M.D.S.D. College Ambala City Haryana India

"Contemporary Trends in Humanities, Social Sciences, Sciences, and Technology in the Global World"

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Dr Anuradha
Dr Sandeep Kumar

One Day International Multidisciplinary Conference

Friday, December 20, 2024

"Contemporary Trends in Humanities, Social Sciences, Sciences, and Technology in the Global World"

A Book of Conference Proceedings

Editor:

Dr Anuradha

Dr Sandeep Kumar

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Message from Officiating Principal, M.D.S.D. College Ambala City Haryana India

It is a matter of proud and joy that International Council for Education, Research and Training (ICERT), and Department of English, M.D.S.D College is organizing International Multidisciplinary Conference on "Contemporary Trends in Humanities, Social Sciences, Sciences and Technology in the Global World" on December 20, 2024. As we know that technological advancements, as well as, digitalization has reshaped the education system in India and both have created tremendous opportunities for researchers. Thus it is the need of the hour to raise the standards of discourse, and M.D.S.D College continues to set high standards in order to meet with the changing needs of our stakeholders. As we all know that India is touching new heights in every field, thus this International conference is perfect platform for academicians, scholars, practitioners, and industrialists to disseminate their knowledge in the field of education, research, leadership, social sciences, humanities, management, science, art, culture, inclusive education, education, engineering, law, health and public policy.

I welcome all the eminent dignitaries and participants from different segments to get a better understanding of recent advancements in every field of education.

I wish a great success for this event and a good learning experience for participants throughout the conference.

Officiating Principal,
Ms. Karamjit Kaur
MDSD College, Ambala

Convener's Message

It is my proud privilege and honor to present my warm greetings to all the dignitaries for the International Multidisciplinary Conference on " Contemporary Trends in Humanities, Social Sciences, Sciences and Technology in the Global World" on December 20, 2024 in collaboration with International Council for Education, Research and Training (ICERT)

I hope that the Conference fulfill it's aims to bring different ideologies under one roof and provide opportunities to dignitaries to exchange ideas, in addition to broaden their horizon of knowledge by indulging into diverse spheres of learning. I anticipate that the themes and sub-themes for this conference cater the needs of fast-moving Information Era.

I want to thank in advance Management, Principal and conference committee for extending their valuable time in organizing the program and all the authors, reviewers, and other contributors for their sparkling efforts and their belief in the M.D.S.D College.

I wish that the deliberations during conference will result in further recommendations and research in various fields in India as well as across the globe. I cordially invite all the enthusiasts to participate with full vigor in this celebrated event which can give immense exposure and global opportunities to all.

Dr. Anuradha

Assistant Professor, Department of English,

M.D.S.D. College, Ambala City

On behalf of the conference organizing team, I extend a very warm welcome to all readers. I take the opportunity to thank our authors, editors, and reviewers for their contribution to the conference. It is with profound pleasure, humility, and anticipation that M.D.S.D. College, Ambala City, India and International Council for Education, Research and Training (ICERT) are jointly organizing International Multidisciplinary conference, and releasing the Conference Proceedings, for the research papers presented during the Conference.

World is changing rapidly, and with these changing dimensions, education, teachers and teaching are considered among the most influential forces for improving inclusion and quality as envisioned in UN SDGs. With major challenges in imparting quality education for all learners, educators globally transforming themselves towards multilingualism in classroom, educational technology, and other mega trends that shape them to work in diverse and complex ways.

It is necessary to better prepare education for the transformations underway in economic, social and technological spheres. Tackling some of the greatest challenges of the Agenda for Sustainable Development, interdisciplinary research expands the pool of talented researchers, bringing in fresh perspectives, talent and creativity.

I welcome you to this special issue for the conference proceeding of the abstracts, and also congratulate all the researchers whose abstracts/ articles are published in this issue, and express my sincere thanks to their supervisors for providing their authentic guidance and noble contribution to the research community.

Best Regards,

Prof. (Dr) Sandeep Kumar
Secretary, International Council for Education, Research and Training
ICERT, India and USA

Education must evolve to continue to deliver on its mission of supporting individuals to develop as persons, citizens and professionals. A better understanding about the ways our world is changing is a key first step in this direction. So, observing ongoing trends helps us reflect about the potential of education to shape them. By providing the competencies needed to operate in the modern world, education has the potential to influence the life outcomes of the most disadvantaged. It can help combat the increasing fragmentation in our societies, and empower people to realise change in their communities.

This One-day International Multidisciplinary Conference with M.D.S.D. College, Ambala City, India in collaboration with International Council for Education, Research and Training (ICERT), is platform to brainstorm on the contemporary trends and challenges in education globally.

It gives me great pleasure to welcome and extend my best wishes to the conference delegate. These Collaborative efforts are supporting the education organization in address the global dynamics in education, research, and in different disciplines. It is heartening to witness the consistent efforts of ICERT in bringing together students, teachers, researchers, scientists, engineers, and other professionals on a common platform. Such initiatives play a crucial role in fostering collaboration, facilitating the exchange of ideas, sharing experiences, and fostering the development of new innovations. Moreover, these programs contribute significantly to the promotion of Global integration across all levels.

I am confident that this Conference will serve as an excellent platform for participants to share their innovative experiences, gain insights from experts across diverse fields, and stay abreast of current trends and challenges in their respective domains.

I extend my heartfelt wishes to all participants, and organizing committee for continued success of the conference.

Prof. (Dr.) Aruna Anchal

Director and Head,

Research and Publication Division

International Council for Education Research and Training, ICERT, India and USA

It is a matter of immense pleasure to be part of One Day International Multidisciplinary Conference on **"Contemporary Trends in Humanities, Social Sciences, Sciences, and Technology in the Global World"** on December 20, 2024, jointly organised by M.D.S.D. College Ambala City Haryana India and International Council for Education, Research and Training (ICERT).

Education is key to achieving the Sustainable Development Goals (SDG). Educators, or other specialists, have developed innovative educational proposals or have implemented ideas and various tools for new sustainable approaches for the communities. Education, Research, Science and Social Sciences have a major contribution to the sustainable development goals established by Agenda 2030 of the United Nations, especially concerning goal 4 "Quality education". The conference aims to invites studies that propose innovative research that makes a contribution to the development of competencies and values related to sustainability.

I appreciate M.D.S.D. College Ambala City Haryana India and team ICERT who extended their valuable support to UN SDGs to achieve equity and open opportunities to researchers by providing a global platform for exchange of ideas and innovations. I also extend my best wishes to all participants and researchers who are going to share their valuable research at the conference.

Dr Simran Mehta

Chief Executive Officer, Core Committee,
Director and Head, Account Division,
International Council for Education Research and Training, ICERT, India and USA

About the conference

The conference will provide the ideal opportunity to meet academics, practitioners, and experts in education, research, leadership, social sciences, humanities, management, science, art, culture, inclusive education, environmental education, engineering, law, health and public policy, to share their experience and projects to receive quality feedback.

Professional, academicians, scholars, researchers, psychologists, special educators, practitioners, and Postgraduate/ Graduate students are invited to submit their abstracts to be considered for presentation at the Conference. Speakers and presenters will share new concepts, best practices, knowledge, experience, theories, and solutions, with a focus on promoting learning, professional development, education, and inspiration among professionals and academics in their respective fields.

The conference focuses on (but is not limited to) all areas of theoretical and empirical research in the following fields:

Arts, Culture, Humanities, Science, Law, Management, Social Sciences, Technology, Health, Engineering, Mass Media, Journalism, School Education, Higher Education, Banking, Economics, Languages, Commerce, etc. A few sub-themes are given below, but not limited to:

- Humanities, Arts, and Social Sciences, Social-Media and Social Networking
- Neta Ji Subhash Chandra Bose: Ideas of Nationalism and Gender Equality
- Ensuring safety for children with disability
- Media & Disability
- Neta Ji Subhash Chandra Bose and Youths of present
- Gender & Disability
- Industry and Pollution
- Labour, Employment and Law at workplace
- Chemical engineering and biotechnology
- Understanding Inclusion of persons with disabilities in Poverty Alleviation Programmes
- Physical Education, Recreation, leisure & Sports for people with disabilities
- Parents as equal partners in the intervention process for children with disabilities
- Data Science and Machine Learning
- Understanding transition in the life of persons with disabilities across life span, infant, children, adolescent and old age
- Application of Technology in Education and Training
- Community Based Rehabilitation
- Social Security and Legal Aspect in Disability Rehabilitation

- Research in Disability Rehabilitation
- Disability rights and status in India, policy & programs
- India: The New Emerging Power of The World
- Gender Dimensions of Disability in the Global Context
- Pre vocational & Vocational Skills programs for persons with disability
- Teaching Social Sciences, Management, Humanities with New-Emerging Standards
- Sciences, Technology and Changing Societies
- EmotionalWell-Being, Psychological Health and Academic Affairs
- Neta Ji Subhash Chandra Bose ideas and Indian youth
- Higher Education, Policy, Research and Community Development
- E-Learning, Technology and Mass Education
- Teaching English, Critical Writing and Literacy Education
- Banking Laws and Regulations
- Press and the Freedom of Information exchange and dissemination
- Education, Learning, Demographics and Pedagogy
- International Trade Laws
- Covid-19 Pandemic & Post Pandemic: Technologies and Education
- Biodiversity: Dynamics & Crisis
- Sustainable Ecosystem and Environmental Management
- Environmental Geography and Environmental Impact Assessment
- Air, Water, Soil & Noise Pollution and Control Strategies
- Creativity & Innovation in the digital economy
- Legal Issues in Digital Economy
- Economic Challenges and Opportunities in the New Normal
- Financial Management in the new normal
- Sustainability of Organizations during and post-pandemic
- Artificial Intelligence, Cognitive Computing and Green Energy
- New Trends in Hospitality Sector
- Artificial intelligence, big data & analytics in communication industries
- Power of social media in media entrepreneurship
- Shift in Global Economic Policies to Achieve SDGs during the Post-COVID19 Era
- Changing Public Policies for Inclusive Development of Village / Town / Metropolitan Cities
- Chemical engineering and biotechnology
- Challenges and prospects of South Asian countries
- The emergence of new global political-socio-economic communication
- Changing trends of foreign trade in the context of developing countries
- Parenting, social support, Addiction and stigmatization
- Psychological and social impact of virtual networks
- Social factors in adolescence and its development

- Indian Trade and commerce with other countries
- Technology and Innovations in HR
- Perspectives of Identity, Migration and Displacement in literature
- Epidemic and Pandemic in literary History
- Gender issues and border in literature
- Role of Women and Tribes in pandemic and social sustainability
- Reskilling the workforce to emerge stronger from the Covid -19
- Cultural narrative & Myths
- Identity, Post-Truth & Media
- Communication, Culture & new norms
- Advertisement, Print Media, Social-Media, Television Media and Public Relations
- Language Education & Teaching
- Humanism and Identity in literature: Hindi and the World
- Hindi in the global context
- Language, Culture & Society
- Psychological intervention in the treatment of psychotic symptoms
- Promotion of school mental health programmes
- Changing nature of India-US relations
- Data-driven Analytics and Business Management
- The role of (cross)disciplinary differences in teaching and learning processes
- Psychological assessment in persons with mental retardation and associated conditions
- Understanding and managing developmental disabilities
- Learning Disability: Assessment, Diagnosis and Intervention
- Biomedical and Civil Engineering
- Learning Disability: Inclusion and Technology
- Socio-Emotional Aspects of Learning Disability
- Strategies for Sensory-motor development in young children with special needs
- Health and the environment
- Entrepreneurship and Innovation
- Experiential learning and Inclusive Education
- Approaches to Curriculum Development in context to inclusive education
- Integrating Therapy with school activities
- STEAM Education
- Pollution Control
- Human Environment
- Environment and Development
- Climate, Energy and Environment
- Environmental engineering and the ethics of science
- The environment and technological advancement
- Environmental sustainability
- The challenges of modern English literature
- Professional jargon on social media
- Languages and Cultural Identity
- AI and Languages
- Literature, religion and Gender
- Digitalization in publication
- Challenges of authors
- Neuro-linguistic programming and languages
- Polymer Science

- Indian knowledge tradition and Indian languages in Global Context
- Corporate Social Responsibility
- Language Education & Teaching
- Environmental sustainability
- AI and Languages
- Organization Management
- Literature, religion and Gender
- Challenges and prospects of South Asian countries
- Global Peace and International Conflicts
- India: The New Emerging Power of The World
- International Arms market and India
- Indian Trade and commerce with..... US, China, Russia, EU, ASEAN
- Applied Mathematics

Any other relevant topics related to the main theme or disciplines mentioned above, and UN SDGs.

Only original and previously unpublished work on a range of topics related to the conference theme will be accepted.

Call for Research Papers: Well researched papers on the theme/ sub-themes of the conference are invited from academicians, research scholars, students, professionals from different institutions. Abstracts of individual paper presentation proposals should be in about 300-500 words, in doc/word format. The participants should include in the abstract, details as to the title, name of author(s), University/Institution, and keywords.

A proceeding book of the conference including all abstracts (all presenters) with ISBN, papers presented during the conference, a print copy to physically present candidates, and soft copy to all, will be provided to all research presenters.

Best Paper Presentation Award: A Certificate of Best Paper Presentation, Best paper presentation award, will be awarded to two best presenters from each technical session.

Paper Publication: Authors who will present their research papers in the conference will be eligible to send their research paper (same as presented or different) for publication in following Journals:

ICERT International Multidisciplinary Journals, peer reviewed academic/ scholarly, open access journals with DOI. To know more about the journal, please visit www.icert.org.in

Accepted papers will be published in April 2025

Submission Guidelines:

- Full length papers should not exceed 6000 words don't add endnotes or footnotes.
- For English Full paper: It should be typed in Microsoft Word. The font should be "Times New Roman" with "12" size for matter,16 size in bold for title, 14 size in bold for main headings & 12 size in bold for sub-headings, having line spacing of1.5 inch and one-inch custom margin on all sides & A4 Size Paper.

- For Hindi Full paper: It should be typed in Microsoft Word in "Unicode" with font size14 for content, 16 bold for title & 14 bold for headings, having line spacing of 1.5 inch and one-inch custom margin on all sides.
- A Uniform Style for Citation should be strictly adhered to while submitting full length papers.
- All in-text citations must be hyperlinked with the references (cross-reference). Use the word reference tab for cross-referencing and hyperlinking. We also recommend you use Mendeley or other referencing tools.
- Submit a brief profile of the author on the Word file/ doc file, which should not exceed more than one page, and try to keep it as brief as possible.
- Each article must be submitted with an impact statement of not more than 150 words.
- References/ bibliography must be serialized as 1, 2, ...
- Provide write you orchid ID, google scholar, academia, or other identifiers if you have one in your profile.
- Must check grammar under the review tab of MS Word
- You could read more Submission Guidelines | ICERT You could read more about the journal here Edumania | ICERT

Awards (International Felicitation)

Chanakya Award 2024

Applications are invited from professionals, academicians, health professionals-teaching faculty, industry professionals-trainer/ leaders, and social reformers/ educationist for the prestigious international award "Chanakya Award 2024", for their excellence in education, innovations in academics, research, social welfare, and youth empowerment, will also be presented by the ICERT to recognize prominent personalities for their respected achievements & contribution in their respective fields and society as per the category and the eligibility.

"Chanakya Award" is a commemoration and homage to Chanakya, who was a professor, philosopher, a great scholar, and a royal adviser. ICERT Chanakya Award is recognition & felicitation to the educator who is an apt example of a true Guru and an ideal teacher or a social reformer.

Eligibility Criteria:

1. The application must have the minimum 30 yrs. age

2. The applicant must have demonstrated keen learning attitude, and achievements in life.

3. Applicants must have adequate experience in education, industry, social welfare or other discipline, and have positively contributed towards youth empowerment.

4. Must mention your social contribution and achievement in the profile before uploading in registration form.

5. Your profile must consist of

(i) Your full name as per your academic/ government approved identity document, and DOB.

(ii) Current work affiliation and job title, and contact info.

(iii) Educational qualification including degree, courses etc., with dates, and institution names,

(iv) Current and past employment with institution name, dates, and title

(v) Award citation and honours if any

(vi) Research experience with journal name and ISSN number with volume and issue number

(vii) Social welfare activities with evidences, social profile links/ identifiers, etc.

Award nomination is not a matter of award recognition claim, all nominations will be screened by the Award Screening Committee, the committee decision will be final and selected members will be informed via ICERT email: awards@icert.org.in

Conference Fee:

Only participation Fee is $10 USD/ Rs. 500

Participation & Paper Presentation Fee is $15 USD/Rs. 1000 (Rs. 500 for each co-author, co-author need not to register separately, mention the detail of the co-author in registration form)

Participation, Paper Presentation and Publication fee is Rs. 2000 for publication in ICERT International Multidisciplinary Journals.

Award nomination & Processing fee is $30 USD/Rs. 3000

A fee of $40 USD/Rs. 3500 for conference participation, research paper presentation and award nomination. (For one author, 500 additional fee for each co-author)

A fee of Rs. 4000 for research paper presentation, publication and award nomination. (For one author, 500 additional fee for each co-author)

Fee for ICERT members is $30 USD/Rs. 3500 including conference participation, paper presentation, publication and award nomination.

A soft copy and printed copy of the conference participation, and a presentation certificate will be provided to the participants, as per category.

A soft and hard copy of the Award Certificate, Printed & Framed Award Certificate will be provided to each awardee.

Date of conference: Friday, December 20, 2024

Time: 11:00 am to 3:30 pm (Indian Standard Time)

Kindly note that the last date of the following:

Last date of registration: Dec 15, 2024

Last date of submission of abstract: Dec 15, 2024

Last date of Award Application: Dec 15, 2024

Full Paper Submission: Dec 30, 2024

Send abstract and full paper at: conferences@icert.org.in

Early submissions are greatly appreciated

Click on below link for registration:

https://forms.gle/yRQe7jbzaSTBL5ps8

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INA Trials With Special Reference to Two Case Studies

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Abstract

The second world war ended in the victory for the allies. They were now busy not only in occupying Japan, but restoring their previous colonies as well. The entire scene changed with the termination of the war. The personal of the INA who fell in the hands of the British in Burma, Thailand, Malaya and Singapore. brought to India and detained at Red Fort. The total number of former members of the Indian Army who surrendered or captured were 19,500.

(1) The repatriation to India of the Indian soldiers who joined the INA started in May 1945 and continued till the first quarter of 1946. It must be explained, here that before the British entry in Rangoon, Malaya and Bangkok, nearly all the locally recruited soldiers of INA had already disappeared. Only other mainly X Indian Army soldiers were repatriated.

(2) Some of the INA prisoners who were captured during the Imphal campaign were at once court martialed and punished. They were 27.

(3) Some were awarded various terms of rigorous punishments and sent to jail and nine hanged during the war. Gen Mohan Singh mentioned two dozen Here I am going to tell about the story of the two army officers died under mysterious circumstances in Red Fort. The paper related relating to the death of the two officers second lieutenant Ajmer Singh and captain Maghar Singh in INA shell at Salimgarh inside the Red Fort were declassified by the government of India in February 12, 1997 available in the national archives, Mrs Mohinder Kaur the only daughter of lieutenant Ajmer Singh said till 1991. She was not sure how her father died even my mother Surjeet Kaur was not sure about his death Mr Bharpur Singh son-in-law of second Lt Ajmer Singh said in 1991, they came across a report in a Vernacular paper where a surviving INA jawan had revolved how two officers were tortured to death by the British and registered as suicide. The enquiry conducted by the British into the death of two officers on February 9 1946 after questioning two witnesses, captain F E, Hotz and captain Redout concluded that they (officers) had committed suicide . captain Redout while disposing before the enquiry panel set on November 5, 1944 at about 7 PM. He called to the INA cell at Salimgarh to investigate a shooting incident. On arrival, he found second lieutenant Ajmer Singh and captain Maghar Singh dead in the same cage with gun shot wounds in their head. The enquiry conducted with an opinion that second lieutenant Ajmer Singh of 6/11 Punjab regiment served with the British and aided enemy (INA)from July 1942 to June 1944. A Brigadier G Leslie mold also wrote that the two after disarming, the guard committed suicide. Second Lt Ajmer Singh first allowed himself to be shot by captain Maghar Singh according to a pre-arranged plan and then shot himself.

(4) While calling the story a lie Mr Bharpur Singh(son-in-law of Lt, Ajmer Singh) said it was not possible for two prisoners to snatch a rifle from a sentry , shoot the other and later turn the gun on himself. And who was the sentry why he was not the witness of the incident and is there any case against him for his carelessness. The interrogation report of the Lt Ajmer Singh and Maghar Singh available in National archives of New Delhi. According to the interrogation report dated July 19, 1944, Lt. Ajmer

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Singh of 6/11 Punjab regiment was taken prisoner at the fall of Singapore. He had joined the INA when it was started. Shortly after he was appointed GSO 21 Hind field force. In November 1942, he was sent to Burma with advance party and was employed as quartermaster to headquarter in Rangoon. At the end of 1943, he was selected as the commander of JIF Butia, which was formed to accompany the Japanese in their advance in the Manipur planes and was attached to 124 regiment. With his regiment during April 1944, Lt. Ajmer Singh with his commanders carried out propaganda and patrolling for the

Japanese force. On May 10, 1944, he was wounded in action and handed over command to Butia. On June, 1944 when it was decided to withdraw, he was unable to keep up owing to his wounds. When his bearer party failed to materialize, he walked back as far as he could, and putting up in a Naga village, was finally left behind by the Japanese and fell into the hands of the British troops he was interrogated on 10th of June 1944. Capt. Maggar Singh was captured in Singapore in February 1942. He volunteered to join the INA in August and in September and was posted as Camb. 2 BN 2 Guerilla regiment. In October 1942 he was prompted major and was transferred to the intelligence branch of INA headquarter. In November 1942, he left Singapore with INA advance party for Rangoon. In May 1943 he commanded all INA troops in Rangoon. In December 1943, he was selected to command No. 2 sector Maghar Bulai and Left Rangoon for Indo Burma front. Between December 1943 and February 1943, to February 1944, he remained in the jungle with his men and detailed parties for the front. From March to June 1944 he took part in the Kohima operation. At the end of the June, he reported to British sergeant M.S 97 on the Dimapur Imphal Road. He was eventually brought to CSDIC at the Red Fort Delhi where he was interrogated. He committed suicide on 5 November 1944. A court of enquiry for these cases was ordered by the C-in-C of India as late on 9 February 1946.

1st witness Captain Hotz charged one of the due Captain Maghar Singh for the murder of his fellow prisoner 2nd Lt. Ajmer Singh. The 2nd witness Captain Redout went to investigate a shooting incident and finding of his investigation was that the two officers had died of gunshot wounds in their head.

(5) The final opinion of the court of enquiry was that "The two officers were served and aided theenemy from July 1942 to June 1944". The two pages document read carefully, reflects a deranged mind set. Maybe since the government had not yet formed any policy (as they did later in 1945), the safest course was just to kill the prisoners of war against all norms of warfare and international law.

(1) The Hindu 8th Feb. 1946

(2) General Mohan Singh "Soldiers contribution to Indian Independence New Delhi 1974" page 365

(3) The Hindu 8th Feb. 1946

(4) File No. 428 National Archives

(5) File No. 428 Paper related to court of inquiry.

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A Review on Brain Tumor Detection Using Machine and Deep Learning

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Abstract

Brain tumor is a growth of abnormal cells in the brain. It is dangerous for humanity because it affect the most crucial part of our body that is brain. With the emerging technology like advanced deep learning and ensemble classification we can detect brain tumors in its early stage and can save mankind. Detection of brain tumors with these techniques will be more helpful in medical science because it not only detects in terms of presence but in type, size and location of tumor also. Based on this, the objective of this work is the use of deep learning for brain tumor detection. Researchers have identified various different combinations of Machine learning and Deep learning of Artificial Intelligence. Their work will be very helpful for diagnosis of MRI images of Brain. The best use of every technology is when it is helpful for increasing Life Expectancy. In this work it will first study performance of various deep learning models like AlexNet, GoogleNet, VGG16 and VGG19. To save time and resources it will use Transfer learning technique which is helpful for reuse of previously learned pre-trained model of new problems. After feature extraction from best pre-trained model, it will use suitable classification for accurate detection of brain tumor in MRI images dataset. In this way a best model will be identified for Future use in Medical Science. At the performance of proposed model will be compared with other existing pre-trained models.

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Influence Of Cause Related Marketing On Customer Purchase Decision

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Assistant Professor, Baba Mastnath University, Rohtak

Abstract

Cause-related marketing is a strategic alliance between a for-profit entity and a non-profit organization, wherein both sides derive advantages from reciprocal engagement. This marketing campaign enables corporations to associate their brand with a social or environmental concern, showcasing a dedication to creating a good influence. Examining the effect of cause-related marketing on consumer purchasing behavior is essential for corporations aiming to optimize the efficacy of their collaborations with non-profit organizations. Comprehending consumer perceptions and reactions to these programs enables organizations to customize their marketing tactics to successfully convey their dedication to social responsibility. Through the analysis of data and comments obtained from such studies, firms may make informed judgments regarding which causes to endorse and how to effectively engage customers in supporting those causes via their purchase choices. Studying the impact of cause-related marketing on consumer purchasing decisions can enhance the company's profitability while fostering positive social change. By emphasizing social responsibility in their marketing strategies, corporations can enhance sales while simultaneously affecting a significant positive impact globally. The efficacy of cause-related marketing fundamentally resides in its capacity to establish a mutually beneficial scenario for both enterprises and society at large. Customers are more inclined to support a business when they observe that the company is actively striving to create a beneficial societal influence. This emotional bond can foster enduring client loyalty and advocacy. Moreover, cause-related marketing can attract socially conscious consumers seeking to endorse businesses that align with their beliefs. By integrating social responsibility into their marketing strategy, corporations can enhance their profitability while simultaneously benefiting the broader community.

Keywords: Cause Related Marketing, Customer Purchase Decision, Haryana State etc.

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Strategies for Creating Safe Learning Environments for Children with Disabilities In Nigerian Schools: A Narrative Review of Challenges, Interventions, and Educational Psychology Implications

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Abstract

Creating a safe learning environment for children with disabilities is crucial, especially in Nigeria, where challenges such as limited resources, inadequate teacher training, and societal stigma continue to affect education. This narrative review explores strategies to enhance safety, focusing on educational interventions, obstacles, and the role of educational psychologists. Key strategies include the implementation of Individualized Education Plans (IEPs), social-emotional learning (SEL) programs, and trauma-sensitive practices, all of which help ensure the emotional and physical safety of children with disabilities. Despite these efforts, issues such as insufficient funding, a shortage of specialized staff, and societal discrimination pose significant challenges. The review emphasizes the need for improved teacher training, better resource distribution, and stronger collaboration between educators, policymakers, and families to create inclusive, supportive educational settings. It also highlights the importance of policies that are regularly monitored and evaluated to ensure they meet safety standards. The findings suggest that educational psychology should focus more on psychological interventions that foster resilience and a supportive school culture. This review advocates for increased research, funding, and commitment to inclusive education to create safe, empowering spaces for all students, regardless of their abilities.

Keywords: Disability, Safe Educational Environments, Educational Interventions, Educational Psychology, Nigeria

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Conceptual Change and Achievement of Enhancing Students in Chemistry In Delta State Via Cooperative Learning Inquiry Approach

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Abstract

The study investigated how to enhance students' conceptual change and achievement in chemistry in the Delta State via a cooperative learning inquiry approach using a quasi-experimental design. The study population included 18,879 chemistry students from public secondary schools. A total of 214 SSII chemistry students were sampled using a stratified random sampling technique. The data were collected using the two-tier chemistry test (TTCT), which has a reliability coefficient of 0.79 for achievement and 0.85 for conceptual change and was established using the Kuder–Richardson formula 21. The treatment involved teaching students chemistry using the lecture method and a cooperative learning enquiry approach to teach students chemistry topics. With the help of TTCT, pre- and post-tests were administered before and after treatment. ANCOVA was used for generated data analysis.

Keywords: Conceptual Change, Academic Achievement, Cooperative Learning Inquiry approach

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Guidance and Counselling Services: A Pathway to Holistic Well-Being for African Adolescents

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Abstract

The African adolescent faces a unique array of challenges, including socio-economic disparities, cultural expectations, mental health pressures, and educational issues. Amid these complexities, guidance and counselling services emerge as pivotal tools in fostering holistic well-being. This paper explores the critical role of these services in addressing the emotional, social, and developmental needs of African adolescents, highlighting their impact on academic achievement, mental health, and personal growth. By offering tailored interventions, these services empower adolescents to navigate their environments and make informed life choices.

The research draws on diverse case studies, statistical analyses, and cultural insights to illuminate the multifaceted contributions of guidance and counselling in African contexts. The integration of counselling services in schools and communities is identified as essential for building resilience against prevalent issues such as peer pressure, substance abuse, and academic failure. Furthermore, the role of culturally sensitive counselling approaches, which consider African traditions and values, is emphasized in fostering trust and effective communication.

Despite the evident benefits, significant challenges hinder the optimal implementation of guidance and counselling services across Africa. These include inadequate funding, insufficient training for counsellors, paucity of trained counsellors, and a lack of institutional prioritization. Recommendations are made for addressing these barriers, such as increased governmental and non-governmental investment in counselling programmes, enhanced counsellor training, and greater advocacy for the inclusion of guidance services in educational policies.

By bridging the gap between traditional community-based support systems and modern counselling methodologies, guidance and counselling services can be transformative. They hold the potential to equip African adolescents with the tools needed to thrive academically, emotionally, and socially, ensuring their well-being and enabling them to contribute meaningfully to society. This paper advocates for a strategic, culturally attuned expansion of guidance and counselling services to secure the holistic development of Africa's youth.

Keywords: Adolescents, Guidance and Counselling, Holistic Well-Being, Africa, Cultural Sensitivity.

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Plant Extract Preparation: Essential of Extraction and Separation

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Abstract

This overview focuses on essential extraction methods used to isolate bioactive compounds from plants while removing unnecessary components using selective solvents. A variety of techniques are available for extracting bioactive ingredients from medicinal and aromatic plants, with the choice of method depending on economic considerations and process suitability. The process starts with selecting suitable solvents, ranging from polar (e.g., water, alcohol) to nonpolar (e.g., hexane, chloroform), which play a critical role in efficient extraction. Techniques such as maceration, Soxhlet extraction, ultrasound-assisted methods, and microwave-assisted extractions are employed to isolate plant constituents. Phytochemical screening is then performed to identify active compounds, followed by fractionation using chromatographic techniques such as TLC (thin-layer chromatography), GC (gas chromatography), and HPLC (high-performance liquid chromatography). Advanced spectroscopic techniques, such as MS (mass spectrometry) IR (infrared spectroscopy) UV (ultraviolet spectroscopy) and NMR (nuclear magnetic resonance spectroscopy) are used to further characterize these compounds. Furthermore, these methods help streamline the discovery and analysis of plant-based bioactive compounds, which are critical for applications in pharmaceuticals, nutraceuticals, and other fields.

Keywords: Plant Extraction, Isolation, Phytochemical Screening, Chromatography, Bioactive Compounds

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Childhood in the World of Fantasy: Interrogation of Juvenile Ageism in Salman Rushdie's *Luka and the Fire of Life*

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Dr (Mrs) Sunila Pillai

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Abstract

Representation of childhood in fantasy fiction is an area of great critical interest. Children who occupy the social spaces in a fantasy fiction are often expected to be of great intelligence and self-control, forcing them to assume the role of an adult. However, children are also considered as tropes in advertising and fantasy novels as they are believed to be more imaginative and hence adept to this world that is built upon counter logic. Childhood depicted in such novels calls for adventure, courage, decision making and even taking big responsibilities.

This paper is an attempt to examine Salman Rushdie's fantasy narrative *Luka and the Fire of Life* to show how Rushdie depicts Luka's childhood in the backdrop of magic and witchcraft. Luka has to take responsibility of his father against the effects of a spell and has to negotiate an adventurous journey to revive his father. This paper analyses the language, actions and experiences of Luka to show how he has to occupy the worlds of childhood and adulthood in order to thrive. Rushdie's attempts to make Luka a character beyond the ageist perspective is also commented upon with this paper. The convention of looking at a child as a dependent subject is ruptured by the author with a role reversal for Luka thereby endowing him responsibilities beyond his age.

Keywords: Juvenile Ageism, Childhood, Magic, Fantasy and Fantasy Fiction.

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Physicochemical Characteristics of Er doped ZnO Nanoparticles

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Abstract

Polycrystalline Er^{3+} modified ZnO nanoparticles were synthesized using the sol-gel route, and their physicochemical characteristics were investigated. X-ray diffractograms of all compositions revealed a hexagonal crystallinity and impurities free phase as confirmed by the Rietveld refinement technique. The granular microstructure displayed grain growth with Er ionds incorporation in the ZnO crystal framework, with an increase in average particle size from 18 nm to 29.34 nm. The optical energy band gap has been tailored from 3.42 eV to 3.76 eV and resistivity enhanced from 42 Ωcm to 83 Ωcm with doping while carrier concentration reduced from 8.12×10^{16} cm^{-3} to 5.44×10^{16} cm^{-3}. Dielectric properties of all compositions were investigated using an LCR impedance analyzer, revealing that the dielectric constant increase with doping from 42 to 112. These findings are significant as they suggest potential improvements in the performance of ZnO-based electronic and optoelectronic devices through Er doping.

Keywords: ZnO, Hall effect, Resistivity, Dielectric.

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Exploring the Mind-Body Connection: Sattvavajaya as a Philosophical Approach to Wellness

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Ms. Virti Gandhi & Ms. Alankrita Shekhar

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Abstract

There are three primary modes of healing that *Ayurveda* proposes: *Daiya-Vyapashraya*, *Yukti Vyapashraya* and *Sattvavajaya Chikitsa*. This paper focuses mainly on *Sattvavajaya* which *Charakacharya* defines as "*ahitebhyo arthebhyo manonigraha*" *Ahitebhyo* refers to harmful, unwholesome and unhealthy elements. This model proposes the concept of *Arthmanonigrah*, where *Arth* means object of all senses and *Manonigrah* denotes the mastery or control of the mind. Thus, *Sattvavjaya* aims to restrain the mind from desires of unhealthy objects or actions.

Considering mental health issues growing exponentially, there is a growing interest in combining traditional wisdom with modern psychological practices. Through a qualitative analysis of existing literature, this paper discusses the crucial role of *Sattvavajaya* in enhancing contemporary mental health interventions. This approach emphasizes a shift from pharmacological-based interventions to a deeper understanding of the mind-body connection. The Integration of ayurvedic practices into contemporary psychological practices can help bring healers and therapists together to formulate a model that holistically focuses on establishing a mind-body connection.

Keywords: Sattvavajaya Chikitsa, *Ayurveda*, Mental Health, Mind-body Connection, *Arthmanonigrah*, Qualitative Analysis, Holistic Approach.

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The Human Environment: Challenges and Panacea

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Abstract

The field of geography seek to find answers to the how, why, when, where and what of the earth' phenomenon as world is a complex and big place. By its very nature it is a discipline that seeks to integrate and synthesize knowledge. Humans are regarded as the main agent of change in the environment. Human environment is an aspect of geography that describes the interactions that occur between man and the environment. It requires an understanding of the dynamics of (physical geography) climatology, hydrology, biogeography, geology and geomorphology, as well as the ways in which human societies conceptualize the environment. It is not possible to understand environmental problems without understanding the physical processes as well as the demographic, cultural, and economic processes that lead to increased resource consumption, waste generation and alteration of the ecosystem. The human-environmental interactions have produced several human environment relations; determinism, possibilism and neo possibilism. Man's actions have effects on the environment and vis-à-vis. Changing climates, global warming, ozone layer depletion, pollution, acid rains, forest fires, etc. are created pressure on environment and these environmental issues are directly or indirectly increasing the risk of human health as well as other life forms of the earth. This review therefore looked at the effects of these relationships and proffer possible sustainable solutions.

Keywords: Environment, Geography, Human, Environmental Interactions and Dynamics.

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Effect Of Reciprocal Strategy On Performance In Mathematics Among Secondary School Students In Ilorin Metropolis, Nigeria

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Abstract

This study investigates how the reciprocal teaching approach affects secondary school Mathematics performance in Ilorin Metropolis, Nigeria. The core subject Mathematics is essential to students' academic performance and future employment prospects. However, a large number of Nigerian students have difficulty with Mathematics, frequently as a result of conventional teaching strategies that fail to successfully engage students. A viable substitute is the reciprocal teaching approach, which prioritizes communication, teamwork, and active engagement.

The research employed a quasi-experimental design, involving two groups of students from selected secondary schools in Ilorin, one as experimental and the other as control group. The experimental group was taught Mathematics using the reciprocal teaching strategy, while the control group received instruction through conventional teaching methods. A total of 120 students participated in the study, with 60 in each group. Pre-tests and post-tests were administered to assess the students' mathematical performance before and after the intervention.

Results indicated a significant improvement in the mathematical performance of students in the experimental group compared to the control group. The data analysis revealed that the reciprocal teaching strategy not only enhanced students' understanding of mathematical concepts but also increased their engagement during lessons. Students in the experimental group reported higher levels of confidence and interest in mathematics, suggesting that the strategy fostered a more positive learning environment.

This study contributes to the growing body of literature on innovative teaching strategies in Mathematics education, particularly in the Nigerian context. It underscores the importance of adopting pedagogical approaches that prioritize interaction and collaboration among students. The findings advocate for the integration of reciprocal teaching strategies in Mathematics curricula across secondary schools in Nigeria, aiming to enhance student performance and foster a more engaging learning environment.

In conclusion, the reciprocal teaching strategy has demonstrated significant potential in improving the performance of secondary school students towards Mathematics in Ilorin Metropolis. The implications of this study suggest that educators and policymakers should consider incorporating such interactive teaching methods to address the challenges faced in Mathematics education. By embracing innovative strategies, educators can contribute to a more effective and enjoyable mathematics learning experience for students, ultimately improving educational outcomes in Nigeria.

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Optimizing Leadership Potentials Through Adequate Quantity and Quality of Sleep

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Abstract

The study examined how leadership potentials can be optimized through adequate quantity and quality of sleep. Leadership potentials are to be enhanced to make leaders more effective and make positive impact within their organizations and communities. The importance of adequate quantity and quality of sleep were explored for leadership potential optimization. The study was delimited to Nigeria in scope, and the study sample was drawn from leaders of higher institutions across the country. The study employed unstructured interviews to substantiate existing data on sleep and leadership potentials. Findings from the study revealed that optimizing leadership potentials through adequate quantity and quality sleep is crucial for maintaining cognitive function, emotional intelligence, and overall well-being. Prioritizing both the quantity and quality of sleep is essential for optimizing leadership potentials. Leaders who make sleep a priority are better equipped to navigate challenges, inspire their teams, and make informed decisions that drive success. Adequate sleep also contributes to overall well-being, including physical health, mental health, and stress management. Leaders who prioritize sleep are more likely to feel energized, motivated, and mentally alert, fostering a positive mindset conducive to continuous learning. Adequate quantity and quality of sleep is an essential foundation for effective leadership and lifelong learning.

Keywords: Leadership, Potentials, Adequate Sleep, Optimizing.

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Bridging Global and Local: Enhancing the Effectiveness of International Organizations In Local Peacebuilding Initiatives

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Abstract

International organizations have long played a significant role in supporting peace initiatives in conflict-affected regions. However, there is an increasing recognition that their approaches must be adapted to better align with local perceptions and needs to foster a collaborative environment for sustainable peacebuilding. This research aims to assess the effectiveness of international organizations in supporting local peace initiatives during and after armed conflicts, and to explore how their approaches can be enhanced to better engage with local stakeholders. The study will employ a mixed-methods approach, including comparative case studies of successful and unsuccessful peace initiatives supported by international organizations across various conflict-affected regions, interviews and surveys with local leaders, community organizations, and representatives from international organizations, and policy analysis of existing frameworks and guidelines. The expected outcomes of this research include a comprehensive understanding of the effectiveness of international organizations in local peacebuilding, recommendations for adapting international approaches to better align with local needs and contexts, and the development of a framework for collaborative peacebuilding that emphasizes local ownership and agency.

Keywords: International Organizations, Local Peace Initiatives, Peacebuilding, Local Ownership, Collaborative Framework, Conflict-affected regions.

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Awareness and Utilization of Students Loan Scheme Of Federal Government Of Nigeria By Students Of Federal Polytechnic Offa

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Abstract

This study investigates the demographics, awareness levels, application experiences, and perceived challenges associated with student loan programs among Nigerian students. The study has the following objectives among others: 1. To assess the level of awareness of student loan schemes among students at Federal Polytechnic Offa. 2. To evaluate the extent of utilization of student loan schemes by students at Federal Polytechnic Offa. 3. To examine the challenges faced by students in accessing and utilizing student loans at Federal Polytechnic Offa. Human Capital Theory was used for the study. Becker's theory of human capital theory provides an economic rationale for student loans by viewing education as an investment in human capital that will yield future returns in the form of higher income. The research method for the study is survey. Survey method of investigation is perhaps the most popular method among communication researchers. Data reveals a higher participation of female respondents (60%) and a dominant age group of 21–25 years (55%), indicating that young women are particularly engaged with student loan discussions. Awareness of federal student loan programs is relatively high (57%), with school authorities (40%) serving as the main information source, followed by social media (20%). However, a substantial portion of students remains unaware of loan options (14%), indicating an information gap. While 71% of respondents had applied for a loan, only 43% reported successful disbursement, highlighting challenges in accessing approved funds. Common obstacles included limited knowledge of application processes (31%) and perceptions of process complexity (17%). The primary uses for loan funds were tuition fees (43%), accommodation (27%), and books (24%), reflecting core financial needs. Opinions on accessibility varied, with 37% perceiving loans as accessible, but a significant 28% disagreeing. Students recommended improvements such as awareness campaigns (42%) and simplified application processes. Enhanced outreach, simplified processes, and institutional support are recommended to improve accessibility and satisfaction with student loan programs in Nigeria.

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Curriculum Development Strategies for Promoting Inclusive Education In Nigeria

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Abstract

This paper examines the curriculum development strategies for promoting inclusive education in Nigeria. The paper discussed the concepts of; curriculum, curriculum development, and inclusive education. The paper discussed the strategies for Curriculum Development in Inclusive Education in Nigeria which included among others; needs assessment, universal design for learning, differentiated instruction for learning, inclusive pedagogies and teaching practices, adapting assessment methods, use of technology, curriculum flexibility, legislative and policy support, collaboration with NGOs, and monitoring and evaluation. The paper discussed the challenges in implementing the inclusive education in Nigeria; inadequate infrastructures, limited teaching training, cultural stigma and attitude, insufficient funding, lack of awareness, overcrowded classroom, policy gap and enforcements, and social and economic barriers. the paper concluded that; Effective curriculum development strategies are pivotal in promoting inclusive education in Nigeria. To ensure that every child, regardless of ability, gender, or socioeconomic background, has access to quality education, the curriculum must be flexible, adaptive, and responsive to the diverse needs of students. By focusing on inclusive teacher training, integrating assistive technologies, ensuring active community and parental involvement, and adapting national policies to support inclusion, Nigeria can foster an educational system that values diversity and promotes equity. The paper suggested that among others that; curriculum reviewer should develop a curriculum that accommodates various learning styles, abilities, and needs, Federal ministry of education of Nigeria should offer specialized training for teachers in inclusive education practices,

Keywords: Curriculum Development, Inclusive Education, Nigeria, Strategies.

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Effects Of Activity-Based Teaching Strategy on Academic Achievement and Retention In Civic Education Among Senior Secondary School Students In Nassarawa Educational Zone In Kano State, Nigeria

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Abstract

The study investigated effects of Activity-Based teaching strategy on academic achievement and retention in Civic education concepts among senior secondary (SS) II students. A sample of 75 SS II Civic education students were randomly selected made up of 35 male and 40 female, there are categorized into experimental and control groups. The subjects in the experimental group were taught civic education concepts using the Activity-Based teaching strategy and their achievement and retention abilities were compared with that of the control group who were taught same concepts using lecture method. Pre-test, post-test and post-post test data were analyzed to determine the group equivalence, achievement and retention abilities of the students in the experimental and the control groups. Four hypotheses were tested using t-test statistics of P-value 0.05 and the following major findings were made: Students exposed to Activity-Based teaching strategy (Experimental group) achieved significantly higher than their counterparts taught using lecture method. Students exposed to Activity-Based instructional strategy retained the learnt concepts significantly better than their counterparts exposed to lecture instructional strategy; On the basis of these findings, some recommendations were made, one of which is that teachers of Civic education should use Activity-Based instructional strategy in their teaching as it enhances achievement and retention among SSII students.

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The Evolution of Banking Regulations in India: A Historical Perspective

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Abstract

The Indian banking sector has undergone significant transformations since the establishment of the Reserve Bank of India (RBI) in 1935. This study undertakes a comprehensive historical analysis of the evolution of banking regulations in India, from the pre-independence era to the present day. Utilizing secondary data from reputable sources, including the RBI, the Indian government, and academic journals, this research examines the key milestones, reforms, and policy interventions that have shaped the Indian banking regulatory framework. The study highlights the transformation of the Indian banking sector from a largely unregulated entity to a robust and resilient system, compliant with international standards. The research identifies significant events, such as the nationalization of banks in 1969, the liberalization of the economy in 1991, and the introduction of the Banking Regulation Act in 1949, which have contributed to the evolution of banking regulations in India. The analysis also explores the impact of global economic trends, such as the 2008 financial crisis, on the Indian banking sector and the subsequent regulatory responses. Furthermore, the study examines the role of technology in shaping the Indian banking sector, including the advent of digital payments, fintech, and blockchain. The findings of this research provide valuable insights into the development of banking regulations in India, offering lessons for policymakers, regulators, and industry stakeholders. The study also identifies areas for future research, including the impact of emerging technologies on the Indian banking sector and the need for ongoing regulatory reforms to ensure financial stability.

Keywords: Banking Regulations, Reserve Bank of India (RBI), Banking Regulation Act Liberalization, Nationalization, Fintech, Blockchain, Economic Development, Digital Payments.

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An Empirical Study on Digital Transformation of Small and Medium Enterprises

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Abstract-

Digital transformation in small businesses refers to the integration of digital technologies and processes to fundamentally change the way the business operates and delivers value to its customers. Digital Transformation embraces technical application as well as organizational and environmental alignment. To address this difficult, cross-functional transition, it is essential to create a DT strategy in order to implement the required transformation. The main aim of this study is to analyse the factors contributing to the feasibility of the digital transformation of traditional enterprises, with an emphasis on small and medium manufacturing firms. By investing in digital transformation, small and medium enterprises can streamline their operations, improve efficiency, and enhance customer experience. This not only helps them stay ahead of the competition but also allows them to scale their business and adapt to market trends more effectively. Ultimately, digital transformation is essential for business growth and competitiveness in today's digital age.

Keywords: Small Enterprise, Medium Enterprise, Digital Transformation, Digitization Support etc.

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Impact Of Information and Communication Technology On Educational Management Students' Academic Performance In Nigerian Universities

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Abstract

Information and Communication Technology (ICT) constitutes a necessary tool for effective teaching delivery and effective learning in educational institutions in the 21st century. Thus, this study examined the impact of ICT on Educational Management students' academic performance in Nigerian universities. Relevant literature on the variables are reviewed; particularly on the frequent usage, impact and challenges of ICT in Nigerian universities. Federal University Oye-Ekiti (FUOYE) and Ekiti State University (EKSU) were used as the samples for the study. Three objectives, three research questions and three hypotheses were formulated to guide the study. A descriptive survey of correlative type was adopted. A constructive questionnaire distributed digitally via Google Forms was used to gather the data. The findings revealed that a significant number of students (94%) use ICT frequently for academic work, which highlights the integration of ICT into students' academic routines. Also, the study discovered the challenges of ICT usage in classrooms in terms of inadequate devices, infrastructural deficiencies and irregular power supply. Also, the students exhibited a high frequency of ICT usage for academic tasks, but a lower frequency for accessing information at home and during lectures. The study established a significant relationship between ICT usage, challenges encountered and their impact on the academic performance of Educational Management students. The study concluded by emphasizing the pivotal roles of ICT in modern education and highlighted the necessity to address the challenges to fully harness its potential. It was recommended that investing in ICT infrastructure, training and support opportunities and fostering effective ICT utilization will enhance academic performance in universities.

Keywords: Information and Communication Technology, Educational Management, students' academic performance, Nigerian universities.

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Nationalization and Beyond: Transforming Banking Systems for Economic Development

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Abstract

Money is the basic unit for all the transactions in an economy. Whether is in paper form or electronic form, it acts as the lifeblood for the financial system of an economy. It is very pertinent to study the evolution, foundations and working of financial system and banking in an economy. This study focuses on the evolution of money, working of financial system, growth of Banking in Indian economy. The study analyses the trends of credit, investments and Aggregate Deposits in detail with respect to Gross Domestic Product of economy.

Keywords: Money, Banking, Financial System, Gross Domestic Product, Indian Economy.

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A Study of Entrepreneurship And Innovation With Special Reference To Micro, Small And Medium Sized Enterprises

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[1]Research Scholar, Desh Bhagat University, Mandi Gobindgarh (Punjab), [2]Assistant Professor, Department of Business Management and Commerce, Desh Bhagat University, Mandi Gobindgarh (Punjab)

Abstract

In the process of socio-economic development, entrepreneurship as an engine of economic and social development, plays a crucial role. Micro, small, and medium-sized enterprises can benefit from entrepreneurship and innovation by using and exploring the continuously developing capacities of the government and private sectors in the economic sphere. It appears that innovation and entrepreneurship in micro, small, and medium-sized enterprises should be taken into consideration in order to accomplish this. This article includes introduction, literature review, theoretical underpinnings, entrepreneurship factors, role of innovation, barriers to entrepreneurship, and how to overcome them through innovation. After that, the conceptual model, which includes knowledge creation in MSME development, is covered. Finally, the article concludes that entrepreneurship and innovation are crucial for the survival and growth of micro, small, and medium-sized businesses.

Keywords: Entrepreneurship; Innovation; MSME (Micro, Small and Medium Enterprises); Factors and Barriers; Modeling.

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Psychological and Social Factors Affecting Teachers Job Involvement and Their Teaching Efficiency

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Abstract

This paper presents a conceptual overview of the factors affecting job involvement among teachers. It explores the multifaceted dimensions of job satisfaction, focusing on intrinsic and extrinsic elements that influence teachers' professional contentment. The study highlights key factors such as psychological and social environment, administrative support, salary, professional development opportunities, student behaviour, and workload. Additionally, it examines the impact of interpersonal relationships, recognition, and the balance between work and personal life. Through a comprehensive review of existing literature, this paper aims to provide a deeper understanding of how these variables contribute to the overall job satisfaction of teachers. The findings underscore the importance of addressing these factors to enhance teacher morale, retention, and effectiveness, ultimately contributing to improved educational outcomes.

Keywords: Job Involvement, Comprehensive, literature, underscore.

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Evaluating Data Security Measures in AI-Enhanced Educational Tools in Nigerian Universities

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Abstract

This study evaluates data security measures in AI-enhanced educational tools within Nigerian universities, focusing on the perceptions of university lecturers. A sample of 379 lecturers was surveyed using a structured questionnaire titled "Lecturers' Perceptions on Data Security Measures in AI-Enhanced Educational Tools in Nigerian Universities" (LPDSME). The reliability of the instrument was established with a Cronbach's alpha coefficient of 0.87, indicating strong internal consistency. Statistical analysis was conducted using mean and standard deviation to address five key research questions, including the level of awareness regarding data security risks and the perceived effectiveness of current measures. Findings revealed that while lecturers demonstrated a high level of awareness regarding data security risks, they perceived existing data security measures as inadequate, with several items rejected in effectiveness assessments. Recommendations include prioritizing training for lecturers on data security protocols and enhancing collaboration between IT departments and academic staff to ensure comprehensive security practices. Additionally, universities need to invest in updated technologies and frameworks to bolster data protection in AI-enhanced educational environments.

Keywords: Evaluation, Data security, AI Educational tools, Nigerian Universities.

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Correlates of Social-Emotional Skills and Work-Readiness among TVET Graduates in Nigerian Tertiary Institutions

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Abstract:

The acquisition of social-emotional skills and work-readiness is critical for the employability and productivity of Technical and Vocational Education and Training (TVET) graduates. However, there is a rising concern that TVET graduates in Nigerian tertiary institutions lack the necessary social-emotional skills and work-readiness to succeed in the contemporary labor force. This study aimed to investigate the correlates of social-emotional skills and work-readiness among TVET graduates in Nigerian tertiary institutions. A quantitative research approach was employed, and a structured questionnaire was administered to 150 TVET graduates from selected tertiary institutions in Nigeria. The findings showed that social-emotional skills, such as emotional intelligence, self-awareness, and self-regulation, were pointedly correlated with work-readiness among TVET graduates. Additionally, the results revealed that social-emotional skills predicted work-readiness among TVET graduates. The study recommends that TVET institutions in Nigeria should prioritize the development of social-emotional skills among students to enhance their work-readiness and employability.

Keywords: social-emotional skills, work-readiness, TVET graduates, Nigerian tertiary institutions.

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The Scientific Approach of Ayurveda for Achieving Goals Of Sustainable Development

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Abstract

Ayurveda emphasizes disease prevention and health promotion through its approaches to sustainability by enriching the relationship between people and nature. Sustainable Development Goal-3 (SDG 3) is directly addressed as Ayurveda emphasizes overall health, well-being, and preventive care. Sadvritta and Rasayana practices contribute to SDG 3 by supporting physical and mental well-being and longevity. Ensure health and well-being for all, at all ages, supported by 13 goals that span the breadth of the mission of the WHO. SDG 6 is supported through Ayurvedic practices that maintain hygiene, aligning with clean water and sanitation goals. SDG 13 benefits from Ayurveda emphasis on locally available, seasonal foods, reducing the carbon footprint and supporting climate action. Sadvritta promotes equality, addressing SDG 10 by emphasizing care and forgiveness for all. SDG 16 is addressed through daily routines involving meditation and stress management, contributing to individual well-being and indirectly promoting peace and justice. By achieving the "Triple billion" target, the WHO hopes to ensure that an additional one billion people benefit from Universal Health Coverage (UHC), are protected from health emergencies, and enjoy better health and well-being. These objectives are in line with and intended to assist in achieving SDG-3 are a crucial component of its 17-goal strategy to end poverty by 2030. There is a dire need to plan for an integrated strategy to achieve UHC and SDG-3, where the role of traditional system of medicine system can play a significant and impactful role. This highlights the potential for Ayurveda to become an integral part of healthcare and sustainability programs, fostering alliances and cooperative efforts to realize the objectives of SDG 17 by exchanging traditional wisdom and practices to advance a comprehensive approach to well-being and sustainable progress.

Keywords: - Sustainability, Sadvritta, Rasayana, Alliances, Wisdom.

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Digital Era and Modern English Literature: Challenges Ahead

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Abstract

The digital era has ushered in transformative changes across various domains, and English literature is no exception. As literature transitions from traditional print to digital formats, new challenges and opportunities arise for writers, readers, and critics. The proliferation of e-books, online publishing platforms, and social media has democratized access to literature, enabling diverse voices to reach global audiences. However, this shift also presents challenges, including concerns about diminishing attention spans, the decline of deep reading habits, and the commodification of creative works. Modern English literature now exists in a dynamic interplay with digital tools, such as hypertext, interactive storytelling, and artificial intelligence-generated content. These innovations blur the boundaries between author and audience, raising questions about authorship, originality, and the authenticity of literary creation. Additionally, the digital age amplifies concerns over copyright, piracy, and the sustainability of traditional publishing models. Educational institutions, too, face the challenge of adapting to this digital transformation. The task of fostering critical digital literacy among students is essential to equip them to engage meaningfully with digital literature. Simultaneously, educators must find a balance between integrating digital tools and preserving the pedagogical value of traditional literary forms. As literature continues to adapt to a rapidly evolving technological landscape, it faces the task of preserving the depth and richness of its heritage while embracing innovation. Critics and educators must also rethink traditional frameworks for evaluating and teaching literature to engage digital-native readers meaningfully. Addressing these challenges is crucial to ensuring that English literature not only survives but thrives in the digital era. This paper explores the multifaceted impact of the digital age on modern English literature and discusses the critical challenges and opportunities that lie ahead.

Keywords: Digital era, Literature, Challenges, Opportunities, AI-generated content.

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Entrepreneurship and Innovation

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Abstract

The purpose of this paper is to shed light on the recent developments in the area of entrepreneurship and innovation & also to explore the synergies, similarities and differences in both. Entrepreneurship and innovation are inter-related concepts. Innovation sparks the initial idea while entrepreneurship fuel its realization and both of these also gives fuel to the global economic growth and development. This paper present how the innovation drives entrepreneurship and why innovation is necessary for meeting out the challenges of business environment and sustainable growth. Although changes demand innovation because changes provide opportunities and we can grab these opportunities by a feasibility analysis. For example, In India, PM is emphasizing on clean and green India, so this can be a great opportunity for the persons of same mindset & they can grab this opportunity by making an innovation in this context and in another example, in our country we moved from old taxation system like sales tax, VAT to new taxation system i.e. GST, a single tax (one nation, one tax) and this change gives the opportunity to many entrepreneurs to develop software, which can handle the GST calculations and make it easy. So, innovation is a specific tool of entrepreneurs the means by which they can exploit changes. A very well said thought in this context is that "Necessity is the mother of invention and innovation". In current scenario, more focus on rural entrepreneurship, social entrepreneurship and women entrepreneurship etc. is going on. In our country, government of India provide many platforms, various schemes, activities and programmes for different categories and different incubators to generating the innovative ideas for the implementation of new start-ups (entrepreneurship) in the various field like agriculture, science & technology, communication, health care services, horticulture and many more. In this study we talk about the barriers and difficulties faced by the entrepreneurs like mostly persons resist to change due to fear of failure and lack of confidence because they do not know their powers & potential capabilities. So, government of India taking initiative for the development of this arena, like in Indian scripture Ramayana, when Ravana took away Sita mata and then a fleet of monkeys led by Hanuman & Jambavanth were searching for mata Sita. When they reached near the seashore, they stopped and get confused how to cross the sea. Then Jambavanth realizes Hanuman that you can jump over the sea because you have that much potential capability, then Hanuman realized his power and jump over the sea and find mata Sita. So, we requires the persons like Jambavanth for knowing the hidden potential. Thus, in this research paper, we revealed how innovation & entrepreneurship collaborate to shape the better future of the business world and economic world too.

Keywords- Economic growth, innovation, sustainable development, opportunities, Potential, government schemes & programmes.

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Comparative Study of Traditional Thoughts On Soulmate Relationships Across Various Cultures

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Ms. Premashree Nandagopal Nelvoye & Ms. Alankrita Shekhar

TYBA student Philosophy-Psychology, Jai Hind College, Mumbai

Abstract

The study attempts to present a comparative analysis of soulmate beliefs across traditional Oriental, Mediterranean and African cultures, examining philosophical, moral and mythological foundations to uncover similarities and differences among them. It aims to explore the ideas of soulmates in Oriental, African, Ancient Greek, Roman and Egyptian cultures, highlighting common themes such as cosmic forces uniting souls, eternal love, and metaphysical connections.

The study endeavours to also explore how the notions of love and soulmates are presented in folklores and cultural anecdotes across the cultures. Oriental and African traditions, supposedly, express these themes through their spiritual ritualistic forms. In the same way, Mediterranean traditions seemingly emphasize on marital rituals and rites to signify their beliefs on soulmate relationships, offering a wide range of interpretations across various civilizations.

Despite similarities, subtle differences prevail. Apparently, Oriental and African cultures have been shown to emphasise upon spiritual growth and karmic connection, whereas Mediterranean cultures focus more on romantic love and the concept of fate shaped by unique mythological stories and folktales. The study also examines the traditional myths and lores that have been passed down in these regions and have shaped and solidified the beliefs of soulmates, thus putting emphasis on the role of cultural and historical factors in their evolution.

Traditional beliefs about soulmate relationships presumably incorporate moral elements such as destiny and fate, and divine intervention, emphasizing the sacred nature of the bond. The predominant aspects of morality, when dealing with the nature of soulmate relationships, seem to revolve around loyalty, devotion, and sacrifice, along with family and societal norms. The analysis seeks to attain a deeper understanding of the moral elements, their relevance and responsibility that comes with finding one's soulmate.

The research attempts to shed light upon the cultural differences and variations in the understanding of human companionship. The subjugation of morality and the existence of various societal ideas seem to influence the beliefs regarding a cosmic connection between two beings.

Keywords: Soulmates, Love, Oriental, African, Mediterranean, Morality, Destiny, Rituals, Folklores, Spirituality, Philosophy.

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Navigating Challenges and Pioneering Innovations in the Instruction of Yoruba as a Foreign Language

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Abstract

Teaching Yoruba as a foreign language presents unique challenges that require innovative pedagogical approaches. This paper explores obstacles faced by educators, including insufficient resources, lack of governmental support, and the dominance of English. Many instructors struggle to engage students due to a scarcity of appropriate materials and inadequate training. Additionally, the multilingual context often leads to code-switching and language interference, complicating the learning process for non-native speakers. To address these challenges, this study employs a mixed-methods approach, integrating quantitative surveys and qualitative interviews with educators and students involved in Yoruba language instruction. Surveys will quantify perceptions of teaching challenges and student engagement, while in-depth interviews will provide insights into innovative practices used by educators. Classroom observations will further enrich the data by highlighting effective teaching methods in real-time contexts. The findings will propose innovative solutions aimed at enhancing Yoruba language instruction, including the development of culturally relevant materials, integration of technology in learning, and establishment of immersive environments that promote active engagement. By examining these challenges and potential innovations, this paper aims to contribute to discussions on language education in Nigeria and beyond, emphasizing the importance of preserving indigenous languages through effective teaching strategies.

Keywords: Yoruba language, foreign language instruction, innovative pedagogy, multilingual education, cultural relevance.

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Developing a Coir-Reinforced Polymer Composite for Automotive Parts Application

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Abstract

This study aims to explore the development of a coir-reinforced polymer composite as a potential material for automotive parts application. The increasing demand for lightweight and sustainable materials in the automotive industry has driven the need for innovative solutions. Coir, a natural fiber derived from coconut husk, possesses desirable properties such as high tensile strength, low density, and environmental sustainability. This research investigates the feasibility of incorporating coir fibers into a polymer matrix to create a composite material with enhanced mechanical properties suitable for automotive components. By developing a coir-reinforced polymer composite, this research goal is to contribute to the field of sustainable materials for automotive applications. The research findings will shed light on the mechanical properties, design considerations, manufacturing processes, and environmental sustainability of the developed composite material. Ultimately, this work will help pave the way for the adoption of coir composites in the automotive industry, leading to lightweight, eco-friendly, and cost-effective automotive parts.

Keywords: Fibre reinforcement; polymer; composite; automobile; manufacturing process; strain; stress; coir.

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The Challenges of Modern English Literature

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Abstract

This paper explores the multifaceted challenges faced by modern English literature in the context of an increasingly globalized and digitized world. As contemporary authors grapple with the complexities of cultural representation, identity, and the evolving nature of language, the landscape of English literature is undergoing significant transformation. One major challenge is the proliferation of digital media, which has altered reading habits and diminished the traditional audience for literary works. The rise of social media platforms and online content consumption has led to a decline in sustained engagement with literary texts, prompting authors to adapt their narratives to capture fleeting attention spans.

Moreover, the question of authenticity and cultural appropriation looms large in modern literature. Writers from diverse backgrounds face the dilemma of representing their cultures while navigating the expectations and critiques of a global readership. This paper examines case studies of contemporary authors who negotiate these tensions, highlighting how their works address issues of race, gender, and post-colonial identity.

Additionally, the paper discusses the impact of global events—including political upheaval, climate change, and social justice movements—on literary themes and forms. The intersection of these issues with traditional narrative structures poses a challenge for writers seeking to innovate while remaining relevant.

Through a comprehensive analysis of these challenges, this research aims to contribute to the ongoing discourse on the evolution of English literature. It underscores the necessity for scholars and practitioners to engage with the dynamic interplay between literature and the socio-political landscape of the 21st century, ultimately advocating for a more inclusive and adaptive literary canon that reflects the complexities of modern life.

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Songs / Music as Tools For Effective Teaching And Learning Of French As Foreign Language In Nigeria

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Abstract

The world of our time is going music wise. Most of the people in the world nowadays are adherents of music. It is no doubt that youths today can be qualified as being considerable addicted to music as they can barely do nothing without it. Many young ones and even some adults inclusive are inclined to listening to music than for them to read novels or books. Their areas of interest on daily life's activities could be much more concentrated on recreations and music. Some are addicted to music to the extent that they could hardly perform any task a day without music. In view of this, in order to attract or support learners' learning sensation, songs and music can be effective and beneficial tools to teach French language to our students with great pleasure. Considering the advantages of these tools will help in looking into how the learners could be motivated by them to develop some skills in foreign (French) language's linguistic structures through melodious songs. In this paper, we have anticipated to delve into how the use of songs and music can help learners improve in developing the four linguistic skills (oral and written expressions as well as oral and written comprehension), reflect culture and increase their feeling of pleasure in learning French language.

Keywords: songs and music, tools, linguistic competence.

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The Role Of Artificial Intelligence In Enhancing Eco-Theology In Nigeria

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Abstract

Artificial Intelligence (AI) has become a global revolution in our 21st Century. Almost every sector in the developed countries of the world has utilized artificial intelligence to deepen their technological efficiency as well as escalate progress and development which in turn enhances their global relevance. AI holds the potential to bring about transformative advancements in environmental data monitoring, resource management optimization, climate resilience and the enhancement of eco-theology in Nigeria. Through literature review and participant observation, this study identifies the role of artificial intelligence in enhancing eco-theology for sustainable development in Nigeria. Eco-theology is a form of constructive theology that focuses on the interrelationships of religion and nature, particularly in the light of environmental concerns. This study further identifies the great need to promote a better understanding of eco-theology and climate resilience through artificial intelligence in Nigeria.

Keywords: Artificial Intelligence, Climate Change, Eco-theology, Education, Resilience, Sustainable Development.

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Global Challenges In Educational Management

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Abstract

This paper examined the global challenges facing educational management. Some of these challenges are lack of training of graduates producing to competitive with international standard, inadequate resource materials on new courses in accordance to core curriculum and minimum academic standard (CCMAS) on educational management programmes, lack of adequate information on students' registration in tertiary institutions, inadequate school infrastructures, lack of quality education assurance, inadequate proficient on Artificial Intelligence on school management. Based on this findings, it was concluded that educational stakeholders and school managers should provide adequate training to graduates, availabilities of resource materials on new courses in accordance to new courses according to core curriculum and minimum academic standard on educational management programmes, enhance provision of information on students' registration, adequate school infrastructures, enhance on education quality assurance, effective proficient on Artificial Intelligence on school management so that they can be more effective in their day-to-day operations. The school managers also should provide to their institutions with necessary solutions towards any challenges facing them locally and globally. It was also recommended that the school managers should review upward and provide solutions to any challenges tackles effectiveness of educational management by enhance using of Artificial Intelligence on teaching and e-learning process.

Keywords: Global Challenges, Education, Educational management, University, Way-Forward.

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Transformations in Foreign Trade: Exploring the Changing Landscape in Developing Nations

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Abstract

Foreign trade is an essential component of economic growth, particularly for developing nations that rely on international markets to access capital, technology and resources. Over the past few decades, significant changes have reshaped how developing countries engage in global trade. Technological advancements, such as e-commerce, the rise of digital payments and logistics innovations have altered trade dynamics. Meanwhile, policy shifts, the rise of China as an economic superpower and regional integration initiatives have redefined trade relationships. Moreover, the liberalization of trade policies, the development of regional trade agreements and the shift towards digital platforms are also reshaping the way developing countries engage with the global economy. These transformations present both opportunities and challenges, as developing nations strive to integrate into a rapidly changing global economic system while navigating issues such as trade imbalances, foreign investment, infrastructure development and market access. These transformations have influenced the economic growth trajectories of developing nations, reshaping their trade patterns, export structures and positions in the global economy. This paper explores these changes, presenting an analysis of key trends, challenges and opportunities in foreign trade. It highlights the role of digital trade, global supply chain shifts, trade liberalization and regional integration. Empirical data is used to underline the impact of these transformations with a focus on case studies and statistical insights into their economic effects. The findings suggest that while the evolving landscape offers new avenues for growth, it also presents significant risks and requires strategic adaptation to emerging global trade norms.

Keywords: Developing nations, Economic growth, Foreign Trade, Trends.

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STEAM education in India: A strong foundation for primary students to succeed in a rapidly evolving world

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Abstract

This research explores the implementation of STEAM education in primary schools of India, focusing on its benefits, challenges, and solutions. STEAM encompasses Science, Technology, Engineering, Arts, and Mathematics, and has gained significant traction in India as an innovative pedagogical approach. It is gradually transforming the Indian school curriculum. It promotes interdisciplinary learning, and integrates artistic creativity with analytical problem-solving, fostering critical thinking and holistic development. It is equipping students with skills relevant for the 21st century. In India, the National Education Policy 2020 emphasizes the importance of skill-based learning and encourages schools to adopt STEAM methodologies. Programs like Atal Tinkering Labs, initiated by the government, promote hands-on experimentation and innovation among young learners. Additionally, private schools are playing a pivotal role in democratizing access to STEAM resources across urban and rural areas. Despite these advances, challenges such as inadequate infrastructure, lack of trained educators, and unequal access to quality education hinder the widespread implementation of STEAM education. This paper identifies key factors influencing STEAM education in primary schools, including curriculum, teacher training, resource availability, and support from government and private sectors. The study highlights the need for collaborative efforts to address barriers and maximize the potential of STEAM education in shaping future-ready learners.

Keywords: Education, interdisciplinary learning, innovation, creative thinking, problem solving, practical and social skills.

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Mushroom wealth of Jaunpur district of Uttar Pradesh

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Abstract

Mushrooms are known among the people for their nutritional and economic value. Wild mushrooms are highly valued for their distinct tastes and are used in a variety of preparations. For thousands of years, they have been an important component of human society and provide a wealth of advantages to both people and the environment. Many people find mushrooms tasty. Understanding the Jaunpur district's mushroom wealth can help with locals' income, the production of high-quality food, and the conservation of wild mushrooms. The main objectives of this study are, identification of the wild mushrooms as well as to find out the wealth of wild mushrooms in the region. Jaunpur is a district under the Varanasi division and is known for its history. Jaunpur is located alongside the Gomti River. A number of field trips were conducted for this study. The study shows that Jaunpur district was quite rich in terms of macrofungal wealth. The culinary potential of the wild mushrooms and the development of value-added goods and their varieties could be the focus of future research in the Jaunpur district of Uttar Pradesh.

Keywords: - Jaunpur, Wild mushrooms, Wealth, Uttar Pradesh.

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"Factors Affecting Burnout in Healthcare employees and coping mechanism for Sustainable Well-being"

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Abstract

The main object of this study is to investigate the prominent causes and effects of burnout and coping mechanism among health care employees. Burnout among healthcare employees is a critical issue that threatens both individual well-being and the quality of patient care. Burnout is driven by a complex interplay of factors, including excessive workloads, insufficient organizational support, and the emotional toll of patient care. The research methodology included qualitative and quantitative survey. The results indicated that the major contributor of burnout among HCW is the occupation itself. Heavy workload, repetitive work, and poor working environment were among the stressors identified in the category of occupation itself. Respondents identified that inconsiderate and inequitable superior/matron, lack of recognition, and conflict within and between groups were the stressors. Respondents also view social support as a buffer against the dysfunctional consequences of stress emanating from the workplace and established network of friends, family, superior, peers, and colleagues to seek emotional support when faced with job-related stress in the workplace. This paper systematically reviews existing literature to identify the key factors contributing to burnout in healthcare professionals and highlights individual, organizational, and systemic determinants of burnout, such as job demands, lack of autonomy, and inadequate mental health resources. It also examines the consequences of burnout, including impaired professional performance, reduced job satisfaction, and adverse health outcomes. Explores coping mechanisms that promote sustainable well-being and also emphasizes the urgent need for workplace interventions, including reducing workloads, providing mental health resources, and fostering a supportive work culture. Encouraging self-care practices and resilience-building strategies is essential to mitigate burnout and enhance the overall well-being of healthcare employees. Further, respondents adopt more than one coping mechanisms to fight burnout based on scenarios, situations, and level of job stress. This study is limited only to the investigation of work stress and coping mechanism among HCW. Suggestions for future research are also mentioned.

Keywords: Burnout, HCW, Sustainable well-being, coping mechanisms, Resilience, Stress management, Workplace environment, mental health.

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Factors affecting the effective use of ICT in Education

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Abstract

The integration of Information and Communication Technology (ICT) into education has become a pivotal aspect of modern learning environments, fundamentally reshaping the way knowledge is delivered, accessed, and consumed. ICT tools, such as digital devices, online platforms, and multimedia resources, have created opportunities for personalized learning, enhanced interactivity, and improved accessibility for students across diverse socio-economic backgrounds. However, the adoption and effective use of ICT in education remain highly dependent on a variety of factors, which can either facilitate or hinder its potential to revolutionize teaching and learning processes. This paper examines these factors, with a particular focus on the challenges and opportunities. Through It highlights how ICT has expanded the scope of learning beyond traditional classroom settings, enabling distance education, virtual classrooms, and collaborative online platforms. Despite these advantages, the implementation of ICT in education is not uniform and is influenced by several interrelated factors. a comprehensive review of literature and analysis, the research identifies critical determinants such as infrastructure availability, digital literacy among educators and learners, institutional support, and cultural attitudes toward technology. Additionally, challenges like financial constraints, inadequate training, and resistance to change are examined. The findings emphasize the importance of targeted policies, robust training programs, and infrastructural investments to maximize the potential of ICT in education. By addressing these factors, stakeholders can foster an inclusive and effective digital learning environment that aligns with the demands of modern education systems.

Keywords: ICT, Education, Factors affecting usage of ICT in Education, Challenges, Opportunities.

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The Impact of Nutritional Labeling on Consumer Purchasing Decisions: A Study of Awareness and Behavior

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MM Institute of Management, Maharishi Markandeshwar (Deemed To Be University), Mullana, Ambala, Haryana

Abstract

Nutritional labeling is a critical tool in promoting healthier food choices and combating diet-related health issues such as obesity and cardiovascular diseases. This study explores the impact of nutritional labels on consumer purchasing decisions, emphasizing awareness, comprehension, and behavioral changes. Using secondary data from peer-reviewed studies, industry reports, and health surveys, the research examines the effectiveness of various labeling formats, including front-of-package and traffic-light systems.The findings reveal that while nutritional labels significantly enhance awareness, comprehension gaps remain due to complex terms and inconsistent designs. Label efficacy varies by demographic group, with younger, educated, and health-conscious consumers more likely to engage with nutritional information. Behavioral impact is often influenced by external factors such as price, taste, and convenience, which can override health considerations. Despite these challenges, simplified and standardized label formats, coupled with consumer education campaigns, show promise in bridging the gap between information and actionable decisions. The study recommends targeted interventions to address disparities in label usage and comprehension across diverse populations. By promoting transparent labeling practices and fostering industry collaboration, policymakers can maximize the potential of nutritional labels to influence healthier consumer behavior. This research underscores the importance of a multi-faceted approach to improve the design, communication, and accessibility of nutritional information in fostering informed and health-conscious food choices.

Keywords: Nutritional labeling, consumer behavior, purchasing decisions, health-conscious choices.

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Impact Of Cyber Terrorism On National Security And Critical Infrastructure

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Abstract

Cyber Terrorism is a lethal threat to safety and security of any nation. Rapid adoption of digital technology makes nations even more vulnerable to potential attacks. Cyber terrorism risks are great ranging from economic, social health and ever counting. Digital technology has blurred boundaries anyone from anywhere can impose a threat. Public reaction to cyber-attacks accentuates its impact & causes significant disruption. Cyber Terrorism can lead to loss of public confidence en governmental institutions.

Even more, the socio-economic costs cannot be calculated. There is urgent need for both public as well as private Institutions to invest heavily on Cyber security. Governments and private sector must collaborate to reduce the risks associated with cyber-attacks. Public awareness and preparedness will go a long way in fending of the risks associated with Cyberterrorism. Rise of Artificial Intelligence and technologies like Internet of Things or connected devices has expanded the potential risks as well as made mounting of cyber-attacks very easy.

Keywords - Cyber Terrorism, National Security, Critical Infrastructure, Cyber Attacks, Artificial Intelligence.

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Social Factors in Adolescence and its Development in Aravind Adiga's *Selection Day*

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Abstract

Aravind Adiga's novel *Selection Day* intricately examines the lives of two brothers, Radha and Manju, chronicling the profound twists of fate they endure while grappling with themes of unrealized ambitions and inescapable destinies. The paper depicts how social factors affect adolescence and its development in the contemporary society. Aravind Adiga ventures into the contentious theme of homosexuality—an issue largely silenced and stigmatized within the realm of sports—bringing sensitivity and foresight to its depiction. At the core of this literary work lies a searing critique of parental transgressions, epitomized by the character of Mohan Kumar, and the far-reaching consequences of such actions. *Selection Day* deftly interweaves the social constructs of class stratification, the relentless pursuit of wealth, diverse sexual orientations, and ideological disparities, presenting culture as a dynamic and perpetually evolving force. Through the medium of cricket, Adiga masterfully unites motifs of unattainable desires, filial devotion, repressed sexuality, an insatiable drive for financial success, and the inescapability of fate, creating a richly layered and thought-provoking narrative.

Keywords: adolescence, sexual orientations, unattainable, inescapability.

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Integrating Environmental Education into Global Curriculum: Challenges and Solutions

Amit Vikram Pandey

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Abstract-

A new era in environmental protection measures began with the Stockholm Declaration of 1972, which was the first international accord to use the word "environment" specifically. Both the Eastern (communist) and Western blocs' industrial and military developments were mostly to blame for the planet's environmental deterioration. These two rival factions concentrated on retaliating against one another, especially by deploying nuclear warheads and ballistic missiles and regularly testing and improving nuclear weapons. Nuclear tests' radioactive fallout greatly increased environmental pollution, which in turn caused a number of health problems, climate change, rising global temperatures, melting polar ice, changed weather patterns, and ozone layer depletion. The world community convened in response to this concerning state of things to consider the reasons behind the decline and suggest actions to reverse it. Through customs and ceremonies that honour trees, rivers, the sun, moon, and other creatures, Indian culture has long encouraged reverence for the natural world. Kalidasa, the well-known Sanskrit poet, praised nature in his book Meghaduta. Other poets have also depicted the beauty of nature. This essay examines the challenges that climate change is now posing and highlights how vital it is to incorporate environmental education at all tiers of the global educational system. In order to achieve sustainable development and guarantee that Earth is a habitable and prosperous planet for future generations, such initiatives are essential. Publications from the Indian government and the United Nations are among the secondary sources used in this study.

Keywords: Military, Opponent, Nuclear, Ballistic, Ozone.

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A Study on the Awareness Level of Non-Durable Good's Consumer towards Digital Marketing

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Abstract

The present study tries to study the awareness level of non-durable good's consumer towards digital marketing in Haryana State. The Non-durable goods refer to soft goods which can be used only once and their usefulness after that. The United States Bureau of Economic Analysis defines non-durable items as those that need to be purchased repeatedly for usage after being utilized for three years. Because they are consumable, they are also known as consumable goods. Sweets, packaged foods, beverages, cosmetics, office supplies, tobacco, clothes, shoes, lightbulbs, detergent, and so forth are examples of non-durable goods. The research design of the present study is descriptive research in nature. In present study, the required data collected from the 150 respondents through a structured questionnaire. The sample size is taken 150 consumers of non-durable goods with the help of convenience sampling techniques. The collected data analyzed by applying mean, standard deviation, t-test and ANOVA test. The results of the study indicate that the consumers of non-durable goods have moderate awareness towards digital marketing.

Keywords: Digital Marketing, Consumers, Non-durable Goods, Awareness etc.

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Role Of Peer Pressure and Social Support In Effecting Academic Achievement Of Senior Secondary School Students

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Abstract:

This study explores the role of peer pressure and social support in influencing the academic achievement of senior secondary school students. Peer pressure, both positive and negative, can significantly shape student behaviours, attitudes, and academic outcomes, while social support from family, teachers, and peers serves as a crucial factor in academic success. The research aims to identify how these two elements interact and contribute to student's academic performance. The findings suggest that positive peer pressure, such as encouragement for academic achievement, can enhance student performance, while negative peer pressure may lead to disengagement and lower grades. Social support, particularly from parents and teachers, is found to have a strong positive correlation with academic success, providing emotional, motivational, and informational resources that help students navigate academic challenges. The study concludes by emphasizing the importance of fostering a supportive academic environment and mitigating negative peer influences to improve academic outcomes in senior secondary schools.

Keywords: Peer Pressure, Social Support, Academic Achievement.

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"Probing the Proton Structure at High Energies using DGLAP evolution equations"

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Abstract

The structure of the proton is a cornerstone of high-energy physics, fundamentally determining the distribution of its constituent quarks and gluons. These distributions are encapsulated by proton structure functions, which can be studied through the Parton distribution functions (PDFs). At high energies, the evolution of these PDFs is governed by the Dokshitzer- Gribov-Lipatov-Altarelli-Parisi (DGLAP) evolution equations, which describe how PDFs evolve with respect to the energy scale Q^2 of the interaction. Solving the DGLAP equations is essential for understanding the proton's internal dynamics, and several methods have been developed to achieve this. Numerical methods provide precise results, by leveraging advanced computational efficiency but lack general insight into the underlying physics. In contrast, semi-numerical and approximate analytical solutions provide valuable insights into the behaviour of PDFs, although obtaining exact analytical solutions across the entire kinematic range of x, a Bjorken scaling variable, is not feasible as reported in recent literature. This work discusses the various approaches to finding analytical solutions of the DGLAP equations up to higher order corrections at small x, highlighting their strengths, phenomenological range of validity of the solutions and limitations in the quest to model proton structure across different energy scales.

Keywords: Parton distribution functions; DGLAP equations; small x.

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Effectiveness Of Code-Switching As A Pedagogical Strategy In English Language Teaching In Nigerian Multilingual Classrooms

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Abstract

Language teaching in Nigerian multilingual contexts presents a complex and multifarious challenge. Nigeria, a country with over 260 ethnic groups and about 500 languages, is a classic example of a multilingual society. English, the country's official language, serves as the primary medium of instruction in schools, while Nigerian languages, such as Hausa, Igbo and Yoruba, are spoken by millions of people across the country. Despite the linguistic diversity, English language teaching remains the most prominent feature of Nigeria's educational landscape. However, the challenges of teaching English in Nigeria are bedeviled by factors such as: limited resources and inadequate teacher training. It is assumed that as a result of poor training, a lot of teachers often code switch and some abuse the use of code-switching during teaching; thereby resulting in inefficient teaching and inadequate learning. This study therefore investigates the effectiveness of code-switching as a pedagogical strategy in English language teaching in Nigerian multilingual classrooms. To this end, the research employs mixed-methods combining questionnaire surveys, classroom observations, and interviews of 50 teachers and 200 senior secondary school students to examine the effects of code-switching on English language learning outcomes, learner motivation, and teacher-student interaction in Nigerian multilingual classrooms. Findings revealed that code-switching has a widespread use and it undermines language learning. However, if moderately used; it could be an invaluable resource for learning and for facilitating communication. The research further suggests that judicious use of code-switching can enhance learner comprehension, promote classroom interaction, and foster a more inclusive learning environment. The research recommends the need for teacher training programmes that address the effective use of code-switching in language instruction.

Keywords: Linguistic diversity, Inefficient teaching, Inadequate learning. Multilingual classrooms, Code-switching.

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Can Artificial Intelligence Build Educators' Resilience and Sustainability?

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Abstract

Educators in Nigeria have a low level of resilience and sustainability. Artificial intelligence (AI) has the potential to revolutionize various industries, including education, by providing tools and platforms to support educators in various ways. However, the role of AI in building educators' resilience and sustainability remains relatively unexplored. AI can help educators manage their work load by automating administrative tasks, providing personalized support, and offering emotional support and counseling. A qualitative research in Literature review Design was adopted for the study, guided with five research questions and **Lecturers' Opinions on Building Educators' Resilience and Sustainability through Artificial Intelligence Interview (LOBERSAI,R=.83).** Data was analysed using the matic analysis. The results revealed high level of awareness of AI for educators' resilience and sustainability. However, there are challenges associated with AI implementation, such as lack of trust among educators, potential job loss or reduced autonomy, and ethical considerations such as data privacy and security. Educators need to develop the skills and knowledge necessary to effectively use AI based tools and platforms, which requires ongoing professional development and support. Ethical considerations include potential bias in AI algorithms, data privacy and security, transparency and accountability. Educators need to be informed about how AI based tools and platforms are being used, have input into their development and implementation, and be accountable for the decisions made by AI algorithms. By addressing these ethical concerns, AI can help educators build resilience and sustainability in the profession.

Keywords: Educators' resilience, Educators' sustainability, Artificial intelligence.

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Study of Anderson localization in disordered system with bond breaking disorder

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Abstract

The phenomenon of Anderson localization describes how disorder in a system can halt the movement of waves, such as electrons, by making them stay localized. In this work, we present a simple approach to investigate Anderson localization in a three-dimensional system. We construct the tight-binding Hamiltonian for the system in which a single random energy is assigned to each lattice site, and the hopping integrals are restricted to nearest-neighbour sites only. We introduce bond-breaking disorder, where some hopping terms between sites are randomly weakened. Using the exact diagonalization technique, we calculate the local density of states analytically which represents the distribution of the energy levels of the system. Furthermore, we employ the inverse participation ratio to identify the Anderson transition—the point where the system transitions from a metallic (delocalized) phase to an insulating (localized) phase. Our results show how bond-breaking disorder affects the localization properties and critical behaviour near the transition, improving our understanding of how disorder impacts quantum transport and localization.

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Intimate Partner Violence: A Neutral Perspective Of Violence Against Males And Homosexuals

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Abstract

Intimate Partner Violence (IPV) is a crime in which a partner hurts his partner physically, emotionally, or sexually and thus, tries to have control over them. IPV is a very serious and outrageous crime that is generally assumed to be against women only whereas it is not a gender-biased crime. Thus, this research paper aims at bursting the gender myths about victims of IPV. With references to various studies, it has been observed that heterosexual males, as well as homosexuals, can also be the victims of IPV. This article talks about IPV which remained unheard of for years, its types, forms, causes, and factors giving rise to it along with some suggestions for society and legislature to prevent and curb IPV. This article also focuses on reasons for which the cases of male victims and homosexual victims stay unreported. Through this article, we briefly review the literature on IPV along with the laws for protecting victims of IPV are also discussed with respect to India.

Keywords- IPV, Crime, Violence, Gender Neutral, Laws.

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Role of Emerging Markets in Global Supply Chains

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Abstract

Emerging markets have become pivotal players in global supply chains, transforming traditional structures through their rapid economic growth, resource endowments, and increasing consumer demand. This paper explores the multifaceted roles these markets play as manufacturing hubs, resource suppliers, and consumption drivers, while highlighting their contributions to supply chain innovation and resilience. By leveraging cost efficiencies, technological advancements, and strategic geographic locations, emerging markets enable global firms to optimize operations and mitigate risks. However, the integration of these markets also presents challenges, including regulatory complexities, infrastructure gaps, and environmental concerns. This study examines both the opportunities and risks, offering insights into how businesses can navigate and harness the potential of emerging markets for sustainable and efficient supply chain management.

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The Diasporic Experience in the Mahabharata: A Critical Analysis of Karna's Narrative in the Context of English Literature

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Abstract

This paper undertakes a critical examination of the diasporic experience through a nuanced analysis of Karna's narrative in the Mahabharata, situated within the broader context of English Literature. By applying the theoretical frameworks of postcolonial theory and diaspora studies, this research sheds new light on the representation of displacement, identity, and belonging in English literature. Through a rigorous close reading of Karna's character and his relationships with others, this paper investigates how Karna's experiences of displacement and identity formation reflect the complexities of diasporic identity and community. Furthermore, this research draws parallels between Karna's narrative and other diasporic narratives in English literature, including the works of Salman Rushdie, Vikram Seth, and Jhumpa Lahiri. The paper examines the intersections between Karna's narrative and other diasporic narratives, highlighting the common themes and tensions that emerge in these stories. By situating Karna's narrative within the broader context of English literature and diaspora studies, this research offers new insights into the representation of displacement, identity, and belonging in literature. This paper argues that Karna's narrative provides a powerful and nuanced exploration of the diasporic experience, highlighting the complexities and tensions inherent in the negotiation of identity, belonging, and community. Through its analysis of Karna's story, this research demonstrates the value of literary narratives in illuminating the human experiences of displacement, identity, and belonging. The concept of diaspora has become increasingly significant in contemporary literary studies, particularly in the context of postcolonialism and globalization. The diasporic experience, characterized by displacement, migration, and cultural hybridity, has been explored in various literary works across cultures and languages. This paper seeks to contribute to this ongoing conversation by examining the diasporic experience through a critical analysis of Karna's narrative in the Mahabharata. Karna's narrative is particularly significant in this context, as it highlights the tensions and contradictions that arise from the intersection of different cultural, social, and historical contexts. Through a close reading of Karna's character and his relationships with others, this paper analyzes how Karna's experiences of displacement and identity formation reflect the complexities of diasporic identity and community. The paper also examines the ways in which Karna's narrative reflects the complexities of diasporic identity and community. Karna's experiences of displacement and identity formation are mirrored in the experiences of other diasporic characters in English literature. For example, the protagonist of Salman Rushdie's novel "Midnight's Children" is also a product of displacement and cultural hybridity, and must navigate the complexities of identity and belonging in a postcolonial world. Ultimately, this paper contributes to a deeper understanding of the diasporic experience and its representation in English literature. By examining Karna's narrative through the lens of diaspora studies, this research offers new insights into the ways in which English literature can illuminate the complexities and tensions inherent in the diasporic experience. The findings of this research have significant implications for our understanding of the diasporic experience and its representation in English literature. By highlighting the complexities and tensions inherent in the diasporic experience, this research demonstrates the value of literary narratives in illuminating the human experiences of displacement, identity, and belonging. Furthermore, this research suggests that the study of diasporic narratives in English literature can provide a rich and nuanced understanding of the human experiences of displacement, identity, and belonging. By examining the intersections between different diasporic narratives, scholars can gain a deeper understanding of the common themes and tensions that emerge in these stories, and can develop new insights into the ways in which literature represents the experiences of displacement, identity, and belonging. In conclusion, this paper has demonstrated the value of examining Karna's narrative in the Mahabharata through the lens of diaspora studies. By analyzing Karna's experiences of displacement, identity formation, and belonging, this paper has highlighted the complexities and tensions inherent in the diasporic experience.

Keywords: Diaspora, Displacement, Identity, Belonging, Postcolonialism.

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Applications Of Mathematics In Global World Business

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Abstract:

Today, in this rapid changing technology driven world, job roles and nature have changed tremendously. It's time for Artificial intelligence and Big data analysis. Job roles are redefined as analyst, consultant, research associate, data miner, etc. which involve advanced mathematical applications. Business is among the most popular disciplines among students. But these subjects lack mathematical applications in its introduction stages. And now in this changed scenario, reputed global institutions offers higher education opportunities for students who are having mathematical background. So the relevance of mathematics is increasing and it is soon become one of the mandatory subjects for students in all disciplines. Hence this paper examines the role of mathematics in all around Global world business. In the field of business the mathematical influence is beyond our thoughts. So this paper shows the application of Mathematics Its application ranges from basic arithmetic such as fractions, ratios, percentages, algebra, probability etc. to advanced mathematical model building. Business entities use the arithmetic in the areas of accounting, inventory management, budgeting, financial analysis and sales forecasting.

Keywords: Mathematics, Business, Accounting, Management, Budget.

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Ecocriticism: A Medium of Exploring Environmental Sustainability in Amitav Ghosh's *The Hungry Tide*

Ms. Manju

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Abstract

This ecocritical analysis explores the complex interconnections between human societies and the natural environment as depicted in Amitav Ghosh's "*The Hungry Tide*," a novel situated within the delicate ecosystem of the Sundarbans. Through a comprehensive examination of the narrative structure, character development, and thematic elements, this study uncovers Ghosh's incisive critique of environmental degradation and exploitation, emphasizing the severe repercussions of human activity on the distinct cultural and ecological legacy of the region. This research paper clarifies Ghosh's vision of a more sustainable future that puts the welfare of both human and non-human beings first by analysing the connections between environment, culture, and politics. With its magnificent mangrove forests, varied animals, and resilient populations, the Sundarbans are a potent representation of how the worlds of nature and humanity are intertwined. Human rights, conservation, and environmental justice are all expertly woven across his story, highlighting the need for an equitable and diverse approach to development. This paper examines how Ghosh's story subverts current views of modernity, advancement, and development by drawing on ecocritical ideas, especially those of Rob Nixon, Donna Haraway, and Timothy Morton. This essay demonstrates the novel's dedication to a more complex view of the natural world, one that recognises the agency and autonomy of non-human creatures, by examining the conflicts between conventional knowledge systems and contemporary scientific reasoning. Finally, this ecocritical examination illustrates how "*The Hungry Tide*" acts as a compelling advocacy for environmental sustainability, prompting readers to reassess their connections with the natural environment and to embrace a more integrated approach to development. Through an analysis of the interconnections between ecology, culture, and politics, this study enhances comprehension of Ghosh's body of work and its significance in current ecological discussions, underscoring the transformative capacity of literature in influencing our perception of the world and our role within it.

Keywords: ecocritical, environmental sustainability, development, comprehensive, human.

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"Walden and the Roots of Sustainable Development: Ecosystem Management Through Thoreau's Philosophy"

Dr. Raunak Rathee

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Abstract:

Henry David Thoreau's philosophy, as expressed in *Walden*, offers profound insights into ecosystem management and sustainable development. His principles of simplicity, self-reliance, and harmonious coexistence with nature align with modern ecological ethics. Thoreau's deliberate life by Walden Pond illustrates the importance of reducing ecological footprints and respecting the interconnectedness of natural systems. Through his observations of biodiversity and environmental change, Thoreau emphasised nature's intrinsic value and the need for its preservation.

His belief in the restorative power of wild spaces aligns with contemporary strategies like adaptive management and ecosystem-based conservation. By framing nature as both a physical and spiritual resource, Thoreau's work continues to inspire holistic approaches to sustainability, advocating for ethical stewardship and a balance between human development and environmental integrity. *Walden* thus serves as a timeless literary foundation for ecological awareness and sustainable living. This paper can serve as a foundation for discussions on how literary works have historically influenced contemporary ideas of sustainability and ecosystem management. It bridges the gap between cultural narratives and scientific approaches to environmental ethics and conservation.

Keywords: Henry David Thoreau, *Walden*, ecosystem management, sustainable development, biodiversity, environmental ethics, conservation, ecological footprint, nature preservation, adaptive management.

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Myth Reimagined: Tech-driven Storytelling in *Kalki*

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Abstract

The movie *Kalki* exemplifies a seamless fusion of futuristic technology and ancient mythology, showcasing how this blend shapes both the narrative and its characters. It serves as a prime archetype of balancing technological advancements with mythological depth. While *Kalki* employs cutting-edge technology to immerse the audience in a vividly imagined futuristic world heralding the arrival of Lord Vishnu's tenth reincarnation, it simultaneously critiques the risks and ethical dilemmas posed by rapid technological progress.

This paper delves into the dual portrayal of technology in *Kalki*; as a tool for engagement and storytelling and as a harbinger of potential societal challenges. The extensive use of VFX and advanced AI tools brings mythical characters, celestial realms, and divine battles to life, creating a sensory-rich cinematic experience. By examining these elements, the paper seeks to unravel how *Kalki* re-imagines mythology through a tech-driven lens, blending ancient wisdom with contemporary innovation. Representation of divinity and apocalyptic themes are common to this genre in which visual elements are crafted to depict divine interventions or end-times scenarios. The contemporary setting, reflecting issues like climate change, societal decay, or technological overreach will also be analyzed to reveal that the technological and mythological dimensions of *Kalki* have broader cultural, societal, and cinematic implications.

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Graphene-based Nanomaterials as a toxic gas Sensor: A DFT Study

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Abstract

Graphene has attracted many scientists over the years after its discovery in year 2004. Graphene is the building block of graphitic materials. The unique physicochemical structure and properties make graphene as a promising material in the field of separation and adsorption. Therefore, structural alteration by creating vacancies or doping metal atoms can tune the electronic properties and reactivity of graphene. Graphene-based nanomaterials are an appropriate choice for removing life-threatening harmful gases from environment because of their enhanced surface reactivity compared to their bulk counterparts. The widespread and frequent use of sulfur dioxide (SO2) and sulfur trioxide (SO3) in commercial scenarios is causing harm to the environment and all living beings. This study explores the adsorption properties of SO_2/SO_3 on various types of graphene, including pristine graphene (PG) and transition metal (Ni/Fe) doped graphene using density functional theory (DFT). Different modes are used for the interaction of adsorbate over the adsorbent. It is found that the SO2 shows favourable physisorption over the pristine graphene surface with a small amount of adsorption energy and minimal charge transfer. In this case, there is no formation of direct bonds between the adsorbate and the adsorbent. This computational work also investigates the adsorption capacity of Fe/Ni-PG to hazardous gas sulfur dioxide and sulfur trioxide. The adsorption capacity of intrinsic graphene can be improved by introducing defects and doping with iron (Fe) and Nickel (Ni) metal atoms.

Keywords: Graphene, Adsorption, DFT, Harmful Gases, Nanomaterials.

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Disability in Indian Commercials: Today's Trends, Tomorrow's Potential

Dr. Rekha Kumari

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Abstract

Disability being a global issue have been on the outskirts of Indian media. It is often excluded and represented either as subhuman or superhuman. However, in recent years, with growing awareness, Indian commercials focused on the representation of person with disabilities with an inclusive lens. Present research paper investigates the current trends of disability portrayal in Indian advertising. It analysis the Indian commercials from prominent brands and highlights the role of brands in integration of disability in mainstream instead of periphery. This paper also explores the role of brands to evolve the portrayal of disabilities with lived experiences to reflect diversity. It also emphasizes the role of advertisers in breaking the stereotypes and contributing to a more equitable representation of people with disabilities in mainstream media. The paper also touches on the impact of govt. policies and RPWD Act, 2016 and the influence of disability advocacy groups in shaping the evolving media landscape.

Today's commercials celebrate the capabilities of individuals with disabilities instead of focusing on their limitations. Indian Commercials are leveraging their stories to evoke empathy, inspire change, and promote brands with a message of social responsibility and mainstreaming disability representation. Campaigns like "Nothing About Us Without Us" and initiatives by inclusive brands have garnered widespread recognition, but the representation remains sporadic and often limited to tokenism.

Present research looks forward for deeper inclusivity in Indian advertising through authentic storytelling co-created with disabled individuals, adaptive products tailored for accessibility, and a departure from the traditional charity-based narratives. Hence, the advertising industry can play a crucial role in fostering an inclusive society with increased collaboration between brands, disability advocates, and creative agencies by normalizing disability in everyday narratives.

Keywords: Disability representation, Indian commercials stereotypes, accessibility, social responsibility, inclusive media, marketing trends, Rights of Persons with Disabilities Act. diversity, adaptive products, empowerment.

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Analytical Assessment of Avocado Oil

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Abstract

Currently, researchers seem to develop so much interest in avocado oil extracted from the pulp of avocado fruit. The objective of this study was to analytically assess the quality of avocado oil. Components were determined after drying the pulp in an oven under ventilation. When traditional solvent extraction using a Soxhlet was adopted, 65.12 % /g dry weight of the oil was obtained. Microwave extraction gave a higher yield of 68.96% /g dry weight from the same variety of avocado. The average oil yield using Soxhlet extraction, with ethanol as the solvent, was significantly higher than the oil obtained by homogenization with hexane, however, there are similarities in the profiles of the two methods. Maturity is a considerable factor in extraction of oil. As the maturity of the fruit increases, the extraction of oil is also improved. Components present in avocado oil were assessed using gas chromatography, coupled with a flame ionization detector (GC-FID). Oil from microwave extraction had higher fatty acid content. Among the fatty acids found, oleic acid was the major one.

Keywords: avocado, solvent, pulp, extraction.

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Sectoral Stock Pricing in The Nigerian Stock Exchange: Symmetric And Asymmetric Approaches

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Abstract

The study investigates the sectoral stock price volatility in the Nigeria Stock Exchange. The volatility dynamics of the sectoral stock returns under symmetric and asymmetric conditions through the Traditional GARCH, Threshold GARCH and Exponential GARCH models were investigated. Apart from GARCH models, it was used to establish the relationship between determining factors of expected returns. Arising from the pricing purpose, some sectors were overvalued (Agriculture, Conglomerate, Construction, Consumer goods, Health, Oil & Gas and Services sectors) while others (Financial et al. goods and Natural Resources) were undervalued. However, volatility for most sectoral stock returns has no permanent effect but rather a mean reversion, and they perform much better under leverage effect, implying that negative news (shocks) has more influence on stock price volatility than positive news. Meanwhile, it remains a valid fact that the volatility factor is not relevant in determining expected returns after estimating and applying asset pricing models. Hence, the study provides evidence in favour of the formation of a portfolio based on sectoral stocks as being a more beneficial investment strategy than the aggregate stock market indices, which support portfolio theory. The study then recommends that the government, through its agencies, should mobilize adequate funds to the market to stabilize it during high volatility as well as improve the stock market education to mitigate the effect of negative news while investors should improve their knowledge of each sector for portfolio selection management.

Keywords: Stock returns, Volatilities, Asset pricing, GARCH, TGARCH, EGARCH, ARDL, Nigerian Stock Exchange.

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Usage Of AI for Personalised Language Learning Experiences and Outcomes Among Secondary School Students In Lagos State

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Abstract

AI technologies are increasingly being utilised to create tailored learning experiences, especially in language education, by addressing the unique needs of individual students. This study investigated usage of AI for personalised language learning experiences and outcomes among secondary school students in Lagos State. The study examined level of awareness/knowledge of usage of AI for personalised language learning experiences among secondary school students in Lagos State; and how usage of adaptive learning systems and natural language processing (NLP) relate to learning outcomes in language education among secondary school students in Lagos State. Three research questions were raised and answered while three null hypotheses were formulated and tested at 0.05 level of significance. A sample size of 200 students and 10 teachers participants were randomly selected from 10 public secondary schools within Education District II and IV of Lagos state. Mixed-method approached comprising of questionnaire for students participants and in-depth interview questions for teachers participants was adopted for the study. The contents and face validity were done. A pilot study was conducted to determine the reliability of the instrument using Cronbach Alpha reliability test. A reliability coefficient of 0.81 was obtained. Data analysis was done using descriptive statistics of frequency counts, percentage, mean, and standard deviation to answer the research questions. The hypotheses formulated were tested using the Pearson Product Moment Correlation (PPMC) statistics at 0.05 level of significance. Based on the findings of this study, it was concluded that level of awareness and knowledge of usage of AI for personalised language learning experiences among secondary school students in Lagos State is low; the usage of adaptive learning systems, such as Duolingo, Babbel, and LingQ, was positively associated with improved language learning outcomes; and that natural language processing tools like Chatbots and ChatGPT also showed a strong correlation with improved learning outcomes, particularly in fostering interactive learning and critical language skills. It was recommended that Language educators should create awareness on the benefits of Al tools like Chatbots, ChatGPT, Duolingo, Babbel, and LingQ as supplementary aids for interactive and conversational language practice. This includes integrating these tools into classroom activities and assignments to improve students' critical thinking and communication skills in the target language.

Keywords: Artificial Intelligence, Personalise Language Learning, Learning Experiences, and Learning Outcomes.

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Re-imagining Truth: Post-colonialism, Nationalism and Identity in India's Contribution to the Post-Truth Era

Dr. Yashu Rai

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Abstract

This paper explores the relationship between identity and post-truth in contemporary Indian literature in English. With a focus on works by Arundhati Roy, Salman Rushdie, Vikram Seth and others. The paper delves into how Indian writers navigate the complexities of postcolonial and post-truth identity in the 21st century. It examines how these authors interrogate the fluidity of identity within the broader socio-political context of India, where truth is increasingly contested and shaped by emotional, ideological, and political forces. The paper contends that Indian literature in English critiques the malleability of truth, reflects on the impact of post-truth discourses on collective and personal identities, and offers alternatives to the often reductionist narratives that dominate contemporary India.

Keywords: Identity, Post-Truth, Ambivalence, Hybridity, Opinion.

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Exploring the Social Issues in Githa Hariharan's "I Have Become the Tide" and "In Times of Siege"

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Abstract:

This paper examines the social issues presented in Githa Hariharan's novels "I Have Become the Tide" and "In Times of Siege". Through a critical analysis of the texts, this paper highlights the ways in which Hariharan addresses issues such as patriarchy, identity, and social inequality. The paper argues that Hariharan's works offer a nuanced and thought-provoking exploration of the social issues that affect individuals and communities in India.

Githa Hariharan is a prominent Indian writer known for her thought-provoking and nuanced exploration of social issues in her works. Her novels "I Have Become the Tide" and "In Times of Siege" are two notable examples of her writing that address a range of social issues, including patriarchy, identity, and social inequality. This paper will examine the ways in which Hariharan presents these social issues in her works and argue that her novels offer a powerful critique of the social norms and expectations that govern Indian society.

Keywords - Issues, critical, prominent, patriarchy.

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Assessing Item Reliability, Differential Item Functioning (DIF), and Wright Map Analysis of the GSP122 ICT Test at a Public University in Nigeria

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Department of Guidance and Counselling, Faculty of Education, Shehu Shagari University of Education, Sokoto-Nigeria

Abstract

This study examines the psychometric properties of the GSP122 test, an Information and Communication Technology (ICT) knowledge assessment administered at a public university in Nigeria. Despite its importance in evaluating students' ICT knowledge, no prior attempt has been made to investigate the test's psychometric qualities. The research focuses on three key aspects: item reliability, Differential Item Functioning (DIF), and Wright Map analysis. The study employs Rasch analysis to evaluate these properties. A sample of 600 GSP122 test scripts was randomly selected from undergraduate students across various departments to ensure a representative assessment. Findings reveal that the test possesses strong item reliability, indicating consistency in measuring ICT knowledge. Furthermore, all items are DIF-free, suggesting fairness across different subgroups of test-takers. The Wright Map analysis, however, indicates that the test doesn't accurately target students' abilities at the extreme ends and bottom of the proficiency spectrum. Specifically, some items are identified as too difficult and too easy relative to the student's ability levels. These results provide valuable insights into the GSP122 test's strengths and areas for improvement. This comprehensive analysis contributes to validating the GSP122 test and offers a foundation for evidence-based refinements in ICT assessment practices within the Nigerian higher education context.

Keywords: ICT Test, Technology Education, Psychometrics Properties, Rasch Model.

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Perspectives of Identity, Migration and Displacement in the novel, The Apprenticeship of Duddy Kravitz of Mordecai Richler: A Multicultural Study

Ms. Veena Jangra

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Abstract

Mordecai Richler (1931-2001) was a Canadian author whose novel *The Apprenticeship of Duddy Kravitz* (1959) is the best among his other novels. Being a Jew, his most of his works are influenced by his Jewish background and carried the burden of being a part of a marginalized society in mid-twentieth century Montreal. The struggle of Jewish immigrants to establish their identity among Anglo society is the basic theme of the novels of Mordecai Richler. Duddy is the central protagonist of the novel who has to comprise with his moral values to get assimilate among different people of different culture and country. The belief that being a landowner can seek respect and stability reflects a migrant's deep desire for achieving a secure identity. In the haphazard situation for becoming an owner of a land, a Jew migrant's self identity gets crushed which gives birth to mental trauma and new challenges in life. Multiculturalism is a vast term which covers a person's ambitions, struggles, migration, displacement and sacrifices which get dissolved in the search of balanced identity in the society. Hence, this research paper will delve pragmatically into all the critical situations of Duddy where and how does he try to tackle the problems related to identity crisis, migration laws and internal mental displacement with his family members, relatives, friends, neighbours and society.

Keyword: Multiculturalism, Identity, Apprenticeship, Jew, Assimilation, Internal displacement.

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"Building Viksit Bharat @2047: The Collaboration of Governance Professionals and Start-ups in Achieving SDGs"

Dr Ritu Gupta

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Abstract

India's Vision 2047 outlines an ambitious roadmap to transform the nation into a developed, inclusive, and sustainable economy by its centenary of independence. Central to this vision are start -ups, recognized as engines of innovation and economic growth, and company secretaries, pivotal for embedding robust governance frameworks and ethical practices. This paper explores the synergistic role of these entities in achieving the Sustainable Development Goals (SDGs), such as SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 16 (Peace, Justice, and Strong Institutions). While start-ups drive technological advancements, create employment, and address critical societal challenges, their growth often faces regulatory and governance hurdles. Company Secretaries, as governance professionals, are uniquely positioned to guide start-ups in aligning with compliance standards, implementing ESG (Environmental, Social, and Governance) principles, and fostering ethical cultures. However, limited research addresses the intersection of governance expertise and entrepreneurial ecosystems, highlighting a significant gap in leveraging their collective potential. This study emphasizes the need for policy frameworks and SDG-aligned strategies that enable start-ups and company secretaries to collaboratively contribute to sustainable, innovation-driven growth. Through an analysis of challenges, opportunities, and policy recommendations, this paper underscores the importance of their partnership in driving India's economic transformation and achieving the dual objectives of Vision 2047 and the global SDG agenda.

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Sikh War Strategies: Devotion To Power

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Abstract

The Sikh community has a rich martial history, shaped by centuries of conflict, particularly against Mughal persecution and Afghan invasions. The Sikhs used weapons not only for self-defense but also to protect the freedom of religion and the rights of others. Guru HargobindJi, the sixth Sikh Guru, introduced the concept of **Miri and Piri**, symbolizing the temporal and spiritual authority of the Sikh community. He carried two swords representing these aspects, highlighting the balance between spiritual and worldly duties. The establishment of the Khalsa by Guru Gobind Singh Ji in 1699 formalized the Sikh martial tradition. The Khalsa was instructed to always carry weapons, particularly the Kirpan (a ceremonial sword), as a reminder of their duty to protect righteousness. Guru Nanak did not teach war strategies and weapon learning to their Sikhs but he gave blessing to Baba Buddha to teach the use of equipment; weapons to their Sikhs. The Sikh military tradition is renowned for its effective war strategies, developed and refined over centuries of conflict. Rooted in the principles of righteousness and justice, these strategies were integral to the survival and success of the Sikh community, particularly during periods of persecution and warfare.

Gatka is a traditional martial art form associated with the Sikh community.

It has deep historical and cultural significance, particularly in the context of the Sikh warriors known as Nihangs. Gatka is characterized by its use of various weapons, fluid movements, and a spiritual component that emphasizes self-discipline, Meditation, and the defence of righteousness. According to Bhai Gurdas, he had written in his 32 stanza that while travelling to Macca, Guru Nanak Dev ji had a stick in his hands.

BABA FER MACCA GYA NEEL BASTAR DHAREY BANVARI

ASA HATH KITAB KUCH KUJA BANG MUSLA DHARI

This approach is encapsulated in the Sikh principle of ***"SantSipahi"*** *(*Saint-Soldier), where a Sikh is encouraged to be both spiritually enlightened and prepared to take up arms in defence of righteousness and the oppressed. The philosophy emphasizes that the true use of weapons is to protect, rather than to conquer or oppress.

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India Foreign Trade in Organic Food

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Abstract

Before green revolution India cultivated without chemical substances and artificial fertilizers. Munshi Premchand's stories revealed such type of cultivation. But the food production was not sufficient for fulfilling food demand of India. So, we adopt Green revolution. Use of pesticides, chemical fertilizers and maximum use of underground water increased the revolutionary quantity in food production. But it is not eco friendly and sustainable. The green revolution's aftereffects have encouraged more farmers to switch to organic farming. There is ample evidence worldwide of the detrimental impacts of contemporary agricultural techniques, on the farm and also on the environment and overall well- being of all living creatures. The use of technology has encouraged people to think out loud, especially when it comes to the widespread usage of chemical pesticides and fertilizers. Sand decay, water scarcity, pollution of the soil, natural decay, and other negative impacts are some of the ways they harm the environment. So, recently, farmers and people are going back on organic farming and food i.e. there is a need of sustainable agriculture. In this research paper there is a simple description on India's foreign trade in organic food items. It will play very significant role in international trade. India can increase its size in foreign market. Sustainable Agriculture is that no use of synthetic chemicals, such as manmade pesticides and fertilizers, and no environmental degradation. Access of food not only present but also for future generation.

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Augmented Reality Research and Applications In Marketing

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Abstract

New digital technologies are currently driving the corporate environment and the entire society, and the field of marketing is no exception. One of these new technologies - augmented reality - has emerged as an unprecedented interactive technology in the marketing environment, which, due to its unique method of combining the physical environment and virtual elements, provides a major innovation in access to commercially relevant content. Augmented reality is defined as the technology that combines virtual things with the real environment and communicates directly with each other. In light of all this, this study is a compilation study. In this context, augmented reality technologies were introduced and their use in various areas of marketing was drawn attention with their examples.

Keywords: Augmented Reality, Virtual Reality, Applications of AR.

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Ink and Obstacles: Navigating Author Challenges

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Abstract

In the present time everybody thinks that writing is like falling of a log. According to them it is just about the playing of words. But being an author isn't for everyone, though. They have to face various challenges like: Societal Pressure, Community Guidelines, Copyright, plagiarism, writers block, readers' response and most importantly the dangerous tool of humanity that is Artificial Intelligence. Through a piece of writing, an author introduces us to a variety of topics, including ideals and creativity. This paper *Ink and Obstacles: Navigating Author Challenges* represents the historical and contemporary writing challenges an author faces throughout his thought process and ideas.

Keywords: Creativity, Copyright, Guidelines, Readers Response, Review, Societal Pressure, Lack of Thoughts, Writers Block, Plagiarism, AI Content, Writing, Author.

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Barriers to women's participation in sports

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Abstract

The aim of the paper is to provide the information of barriers to women and girls participation. This paper will be a helpful resource for the government organizations, women's organizations, sport and recreation sector and other stakeholders who are seeking to develop policies and/or programs to increase or improve women's and girls' participation opportunities. The literature shows that the participation of women and girls in sport and active recreation fluctuates throughout the lifecycle. At different stages of life, many events and factors appear to negatively influence women's and girls' participation. The literature had also shown that there are many different barriers of women's participation, and the barriers to girls' and adolescents' participation. These barriers are identified through a review of literature. The different barriers to women's and girls' participation in sport and active recreation are as follows: 1)Barriers of girls' participation: Competing priorities, Girls perceive that physical education is not an important subject, Physical education classes do not cater well for girls, Friends who do not participate, Perceptions about being feminine, Lack of parental Support, Body Image and sports uniforms, Body Image and sports uniforms, Mixed-gender participation, Lack of motivation, Negative experiences, Cultural issues.2) Barriers of Women's participation: Competing priorities and lack of time, Lack of appropriate and affordable childcare, Lack of appropriate and affordable childcare, Poor access to or availability of venues and places to participate and a lack of appropriate facilities for women, Poor access to programs, Feeling unsafe, Cultural factors and social norms, Personal perceptions and motivation, Injury and health problems, Cultural factors and social norms. Researches had shown that there are different type of barriers to participation experienced by women and girls. Research is helpful to find that there is a need of specific programs according to these specific problems to improve participation in sport and active recreation for overcoming these barriers. Despite the plethora of research exploring women's and girls' participation in sports there is a need of making policies, implementation of them and evaluating the effectiveness of policies and programs for increasing participation.

Keywords: Barriers, recreation, perceptions.

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Role of Yoga Practices in the Management of Drug Abuser

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Abstract

Drug addiction has been a severe problem in India in the past several decades affecting not just a person who is drug addict and his family but many segments of society. There are number of causes for taking drugs such, for fun, stress, family factor, peer pressure etc. Many medications are easily available in the markets which are legal and some are not easily available since they are unlawful. A person starts abusing the drugs because after using it, he starts feeling wonderful and worry free and then he gets addicted to it. There are different treatments which are crucial for ending the cycle of addiction. As addiction is a chronic disease it requires long time therapy and recovery, and it is not easy for a drug addict to refrain from the drug. But along with all other approaches that are accessible for the treatments of drug abusers, Yoga practices play very vital part. Yoga assists in reducing stress, avoids relapse, and lowers symptoms of withdrawal and drug appetite. With help of this paper, researcher is trying to describe the importance of yoga and meditation in the treatment and rehabilitation of drug addicts, which help the drug addicts to come out of this trauma of addiction and that helps them to start their own life in some new version with the rehabilitation. To reach up to the goal researcher is utilizing secondary method.

Keywords- Drug, Drug addicts, Treatment, Yoga.

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"Dark Cinema to Digital Culture: Neo-Noir and Normalizing Satanic Norms"

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Abstract:

The convergence of dark cinema, neo-noir, and the digital culture of the 21st century has produced a compelling cultural phenomenon where previously marginalized and taboo themes are normalized in mainstream media. This research seeks to explore the impact of neo-noir films in the context of satanic norms, and how the portrayal of such themes has been perpetuated and amplified through Indian social media platforms.

Neo-noir, as a genre that builds on the traditions of classic film noir, often deals with alienation, psychological tension, and fatalism, and has recently shifted to include narratives that blur the lines between good and evil, reality and illusion. As these films introduce satanic figures, occultism and supernatural elements. They blur the boundaries between moral codes and presenting an unsettling vision of a world where evil is not only pervasive but normalized. Hindi movie *Shaitaan* (2024) will be discussed as examples where dark cinematic techniques merge and reflecting a broader cultural shift towards embracing supernatural elements in visual storytelling. With the rise of digital platforms such as Instagram, Twitter, YouTube, and Reddit, there has been a significant shift in the way audiences interact with and respond to films and television content. Social media discussions, memes, fan theories, and digital marketing strategies have contributed to the diffusion of these darker themes from the cinematic screen to the public sphere, where they are often presented without context or critical engagement. This study will examine how films containing satanic symbols are discussed online, particularly within fan communities and memetic culture. The online amplification of themes such as demonic possession, witchcraft, and black magic can result in a desensitization process where such ideas are increasingly viewed as part of popular culture, detached from their original spiritual or religious significance.

In the Indian context, social media platforms have become key spaces for the digital circulation of such themes. Digital marketing campaigns for films often lean heavily on occult aesthetics—whether it's a marketing slogan invoking a mysterious aura or visual imagery centered around satanic motifs. Social media users frequently engage in discourse around occult symbolism, interpreting films in a way that reframes them as vehicles for normalizing otherwise taboo or controversial ideas. What is the role of filmmakers, social media influencers, and audiences in the responsible representation of such themes? How does the interplay between art and social media culture contribute to or counter the normalization of satanic norms? This study will also investigate the ways in which these films impact youth culture and online communities, raising questions about how visual media influences cultural values and societal norms.

The final aspect of this research will focus on the psychological and sociocultural implications of normalizing satanic norms.

This research will employ qualitative analysis of films, social media discourse, and audience reception. This study will also reference media theory, cultural studies, and psychoanalysis to explore the subversive nature of neo-noir cinema and its role in reshaping popular attitudes toward satanic and occult symbols.

Keywords: Cinema, Digital Culture, Neo-Noir, Satanic, Norms.

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Faith, Gender, and Narrative: Reimagining Women's Roles in Sacred Literature

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Abstract

This paper will explore the intersections of faith, gender, and narrative in how sacred literature has represented and marginalized women's roles within religious contexts. This study will analyze how gendered interpretations have shaped the holy stories of these major traditions - Christianity, Judaism, and Islam - in terms of the construction of female identity. This research takes the form of a critical literary analysis of how women are presented as moral agents, divine figures, or transgressive beings within religious narratives and how this has informed the construction of patriarchal norms.

It charts the omissions, erasures, and resistances by examining important texts and their interpretations—from biblical passages to exegetical traditions. Examining female characters like Eve, Mary, Hagar, and other significant biblical figures reveals how religious narratives have traditionally minimized women's autonomy and agency by assigning them positions ranging from devoted moms to sinners. The study also challenges contemporary reinterpretations of these writings in feminist literary and theological movements that seek to restore and reframe these individuals as active participants in moral reasoning and faith.
It emphasizes how retelling and recontextualizing sacred stories may challenge prevailing patriarchal structures and contribute to the development of new conceptions of gender, divinity, and power. It does this by drawing on feminist theory and theology and by performing a little more narrative analysis. To deal with the creativity of the retelling and how those tales contribute to an inclusive view of faith and gendered identity, the technique places literature at the center of negotiating its interpretation.

The article will make the case that texts and their narratives are gendered negotiating spaces in addition to historical or religious artifacts. By redefining the position of women in holy literature, this research contributes to the larger discussion about faith, gender equality, and the interplay between story, tradition, and identity.

Keywords: Faith, Gender, Sacred Literature, Women's Roles, Feminist Theology, Religious Texts, Gender Representation.

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Impact Of Capital Structure On The Financial Performance of BSE Listed Companies

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Abstract

The Capital Structure of a company refers to the mix of debt and equity financing it uses to fund its operations and growth. The choice of capital structure can significantly impact a company's financial performance. For example a company like Reliance Ltd; one of India's largest conglomerates, the impact of capital structure on financial performance can be analyzed through various metrics:- Cost Of Capital, Financial Risk, and Leverage, Profitability Metrics, Liquidity and Solvency. The findings indicate that while a balanced mix of debt and equity enhances financial performance through tax benefits and cost efficiency, excessive reliance on debt increases financial risk and reduces profitability due to high interest obligations. Industry-specific characteristics, company size, and macroeconomic conditions significantly influence the optimal capital management achieve superior financial performance, emphasizing the importance of aligning financing decisions with corporate strategy and market dynamics.

This research contributes to understanding how capital structure decisions affect shareholder value and provides insights for policymakers, investors, and corporate managers in the Indian financial ecosystem.

In Summary, the Capital structure decisions of BSE Listed companies have had a profound impact on its financial performance, influencing profitability, risk, growth potential and market perception. The company's ability to manage its capital structure effectively has been crucial to its long term success and resilience in various market conditions.

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Investment Behaviour Of Working Women- A Study Of Delhi- NCR

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*****Ms. Nisha,** Assistant Professor, Govt. College for Girls, Sec-14, Gurugram

Abstract

With rise in education levels among women, this often-overlooked group is increasingly achieving financial stability. As working women secure their finances, their investment choices become crucial for building wealth, ensuring future security, and meeting their financial targets. These decisions are influenced by various factors, including their stage in life, risk tolerance, financial objectives, and the resources they have at hand. This study aims to examine the investment behavior of working women in the Delhi-NCR region. Data required for study was collected through structured questionnaire from over 100 working women through Google Forms. The study also examines the current investment pattern towards various investment avenues like bank deposit, insurance, postal savings, bonds, debentures, shares, chit fund, real estate, mutual funds and gold. In addition, the study has also made efforts to find out the most influencing factor for making investment decision. The study also concludes that most of the working women are extremely satisfied with their savings and investment portfolio.

Keywords: Investment Behaviour, Working Women, Investment Avenues, lower risk, Deposits.

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The Impact Of Information And Communication Technologies (ICT's) On Farmer's Awareness Of Climate Change

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Abstract

This paper investigates the significant influence of information and communication technologies (ICTs) on increasing farmer awareness of climate change. As the global agricultural sector faces unprecedented challenges due to climate variability, the integration of ICTs has emerged as a critical tool for disseminating critical information to farmers. The study looks into the different ICT procedures used to promote farmer knowledge about climate change, assessing their effectiveness and effects on farming procedures such as social media platforms, customized advisory services, etc. The study review the available literature and intends to provide details about how ICTs contribute to boosting farmer knowledge, adaptive skills, and resilience in the face of climate-related difficulties through a comprehensive analysis of case studies. The study's findings contribute to the broader discussion of sustainable agricultural development by providing light on the transformative effect of ICTs in increasing farmer climate awareness. More so, the study identifies some of the difficulties farmers encountered when using ICT facilities, such as the cost of ICT, reliability of information, etc. Also, the study mentioned some recommendations, which include microcredit initiatives, encouraging collaborations, etc.

Keywords: Impact, Information and Communication Technologies (ICTs), Farmers, Awareness, Climate Change

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The Role of BRICS in World Economy

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Abstract:

BRICS countries are emergent economic players. BRICS nations experienced a phenomenal economic growth during the past two decades. The nations showed a greater resilience from recession than the developed nations. The BRICS nations are considered as engine of demand growth. It is estimated that by 2025, the GDP OF BRICS will be about one third of the world economy (in PPP terms). The current research work aimed at exploring the Role of BRICS in the world economy through the research work. Secondary data was collected from websites of UNCOMTRADE, UNCTAD and WDI for the research work. The study founds the significant impact of FDI Inflows, Gross Capital Formation, and Manufacturing Value Added of BRICS nations on the World GDP.

Keyword: BRICS, World Economy, GDP, FDI.

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Current Review on Green Synthesis of Metal Nanoparticles

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Abstract

Interest in nanotechnology has skyrocketed in recent years as a result of improved advancements and technological innovation with the use of different metal nanoparticles. For the production of metal and metal oxide nanoparticles, green synthesis provides a better option than conventional techniques. This approach works under ambient circumstances and is not only safe and benign but also economical, scalable, and simple. Several bio-active components that are essential phytochemicals (e.g., flavonoids, alkaloids, terpenoids, amides, and aldehydes) made from plant extracts have been used to create notable metals and metal oxide nanoparticles. These bio-active components not only expedite the reduction process but also stabilize the nanoparticles, serving dual roles as reducing and capping agents. This review paper presents the green synthesis of various metal nanoparticles synthesized using various plant extracts. The green-synthesized nanoparticles are evaluated as a potential photocatalyst for water treatment and as energy storage components in supercapacitors.

Keywords: Metal Nanoparticles; Green Synthesis; Energy Storage; Photocatalysis.

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Serverless Computing for Incident Response in Auditing

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Abstract

The dynamic and fast-paced nature of modern auditing requires agile, real-time incident response mechanisms to detect, investigate, and mitigate anomalies and compliance breaches. Traditional incident response systems are often hampered by infrastructure rigidity, high operational costs, and delayed reaction times. Serverless computing, with its event-driven, scalable, and cost-efficient architecture, offers a paradigm shift in how incident response is approached within auditing frameworks. This paper proposes a conceptual model for integrating serverless computing into incident response workflows for auditing.

The framework leverages Function-as-a-Service (FaaS) to create modular, event-triggered functions that operate autonomously to detect, analyze, and respond to potential incidents in real time. These serverless functions can be triggered by security events, system log anomalies, or compliance deviations, enabling proactive and continuous monitoring. Data from various audit sources, including financial transactions, system activity logs, and user behavior, are ingested in real time for analysis. The incorporation of machine learning (ML) models within serverless functions enhances the system's capability to detect complex patterns and flag high-risk events that might elude traditional static rule-based detection.

A key advantage of this approach is the scalability and cost efficiency inherent to serverless environments. Incident response workloads, which are often unpredictable, can scale automatically to handle surges in event volumes without requiring pre-provisioned infrastructure. This "scale-on-demand" capability ensures timely responses, even during peak audit activity. Additionally, the pay-per-use billing model significantly reduces the cost of maintaining an always-on incident response system, as functions are executed only when an event is triggered.

Security and privacy concerns are addressed through the implementation of end-to-end encryption, access control, and the use of isolated execution environments. Sensitive audit data is protected throughout its lifecycle, and tamper-proof audit trails are maintained using blockchain-based ledgers to ensure the immutability and traceability of evidence. To support forensic investigations, incident logs are automatically captured, stored, and made available for post-incident review. The use of serverless "cold storage" for audit evidence allows for cost-effective, long-term retention of incident data.

Despite its benefits, serverless incident response in auditing faces certain challenges, including cold-start latency, limited visibility into function execution, and potential vendor lock-in. This paper proposes strategies to address these challenges, such as the use of pre-warmed serverless functions, cross-cloud deployments, and enhanced observability through logging and tracing tools. The conceptual framework is validated using case studies in sectors like financial services, healthcare, and critical infrastructure, demonstrating its effectiveness in detecting and responding to audit-related incidents.

In conclusion, serverless computing introduces a transformative approach to incident response in auditing. By enabling rapid, scalable, and cost-efficient detection and mitigation of compliance breaches, it enhances an organization's ability to maintain continuous audit readiness. This approach not only strengthens security posture but also reduces operational complexity, offering a pathway toward intelligent, real-time, and cost-effective incident response. Future research directions include integrating AI-driven anomaly detection, optimizing response time through predictive analytics, and addressing regulatory considerations related to serverless adoption.

Key Words: Serverless Computing, Function-as-a -Service (FaaS), end-to-end encryption, real time audit, Cross-Cloud Deployments, cold storage, cold-start latency, vendor lock-in, Artificial Intelligence (AI), Machine Learning (ML).

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Importance of dental hygiene and oral care and its impacts on overall health

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Abstract

Maintaining good oral health is essential to maintaining good overall health. The goal of proper oral hygiene is to remove or prevent formation and buildup of plaque and tartar, to prevent dental caries and periodontal disease, and to decrease the incidence of halitosis.

Like other areas of the body, the mouth is full of germs. Those germs are mostly harmless. But the mouth is the entry to the digestive tract. So sometimes germs in the mouth can lead to disease throughout the body.

Most often the body's defences and good oral care keep germs under control. Good oral care includes daily brushing and flossing. Without good oral hygiene, germs can reach levels that might lead to infections, such as tooth decay and gum disease.

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E-Learning Challenges and Future prospects: a Review

Pradeep Kumar,

Assistant Professor, Maulana Azad National Urdu University, College of Teacher Education, Sambhal

Abstract

E-learning has significantly reshaped the educational landscape by granting learners flexible access to a vast array of resources anytime and anywhere. Despite these advancements, obstacles such as digital inequity, maintaining educational quality, and fostering student engagement remain persistent. This review delves into the current progress of e-learning, examines critical challenges, and explores prospective strategies to enhance its effectiveness in shaping the future of education. Additionally, this paper emphasizes the need for collaborative efforts among stakeholders to achieve an inclusive and efficient e-learning system.

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Traditional Indian Marketing Strategies

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Abstract

In today's changing environment, when we think to buy a product or service, we quickly use digital media and find solution to every problem in seconds. But this was not the same in previous generations, As technology was not so expanded at that time, so traditional methods of doing marketing were used. With Economic Reforms in 1991, our economy welcomed globalization and huge changes occurred in business environment. Our economy opened for international brands as well. Change in needs and want of consumers forced the marketers to change in the methods of doing marketing of products, this leads to adapt new and improved methods of marketing which is known as digital marketing now a days. This research paper is an attempt to investigate traditional marketing methods and their origin as marketing plays an important part of Indian Knowledge System, from ancient times different marketing methods has been used. For this research Secondary data has been collected through various websites and research papers already published.

Keywords: Economic Reforms, Globalization, Knowledge system.

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Impact of Land Use Change in Buhana Tehsil on the Environment

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Dr. Prem Chand

Associate Professor, IEC UNIVERSITY Himachal Pradesh

Abstract

This study investigates the environmental impacts of land use change in Buhana Tehsil, Rajasthan, driven primarily by agricultural expansion, urbanization, industrialization, and poor land management practices. Agricultural activities, including monocropping and improper irrigation, have led to soil degradation, erosion, and salinization, while urbanization has resulted in significant deforestation, habitat loss, and microclimate alterations. Industrial growth has exacerbated air, water, and soil pollution, contributing to health risks and ecological imbalances. Water resource depletion, caused by groundwater over-extraction and the diversion of surface water, further strains the region's arid ecosystem.

The study highlights the severe consequences of habitat fragmentation and biodiversity loss, as natural areas are converted into agricultural and urban zones, fostering the spread of invasive species. Additionally, land degradation and overgrazing accelerate desertification, undermining soil productivity. These environmental changes have critical socio-economic ramifications, including community displacement, declining agricultural productivity, and worsening public health outcomes.

This research underscores the urgent need for sustainable land use practices, including soil and water conservation, green infrastructure development, and biodiversity preservation. Implementing effective policies to mitigate land degradation, conserve water resources, and reduce carbon emissions is essential for ensuring environmental sustainability and enhancing community resilience in Bhuana Tehsil.

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Embracing Constructivist Learning in the Era of Technological Change: Strategies for Educators

Babita

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Abstract

In today's fast-paced 21st century, educators are expected to be adept with technology and possess a strong sense of self-direction to navigate the ever-evolving landscape of technological advancements. Teachers often face the daunting task of equipping themselves with the skills to prepare young learners to meet these demands. This challenge presents an opportunity for educators to thrive in this dynamic era by adopting constructivist approaches to teaching. Constructivism emphasizes the importance of developing self-driven learning and promoting ownership over one's educational journey, qualities imperative for success in the 21st century. This paper seeks to establish a strategic alliance between the expectations of the 21st century and the principles of constructivist learning, illustrating their symbiotic relationship and potential for cultivating adaptable and empowered educators. It suggests that adopting constructivist learning approaches, the Five Foci Framework and the PAH (Pedagogy-Andragogy-Heutagogy) approach in teaching and learning can enhance educators' ability to develop these skills in themselves and their students. The educational implications for teachers and other stakeholders are also addressed.

Keywords: 21st Century Skills, Constructivism, Five Foci Framework, PAH Approach.

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Changing Trends of Foreign Trends in the Context of Developing Countries

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Abstract

This paper examines the evolving trends in foreign trade and their impact on developing countries, focusing on the shifts in trade patterns, export diversification, and the role of regional and global factors. Over recent decades, the global trade landscape has undergone significant transformations, driven by technological advancements, globalization, and geopolitical shifts. Developing countries, once largely dependent on the export of raw materials and low-cost manufacturing, are increasingly embracing high-value industries, digital trade, and sustainability. This paper explores key trends, including the rise of regional trade agreements, foreign direct investment (FDI) in sustainable sectors, the growth of e-commerce, and the increasing influence of China in shaping trade dynamics. Additionally, it highlights the challenges these countries face, such as infrastructure gaps, geopolitical tensions, and the need for policies to enhance competitiveness. The paper concludes that while these changing trends offer substantial opportunities for economic growth, developing countries must navigate multiple challenges to fully capitalize on these shifts and achieve sustainable development.

Keywords: E-commerce**,** FDI**,** Geopolitical, Globalization, Digital Trade.

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Exposure to Pesticides and the Associated Human Health Effects

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Abstract

In today's agriculture, pesticides assist in satisfying the demand for population growth. The pesticides are frequently used to manage weeds and bug infestation in fields, as well as a variety of pests and disease-carrying organisms (such as mice, rats, ticks, and mosquitoes) in homes, workplaces, shopping canters, and public areas. Because pesticides' modes of action are not species-specific, worries have been expressed over the environmental dangers connected to exposure to them through a variety of channels (such as residues in food and drinking water). These risks are hard to determine because of the involvement of many factors (e.g., period and level of exposure, type of pesticide (regarding toxicity and persistence), and environmental characteristics of the affected areas). These risks can range from short-term (e.g., skin and eye irritation, headaches, dizziness, and nausea) to chronic impacts (e.g., cancer, asthma, and diabetes). Therefore, the purpose of this study was to provide an extensive overview of pesticides, including their types, distribution in the environment, exposure methods, and health effects. BACKGROUND: Australian agriculture makes extensive use of pesticides, such as insecticides, herbicides, and fungicides. Concern over their effects on human health is developing among the general public. OBJECTIVE: This article examines the data that is currently known regarding the possible long-term health impacts of pesticides, specifically with regard to children and nursing mothers, and talks about how eating organic food may. Due to their longer life expectancy, immature detoxification routes, and higher exposure through food and breast milk, children may be more vulnerable to the effects of pesticides. Although there isn't any concrete proof that eating organic food is healthy, some research indicates that it may result in less exposure to pesticides. Avoiding the application of pesticides in the garden or at home, using the proper protective gear to limit skin exposure to pesticides, and eating organic food are all suggestions to reduce pesticide exposure.

Keyword: Pesticides, Health, Inorganic, Organic, Herbicides, Insecticide.

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Impact of Talent Management Practices on Organisational Performance

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(Research Guide) Associate Professor, Baba Mastnath University, Asthal Bohar, Rohtak

Abstract

Talent management (TM) has become a critical function in driving organizational success, particularly in India, where economic growth and business landscapes are rapidly evolving. In the context of India's diverse and dynamic market, talent management plays a pivotal role in enhancing productivity, innovation, employee satisfaction, and overall organizational performance. This paper examines the impact of talent management practices on organizational performance in the Indian context, with a particular focus on sectors such as Information Technology (IT), Manufacturing, and Healthcare. Through an analysis of existing literature, industry reports, and case studies, this study identifies key talent management strategies such as recruitment, training and development, performance management, and employee retention, and explores how these practices contribute to organizational success. The paper delves into the challenges faced by Indian organizations in implementing effective talent management practices, including skill gaps, high attrition rates, and the complexities of managing a diverse workforce. Furthermore, it highlights solutions to address these challenges, including the need for continuous upskilling, better employee engagement strategies, and the integration of technology into HR processes. The research also provides insights from leading Indian companies such as Tata Consultancy Services (TCS), Mahindra & Mahindra, and Apollo Hospitals, which have successfully implemented talent management practices to foster business growth, improve employee morale, and achieve higher profitability. In conclusion, this paper underscores the importance of adopting a comprehensive and strategic approach to talent management, which aligns with organizational goals and drives long-term success in a competitive global market. By focusing on talent acquisition, skill development, employee engagement, and retention, organizations in India can create a sustainable competitive advantage that not only enhances performance but also contributes to the overall development of the economy.

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Postmodern American Comedy: A Critical Analysis

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Abstract

With the influx of postmodernism, the genre of comedy has become more porous and open ended.Like language and texts in general, the comic is plural, unfinalized, disseminative, dependent on context and the intertextuality of creator, text and contemplator.

Laughter is fluid and cannot be contained by rational thought". Comedy has become a very amorphous genre in the twentieth century as, due to a diversity of practices, it exposes numerous anomalies and deviations from its traditional definitions. Whereas the term is equally applicable to traditional categories like pantomime, satire and farce it is equally applicable to modern categories such as sitcoms, caricatures and slapstick comedy. In the present paper there is an attempt to distinguish between "comedy" and "the comic" and the genre of American comedy the modern parlance.In the postmodern age comedy manifests itself more as a tone rather than a structural genre because comic techniques are used to critique monolithic systems of thought and action. Jokes play with language to express an alternate reality.In the twentieth century generic definitions become porous and "comic forms" appear in contexts structurally inconsistent with that form. American comedy in the postmodern age is a dynamic and evolving landscape that reflects a wide array of influences, breaking down traditional boundaries, and questioning the very nature of humor and cultural norms. The paper attempts to discover how Postmodern American comedy becomes a reflection of the complex, fragmented world we live in. It embraces irony, self-referential humor, and deconstruction of traditional forms while grappling with serious themes like alienation, identity, and societal change.

Keywords: Postmodern, comedy, jokes, humour, comic, satire, alienation.

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Teacher Education and Soft Skills: Bridging the Gap Through Neurolinguistic Programming

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Abstract

In today's rapidly evolving educational landscape, the importance of equipping future teachers with essential soft skills has gained significant attention. Soft skills complement hard skills and have a significant impact on the ability of teachers to do their job and on their employability (Yunus, 2015). Teachers with strong communication skills can explain concepts more effectively, navigate difficult classroom situations with emotional intelligence, and create a collaborative atmosphere that nurtures creativity and critical thinking. The Millennium Development Goals also emphasized the development of both hard and soft skills to increase human potential. The National Education Policy 2020 also recognizes the importance of soft skills such as communication, teamwork, problem solving, decision making, analytical thinking, resiliency, etc. as imperative life skills. The need of the hour is the implementation of soft skills teaching as a comprehensive course with adequate credits, as proposed in the NEP 2020, thereby closing the gap between education and industry readiness (NEP 2020, 37-38). The present paper aims to explore the potential of Neurolinguistic Programming (NLP) as an innovative tool for bridging this gap. NLP, originally designed to enhance communication and personal development, offers a range of techniques such as mirroring, reframing and rapport-building that can be adapted to improve teacher's soft skills. Educators can enhance their soft skills by integrating NLP into teacher training programs, thereby creating more effective teaching and learning environments. The paper also highlights the transformative potential of NLP in enhancing teacher education to meet the demands of 21st-century learning.

Keywords: Neurolinguistic Programming, Soft Skills and Teacher Education.

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Subhas Chandra Bose, the Crusader for Equal Rights for Women

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Abstract

The 'Indian Pilgrim' Subhas Chandra Bose carved a pathbreaking road to free India from the shackles of British servitude through Indian National Army (Azad Hind Fauj) by the help of axis powers. Similarly he became crusader for giving equal rights to women at that time when no such term like 'gender equality' was coined in Indian society of nineteenth and twentieth century. Women were deprived of their social, religious, political, educational, economic and cultural rights. They were confined to their four walls of houses. Subhas Chandra Bose encouraged them to come forward, get education, use their potential, know their worth, contribute to society, serve the nation and live their life to the fullest. Subhas Chandra Bose did not consider women meek or weak. For him women mean courage, stamina, valour, forbearance, power, determination, capacity, caliber and sacrifice. He acknowledged that these qualities of women were very much required for India's struggle for independence.

Subhas Chandra Bose before the formation of I.N.A (Indian National Army), as a discipline incharge of All India Congress session of Calcutta in 1928, formed a contingent of women volunteers to maintain discipline in this session. These women volunteers were given training for this purpose. Women participated in different capacities in National Movement. When Subhas Chandra Bose took charge of I.N.A in 1943 to free India he urged them to join military services as this was the last war for the independence. Subhas Chandra made a brigade ' Rani of Jhansi' for women only. Those who joined the brigade were trained in combating, handling of arms, nursing etc.

Thus Subhas Chandra Bose did not consider women weak, inferior or second rate to men. For him men and women, boys and girls both were equal or at par.

Keywords- Crusader, Gender Equality, Indian National Army, Independence.

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Enhancing Inclusion and Empowerment: Adaptive Strategies in Physical Education, Recreation, and Sports for Differently-Abled Individuals

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Dr Rittesh Sinha

Scientists, Karnal

Abstract

The inclusion of individuals with disabilities in physical education, recreation, leisure, and sports is a critical component of promoting their physical, social, and psychological well-being. This paper explores adaptive strategies, programs, and practices designed to enhance participation among differently-abled individuals, including those with cerebral palsy and other conditions. The study emphasizes the role of customized physical activities, assistive technologies, and inclusive environments in addressing barriers and fostering equality. It highlights how recreational and sports activities contribute to reducing spasticity, improving motor control, enhancing self-esteem, and building social networks. This integrative approach not only aligns with global rights-based frameworks but also advocates for the empowerment and holistic development of individuals with disabilities through meaningful engagement in physical activities. Special focus is given to innovative practices, such as the implementation of Riitesh Mudraa, which offers therapeutic benefits for managing spasticity and improving motor function in persons with cerebral palsy.

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Problems Faced by Working Women in Families

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Abstract

Working women often navigate complex challenges in balancing professional responsibilities with familial obligations, driven by societal norms and traditional gender roles. This study explores the multifaceted issues they face within family settings, including unequal division of household labor, lack of family support, and societal expectations that prioritize caregiving over career aspirations.

The research identifies key stressors such as work-life imbalance, childcare responsibilities, marital tensions, and emotional guilt. These are compounded by cultural pressures, limited access to reliable childcare, and resistance from family members to shared domestic responsibilities. Additionally, health issues and career sacrifices frequently emerge as outcomes of these persistent struggles.

Through an analysis of these challenges, the study emphasizes the need for structural and cultural changes, including equitable distribution of household tasks, supportive workplace policies, and enhanced awareness of gender equality. Addressing these issues is critical to empowering working women, fostering healthier family dynamics, and promoting societal progress.

Keywords: Working Women, Famly, Societal Expectations, Empowerment.

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A Critical Review of Citizens' Digital Rights and its Inclusion in Policy Making: Introducing a Democratic Approach in the Digital Landscape

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Ms. Stuti Shandilya

Ph.D. Scholar (Education), University School of Education, Guru Gobind Singh Indraprastha University, Delhi

Abstract

Citizens' Digital rights draw its existence from the basic human right, which is right to live and ensuring fair and equitable digital rights to citizens is utmost importance in order to implement *technological sovereignty*. In the era of expanding *digital landscape*, it is essential to have greater accessibility, transparency and accountability to promote *participatory democracy*. There has been a debate since the last few decades which embarks the introduction of massive intervention of internet in the peoples' lives making it one of the essentials to survive in the 21st century. This paper talks about the Digital Rights and its associated Right to Freedom, Equality Rights, Right to Participation, Privacy and Internet Security at large. As, introduction of *Data Protection Bill* in the Indian Context and recently introduced One Nation One Subscription (ONOS) has sparked many critical aspects of Internet Generation. The paper further talks about Cultural Clash between 'Open and Fair Use' by current new internet citizens and between the "Copyright Issues' by the Copyright owing publications who insists on giving due credit to the original authors. Additionally, there's also a looming issue of Data Protection and Privacy which requires a strong legal backing for ensuring citizens' *Digital Democracy*, as at present times increasing cybercrimes and data fraud calls for more stringent actions. With the increasing stance of many nations of the world on measures like- *Net Neutrality,* Digital Rights gained a huge momentum and became the most needed action for the Citizens of the Digital World.

Keywords: Technological Sovereignty, Digital Landscape, Participatory Democracy, Digital Democracy, Data Protection Bill, Net Neutrality.

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Virtual Education and Self-Confidence: An Analysis Of School And College Students In Jammu Division Of Jammu And Kashmir Union Territory

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Neetee Mehta

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Abstract

The sudden shift to online learning during the COVID-19 pandemic transformed educational environments, influencing students' self-confidence. This study investigates the impact of online learning on the self-confidence levels of school and college students in the Jammu division of Jammu & Kashmir (UT). A total of 400 students (200 school and 200 college) participated, with equal representation of male and female students across both groups. Using Rekha Gupta's Self-Confidence Inventory, the study measured self-confidence across educational levels and analysed gender-based variations. Results show that college students reported higher self-confidence than their school counterparts, reflecting the developmental and experiential differences between the two groups. However, school students exhibited more consistent self-confidence levels, while college students demonstrated greater variability. The study highlights how peer interaction, technological access, and institutional support during online learning influenced students' self-assurance.

Keywords: Self-confidence, Covid-19, online learning, School and College students.

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Mathematics in Instability Phenomena

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Abstract

Instability phenomena have wide-ranging applications in scientific and engineering domains, including enhanced oil recovery, chromatographic techniques, and CO_2 sequestration. These instabilities manifest in various forms, such as viscous fingering (arising from viscosity differences), density fingering (due to density variations), Kelvin-Helmholtz instability, and others. The behavior of fluids whether miscible, immiscible, or partially miscible significantly influences these phenomena.

In mathematics, the study of instability phenomena begins with constructing a mathematical model based on the physical principles underlying the problem. This involves deriving differential equations that describe the system dynamics. Numerical modeling techniques are then employed to solve these equations, enabling the analysis of results. Mathematics provides the foundational framework for understanding and predicting the behavior of these complex systems, contributing significantly to the field of instability phenomena.

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History of Fixed-Point Theory

Mehak Dhiman

Abstract

Fixed point theory is a pivotal area in mathematics that has profoundly influenced disciplines such as analysis, topology, game theory, and economics. This paper explores the historical evolution of fixed point theory, starting from its rudimentary origins in classical mathematics to its formal development in the 20th century. Key contributions by mathematicians such as Brouwer, Banach, and Schauder are analyzed, along with their lasting impact on modern mathematics. The paper also examines interdisciplinary applications, current challenges, and future prospects in fixed point theory, positioning it as a bridge between pure and applied mathematics.

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ख्याल गायन शैली में प्रयुक्त तालों का गणितीय विभाजन

डॉ. वीर विकास

सहायक प्रोफेसर, संगीत विभाग, इंस्टिट्यूट ऑफ इंटीग्रेटेड एंड ऑनर्स स्टडीज (IIHS) **कुरुक्षेत्र विश्वविद्यालय**, कुरुक्षेत्र

शोध सारांश:

ख़्याल गायन एक प्रमुख शास्त्रीय संगीत शैली है, जिसमें गायन के साथ ताल और राग का विशेष महत्व होता है। ताल, संगीत में समय का विभाजन होता है, और इसमें विशेष प्रकार के लयबद्ध पैटर्न होते हैं जो संगीत की संरचना और गायन के प्रवाह को नियंत्रित करते हैं। ख़्याल गायन में आमतौर पर विभिन्न तालों का उपयोग किया जाता है, और इन तालों का गणितीय विभाजन एक महत्वपूर्ण पहलू है। तालों के गणितीय विभाजन का मतलब है कि ताल की कुल मात्राओं को अलग-अलग भागों में विभाजित करना। यह संगीत में लय के प्रवाह और संरचना को बनाए रखने के लिए आवश्यक है। ख्याल गायन में ताल के विभाजन से संगीत में विविधता आती है और रचनात्मकता को बल मिलता है।

गणितीय विभाजन तालों में लय, तनाव, और आराम के क्षणों को निर्धारित करता है। गायन के दौरान हर एक मात्रा पर गायन या वादन की लयबद्धता का निर्धारण गणितीय हिसाब से किया जाता है, जिससे संगीत में एक संरचित प्रवाह और आकर्षण आता है। तालों के गणितीय विभाजन के माध्यम से संगीतकार और गायनकर्ता दोनों ताल के प्रति अपनी समझ और नियंत्रण विकसित करते हैं, जो उनके प्रदर्शन की लय और गति को सहज बनाता है।

ख़्याल गायन में ताल का गणितीय विभाजन न केवल ताल के प्रत्येक चरण को स्पष्ट करता है, बल्कि यह संगीत के लयात्मक प्रवाह को बेहतर बनाने में मदद करता है। ताज़गी और विविधता की विशेषता वाले ख़्याल गायन में इन तालों का महत्व अत्यधिक है, और इनकी गणितीय संरचना संगीत के अनुशासन और भावनाओं की गहराई को दर्शाती है।

मुख्य शब्द: संगीत, ख्याल, ताल, विभाजन, गणितीय, राग

Study On Investors' Perception Towards Stock Market Investment

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Abstract

The opinion of investors regarding stock market investments significantly influences market trends and stock prices. A favourable perception might draw additional investors, resulting in heightened demand and elevated stock prices. An unfavourable perception can prompt investors to divest, leading to a decline in stock prices. Comprehending and tracking investors' perceptions is crucial for making informed investment choices in the stock market. The study aims to explore and assess the elements that affect investors' perceptions of stock market investment. Comprehending the factors that influence investors' favourable or negative perceptions enables investors and market analysts to formulate more precise predictions on market movements and stock valuations. This knowledge assists investors in making informed judgments regarding the timing of stock purchases or sales, hence enhancing investing outcomes. Furthermore, by observing investors' perceptions, market regulators and policymakers can enact actions to ensure market stability and safeguard investors' interests. By examining the elements that affect investors' perceptions, market authorities can discern possible dangers and implement preemptive measures to alleviate them. This can mitigate market crashes and financial crises, fostering a more stable and resilient market environment. By enhancing openness and comprehension in the market, regulators can cultivate investor confidence and stimulate increased engagement in stock market investments, resulting in overall economic growth and prosperity.

Keywords: Investors Perception, Stock Market, Financial Markets etc.

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Digitization of Publications: Transforming from Print to Pixels

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Abstract

The publishing industry has adapted to the demands of a rapidly evolving digital world. The shift from traditional print to digital formats has been one of the most significant transformations in the publishing industry. The proliferation of e-books, online journals, and digital archives underscores the growing preference for digital content among readers and researchers worldwide. Digitization of publications is the process of converting physical, printed materials into digital formats. Digitization involves converting text, images, and other content into digital formats that can be stored, searched, and distributed electronically. It has revolutionized the dissemination, accessibility, and preservation of information by converting physical books, journals, newspapers, and other print media into digital formats. This transformation has revolutionized the way information is stored, accessed, and shared in the digital age. By utilizing advanced technologies like Optical Character Recognition (OCR) and digital imaging, printed books, journals, newspapers, and other media are made available in electronic formats such as PDFs or e-books. Digitization not only safeguards valuable content from physical deterioration but also makes it easily searchable and accessible to a global audience. As the publishing industry embraces this shift, digitization plays a pivotal role in democratizing knowledge and ensuring that information transcends geographical and physical boundaries. This paper explores the processes, benefits, challenges, and future implications of digitizing publications, highlighting its impact on education, accessibility, and environmental sustainability.

Keywords: Digital Publishing; Print to Digital Transition; E-Books; Online Journals; Content Digitization; Digital Archives; Multimedia Integration; E-Publishing Platforms; Web-based Distribution; Digital Reader Platforms.

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Role Of Higher Education In Community Development

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Abstract

Higher education plays a vital role in community development by contributing to the social, economic, and cultural growth of the community. Here are some ways higher education institutions can impact community development:

Social Contributions: 1. Knowledge dissemination: Higher education institutions can share knowledge and expertise with the community, promoting lifelong learning and personal development. **2. Community engagement:** Universities can engage with local communities through outreach programs, volunteer work, and partnerships with local organizations. **3. Social mobility:** Higher education can provide opportunities for individuals from disadvantaged backgrounds to improve their socio-economic status.

Economic Contributions: 1. Workforce development: Higher education institutions can provide training and education that meets the needs of local employers, contributing to workforce development and economic growth. **2. Innovation and entrepreneurship:** Universities can foster a culture of innovation and entrepreneurship, leading to the creation of new businesses, jobs, and industries. **3. Research and development:** Higher education institutions can conduct research and development that addresses local economic challenges and opportunities.

Cultural Contributions: 1. Cultural enrichment: Higher education institutions can promote cultural enrichment through arts, humanities, and social science programs. **2. Community cultural events:** Universities can host cultural events, such as concerts, festivals, and exhibitions, that bring the community together and promote cultural understanding. 3. Preservation of cultural heritage: Higher education institutions can play a role in preserving and promoting the cultural heritage of the community.

Challenges and Opportunities: 1. Accessibility and affordability: Higher education institutions must address issues of accessibility and affordability to ensure that community members can benefit from their programs and services. **2. Relevance and responsiveness:** Universities must be responsive to the needs of the community and ensure that their programs and services are relevant and effective. **3. Partnerships and collaborations:** Higher education institutions can leverage partnerships and collaborations with local organizations, businesses, and government agencies to amplify their impact on community development.

By recognizing the role of higher education in community development, institutions can strive to make a positive impact on the social, economic, and cultural fabric of their communities.

Keywords: Education, Community, Development, Knowledge, Provide, Social, Ability, Institutions, Status, Change, Stability.

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मधु कांकरिया के साहित्य में नारी संघर्ष

दीप्ति
डॉक्टर अरविंदर कौर
सहायक प्राध्यापक
देश भगत विश्वविद्यालय, मंडी गोबिंदगढ़

सारांश

इस शोध का उद्देश्य मधु कांकरिया के साहित्य में नारी के जीवन में व्याप्त संघर्ष का वर्णन है। मधु कांकरिया ने अपने साहित्य में अनेक ज्वलंत मुद्दों को स्थान दिया जिसमें नारी की संवेदना उनके साहित्य का मुख्य विषय रही। नारी शोषण के चरित्र में उन्होंने मानवीय रिश्तों का सहारा लें नारी कि आर्थिक, सामाजिक, धार्मिक, राजनीतिक आदि सभी स्थितियों पर नारी का शोषण किस प्रकार होता है का चित्रण किया। नारी चाहे जिंस भी रूप में हो चाहे बेटी हो, चाहे पत्नी, चाहे बहन या ऑफिस में काम करने वाली महिला शोषण का शिकार हर स्तर पर होती है।

बीज शब्द- नारी, संघर्ष, प्रतिशोध, अधिकार, बेरोजगारी

Nanotechnology for detection of melamine in milk

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Abstract:

Milk is a very health food for human beings. For increasing population, the demands of milks and milk-based products are getting enhanced. Melamine is a nitrogen rich chemical used illegally to increase protein concentration in milk and its product. This paper explains a recent development of colorimetric detection technique for detection of melamine using plasmonic nanoparticles. It has been noticed that depending upon the various parameters such as pH, concentration of nanoparticles the sensitivity and selectivity of the sensor unit changes. Surface functionalization is also very important to selective detection of melamine among different milk adulterants.

Keywords: Milk adulterant, Melamine, Colorimetric detection.

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Unveiling Subaltern Realities in Aravind Adiga's *The White Tiger* and *Between the Assassinations*

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Abstract:

In this research paper, subaltern themes are explored in depth in two of Aravind Adiga's critically renowned works *The White Tiger* and *Between the Assassinations*. Adiga's writings effectively depict the multifaceted subaltern oppression and struggles, highlighting gender-based, caste-based, social, and economic servitude within the complicated structure of Indian society. In *The White Tiger*, the journey of the protagonist, Balram Halwai, serves as a model for the growth of the underclass who raises his voice against rich landlords. This novel shows that Balram belongs to a lower caste but he is not satisfied with his position and wants to break the rooster coop for which he kills his master, Ashok, and earn the position he desires. In this novel, a subaltern raises his voice through violation, which is unacceptable in any society. In *Between the Assassinations,* various issues have been discussed through multiple stories. For instance, through the character, Xerox, he talks about the position of lower caste people in Indian society, he discusses religious disharmony through the story of Ziauddin and Jayamma and Reena, he deals with the women subjugation where he takes up the issue of dowry. Adiga has given a strong voice to his subaltern characters; almost every character is unhappy with their lower position and wishes to change their status by every means. He shows the darker side of India in his works. Through these two works, Adiga tries to give voice to the muted.

Keywords: subaltern, caste, class, religion, subjugation, etc.

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Existentialism in works of Girish Karnad and Amish Tripathi

SEEMA

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Abstract:

Existentialism a philosophical style which became popular in European countries during second World War (1939-45) and remained important throughout the 1950s and 1960s existentialism basically related to the value of human existence as well as authenticity, courage and virtue. Earliest figures are Soren Kierkegaard, Frederick

Nietzsche, and Fyodor Dostoevsky and in 20th century prominent thinkers included Jean- Paul Sartre, Albert Camus specifically in his Myth of Sisyphus, Martin Heidegger, Simon de Beauvoir,Carl Jasper, Gabriel Marcel, and Paul Tillich. Basically it is a term which was coined by the French philosopher Gabriel Marcel in the mid 1940s. It defined the value of a with according to responsibility of his position given by society and perspective determine his existence and represents as an agent who determines his own soul existence in life. A combination which is related to social and personal factors or combines personal and social environment known as existentialistic perspective.

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A study to explore the Relationship between Job Satisfaction and Social Support among Working Professionals

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Abstract

During recent years, several studies have been conducted that examine stress in statutory social work. By taking into account job discontent, absences from work, and other physical, psychological, and behavioral signs of stress, the research has unavoidably tended to concentrate on the negative aspects of social workers' life. Job satisfaction has been demonstrated to be influenced by social support. Previous research shown a favorable relationship between job satisfaction and general social support across a range of work environments (Brown et al., 2014; Mintz-Binder, 2014; Sultan & Rashid, 2014). Employees are more likely to have higher job satisfaction when they perceive more social support; nevertheless, the relationship between social support and job satisfaction may vary depending on the particular aspect of social support that researchers chose to highlight or the job characteristics. Based on Harris, Winskowski, and Engdahl (2007), career mentorship and task assistance were the two most important predictors among these four categories. Pursuant to research on various social support sources, police officers' intentions to leave their jobs in New Zealand were shown to be indirectly predicted by supervisor support, which was also a major predictor of work satisfaction (Brough & Frame, 2004). The same study found that police officers' job happiness was substantially correlated with supervision and colleague support rather than family support. Conversely, a research including 270 job incumbents and their employed partners showed that work–family balance was an indirect indicator of partner support for job satisfaction (Ferguson, Carlson, Zivnuska, & Whitten, 2012). This study discussed both healthy and unhealthy coping mechanisms that are and may be employed, this article emphasizes the contentment social workers have with their jobs and the significance of various forms of support from within the workplace, particularly mutual group support, which is associated with resilience, personal hardiness, and high self-esteem (Collins, 2007). The findings of research on social support and job satisfaction have been inconsistent, in part because many forms of workplace social support—such as task help, coaching, career mentorship, and collegial support—have not always been explored (Harris et al., 2007).

Keywords: Job satisfaction, Social support, Working professionals.

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Social Support, Self-Esteem and their association with Depression among Students

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Abstract

This study examined the impact of self-esteem and social support on depression among students. A student's capacity to succeed academically depends on a number of elements, such as the availability of resources, mental health, and the ability to handle academic pressures. Numerous signs of depression, including trouble focusing, lack of interest and motivation, preoccupations, fatigability, and low attendance, have been linked to poor performance in school, college, or university, according to literature (Fine & Carlson, 1992). The effect that psychological health has on students' performance, to the degree that students who are stable in their physical and mental health are anticipated to do better than those who are not (Yasin & Dzulkifli, 2011). Since depression may result in suicidal thoughts, diminished quality of life, and low productivity, it is important to address depression among students. Research has indicated that those who have less social support are more prone to experience depression (Reid et al., 2016). Depressive symptoms can be lessened by positive self-evaluation, whereas low self-esteem might increase the likelihood of developing depression (Korrelboom, 2012). Confidence, self-direction, non-blaming behavior, awareness of one's own abilities, the capacity to make errors and grow from them, the capacity to tolerate mistakes from others, and other traits are common among people who have high self-esteem (Aziz, 2018). Strong support networks have been linked to improved adjustment, decreased rates of cardiovascular disorders, better adherence to medical treatment, higher health-related behaviors (such as reduced smoking rates), lower mortality rates, less depression, and maintenance of healthy behaviors (Cohen, 2016). Those who are dealing with psychological issues like stress, worry, or depression, for example, may find it difficult to control their academic performance. Social support from family and friends has a significant role in decreasing the risk of depressive symptoms and increasing quality of life. The findings reveal that a lack of social support and low self-esteem leads to depression.

Keywords: Self-Esteem, Social-Support, Depression, students.

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Current Status Of Pesticide Effect On Human Health

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Abstract:

Agriculture is one of the most important enterprises in India feeding more than a billion people. The success of green revolution was primarily driven by the abundant use of high yielding crop varieties, chemical fertilizers and plant protection chemicals which resulted in a two to three fold increase in productivity and helped India achieve self-sufficiency in food grain production. These plant protection chemical compounds are used in a variety of sectors like food, forestry, agriculture and aquaculture. These chemical compounds are called as Pesticides. Pesticides are either natural or chemically synthesized compounds that are used to control a variety of pests. Pesticides show their toxicity into the living systems. The World Health Organization (WHO) categorizes them based on their detrimental effects, emphasizing the relevance of public health. Pesticides can cause the short-term adverse health effects, called acute effects, as well as chronic adverse effects that can occur months or years after exposure. Examples of acute health effects include stinging eyes, rashes, blisters, blindness, nausea, dizziness, diarrhea and death. Examples of known chronic effects are cancers, birth defects, reproductive harm, Immunotoxicity, Neurological and developmental toxicity, and disruption of the endocrine system. Some people are more vulnerable than others to pesticide impacts. For example, infants and young children are known to be more susceptible than adults to the toxic effects of pesticides. Children are also less able to detoxify and excrete pesticides. Exposure during certain early development periods can cause permanent damage. The toxicity of a pesticide formulation may depend on the specific active ingredient and the presence of synergistic or inert compounds that can enhance or modify its toxicity. Safety concerns are the need of the hour to control contemporary pesticide-induced health hazards. The effectiveness and implementation of the current legislature in providing ample protection for human health is key concern.

Keywords: Pesticides, Agriculture, Health, Toxicity.

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Disability Rights and Status in India: Policies and Programs

Daksh

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Abstract

Disability rights in India have undergone a significant transformation, transitioning from a charity-based model to a rights-based approach. This paper examines the evolving status of persons with disabilities (PwDs) in India, focusing on their legal rights, social inclusion, and access to opportunities within the framework of existing policies and programs. Despite the constitutional guarantee of equality and the enactment of progressive legislations like the Rights of Persons with Disabilities Act, 2016 (RPwD Act), challenges persist in the implementation and effectiveness of disability rights in the country.

The study highlights key policies and programs designed to empower PwDs, such as the Accessible India Campaign, Deen Dayal Rehabilitation Scheme, and Skill India initiatives targeting PwDs. These programs aim to ensure accessibility, skill development, and economic independence. Additionally, the paper evaluates the role of judicial interventions, non-governmental organizations, and advocacy groups in promoting disability rights and bridging gaps in government initiatives.

India's ratification of the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) has provided a global framework for implementing disability rights. However, the study identifies significant gaps in translating these commitments into tangible outcomes. Barriers such as infrastructural inaccessibility, societal stigma, limited public awareness, and lack of comprehensive data on PwDs hinder the effective realization of their rights.

The research also explores the intersectionality of disability with gender, socio-economic status, and rural-urban divides, which exacerbate inequalities. Women with disabilities, for instance, face dual discrimination based on gender and disability. Similarly, PwDs in rural areas encounter greater challenges in accessing healthcare, education, and livelihood opportunities compared to their urban counterparts.

This paper argues for a multi-stakeholder approach to address the persisting challenges in the disability sector. Policy recommendations include strengthening the implementation of existing laws, enhancing accountability mechanisms, promoting inclusive education, and improving access to healthcare and employment opportunities. The need for community-based rehabilitation models, increased budget allocation, and robust monitoring frameworks is emphasized to ensure the socio-economic integration of PwDs.

In conclusion, while India has made commendable strides in recognizing and addressing the needs of PwDs, achieving an inclusive society demands sustained efforts, stronger policy execution, and a shift in societal attitudes towards disabilities. This study aims to contribute to the discourse on disability rights, advocating for a comprehensive and rights-based approach to policy formulation and implementation in India.

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Question of Cultural Identity in Louise Erdrich's *Love Medicine*

Kusum

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Abstract

Cultural identity is an important aspect in the writings of Native American writers. Their writings depict the dislocation, cultural disorientation, and conflict in their cultural identity as a result of colonization. Hundreds of years of colonization brought destruction for these people and they struggle to maintain their traditions and culture in a world dominated by the white people. The present paper analyses Louise Erdrich's novel *Love Medicine* through cultural theory. Louise Erdrich explores the cultural identities of Native American tribe, the Ojibwe, in North Dakota with their struggle to maintain their traditions in a world which is devastated by white domination. The novel focuses on psychological trauma, and individual and tribal identities. The paper also explores the history of the colonization of the Native American tribes and its impact on the generations of Native Americans even after hundreds of years. The objective of the paper is to explore how four Ojibwe families negotiate with the question of their Native culture and identity and their identity in the modern world.

Keywords: Native, Culture, Colonization, Ojibwe, Tribes.

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"Corporate Social responsibility (CSR) And Its Implications:- A Critical Review"

Payal Tangri[1], Dr Manoj Kumar [2]

Research Scholar[1] Department of Commerce and Management, Desh Bhagat University, Mandi Gobindgarh, Punjab,India.

Assistant professor[2] Department of Commerce and Management, Desh Bhagat University, Mandi Gobindgarh, Punjab, India

Abstract

Corporate Social Responsibility (CSR) has emerged as a pivotal concept in modern business, reflecting organizations' commitment to ethical behavior, sustainable development, and societal well-being. . This paper explores the implications of CSR on businesses, society, and the environment. The study explores the implications of CSR for businesses, including improved reputation, increased customer loyalty, and enhanced financial performance. The study also examines the implications of CSR for society and the environment, including improved social and environmental outcomes, and increased transparency and accountability. By balancing economic goals with social and ecological responsibilities, CSR fosters long term success and mutual growth among stakeholders.

Keywords: Corporate social responsibility (CSR), Sustainability, Stakeholder engagement, Environmental responsibility, Social impact and Triple Bottom line.

Classroom Design and Student Learning Outcomes

Dimple Juneja

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Abstract

Classroom design is an important concept in the field of education. It has a great impact on the learning outcomes of the children. The atmosphere of the classrooms greatly influence students' commitment, zeal and outcomes. Well managed classrooms ensure healthy learning environment for the students. Classrooms should have access to natural light. Natural light plays an important role in increasing the attention of the students. Well-lit classrooms ensure better intellectual learning. In case of artificial lighting, it should be ensured that adequate lighting is available for smooth learning. Right colour combinations should be employed while colouring classrooms. Colours like red or yellow can enhance the energy levels of the students. Green or blue colours increase calmness in the students. Smart classrooms are the need of the hour. Use of technology can take the learning to another level. Audio visuals can be used to make learning more interesting. The furniture used in the classrooms should be according to comfort level of the students. Classrooms should be neat and clean with ample provisions for storage. Teaching learning materials should be easily accessible to the students. Classroom design is the one of the main parameters to enhance students' learning. It impacts academic performance of the students positively. Seating arrangements in the classrooms should be aligned with learning objectives. These arrangements should be flexible for both normal learning and group activities. Specially designed furniture takes care of physical comfort of the students. Good classroom design boosts the learning of the students. Sober colours and good layout promote thought process and innovation in the students. Special provisions should be made in schools for recreational activities in common areas for enhancing the bonding among the students. Innovative ideas may be employed like arranging common classes in hall or open areas. Such out of box ideas can supplement learning. A teacher's seat should be accessible to all students. The classrooms should be well ventilated so that sunlight and natural air is adequately available. It brings in positive energy and improve the environment of the classrooms. Temperature of the classrooms should be kept moderate to make studies enjoyable. The classrooms should be made hexagonal for making students attentive towards learning. The classrooms should be marked and signages installed in the campus for saving students' valuable time. Classrooms should be nicely planned. Positive vibes should be generated in the classrooms. Good classroom design will give excellent academic results and ensure overall growth and development of the students.

Keywords: Classroom, Students, Learning, Development.

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A Study On The Various Financial Schemes Of SIDBI for The Development Of MSMES In India

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Abstract:

SIDBI is a well-known financial institution that was founded to support the expansion, marketing, and funding of small businesses, especially MSMEs (Micro, Small, and Medium Enterprises). Additionally , SIDBI also works with the institutions that participate in auxiliary activities. This bank is the best at offering financial and technical support to small and marginal business owners and other disadvantaged individuals. In state and federal policies pertaining to MSMEs, SIDBI received particular consideration. SIDBI implements a number of programs to help small businesses. The purpose of these schemes is to give the beneficiary loans and deposits. MSMEs are a major concern for any nation for a number of reasons, including creating jobs, raising living standards, promoting social and economic advancement, etc. Understanding the funding programs offered by the SIDBI for the growth of MSMEs is the aim of this study. Secondary data, which will be gathered from all pertinent sources, will be used for the analysis in this descriptive study. Thus, this research presents a thorough examination of the various SIDBI-provided plans for the development of MSMEs. The study period spans 2017–18 through 2021–22. The study found that over the study period, SIDBI's contribution to the financing of the MSME sector has been on the rise.

Keywords: SIDBI, MSMEs, Development, Financial schemes.

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Regulatory Changes in International E-Commerce and Trade

Dr. Ritu Chandna

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Abstract

The rapid growth of international e-commerce has transformed global trade, driving economic integration and cross-border commercial activities. However, this expansion has been accompanied by evolving regulatory frameworks aimed at addressing emerging challenges. This paper examines recent regulatory changes in international e-commerce and trade, focusing on key areas such as taxation, data privacy, consumer protection, digital trade agreements, and customs procedures. The study highlights the impact of initiatives like the OECD's global tax reform, the EU's VAT e-commerce package, and the role of regional trade agreements in shaping e-commerce governance. It also explores the implications of regulatory divergences for businesses, particularly small and medium enterprises (SMEs), which face heightened compliance costs and operational complexities. Through a comparative analysis of regulatory trends across major markets, the paper provides insights into best practices and policy harmonization efforts. The findings underscore the need for a balanced regulatory approach that fosters innovation, ensures consumer trust, and promotes inclusive trade growth. This study aims to inform policymakers, industry stakeholders, and academics on the evolving landscape of e-commerce regulation and its future trajectory in the context of a digitized global economy.

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Pradhan Mantri Jan Dhan Yojana (PMJDY) – A Way Towards Financial Inclusion In India

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Dr. Mahipal Singh,

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Abstract:

Pradhan Mantri Jan Dhan Yojana is a new initiative that was announced by Prime Minister, Narender Modi, on 28th August 2014 to include the unbanked population of the country into the formal banking system by providing the facility to get a zero balance account opened in any bank. This scheme was under observation of Prime Minister of India and the department of financial services and the main focus of this scheme was to open bank accounts for about 70 million households with the assistance of RuPay debit card with Rs. 100000 accident cover. This study was descriptive in nature and based on secondary data that was gathered from the reputed journals, newspapers, official websites of PMJDY and financial services and aims to give insights on what PMJDY scheme is about and analyses the impact of this scheme on the financial inclusion of our country. It also tries to give a picture of bank accounts opened under this scheme by public sector banks, regional banks and private sector banks till now from the beginning of this scheme launched. This paper also tried to examine the positive and negative implications of this scheme and concluded that this scheme has played a major role in the development of the financial inclusion status and in eradication of poverty through basic saving bank account or zero balance account facility. This paper also suggested that to make this scheme successful, constant review and regular check is incredibly much essential and successful implementation of any scheme wouldn't only reduce poverty but also puts a check on corruption.

Key words: PMJDY, Financial inclusion, Poverty, Banking, Financial Services.

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Resistance to Gendered Borders in Victorian Literature: Charlotte Brontë's *Jane Eyre*

Dr Deepti Sharma

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Abstract

In the Victorian era, marked by rigid social hierarchies and strict gender roles, women were confined to domestic spheres, their worth defined by their relationships with men, and their intellectual and moral independence heavily restricted. These societal expectations were deeply rooted in the era's moral and cultural values, emphasizing submission, chastity, and domesticity as the ultimate virtues for women. Within this context, Charlotte Brontë's *Jane Eyre* (1847) emerges as a profound critique of patriarchal structures. The novel follows the journey of Jane, an orphaned girl who grows into a woman determined to challenge the gendered boundaries imposed upon her.

This research paper examines how *Jane Eyre* critiques the gendered borders of Victorian society by focusing on Jane's resistance to prescribed roles. Through her moral and intellectual independence and her refusal to accept marriage proposals that would compromise her principles, Jane exemplifies a defiance of Victorian social norms. Furthermore, the paper explores Jane's complex relationship with Mr. Rochester as a nuanced portrayal of her challenge to traditional gender dynamics. Ultimately, *Jane Eyre* critiques the oppressive structures of its time while offering a vision of female empowerment and autonomy that transcends the rigid social boundaries of the Victorian era.

Keywords: Gender Roles, Patriarchy, Victorian Literature, Feminist Criticism, Social Norms, Independence.

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Future Prospects of Women Entrepreneurship

Shivani Dawer

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Abstract

Entrepreneurship has gained currency across the sphere and female entrepreneurship is a significant part of the global expedition for the sustained economic development and social progress. There is a growing awareness about the need for women to start their own enterprises for the socio-economic development of the country. The objective of present study is to find out the current scenario of women entrepreneurship in India. It also highlights the recent trends in development of women entrepreneurship and main remedies for problems of women entrepreneurship.

Keywords: Women Entrepreneurship, Traits, socio economic development.

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Microfinance in Haryana and its Problems faced by Self Help Groups: A Study

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****Dr. Saveen Kumari**

Assistant Professor in Commerce, BMU, Rohtak

Abstract

The progress of microfinance in India has been tremendous and the thousands of SHGs women members are coming in the ambit of Lakhpati Didi, which is a recent concept. Various research has been conducted to analyse the impact of microfinance and evidences are there to prove that it has significant impact on socio and economic empowerment of women. Haryana which is considered relatively prosperous state In India, too have challenges like poverty and unemployment as a concern. The present study is focused to know the growth of microfinance in Haryana, which will be analysed using the secondary data from various sources like NABARD, Reports of RBI, available journals and researcher's previous work etc. The study will also identify the various problem's related to SHGs in obtaining and channelising the loan under microfinance scheme by interacting with the SHGs members.

Key words: Self Help Groups (SHGs), Microfinance, Women Empowerment, NABARD.

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Struggle Of Black Women In Selected Works Of Alice Walker And Toni Morrison

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Dr. Neetu Tyagi

Supervisor, Assistant Professor & Head, Department of English, V.S.P Govt.(P.G) College, Kairana(UP)

Abstract

In this study "the struggle of black women" in Alice Walker's novels *The Color Purple* and Toni Morrison's novels *Beloved* and *The Bluest Eye*, the popular and significant works of African- American Literature are examined. It is obvious that the authors' source knowledge about suffers of the black women is their life experiences in the black community. One can say that being colored women, both Walker and Morrison have the advantage of portraying what it is to be a woman of color in the society. It is obvious that their slave ancestors and the years of struggle of woman rights give them the opportunity to create life-like characters in their novels.

Keywords: Struggle of Black Women, African-American Literary Works, Racism, slavery, Color, Violence, Self-identity.

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Iron decorated graphene substrates as a sensor for the detection of HCN, FCN and CNCl: A DFT-D2 Study

Monika

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Abstract

The widespread and frequent use of hydrogen cyanide (HCN), cyanogen fluoride (FCN) and cyanogen chloride (CNCl) in commercial scenarios is causing harm to the environment and all living beings. This study explores the adsorption properties of HCN, FCN, and CNCl on various types of graphene, including pristine graphene (PG), graphene with mono-vacancies (MVG), and graphene doped with pyridine-like nitrogen (PNG), using density functional theory (DFT). The parallel and perpendicular modes are used for the interaction of adsorbate over the adsorbent. It is found that the HCN/FCN/CNCl shows favourable physisorption over the PG/MVG/PNG with a small adsorption energy and minimal charge transfer. In this case, there is no formation of direct bonds between the adsorbate and the adsorbent. This computational work also investigates the adsorption capacity of Fe-MVG and Fe-PNG to hazardous gases HCN, FCN and CNCl along with their structural properties like bond length, bond order and electronic properties such as density of state, partial density of state, band gap and electron density deference plot. The adsorption capacity of intrinsic graphene can be improved by introducing defects and doping with iron (Fe) metal atoms.

Keywords: Gas Sensor, Adsorption, modified graphene, DFT.

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"Environmental Engineering and The Ethics Of Science"

Mandeep Singh[1] & Nitin Kumar Verma[2]

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[2]Assistant Professor of Chemistry, Rajiv Gandhi Government College Saha (Ambala)

Abstract

Environmental engineering is a multidisciplinary profession that creates sustainable solutions for environmental restoration and preservation by integrating concepts from chemistry, biology, engineering, and physics. It tackles urgent worldwide issues like waste management, pollution control, resource conservation, and climate change mitigation. Since environmental engineers frequently operate at the nexus of science, technology, and public policy, the ethical issues of this profession are crucial. From the prudent use of resources and technologies to the fair allocation of environmental benefits and costs, environmental engineering science ethics include a wide variety of topics. In order to make sure that their solutions do not negatively impact future generations, environmental engineers must negotiate the difficult moral terrain of risk assessment, environmental justice, and the long-term effects of their work. Furthermore, engineers must thoroughly evaluate the possible unintended repercussions of their actions in order to strike a balance between technical innovation and sustainability. Accordingly, ethics in environmental engineering serve as a guide for decision-making as well as a guarantee that environmental solutions are consistent with more general ecological and social principles. Integrating ethical frameworks into environmental research and engineering practice is crucial because environmental engineers ethical responsibilities will only increase as environmental concerns become more pressing.

This abstract explores the relationship between ethics and environmental engineering, emphasizing the moral implications of using science and technology to solve environmental problems.

Keywords: Environmental Engineering, Environmental Restoration, Preservation, Waste management, Climate change, Ethical issues, Sustainability, Environmental research.

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M.D.S.D. College Ambala City Haryana India
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Impact Of Social Media On Consumer Awareness Regarding FMCG Products

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Abstract

Social media has fundamentally transformed how consumers interact with brands and make purchasing decisions, becoming a powerful tool for fostering consumer awareness in the Fast-Moving Consumer Goods (FMCG) industry. Platforms like Facebook, YouTube, Instagram, and LinkedIn have emerged as dynamic spaces where consumers are exposed to a wide array of products and services. These platforms offer marketers opportunities to deliver concise, engaging advertisements that align with the nature of FMCG products, which often require minimal deliberation and quick decision-making.

Consumer purchase behaviour in the FMCG sector is increasingly shaped by factors derived from social media interactions. These include product reviews, heightened consumer awareness, informativeness of content, perception of brand quality, and economic considerations. Social media platforms not only provide accessible and up-to-date information but also foster trust and transparency by enabling consumers to interact directly with brands or rely on recommendations from their networks.

Additionally, social media's ability to deliver personalized and targeted content allows consumers to better understand product attributes, compare options, and align their purchases with their needs and values. The convenience of accessing such information in real time has positioned social media as a pivotal force in driving awareness about FMCG products. Unlike traditional marketing methods, which rely on one-way communication, social media fosters two-way interactions, providing consumers with a platform to voice opinions, share experiences, and seek advice from trusted connections.

The purpose of this research is to examine the growing role of social media in raising consumer awareness about FMCG products and empowering individuals to make informed purchasing decisions. In doing so, it emphasizes the potential of social media as a catalyst for informed and responsible consumer behaviour in an increasingly digital marketplace.

Keywords: Social Media Marketing, Consumer Awareness, FMCG Industry, Buying Behaviour.

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Impact of COVID-19 on " Vocal for Local" Campaign of India

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Abstract

The COVID-19 pandemic is the most distracting and devastating period faced by our country in the past 100 years. Despite being one of the most fastest growing country in last 10 years with the help of youngest population in the world having " Vocal for Local" campaign, India is lacking behind in skill development of young India. The study is in reference of various disruptions faced during Technical and vocational education and training and its remedies in future course of action. The paper helps in finding current skill gaps in our country and the areas where there is huge scope of improvement in skills of existing and upcoming work force to justify " Vocal for Local" campaign. It also identify the challenges faced and opportunities available to accelerate the economy during this pandemic.

Conclusion: There is huge scope in country in coming period where our country skill development programme can be accelerated to boost the down falling economy.

Keywords: Local for Vocal, Skill development, Technical and vocational Education, Opportunities.

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Impact Of Environmental Toxicants On Reproduction Of Small Ruminants

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Abstract

Growing urbanization has significantly increased a number of environmental issues; pollution is one of the main issues among them. Various pollutants are introduced to the environment because of modernization. The environmental pollutants are highly toxic even in low concentration. The environmental toxicants are released into the environment from natural and anthropogenic sources. Natural sources include diminishing of rocks and volcanic gas etc. while anthropogenic sources are welding, soldering, cigarette smoke etc. Even insecticides , pesticides and many other environmental toxicants deteriorate the quality of crops hence food which have an adverse affect on reproduction . While grazing, the environmental toxicants enter into the small ruminants thereby affecting their reproduction and lead to many abnormalities. It results in cytotoxicity and also induces chromosomal aberrations, DNA damage and gene mutations . The environmental toxicants adversely affect steroidogenesis. Overall it reduces the breeding and fertilization rate. An exposure to environmental toxicants is increasing with modernization. Its bioaccumulation or biomagnifications is on rise with its deteriorating effects. With their increased toxicity reproduction would be drastically affected.

Key Words: Environmental Toxicants, Small Ruminants, Reproduction.

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Gender Issues and Border in Githa Hariharan's *The Thousand Faces of Night*

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Abstract

Concepts of gender and border in literature intersect to explore the ways in which physical, cultural, and metaphorical boundaries shape identities, relationships, and societal roles. Gender in literature examines the constructed roles, expectations, and hierarchies associated with masculinity and femininity. It critiques how patriarchal systems influence individual and collective identities. Feminist writers often challenge these norms, exploring themes such as gender-based oppression, resistance, and liberation. Githa Hariharan's *The Thousand Faces of Night* is a seminal work that delves into the intersection of gender and border, offering a profound critique of patriarchal structures and socio-cultural boundaries. The novel intricately weaves the lives of three generations of women—Devi, Sita, and Mayamma—who grapple with the constraints imposed by traditional gender roles and cultural expectations. This research paper tries to examine how Hariharan employs the metaphor of the border to explore the boundaries that confine women within rigid definitions of femininity, marriage, and duty. These borders are both physical, as seen in the domestic spaces that women inhabit, and psychological, reflected in their internalized notions of submission and sacrifice. Devi, the protagonist, symbolizes a quest for self-identity and autonomy as she navigates between the ideals of tradition and the aspirations of modernity. Her journey underscores the tensions between personal desires and societal expectations, revealing the intricate ways in which gendered borders shape women's lives. Sita, her mother, represents the embodiment of cultural ideals, adhering strictly to traditional norms, while Mayamma, the family servant, portrays the resilience of women marginalized by class and caste as well as gender. Together, their narratives form a mosaic of resistance and compliance, highlighting the varied strategies women employ to negotiate the borders of their existence. Hariharan's narrative also critiques the mythological and cultural discourses that perpetuate gender hierarchies, reinterpreting traditional stories to challenge patriarchal norms. By blurring the lines between myth and reality, the novel redefines the borders of identity and agency for women. *The Thousand Faces of Night* exposes the deeply entrenched gender inequities in Indian society while envisioning a space where women can transcend these borders to reclaim their voices and identities. This critical exploration makes the novel a vital text in postcolonial and feminist literary studies.

Keywords: Gender, hierarchies, patriarchy, liberation.

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Sustainable Development Goals and Intellectual Property

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Abstract

United Nations member states adopted the 2030 agenda for sustainable development popularly called as the United Nations Sustainable Development Goals (SDGs) for people, peace, prosperity and our planet earth. It concentrates on global partnership. Seventeen sustainable development goals have been identified, which are to be adopted by all the countries. The UN SDGs serve as a roadmap for peace and prosperity, for all the people and the planet as a whole. For the success of the UN SDGs, Intellectual Property becomes a motivation for innovation and creativity.

In the present paper, we discuss an IP sensitization program which is designed to realize the goal that by incentivizing IP, one can amplify the innovation and creativity which happens to be fundamental in building ourselves a common future and critical to the success of SDG's.

Keywords: UN SDGs, Intellectual Property(IP), innovation, creativity, sustainable development.

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Neta ji Subhash Chandra Bose Idea of Nationalism and Gender Equality

Deepak Rana

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शोध सारांश :-भारतीय स्वतंत्रता संग्राम के अग्रिम पंक्ति के सेनानी,महान देशभक्त और प्रखर राष्ट्रवादी नायक नेता जी सुभाष चंद्र बोस न केवल स्वाधीनता संग्राम के तेजस्वी योद्धा थे अपितु महान क्रांतिकारी , सिद्धहस्त लेखक , ओजस्वी वक्ता और दूरदर्शी नेता भी थे । नेता जी लैंगिक समानता , समाजवाद , सामाजिक न्याय सहित लोकतांत्रिक गणराज्य के मजबूत पक्षधर थे। समाज से जाति , धर्म व लिंग के आधार पर किए जा रहे भेदभाव के विरुद्ध आवाज बुलंद कर सभी के लिए समान अधिकार की वकालत नेता जी सुभाष चंद्र बोस ने की । भारत की स्वतंत्रता के लिए उनके द्वारा किए संघर्ष से उनका नाम भारतीय इतिहास में स्वर्णिम अक्षरों से लिखा गया है ।नेता जी स्वतंत्रता संग्राम के एक ऐसे महान क्रांतिकारी थे जिन्होंने आजादी हासिल करने के लिए अंग्रेजों से सीधी लड़ाई का रास्ता मुनासिब समझा ।भारत के प्रथम स्वतंत्रता संग्राम 1857 के बाद पहली बार सेना का गठन कर एक ऐसी सरकार जिसका सूर्य कभी अस्त नहीं होता था को उखाड़ फेंकने का प्रयत्न इसी वीर पुरुष ने किया और उनका " **जय हिंद** " का नारा देश के कोटि-कोटि कंठो में गूंज स्वतंत्र भारत का जयघोष बन गया । उनकी बनाई ' आजाद हिंद सेना ' और इस सेना में भारतीय संस्कृति के सूत्र कि ' सृष्टि के सृजन और संचालन में नारी शक्ति का अहम योगदान होता है ' की भावना को संजोकर "**रानी झांसी रेजिमेंट**"का गठन कर महिला सशक्तिकरण का अनूठा उदाहरण पूरी दुनिया के सम्मुख प्रस्तुत किया है । सुभाष चंद्र बोस के व्यक्तित्व , सूझबूझ और रणनीति से प्रेरित होकर जर्मनी के तानाशाह हिटलर ने उन्हें " **नेताजी** " कहकर संबोधित किया था । इन महान नेता ने **21 अक्टूबर 1943** को सिंगापुर में आजाद हिंद फौज के सर्वोच्च सेनापति के रूप में स्वतंत्र भारत की **आजाद हिंद सरकार** बनाई जिसकी भारतीय स्वतंत्रता के इतिहास में एक महान भूमिका रही है । नेता जी के संघर्ष का प्रतिफल ही है कि स्वतंत्रता के जिस बीज को नेताजी ने अपने खून से सींचा था वह आज शान से फल-फूल रहा है । प्रस्तुत लेख सुभाष चंद्र बोस द्वारा स्वाधीनता संग्राम में उनके योगदान से लेकर आजाद हिंद सरकार तक उनके द्वारा तय किए गए संघर्षमयी सफर सहित उनके राष्ट्रवाद व लैंगिक समानता को लेकर किए महान कार्यों पर प्रकाश डालता है ।

शब्द कुंजियां - सुभाष चंद्र बोस ,राष्ट्रवाद,स्वाधीनता संग्राम ,महिला सशक्तिकरण , आजाद हिंद सेना

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