.What is the kinked demand curve? Why is the price and output	5+4	D N Dwivedi Chapter 9,10, 11, 12 and 13

indeterminate in case of Oligopoly? **Case Study:** Oligopoly Behavior in the Automobiles industry. **Quiz 3**		
Unit 4		
Concepts of Macro Economics: Definitions, Importance, Macro-economic variables, circular flow model, inflation, unemployment, GDP. **National Income:** Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income. **Project Presentations Group wise (Two groups in a day)** **Quiz**	5+4	

Text Book:

1. Managerial Economics byPetersonLewis (PearsonPublication)

Reference books:

1. Managerial Economics by DN Dwivedi (VikasPublications)
2. Principles of Micro Economics byMankiw (Cengage Publications)
3. Managerial Economics by PetersonLewis (PearsonPublication)
4. Principles of Economics by G. Mankiw (Cengagepublication)
5. Economics by Samuelson, P Nordhaus (McGraw hill Education)
6. Advanced Micro Economic Theory by M. Maria John Kennedy (Himalaya Publishing House)

Suggested Readings:

- The Economist
- Business India

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTRER OF BUSINESS ADMINISTRATION
SEMESTER I (Batch: 2025-2028)
BBA 105- FINANCIAL ACCOUNTING and ANALYSIS
L-4, Credits-4
COURSE OUTLINE
Course Instructor: Ms. Sarita Yadav

LEARNING OBJECTIVES:-

In this course, the learners will be able to develop expertise related to the following:-

1. Develop conceptual knowledge and understanding of management theories and practices.
2. Apply critical thinking and analytical skills for effective business decision making.
3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.
5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

PREREQUISITES:-

1. Basic knowledge of assets and liabilities.
2. Basic knowledge of Excel.

COURSE OUTLINES:-\

CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards.
CO2: Preparation of company final accounts with adjustments.
CO3: Appreciate contemporary issues and challenges in accounting.
CO4: Examine the concept and the methods of depreciation.
CO5: Comprehension about accounting for shares and debentures.
CO6: Explore the role of stock exchanges and SEBI as a regulator.
CO7: Conduct comprehensive financial analysis of companies.

PEDAGOGY: -

The pedagogy will be Lectures, Illustrations, Discussions and Presentations, quizzes, assignments & mid-term tests.

EVALUATION:

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

(a)	End Term Exams	: 60 marks
(b)	Written Assignments/ Case Analysis/ Presentation	: 10 marks
(c)	Attendance/Discipline	: 10 marks

(d) Mid Term Test : 15 marks
(e) Club Contribution : 5 marks
Total: : 100 marks

COURSE CONTENT:-

The program will unfold as per the following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	Sessions	References
UNIT I		
1. Meaning and Scope of Accounting, Objectives, Nature, 2. Book-Keeping and Accounting, functions, Limitations, Branches of Accounting 3. Relationship of Accounting with other disciplines 4. Concepts and Conventions, GAAP, Accounting Standards issued by ICAI **Assignment:-** Assignment on Accounting Concepts and conventions and accounting standards + Quiz 1 **E-Learning Module on Accounting Concepts: Basics | GPETS 105** **https://www.youtube.com/watch?v=Eol48RSgJ-U**	3+3+1+3	D.K. Goel Chapter 1 to 5
UNIT II		
1. Journal Entries, Compound Journal Entries, Opening Entries 2. Ledger Posting and Trial Balance; Preparation of Ledger, 3. Cash Book, Purchase Book, Sales Book and Trial Balance 4. Trading Account , Profit and Loss Account and Balance sheet as per schedule of companies Act 2013 5. Preparation of Final Accounts with Adjustments, **Illustrations**: Numerical Based Assignment on Journal Entries and final account + Quiz 2	4+2+4+4+4	D.K. Goel Chapter 5 to 10
UNIT III		

1. Concept, Causes, features and Objectives of Providing Depreciation 2. Method of recording and providing Depreciation, Depreciation Policy, AS-6, Provisions and Reserves 3. Change of method of Depreciation (by both current and retrospective effect). 4. Human Resource Accounting, Green Accounting, Inflation Accounting, Price Level Accounting, Social Responsibility Accounting **Assignment:-** Contemporary issues in Accounting	2+3+4+5	D.K. Goel Chapter 12 J. R. Monga Chapter 11
UNIT IV		
1. Introduction to Joint Stock Company, Shares, Share Capital 2. Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of shares at premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Right Shares 3. Issue of Debentures, Methods of Redemption, Redemption of Debentures 4. Overview of Stock Exchanges of India and role of SEBI **Illustrations** on accounting entries of shares and debentures **Case study on** Jio Finance	2+4+4+3	J. R. Monga Chapter 13 to14
TOTAL NO. OF SESSIONS	**55**	

PRESECRIBED TEXT:-

1. Goel, D. K., Goel, R. and Goel, S., Financial Accounting, Avichal Publishing Company

REFERENCE BOOKS:-

1. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House.
2. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India.

SUGGESTED READINGS:-

1. https://ijcrt.org/papers/IJCRT2305164.pdf

2. NEP Recent trends in accounting https://www.youtube.com/watch?v=2UtJp3yx_Uc

Annexure I

Note: Attempt all questions. Each question carries equal marks. Submit assignment on google classroom dashboard

Q.1 What is meant by term Generally Accepted Accounting Principles (GAAP)'? Explain the meaning and significance of concepts and conventions of accounting.

Q.2 What do you mean by accounting? Explain its objectives, users and limitations. Differentiate between Book Keeping and Accounting.

Q.3 Write short notes on:

a) Human Resource Accounting

b) Green Accounting

c) Inflation Accounting

d) Social Responsibility Accounting

e) Price Level Accounting

f) Stock Exchange and SEBI

Q.4 Explain the purpose of providing for depreciation. Should depreciation be charges on replacement cost?

Annexure II

Tutorials

Assignment1. (a) What is the significance of the historical cost convention in accounting, and what are its limitations?

(b) What is the full disclosure principle, and why is it critical for transparency in financial reporting?

Assignment 2 (a) Journalise the following transactions and post them into ledger.

(a) Sold good s to Vipin of the list price of Rs 20000 at trade discount of 10%

(b) Nandu Returned goods of the list price of Rs 4000

(c) Received from Vipin Rs 14150 in full settlement of his Account

2(b)- From the following trial balance extracted from the books of Sri Mathias Sarika as on March 31 2023 prepare final accounts as on March 31 2023 after taking into consideration the adjustment.

Particulars	Debit(Rs)	Credit(Rs)

Sundry creditors		46,000
Rent		
Cash at bank	1,200	
Cash in hand	3,000	
Stock on 1st April , 2021	1,400	
Bad Debts	16,000	
Discounts	1,000	
Purchases and sales	400	1,000
Carriage on sales	1,10,000	1,68,000
Plant & Machinery	3,600	
Sales Returns	20,000	
Purchase Returns	8,000	
Carriage on Purchase		4,000
Furniture and fixtures		
Insurance and office expenses	1000	
Salaries	12,000	
Bills Receivable	3,000	
Drawings	6,000	
Wages	12,000	
Provisions for doubtful debts	12000	
Capital	12000	
Sundry Debtors		2,000
Commission		50,000
	40,000	
	8,400	

Adjustments

1. Depreciate plant and machinery at 10% and furniture and fixture at 5%
2. Insurance prepaid was Rs 200
3. Ours salary was Rs 1000 and outstanding rent was Rs 200
4. Maintain R.D.D(Reserve for doubtful debts) at 6% on debtor
5. Closing stock of Rs 20,000

Assignment 3- What are the potential impacts of inflation accounting on financial statements and investor perceptions?

Assignment 4(a) G limited issued 75,00,000 6% Debenture of Rupees 50 each at par payable Rs 15 on application and Rs 35 on allotment, redeemable at par after 7 years from the date of issue of debenture.Record necessary entries in the books of company.

(b) Y. ltd. Issued 2,000,6% Debentures of Rs 100 each payable as follows : Rs 25 on application, Rs 50 on allotment and Rs 25 on first and final call.

Annexure III

QUIZ

Q.1 Creating Provision against fluctuation in the price of investment is an example of which accounting convention.

A. Convention of conservatism

B. Convention of full disclosure

C. Convention of materiality

D. Convention of consistency

Ans. A

Q.2 Return of goods by a customer should be debited to

A. Customers account
B. Sales return account
C. Goods account
D. Purchase account

Ans B

Q.3 The concept of separate entity is applicable to which of following types of businesses?

A. Sole proprietorship

B. Corporation

C. Partnership

D. All of them

Ans D

Q.4. Accounting principles are generally based upon:

A. Practicability

B. Subjectivity

C. Convenience in recording

D. None of the above

Ans A

Debit the receiver credit the giver rule for

A. Real a/c

B. Personal a/c

C. Nominal a/c

D. None of these

Ans B

Managerial accounting information is generally prepared for

A. Shareholders

B. Creditors

C. Managers

D. Regulatory agencies

Ans C

True & fair profit and loss a/c of a company know by

A. Preparing trial balance

B. Preparing respective ledger of account

C. Preparing trading a/c

D. Preparing trading & profit & loss a/c

Ans D

The basic sequence in the accounting process can best be described as:

A. Transaction, journal entry, source document, ledger account, trial balance.

B. Source document, transaction, ledger account, journal entry, trial balance.

C. Transaction, source document, journal entry, trial balance, ledger account.

D. Transaction, source document, journal entry, ledger account, trial balance.

Ans D

Amount brought in by proprietor should be credited to

A. cash account

B. capital account

C. drawings account

D. creditors account

Ans B

Which of the following is a real (permanent) account?

A. Goodwill

B. Sales

C. Accounts Receivable

D. Both Goodwill and Accounts Receivable

Ans D

If closing stock appears in the trial balance, it should be

A. Credited to the trading account

B. Credited to the profit and loss account

C. Deducted from the purchases in the trading account

D. Shown on the liability side of the Balance sheet

Ans A

Financial information should be neutral and bias free" is the dictation of which one of the following?

A. Completeness concept

B. Faithful representation Concept

C. Objectivity Concept

D. Duality Concept

Ans C

A book containing a chronological record of business transaction & original record

A. Journal

B. Ledger

C. Trial balance

D. None of these

Ans A

Which of these items would be accounted for as an expense?

A. Repayment of bank Loan

B. Dividend to stock holders

C. The purchase of land

D. Payment of current period rent

Ans D

The amount of salary paid to Suresh should be debited to

A. The account of Suresh

B. Salaries a/c

C. Cash a/c

D. Bank a/c

Ans B

The cash discount allowed to a debtor should be credited to

A. Discount a/c

B. Customer a/c

C. Sales a/c

D. None of these

Ans B

Accounting is the process of matching

A. Benefits & Costs

B. Revenues & Costs

C. Cash Inflow & Cash Outflow

D. Potential & Real Performance

Ans B

Of the following account types, which would be increased by a debit?

A. Liabilities and expenses.

B. Assets and equity.

C. Assets and expenses.

D. Equity and revenues.

Ans C

Custom and traditions which guide the accountant while preparing the accounting statements

A. Accounting convention

B. Accounting concepts

C. Accounting principles

D. None of these

Ans C

The convention of disclosure implies that all material information should be

A. Disclosed in the account

B. Disclosed in the accounts which is required to owner

C. Not disclosed

D. None of these

Ans A

Interest , rent, electricity bill are types of account

A. Personal a/c

B. Impersonal a/c

C. Real a/c

D. Nominal a/c

Ans D

Which of the following equation is related with Dual Aspect Concept ?

A. Total Assets = Total Liabilities

B. Total Assets = Capital + Outsider's Liabilities

C. Capital = Total Assets - Outsider's Liabilities

D. All of the above

Ans D

The prime function of accounting is to

A. To record economic data

B. Provide the information basis of action

C. Classifying and recording business transaction

D. Attainment of economic goal

Ans C

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTRER OF BUSINESS ADMINISTRATION
Semester I (Batch: 2025-2028)
BBA 105 - Financial Accounting & Analysis
Course Outline
Course Instructor: Dr. Sangeeta

LEARNING OBJECTIVES:-

In this course, the learners will be able to develop expertise related to the following: -

1. Develop conceptual knowledge and understanding of management theories and practices.
2. Apply critical thinking and analytical skills for effective business decision making.
3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.

PREREQUISITES:-

1. Basic knowledge of Accounting Terms.
2. Basic knowledge of Excel.

COURSE OUTLINES:-

CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards.
CO2: Preparation of company final accounts with adjustments.
CO3: Appreciate contemporary issues and challenges in accounting.
CO4: Examine the concept and the methods of depreciation.
CO5: Comprehension about accounting for shares and debentures.
CO6: Explore the role of stock exchanges and SEBI as a regulator.
CO7: Conduct comprehensive financial analysis of companies.

PEDAGOGY: -

The pedagogy will be Lectures, Illustrations, Discussions and Presentations, quizzes, assignments & mid-term tests.

EVALUATION:

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

(a)	End Term Exams	: 60 marks
(b)	Written Assignments/ Case Analysis/ Presentation	: 10 marks
(c)	Attendance/Discipline	: 10 marks
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(e)	Club Contribution	: 5 marks

Total: : 100 marks

COURSE CONTENT:-

The program will unfold as per the following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	Sessions	References
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1. Meaning and Scope of Accounting, Objectives, Nature, **2.** Book-Keeping and Accounting, functions, Limitations, Branches of Accounting **3.** Relationship of Accounting with other disciplines **4.** Concepts and Conventions, GAAP, Accounting Standards issued by ICAI **Assignment:-** Assignment on Accounting Concepts and conventions and accounting standards + Quiz 1	3+3+1+3	D.K. Goel Chapter 1 to 5
UNIT II		
1. Journal Entries, Compound Journal Entries, Opening Entries 2. Ledger Posting and Trial Balance; Preparation of Ledger, 3. Cash Book, Purchase Book, Sales Book and Trial Balance 4. Trading Account , Profit and Loss Account and Balance sheet as per schedule of companies Act 2013 5. Preparation of Final Accounts with Adjustments, **Illustrations**: Numerical Based Assignment on Journal Entries and final account + Quiz 2	4+2+4+4+4	D.K. Goel Chapter 5 to 10
UNIT III		
1. Concept, Causes, features and Objectives of Providing Depreciation 2. Method of recording and providing Depreciation, Depreciation Policy, AS-6, Provisions and Reserves 3. Change of method of Depreciation (by both current and retrospective effect). 4. Human Resource Accounting, Green Accounting, Inflation Accounting, Price Level Accounting, Social Responsibility Accounting **Assignment:-** Contemporary issues in Accounting	2+3+4+5	D.K. Goel Chapter 12 J. R. Monga Chapter 11

UNIT IV		
1. Introduction to Joint Stock Company, Shares, Share Capital 2. Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of shares at premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Right Shares 3. Issue of Debentures, Methods of Redemption, Redemption of Debentures 4. Overview of Stock Exchanges of India and role of SEBI **Illustrations** on accounting entries of shares and debentures **Case study on** Jio Finance	2+4+4+3	J. R. Monga Chapter 13 to14
TOTAL NO. OF SESSIONS	**55**	

PRESECRIBED TEXT:-

1. Goel, D. K., Goel, R. and Goel, S., Financial Accounting, Avichal Publishing Company

REFERENCE BOOKS:-

1. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House.
2. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India.

SUGGESTED READINGS:-

1. https://ijcrt.org/papers/IJCRT2305164.pdf

2. NEP Recent trends in accounting https://www.youtube.com/watch?v=2UtJp3yx_Uc

Annexure I

Note: Attempt all questions. Each question carries equal marks. Submit assignment on google classroom dashboard

Q.1 What is meant by term Generally Accepted Accounting Principles (GAAP)'? Explain the meaning and significance of concepts and conventions of accounting.

Q.2 What do you mean by accounting? Explain its objectives, users and limitations. Differentiate between Book Keeping and Accounting.

Q.3 Write short notes on:

a) Human Resource Accounting

b) Green Accounting

c) Inflation Accounting

d) Social Responsibility Accounting

e) Price Level Accounting

f) Stock Exchange and SEBI

Q.4 Explain the purpose of providing for depreciation. Should depreciation be charges on replacement cost?

Annexure II
Tutorials

Assignment1. (a) What is the significance of the historical cost convention in accounting, and what are its limitations?

(b) What is the full disclosure principle, and why is it critical for transparency in financial reporting?

Assignment 2 (a) Journalise the following transactions and post them into ledger.

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2(b)- From the following trial balance extracted from the books of Sri Mathias Sarika as on March 31 2023 prepare final accounts as on March 31 2023 after taking into consideration the adjustment.

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Cash in hand	1,400	
Stock on 1st April , 2021	16,000	
Bad Debts	1,000	
Discounts	400	1,000
Purchases and sales	1,10,000	1,68,000
Carriage on sales	3,600	
Plant & Machinery	20,000	
Sales Returns	8,000	
Purchase Returns		4,000
Carriage on Purchase	1000	
Furniture and fixtures	12,000	
Insurance and office expenses	3,000	
Salaries	6,000	
Bills Receivable	12,000	
Drawings	12000	
Wages	12000	
Provisions for doubtful debts		2,000
Capital		50,000
Sundry Debtors	40,000	
Commission	8,400	

Adjustments

1. Depreciate plant and machinery at 10% and furniture and fixture at 5%
2. Insurance prepaid was Rs 200
3. Ours salary was Rs 1000 and outstanding rent was Rs 200
4. Maintain R.D.D(Reserve for doubtful debts) at 6% on debtor
5. Closing stock of Rs 20,000

Assignment 3- What are the potential impacts of inflation accounting on financial statements and investor perceptions?

Assignment 4(a) G limited issued 75,00,000 6% Debenture of Rupees 50 each at par payable Rs 15 on application and Rs 35 on allotment, redeemable at par after 7 years from the date of issue of debenture.Record necessary entries in the books of company.

(b) Y. ltd. Issued 2,000,6% Debentures of Rs 100 each payable as follows : Rs 25 on application, Rs 50 on allotment and Rs 25 on first and final call.

Annexure III

QUIZ

Q.1 Creating Provision against fluctuation in the price of investment is an example of which accounting convention.

A. Convention of conservatism

B. Convention of full disclosure

C. Convention of materiality

D. Convention of consistency

Ans. A

Q.2 Return of goods by a customer should be debited to

A. Customers account
B. Sales return account
C. Goods account
D. Purchase account

Ans B

Q.3 The concept of separate entity is applicable to which of following types of businesses?

A. Sole proprietorship

B. Corporation

C. Partnership

D. All of them

Ans D

Q.4. Accounting principles are generally based upon:

A. Practicability

B. Subjectivity

C. Convenience in recording

D. None of the above

Ans A

Debit the receiver credit the giver rule for

A. Real a/c

B. Personal a/c

C. Nominal a/c

D. None of these

Ans B

Managerial accounting information is generally prepared for

A. Shareholders

B. Creditors

C. Managers

D. Regulatory agencies

Ans C

True & fair profit and loss a/c of a company know by

A. Preparing trial balance

B. Preparing respective ledger of account

C. Preparing trading a/c

D. Preparing trading & profit & loss a/c

Ans D

The basic sequence in the accounting process can best be described as:

A. Transaction, journal entry, source document, ledger account, trial balance.

B. Source document, transaction, ledger account, journal entry, trial balance.

C. Transaction, source document, journal entry, trial balance, ledger account.

D. Transaction, source document, journal entry, ledger account, trial balance.

Ans D

Amount brought in by proprietor should be credited to

A. cash account

B. capital account

C. drawings account

D. creditors account

Ans B

Which of the following is a real (permanent) account?

A. Goodwill

B. Sales

C. Accounts Receivable

D. Both Goodwill and Accounts Receivable

Ans D

If closing stock appears in the trial balance, it should be

A. Credited to the trading account

B. Credited to the profit and loss account

C. Deducted from the purchases in the trading account

D. Shown on the liability side of the Balance sheet

Ans A

Financial information should be neutral and bias free" is the dictation of which one of the following?

A. Completeness concept

B. Faithful representation Concept

C. Objectivity Concept

D. Duality Concept

Ans C

A book containing a chronological record of business transaction & original record

A. Journal

B. Ledger

C. Trial balance

D. None of these

Ans A

Which of these items would be accounted for as an expense?

A. Repayment of bank Loan

B. Dividend to stock holders

C. The purchase of land

D. Payment of current period rent

Ans D

The amount of salary paid to Suresh should be debited to

A. The account of Suresh

B. Salaries a/c

C. Cash a/c

D. Bank a/c

Ans B

The cash discount allowed to a debtor should be credited to

A. Discount a/c

B. Customer a/c

C. Sales a/c

D. None of these

Ans B

Accounting is the process of matching

A. Benefits & Costs

B. Revenues & Costs

C. Cash Inflow & Cash Outflow

D. Potential & Real Performance

Ans B

Of the following account types, which would be increased by a debit?

A. Liabilities and expenses.

B. Assets and equity.

C. Assets and expenses.

D. Equity and revenues.

Ans C

Custom and traditions which guide the accountant while preparing the accounting statements

A. Accounting convention

B. Accounting concepts

C. Accounting principles

D. None of these

Ans C

The convention of disclosure implies that all material information should be

A. Disclosed in the account

B. Disclosed in the accounts which is required to owner

C. Not disclosed

D. None of these

Ans A

Interest , rent, electricity bill are types of account

A. Personal a/c

B. Impersonal a/c

C. Real a/c

D. Nominal a/c

Ans D

Which of the following equation is related with Dual Aspect Concept ?

A. Total Assets = Total Liabilities

B. Total Assets = Capital + Outsider's Liabilities

C. Capital = Total Assets - Outsider's Liabilities

D. All of the above

Ans D

The prime function of accounting is to

A. To record economic data

B. Provide the information basis of action

C. Classifying and recording business transaction

D. Attainment of economic goal

Ans C

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTRER OF BUSINESS ADMINISTRATION
Semester I (Batch: 2025-2028)
BBA 105 - Financial Accounting & Analysis
Course Outline
Course Instructor: Dr. Sangeeta

LEARNING OBJECTIVES:-

In this course, the learners will be able to develop expertise related to the following: -

1. Develop conceptual knowledge and understanding of management theories and practices.
2. Apply critical thinking and analytical skills for effective business decision making.
3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations.

PREREQUISITES:-

1. Basic knowledge of Accounting Terms.
2. Basic knowledge of Excel.

COURSE OUTLINES:-

CO1: Comprehension about concepts of accounting and relevance of GAAP and accounting standards.
CO2: Preparation of company final accounts with adjustments.
CO3: Appreciate contemporary issues and challenges in accounting.
CO4: Examine the concept and the methods of depreciation.
CO5: Comprehension about accounting for shares and debentures.
CO6: Explore the role of stock exchanges and SEBI as a regulator.
CO7: Conduct comprehensive financial analysis of companies.

PEDAGOGY: -

The pedagogy will be Lectures, Illustrations, Discussions and Presentations, quizzes, assignments & mid-term tests.

EVALUATION:

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

(a)	End Term Exams	: 60 marks
(b)	Written Assignments/ Case Analysis/ Presentation	: 10 marks
(c)	Attendance/Discipline	: 10 marks
(d)	Mid Term Test	: 15 marks
(e)	Club Contribution	: 5 marks

Total: : 100 marks

COURSE CONTENT:-

The program will unfold as per the following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	Sessions	References
UNIT I		
1. Meaning and Scope of Accounting, Objectives, Nature, **2.** Book-Keeping and Accounting, functions, Limitations, Branches of Accounting **3.** Relationship of Accounting with other disciplines **4.** Concepts and Conventions, GAAP, Accounting Standards issued by ICAI **Assignment:-** Assignment on Accounting Concepts and conventions and accounting standards + Quiz 1	3+3+1+3	D.K. Goel Chapter 1 to 5
UNIT II		
1. Journal Entries, Compound Journal Entries, Opening Entries 2. Ledger Posting and Trial Balance; Preparation of Ledger, 3. Cash Book, Purchase Book, Sales Book and Trial Balance 4. Trading Account , Profit and Loss Account and Balance sheet as per schedule of companies Act 2013 5. Preparation of Final Accounts with Adjustments, **Illustrations**: Numerical Based Assignment on Journal Entries and final account + Quiz 2	4+2+4+4+4	D.K. Goel Chapter 5 to 10
UNIT III		
1. Concept, Causes, features and Objectives of Providing Depreciation 2. Method of recording and providing Depreciation, Depreciation Policy, AS-6, Provisions and Reserves 3. Change of method of Depreciation (by both current and retrospective effect). 4. Human Resource Accounting, Green Accounting, Inflation Accounting, Price Level Accounting, Social Responsibility Accounting **Assignment:-** Contemporary issues in Accounting	2+3+4+5	D.K. Goel Chapter 12 J. R. Monga Chapter 11

UNIT IV		
1. Introduction to Joint Stock Company, Shares, Share Capital 2. Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of shares at premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Right Shares 3. Issue of Debentures, Methods of Redemption, Redemption of Debentures 4. Overview of Stock Exchanges of India and role of SEBI **Illustrations** on accounting entries of shares and debentures **Case study on** Jio Finance	2+4+4+3	J. R. Monga Chapter 13 to14
TOTAL NO. OF SESSIONS	**55**	

PRESECRIBED TEXT:-

1. Goel, D. K., Goel, R. and Goel, S., Financial Accounting, Avichal Publishing Company

REFERENCE BOOKS:-

1. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House.
2. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India.

SUGGESTED READINGS:-

1. https://ijcrt.org/papers/IJCRT2305164.pdf

2. NEP Recent trends in accounting https://www.youtube.com/watch?v=2UtJp3yx_Uc

Annexure I

Note: Attempt all questions. Each question carries equal marks. Submit assignment on google classroom dashboard

Q.1 What is meant by term Generally Accepted Accounting Principles (GAAP)'? Explain the meaning and significance of concepts and conventions of accounting.

Q.2 What do you mean by accounting? Explain its objectives, users and limitations. Differentiate between Book Keeping and Accounting.

Q.3 Write short notes on:

a) Human Resource Accounting

b) Green Accounting

c) Inflation Accounting

d) Social Responsibility Accounting

e) Price Level Accounting

f) Stock Exchange and SEBI

Q.4 Explain the purpose of providing for depreciation. Should depreciation be charges on replacement cost?

Annexure II

Tutorials

Assignment1. (a) What is the significance of the historical cost convention in accounting, and what are its limitations?
(b) What is the full disclosure principle, and why is it critical for transparency in financial reporting?
Assignment 2 (a) Journalise the following transactions and post them into ledger.
(a) Sold good s to Vipin of the list price of Rs 20000 at trade discount of 10%
(b) Nandu Returned goods of the list price of Rs 4000

(c) Received from Vipin Rs 14150 in full settlement of his Account

2(b)- From the following trial balance extracted from the books of Sri Mathias Sarika as on March 31 2023 prepare final accounts as on March 31 2023 after taking into consideration the adjustment.

Particulars	Debit(Rs)	Credit(Rs)
Sundry creditors		46,000
Rent	1,200	
Cash at bank	3,000	
Cash in hand	1,400	
Stock on 1st April , 2021	16,000	
Bad Debts	1,000	
Discounts	400	1,000
Purchases and sales	1,10,000	1,68,000
Carriage on sales	3,600	
Plant & Machinery	20,000	
Sales Returns	8,000	
Purchase Returns		4,000
Carriage on Purchase	1000	
Furniture and fixtures	12,000	
Insurance and office expenses	3,000	
Salaries	6,000	
Bills Receivable	12,000	
Drawings	12000	
Wages	12000	
Provisions for doubtful debts		2,000
Capital		50,000
	40,000	

Sundry Debtors Commission	8,400	

Adjustments

1. Depreciate plant and machinery at 10% and furniture and fixture at 5%
2. Insurance prepaid was Rs 200
3. Ours salary was Rs 1000 and outstanding rent was Rs 200
4. Maintain R.D.D(Reserve for doubtful debts) at 6% on debtor
5. Closing stock of Rs 20,000

Assignment 3- What are the potential impacts of inflation accounting on financial statements and investor perceptions?

Assignment 4(a) G limited issued 75,00,000 6% Debenture of Rupees 50 each at par payable Rs 15 on application and Rs 35 on allotment, redeemable at par after 7 years from the date of issue of debenture.Record necessary entries in the books of company.

(b) Y. ltd. Issued 2,000,6% Debentures of Rs 100 each payable as follows : Rs 25 on application, Rs 50 on allotment and Rs 25 on first and final call.

Annexure III

QUIZ

Q.1 Creating Provision against fluctuation in the price of investment is an example of which accounting convention.

A. Convention of conservatism

B. Convention of full disclosure

C. Convention of materiality

D. Convention of consistency

Ans. A

Q.2 Return of goods by a customer should be debited to

A. Customers account
B. Sales return account
C. Goods account
D. Purchase account

Ans B

Q.3 The concept of separate entity is applicable to which of following types of businesses?

A. Sole proprietorship

B. Corporation

C. Partnership

D. All of them

Ans D

Q.4. Accounting principles are generally based upon:

A. Practicability

B. Subjectivity

C. Convenience in recording

D. None of the above

Ans A

Debit the receiver credit the giver rule for

A. Real a/c

B. Personal a/c

C. Nominal a/c

D. None of these

Ans B

Managerial accounting information is generally prepared for

A. Shareholders

B. Creditors

C. Managers

D. Regulatory agencies

Ans C

True & fair profit and loss a/c of a company know by

A. Preparing trial balance

B. Preparing respective ledger of account

C. Preparing trading a/c

D. Preparing trading & profit & loss a/c

Ans D

The basic sequence in the accounting process can best be described as:

A. Transaction, journal entry, source document, ledger account, trial balance.

B. Source document, transaction, ledger account, journal entry, trial balance.

C. Transaction, source document, journal entry, trial balance, ledger account.

D. Transaction, source document, journal entry, ledger account, trial balance.

Ans D

Amount brought in by proprietor should be credited to

A. cash account

B. capital account

C. drawings account

D. creditors account

Ans B

Which of the following is a real (permanent) account?

A. Goodwill

B. Sales

C. Accounts Receivable

D. Both Goodwill and Accounts Receivable

Ans D

If closing stock appears in the trial balance, it should be

A. Credited to the trading account

B. Credited to the profit and loss account

C. Deducted from the purchases in the trading account

D. Shown on the liability side of the Balance sheet

Ans A

Financial information should be neutral and bias free" is the dictation of which one of the following?

A. Completeness concept

B. Faithful representation Concept

C. Objectivity Concept

D. Duality Concept

Ans C

A book containing a chronological record of business transaction & original record

A. Journal

B. Ledger

C. Trial balance

D. None of these

Ans A

Which of these items would be accounted for as an expense?

A. Repayment of bank Loan

B. Dividend to stock holders

C. The purchase of land

D. Payment of current period rent

Ans D

The amount of salary paid to Suresh should be debited to

A. The account of Suresh

B. Salaries a/c

C. Cash a/c

D. Bank a/c

Ans B

The cash discount allowed to a debtor should be credited to

A. Discount a/c

B. Customer a/c

C. Sales a/c

D. None of these

Ans B

Accounting is the process of matching

A. Benefits & Costs

B. Revenues & Costs

C. Cash Inflow & Cash Outflow

D. Potential & Real Performance

Ans B

Of the following account types, which would be increased by a debit?

A. Liabilities and expenses.

B. Assets and equity.

C. Assets and expenses.

D. Equity and revenues.

Ans C

Custom and traditions which guide the accountant while preparing the accounting statements

A. Accounting convention

B. Accounting concepts

C. Accounting principles

D. None of these

Ans C

The convention of disclosure implies that all material information should be

A. Disclosed in the account

B. Disclosed in the accounts which is required to owner

C. Not disclosed

D. None of these

Ans A

Interest , rent, electricity bill are types of account

A. Personal a/c

B. Impersonal a/c

C. Real a/c

D. Nominal a/c

Ans D

Which of the following equation is related with Dual Aspect Concept ?

A. Total Assets = Total Liabilities

B. Total Assets = Capital + Outsider's Liabilities

C. Capital = Total Assets - Outsider's Liabilities

D. All of the above

Ans D

The prime function of accounting is to

A. To record economic data

B. Provide the information basis of action

C. Classifying and recording business transaction

D. Attainment of economic goal

Ans C

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
BACHELORS OF BUSINESS ADMINISTRATION
SEMESTER I BATCH (2025-2028)
BBA 101 -MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR

L-4

COURSE OUTLINE

***Course Instructor*: Ms. Preeti Verma**

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:

1. To acquire knowledge on the fundamentals of management.
2. To analyzing organizational structure and processes.
3. To understand the leadership and decision - making skills.
4. To understand the importance of managing organizational behavior.

PRE-REQUISITES:

1. Fundamental of management and organizational behavior
2. Basics of management function and process.

COURSE OUTCOMES:

CO.1 Examine the evolution of thoughts and approaches to the modern concept of Management
CO 2. Comprehend the process of Management in the context of organizations and their environment
CO 3. Assess the need, relevance and process of delegation and decentralization of authority in an organization
CO 4. Explain the needs and drives of an individual through theories of Motivation
CO 5. Analyze the role of a leader and significance of team work in an organization
CO 6. Observe human personality and its influence on behavior
CO 7. Analyze significance of communication in the decision-making process

PEDAGOGY:

The pedagogy will be Lectures, Case Study, Presentation and discussion and current practice adopted in Management. Hands on experience will be provided through simulation.

EVALUATION:

Besides the semester end-examination, the students will be continuously assessing during the course on the following basis:

(a) Quiz/Assignment/Project/case study : 10marks
(b) Mid-term Test : 15 marks
(c) Discipline/Attendance : 10 marks
(d) Club contribution : 5 marks
(d) External University Exams : 60 marks
Total : 100 marks

COURSE CONTENT:

The program will unfold as per the following Session-wise Teaching-Learning Plan:

Detailed Course Outline	**Session**	**References**
UNIT-1		
Management: Concept and Need, Managerial Functions **Evolution of Management Thought:** Classical Approach – Taylor, Fayol, Neo-Classical and Human Relations Approach, Behavioural Approach, Systems Approach, Contingency Approaches. MBO, Business Process Re-engineering **Written Assignment:** Concept of management. **Case Study**: Toyota Motor Corporation - Mastering Lean Manufacturing	**14**	**T.N. CHHABRA** **C.B. GUPTA**
UNIT-II		
Planning: Types of Plans, Strategic Planning, Environmental Analysis and Diagnosis (Internal and External environment) Decision-Making: Process & Techniques; Perfect and Bounded Rationality **Organizing:** Concept and Process of organizing- An overview, Span of Management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal structure; Principle of Organizing; Types of Organization Structures; Emerging Organization Structures.	**14**	**T.N. CHHABRA** **C.B. GUPTA**

Written Assignment: Concept of strategic planning and types of plans. **Case Study:** "Ethics is good business" importance of ethical practice in business		
UNIT-3		
Personality perception and Attitude: Personality- Type A & B, Factor influencing personality; Perception-Concept, Perceptual Process, Factors influencing perception; Values and Attitudes- Concept and types of values; Components of attitude, job related attitude **Group Discussion (Topic:** Personality Type A and Type B**)**	**14**	**T.N. CHHABRA** **C.B. GUPTA**
UNIT-4		
Motivation and Leadership: Concept, Importance, Extrinsic and Intrinsic Motivation; Leadership: Concept and Importance **Conflict and Culture:** Power and conflict, Power Tactics, Organizational Culture and climate- Concept and determinants of organizational culture. **Case Study:** Related to E-learning (Transformational Leadership)	**14**	**T.N. CHHABRA** **C.B. GUPTA**

PRESCRIBED TEXT:

1.T.N Chhabra (2023), Management process and organizational behavior, Sun india Publication

REFERENCE BOOKS

1. Robbins., Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.

2.Koontz, H., Essentials of Management, McGraw Hill Education.
3.Ghillyer,A. W., Management A Real World Approach, McGraw Hill Education.
4.Stoner, Freeman and Gilbert Jr., Management, Pearson Education.

SUGGESTED REFERENCES

- Organizational Behavior" by Stephen P. Robbins, Timothy A. Judge, and Neharika Vohra
- Principles of Management" by Charles W. L. Hill and Steven McShane
- Essentials of Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE BACHELOR OF COMPUTER APPLICATIONS SEMESTER I

BCA 108 T - FUNDAMENTALS OF COMPUTERS AND IT

Credit 4

COURSE OUTLINE

Course Instructor: Ms Ritu Sawanni

LEARNING OBJECTIVES:

The objectives of this course is to provide the learners:

1. Awareness of the evolution of Computers, various types of computers, their characteristics, usage, and limitations.

2. Identification of different categories of computers, their peripherals and memory.

3. Knowledge about operating systems, their types, MS-Office various software.

4. Understanding of computer network fundamentals and various communication networks.

5. Overview of emerging technologies in IT i.e. AI and Machine Learning, IOT, Data Analytics, etc.

PRE-REQUISITES:

None

COURSE OUTCOME

Students should be able

CO1: To Describe the Concept of Computer (Characteristics, usage, limitations and benefits, Computer Memories and its type, Software and its type)

CO2: Acquire knowledge about Number Systems, Various Computer languages and Operating System DOS

CO3: Attain skills in Applications Software used for word processing, spreadsheet and presentation

CO4: Understand network fundamentals and various communication network, Advance trends in IT

PEDAGOGY

The course objective will be achieved through theoretical discussions and presentations, quizzes and mid- term tests.

EVALUATION

Besides the semester end- examination, the students will be continuously assessed during the course on the following basis:

(a) Quiz/Assignment/ Project	:	10 marks
(b) Mid-term Test	:	15 marks
(c) Discipline/Attendance	:	10 marks
(d) Club contribution	:	05 marks
(e) External University Exams	:	60 marks
Total	:	100 marks

TEACHING PLAN

Detailed Course Outline	Sessions	References
UNIT 1 **a)Fundamentals of Computers**: Definition and Characteristics of Computers, Computer Generation from First Generation to Fifth Generation, Classification of Computers: Micro, Mini, Mainframe and supercomputers **b) Computer Hardware:** Major Components of a digital computer, Block Diagram of a computer, Input/output Devices (Hardware , Software , Humanware,Firmware), Description of Computer Input Units, Output Units, CPU **c) Computer Memory:** Memory Hierarchy**,** Types of Memory-Primary Memory(RAM and ROM), Secondary Memory, Cache memory, Secondary storage Devices-Hard Disk, Compact Disk, DVD, Flash memory.	2+2+2	P.K.Sinha (1,2,7,8,9)
Quiz on Memory system	1	

UNIT 2 **Computer Software**: **a) System Software:** Assemblers, Compilers, Interpreters, linkers, loaders **b) Application Software:** Introduction to MS Office (MS-Word, MS PowerPoint, MS-Excel) **c) Operating System**: Introduction to Operating System, Need, Functions and Types of OS **d)DOS:** Booting Sequence, Concepts of File and Directory, Types of DOS Commands **e) Computer Languages:** Introduction to Low-Level Languages and High-Level Languages. **Assignment 1 to be given after completion of Unit 1 & 2.**	2 +2+2+2+2	P.K.Sinha (10,12,14)
UNIT 3 **a)Computer Number System:** Positional and Non-positional number systems, Binary, Decimal, Octal and Hexadecimal Number Systems and their inter-conversion **b)Binary Arithmetic**: Addition, subtraction, multiplication and division. **c) Use of complement method** to represent negative binary numbers, 1's complement, 2's complement, subtraction using 1's complement and 2's complement. **d) Introduction to Binary Coded Decimal** (BCD), ASCII Codes, EBCDIC codes	2+3+3	P.K.Sinha (3,5,4)

UNIT 4 **a)Computer Networks And Internet**: Basic elements of communication system, Data Communication concepts, **b) Data transmission modes**, Data Transmission speed, Data transmission media, Digital and Analog Transmission **c) Concepts of Computer Networks** ,Network Types (LAN, WAN and MAN) ,Internet, Intranet & Extranet, Network Topologies **d)Internet:** Terminologies related to Internet: Protocol, Domain name, Internet Connections, IP address, URL, Repeater, Bridge, Hub, Switch, Router, Gateway, Firewall, Bluetooth technology **e) Advance Trends in IT Applications:** Brief Introduction to Cloud Computing, Internet of Things Data Analytics, AI and Machine Learning**.** **E-learning Video on Cloud Computing** **Assignment 2 to be given after Unit 4**	2+2+2+2+2	P.K.Sinha (17,18)

Text Books:

1. P.K. Sinha, “Computer Fundamentals”
2. Goyal, Anita , Computer Fundamentals, Pearson Education

Reference Books:

1. B.Ram Computer Fundamentals Architecture and Organization, New Age Intl.
2. Alex Leon & Mathews Leon, “Introduction to Computers”, Vikas Publishing.
3. Norton Peter, “Introduction to computers”, 4th Ed., TMH, 2001.
4. Vikas Gupta, “Computer Kit”, Willey Dreamtech, Delhi, 2004.

E-learning Video on Cloud Computing: (25) Cloud Computing Tutorial for Beginners | Cloud Computing Explained | Cloud Computing | Ms. Ritu - YouTube

Assignment 1

General Instructions:

1) Assignment should be handwritten.

2) Program example must be included.

3) Scan it and upload the same in Google classroom by the deadline.

4) It should be clearly visible.

Ques. Describe the types of computer memory and their roles in computer systems.

Ques. Explain the various classification of computers based on their size and technology. How does classifications influence the choice of computer system in different contexts?

Ques. Mention the advantages and disadvantages of third generation computers.

Ques. Describe the components of a computer system. Explain the role of each component in overall functionality of the computer and how they collaborate to perform tasks efficiently.

Assignment 2

General Instructions:

1) Assignment should be handwritten.

2) Program examples must be included.

3) Scan it and upload the same in Google classroom by the deadline.

4) It should be clearly visible.

Ques : Discuss the different data transmission modes (simplex, half-duplex, and full-duplex). Provide examples where each mode would be applicable.

Ques: Describe the differences between LAN, WAN, and MAN. Include examples of each type and typical use cases.

Ques:What is a Firewall? Explain its purpose in network security and how it operates.

Ques: Provide a brief introduction to Cloud Computing. What are the different types of cloud services (IaaS, PaaS, SaaS), and how do they benefit businesses?

PRACTICAL FILE

ON

Fundamental of Computers and IT lab

BCA 1st Sem

Course code: BCA-108P

Session: 2025-2028

SUBMITTED TO:

Ms. Ritu Sawanni
Assistant Professor, IT

SUBMITTED BY:

Name:
Roll No.:
Class:

INDEX

S. No.	List of Programs	Page no.	Sign.
1	Introduction about MS Word.		
2	Write a program to create a cover page of the project.		
3	Write a procedure to create company letterhead.		
4	Write a program to create hyperlink.		
5	Write a program to create Curriculum Vitae (CV) / Bio-Data using MS Word with formatting.		
6	To create a program using macro.		
7	Write a program to create mail merges.		
8	Introduction about MS PowerPoint		
9	Write a program to create Custom Animation Effect		
10	Write a program to create different charts.		
11	Write a program to Calculate Sum,average , min , max , count.		
12	Write a program to Calculate Grade.		
12	Write a program to Calculate salary of the employees.		
13	Write a program to create and insert conditions using conditional formatting in MS Excel.		
14	To calculate H-LOOK UP and V-LOOK UP.		

MANAGEMENT EDUCATION & RESEARCH INSTITUTE BACHELOR OF COMPUTER APPLICATIONS SEMESTER I (Batch 2025-29)

BCA 107T –Mathematical Foundation for Computer Science

L-4 T-0,
Credits- 4
COURSE OUTLINE

Course Instructor: **Mr. Wasim Akram**

LEARNING OBJECTIVES:

The objectives of this course are to provide the learners with the following:

1. The knowledge of Mathematical Probability
2. Understanding of various Numerical Techniques

PRE-REQUISITES:

1. Basic Concepts of Mathematics
2. Set theory, Permutations and Combinations
3. Knowledge of methods of Differential Calculus, Integral Calculus
4. Matrix Algebra

COURSE OUTCOMES:

The course has been designed with the following objectives:

CO1: Understand the various approaches dealing the data using theory of Probability
CO2: Understand various numerical techniques and apply them to solve real life problems
CO3: Understand various techniques to solve linear simultaneous equations
CO4: Analyse and evaluate the accuracy of common Numerical Methods

PEDAGOGY:

Focus on basic concepts. Use of the results and theorems as tools. Illustrative exercises/problems based on each topic with discussion on applications.
Tutorial and teacher guided problem solving based pedagogy for better understanding of Concepts and applications

EVALUATION:

Besides the semester end- examination, the students will be continuously assessed during the course on the following basis:

a. Quiz/Assignment/Project : 10 marks
b. Mid-term Test : 15 marks
c. Discipline/Attendance: 10 marks
d. Club contribution : 05 marks
e. External University Exams : 60 marks

Total : 100 marks

COURSE CONTENT

The program will unfold as per the following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	**Sessions**	**References**
UNIT I		
1. Probability: Introduction, Axiomatic definition of Probability, Addition Theorem, Multiplication theorem, Conditional Probability, Bayes' theorem and its applications. 2. Probability distributions: Random Variable, Probability Mass function, Probability density function, Mathematical Expectations of a Random Variable, Binomial Distribution, Poisson distribution, Normal Distribution. **Assignment : Problems based on Unit – I**	6 + 8	"*Probability and Numerical Methods*" ANE Books, 4th Edition 2019 by J.P. Singh **[chapters 2, 3, 4, 5, 6]**
UNIT II		

1. Interpolation: Operators: Shift; Forward Difference, Backward Difference Operators and their relationship, Interpolation Formulae: Newton's Forward, Backward and Divided Difference Formulae, Lagrange's Formula. 2. Solutions of non linear equations: Bisection Method, False Position Method, Newton – Raphson Method for Solving Equation Involving One Variable only. **Assignment : Problems based on Unit – II**	8 + 4	"*Probability and Numerical Methods*" ANE Books, 4th Edition 2019 by J.P. Singh **[chapters 7, 8, 9]**

Unit III		
1. Solution of linear simultaneous equations (Analytical methods): Gaussian Elimination Method with and without row interchange, Gauss Jordan Method and to find Inverse of a Matrix by this method, LU Decomposition method. 2. Iterative methods: Gauss - Jacobi method and Gauss-Seidel Method **Assignment : Problems based on Unit – III**	8 + 4	"*Probability and Numerical Methods*" ANE Books, 4th Edition 2019 by J.P. Singh **[chapters 10, 11]**
Unit IV		

1. Numerical differentiation: First and Second Order Derivatives at Tabular and Non- Tabular Points, 2. Numerical integration: Trapezoidal Rule, Simpsons 1/3 Rule: Error in Each Formula (without proof.) **Assignment : Problems based on Unit – IV**	6 + 6	"*Probability and Numerical Methods*" ANE Books, 4th Edition 2019 by J.P. Singh **[chapters 10, 11]**

PRESCRIBED TEXT:

TB1. S.S. Sastry, "Numerical Analysis"; Prentice Hall of India, 1998.

TB2. Johnson, R., Miller, I. and Freund's, J., Miller and Freund's "Probability and Statistics for Engineers, Pearson Education (2005) 7th Ed.

TB3. Singh J P "Probability and Numerical Methods" ANE Books, 4th Edition 2019

REFERENCEBOOKS :

RB1. Grewal B S "Numerical Methods in Engineering and Science" Khanna Publishers, 2012

RB2. Walpole, Ronald E., Myers, Raymond H., Myers, Sharon L. and, Keying Ye, Probability and Statistics for Engineers and Scientists, Pearson Education (2007) 8th Ed.

RB3. Gupta S C, Kapoor V K "Fundamental of Mathematical Statistics" Sultan Chand and Sons 11th edition 2002

ONLINE CERTIFICATION COURSES:

An Introductory Method to Numerical Analysis (NPTEL)
Probability & Statistics (NPTEL)

LIST OF OPEN SOURCE SOFTWARE/LEARNING WEBSITE:

1. https://www.nptel.ac.in/
2. https://swayam.gov.in

3. https://www.coursera.org
4. https://www.khanacademy.org/

SUGGESTED REFERENCES

1. B. V. Ramana, Higher Engineering Mathematics, McGraw Hill Education
2. Alan Jeffrey, “Advanced Engineering Mathematics”, Elsevier Publishers

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE BACHELOR OF COMPUTER APPLICATIONS SEMESTER I (Batch 2025-29)
BCA 181T– Bridge Course in Mathematics

L-2 T-0,
Credits- 2
COURSE
OUTLINE
Course Instructor: Mr Wasim Akram

LEARNING OBJECTIVES:

The objectives of this course are to provide the learners with the following:

1. The knowledge about the matrices, determinants and limits.
2. Familiarity with basic concepts of differential and integral calculus.

PRE-REQUISITES:

1. Basic Concepts of Mathematics
2. Solution of simultaneous linear equations in two variables
3. Solution of quadratic equations in one variable
4. Trigonometry

COURSE OUTCOMES:

The course has been designed with the following objectives:

CO1: Understand the various approaches dealing the data using theory of matrices
CO2: Understand and apply the concepts of determinants
CO3: Understand the concept of calculus such as limit, continuity and differentiability

CO4: Appraise and determine the correct logic and solutions for any given real world problem using application of integration& integral calculus.

PEDAGOGY:

Focus on basic concepts. Use of the results and theorems as tools. Illustrative exercises/problems based on each topic with discussion on applications.
Teacher guided problem solving based pedagogy for better understanding of Concepts and applications

EVALUATION:

Besides the semester end- examination, the students will be continuously assessed during the course on the following basis:

a. Quiz/Assignment/Project : 10 marks
b. Mid-term Test : 15 marks
c. Discipline/Attendance: 10 marks
d. Club contribution : 05 marks
e. End term exam : 60 marks

Total : 100 marks

COURSE CONTENT

The program will unfold as per the following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	**Sessions**	**References**
UNIT I		
1. Matrices: Concept, notation, order, equality, types of matrices, zero and identity matrix, transpose of a matrix, symmetric and skew symmetric matrices. Operations on matrices: Addition, multiplication and multiplication with a scalar. Simple properties of addition, multiplication and scalar multiplication, invertible matrix. **2.** Determinants: Determinant of a square matrix (up to 3 x 3 matrices), properties of determinants, minors, co-factors and applications of determinants in finding the area of a triangle. Adjoint and inverse of a square matrix, solving system of equations using matrix method, Cramer rule (only two and three unknown). **Assignment : Problems based on Unit – I**	3 + 4	"Calculus" ANE Books, 2nd edition 2012 by J.P. Singh,
UNIT II		

1. Introduction to trigonometric functions: Degree and radian measurements of an angle, Quadrant system, allied angles, 2. Simple problems based: on Sum/difference of angles of t functions, C and D Formulae, t functions of multiple angles. **Assignment : Problems based on Unit – II**	3 + 4	"Applied Mathematics for polytechnics", CBS publishers by H K Dass

Unit III		
1. Limit of a function at a Point, Properties of Limit, Computation of Limits of Various Types of Functions, 2. Continuity and differentiability of a function 3. Derivative of composite functions, chain rule, derivative of implicit functions. Concept of exponential and logarithmic functions. Derivatives of logarithmic and exponential functions. Logarithmic differentiation, derivative of functions expressed in parametric forms. **Assignment : Problems based on Unit – III**	2 + 1 + 4	"Calculus" ANE Books, 2nd edition 2012 by J.P. Singh
Unit IV		
1. Integral as Limit of Sum, Riemann Sum Fundamental Theorem of Calculus, Indefinite integrals **2.** Simple problems based on Methods of Integration Substitution, By Parts, Partial Fractions, Integration of Algebraic and transcendental Functions. **Assignment : Problems based on Unit – III**	3 + 4	"Calculus" ANE Books, 2nd edition 2012 by J.P. Singh

PRESCRIBED TEXT:

TB1. Mathur A B, Jaggi V P "A Textbook of Engineering Mathematics" Khanna Publishers, TB2. Dass H K "Applied Mathematics for polytechnics" CBS publishers
TB3. Singh J P "Calculus" ANE Books

REFERENCEBOOKS

RB1. Kresyig E., "Advanced Engineering Mathematics", 5th Edition, John Wiley & Sons
RB2. H.K. Dass, "Advanced Engineering Mathematics", S. Chand & Company
RB3. Grewal B S, "Elementary Engineering Mathematics"

LIST OF OPEN SOURCE SOFTWARE/LEARNING WEBSITE:

1. https://www.nptel.ac.in/
2. https://swayam.gov.in
3. https://www.coursera.org
4. https://www.khanacademy.org/

SUGGESTED REFERENCES

1. David C. Lay, "Linear Algebra and Its Applications", Addison-Wesley, 2012
2. Dennis Zill, Warren S. Wright "Calculus: Early Transcendentals", Jones & Bartlett Learning, 2009

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
BACHLOR OF COMPUTER SCIENCE BCA 1st Year
MODULE WRITING SKILLS
COURSE OUTLINE
Course Instructor: Dr.Kamal Chandel.

Learning Objectives of Writing Skills Module:

1. **Grammar and Mechanics:**
   - Identify and apply rules of grammar, punctuation, and sentence structure in writing.
   - Edit and revise written work for common mechanical errors.
2. **Organization and Structure:**
   - Construct well-organized paragraphs and essays with clear introductions, bodies, and conclusions.
   - Use appropriate transitions to connect ideas logically within and between paragraphs.
3. **Clarity and Style:**
   - Write with clarity and precision using appropriate vocabulary and tone for different audiences.
   - Vary sentence structure and word choice to enhance readability and engagement.
4. **Purpose and Audience:**
   - Analyze the purpose of a writing task and tailor content and style to suit a specific audience.
   - Differentiate between formal and informal writing styles.
5. **Writing Process:**
   - Apply the stages of the writing process: planning, drafting, revising, editing, and proofreading.
   - Use feedback constructively to improve written work.

COURSE OUTCOMES:

After completion of this course, the student will be able to learn these outcomes enunciate below.

The **course outcomes** of a *Writing Skills* course typically focus on developing a learner's ability to communicate effectively in written form across various contexts. Here's a general list of expected outcomes:

1. **Improved Grammar and Syntax:**
   - Use correct grammar, punctuation, and sentence structure in written communication.
   - Identify and correct common errors in writing.
2. **Clarity and Coherence in Writing:**
   - Organize ideas logically with clear transitions.
   - Develop paragraphs and essays with a coherent flow of ideas.

3. **Audience Awareness:**
    - Adapt tone, style, and content based on the intended audience and purpose.
    - Use appropriate vocabulary and structure for academic, professional, or creative writing.
4. **Writing for Various Purposes:**
    - Compose different types of writing: narratives, descriptive, persuasive, expository, reports, emails, etc.
    - Understand the structure and conventions of formal and informal writing.
5. **Critical Thinking and Argumentation:**
    - Develop logical arguments and support them with evidence.
    - Analyze and critique texts and respond with well-reasoned writing.
6. **Revision and Editing Skills:**
    - Edit drafts for content, structure, and mechanics.
    - Use peer and instructor feedback to improve writing quality.
7. **Academic Integrity and Citation:**
    - Understand and apply proper citation methods (APA, MLA, etc.).
    - Avoid plagiarism through correct paraphrasing and referencing.
8. **Research Writing (if applicable):**
    - Conduct basic research using credible sources.
    - Integrate research findings effectively into writing.

PAEDAGOGY

Facilitator-led discussions would be the primary method of learning. In addition, this will be achieved through theoretical discussions, video discussions, case analysis, quizzes, action learning, assignments, and midterm tests. The course will also include real-time examples and articles of leading firms and international organisations, etc.

Case studies/Assignments will be specified for preparation to supplement learning wherever the faculty finds it appropriate.

COURSE CONTENT

The program will unfold as per the **following Session-wise Teaching-Learning Plan:**

Detailed Course Outline	REFERENCE	SESSIONS
UNIT I	***The Elements of Style*** by William Strunk Jr. & E.B. White	5

Introduction to Writing Introduction to Technical Communication, Need and importance of communication, channel, Distinction between general and technical communication, nature and features of technical communication, Seven Cs of communication, Types of Technical communication, style in technical communication, technical communication skills, Language as a tool of Communication, History of development of Technical Communication, Computer Aided Technical Communication. **Written Assignment** **Assignment:-** 1. Draw out the different formats of Reports? **Case Study:-** **A•** Case Study on the Effectiveness of Peer Review in Enhancing Writing Skills. **Challenges•** Faced by ESL Learners in Academic Writing.		
<u>UNIT II</u> Principles of effective oral communication, Introduction of Self and others, Greetings, Handling Telephone Calls Interviews: Meaning & Purpose, Art of interviewing, Types of interview, Interview styles, Essential, Techniques of interviewing, Guidelines for Interviewer, and Guidelines for interviewee. Meetings: Definition, Kind of meetings, Agenda, Minutes of the Meeting, Advantages and disadvantages of meetings/ committees, Planning and organization of meetings. Project Presentations: Advantages & Disadvantages, Executive Summary, Charts, Distribution of time (presentation, questions & answers, summing up), Visual presentation, Guidelines for using visual aids, Electronic media (power-point presentation) **Assignment.** 1. Write an essay on **"The Importance of Writing Skills in the 21st Century."?** 2. Discuss how social media influences writing styles and communication? **Case Study for Discussion.** A Case Study on Written Communication Gaps in Remote Teams.	***Grammar Girl's Quick and Dirty Tips for Better Writing*** by Mignon Fogarty	8

UNIT III Overview of Technical Writing: Definition and Nature of Technical Writing, Basic Principles of Technical Writing, Styles in Technical Writing, Note – Making, Notice, E-mail Writing Writing Letters: Business letters, Persuasive letters- Sales letters and complaint letters Office memorandum, Good news and bad news letter's Report Writing: Definition & importance; categories of reports, Elements of a formal report, style and formatting in report Special Technical Documents Writing: Project synopsis and report writing, Scientific Article and Research Paper writing, Dissertation writing: Features, Preparation and Elements Proposal Writing: Purpose, Types, characteristics and structure Job Application: Types of application, Form & Content of an application, drafting the application, Preparation of resume. **Assignment:-** 1. Compare and contrast online learning and traditional classroom education. 2. Write a cause-and-effect essay on **"The Impact of Poor Writing in the Workplace."** **Case Study:-** Cross-Cultural Writing Challenges in Multinational Companies.	***English Grammar in Use*** by Raymond Murphy	8
UNIT IV Business Etiquettes – Professional Personality, Workplace Protocols, Cubicle. Non-Verbal Communication: Kinesics and Proxemics, Paralanguage Interpersonal Skills Language Skills: Improving command in English, improving vocabulary, choice of words, Common problems with verbs, adjectives, adverbs, pronouns, tenses, conjunctions, punctuations, prefix, suffix, idiomatic use of prepositions. Sentences and paragraph construction, improve spellings, common errors and misappropriation, Building advanced Vocabulary (Synonyms, Antonyms), introduction to Business English. **Written Assignment** **1.** Write a cover letter applying for an internship in your field. 2. Compose a memo addressing a workplace communication issue.	***The Elements of Technical Writing*** by Gary Blake & Robert W. Bly	4
TOTAL NO. OF SESSIONS		25

1. **Text Book:-** ***The Elements of Style*** by William Strunk Jr. & E.B. White
    - Classic guide to clear, concise writing and grammar essentials.
2. ***Grammar Girl's Quick and Dirty Tips for Better Writing*** by Mignon Fogarty
    - Easy-to-understand grammar and usage tips.
3. ***English Grammar in Use*** by Raymond Murphy
    - Best for learners of English (ESL); practical exercises included.

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
Department of Information Technology

BCA SEMESTER I, (Batch 2025-29)
Course Code BCA 191T, Understanding India
L-4, Credits-4
COURSE OUTLINE
Course Instructor: Prof Sadanand Pandey

LEARNING OBJECTIVES:

The course has been designed with the following objectives:

i. To have an understanding of the history and culture of ancient India.
ii. The students will be acquainted with the literature, philosophy, art, and architectural developments in India during the period concerned.
iii. To understand the ancient India Knowledge system

The students will also get to know about their constitutional rights and duties

PRE-REQUISITES:

1. Basic knowledge of the Ancient, Modern History of India and Indian Culture
2. Basic Knowledge of the Geographical Economy of India

COURSE OUTCOMES:

CO#	Detailed Statement of the CO
CO1	Familiar with the history and culture of Ancient India
CO2	Understanding the ancient Indian literature
CO3	Having awareness of the ancient knowledge system of India
CO4	Aware of the Basic features of our constitution

PEDAGOGY:

The pedagogy for the Understanding India subject will be interactive and discussion-oriented. Faculty will organize discussions on core concepts of India History, Religion, Culture, Ancient Education, Health Systems of India, and The Environment, about the rich traditions and consciousness would be created.

EVALUATION:

Besides the semester-end examination, the students will be continuously assessed during the course on the following basis:

(a)	Assignment/ Case/ Presentation	:	10 marks
(b)	Midterm Test	:	15 marks
(c)	Discipline/Attendance	:	10 marks
(d)	Club contribution	:	05 marks
(e)	External University Exams	:	60 marks

Total : 100 marks

Course Content

The programme will unfold as per following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	Sessions	References
UNITI		
Introducing India: The People of India: demography and languages, The Name of our Country: Jambudvipa, Sindhu (Indus), Inde, Hind, Hindustan, Bharat, India The idea of Bharatvarsha: Ancient Indian literature, Sanskrit, Pali, Prakrit, Tamil Religions and philosophies of ancient India-Vedic, Buddhism, Jainism **Apart from the Lectures, the students need to create curiosity through stories to know the religious History of India.**	3+4+4	**The students will be advised to go through the INDIA, Published by the Publication Division of the Information and Broadcasting Ministry**
UNITII		
Science, and Medicine: A General Survey of the Progress of Science, Technology, and medicine in ancient India The Knowledge System of India: Traditional Knowledge System: Gurukuls, Pathsalas, Tols, Maktabs, Madrasas Beginnings of Modern Education: Main features of British Government's educational policies, Growth of higher and technical education in India **Comparative studies have to be done between ancient knowledge, Health, and education systems. And also with the current.**	3+4+4	Encyclopedia may be helpful for Students.
Unit III		
The Indian Economy: Features of the Indian economy from past to present (agriculture, industry, and trade)	4+4	The students will be advised to take help of Indian Economy written by Rudra Dutta From

The students must be aware about the basic knowledge of Indian Economy, Industrial Policies and Trade systems.		Sutan chand Publication.
Unit IV		
The Making of Contemporary India: The Struggle for Independence (1885-1947) Basic features of the Indian Constitution: Basic Structure, Doctrine, Fundamental rights, and duties, Directive principles, Federal Structure, Independence of Judiciary, and the Parliamentary system **The students need to know about the freedom movement and also brief knowledge of the Inian Constitutional Institutions and provisions.**	4+4	

TEXTBOOKS:

TB1. A.L.Basham, The Wonder that Was India, Picador India,1971
TB2. R.S.Sharma, Ancient Past, New Delhi, OUP,2007
TB3. Upinder Singh, The History of Ancient and Early Medieval India, Pearson, 2008
TB4. SatishChandra, History of Medieval India, Arihant Publication, 2020.

REFERENCES:

RB1. Durga DasBasu, Introduction to the Constitution of India, LexisNexis,20182003
RB2. Tirthankar Ray, The Economic History of India, 1857-1947, OUP, 2006
RB3. Vijay Joshi and I.M.D.Little, Economic Reforms,1991-2001, OUP,1996
RB4. Dr.Prabhakiran Jain & R.Sharma, Understanding India, Mahavir Publication

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
BCA I SEMESTER
BCA-107T WEB TECHNOLOGIES CREDITS-4
COURSE OUTLINE

Course Instructor: Dr. Sachin Kumar

COURSE OBJECTIVE

After completion of this course the learners will be able to
CO1- Develop static webpages through HTML, JavaScript, CSS and bootstrap.
CO2- Implement different constructs and programming techniques using JavaScript.
CO3- Adapt HTML, JavaScript, CSS and bootstrap syntax and semantics to build webpages.
CO4- To develop client-side script using JavaScript to display the contents dynamically.

PEDAGOGY

The course objective will be achieved through Lectures, Assignments, PPT Presentations

EVALUATION

Besides the semester end-examination, students will be continuously assessed during the course on the following basis:

METHOD OF ASSESSMENT	**(As per G.GS.I.P University, New Delhi)**	
Practical Courses	Allocation of Marks: 100 marks	
Class Test	There shall be one Class Test in each semester.	15
Continuous Evaluation	It shall be based on Assignments & Exercises	10
Internal Assessment	Attendance and Discipline	10
Club Contribution	Club Contribution	5
External University Exams		60

TEACHING PLAN:

Detailed Course Outline	References	Sessions
UNIT I World Wide Web & HTML Overview		11
1. Introduction web page, homepage, website, static and dynamic website, 2. client/server computing concepts 3. Web client and Web browser, web server, 4. Client side and server-side Scripting languages 5. Introduction to HTML, HTML document, structure tags, HTML comments 6. Text formatting, inserting special characters, anchor tag, adding images and sound. 7. Lists types of lists 8. Tables 9. Frames and floating frames 10. Developing forms	Thomas a Powell, TMH publication [Chapter 1] Thomas a Powell, TMH publication [Chapter 3,5] Thomas a Powell, TMH publication [Chapter 3,9]	**3+3+4+1**

11. Image maps		
<u>UNIT II-</u> Cascading Style Sheet & Bootstrap Basics		12
1. Types of style sheets: internal, 2. Inline and external sheets 3. Creating styles, link tag 4. CSS properties, CSS styling, 5. Style Selector ID 6. Class name and pseudo class 7. Introduction to bootstrap 8. Responsive web design 9. Linking with bootstrap, Container class 10. Grids, tables, images, 11. Buttons, typography classes, 12. Jumbotron, glyph icons	Thomas a Powell, TMH publication [Chapter 1] Thomas a Powell, TMH publication [Chapter 2,4] Thomas a Powell, TMH publication [Chapter 1,9] Jack Spurlock, O Reilly[Chapter 1,4,9]	3+3+3+3
<u>Unit III- Introductions to JavaScript :</u>		11
1. Data types, 2. Control statements 3. Operator, 4. Dialogue boxes, 5. Built-in functions 6. User defined functions 7. Objects in JavaScript 8. Handling events 9. Basic validation 10. Document Object Model 11. Browser Object Model	Jeffrey C Jackson [Chapter 1,7, 9] Jeffrey C Jackson [Chapter 8, 9]	5+3+3
<u>Unit IV- XML & Web hosting concepts :</u>		12
1. XML introduction 2. Features 3. XML Naming rules, building block of XML Document 4. Difference between HTML and XML 5. XML Parser, 6. DTD's using XML with HTML and CSS 7. Concepts of domain 8. Physical domain, virtual domain 9. Registering a domain 10. Need of IP addressing 11. Web hosting 12. and publishing concepts	Jeffrey C Jackson [Chapter 2,4] Jeffrey C Jackson [Chapter 1, 9] Jeffrey C Jackson [Chapter3, 9]	3+3+3+3
TOTAL NO. OF SESSIONS		46

Text Book:

1. The Complete Reference HTML and CSS, Thomas a Powell, TMH publication
2. Jeffrey C Jackson, "Web Technologies: A Computer Science Perspective", Pearson
3. Internet and World Wide Web, Deitel HM Deitel, Goldberg, third edition
4. Bootstrap: Responsive Web Development, Jack Spurlock, O Reilly, first Edition

E-Learning Modules Link: -

1. **https://youtu.be/MkcfB7S4fq0?feature=shared**
2. **https://youtu.be/4WjtQjPQGIs?feature=shared**
3. **https://youtube.com/shorts/4jmG0pUG21E?feature=shared**
4. **https://youtu.be/l1EssrLxt7E?feature=shared**
5. **https://youtu.be/BmkH_-Fm5-U?feature=shared**
6. **https://youtu.be/FFcZ8MVYqRs?feature=shared**

Assignment 1

BCA-1st Semester, Web Technologies (BCA-105T)

Q1. What is the World Wide Web (WWW)?
Q2. What is the difference between a web page, a website, and a home page?
Q3. What is the role of a web browser in accessing the World Wide Web?
Q4. What is HTML and why is it used in web development?
Q5. What are the basic structure tags of an HTML document?
Q6. What is the purpose of the <a> (anchor) tag in HTML?

Assignment 2

BCA-1st Semester, Web Technologies (BCA-105T)

Q1. What is CSS and how is it used in web development?
Q2. What are the different types of CSS (Inline, Internal, External)?
Q3. How does CSS help in separating content from design in HTML pages?
Q4. What is Bootstrap and why is it used in web development?
Q5. What is the purpose of the Bootstrap grid system?
Q6. Name any two commonly used Bootstrap classes and their uses.

Assignment 3

BCA-1st Semester, Web Technologies (BCA-105T)

Q1. What is JavaScript and how is it used in web development?
Q2. How is JavaScript different from HTML and CSS?
Q3. How do you include JavaScript in an HTML document?
Q4. What is a variable in JavaScript and how do you declare it?
Q5. What are some basic data types in JavaScript?
Q6. What is the purpose of functions in JavaScript?

Assignment 4

BCA-1st Semester, Web Technologies (BCA-105T)

Q1. What is XML and what is its primary purpose in web development?
Q2. How is XML different from HTML?
Q3. What are the basic rules for writing XML documents?
Q4. What is web hosting?
Q5. What is the difference between a domain name and web hosting?
Q6. Name any two types of web hosting services.

MANAGEMENTEDUCATION&RESEARCHINSTITUTE
BACHELOR OF COMPUTER APPLICATIONS
SEMESTER II(Batch 2025-29)
BCA 106- DATA STRUCTURE & ALGORITHM USING C
L-3, T-1, Credits-4
COURSE OUTLINE
Course Instructor: Dr. Ritu Aggrawal

LEARNINGOBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:- 1. Understanding of the basic concepts of data structures and their operations like insertion, deletion, searching and sorting
2. Design algorithms and pseudo codes of various linear and non-linear data structures

PRE-REQUISITES:

1. C Programming Skills
2. Discrete Mathematics

COURSEOUTCOMES:

Thecoursehas beendesigned withthefollowing objectives:
CO1:Students will be able to familiarize the basics of data structures and algorithms. CO2:Understand and apply linear and nonlinear data structures and their operations.
CO3:Compare and implement searching, sorting, and hashing techniques.
CO4:Appraise and determine the correct data structure for any given real-world problem.

PEDAGOGY:

The course objective will be achieved through theoretical discussions, practicals, assignments, Quiz, projects, presentations, and midterm tests.

EVALUATION:

Besides the semester end- examination, the students will be continuously assessed duringthecourseon thefollowing basis:

(a) Quiz/Assignment/Project : 10marks
(b) Mid-termTest : 15marks
(c) Discipline/Attendance : 10marks
(d) Club contribution: : 05marks

(e) External University Exams : 60marks

Total : 100 marks

COURSECONTENT:

[redacted] UNIT-I

1. Linear Data Structures- Static: Introduction to

Algorithms- Attributes, Design Techniques, Time Space Trade Off, Data Structures, Classification and Operations of Data Structures, Growth of functions, Master theorem
2. Arrays: Single Dimension, Two-Dimension and Introduction to Multi Dimensions, Memory Representation, Address Calculation, Sparse Matrices- Types, Representation.
3. Introduction: Dynamic Memory Allocation, Dynamic Memory versus Static Memory Allocation
4. Linked List Types: Singly Linked List, Doubly
Linked List, Header Linked List, Circular Linked List.
5. Operations: Creation, Insertion, Deletion, Modification, Searching, Sorting, Reversing, and Merging.

UNIT-II

6. Searching and Sorting: Linear and Binary
2+2+2+3 +2
Tanenebaum
[Chapters 1, 4, 9], E. Horowitz and S. Sahni [Chapters 1,2,4]

7. Stacks: Introduction, Static and Dynamic Implementation, Operations, Applications Evaluation and Conversion between Polish and Reverse Polish Notations.
8. Queues: Introduction, Static and Dynamic Implementation, Operations, Types- Linear Queue, Circular Queue, Doubly Ended Queue, Priority Queue.
9. Hashing: Hash Table, Hash Functions, and Collision Resolution.

Written Assignment 1
3+3+3+2 Tanenebaum [Chapter 2,4,6,7],
E. Horowitz and S.
Sahni [Chapter
7,3,8,9]

UNIT-III		

10. Trees: Notations & Terminologies, Memory Representation, Binary Trees Types- Complete, Full, Strict, Expression Binary Tree, Tree Traversals (Recursive & non recursive), Binary Search Tree, AVL Tree, M- Way Tree, and B Tree.	10	Tanenebaum [Chapter 5], E. Horowitz and S. Sahni [Chapters 5,10,11]

UNIT-IV

11. Introduction to Graphs: Notations & Terminologies, Representation of Graphs Adjacency Matrix, Incidence Matrix and Linked Representation. Graph Traversal (Breadth First and Depth First), Prim's Algorithm, Kruskal's algorithm, Dijkstra's Algorithm, Bellman-Ford algorithm, Warshall's Algorithm. Written Assignment 2 + Video Learning	10	Tanenebaum [Chapters 8], E. Horowitz and S. Sahni[Chapters 6]

PRESCRIBEDTEXT:

1. Y. Langsam, M. J. Augenstein and A.M. Tanenebaum, "Data Structures using C", Pearson Education India, Second Edition, 2015.
2. E. Horowitz and S. Sahni, "Fundamentals of Data Structures in C". Universities Press, Second edition, 2008.

REFERENCEBOOKS:

RB1. Schaum's Outline Series,"Data Structures", TMH, Special Indian Ed., Seventeenth Reprint, 2014. RB2. Ashok N kamthane, "Introduction to Data Structures in C", Pearson, Third Edition, 2009. RB3. D. Samanta, "Classic Data Structures", PHI, Second Edition, 2009.
RB4. D. Malhotra and N. Malhotra, "Data Structures and Program Design using C", Laxmi Publications, Indian adapted edition from Mercury Learning and Information-USA, First edition, 2018. RB5. Y. Kanetkar "Data Structures through C", BPB Publication, Third Edition, 2019. RB6. R.F Gilberg, and B A Frouzan- "Data

Structures: A Pseudocode Approach with C", Thomson Learning, Second Edition, 2004.
RB7. A. K. Rath, and A.K. Jagadev, "Data Structures and Program Design Using C", Scitech Publications, Second Edition, 2011.

SUGGESTED REFERENCES:

1. https://www.youtube.com/watch?v=xLetJpcjHS0&list=PLBlnK6fEyqRj9lld8sWIUNwlKfdUoPd1Y 2. https://www.youtube.com/watch?v=AT14lCXuMKI&list=PLdo5W4Nhv31bbKJzrsKfMpo_grxuLl8 LU

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
BCAIII SEMESTER
BCA 201T – Python Programming
CREDITS-4
COURSE OUTLINE
Course Instructor: Ms. Shikha Yadav

LEARNINGOBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-
1. To understand Python programming fundamentals
2. To define the structure and components of a Python program.
3. To apply fundamental problem-solving techniques using Python
4. To design and program applications using Python.

PRE-REQUISITES:

Computer Fundamentals

COURSE OUTCOMES:

After completion of this course the learners will be able to:
CO1 Demonstrate knowledge of basic programming constructs in python.

CO2 Illustrates string handling methods and user-defined functions in python

CO3 Applying data structures primitives like List, Dictionary and tuples.

CO4 Inspects file handling and object- oriented programming techniques.

CO5 To understand the concept of Reusability.

PEDAGOGY

The course objective will be achieved through Lectures, Quiz , assignments.

EVALUATION

Besides the semester end-examination, students will be continuously assessed during the course on the following basis:

METHOD OF ASSESSMENT	**(As per G.GS.I.P University, New Delhi)**	
Practical Courses	Allocation of Marks: 100 marks	
Mid Term Examination	There shall be one Class Test in each semester.	15
Continuous Evaluation	It shall be based on Assignments, Exercises & Project	10
Internal Assessment	Attendance and Discipline	10
Club contribution	Participates in various extra-curricular activities	05
External University Exams	Conducted by university	60

TEACHINGPLAN:

DetailedCourseOutline	Sessions	References
UNITI		
Basic Introduction: Origin, Need of Python Programming, Features, program structure, identifiers, reserved words, escape sequences, IDLE-Python Interpreter **Python Programming Introduction**: Variables and assignment statements, data types, Keywords, Operators: Assignment, Unary, Binary, Arithmetic, Relational, Logical, Bitwise Operator and membership operator **Control Structures**: if-conditional statements, if –else condition, if-elif-else condition, nested if-elif-else condition, Iteration (for Loop and while loop), Nested Loops, break and continue statement. **Strings:** Slicing, Membership, Built in functions (count, find, capitalize, title, lower, upper and swap case, replace, join, isspace (), isdigit(), split(), startswith(), endswith()). **Quiz**	2+3+3+3	Summerfield [Chapters 1, 2], Sheetal [Chapters 1, 3, 6]
UNITII		
Mutable and Immutable objects: **List:** creating, initializing, accessing, slicing, and traversing List. List operations: length, concatenation, repetition, in, not in, max, min, sum, all, any. List methods: append, extend, count, remove, index, pop, insert, sort, reverse and introduction to sets **Tuples:** creating tuples, Tuple operations: length, concatenation, repetition, membership, maximum, minimum, tuple methods: count, index. **Dictionary:** Dictionary operations, functions- get, update, copy. Deletion in dictionary. **Assignment**	4+3+4	Summerfield [Chapter 3], Sheetal [Chapters 7, 12]
Unit III		
Concept of Functions: Functions: Defining, Calling and Types of Functions, Arguments and Return Values, Formal vs. Actual Arguments, Scope and Lifetime, Keyword Arguments, Default Arguments, Recursion and Modules **File handling:** Types of Files (Text file, Binary Files, CSV file), Creation, writing, appending, Insertion, deletion, updating, modification of Data in into the files. **Quiz**	4+3	Summerfield [Chapters 5], Sheetal [Chapters 2, 8]
Unit IV -		

Object Oriented Programming: Classes, Objects, Attributes and Methods, Access Specifiers, Constructors, Static Methods, Data Hiding, Encapsulation, Inheritance, Polymorphism. **NumPy Library:** introduction to NumPy, Creation of One-Dimensional Arrays, Re-shaping of an Array, Element-wise Operations, Aggregate Operations, Array indexing, Array Slicing, insert Row/Columns, Append Row/Columns, Array Manipulation Operations. **Introduction to matplotlib:** Bar Graphs , pie charts **Quiz**	5+4+1	Summerfield [Chapters 5, 7] Sheetal [Chapter 9],

TEXTBOOKS:

TB1. Programming in Python 3: A Complete Introduction to the Python Language (2nd Edition), Mark Summerfield.

TB2. Python Programming: A Modular Approach by Taneja Sheetal, Kumar Naveen, Eleventh Impression, Pearson India Education Services Pvt. Ltd.

TB3. Agile tools for real world data: Python for Data Analysis by Wes McKinney, O'Reilly

REFERENCE BOOKS:

RB1. Let Us Python 2Nd Ed: Python Is Future, Embrace It Fast (Second Edition): Yashvant Kanetkar.

RB2. Programming Python, 4th Edition by Mark Lutz Released December 2010 Publisher(s): O'Reilly Media, Inc.

RB3. Python: The Complete Reference by Martin Brown.

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
BCA III SEMESTER

BCA: BCA 207T Introduction to Data Analytics

CREDITS-4

COURSE OUTLINE

Course Instructor: Ms Mrinal Verma

COURSE LEARNING OBJECTIVES

The objectives of this course are to provide the learners with the following:

1. Explain the fundamental concepts of data analytics, types of data, the data analytics lifecycle, data collection, sampling techniques, data cleaning, preprocessing, and transformation.
2. Apply statistical techniques, including measures of central tendency, dispersion, correlation, and probability, to analyse datasets and perform exploratory data analysis.
3. Develop and evaluate basic predictive and descriptive analytical models using classification, regression, clustering, and association rule mining techniques.
4. Implement data analytics tasks using Python libraries such as NumPy, Pandas, Matplotlib, and Seaborn for data manipulation, analysis, and visualisation.
5. Describe Big Data fundamentals, the Hadoop ecosystem, and the MapReduce programming model, and identify applications of data analytics in real-world scenarios.

PRE-REQUISITES:

Fundamentals of Computer

COURSE OUTCOMES

After completion of this course, the learners will be able to

CO	Detailed Statement of the CO
CO1	Explain the concepts, lifecycle, and applications of data analytics.
CO2	Apply data collection, preprocessing, visualisation, and exploratory data analysis techniques.
CO3	Apply basic statistical methods and machine learning algorithms for predictive and descriptive analytics.
CO4	Perform data analysis using Python libraries for real-world datasets
CO5	Describe big data concepts, Hadoop ecosystem, and applications of data analytics in various domains.

PEDAGOGY

The course objective will be achieved through lectures and PPT presentations.

EVALUATION

Besides the semester end- examination, the students will be continuously assessed during the course on the following basis:

METHOD OF ASSESSMENT	(As per G.GS.I.P University, New Delhi)	
Practical Courses	Allocation of Marks: 100 marks	
Mid-Term Examination	There shall be one Class Test in each semester.	15
Continuous Evaluation	It shall be based on Assignments & Exercises	10
Internal Assessment	Attendance and Discipline	10
Club contribution	Participates in various extra-curricular activities	05
External University Exams	Conducted by university	60

TEACHING PLAN:

Detailed Course Outline	Textbook Reference	Sessions
UNIT I		11
Introduction to Data Analytics: Data, Information and Knowledge, Types of Data, Data Analytics Process, Data Analytics Lifecycle, Applications of Data Analytics, Data Collection, Sampling Techniques, Data Cleaning, Data Preprocessing, Data Transformation.	Chapter/Book Reference: TB2[Chapter-2, 3, 4, 5], RB1[Chapter-5,6]	Total 11 sessions
UNIT II		11
Statistical Foundations and Exploratory Data Analysis: Measures of Central Tendency, Measures of Dispersion, Correlation, Probability Basics, Exploratory Data Analysis (EDA), Data Visualisation, Histograms, Box Plots, Scatter Plots, Introduction to Hypothesis Testing. **Assignment 1: After completion of Unit 1 & 2**	Chapter/Book Reference: TB2[Chapter-6, 7], RB1[Chapter-6,7]	Total 11 sessions
UNIT III		11
Predictive and Descriptive Analytics: Supervised and Unsupervised Learning, Classification, Regression, Naïve Bayes, K-Nearest Neighbour (KNN), Linear Regression, Clustering, K-Means Algorithm, Hierarchical Clustering, Association Rule Mining, Apriori Algorithm. **Assignment 2: After completion of Unit 3**	Chapter/Book Reference: TB1[Chapter-5, 9], RB3 [Chapter-11]	Total 11 sessions
UNIT IV		11

Python for Data Analytics and Big Data: Introduction to NumPy, Pandas, Matplotlib and Seaborn, Data Import and Export, Data Manipulation, Data Visualization, Big Data Fundamentals, Hadoop Ecosystem, MapReduce, Applications of Data Analytics. **Presentation: Presentation on any one topic from all units.**	Chapter/Book Reference: TB1[Chapter-12,13], RB3[Chapter-7]	Total 11 sessions
TOTAL SESSIONS		44

TEXT BOOKS:

TB1. Foster Provost and Tom Fawcett, "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking", 2nd Edition, O'Reilly Media, 2023.

TB2. Wes McKinney, "Python for Data Analysis: Data Wrangling with pandas, NumPy, and Jupyter", 3rd Edition, O'Reilly Media, 2022.

TB3. Jiawei Han, Micheline Kamber and Jian Pei, "Data Mining: Concepts and Techniques", 4th Edition, Morgan Kaufmann (Elsevier), 2023.

REFERENCE BOOKS:

RB1. Joel Grus, "Data Science from Scratch: First Principles with Python", 2nd Edition, O'Reilly Media, 2019.

RB2. Bart Baesens, "Analytics in a Big Data World: The Essential Guide to Data Science and its Applications", Wiley, 1st Edition, 2014.

RB3. Jake VanderPlas, "Python Data Science Handbook: Essential Tools for Working with Data", 1st Edition, O'Reilly Media, 2016.

RB4. Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani and Jonathan Taylor, "An Introduction to Statistical Learning with Applications in Python", 2nd Edition, Springer, 2023

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
BCA III SEMESTER
BCA 205T Computer Organization and Architecture
CREDITS-4
COURSE OUTLINE

Course Instructor: Ms. Ekta Mishra

COURSE LEARNING OBJECTIVES

The objectives of this course are to provide the learners with the following:
1. Knowledge about various logic gates and design principles of different digital electronic circuits. 2. Implementation and designing of different combinational and sequential circuits.
3. Identify the functional units of the process or and the factors affecting the performance of a computer
4. Understanding about the Input–Output organization of a typical computer

PRE-REQUISITES:

Fundamentals of Computer

COURSE OUTCOMES

After completion of this course the learners will be able to

CO#	Detailed Statement of the CO
CO1	Able to understand the fundamentals of digital principles and able to design digital circuits by simplifying the Boolean functions
CO2	Implement the combinational and sequential circuits for the given specifications
CO3	Able to trace the execution sequence of an instruction through the processor
CO4	Demonstrate computer architecture concepts related to design of modern processors, memories and I/Os.
CO5	Demonstrate the ability to classify the addressing modes, instructions set

PEDAGOGY

The course objective will be achieved through lectures and PPT Presentation.

EVALUATION

Besides the semester end- examination, the students will be continuously assessed during the course on the following basis:

METHOD OF ASSESSMENT	(As per G.GS.I.P University, New Delhi)	
Practical Courses	Allocation of Marks: 100 marks	
Mid Term Examination	There shall be one Class Test in each semester.	15
Continuous Evaluation	It shall be based on Assignments & Exercises	10
Internal Assessment	Attendance and Discipline	10
Club contribution	Participates in various extra-curricular activities	05
External University Exams	Conducted by university	60

TEACHING PLAN:

Detailed Course Outline	Textbook Reference	Sessions
UNIT I		11
Boolean Algebra and Logic: Basics Laws of Boolean Algebra, Logic Gates, Simplifications of Boolean equations using K-maps SOP and POS, Don't Care condition. Arithmetic Circuits: Adder, Subtractor, Parallel binary adder/Subtractor. **Combinational Circuits:** Multiplexers, De-Multiplexers, Decoders, Encoders.	Chapter/Book Reference: TB2[Chapter-2, 3, 4, 5], RB1[Chapter-5,6]	Total 11 sessions
UNIT II		11
Sequential Circuits: Latch, S-R,D,J-K,T, Clocked Flip-flop, Race around condition, Master slave Flip Flop, Realisation of one flip-flop using another flip-flop. **Shift Registers** Serial-in-serial-out, serial-in-parallel-out, parallel-in-serial-out and parallel-in-parallel-out. **Counters** Ripple counter, Synchronous Counter, Modulo Counters. **Assignment 1: After completion of Unit 1 & 2**	Chapter/Book Reference: TB2[Chapter-6, 7], RB1[Chapter-6,7]	Total 11 sessions
UNIT III		11
Data Transfer Operations: Register Transfer, Bus and Memory Transfer, Registers and micro operations. **Basic Computer Organizations and Design**: Instruction Codes, Computer Registers, Instruction Cycle, General Register Organization, Stack Organization, Instruction Formats, Addressing Modes**,**	Chapter/Book Reference: TB1[Chapter-5, 9], RB3 [Chapter-11]	Total 11 sessions

Assignment 2: After completion of Unit 3		
UNIT IV		11
Input-Output Organization: Peripheral Devices, Input-Output Interfaces, Asynchronous Data Transfer, Modes of Transfer, Priority Interrupt, Direct Memory Access (DMA). **Memory Organization:** Main Memory, Auxiliary Memory, Associative Memory, Cache Memory, Virtual Memory. **Presentation: Presentation on any one topic from all units.**	Chapter/Book Reference: TB1[Chapter-12,13], RB3[Chapter-7]	Total 11 sessions
TOTAL SESSIONS		44

TEXTBOOKS:

TB1. Morris Mano, Computer System Architecture, 3rd Edition Prentice-Hall of India Private Limited, 1999.

TB2. Moris Mano, "Digital Logic and Computer Design", PHI Publications,2002

REFERENCES:

RB1. R.P. Jain, "Modern Digital Electronics", TMH,3rd Edition,2003.

RB2. WIliam Stallings, Computer Organization and Architecture, 4th Edition, Prentice Hall of India Private Limited, 2001

RB3. Subrata Ghosal, "Computer Architecture and Organization", Pearson2011

RB4. Malvino, "Digital Computer Electronics: An Introduction to Micro-computers", McGraw Hill.

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
BACHELORS OF COMPUTER APPLICATIONS

SEMESTER III
BATCH: 2025-2028

PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR
Course Code: BCA 211 Credits:3

COURSE OUTLINE

Course Instructor: Dr. Sheela Narang Wadhwa

COURSE OBJECTIVE

Students will be able to:-
CO1: Explain the concepts, principles, functions, and evolution of management.
CO2: Apply planning, organizing, staffing, and controlling techniques for effective management.
CO3: Analyse individual and group behaviour, motivation, communication, and leadership in organizations.
CO4: Evaluate organizational culture, conflict, power, organizational change, and decision-making processes.
CO5: Apply management and organizational behaviour concepts to solve real-world organizational problems.

PAEDAGOGY

- The course objective will be achieved through classroom discussions, video learning, assignments, activities, presentations, quizzes, case studies and midterm test.

- The course will also include real-time examples and articles of leading firms and international organisations taken from LinkedIn, HBR, etc.

EVALUATION

The students will be continuously assesses during the course on the following basis:

(a)	Mid-term Examination	:	15 Marks
(b)	Quiz / Assignment / Presentation / Class room behaviour / Case Study	:	10 Marks
(c)	Discipline / Attendance	:	10 Marks
(d)	Club Contribution	:	05 Marks

(e) External University Exam : 60 Marks
Total **: 100 Marks**

TEACHING PLAN:-

DETAILED COURSE OUTLINE	REFERENCE	SESSIONS
UNIT I Introduction to Management: Nature, Scope and Functions of Management, Managerial Roles and Skills, Evolution of Management Thought, Classical, Neo-Classical and Modern Management Theories, Principles of Management. **Assignment + Quiz1 + Case Study + Class Activity** **Assignment:-** Case Analysis: "Saffron Bites – From Jugaad to Professional Management?" Timeline: 7 days **Case Studies:-** 1. Short case study on MBO 2. Case Study – More than a Good Story 3. Short scenarios of Principles of Management **Class Activity:-** The Management Consultant Challenge based on Evolution of Management	Stephen Robbins (Mgt) – Chapter 1 Koontz – Chapter 1	08
UNIT II Planning and Organizing: Planning Process, Types and Levels of Planning, Management by Objectives (MBO), Strategic Management, Forecasting, Decision Making Process, Organizational Structure, Organizational Design, Delegation, Authority and Responsibility, Centralization and Decentralization, Coordination, Staffing, Human Resource Management, Selection Process. **Assignment + Quiz 2 + Case Study + Video Learning** **Assignment:-** AI as a Management Consultant: Evaluating Managerial Decision-Making Timeline: 7 days	Stephen Robbins (Mgt) – Chapter 7, 8, 9, 10, 11, 12 Koontz – Chapter 4, 5, 6, 8, 9, 11	12

Case Studies:- 1. Short Case studies on Planning, Decision-Making, HRM, MBO 2. Corporate Examples of Successful & Failed Planning 3. Case Study – Tata Nano **Video Learning:-** Henry Minztberg on Decision Making https://mintzberg.org/videos/hm-decision-making		
<u>UNIT III</u> Organizational Behaviour: Foundations of Organizational Behaviour, Individual Behaviour, Personality, Learning, Values, Attitudes, Emotional Intelligence, Perception, Attribution Theory, Motivation Theories (Maslow, Herzberg, McGregor, McClelland, Alderfer, Vroom, Adams, Goal Setting Theory), Group Behaviour, Team Building, Communication and Barriers. **Presentation + Quiz 3 + Case Study + Action Learning** **Presentation:-** Class presentation on any one contemporary OB topic as discussed in class. **Case Studies:-** 1. Short Case Studies on Motivation, Perception, Learning, Personality **Action Learning:-** 1. 16 Personality Test 2. Activity – The Motivation Auction 3. Role Play Activity	Stephen Robbins Chapter (OB) – Chapter 1, 3, 4, 5, 6, 7, 8, 9, 10, 12	12
<u>UNIT IV</u> Leadership and Organizational Development: Leadership Theories, Conflict Management, Power and Politics, Organizational Culture, Organizational Change, Resistance to Change, Change Management Process, Controlling, Types of Control, Control Techniques, Contemporary Management Practices and Case Studies. **Quiz 4 + Case Study + Video Learning + Action Learning**	Stephen Robbins Chapter (OB) – 13, 14, 16, 17 Stephen Robbins (Mgt) – Chapter 18 Koontz – Chapter 18, 19	10

Case Studies:- 1. Leadership Case Study on Sunita Williams 2. Short Case studies on Situational Leadership, Organizational Justice, Groups & Teams **Video Learning:-** 1. Group Dynamics https://youtu.be/HZX5Ir1w0cQ?si=IgYOwkyG5OlgzT5Y 2. Power of Teamwork https://youtu.be/8PAnd4fVpxs?si=GLcFxksuh9xXtJcL 3. What Makes a High Performing Team https://youtu.be/S2SWffHSa1o?si=qnIeMFlIdxIW3zTk **Action Learning:-** Team Building Activity		
TOTAL NO. OF SESSIONS		42

Text Book:-

1. Stephen P. Robbins, Mary Coulter and Lori Long, Management, 16th Edition, Pearson, 2025.
2. Stephen P. Robbins and Timothy A. Judge, Organizational Behaviour, 19th Edition, Pearson, 2024.
3. Harold Koontz, Heinz Weihrich and Mark V. Cannice, Essentials of Management: An International, Innovation and Leadership Perspective, 11th Edition, McGraw-Hill, 2023.

Suggested Readings (Latest Edition) :-

RB1. Richard L. Daft, Management, 15th Edition, Cengage Learning, 2024.
RB2. Fred Luthans, Organizational Behavior: An Evidence-Based Approach, 14th Edition, Information Age Publishing, 2022.
RB3. Ricky W. Griffin, Management, 14th Edition, Cengage Learning, 2021.
RB4. John R. Schermerhorn Jr., Introduction to Management, 15th Edition, Wiley, 2023.
RB5. Peter G. Northouse, Leadership: Theory and Practice, 9th Edition, Sage Publications, 2021

Topics beyond Syllabus:-

1. Management in the VUCA & BANI World
2. AI in Management & Decision-Making
3. Design Thinking for Managers

MANAGEMENT EDUCATION & RESEARCH INSTITUTE BACHELOR OF COMMERCE(HONS.) SEMESTER I (Batch: 2025-2028)

B.COM 105 - Quantitative Techniques for Commerce

L-3, Credits–3

COURSE OUTLINE

Course Instructor: Dr. Richa Gupta

LEARNING OBJECTIVES:

In this course, the learners will be able:-

1. To enhance students' knowledge and comprehension of Mathematics by introducing fundamental concepts and demonstrating their applications in business.

2. To build Confidence & develop problem solving skills of students.

PRE-REQUISITES:

Students should have a basic knowledge and understanding of concepts of Mathematics up to 10th standard.

COURSE OUTCOMES:

CO 1. Explain how matrices are used as mathematical tools in representing a system of equations CO 2. Apply differential calculus to solve simple business problems

CO 3. Solve business problems involving complex linear and non-linear relationships CO 4. Apply mathematical formulation and solution of problems related to finance including different methods of interest calculation, futureand present value of money

CO 5. Develop software programs for business problems involving constrained optimization. **PEDAGOGY:**

The course objective will be achieved through Problem solving sessions, theoretical discussions, daily practice questions, projects, surprise tests and midterm test.

Evaluation:

The students will be continuously assessed during the course on the following basis: (a) Mid-term Test 15 Marks (b) Assignment 10 Marks (c) Attendance/ Discipline/Class Performance 10 Marks
(d) Club Contribution 5 Marks (e) External University Exam 60 Marks Total 100 Marks

COURSE CONTENTS:

The program will unfold as per the following Session-wise Teaching-Learning Plan:

Detailed Course Outline	**No. of Sessions**	**References**
Unit I		
Principle of Counting, Matrices and Determinants Permutation and Combination, Arithmetic and Geometric progression, Definition and types of matrix, Algebra of matrices, Inverse of a matrix-Business Applications. Solution of system of linear equations (having unique solution and involving not more than three variables) using Matrix Inversion Method and Cramer's Rule. Leontief Input Output Model (Open Model Only). Homogenous system of linear equations, consistency andapplication to business problems **Assignment** Assignment containing numerical and application-based problems on above topics **Practice Questions**	14	Singh, S. K. & Singh J. K., *Business Mathematics.*
Unit II		
Basic Calculus Mathematical functions and their types (linear, quadratic, polynomial, exponential, logarithmic and logistic function). Concepts of limit and continuity of a function. Partial Differentiation: Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials. Maxima and Minima involving two variables – Applied optimization problems and Constraint optimization problems using Lagrangian multiplier involving two variables having not more than one constraint. Concept of Marginal Analysis. Concept of Elasticity, Applied Maxima and Minima problems including effect of Tax on Monopolist's Optimum price and quantity. **Assignment** Numerical and Application based Problems on above topics **Practice Questions**	14	Singh, S. K. & Singh J. K., *Business Mathematics.*
Unit III		

Integration: Standard forms & methods of integration- by substitution, by parts and by the use of partial fractions. Definite integration. Applicationof Integration to marginal analysis; Consumer's and Producer's Surplus. Rate of sales, The Learning Curve **Assignment** Numerical and Application based Problems on above topics **Practice Questions**	14	Singh, S. K. & Singh J. K., *Business Mathematics.*
Unit IV		
Formulation of Linear programming problems (LPPs), Graphical solutions of LPPs. Cases of unique solutions, multiple optional solutions, unbounded solutions, infeasibility, and redundant constraints. Solution of LPPs by simplex method - maximization and minimization cases. Shadow prices of the resources, Identification of unique and multiple optimal solutions, unbounded solution, infeasibility and degeneracy. The dual problem: Formulation, relationship between Primal and Dual LPP, Primal and Dual solutions (excluding mixed constraints LPPs). Economic interpretation of the dual. **Assignment** Numerical & Application based Problems on above topics **Practice Questions**	14	Singh, S. K. & Singh J. K., *Business Mathematics.*

Prescribed Text:

1. Singh, S. K. & Singh J. K., *Business Mathematics.* Brijwasi Book Distributors 2. Sharma, S. K., & Kaur, G. *Business Mathematics*. DELHI: S. Chand Publishing. 3. Kapoor, V. K., & Sancheti, D. C. *Business Mathematics, Theory & Applications*. DELHI: S. Chand Publishing.

Reference Books:

1. N. D. Vohra, Business Mathematics and Statistics, McGraw Hill Education (India) Pvt Ltd 2. C. Chiang and Kevin Wainwright, Fundamental Methods of Mathematical Economics, McGrawHill
3. Simon and Blume Mathematics for Economists, Viva Books
4. Antthony, M., & Biggs, N. *Mathematicsfor Economics and Finance.* Cambridge: Cambridge University Press.

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

BCOM 203- BUSINESS LAW
COURSE OUTLINE
SEMESTER III

Course Instructor: *Dr.Shikha Gupta*

COURSE OBJECTIVE

The objective of this course is to impart basic knowledge of the important business laws along with relevant case law.

Course Outcomes: After completion of the course, the students will be able to:

CO1 - Develop an understanding of different laws applying to business transactions
CO2 - Analyse and interpret the implications of transactions involving contractual obligations
CO3 - Comprehend the key legal aspects pertaining to setting up of a new company including rights and responsibilities of shareholders
CO4 - Interact effectively using standard legal terminology
CO5 - Utilize critical thinking skills to demonstrate rational and precise argument to various case laws.
CO6 - Interpret the various legal provisions to develop their own cases and examples to contribute to the field of knowledge

METHODOLOGY :

The pedagogy will be Lectures, Assignments, Case studies, Discussions and Tests.

EVALUATION

Besides the Semester end- examination, continuous assessment will be done on the following basis:

End Term Exams	: 60 marks
(b) Assignments	: 10 marks
(C) Mid Term Test	: 15 marks
(D) Club Contribution	: 5 marks
Total	: 100 marks

Contd….2…..

DETAILED COURSE OUTLINE	REFERENCE	SESSIONS
<u>UNIT I : The Indian Contract Act 1872: General Principal of Law of Contract</u> Contract: Meaning, Characteristics & Kinds Essentials of a Valid Contract Offer and Acceptance Consideration Contractual Capacity Free Consent Void Agreements Contingent Contracts/Quasi Contracts Performance of Contracts Discharge of Contracts Remedies of a Breach of a contract Legality of Objects Contract of Indemnity Contract of Guarantee Contract of Bailment and Pledge ***<u>Written Assignment: Caselets + Quiz1</u>***	MC Kuchhal Ch. 1-13	14
<u>UNIT II: The Sale of Goods Act, 1930</u> Contract of Sale, Meaning and differences between sale and agreement to sell Condition and Warranties Transfer of ownership in goods including sale by non-owners Performance of Contract of Sale Unpaid Seller- Meaning and Rights of an unpaid seller ***<u>Written Assignment: Caselets + Quiz 2</u>***	Ch 16-20	14

UNIT III: The Companies Act. 2013 Essential Characteristics of a Company Types of Companies MOA & AOA Shares and Debentures Allotment and Transfer of Share Essential Conditions for a valid meeting Kinds of Meeting and Resolutions Directors and Remuneration Directors, Managing Directors – Their Appointment, Qualification, Powers and Limits on their Remuneration Prevention of Oppression and Mismanagement Single Person Company Points of Differences b/w Old and New Contract ***Assignment- Caselets – 2***		14
UNIT IV: The Negotiable Instruments Act. 1881 Meaning and Characteristics of Negotiable Instruments Types of NI – Promissory Note, Bill of Exchange and Cheque Crossing of Cheques Bouncing of Cheques Holder and Holder in due Course Privileges of Holder in Due Course Negotiation: Types of Endorsements ***Assignment: Caselets+Quiz 3***		14
TOTAL NO. OF SESSIONS	Ch 25-30	52

Text Book:-

Kucchal, M.C. and Vivek Kucchal, (4th Edition) Business Law, Vikas Publishing House, New Delhi

N.D.Kapoor, Business Law. Sultan Chand, New Delhi

Suggested Readings:-

Maheshwari and Maheshwari, Principles of Business Law (1st Ed., 2014) Himalaya Pub. House-New Delhi

Ravinder Kumar, Legal Aspects of Business (1st Edition 2013), Cengage Learning.

Pathak A. , Legal Aspect of Business, McGraw Hill Education.

Singh, Avtar, Business Law, (10th Ed., 2014), Eastern Book Company, Lucknow.

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
Bachelor Of Commerce (Honours)
SEMESTER III Batch 2024-27
BCOM211-Design Thinking & Innovation
Credits – 2
COURSE OUTLINE

Course Instructor:Prof(Dr) Deepshikha Kalra

COURSE OBJECTIVE

Student should be able

CO1- Understand Fundamentals of Design Thinking

CO2- Apply design thinking to real business problems

CO3- Ideate and collaborate effectively in teams

CO4- Create customer-centric and sustainable designs

CO5- Use design thinking for entrepreneurial ideas

PEDAGOGY

The course objective will be achieved through theoretical discussions, case analysis, project, presentations and mid term tests.

EVALUATION

Besides the semester end- examination, the students will be continuously assesses during the course on the following basis:

Quiz/Assignment/ Project	:	10 marks
Mid term Test	:	15 marks

Discipline/Attendance : 05 marks
Club contribution/Seminar : 10 marks
External University Exams : 60 marks
Total : 100 marks

Contd….2…..

TEACHING PLAN :

Unit	Topics Covered	Sessions	Case Studies	Articles / Readings
I	**Introduction to Design Thinking in Commerce**- Fundamentals & relevance in business- Traditional vs. Innovative processes- Empathy and market trends- Observation for improvement	1–5	- Apple: User-Centric Innovation- Zappos: Customer Service by Design	- *Why Design Thinking Works* – HBR- *What is Design Thinking?* – IDEO
II	**Conceptualization & Prototyping for Business**- Visual thinking and sketching- Brainstorming & ideation- Prototype development- Iterative design and feedback	6–10	- Paytm UX journey- Google Material Design	- *Design Thinking Comes of Age* – HBR- IDEO: *Power of Prototyping*
III	**Sustainable & Customer-Centric Product Design**- Sustainability principles- Ergonomics and semantics- Aligning specs with needs- Practical redesign project	11–15	- Tata Starbucks: Zero-Waste Packaging- Mumbai Dabbawalas	- *Business of Sustainability* – McKinsey- *Sustainable Products* – MIT Sloan

IV	**Entrepreneurship & Innovation in Commerce**- Design Thinking in entrepreneurship- IP and business models- Advanced prototyping- Final pitch presentation	16–20	- Byju's EdTech innovation- redBus disruption model- Reliance Jio & Innovation	- *Stanford d.school Resources- Value Proposition Canvas* – Strategyzer

Suggested Readings: (Latest Editions)

1. Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Ltd.
2. Idris Mootee, Design Thinking for Strategic Innovation, John Wiley & Sons Inc
3. Ulrich &Eppinger, Product Design and Development, McGraw Hill
4. Pressman A. Design thinking: A guide to creative problem solving for everyone. Routledge

Additional Articles & Case Sources

- Harvard Business Review: Design Thinking Series
- IDEO Design Kit
- Stanford d.school (https://dschool.stanford.edu)
- Case repositories: Byju's, redBus, Reliance Jio, Zappos, Paytm, Apple, Dabbawalas

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTERS IN BUSINESS ADMINISTRATION
SEMESTER II
MANAGERIAL ECONOMICS
Credits – 4
COURSE OUTLINE

Course Instructor:Prof(Dr) Deepshikha Kalra

COURSE OBJECTIVE

Student should be able

CO1: To define and comprehend the basic concepts of Economics. They should be able to distinguish between Economics & Managerial Economics

CO2: To analyze & estimate the demand and supply functions

CO3: To critically evaluate the business problems related to cost and production Functions

CO4: To apply the various concepts in evaluating pricing and output decisions under various market competition

CO5: To comprehend the recent developments in business & economic environment

PEDAGOGY

The course objective will be achieved through theoretical discussions, case analysis, project, presentations and mid term tests.

EVALUATION

Besides the semester end- examination, the students will be continuously assesses during the course on the following basis:

Quiz/Assignment/ Project : 10 marks
Mid term Test : 15 marks
Discipline/Attendance : 5 marks
Club contribution/Seminar : 10 marks
External University Exams : 60 marks
Total : 100 marks

TEACHING PLAN :

Detailed Course Outline	Sessions	Time line
UNIT I **Introduction**: Principles of Economics,Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines. **Ref: Chapter 1 Managerial Economics Mark Hirschey & Chapter 1 Gregory Mankiw**	2	
Management Game- to teach the principles of economics 1. Students will be Divided In a group of 5 each 2. Each Group will be given 5 rupees 3. They will be asked to buy different items which includes Paper, sketch pen, glue stick out that 5 rupees only 4. Each Group will be reuired to make something out of it using their creativity. They can make out of that paper. They can make even more than one item keeping in mind that it is useful and could be sold 5. Group can trade or exchange items (Barter System) among themselves 6. Finally each group is supposed to market their product in terms of its utility 7. The group which gets the highest quote for its product is winner	2	**First class of economics**
Role of Managerial Economics in Decision Making; Opportunity cost Principle, Production Possibility Curve, Incremental Concept,	6	

ET Quiz 1 **Case study** on Oppportunity Cost		
Cardinal and Ordinal Approaches to Consumer Behaviour: Equi-Marginal Principle, Law of Diminishing Marginal Utility, Indifference Curve Analysis **Ref: Chapter 21 Principles of Economics** N Gregory Mankiw **Ref: Kim, J. Y., Natter, M., & Spann, M. (2009). Pay what you want: A new participative pricing mechanism. *Harvard Business Review, 87*(6), 62–66.** **ET Quiz 2** **Video case** Latest in consumer choice and preferences cases of Behavioural Economics (Pay What You Wish to Pay, Lifebuoy Kumbh Mela, The Economist Subscription)	6	2nd week
UNIT II **Demand Analysis and Theory of Production**: Demand Function, Determinants of Demand Supply Function, Market Equilibrium **Ref: Chapter 3 & Chapter 6 Managerial Economics Mark Hirschey** https://andrewchen.com/wp content/uploads/2016/01/effects_of_ubers_surge_pricing.pdf	3	Given on 1st week to be submitted by 2nd week

ET Quiz 3 **Case Study** UBER surge pricing **Case Study** India Shedding Tears on Onion Prices		
Demand Estimation and Forecasting Applications of Demand Analysis in managerial Decision Making **Ref: Chapter 3 & Chapter 6 Managerial Economics Mark Hirschey** **ET Quiz 4** **Report Discussion** Top 10 global Consumer Trends by Euro Monitor **Video Case Study BSGI 1.0**	4	2nd week
Theory of Production: Production Function, Short Run analysis,Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Applications in Managerial Decision Making. **Ref: Chapter 7 Managerial Economics Mark Hirschey** **ET Quiz 5** **Case Study** Indian Airlines and Air India Merger	7	3rd week

Unit III **Theory of Cost and Market Structures**: Traditional and Modern Theory of Cost in Short and Long Run, Economies of Scale and Economies of Scope; Revenue curves **Ref: Chapter 8 Managerial Economics Mark Hirschey** **Case Study :**Alpen Bank- Launching the Credit Card In Romania	4	Given in first lecture of Cost .To be discussed in 4th lecture of cost
Market Structures: Price-Output decisions under Perfect Competition, Price-Output decisions Monopoly, Monopolistic Competition Oligopoly; Strategic Behavior of Firms **Ref: Chapter14 Principles of Microeconomics N. Gregorey Mankiw** **Ref: Chapter 10 & 12 Managerial Economics Mark Hirschey** **Ref: Chapter 13 Managerial Economics Mark Hirschey** **ET Quiz 6** **Project** Latest Economic trends in World to be submitted in group of 5	6	Given on 2nd week
Game Theory:- Nash Equilibrium, Prisoner's Dilemma – Price and Non-price Competition. **Ref: Chapter 14 Managerial Economics Mark Hirschey** **Case Study** Sony Play Station and Microsoft XBox to explain the Nash Equilibrium	6	
UNIT IV **Introduction to Macro Economics**: Nature and Importance; Economic Growth and Development, Determinants of Economic Development Methods of Measurement of National Income **Ref: Chapter20 Business Economics**	6	Last week

N Gregorey Mankiw, Mark P Taylor & Andrew Ashwin **Inflation**: Meaning, Theories, and Control Measures; Recent Developments in Indian Economy **Ref: Chapter22 Business Economics** **N Gregorey Mankiw, Mark P Taylor & Andrew Ashwin** Behavioural Economics- PWYW, **case of Spotify and NET flix, Identifying Nudges** Video e Learning GPETES 1.0 Project Presentations Group wise (Two groups in a day)		
TOTAL NO. OF SESSIONS	52	

Text Book:

1. Hirschey, Mark (2009). Fundamentals of Managerial Economics, 9th edition, Cengage Learning

Reference books :

1. Managerial Economics by D N Dwivedi (Vikas Publications)
2. Managerial Economics by Suma Damodaran (Oxford Press)
3. Principles of Micro Economics by Mankiw (Cengage publications)
4. Managerial Economics by Peterson Lewis (Pearson Publication)
5. Principles of Macro economics by G. Mankiw (Cengage publication)

Suggested Readings

- The Economist
- Business World
- Business India
- WEF reports

SEMESTER III, 2025-27

MS-211: Business Analytics

L-2, Credit-2
COURSE OUTLINE

Course Instructor: Prof(Dr.) Deepshikha Kalra

LEARNING OBJECTIVES:

The objective of this course is to introduce students to the capabilities and applications of business analytics for problem solving

PRE-REQUISITES:

1. Basic knowledge about the concepts of Data, Research and Statistics
2. An understanding of Data Biases

COURSE OUTCOMES:

CO1: Develop an understanding of business analytics and its models for problem solving

CO2: Learn data visualization and validation techniques for effective data presentation and management

CO3: Understand how to treat data for errors so as to analyse management problems correctly and create effective solutions

CO4: Be able to apply predictive analysis tools to solve organizational problems using a systematic and analytical decision-making approach

Pedagogy

Lectures assisted by Case Studies, Presentations & Discussions. Each session shall involve discussion among students with practical examples, management games and supplements from the faculty-student coordination.

EVALUATION

a.	Case Study Participation/Project Presentation/Club activity	:	15marks
b.	Mid Term Test	:	15 marks
c.	Internal Assessment	:	10 marks
d.	End term Exams	:	60 marks
	Total	:	100 marks

TEACHING PLAN

Detailed Course Outline	Sessions
UNIT 1 Concept and Scope, Importance of data in Business, Decision Models-Concept and Types, Analyst's role in the Business Analytics Model	**3+2**
UNIT II **Exploring Data and Data Visualization:** Exploring data using Pivot Tables, Pivot Charts, Look-up functions, Data Validation and what-if analysis functions in spreadsheets for data visualization. Introduction to Google Dashboards and Power BI.	**3+3+1**
UNIT III **Data Preparation:** Treatment of Missing Values, Identification and management of Outliers & erroneous data. **Data Warehousing**: Need for a data warehouse. ETL processes, Data Quality: Cause and Effect of Poor Data Quality, Alternative Ways of Storing Data, Master data management	**3+3+1**
UNIT IV **Predictive Modelling and Analysis:** Logic driven modelling, strategies for building predictive models, data-driven modelling, Supervised learning, regression-simple, multiple and logistic regression. **Data Reduction Techniques:** Principal Component Analysis, Clustering Analysis: k-Nearest Neighbors.	3+3+1
Complete Overview of Syllabus	2
Total	28

Text Books:

Evans, J.R. Business Analytics. Pearson

Reference Book:

1. RN Prasad and Seema Acharya. Fundamentals of Business Analytics, Wiley, India.

2. Purba Halady Rao. Business Analytics: An Application Focus, PHI.

3. David Roi Hardoon and Galit Shmueli. Getting Started with Business Analytics: Insightful Decision-Making, CRC Press, Taylor & Francis Group.
4. Gert H.N. Laursen and Jesper Thorlund. Business Analytics for Managers: Taking Business Intelligence Beyond Reporting, Wiley.

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION
SEMESTER III, 2025-27

MS-211: Business Analytics

L-2, Credit-2
COURSE OUTLINE

Course Instructor: Prof(Dr.) Deepshikha Kalra

LEARNING OBJECTIVES:

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EVALUATION

a.	Case Study Participation/Project Presentation/Club activity	:	15marks
b.	Mid Term Test	:	15 marks
c.	Internal Assessment	:	10 marks
d.	End term Exams	:	60 marks
	Total	:	100 marks

TEACHING PLAN

Detailed Course Outline	Sessions
UNIT 1 Concept and Scope, Importance of data in Business, Decision Models-Concept and Types, Analyst's role in the Business Analytics Model	**3+2**
UNIT II **Exploring Data and Data Visualization:** Exploring data using Pivot Tables, Pivot Charts, Look-up functions, Data Validation and what-if analysis functions in spreadsheets for data visualization. Introduction to Google Dashboards and Power BI.	**3+3+1**
UNIT III **Data Preparation:** Treatment of Missing Values, Identification and management of Outliers & erroneous data. **Data Warehousing**: Need for a data warehouse. ETL processes, Data Quality: Cause and Effect of Poor Data Quality, Alternative Ways of Storing Data, Master data management	**3+3+1**
UNIT IV **Predictive Modelling and Analysis:** Logic driven modelling, strategies for building predictive models, data-driven modelling, Supervised learning, regression-simple, multiple and logistic regression. **Data Reduction Techniques:** Principal Component Analysis, Clustering Analysis: k-Nearest Neighbors.	3+3+1
Complete Overview of Syllabus	2
Total	28

Text Books:

Evans, J.R. Business Analytics. Pearson

Reference Book:

1. RN Prasad and Seema Acharya. Fundamentals of Business Analytics, Wiley, India.
2. Purba Halady Rao. Business Analytics: An Application Focus, PHI.
3. David Roi Hardoon and Galit Shmueli. Getting Started with Business Analytics: Insightful Decision-Making, CRC Press, Taylor & Francis Group.
4. Gert H.N. Laursen and Jesper Thorlund. Business Analytics for Managers: Taking Business Intelligence Beyond Reporting, Wiley.

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTERS OF BUSINESS ADMINISTRATION
Semester III (Batch: 2025-27)
MS 223- FINANCIAL MARKETS AND INSTITUTIONS
L-3, Credits-3
COURSE OUTLINE
Course Instructor: Dr. Sarita Yadav

LEARNING OBJECTIVES:-

In this course, the learners will be able to develop expertise related to the following:-

1. To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

PRE-REQUISITES:-

1. Basic knowledge of banking system
2. Emerging trends in financial system

COURSE OUTCOMES:-

After completion of the course, students will be able to:

CO1: The students will understand interrelationship of economic, commerce, financial markets and strategies for corporate decision making.

CO2: This course will help students develop understanding of foundations of financial markets and institutions.

CO3: They will learn tools and techniques for analysing market behaviour, impact of regulatory policies on changing decision making of companies and will be able to make strategies for investment.

CO4: The course is especially useful for those learners who want to get employed in financial sector or start entrepreneurial ventures as financial service provider as investment consultants, advisors and investment banking.

PEDAGOGY: -

The pedagogy will be Lectures, Case Studies, Presentations and current practices adopted in financial markets. Hands on experience of virtual trading will be provided through moneybhai.com.

EVALUATION:

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

(a)	End Term Exams	: 60 marks
(b)	Written Assignments/ Case Analysis/ Presentation	: 10 marks
(c)	Attendance/Discipline	: 10 marks
(d)	Mid Term Test	: 15 marks
(e)	Club Contribution	: 5 marks
	Total:	**: 100 marks**

COURSE CONTENT:-

The program will unfold as per the following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	Sessions	References
UNIT-I:		
1. Financial markets and economic development 2. Money market, instruments, types, regulations, 3. Role of central bank in money market 4. Capital markets, types, products, reforms 5. Book building process and corporate debt market, 6. SEBI and recent reforms. **E-Learning Video on Current Scenario and Future of Central Bank Digital Currencies:** https://www.youtube.com/watch?v=g6onQ_pjzUk **Assignment: Indian Financial System and financial sector reforms + Small Quiz**	2+4+1+2+2+1	Bharti Pathak Chapter 4
UNIT-II:		
1. Banking sector in India, role of RBI, commercial banks, committees, 2. Functions of a bank, products, assets and liabilities of banks; 3. Non-performing assets, growth and performance of Indian banking sector; 4. Shadow banking, Fintech, digital currency, 5. CBDC, E-banking, payment banks, financial inclusion, role and scope of payment banks, risks in banking- operational risk, credit risk, 6. Liquidity risk, financial stability, 7. Monetary policy, recent trends in banking sector. **Discussion on current Monetary Policy of India and policy rate changes made by RBI on time to time with its impact on economy** **Assignment on current status of NPA's of different banks and reasons for occurring.**	2+2+2+1+2+2+2	Bharti Pathak Chapter 1, 2, 3 & 4
UNIT-III:		
1. Non-banking financial companies (NBFCs); 2. Development Financial Institutions (DFIs);		Bharti Pathak

3. Mutual Funds, instruments, growth and performance of mutual funds; 4. Life and non-life insurance companies in India, IRDA and recent reforms; 5. Ministry of Corporate Affairs; **6.** Pension Fund Regulatory and Development Authority; Housing finance. **Practical exposure:A virtual trading on moneybhai.com + Quiz + Discussion of Small Hypothetical Case Study**	2+1+1+2+1+2	Chapter 12, 13, 14 & 17 and notes
UNIT-IV		
1. Merchant banking, Venture capital and private equity 2. Factoring; Credit rating agencies; Underwriting; 3. Portfolio management; Project financing; 4. Stock brokerage services; Leasing and Hire-purchase; 5. Recent developments. **Presentation by students:** Financial Intermediaries, Commercial Banks, payment banks, Small Finance Banks, Investment Banking and Microfinance, Financial Inclusion, Mutual Funds, IRDA and SEBI	3+3+2+2+2	Bharti Pathak Chapter 18, 19 Mishkin, F. S., & Eakins
Total Number of Sessions	**46**	

PRESCRIBED TEXT:-

1. Bharti, P. Indian Financial System, Pearson Publication.

REFERENCE BOOKS:-

1. Gordon E. and Natarajan K. (2019). Financial Markets and Services. New Delhi: Himalaya Publishing House

2. Kumar, V. Gupta, K. & Kaur, M. (2017). Financial Markets, Institutions and Financial Services. New Delhi: Taxmann's Publication.

3. Khan M. Y. (2010). Indian Financial System- Theory and Practice. New Delhi: Vikas Publishing House.

SUGGESTED REFERENCES:-

- RBI Bulletin
- Indian Institute of Banking and Finance: https://www.youtube.com/watch?v=B-ULvtkdsrw

LINK FOR QUUIZ:- https://forms.gle/PDXbmz9um7c2crRf9

**********Happy Learning**********

Annexure 1

Assignment 1

Q.1 Assess the long-term sustainability of the RBI's monetary policy tools in the face of evolving economic and financial dynamics. What adjustments or innovations might be necessary to adapt to changing economic conditions and achieve the central bank's objectives effectively?

Q.2 Assess the challenges and opportunities of using multiple monetary policy tools simultaneously to achieve the RBI's objectives. How does the coordination of quantitative tools like repo rates, CRR, SLR, and OMOs impact the overall effectiveness of monetary policy in India, particularly during economic crises?

Assignment 2

Q.1 Effectiveness of investor's protection through the functioning of SEBI and NSDL & CDSL
Q.2 Explain current status of NPA's of different banks and reasons for occurring.

Annexure 2

Case Studies

Case 1

Financial market is not a usual market where you buy commodities but a special place where one can have all the necessary information about the different securities traded in the market. The buyers on the one hand get to know about the securities and they get a place where securities are sold helping reduce the wastage of time, effort and money. The financial experts say otherwise the job of the people involved in the securities transactions would have been really difficult. Securities get a buyer on the one hand and the seller on the other hand on a common platform—this helps in easy conversion of securities into cash. In the economies where there is no stock exchange the funds remain blocked. The money trapped in the houses should come out and flow in the economy and when they are invested in the shares of a company they have the capability to attain the maximum value. People would always like to sell securities on their own conditions. No government intervention can predict the price of securities. The stock market is a place which runs on the forces of demand and supply thus giving a security its price depending upon its demand. One wonders how the economy of a company can grow without the existence of financial market.
Q. Identify explain the functions of financial market discussed in the above case**.**

Case 2

A bank named 'Dhan Sangraha Karta' allows Kapoor family to deposit their money time and again in it. It gives a definite return to this family which is in the form of interest. To get this interest the money stored in the household of Kapoor family gets entry into this bank. Nearby

there is a stock exchange, Mr. Raj an Kapoor, who is the head of the family, goes there and buys securities. He says that in this way more return in earned by him on his saved money though the risk is also there.

1. Identify the process in above case performed by the bank and the stock exchange.
2. What are the roles of the bank and the stock exchange with respect to each other?
3. Name a condition for the bank to perform its role in this process.
4. Name a condition for the stock market to perform its role in this process.

Case 3

These days, the development of a country is also judged by its system of transferring finance from the sector where it is in surplus to the sector where it is needed the most. To give strength to the economy, SEBI is undertaking measures to develop the capital market. In addition to this, there is another market in which unsecured and short term debt instruments are actively traded every day. These markets together help the savers and investors in directing the available funds into their most productive investment opportunity.

1. Name the function being performed by the market in the above case.
2. Name the market segment other than the capital market segment in which unsecured and short-term debt instruments are traded. Also, give any three points of difference between the two.

Case 4

Ramesh buys a financial asset from the RBI. This financial asset is an instrument of short term borrowing. He has bought it because he doesn't want to take risk and wants an assured return. This instrument is a promissory note. It is highly liquid. This instrument is also known as Zero Coupon Bond. On this instrument is written T-91.

1. Which financial asset is indicated in the above case?
2. On whose behalf does the RBI issue this instrument?
3. Why is this instrument called as the Zero Coupon Bond?
4. What does T-91 denote here?
5. What is the minimum amount for which this instrument is available?

Case 5

A company uses a financial instrument for bridge financing. The instrument here is short term, low risk, unsecured and highly liquid. It needed to buy machinery for which it issued equity. This turned out to be expensive as this issue involved floatation costs. The company is a large and creditworthy and this method has come up as a great help to it.

1. Which financial instrument is indicated in the above case?
2. Which type of instrument is this?
3. Name the types of floatation costs which are generally involved?
4. How has this method helped the company?
5. Name two money market instruments which are issued at discount and redeemed at Par.

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION

SEMESTER III
BATCH: 2025-2027

MANAGING INDUSTRIAL RELATIONS

Course Code: MS 231 Credits:3

COURSE OUTLINE

Course Instructor: Dr. Sheela Narang Wadhwa

COURSE OBJECTIVE

CO1: Examine the role of various stakeholders of industry in maintaining peace at macro and micro level in the local as well as global industry.

CO2: Understand the concepts and principles of managing industrial relations at the organization level through worker participation, grievance management, discipline management and collective bargaining.

CO3: Understand the legal processes and procedures of handling employee relations and industrial relations for better personal, professional and social life of employees.

CO 4: Application of knowledge gained about national and international industrial relations in current scenario in problem solving, strategy formation and innovative solutions to problems at organization and industry level.

PAEDAGOGY

- The course objective will be achieved through classroom discussions, video learning, assignments, case studies and midterm test.

- The course will include real-time examples to help students learn and understand industrial relations.

EVALUATION

The students will be continuously assesses during the course on the following basis:

(a)	Mid-term Examination	:	15 Marks
(b)	Written Assignment / Presentation / Class room behaviour / Case Analysis / Quiz	:	10 Marks
(c)	Discipline / Attendance	:	10 Marks
(d)	Club Contribution	:	5 Marks
(e)	External University Exam	:	60 Marks
	Total	**:**	**100 Marks**

TEACHING PLAN:-

DETAILED COURSE OUTLINE	REFERENCE	SESSIONS
UNIT I **Introduction to Industrial Relations:** Concept Nature, Scope, Approaches and Evolution of Industrial Relations in India, Role of Government, Unions and Management Associations in Industrial Relations, International Labour Organization: Objectives and Major Role. **Written Assignment + Quiz1+ Case Study + Video Learning** **Written Assignment + Quiz 1+ Case Study + Video Learning** **Assignment:-** Case Study: Labour Unrest at Maruti Suzuki Timeline: 7 days **Case Study:-** 1. Caselet: Tata Steel and the Evolution of Trade Unions in India 2. Supreme Court judgement in the case of Tamil Nadu Govt Staff Strike **Video Learning:-** Labour Unrest at Wistron Corporation India https://youtu.be/RVIVCONrMS8?si=l1CUnto86v1E9KX4	TN Chhabra Chapters 2, 3, 5, 7, 8	10

UNIT II **Interactions & Outcomes in Industrial Relations:** Employee Involvement and Participation: Concept, Objectives and Forms, Discipline and Grievance Management: Forms and Handling of Misconduct, Collective Bargaining: Importance, process of negotiations and recent trends in Collective Bargaining. **Presentation + Quiz 2 + Case Study + Role Play** **Presentation:-** Presentation on contemporary topics of the subject as discussed in class. **Case Study:-** 1. Honda Motorcycle & Scooter India, Gurgaon Strike, 2005 2. Boeing Workers' Strikes: Collective Bargaining in Manufacturing **Role Play Activity:-** Collective Bargaining Simulation	TN Chhabra Chapters 11, 14, 17, 18	8
UNIT III **Legal Framework of Industrial Relations:** Labor Codes: The Code on Wages, Industrial Relations Code, Social Security Code and the Occupational Safety, Health and Working Conditions Code, Prevention of Sexual Harassment at Workplace: Meaning and definition, Provisions, International Norms, National Norms, Labor Laws in IT Industry (Karnataka Shop and Establishment Act). **Assignment + Quiz 3 + Case Study + Video Learning** **Assignment:-** Labour Code Compliance Audit of an Organization. Timeline: 10 days **Case Study:-** 1. Hypothetical Case on HR Compliances 2. Critical Analysis of Labour Codes 3. Corporate Incidents of POSH https://www.linkedin.com/posts/anurag-rana-	Taxmann's New Labour & Industrial Laws + Recent Amendments	18

246a98297_some-uncommon-examples-of-posh-at-workplace-share-7273001029036568576-cqti/ https://hbr.org/2019/05/case-study-was-that-harassment **Video Learning:-** POSH Act https://www.youtube.com/watch?v=0NjuSnyq6R0		
UNIT IV **Emerging Scenario of Industrial Relations:** Latest developments as reported by Ministry of Labor and Employment, Annual Reports of Ministry of Labor. **Written Assignment + Action Learning** **Case Study + Quiz 4 + Action Learning** **Case Study:-** Air India–Vistara Integration: Employee Relations Under Merger Pressure **Action Learning:-** Comparative Analysis of Development Across 5 years	Ministry of Labor and Employment Website	6
TOTAL NO. OF SESSIONS		42

Text Book:-

1. Chhabra T.N., Suri R.K. (3rd Ed, 2006). Industrial Relations: Concepts & Issues, Dhanpat Rai Publications
2. Taxmann's New Labour and Industrial Laws (Latest Edition)

Suggested Readings:-

1. Taxmann's New Labour and Industrial Laws (Latest Edition)
2. Saha, Satish, K. & Agarwal, Anju (Latest Edition). Industrial Relations and Labour Laws, SBPD Publications
3. Goparaju, Srikanth (Latest Edition). Industrial Relations in Modern India. Independent Publication

4. Lakhawat, Pradhyuman Singh. & Singh, Poonam. (Latest Edition). Contemporary Issues of Industrial Relations: An Indian Perspective (Management). Central West Publishing
5. Ministry of Labor and Employment Website www. https://labour.gov.in/
6. Srivastava, S.C. (Latest Edition). Industrial Relations and Labour Laws, Vikas Publications

Link for Annual Reports:-

https://labour.gov.in/annual-reports

Topics Beyond Syllabus:-

1. Global Industrial Relations Practices
2. AI and Automation: Impact on Industrial Relations
3. Diversity, Equity, Inclusion and Industrial Relations

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION
SEMESTER III, 2025-27

MS-209: STRATEGIC MANAGEMENT

L-3, Credit-3

COURSE OUTLINE

Course Instructor: Dr. Gurpreet Kaur Chhabra

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

1. Students will be able to identify the importance of strategy and strategic activities for corporate success
2. Manage strategic integration across different departments in a business enterprise and government enterprise.
3. Understanding strategic cascade and aspects of Vision, Mission, goals and objectives
4. Identifying differences between business unit, departmental and marketing level strategies
5. Perceiving ways to integrate different levels of strategies taking into consideration the available budget.
6. Identifying various aspects of strategic decision making and comprehend about the types of market position and competitive strategies.

PRE-REQUISITES:

1. Basic knowledge about the concepts of marketing, HR, Business environment and competitive scenarios
2. An understanding of portfolio planning models such as BCG and GE matrix

COURSE OUTCOMES:

CO1: Understand the integrative model of strategic management process along with role of corporate governance in strategic management.
CO2: Demonstrate the knowledge in formulating strategies along with identifying the resource endowments specific to the firm & industry.
CO3: Implement a strategic plan that takes into account the functional areas of business along with procedures in order to achieve organizational goals.
CO4: Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business. industry, and cultural differences.

Pedagogy

Lectures assisted by Case Studies, Presentations & Discussions. Each session shall involve discussion among students with practical examples, management games, in-basket exercises, role playing and supplements from the faculty-student coordination.

EVALUATION

a.	Case Study Participation/Project Presentation/Club activity	:	15marks
b.	Mid Term Test	:	15 marks
c.	Internal Assessment	:	10 marks
d.	End term Exams	:	60 marks
	Total	:	100 marks

TEACHING PLAN

Detailed Course Outline	Sessions	References
UNIT 1 Nature of Strategic Management: Concept of Strategy; Vision Mission, Goals and Objectives; External Environmental Analysis; Analyzing Companies Resource in Competitive Position; Mintzberg's 5Ps of Strategy; Strategic Management Process, Corporate Governance. Video Case of : 100 years of ITC https://www.youtube.com/watch?v=O3qRPzI7Wbw Assignment: Find out the vision and mission statements of any 5 firms of your choice and contemplate them for class discussion	**3+3+3+1**	Strategic Management and Business Policy Azhar Kazmi Third Edition Tata Mc Graw –Hill Publications Chapter 1 & 2
UNIT II Strategy Formulation: External Environmental Analysis; Analyzing Companies Resource in Competitive Position- Concept of Stretch, Leverage and Fit; Strategic Analysis and Choice, Porter's Five Forces Model, Concept of Value Chain, Grand Strategies; Porter's Generic Strategies; Strategies for Competing in Global Markets. **Video Case:** What Strategy P&G use during Covid | Double down strategy https://www.youtube.com/watch?v=hueJMj06tGk Assignment: Apply porter's five forces model to the Paint industry in India and identify the role played by each player.	**3+3+3+1**	Strategic Management and Business Policy Azhar Kazmi Third Edition Tata Mc Graw –Hill Publications Chapter 3,4,8 &9

UNIT III Corporate-Level Strategies: Diversification Strategies: Creating Corporate Value and the Issue of Relatedness, Vertical Integration: Coordinating the Value Chain, The Growth of the Firm: Internal Development, Mergers & Acquisitions, and Strategic Alliances Restructuring Strategies: Reducing the Scope of the Firm. Video Case: Why Xerox failed to lead IT Industry? https://www.youtube.com/watch?v=HwXxxhFKJ28 Assignment: Critically analyze the diversification strategies adopted by any one conglomerate firm of FMCG sector.	**3+3+3+1**	Strategic Management and Business Policy Azhar Kazmi Third Edition Tata Mc Graw –Hill Publications Chapter 5,6&7
UNIT IV Strategy Implementation and Evaluation : Structural Considerations and Organizational Design; Leadership and Corporate Culture; Strategy Evaluation: Importance and Nature of Strategic Evaluation; Strategic and Operational Control, Need for Balanced Scorecard. Video Case: Balanced Score Card- A case of Uber https://www.youtube.com/watch?v=h5tDPm9N2OI Assignment : Identify a CEO of any corporate firm, whom you admire and identify the reasons for his/her success	3+3+3+3	Strategic Management and Business Policy Azhar Kazmi Third Edition Tata Mc Graw –Hill Publications Chapter 10,11,12,13 & 14
Complete Overview of Syllabus		**2**
Total		**44**

Text Books:

Strategic Management and Business Policy Azhar Kazmi Third Edition Tata Mc Graw –Hill Publications

E- Learning module on - Design Thinking for Strategic Advantage | 24 FACM 01- Prof.(Dr.) Deepshikha Kalra

https://www.youtube.com/watch?v=633jhvkRDE0

Reference Book:

1. Thomas L. Wheelen, J. David Hunger (2010). Strategic Management and Business Policy, Pearson/Prentice Hall.
2. Arthur, A, Thomson and Strickland, A. J. (2002). Strategic Management – Concept and Cases.Tata McGraw Hill, New Delhi.
3 Kark Rajneesh (2008). Competing with the Best: Strategic Management of Indian Companies in a Globalizing Arena Penguin Books.
4 Hitt Michael A., Ireland R.D. and Robert E Hoskisson. Strategic Management: Competitiveness &
Globalization, Concepts and Cases, Addison Wesley.
45 Fred David (2008) Strategic Management : Concepts and Cases , 12th Edition Prentice hall of India

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION
SEMESTER III, 2025-27

MS 213- Consumer Behavior

L-3, Credit-3

COURSE OUTLINE

Course Instructor: Dr. Gurpreet Kaur Chhabra

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

1. At the end of the course it is expected that the students will be knowledgeable about the contribution of various disciplines in understanding buyer Behaviour in a wholistic manner.

2. They would be familiar with the advances in consumer research in deciphering buyer motivation, and Behaviour (pre-purchase, purchase and post purchase)
3. Impact of social and cultural variables on consumption decisions.
4. They are expected to be equipped with frameworks to analyze consumer Behaviour and use them in designing marketing strategies and in enhancing the effectiveness of marketing program.
5. Students should be able to understand the intricacies of buyer behaviour in online buying and buying of services.

PRE-REQUISITES:

1. Basic knowledge about the concepts of marketing, human behaviour, learning, motivation and memory
2. An understanding of different personality types

COURSE OUTCOMES:

CO1: Demonstrate an understanding of the importance of studying consumer behaviour and its relevance to decisions in marketing, public policy and social and economic spheres.
CO2: Demonstrate an understanding of the consumer decision-making process and the internal and external determinants that influence this process.
CO3: Apply the various research tools and techniques to gain insights into consumer behaviour.
CO4: Demonstrate the ability to develop creative marketing strategies and solutions based on an understanding of the consumer behaviour of the relevant target groups.

METHODOLOGY

1. The pedagogy will be lectures, discussions, case studies, assignments and quiz for each unit after the completion of the unit.

2. Audio-Visual aids along with role plays and simulation games will be used during the course.

EVALUATION

a. Case Study Participation/Project : 15marks
Presentation/Club activity

b. Mid Term Test : 15 marks
c. Internal Assessment : 10 marks
d. End term Exams : 60 marks
Total : 100 marks

Teaching Plan :

Detailed Course outline	Sessions	References
UNIT 1 • Introduction to Consumer Behavior: Scope and Relevance of Consumer Behavior Studies; • Basic Model of Consumer Behavior: Buying Decision Process- Problem Recognition; Information Search, Alternative Evaluation-Decision Rules- and Selection, Outlet Selection and Purchase, Post Purchase Behavior and Customer Satisfaction • Role of Involvement; Types of Buying Behavior. **Case study**: Motivations behind TV viewing Assignment: identify the steps involved in buying any 5 items of your choice	**3+3+3+1**	**Ch- 1 of Consumer behaviour by Gurpreet Kaur Chhabra** **Ch- 4 of Consumer Behaviour by Gurpreet K Chhabra**
<u>Unit II</u> **Individual Determinants of Consumer Behavior:** • Motivation • Attention, Perception & Consumer Imagery • Learning and Memory • Personality and Self Concept • Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles. • Market Segmentation & positioning Case study: Perception Concept Map- An evaluation of attitude formation Assignment- Implement the concept map	**3+3+3+3+2**	Ch – 8 Ch - 9 Ch – 5 Ch- 8 Ch – 9 Ch – 3 Of Consumer Behaviour by Gurpreet K

studied as the case into your own buying behavior and present the same.		Chhabra
UNIT - III **External Determinants of Consumer Behavior:** • Influence of Culture and Subculture; • Social Class; • Reference Groups and Family Influences. Case study: The story of Burnol-Burns ointment Assignment – Identify the differences among the buying patterns of people across different parts of India	3+3+3+1	Ch – 6 Ch – 7of Consumer Behaviour by Gurpreet K Chhabra
UNIT - IV • Diffusion of Innovation • Models of Consumer Behavior • Researching Consumer Behavior • Online Consumer Behavior	3+3+2	Ch – 2 (pg 31-52) of Consumer Behavior in Indian Perspective, Suja R. Nair Ch – 10 of Consumer Behavior by Gurpreet K Chhabra Ch-15 of Consumer Behaviour by Gurpreet K Chhabra
Total	**42**	

Text Book:

Chhabra, G.K. (2015). Consumer Behaviour. 1st ed., Biztantra Publisher, New Delhi, India.

MERI E LEARNING MODULE- ROLE OF NEUROMARKETING IN ADVERTISING- **https://www.youtube.com/watch?v=sSIVoIv3C5A**

References:

Solomon, Michael R. (2016), Consumer Behaviour: Buying, Having and Being, 11/e Pearson Education

Sharma D, Sheth J.N. & Mittal B., (2015), Consumer Behaviour: A managerial Perspective, 1/e, Cengage Learning, New Delhi

Babin, B.J.Harris, E.G.& Mohan, A.(2016), Consumer Behaviour: A south Asian Perspective, 1/e, Cengage Learning India Pvt. Ltd, New Delhi

London, David L. and Della Bitta, J.(2001), Consumer Behaviour, 4/e, Mc Graw Hill Education

MANAGEMENT EDUCATION AND RESEARCH INSTITUTE

SEMESTER III

Management of International Business

Course Code: MS 203
L - 3, Credits – 3

Course Instructor: Dr. Monika Sharma

COURSE OBJECTIVES: This course aims to **introduce students to various facets of international business**.
Students should understand the theories of international business and environmental factors affecting international activities and apply the learning to manage functional operations in a global context.

Course Outcomes:
CO1: Develop an understanding of the global business environment in terms of economic, socio-cultural, political, technological and legal aspects.
CO2: Absorb insights of the international aspects of strategic management, global talent management, finance, marketing, e-commerce, organization and design of multinational corporations
CO3: Learn the knowledge and skills necessary to function successfully in the diverse international business environment, with the ability to contribute to the innovation processes.
CO4: Apply the knowledge of cross cultural issues for effectively managing international business negotiations

CO5: Appreciate the underlying global public issues of ethical, sustainable and socially responsible conduct of business in the business operations of MNCs for effective decision making

PEDAGOGY:

Lectures assisted by Case Studies, Presentations and Article Discussions, Viva Voce, Quizzes

EVALUATION:

TOTAL INTERNAL EVALUATION	**UNIT WISE**
Class Test –Unit Wise / Quiz/Assignment/ Project/Case Study	10 Marks
Mid Term Test	15 Marks
Discipline / Attendance	10 Marks
Club Contribution	5
External University Exams	**60 Marks**
TOTAL	**100 Marks**

TEACHING PLAN

Detailed Course Outline	References	Sessions
UNIT I : Introduction to International Business: Driving Forces of Globalization, Reasons for Going International, E.P.R.G. Framework, The Environment of International Business, Cross-Cultural Management: Hofstede Study, Edward T Hall Study, Analyzing International Entry Modes, Entry Barriers, International Trade Theories, Regional Economic Integration. **Case Study: Apple's Global Supply Chain and the Driving Forces of Globalization** **Quiz 1**	International Business by Dr. Sumati Varma, Pearson Publication	10
UNIT II **Formulating & Implementing Global Strategy**: Organization Design & Structures, International Competitive Advantage, International Strategic Alliances, Global Mergers and Acquisition, Managing innovations and Intellectual Property Rights. **Case Study: Managing Innovations at Tata Motors – The Nano and Beyond** **Quiz 2**		10

UNIT III: Managing Globally: Global Marketing Management, Outsourcing and Logistics, Global Operations Management & Supply Chain Management, Global Talent Management, Aspects of Global Financial Management. **Case Study:** **EcoDrive Mobility Pvt. Ltd.: Integrating Global Marketing, Operations, Finance, Talent, Outsourcing, and Supply Chain for International Success** Quiz 3		10
UNIT IV: Broad Issues in Globalization: E-Commerce, Ethics, Corporate Social Responsibility and Sustainability dimensions of International Business, The Social Responsibility of the Global Firm, International Negotiations and Cross-Cultural Communication, Future of International Business and other emerging concepts. Quiz 4		10
TOTAL SESSIONS		40

Suggested Readings: (Latest Editions)

1. Daniels John, Radebaugh Lee, Sullivan Daniel, Salwan P. Click R.W., International Business Environments and Operations, Pearson Education.
2. Charles, W.L.Hill International Business: Competing in the Global Marketplace, McGraw-Hill/Irwin
3. Luthans Fred & Doh Jonathan, International Management: Culture, Strategy, and Behavior, Mc McGraw-Hill Education.
4. Mike W. Peng, Deepak K. Srivastava, Global Business Cengage India
5. Michael R. Czinkota, Ilkka A. Ronkainen, Suraksha Gupta, International Business, Cambridge University Press
6. Cavusgil, S. T., Knight, G., Riesenberger, J. R., International Business: The New Realities. Pearson Education

Management Education & Research Institute
Master of Business Administration
Semester III (Batch: 2024-2026)
MS 205- Managing E- Business
L-3, Credits – 3
Course Outline
Course Instructor: **Dr Anand Nandwani**

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following: -
1. To impart understanding of the concepts and various application issues of e-business
2. To impart understanding of various online strategies for e-business.
3. To identify and compare various e-business models and digital value creation strategies.
4. To examine how digital technologies, platforms, and tools support e-business operations and innovation.

PRE-REQUISITES:

1. Basic understanding of digital platforms and IT systems used in business operations.
2. Familiarity with core business functions to contextualize e-business practices.

COURSE OUTCOMES:

CO 1: Understanding the concepts of electronic business and electronic commerce and related tools and techniques.
CO 2: Identifying various security issues and measures for any online digital medium
CO 3: Understanding about latest innovation in field of electronic payment systems.
CO 4: Understanding of latest trends in electronic commerce and learning its ethical, societal, legal impacts.

PEDAGOGY:

The course will include midterm test, Audio-Visual aids and real-time examples to help students learn and understand the concepts. The course objective will be achieved through classroom lectures and discussions, video learning, assignments, case studies and role-plays etc. Case studies/Assignments will be specified for preparation to supplement learning wherever the faculty finds it appropriate

EVALUATION:

Besides the semester end- examination, the students will be continuously assessed during the course on the following basis:

(a) Quiz/Project/Assignment	:	10 Marks
(b) Mid-term Test	:	15 Marks
(c) Discipline / Attendance	:	10 Marks
(d) Club Contribution	:	05 Marks

(e) External University Exam	:	60 Marks
Total	**:**	**100 Marks**

COURSE CONTENT:

The program will unfold as per the following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	**No. of Sessions**	**References**
Unit I		
Introduction to e-business: Electronic Business, Electronic Commerce, Types of Electronic Commerce, Limitations and Barriers of E-commerce, Electronic Commerce Models, Electronic Commerce in India, Impact of Electronic Commerce on different Industries, Electronic Commerce technologies, Usage and Application of Electronic Commerce technologies in Business. **E-Learning:** **Emerging Issues in Digital Marketing** https://www.youtube.com/watch?v=7BD_psOq8kQ **Assignment:** Identify and analyze the challenges and barriers faced by businesses operating in the E-Commerce environment. Discuss issues such as security concerns, logistics, and regulatory challenges. **Case Study:** Whatsapp: Creating and Communicating Value for Whatsapp Payments **Quiz**	10	Elias M. Awad Chapter 1 & Chapter 11 Bharat Bhaskar Chapter 1 & Chapter 2
Unit II		
Security Issues in e-business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates. Securing Electronic commerce Networks: Security Protocols, HTTP, SSL, Firewalls, IDS, VPNs, Public Key Infrastructure (PKI) for Security. **Assignment:** Evaluate security measures of an e-commerce platform, focusing on encryption, digital certificates, and network security protocols. **Case Study:** Extended Reality Extends into Enterprise **Quiz**	11	Elias M. Awad Chapter 2, Chapter 3, Chapter 5, & Chapter 7 Bharat Bhaskar Chapter 4, Chapter 5, Chapter 6, & Chapter 7
Unit III		
Electronic Payment System: Concept of Electronic Money, Concept of Electronic Payment System, Types of Electronic Payment Systems, Credit & Debit Cards, Smart cards, RuPay cards, Electronic wallets, Payment Gateways, Infrastructure Issues in	10	Elias M. Awad Chapter 13 & Chapter 15

Electronic Payment Systems, Electronic Fund Transfer. **Assignment:** Explore and categorize different types of electronic payment systems, including credit cards, mobile wallets, and cryptocurrency. Provide examples and analyze their advantages and disadvantages. **Case Study:** The Future of E-Commerce: Lessons from the Livestream Wars in China **Quiz**		Joseph, P.T. and S.J. Chapter 6 Bharat Bhaskar Chapter 8, Chapter 9, & Chapter 10
Unit IV		
E-Business Applications & Strategies: Business & Revenue Models over Internet, Emerging Trends in E-Business, Digital Commerce, Mobile Commerce: Concepts, Benefits and Models, Emerging Trends in Mobile Apps; Internet based Business Models, Legal and Ethical Issues of E-Commerce. **Assignment:** Research and analyze emerging trends in the E-Commerce landscape. Discuss how technologies like artificial intelligence, virtual reality, or blockchain are influencing and shaping the future of E-Commerce. **Case Study:** Camera IQ and the Metaverse: Building Augmented Reality Brand Experiences **Quiz** **Guest Lecture:** Speaker of Eminence	11	Elias M. Awad Chapter 6, & Chapter 10 Bharat Bhaskar Chapter 13, & Chapter 14

PRESCRIBED TEXT:

1. Elias M. Awad, Electronic Commerce- From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and S.J., E-Commerce – An Indian Perspective, PHI Learning.
3. Bharat Bhaskar, (2009), Electronic Commerce- Framework, Technologies and Applications, McGraw Hill Education.

REFERENCE BOOKS:

1. Dave Chaffey, E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
2. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee, Electronic Commerce – A Managerial Perspective, Pearson Education.
4. Schneider Gary P. and Perry, James T, Electronic Commerce Strategy, Cengage Learning.

SUGGESTED READINGS:

- Statistical Appendix: Economic Survey 2023
- http://www.dipp.nic.in/sites/default/files/FDI_FactSheet_January_March2017.pdf
- https://www.flipkart.com/
- https://www.amazon.in/

**********HAPPY LEARNING**********

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MBA III SEMESTER
MS 241 Database Management Systems
CREDITS-2

COURSE OUTLINE

Course Instructor: Ms. Ekta Mishra

COURSE LEARNING OBJECTIVES

This course will help students to understand how databases can be used to store an organization's information.

PRE-REQUISITES:

1. Basic Computer Knowledge
2. Use of Internet

COURSE OUTCOMES

After completion of this course the learners will be able to

CO#	Detailed Statement of the CO
CO1	To understand the different forms of Database, its purpose, advantages and disadvantages and compare different database models.
CO2	To implement SQL for creation, modify and display data from DBMS
CO3	Understand the basic concept of ER Models, design issues and key constraints, also Reduction of E-R Schema to Tables.
CO4	To impart knowledge about Oracle, its structure and PL/SQL commands, cursors, triggers procedure and functions.
CO5	To impart knowledge about the Structure of Relational Database, Normalization, Functional Dependencies, and their application, and learn database transaction, concurrency control and methods to manage data integrity.

PEDAGOGY

The course objective will be achieved through lectures, Practical's + PPT Presentation.

EVALUATION

Besides the semester end- examination, the students will be continuously assessed during the course on the following basis:

METHOD OF ASSESSMENT	(As per G.GS.I.P University, New Delhi)	
Practical Courses	Allocation of Marks: 100 marks	
Mid Term Examination	There shall be one Class Test in each semester.	15
Continuous Evaluation	It shall be based on Assignments & Exercises	10
Internal Assessment	Attendance and Discipline	10
Club contribution	Participates in various extra-curricular activities	05
External University Exams	Conducted by university	60

TEACHING PLAN:

Detailed Course Outline	Textbook Reference	Sessions
UNIT I		6
Introduction to DBMS: Purpose, Advantages and Disadvantages of DBMS, Schemas and Instances, DBMS Architecture , Data Independence, Data abstraction, Data models – Hierarchical, Network, Relational, Object-Oriented and Object Relational. Data dictionary, metadata, RDBMS, Codd's rules.	TB1 [Chapters - 1,2]; TB2[Chapters - 1,2,3]	Total 6 sessions
UNIT II		8
ER-Model: Basic concepts, Types of attributes, Design Issues, Mapping Constraints, Keys, E-R Diagram :Design of an ER Database Schema, Reduction of E-R Schema to Tables, DDL and DML of SQL: Background, Basic Structure, Set Operations, Aggregate Functions, Null Values, Nested Sub Queries, Derived Relations, Views, Joined Relations, Domain Constraints, Referential Integrity, String Commands, Numeric Function, Date Function, Translate and Decode Function, Modification of Database, Data manipulation **Assignment 1: After completion of Unit 1 & 2**	TB1 [Chapters – 6,3], TB2 [Chapters – 7,8,9,4]	Total 8 sessions
UNIT III		8

Oracle: Basic Architecture, Introduction to PL/SQL (Conditional, Logic, Loops, Exceptional Handling, Triggers, Procedures, Functions, Cursor). **Assignment 2: After completion of Unit 3**	TB1 [Chapters - 3,4,5], TB2 [Chapters - 4,5,13]	Total 8 sessions
UNIT IV		6
Structure of Relational Databases: Relational Algebra, Functional Dependencies, Normal forms NF1, NF2, NF3 and BCNF, Multivalued Dependencies and Fourth Normal Form, Join Dependencies and Fifth Normal Form. Transaction: ACID Properties, Transaction State, Concurrency: Locks, Deadlock Condition, Two- Phase Locking Protocol. **Presentation: Presentation on any one topic from all units.**	TB1 [Chapters - 7], TB2[Chapters – 16,21,22,]	Total 6 sessions
TOTAL SESSIONS		28

TEXT BOOKS:

TB1 Silberschatz, A, Korth H and Sudarshan S, Database System Concepts, McGraw- Hill Education.
TB2 Elmsari R. and Navathe S. , Fundamentals of Database Systems, 6/e, Pearson Education.

REFERENCE BOOKS:

RB1. Koch, G. & Loney, K., Oracle, The complete reference. Mc GrawHill Education.
RB2. Bipin C. Desai, Introduction to Database Management System, Galgotia Publication.
RB3. Singh, Shio Kumar, Database Systems: Concepts, Design and Applications, 2/e, Pearson Education.
RB4. Rob. Peter, Data base system concepts, 1/e, Cengage Learning India Pvt. Ltd.

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTERS OF BUSINESS ADMINISTRATION
SEMESTER II
MS108 - BUSINESS RESEARCH
COURSE OUTLINE

Course Instructor : *Prof (*Dr) Deepshikha Kalra

COURSE OBJECTIVE:

The course has been designed with following objectives:

Co1: Student will be able to describe the current and past theory and practice of ‘

Business Research’ in India and abroad.

CO3: Student will be able to develop research aptitude based on best practices in research,

CO4: Student will develop analytical and critical thinking based on primary and secondary research for better decision making

CO5: Student will be able to comprehend the variety of factors which influence research in business.

6. Pedagogy

Prior reading of suggested course material for each session happens to be a prerequisite for each participant (that includes the Faculty too) to meaningfully reflect his/her point of view. Since the reading material will be quite exhaustive, barring exceptions, the role of faculty member is restricted to that of a facilitator or a moderator. Each session shall involve discussion among participants with practical examples and supplements from the faculty member.

Case studies/Assignments will be specified for preparation to supplement learning wherever the faculty finds it appropriate

Course Content

The program will unfold as per the following **Session-wise Teaching-Learning Plan:**

Section	Theme	Hours	Timeline
I **Introduction**	Intro to Business Research, Meaning, Purpose, and nature of research	3	

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
Department of Journalism and Mass Communication
BA (JMC) SEMESTER V, (Batch 2024-2028)
BA (JMC) 301, EVENT MANAGEMENT
L-3, T/P-0, Credits-3
COURSE OUTLINE
Course Instructor: Prof. Sadanand Pandey

COURSE OBJECTIVES:

The course has been designed with following objectives:

1.To define Event And Event Management
2.To describe organizational structure and functions of event management companies
3.To explain The Process Of Organizing An Event
4.To utilize Knowledge Gained To Assess And Evaluate An Event

PRE-REQUISITES:

1. Basic understanding of communication, planning, and management concepts.
2. Awareness of organizational structures and event-related activities**.**

COURSE OUTCOMES:

On completion of this course, the student should be able to:

CO1: Explain events and explain fundamental concepts of event management.
CO2: analyze organizational structure and functions of event management companies.
CO3: understand processes involved in planning and organizing successful events.
CO4: develop knowledge to assess and evaluate event effectiveness.

PEDAGOGY:

The course will be delivered through a combination of interactive lectures, classroom discussions, case studies, and real-life event examples to facilitate a comprehensive understanding of event management. Group discussions, field exercises, event proposal planning, and media coordination activities will be used to encourage practical thinking and professional skills. Students will engage in experiential learning activities and assignments designed to strengthen their planning and organizational abilities. Audio-visual resources and contemporary industry trends will also be incorporated to enhance learning and promote the practical application of event management principles.

Case studies/Assignments/Presentations will be specified for preparation to supplement learning wherever the faculty finds it appropriate

<u>EVALUATION</u>:

Besides the semester end- examination, the students will be continuously assesses during the course on the following basis:

(a)	Class Test	:	15 marks
(b)	Continuous Evaluation	:	20 marks
(c)	Internal Assessment	:	05marks
(d)	External University Exams	:	60 marks
	Total	**:**	**100 marks**

Course Content

The programme will unfold as per following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	**Sessions**	**References**
Unit I: Event and Event Management	**L 08**	
1. Event: Definition and Types 2. Event as a Communication and Marketing Tool 3. Event Management: Definition and Elements 4. 5C's of Event Management **Assignment Title:** Identify a recent corporate or cultural	2+2+2+2	**Goyal, S. K.** (2010). ***Event Management.*** Adhyayan & Distributors, New Delhi.

event of your choice. Discuss how it functioned as a communication and marketing tool and explain which of the 5C's of Event Management were most evident. **E learning:** Online courses on Event Management, Marketing Communications, and Media Events offered by leading institutions. **https://swayam.gov.in**		
Unit II: Event Management Organisation	**L 08**	
1. Organizational Structure of an Event Management Company, Event Management Personnel 2. Key Stakeholders in Event Organisation 3. Account Planners and Liaisoning 4. Business Operations and Accounting **Case Study 1:** A newly established event management company is hired to organise a national-level media awards ceremony. Map its organisational structure, identify key stakeholders involved, and describe the role of account planners in coordinating with sponsors, venue managers, and media personnel.	2+2+2+2	**Dowson, R., & Bassett, D.** (2015). *Event Planning and Management.* Kogan Page Publishers.
Unit III: Event Management Process	**L 10**	
1. Event Proposal Planning: Licenses, Permissions and Legalities 2. Event Budget, Covering Cost and Methods of Revenue Generation 3. Event Promotion: Tools and Media Coordination 4. Risk Management and Insurance **Assignment Title:** Prepare a detailed event proposal for a college cultural fest. Your proposal must include a budget plan, revenue generation strategies (sponsorships, ticketing, stalls), a promotional media plan, and a risk management checklist covering potential hazards and insurance requirements.	2+3+3+2	**Silvers, J. R., & O'Toole, W.** (2020). *Risk Management for Events.* Routledge.
Unit IV: Evaluation, Assessment & Trends	**L 10**	
1. Evaluation and Impact Assessment: Concept, Techniques and Application 2. Monitoring and Controlling the Event 3. Emerging Trends in Event Management: Hybrid events, AR/VR in event experiences, Personalisation through AI and data analytics 4. Sustainability in Event Management: Green event certifications and carbon footprint measurement, Waste reduction strategies for media events **Assignment:** Assignment Title Write a critical evaluation report of any one hybrid or virtual event you have attended or researched. Assess its impact using relevant evaluation techniques, comment on its use of AI/AR/VR, and suggest sustainability measures to reduce its environmental footprint.	2+3+3+2	**Kulshreshtha, S. K., & Webster, C.** (2024). *New Technologies in Virtual and Hybrid Events.* IGI Global.
Total	**36**	

Prescribed Text Books:

1. Antchak, V., & Ramsbottom, O. (2019). *The Fundamentals of Event Design.* Routledge.
2. Dowson, R., & Bassett, D. (2015). *Event Planning and Management: A Practical Handbook for PR and Events Professionals.* Kogan Page Publishers.
3. Goyal, S. K. (2010). *Event Management.* Adhyayan & Distributors, New Delhi.
4. Singh, D., & Singh, G. S. (2011). *Event Management: A Booming Industry and an Eventful Career.* Har-Anand Publications, New Delhi.

Suggested Readings & E-Resources:

Suggested Readings:

1. K. Niraj. (2009). *Integrated Marketing Communications.* Himalaya Publishing House.
2. K. Purnima. (2011). *Event Management.* Anmol Publications Pvt Ltd.
3. Kulshreshtha, S. K., & Webster, C. (2024). *New Technologies in Virtual and Hybrid Events.* IGI Global.
4. Silvers, J. R., & O'Toole, W. (2020). *Risk Management for Events.* Routledge.

E-Resources:

1. www.wodonga.vic.gov.au/lEvent_management_planning_guide
2. www.eventmanagement.com/planning

Assignments

Unit 1

1. Define the concept of an event. Explain the different types of events with suitable examples.
2. Discuss how events serve as effective communication and marketing tools for organisations.
3. Explain the key elements of Event Management and their significance in planning a successful event.
4. Describe the 5C's of Event Management and illustrate each with a real-life example.

Unit 2

1. Draw and explain the organisational structure of an event management company.
2. Identify the key stakeholders in event organisation and explain the role of each.
3. Explain the role and responsibilities of account planners and the importance of liaisoning in event management.
4. Describe the business operations and accounting practices followed in an event management company.

Unit 3

1. Explain the process of event proposal planning. What licenses, permissions, and legalities must be addressed before organising an event?
2. Discuss how an event budget is prepared. Describe the methods of revenue generation used in event management.
3. Describe the tools and media coordination strategies used for event promotion.
4. Explain the concept of risk management in events. What role does insurance play in protecting an event?

Unit 4

1. Explain the concept and techniques of evaluation and impact assessment in event management.
2. Describe the process of monitoring and controlling an event during its execution.
3. Discuss the emerging trends in event management including hybrid events, AR/VR, and AI-driven personalisation.
4. Explain the concept of sustainability in event management. How can green event certifications and waste reduction strategies be applied to media events?

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
Department of Journalism and Mass Communication
BA (JMC) SEMESTER III, (Batch 2025-29)
BA (JMC) 211, AUDIO AND VIDEO EDITING
L-3, T/P-0, Credits-3
COURSE OUTLINE
Course Instructor: Dr. Irshad Ahemad

COURSE OBJECTIVES (COS):

The course has been designed with following objective

1.To describe the fundamental concepts, evolution, and language of video editing.
2.To describe editing techniques, transitions, formats, and non-linear editing workflows.
3.To utilize audio fundamentals, sound design, and editing tools for video production.
4.To evaluate AI applications and emerging trends in contemporary video editing.

PRE-REQUISITES:

1. Basic understanding of visual communication, film language, and storytelling concepts.
2. Fundamental understanding of sound, music and their significance in enhancing visual narratives.

COURSE OUTCOMES:

On completion of this course, the student should be able to:

CO1: Explain fundamental concepts, evolution, principles, and language of video editing.
CO2: Apply editing techniques, transitions, formats, and non-linear video editing workflows.
CO3: Demonstrate audio fundamentals, sound design, and editing tools in video production.
CO4: Evaluate AI applications and emerging trends in contemporary video editing practices.

PEDAGOGY:

The course will be delivered through a combination of lectures, interactive discussions, software demonstrations, and hands-on practical sessions to provide both theoretical knowledge and technical skills in video editing. Students will engage in project-based learning, case studies, and analysis of professional video content to understand editing techniques and storytelling principles. Workshops on audio editing and sound design, collaborative group activities, presentations, and industry-oriented assignments will further enhance learning. Practical editing projects, content creation exercises, and portfolio development activities will enable students to gain real-world experience and develop proficiency in contemporary video editing and post-production workflows.

Case studies/Assignments/Presentations will be specified for preparation to supplement learning wherever the faculty finds it appropriate

EVALUATION:

Besides the semester end- examination, the students will be continuously assesses during the course on the following basis:

(a)	Class Test	:	15 marks
(b)	Continuous Evaluation	:	20 marks
(c)	Internal Assessment	:	05marks
(d)	External University Exams	:	60 marks
	Total	**:**	**100 marks**

Course Content

The programme will unfold as per following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	Sessions	References
Unit I: Introduction to Video Editing	**L 10**	
1. Video Editing: Concepts and Evolution 2. Types of Editing: Process & Techniques 3. Understanding Editing Language: Discontinuity and Continuity in Editing 4. Role of Video Editor **Assignment Title**: Evolution of Video Editing: From Linear to Non-Linear Systems **E learning:** Introduction to Video Editing – Coursera **https://l1nq.com/lln79rn**	**2+3+3+2**	**Millerson, Gerald & Owens, Jim.** *Video Production Handbook*. Focal Press.
Unit II: Techniques of Video Editing	**L 10**	
1. Editing Techniques and Transitions: Uses in Storytelling 2. Fundamentals of Digital Video Signal 3. Digital Video Formats: Codecs and Containers 4. Post-Production and Workflow of Non-linear Editing **Case Study 1:**Analyzing the Use of Editing Techniques and Transitions in Visual Storytelling: A Case Study of a Film, Television Program, or Web Series	**2+3+3+2**	**Zettl, Herbert.** *Television Production Handbook*. Cengage Learning.
Unit III: Sound Design and Mixing	**L 08**	
1. Audio Fundamentals & Elements 2. Use of Sound in Storytelling 3. Sound Design: Concepts and Importance 4. Audio Effects **Discussion on Discussion Title** The Role of Sound in Creating Emotional Impact and Enhancing Storytelling in Audio-Visual Media	**2+2+2+2**	**Sonnenschein, David.** *Sound Design: The Expressive Power of Music, Voice, and Sound Effects in Cinema*. Michael Wiese Productions.
Unit IV Packaging and Emerging Trends	**L08**	
1. Production Control Room: Equipment and Functions 2. Multi-camera Online Editing: Concept and Process 3. Audio and Video Packaging 4. Emerging Trends: AI in Video Editing **Assignment: Assignment Title** Production Control Room Equipment and Their Functions in Television Production	**2+2+2+2**	**Rose, Jay.** *Producing Great Sound for Film and Video*. Focal Press.
Total	**36**	

Prescribed Text Books

1. **Dancyger, Ken.** *The Technique of Film and Video Editing: History, Theory, and Practice*. Routledge.
2. **Zettl, Herbert.** *Television Production Handbook*. Cengage Learning.

3. **Millerson, Gerald & Owens, Jim.** *Video Production Handbook*. Focal Press.
4. **Holman, Tomlinson.** *Sound for Film and Television*. Focal Press.
5. **Adobe Creative Team.** *Adobe Premiere Pro Classroom in a Book*. Adobe Press.

Suggested Readings & E-resources:

Suggested Readings

1. **Murch, Walter.** *In the Blink of an Eye: A Perspective on Film Editing*. Silman-James Press.
2. **Sonnenschein, David.** *Sound Design: The Expressive Power of Music, Voice, and Sound Effects in Cinema*. Michael Wiese Productions.
3. **Yewdall, David Lewis.** *Practical Art of Motion Picture Sound*. Focal Press.
4. **Alten, Stanley R.** *Audio in Media*. Cengage Learning.
5. **Huber, David Miles & Runstein, Robert E.** *Modern Recording Techniques*. Focal Press.
6. **Manovich, Lev.** *The Language of New Media*. MIT Press.

E-Resources

1. **Adobe Premiere Pro Tutorials**
   Adobe Premiere Pro Learn & Support
2. **DaVinci Resolve Training**
   Blackmagic Design Training Resources
3. **LinkedIn Learning – Video Editing Courses**
   LinkedIn Learning Video Editing Courses
4. **Coursera – Video Editing Courses**

Assignment

Unit 1

1. Evolution of Video Editing: From Linear to Non-Linear Systems
2. Analysis of Types and Techniques of Video Editing
3. Explain Continuity and Discontinuity Editing in Visual Storytelling
4. Describe Role and Responsibilities of a Video Editor in Media Production

Unit 2

1. Analysis Editing Techniques and Transitions for Effective Visual Storytelling
2. Explain the Study of Digital Video Signals and Their Characteristics
3. Discuss Comparative Analysis of Video Codes and Container Formats
4. Explain Non-Linear Editing Workflow in Modern Post-Production

Unit 3

1. Analysis Fundamentals of Audio and Its Elements in Media Production
2. Explain the Role of Sound in Enhancing Storytelling and Audience Engagement
3. Describe Sound Design: Concepts, Techniques, and Importance in Audio-Visual Media
4. Discuss Application of Audio Effects in Film, Television, and Digital Content Production

Unit 4

1. Discuss Production Control Room Equipment and Their Functions in Television Production
2. Analysis Multi-Camera Online Editing: Process, Techniques, and Applications
3. Explain Audio and Video Packaging for Broadcast and Digital Media
4. Discuss Artificial Intelligence in Video Editing: Tools, Applications, and Future Trends

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
Department of Journalism and Mass Communication
BA (JMC) SEMESTER I, (Batch 2026-30)
BA (JMC) 101, INTRODUCTION TO COMMUNICATION
L-3, T/P-0, Credits-3
COURSE OUTLINE
Course Instructor: Dr. Arkin Chawla

LEARNING OBJECTIVES:

The course has been designed with following objectives:

1. To define Communication and Mass Communication concepts, principles
2. To describe the elements & process of Communication and Mass Communication
3. To explain various Models and Theories of Communication and Mass Communication
4. To utilize knowledge on emerging trends in Communication and Mass Communication

PRE-REQUISITES:

1. Basic understanding of language and grammar for effective communication
2. Familiarity with general concepts of media (TV, radio, newspapers, internet)

COURSE OUTCOMES:

On completion of this course, the student should be able to:

CO1: Explain communication and mass communication concepts, principles, scope, effectively.
CO2: Demonstrate communication elements, processes, functions, applications
CO3: Apply communication models and theories for analyzing media practices effectively.
CO4: Operate emerging communication technologies for effective modern media industries.

PEDAGOGY:

The pedagogy for the New Media subject will be interactive and practice-oriented, involving hands-on activities, case studies, and multimedia projects. Faculty will guide discussions on digital trends, social media, and web tools. Students will apply concepts through assignments, content creation, and website management, fostering critical thinking and technical proficiency.

Case studies/Assignments/Presentations will be specified for preparation to supplement learning wherever the faculty finds it appropriate.

EVALUATION:

Besides the semester end- examination, the students will be continuously assesses during the course on the following basis:

a)	Class Test	:	15 marks
b)	Continuous Evaluation	:	20 marks
c)	Internal Assessment	:	05 marks
d)	External University Exams	:	60 marks
Total		**:**	**100 marks**

Course Content

The programme will unfold as per following **Session-wise Teaching-Learning Plan:**

Detailed Course Outline	Sessions	References
Unit I Introduction to Communication	**L: 08**	
1. Communication: Concept, Definition, Elements and Process **2.** Types of Communication **3.** Barriers to Communication **4.** 7 Cs of Communication **Assignment:- Develop a case study** showing the application of the 7 C's of communication in a media or business context.	**+2+2+2+2**	**Baran, S. J. (2002).** Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill Education
Unit II Introduction to Mass Communication	**L: 08**	
1. Mass Communication: Concept, Definition, Elements and Process **2.** Characteristics and Functions of Mass Communication **3.** Means of Mass Communication: Folk and Traditional Media, New Media **4.** Mass Media Activism **Assignment Title: Create a presentation** highlighting the key characteristics and functions of mass communication in society.	**+2+2+2+2**	**Kumar, K. J. (2000).** Mass Communication in India. Mumbai: Jaico Publishing House.
Unit III: Models of Communication	**L: 10**	
1. Communication Models: definition, scope and purpose **2.** Basic Communication Models: Aristotle's Classical Model; Shannon-Weaver's Mathematical Model; Wilbur Schramm's Model; Laswell's Model, **3.** Advanced Communication Models: Newcomb's Model; Westley -Mclean's Model; George Gerbner's Model; McCombs and Shaw's Agenda Setting Model; Spiral of Silence Model **4.** Relevance of Communication Models **Assignment Title : Illustrate and explain** any two advanced communication models (e.g., Newcomb, Gerbner, or Westley-MacLean) with real-life applications**.**	**+3+3+2+2**	**Hasan, S. (2013).** Mass Communication Principles and Concepts. New Delhi: CBS Publishers & Distributors
Unit IV: Theories of Mass Communication	**L: 10**	

1. Bullet Theory, Two-Step, Multi-Step Theory **2.** Cognitive Dissonance Theory **3.** Uses and Gratification Theory, Cultivation Theory **4.** Normative Theories: Authoritarian, Libertarian, Soviet-Communist, Social Responsibility, Developmental, Democratic Participation **Assignment Title: Create a case-based analysis** showing how the Magic Bullet or Two-Step Flow Theory explains audience behavior in a viral media event.	**+3+3+2+2**	**McQuail, D. (2002).** McQuail's Reader in Mass Communication Theory. London: Sage Publications
Total	**36**	

Suggested Readings: (Latest editions)

1. Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of Journalism and Mass Communication. New Delhi: Concept Publishing. Proposed for 2025-2026 BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION) Page 28 of 59

2. Baran, S. J. (2002). Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill Education.

3. Hasan, S. (2013). Mass Communication Principles and Concepts. New Delhi: CBS Publishers & Distributors.

4. Kumar, K. J. (2000). Mass Communication in India. Mumbai: Jaico Publishing House.

5. McQuail, D. (2002). McQuail's Reader in Mass Communication Theory. London: Sage Publications.

6. Rayudu, C. S. (2011). Media and Communication Management. Mumbai: Himalaya Publishing House.

Prescribed Text and Web Resources

1. McQuail, D., & Deuze, M. (2020). McQuail's media and mass communication theory (7th ed.). SAGE Publications.

2. Fiske, J. (2010). Introduction to communication studies (3rd ed.). Routledge.

3. Chandler, D., & Munday, R. (2016). A dictionary of media and communication (2nd ed.). Oxford University Press.

4. Baran, S. J. (2021). Introduction to mass communication: Media literacy and culture (10th ed.). McGraw-Hill Education.

5. Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2016). Theories of human communication (11th ed.). Waveland Press.

6. Griffin, E. M., Ledbetter, A., & Sparks, G. G. (2020). A first look at communication theory (10th ed.). McGraw-Hill Education.

Assignments

Unit 1

1. Explain communication concepts, elements, and relevant examples.
2. Describe the communication process using the ICS–Sadharanikaran model.
3. Analyze communication types based on channel, purpose, and participants.
4. Analyze communication barriers and design effective improvement strategies.

Unit 2

1. Explain mass communication concepts, elements, processes, and relevant examples.
2. Describe the characteristics and functions of mass communication in society.
3. Compare folk, print, broadcast, film, and digital media characteristics.
4. Analyze mass media activism and contemporary narrative war case studies.

Unit 3

1. Explain basic communication models with relevant examples and applications.
2. Compare communication models, highlighting strengths and limitations in mass media.
3. Analyze Agenda-Setting theory using recent media events or trends.
4. Explain advanced communication theories and their relevance in digital media.

Unit 4

1. Explain communication theories with relevant examples and practical applications.
2. Compare media theories based on concepts, influence, and audience responses.
3. Analyze cognitive dissonance and media effects using real-life situations.
4. Evaluate media usage and long-term effects through communication theories.

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BA(JMC)1_IP_WSL(159)_SK Taught by Shashi Pandey	4	4	8	8	
BA(JMC)1_IP_WSM(111)_SK Taught by Shashi Pandey	4	4	16	16	
BA(JMC)2_IP_DC(102)_IA Taught by Irshad Ahemad	4	4	4	4	
BA(JMC)2_IP_IKS(214)_SP Taught by Sadanand Pandey	4	4	4	4	
BA(JMC)2_IP_MLE(106)_SP Taught by Sadanand Pandey	4	4	4	4	

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MERI COLLEGE

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

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52-55, INSTITUTIONAL AREA, JANAKPURI, NEW DELHI – 110058
PHONES : 011-28522201, 28522202, 28522203 FAX : 011-28522204
E-MAIL : meribs@meri.edu.in Website : www.meri.edu.in

Physical Facilities: The Institution has adequate infrastructure and other facilities for

- **Teaching – learning, viz., classrooms, laboratories, computing equipment etc**
- **ICT – enabled facilities such as smart class, LMS etc.**

Facilities for Cultural and sports activities, yoga centre, games (indoor and outdoor), Gymnasium, auditorium etc (Describe the adequacy of facilities in maximum of 500 words.)

The Institute's commitment to providing an enriching and holistic educational experience is underscored by its exceptional infrastructure and facilities. These resources are meticulously designed to cater to every facet of a student's development, ensuring a conducive environment for teaching, learning, and personal growth.

In the realm of academics, the Institute boasts a plethora of modern classrooms, each equipped with state-of-the-art amenities. These classrooms are designed to facilitate effective pedagogy and active student engagement. The use of technology is seamlessly integrated into the teaching- learning process, with advanced computing equipment available in dedicated labs, ensuring that students have access to the latest tools and software necessary for their courses.

One standout feature is the Institute's commitment to information and communication technology (ICT)-enabled education. Smart classrooms equipped with interactive smart-screens provide a dynamic and immersive learning experience. The Learning Management System (ERP and Google classrooms) serves as a robust digital platform that empowers both students and facultyto access learning materials, assignments, and collaborate seamlessly, thereby enhancing the overall learning experience.

Beyond the classroom, the Institute recognizes the importance of extracurricular activities in holistic development. Facilities for cultural and sports activities are abundant, offering students aplatform to nurture their talents and hobbies. The auditorium serves as a hub for cultural events, seminars, and guest lectures, fostering a culture of intellectual curiosity and creativity. MERI has incubation centre which facilitate students to grow their business idea from inception to profit incurring unit.

For those seeking physical fitness and wellness, the Institute boasts a well-equipped gymnasium. A dedicated yoga center provides students with a space to practice mindfulness and maintain physical and mental well-being. Additionally, indoor and outdoor game facilities offer a diverse range of options for sports enthusiasts.

The commitment to physical well-being extends to the provision of outdoor sports facilities, including sports fields and courts for various games like football, basketball, cricket, and more. Our sister institute (MERI- CET) is having Basketball Court, Badminton Court, Cricket Pitch and Volleyball Court. We have tie-up arrangement with Hari Nagar Sports Complex for various sports activities. In indoor games we have Chess, Caram board, and Pool Tables.

Institute have 233 computers with latest softwares and media editing labs which are well equipped with latest equipments.

Moreover, the Institute places a premium on the safety and security of its students. Adequate measures are in place to ensure the well-being of all members of the campus community. Well- trained staff and security personnel are vigilant around the clock.

In summary, the Institute's facilities are a testament to its dedication to providing a comprehensive and enriching educational experience. From cutting-edge classrooms and laboratories to ICT-enabled learning and a wide array of extracurricular options, students have access to all the tools and resources needed for their academic and personal development. The emphasis on physical fitness, wellness, and safety underscores the Institute's commitment to nurturing well-rounded individuals. With its state-of-the-art infrastructure and facilities, the Institute creates an environment that empowers students to excel academically, grow personally, and thrive in every aspect of their lives.

Glimpses of well equipped Teaching and ICT infrastructure

- **Classrooms**
- **ERP**
- **Google classrooms**
- **Labs**
- **Incubation Center**
- **Seminar Hall**
- **Auditorium**
- **Library**
- **Indoor/Outdoor Sports**
- **Gymnasium**
- **Fire Drill**

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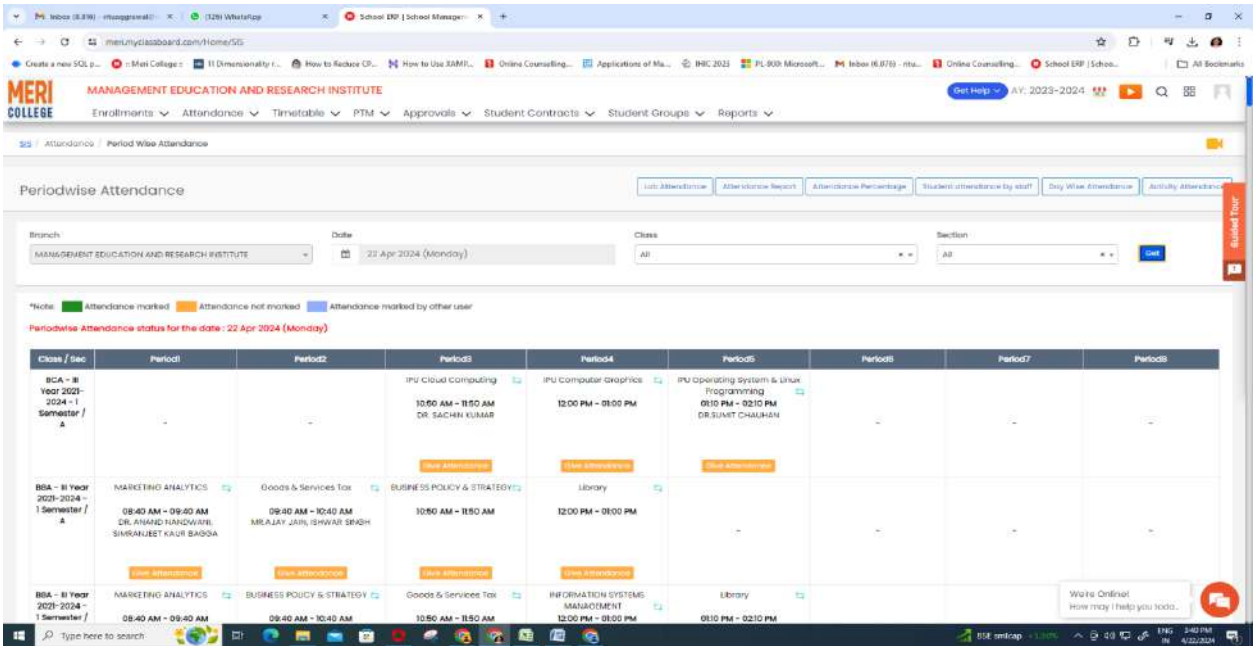
Classroom



ERP



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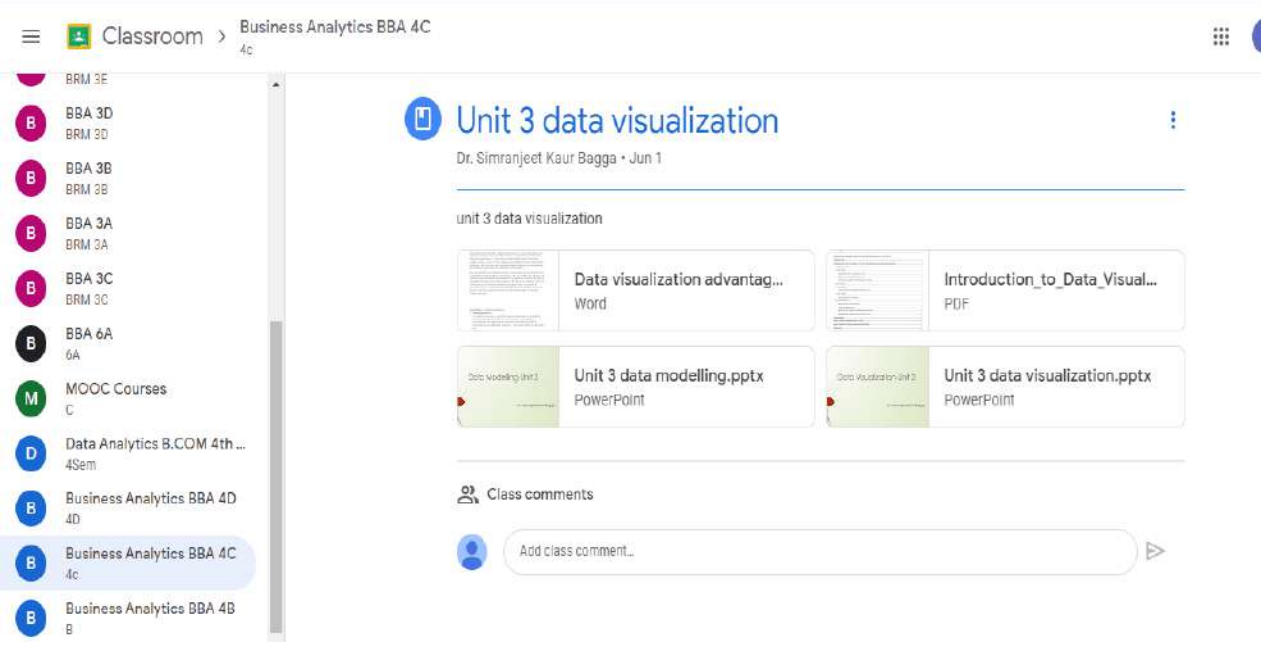
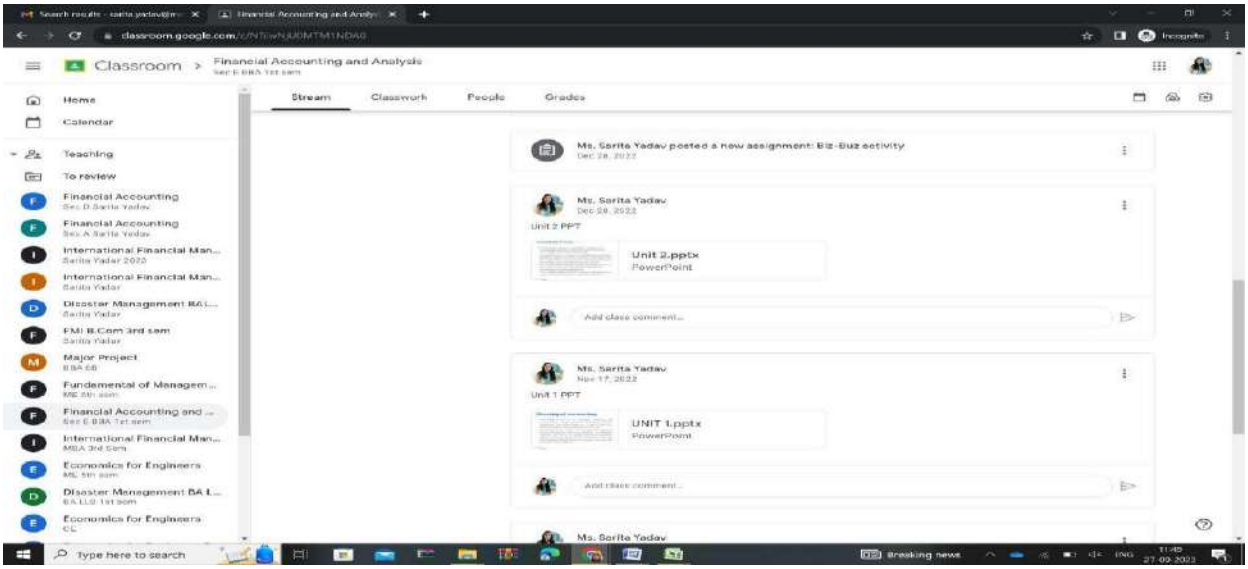
Google classroom





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Labs





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