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Research Reports Index

DO WE HAVE INFRASTRUCTURE FOR ELECTRIC VEHICLE IN PUNE CITY?

Executive Summery

Recently, Pune has more vehicles than people. So, it creates air pollution & it affect our health. Electronic vehicle is a future of Pune. Sales of EVs are increasing in response to the rising fuel cost & the need for green transformation. advantage of electric mobility is that it greatly improves people's quality at life by offering a clean alternative to the traditional internal combustion engine. for this El wave to succeed, charging infrastructure will need to be one handed. The motor converts the electrical energy into kinetic energy. This energy rotates the wheels. Electric motor is the main component that differentiates an electric car from conventional cars.

The running cast of an e-vehicle is much lower than an equivalent petrol on diesel vehicle. The initial infrastructure needed for renewable energy is an investment, but once its established renewable energy price is driven down as demand increase demand increase & deployment. Infrastructure Availability - All-electric vehicles and PHEVs have the benefit of flexible charging because the electric grid is near most locations where people park. To safely deliver energy from the electric grid to a vehicle's battery, a charging station, sometimes referred to as electric vehicle supply equipment (EVSE), is needed. Drivers can charge overnight at a residence, as well as at multi-family housing, the workplace, or a public charging station when available. PHEVs have added flexibility because they can also refuel with gasoline or diesel (or possibly other fuels in the future) when necessary. Public charging stations are not as ubiquitous as gas stations. Charging equipment manufacturers, automakers, utilities, Clean Cities coalitions, municipalities, and government agencies are rapidly establishing a national network of public charging stations. The number of publicly accessible charging stations reached more than 41,000 in 2021, offering more than 100,000 places to charge, according to the Alternative Fueling Station Locator. Search for electric charging stations near you.

It is in this context that the need for standardization is relevant not only for the transportation sector, but also in terms of how electricity is sourced, stored, and the interactions with the electricity grid through vehicle-to-grid (V2G) technologies. New performance standards and regulations for systems, designs, infrastructure, and education will have to play a key role in this technological change by establishing consistent and compatible design and performance for technologies and infrastructure. These standards will have to be international in scope, going beyond national boundaries to ensure the market is not inhibited by incompatible options. This

will be important not only in terms of the EV itself but also in terms of the infrastructure and the skills of those who charge and potentially service these vehicles.

Few areas in the world of clean energy are as dynamic as the electric car market. Sales of electric vehicles (EVs) doubled in 2021 from the previous year to a new record of 6.6 million. Back in 2012, just 120 000 electric cars were sold worldwide. In 2021, more than that many are sold each week. Nearly 10% of global car sales were electric in 2021, four times the market share in 2019. This brought the total number of electric cars on the world's roads to about 16.5 million, triple the amount in 2018. Global sales of electric cars have kept rising strongly in 2022, with 2 million sold in the first quarter, up 75% from the same period in 2021.

Introduction :

- **Background**:

    Government around the world are working. to create policies supporting the development of Sustainable transport, such as urban electric transportation, changes in tax policies & the creation of regulatory frame works for sustainable transport. People are conscious about their health. so, they are moving to electric vehicles now. but. there is a problem of lack of infrastructure. Now there is a requirement to have minimum 2or 4 charging point one each petrol pump, educational institute, company, hotels &" parking areas. As a part of the overall goal of carbon emissions reduction, Indian cities are expected to encourage the electrification of urban transport. In order to prepare themselves to welcome the increased number of electric vehicles circulating in the city networks in the near future, they are expected to deploy networks of public electric vehicle chargers. The Electric Vehicle Charging Infrastructure Location Problem is an optimization problem that can be approached by linear programming, multi-objective optimization and genetic algorithms. In the present paper, a genetic algorithm approach is presented. Since data from electric vehicles usage are still scarce, origin - destination data of conventional vehicles are used and the necessary assumptions to predict electric vehicles' penetration in the years to come are made. India has embarked on an ambitious path towards more sustainable mobility by promoting the electrification of its transport sector. The push for electric vehicles is driven by the global agenda established under the Paris Climate Agreement to reduce carbon emissions, and by the national agenda, which includes improvement of air quality in its urban areas, reduction of dependence on oil imports, and encouragement of the local EV manufacturing sector. The country has set a target of 30% electric vehicle sales across all vehicle types by 2030. To achieve this, NITI

Aayog, with the support of select central ministries, has been serving as the nodal agency to develop. While BEV technology presents promising potential to displace gasoline with electricity, the limited range and charging constraints are among some significant drawbacks. The omnipresent concern of becoming stranded with an empty battery, away from the charging infrastructure. The lack of public charging infrastructure and long charging time are among the critical hurdles for a widespread deployment of BEVs. By and large, there are two scenarios when a BEV has insufficient range to finish the planned trips: First, a single long trip exceeds the vehicle range. Such a long trip could be accomplished by a BEV if a charging station, preferably a high-rate charger, is available along the travel route. However, the additional stops and waiting time would usually cause inconvenience and disrupt the original travel plan. Second, the accumulated distance of multiple trips exceeds the BEV range before returning home to charge the battery. This case might be circumvented by offering within day charging opportunities at public locations and is the primary focus of the present paper. Both at the national and state level, EVs1 are gaining popularity as a tool for reducing GHG emissions within transportation. Federal and state governments are also promoting the EV market as an opportunity to increase jobs and to enhance national security by reducing foreign oil imports. Since the global recession of 2009, there has been renewed interest in creating lighter, more fuel-efficient vehicles, especially after the government bailout of the auto industry, which had lost its competitiveness to foreign auto manufacturers. Electric vehicles are one vehicle type that has regained interest and received significant governmental support. An electric vehicle (EV) is a vehicle that uses one or more electric motors for propulsion. It can be powered by a collector system, with electricity from extravehicular sources, or it can be powered autonomously by a battery (sometimes charged by solar panels, or by converting fuel to electricity using fuel cells or a generator).EVs include, but are not limited to, road and rail vehicles, surface and underwater vessels, electric aircraft and electric spacecraft. For road vehicles, together with other emerging automotive technologies such as autonomous driving, connected vehicles and shared mobility, EVs form a future mobility vision called Connected, Autonomous, Shared and Electric (CASE) Mobility.

A EV is defined as a vehicle that can be powered by an electric motor that draws electricity from a battery and is capable of being charged from an external source. An EV includes both a vehicle that can only be powered by an electric motor that draws electricity from a battery (all-electric vehicle) and a vehicle that can be powered by an electric motor that draws electricity from

a battery and by an internal combustion engine (plug-in hybrid electric vehicle). BEVs are also known as All-Electric Vehicles (AEV). Electric Vehicles using BEV technology run entirely on a battery-powered electric drivetrain. The electricity used to drive the vehicle is stored in a large battery pack which can be charged by plugging into the electricity grid. The charged battery pack then provides power to one or more electric motors to run the electric car.

The country is making remarkable progress though. With the implementation of the FAME India Scheme, the India EV charging equipment market has gained significant momentum. Under Phase I of the FAME India Scheme, India sanctioned 520 EV Charging Stations. Out of this, 479 charging stations were installed by July 1 2022. Under Phase II, the Ministry sanctioned 2877 EV Charging Stations in 68 cities across 25 states/UTs. Out of this, 50 charging stations have already been installed as on July 1 2022. Tata power ,Charge zone ,Ather Energy ,Charzer ,Statiq , E infochip, EV Charging Chayan, Bike Wo etc. this companies are working on EV charging stations and giving franchisee in India.

- **Problem Statement:**

The present study proposes to understand the increase demand for electronic
vehicles & analyze the gap between electronic vehicles & infrastructure.

The main problem in this research is a poor infrastructure. The market in electrical vehicles is growing fast but not fast enough to an infrastructure. There are many problems like a range anxiety, cost, infrastructure. customers don't know how to long its battery working. And these problems are main problem for e vehicles market. There are cost and maintenance is also a problem for a e vehicle customer.

- **Assumption and hypothesis:**

The most common reasons drivers avoid EVs include fear of running out of battery before reaching their destination, also known as "range anxiety," too few charging stations, long charging times,   and   the   cost   of   the   vehicle   is   high.
Electric vehicles are playing a vital role in the fight against climate change. It already has over 10 million electric cars on the roads of the world. But concerns about cost, range, and reliability   keep   some   people   hesitant.
 In addition to the myth, there are also some obvious reasons why many car buyers have yet to switch to electric vehicles.

Objectives of the study:

1. Does Pune city's infrastructure supports e-vehicles?
2. To understand the reason why still people are reluctant to buy electric vehicles?

Scope of Study:

India has the largest market of EV in the world. With the development of infrastructure, technology and power source there is chances for a shift forwards EVS. To increase the public awareness in our country, the initial approach of central government should be to encourage market players at international level to carry out studies for finding potential locations for the development of EV charging infrastructure and EV supply equipment. There is a wide scope for EVs in two-wheeler market, auto rickshaws, goods vehicle, bus as well as four wheelers. All of this market is waiting for the change.

Literature Review

1) Electric Vehicle Charging Infrastructure: Positioning in India

The study can help policymakers / researchers understand the gaps & align measures to address the challenges. A focused group study in which 10 domain experts were consulted to identify additional challenges in India's EV adoption involving EV charging infrastructure. Data provides insight into the situation around developed countries & in developing countries, especially in India. Finally, the government of India's measures & priorities to facilitate such a development are emphasized.

2) Exploring the factors influencing electric vehicle adoption : an empirical investigation in the emerging economy context of India.

This study theoretically contributed to push-pull-mooring (PPM) framework for understanding the adoption of EVs in India. The authors identified 11 key factors influencing the adoption of EVs in this study. The vital considerations regarding the availability of charging technologies, its associated selection dilemma, emerging business models & public policy support were presented & discussed. Market penetration of EVs was found to be influenced mostly by the choice of charging technology. Further, upon switching intention of consumers was deliberated upon to highlight the specific technological & psychological preferences of consumers.

3) Special issue "charging infrastructure for electronic vehicles"

Electric vehicles are an important factor in the improvement Of traffic particularly in developing a healthier living environment The Special issue will focus on current and future developments in the Conductive charging infrastructure like a technical aspects in this charging power Levels Like a Standard, fast, semi fast, ultra-fast In exploitation aspects In this residential & Public charging point and Smart charging availability

4) Electric vehicles charging station

The potential need for electronic vehicles, charging station infrastructure & its challenges for the Indian Scenario Searching charging stations for electric vehicles is an important issue for the driver which need the Smart Charging infrastructure network. Electronic vehicles also to address Some of the inherent risk such as battery cost & degradation economic risk, lack of charging infrastructure range anxiety.

5) Challenges and opportunities of electrical vehicles in India

Electric vehicles are alternatives to internal combustion engines vehicles. The emission of lower CO_2 in electric vehicle is increasing the demand in every country. The Indian Government is also planning to increase the electric vehicle in the automobile industries. In this paper the opportunities and challenges of the electric vehicles in Indian market is discussed. Economic, social, technical and environmental factors affecting the electric vehicles market in India are discussed in this paper. The battery and infrastructure development are related to economic and technological factors as discussed. Recommendations are then made according to the challenges and as to promote the market growth of electric vehicles.

6) Electrical Vehicle Charging and Parking system

We are facing issues related to lack of fuel. So, we are moving towards electrical vehicle. But still people are not ready to prefer electrical vehicle over present ones. It is because of price as well as lack of available charging stations. Even if there are few charging stations are available, it is necessary to spend extra time for charging the vehicle. Also, present day car parking has become a major issue in urban cities. So, by taking in views these issues we can provide a smart parking with charging availability to the most commercial buildings. This will reduce the efforts of roaming for slot of parking. Also, there is no need to invest more time for finding charging station and for charging at charging station. This paper outlines the wireless power transfer technology for EVs and charging systems with IOT. In this paper, reviews of IOT based smart parking methods which are implemented is studied and comparison is done between combined

parking and charging system with separated parking and charging system.

7) Electric Vehicles Adoption in India: A Comparative Data Analysis of Different States

A standard policy framework is need of hour for electric vehicle market and infrastructure development in India. If the likeness of people and policies of government will move toward electric vehicle then it's a strong possibility that electric vehicle. Development of adequate charging stations all over the country is a prerequisite thing to do for EV market development. EV range problem is being sorted by investors and manufactures using large size batteries. Charging time is being reduced using DC fast charging stations. Different type of charging station categories is workplace, corridor, residential and fast charging station. Each category has different business model and among all workplace and residential are simpler than public charging. Rang anxiety of electric vehicle is a major problem Indian context. Battery swapping station may be a beneficial solution for this but it does require developing robust infrastructure. Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India • (FAME-India) Scheme is introduced under National Mission on Electric Mobility. After completion of phase first of FAME scheme Government. Approved phase second of this scheme from 1st April 2019 with budget of Rs. 10,000 Crore. In FAME-I scheme highest electric vehicles are registered in Maharashtra

8) Electric Vehicle Infrastructure Market Sustainable Growth in Indian Scenario, Needs and Suggestions

In India, use of EVs has an employment generation objective besides many others. Niti Aayog has drafted a report by considering the following mentioned objectives as well for Electric Vehicles (The first objective is to reduce primary oil consumption in transportation. The second is to facilitate customer adoption of electric and clean energy vehicles. The third is to encourage cutting technology in India through adoption, adaptation, and research and development. The fourth is to improve transportation used by the common man for personal and goods transportation. The fifth intends to reduce pollution in cities. The sixth objective is to create EV manufacturing capacity that is of global scale and competitiveness. The final objective is to facilitate employment growth in a sun-rise sector. The present paper gives an idea to overcome the constraints and barriers in the market penetration of EVs in the Indian Scenario. Only financial subsidy will not be sufficient for the actual take off for the Electric vehicle market in India. Besides the financial benefits, social benefits also go Hand in hand with EV adoption. Overall health of citizens Will improve and fossil fuel consumption will be reduced Due to EV adoption.

9) Reducing the Impacts of Electric Vehicle Charging on Power Distribution Transformers

This article investigates the effects of high penetration levels of Electric Vehicle (EV) charging on power distribution transformers and proposes a new solution to minimize its negative impacts. There has been growing concern over Greenhouse Gas (GHG) emissions within the transportation sector, which accounts for about 23% of total energy-related carbon-dioxide emissions. The main solution to this problem is the electrification of vehicles. However, large scale integration of EVs into existing grid systems poses some challenges. One major challenge is the accelerated aging of expensive grid assets such as transformers. In this article, a demand response mechanism based on the thermal loading of transformers, is proposed. The proposed solution is modeled as an optimization problem, where a new time of use (ToU) tariff is used to shift the EV load considering the thermal loading of transformers, thereby minimizing their accelerated aging. The simulation results show that the accelerated aging of transformers can be reduced without augmenting the existing grid.

10) Flexibility of Electric Vehicle Demand: Analysis of Measured Charging Data and Simulation for the Future

This paper proposes a method for analyzing and simulating the time-dependent flexibility of electric vehicle (EV) demand. This flexibility is influenced by charging power, which depends on the charging stations, the EV characteristics, and several environmental factors. Detailed charging station data from a Dutch case study have been analyzed and used as input for a simulation. In the simulation, the interdependencies between plug-in time, connection duration, and required energy are respected. The data analysis of measured data reveals that 59% of the aggregated EV demand can be delayed for more than 8 h, and 16% for even more than 24 h. The evening peak shows high flexibility, confirming the feasibility of congestion management using smart charging within flexibility constraints. The results from the simulation show that the average daily EV demand increases by a factor 21 between the 'Present-day' and the 'High' scenario, while the maximum EV demand peak increases only by a factor 6, as a result of the limited simultaneity of the transactions. Further, simulations using the average charging power of individual measured transactions yield more accurate results than simulations using a fixed value for charging power. The proposed method for simulating future EV flexibility provides a basis for testing different smart charging algorithms. This article investigates the effects of high penetration levels of Electric Vehicle (EV) charging on power distribution transformers and proposes a new solution to

minimize its negative impacts. There has been growing concern over Greenhouse Gas (GHG) emissions within the transportation sector, which accounts for about 23% of total energy-related carbon-dioxide emissions. The main solution to this problem is the electrification of vehicles. However, large scale integration of EVs into existing grid systems poses some challenges. One major challenge is the accelerated aging of expensive grid assets such as transformers. In this article, a demand response mechanism based on the thermal loading of transformers, is proposed. The proposed solution is modeled as an optimization problem, where a new time of use (ToU) tariff is used to shift the EV load considering the thermal loading of transformers, thereby minimizing their accelerated aging. The simulation results show that the accelerated aging of transformers can be reduced without augmenting the existing grid.

11). International Journal of Engineering Research and Technology (IJERT)

Due to the problem caused by the gasoline engine on the environment of people, the automotive industry has turned to the electrically powered vehicle. At a time when the fuel prices are rocketing sky high. the daily running cost of a vehicle and its cost of ownership are hitting the roof and there is a dire need to protect our environment, alternative means of transport are few. Electric vehicle is slow expensive with limited range the solution comes in the form of electrical vehicle.

12) Journal of Emerging Technologies and Innovative Research

With increase in liberalization privatization and expansion of distributed and renewable power. generation of Indian electricity marker, transmission and distribution, as well as market processes related to the allocation of energy and energy Lone undergoing an evolutionary development with improved efficiency and reliability mix Keywords - Electric vehicle, charge scheduling smart charging, charging stations, electric vehicle battery charging stations location conditions, infrastructure.

13) Charging up India's electric vehicles: infrastructure deployment and power system integration

India has embarked on an ambitious path towards more sustainable mobility by promoting the electrification of its transport sector. The country has set a target of 30% electric vehicles across all vehicle types by 2030. To achieve this, NITI Aayog, with the support of select central ministries, has been serving as the nodal agency to develop the electric mobility plan for India. As the country is at an early stage of EV deployment, public charging infrastructure is still limited.

14) A Study on the Adoption of Electric Vehicles in India: The Mediating Role of Attitude

There are many studies done globally to understand consumer adoption of EVs. Factors studied

are the cost of the EV, driving distance per charge, time to recharge the battery, availability of charging points and battery cost. Range anxiety and incentives offered—both financial and non-financial the studies indicate that the high cost of the electric car, non-availability of charging infrastructure, time and range anxiety act as impediments to consumer adoption.

15) This article is contemporary and examines the different factors that affect a consumer's adoption of an EV

Electric vehicles are an important option for reducing emissions of greenhouse gases. Electric vehicles not only reduce the dependency on fossil fuel but also diminish the impact of ozone depleting substances and promote large scale renewable deployment. Despite comprehensive research on the attributes and characteristics of electric vehicles and the nature of their charging infrastructure, electric vehicle production and network modelling continues to evolve and be constrained. The paper provides an overview of the studies of Electric Vehicle, Hybrid Electric Vehicle, Plug-in-Hybrid Electric Vehicle and Battery Electric Vehicle penetration rate into the market and discusses their different modelling approach and optimization techniques.

16) Public intervention and changes in policy and regulations

The challenge to deal with environmental contamination along with national goals such as energy security, reliability, and self-dependency due to depleting fossil fuel resources has motivated researchers to find an alternate solution in the transport sector. Due to this, electrification of the transport sector has become an achievable solution that has caught attention with increasing penetration in the market share. India is a participant in the Paris Agreement which aims to curtail the production of greenhouse gases and limit the escalating temperature. Public intervention and changes in policy and regulations are the key aspects of this technological transition. Compared to internal combustion engine (ICE) engine-based vehicles, the consumers' frame of mind concerns about adapting to e-mobility is anxiety over charging times and driving range.

17) Charging Infrastructure for Electric vehicles

May To begin with, many governments and automakers want to encourage EV adoption by enhancing the qualities of EV, or the company service infrastructure as well as assessing the potential efficiency of policies on strategies. Infrastructure development and government policy communication are prioritized, with incentives for awareness and endure acceptability.

18) Review on Electric Vehicles Charging Booths Research was conducted to study the consumer preference and electrical vehicle. Financial and technical Characteristics of electric vehicles

including their purchase and running cost, during range, charging, time, vehicle performance and brand variety on market are all to proven to have substantial utility of charging booths. The number of charging sections available has a favorable impact on the utility and promotion of electric vehicles.

19) Electrical Vehicle   Goswami. R. Tipati (2020) have estimated the growth of the adoption of the electric vehicles and charging infrastructure and the required over to run those charging stations. Stock J.H (2019) Compare the climatic change with the macroeconomics and also investigated the effect of global warming around the world and its environmental concern. Also, to develop the energy sources to overcome the sustainability.

20) Opportunities and scope for Electric Vehicles in India

SSRG International Journal of Mechanical Engineering. Key Words: - E-Vehicle, Electric Charging station, Battery Technology, Emission. Electric Vehicle has seen unprecedented growth over the previous decade around the world. All these had led experts to predict rapid growth in EV use over the next decade- growth forecasts for the current year range are the 27% to 33% until the year 2030. According to the report of the national mission plan for electric mobility of 2020, the Indian Car & bike market is governed by the Two- Wheeled vehicles, which is the account for 75% of the total number of the vehicles, sold in country. In the review they can different country infrastructure of E-vehicles in their case study. Work on the technologies and India's policy and the strategy framework. We can analysis that with in some years all are the adoption of Electric Vehicles in the India.

21) Title Of Newspaper: "To make Pune first EV ready city in India, PMC to announced new policy decision from July 1"

Pune municipal corporation is all set to make additional electricity load mandatory in all new residential buildings from July 1 for the provision of encouraging EV charging stations & also reserve parking for EV in public & off- road parking places across the city.

22) Title of Newspaper:" Civic body makes it mandatory for new buildings to have EV charging facilities"

As per the new rules, building to be constructed for commercial use, educational institutes, hospitals & IT parks among others, having more than 50 immovable parking slots for four wheelers should provide 25% parking space for electric vehicles.

23) Title of Newspaper:" Pune Municipal Corporation to start 500 charging stations for electric

vehicles"

Electronic vehicle is a future of Pune but don't have infrastructure for that. Minimum 2 or 4 charging point on each petrol pump. There should be need of more charging stations. So, considering infrastructure problem government should implement EV policies & start charging stations.

24) Article Name: "Electric Vehicles in India"

Electric vehicle is a need of today's era. Electric Vehicles can be classified into two types: battery electric vehicles (BEVs) & plug in hybrid electric vehicles (PHEVs). There has been a recent increase in public budgetary allocations & corporate investment in EVs in order to achieve the central & state governments have approved fiscal incentives for EVs, charging infrastructure, & manufacturing that are helping achieve parity in total cost of ownership with internal combustion engine (ICE) vehicles for several segments & use cases.

25) Article Name: "Electric Vehicles: a smart choice for the environment" Source: European Environment Agency (EEA)

Electricity supply used for making & running electric cars comes from renewable sources. It is really the biggest single influence factor on their environmental & health performance. There are many consumer concerns over whether there are enough charging points along highways or parking lots as well as the strain in our power grids & electricity costs. So, the infrastructure needs to grow as more & more electric cars appear on our roads.

26) Research paper name: "Electric Vehicle Charging station"

Searching charging stations for electric vehicles is an important issue for the drivers which need the implementation of smart charging infrastructure network. Selecting the location for installing electric vehicles charging station is important to ensure EV adoption & also to address some of the inherent risks such as battery cost & degradation, economic risks, lack of charging infrastructure, risky maintenance of EVs problem of its integration in smart grid, range anxiety, auxiliary load & motorist attitude

27) Research paper

There are many studies done globally to understand consumer adoption of EVs. Factors studied are the cost of the EV, driving distance per charge, time to recharge the battery, availability of charging points and battery cost. Range anxiety and incentives offered—both financial and non-financial—are the other attributes researched in previous studies. shows a few of the studies on the

most researched attributes.

Technology refers to the technical characteristics of a vehicle. Previous studies indicate range anxiety, that is, the short distance travelled per full charge of the battery, as the major hurdle to the adoption of EVs. Infrastructure attributes focus on the available charging infrastructure. Research reports the positive influence of this factor. Adequate charging facilities will save time and search cost, hence, address the consumers' range anxiety.

The higher price of EVs could restrain EV adoption. Some policies related to financial attributes like tax reduction or rebate are strongly supported by evidence while non-financial incentives like free parking and toll reduction do not have enough supporting evidence.

Other barriers for adoption of EVs found were the non-availability of EVs and lack of EV models. Literature shows that the lack of knowledge and unqualified car dealership may discourage EV adoption. North American and European countries account for most of the research. The effect of individual-specific variables on EV adoption requires further research. Studies have shown that psychological factors have a proven and stable effect. Studies in India are few, and the focus of this article is on an electric car, which is nothing but a subset of the EV.

EVs have shallow adoption in India, and most people lack the experience of handling EVs. Although the initial price to buy an EV may be higher; the cost of running and maintenance is relatively low. This is in comparison to the internal combustion engine propelled vehicles that have a higher running cost. Perceived economic benefit (PEB) impact on adoption is one of the variables. As there is a growing awareness of EC, this variable is also postulated to be influencing the adoption of EVs. Self-image (IM) and social influence (SoC.In) can influence high involvement products' adoption. Attitude (ATT) is the mediating variable with behavioural intention (BI) as the dependent variable.

28) Consumers Perception of Electric Vehicles in India

With the current depletion of fossil fuels and its price hike, there is a need for another energy resource to run the vehicle. The automobile sector is considering Electric Vehicle as a solution to the industry and environment in IndiaThrough this paper potential scope of Electric vehicle in India will be studied and Consumer perception for same will be analysed. India is a country with the third-largest road network in the world. Road travel seemed to be a preferred choice in India with over 60 % of the population used personal or shared vehicles to commute.

29) Literature Review: A Electrical vehicles.

In present scenario, air pollution has become a serious concern for the India. According to the recent global report many cities in the India are India • most polluted cities. Major cities contributing to the air pollution are industries sectors and transport, Sectors among this 51% of air pollution is caused by the Industrial sector and the 27%, by the transport sector. Air pollution contributes to the premature death of 2 million Indians every year. In order to minimize air pollution Electric vehicle (EV) can act as blessing in lowering the GHG emission. In order to reduce air pollution, we needs to move towards an alternate source of transport from convention ICE vehicles and Evs can act as an alternate source of transportation giving plenty of advantages to the consumers which are mention below.

a) Evs are environment friendly

b) Electricity is the cheaper than gasoline.

c) Low maintenance

30) Literature Review : Electrical vehicle

E-vehicles are poised to cause a major disruption in the automobile as way as the energy industry across the globe this disruption is propelled by powerful person of creating a greener, safer and sustainable planet Over 194 participating countries in the historical Paris climate agreement. enforced in 2016 pledged to limit the average increase in global temperature less than two degree Celsius in this country. The USA and china have already promoted the replacement of fossil fuel powered vehicles by e-vehicles and as of 2016 have the highest stock of e-vehicles in the world, however, India is lagging behind its counterparts out of the most polluted cities in the world,15 cities in India.

India has pledged to cut down Its share of GHGs emissions

significantly in order limit the average increase in global temperature.

Methodology

We used exploratory research design for study of this project.

Stage I:

 We collected secondary data from Newspaper, research paper, books, articles, government publications. This would assist in estimating the demand for E- vehicles.

Electric Car sales	FY 2021-22	FY 2020-21	Diff.	% Growth	% Share

Tata Nexon	3618	1152	2466	214.06	57.29
MG ZS EV	1789	511	1278	250.10	28.57
Tata Tigor	801	100	701	701	12.79
Hyundai Kona	51	101	-50	-49.50	0.81
Mahindra Verits	2	8	-6	-75	0.03
Total	6261	1872	4389	234.46	100

Stage With the help of secondary data, we know the gravity of infrastructure problem in Pune city and government subsidy and people's perceptions on that project. Also, different age group customers show their interest or view about E- vehicles.

Secondary Data:

The study is done to present information about the challenges and opportunities in the EV industry. Secondary data was used for the study. Secondary data was accumulated through sources i.e., online sites, journals, articles.

Electrical vehicles are powered by energy storage like batteries instead of fuel, they have to be recharged. This in return requires extra to be delivered from power grid and power stations. Thus, renewable alternatives in generality energy like wind and solar energy needs to be utilized. This means that the charging price could be influenced by the technologies used in the power grids and the charging infrastructure itself. In the meantime. charging technology could affect the charging time and thus the number of Electrical vehicles in the market.

Psychological factors include the consumers perceptions on the cost, benefits as well as their attitude towards new technologies and social influence. Consumers attitude is a major influence in their decision on whether should invest in electrical vehicles; their attitude towards new technologies has a huge influence in their decision, there is a significant number of early adopters investing in electrical vehicles, majority of consumers are adopting new technologies.

The average utilization of public charges set up by companies to power electric vehicles per KWH capacity ranges from 5-25 percent across India, say leading players in the business. The reason is that the electric vehicle revolution has been kicked off in the country primarily by two-wheelers (over 900000 vehicles are registered on the road with a penetration of over 4 percent) and 80

percent of them charged at home.

But electric passenger cars, whose penetration is just 1 percent, will need a lot of public charging stations because of the longer daily drive runs they make. At the moment though here are simply too few electric cars on the road. While India is fast adopting electric vehicles. Deloittes 2023 Global Automotive Consumer study showed that 53 percent of Indian consumers would opt for a gasoline or diesel engine vehicle for their next purchase. The challenge for EV adoption is the consumers concern around residual value of their vehicle – nearly two-thirds of consumers are concerned about the residual value of BEV, likely due to lingering questions around long term battery health.

Around 20 percent of people are open to buying a hybrid electric vehicle (EV), while only 8 percent are willing to go for a battery powered electric vehicle (BEV). But the acceptability of EVs is increasing with 8 percent preferring BEVs in 2023 survey, up from 5 percent in the 2022 survey. A main reason drawing consumers to EVs remained lower fuel costs. A majority of those looking to buy internal combustion engine (ICE) and EVs are expecting to pay less than Rs.25 lakh for their next vehicle the survey showed.

Most of those survey said they intended to charge their EV at home by connecting to a regular power grid and / or to an alternate power source. Also, around two thirds of the consumers would rethink their decision to purchase an EV if an environmentally sustainable synthetic combustion fuel was available. About 75 percent of non-BEV to have a driving range between 200 and 500 km in order to consider one as a viable option for their next vehicle. When asked what the major hurdles to EV adoption. Consumers point to a lack of charging infrastructure, battery safety technology and affordability.

India's electrical vehicle industry has crossed the milestone of one-million-unit sales in 2022-year, accounting for 4.7 percent of overall automobile sales. According to data on the governments Vahan website, about 1,003,000 EVs have been registered with reginal transport offices till December 31. The numbers show a more than increases from 332,000 units sold in 2021. The manufacturers such as OLA Electric, Ather Energy and TATA Motors are the big gainers from the higher adoption of EVs. Monthly sales of EVs crossed the 100,000 marks in October, November and December on festival season demand and year end discounts. EV registration in December were 102,000 and 119,000 units sold in October and November respectively. According to the society of Manufacturers of Electric Vehicles (SMEV) the sector is likely to see a 30 percent

conversion from internal combustion engine to electric by 2025. However, reluctance on the part of the auto industry to invest more in EVs, lack of long-term policy along with rising number covid cases put the sector at the high risk.

Stage II:

Primary Data :

We collected primary data through Questionnaire. We collected information from different age group of Pune city. In this study we analysed infrastructure support and buying pattern of electric vehicles with the help of questionnaire. We prepared the questionnaire to get more information about the people awareness for Electronic Vehicles. They are some important questions which we asked to respondents to get deep knowledge about our study.

Sample

We used sample for this study is age wise population of Pune city. We collected detail information from sampling about Electrical Vehicles, infrastructure, buying pattern of people, awareness about EV, Government policies & subsidies.
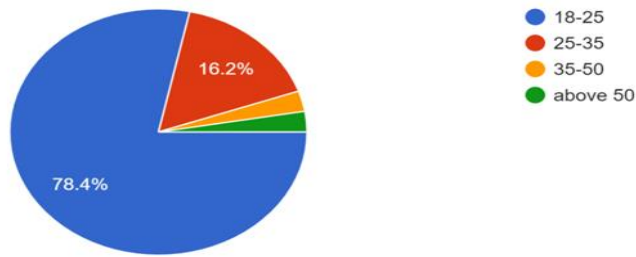
Data Analysis

1.Gender
74 responses

- Male
- Female
- Transgender

64.9%

35.1%
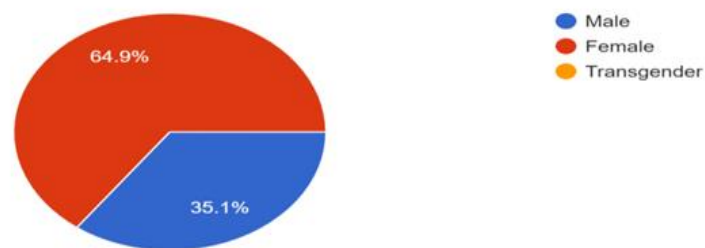
In above pie chart we used the sample GENDER in that we got 64.9% responses from female and 35.1% responses from male of Pune city. So, we can say that females are more interested in Electric vehicles.
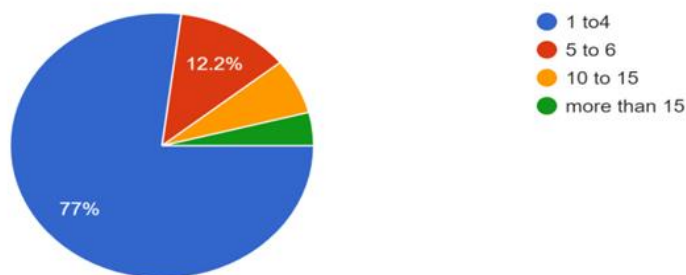
2.What is your age?
74 responses

In the above chart we used the sample AGE in that we collected responses from different age groups. So, age group of 18-25 gave 78.4%,25-35 gave16.2%,35-50 and above 50 gave minimum responses. Age group of 18-25 was more responsive.
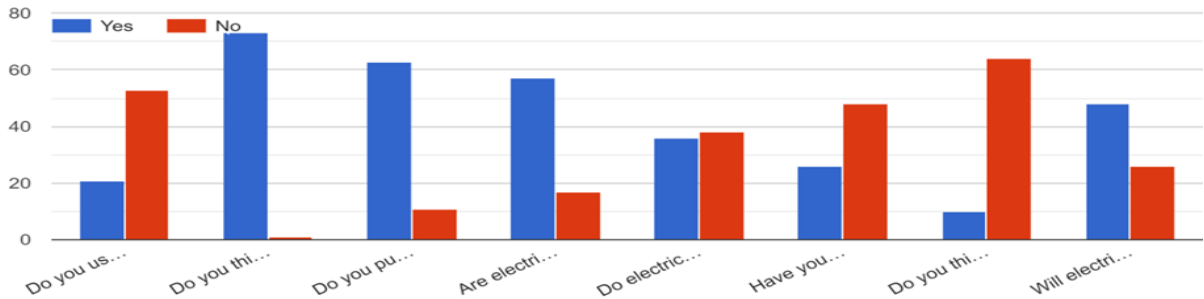
3.How many charging stations do you find in your domestic vicinity?
74 responses

In above pie chart we get responses on the basis of how many charging stations are there in domestic vicinity .77% people voted for 1 to 4 ,12.2% people voted for 5 to6 and 10 to 15 and more than 15 gave minimum responses. So, there are maximum 1 to 4 charging stations in domestic vincity.

4.Opinion

In above bar chart we get the opinions from the population on various questions like:

1) Do you use e-vehicle?

2)Do you think e-vehicle have a future?

3)Do you purchase eco-friendly products?

4)Are electric vehicle better than diesel or petrol vehicle

5)Do electric cars have engine?

6)Have you ever driven an electric vehicle?

7)Do you think there are enough public charging point?

8)Will EV batteries run out in few years like other electronics?

So, we got the maximum responses on Electric vehicles have a future we got 75% positive response.

5.As of now why you don't consider electric vehicle?
74 responses

As above chart shows 51.4% people faces problem in less availability of charging stations,17.6% people are not aware about EV,14.9% people face problem of price,9.5%people face problem of battery in EV. So it will help us to know the infrastructure problem in Pune city to buy Electric

Vehicles.

6.Which charger do you prefer for your EV?
74 responses
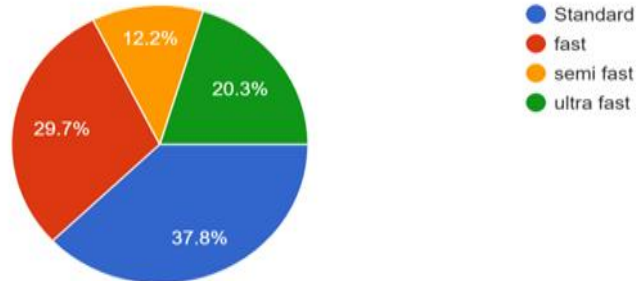
In above we get the responses on which kind of charger do they prefer, so 37.8% wants standard chargers,29.7% wants fast chargers, 20.3% wants ultra-fast chargers,12.2% wants semi fast chargers.

7.How long it takes to charge EV?
74 responses
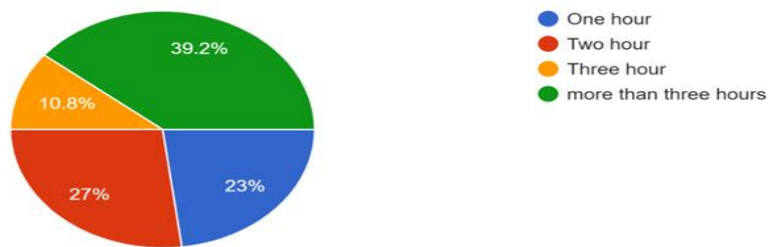
In above pie chart it shows that 39.2% people thinks that it takes more than three hours ,27% thinks two hours, 23% thinks one hours,10.8% thinks three hours

8.Are electric cars expensive than petrol or diesel car?
74 responses

In above chart we get the responses on expensiveness of Electric Vehicle over petrol car,37.8% people agree on EV are expensive than petrol cars,29.7% strongly agree,25.7% neutral and minimum responses on disagree.
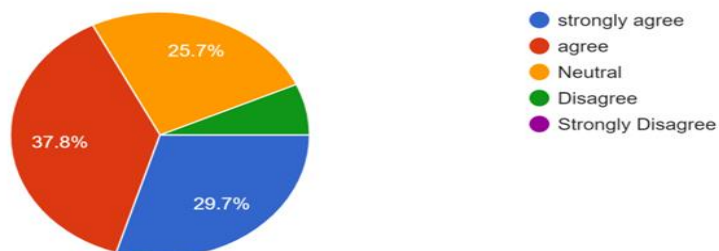
9.Is electric vehicles have excellent acceleration ?
74 responses
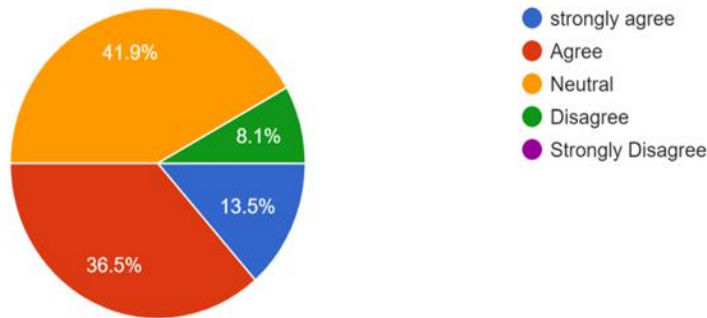
In above we got the responses on acceleration of EV ,41.9% neutral responses on it ,36.5% agree on it,13.5% strongly agree on it,8.1% disagree on it.

10.Do you think the price range of electric vehicle are reasonable in Pune city?
74 responses
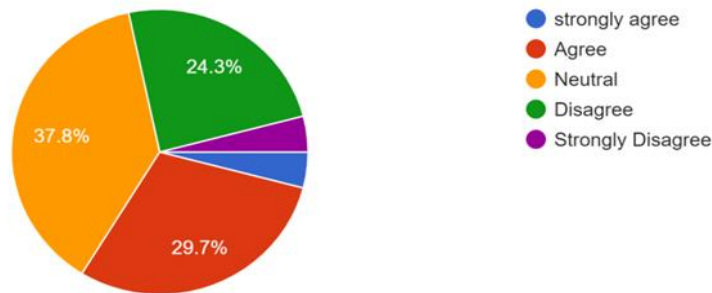
In above we got the responses on price range of EV in Pune city of EV, 37.8% neutral responses on it ,29.7% agree on it,24.3%disagree on it and minimum people thinks that price of EV is reasonable

11.What do you think about infrastructure for electric vehicle in Pune city? (1 is for highest and 5 is for lowest)

74 responses

In above bar chart we get the responses on overall infrastructure of Electric vehicle in Pune city, bases on the scale of 1 to 5 (1 is for highest and 5 is for lowest). Maximum people responded on (50%)37 i.e., people think its neutral.
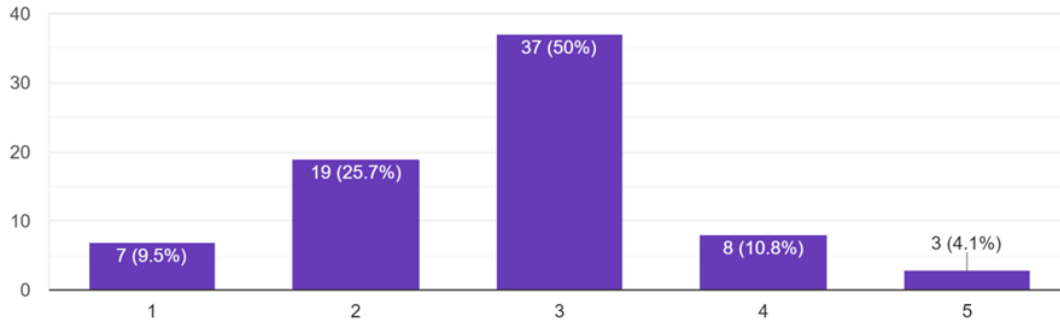
Findings

- Health and Fitness conscious society of today will be more and more conscious about their vehicles. Thus, infrastructure should be developed to solve this problem. Automobiles company produce more electric vehicles because its era of electronic vehicles but less availability of charging points people does not buy e-vehicles.

- Considering the infrastructure problem government should implement announced subsidy and new policy. So that person can afford to buy e-vehicle. If people will assure about government subsidy and infrastructure development then people will switch old petrol vehicles and buy electronic vehicles. This will give benefit to economy and environment and for people healthy life.

- Pune is one of the fastest-growing cities in India, driven by a growing technology sector, a thriving student population, and increasing urbanization. The city covers 331 square kilometers' and has 3.4 million residents. Pune was ranked the most live able city in the country in India's 2018 Ease of Living Index. However, with rising population and mobility demand, vehicle population and vehicular emissions are growing. Among Indian cities, Pune has the

highest rate of two-wheeler ownership (400 per 1,000 residents) and second highest rate of car ownership (124 per 1,000 residents).

- The city's transport sector contributed to 46% of fine particulate matter (PM2.5) emissions in Pune during 2019–2020.

- The Pune Municipal Corporation (PMC) is working on pathbreaking initiatives to guide its urban mobility system towards a low-emissions trajectory. Pune's clean mobility initiatives have earned the city many accolades. The city is one of Maharashtra's 43 Atal Mission for Rejuvenation and Urban Transformation (AMRUT) Cities, through which it has adopted a 10-year carbon neutrality goal and joined the United Nations' Race to Zero.7 In addition, in 2021 Pune was ranked India's Best Self-Sustainable Big City in the Ministry of Housing and Urban Affairs' Swachh Surekha ranking and the fifth-cleanest city in the country.

Conclusion

- ❖ As we can see from the above Main Points, Government should take a lot of efforts and steps, towards the Infrastructure of E Vehicles in Pune but the research shows that less people are aware of and don't have knowledge about the need of infrastructure in Pune. Mainly people use diesel and petrol vehicles than going for electric vehicles. For some consumers Prices of Electric Vehicles might be high or for some electric vehicles of xxx company, when the buyer faces Intellectual engine problems which creates blast and main point is very less areas in Pune city have availability of EV charging. Electric Vehicles are capable of increasing the fuel economy of vehicles but with an increase in the cost of buying compared to traditional vehicles.

- ❖ At the same time, the government should also convey the schemes to the consumers through various means. The government is investing in developing the charging infrastructure, but most of the respondents have never seen any charging station. The recent initiatives and various subsidies by the Indian Government will help push the e-mobility drive in India.

- ❖ The availability of the charging infrastructure and information of the same will improve the confidence of the consumer towards their buying decision of the EV. This will have a very adverse effect on the ambitious target of achieving a good number of EVs on road by 2025 or 2030 and reducing the carbon in the environment. To boost EV adoption in the country various states are coming up with their state EV policy which will create a favorable ecosystem and encourage the customer towards the purchase of EVs. By offering a framework, solution set,

and concrete steps to help make a city EV ready, the city of Pune hopes that the Pune City Electric Vehicle Plan can serve inspiration for other cities in India and around the world and thereby accelerate EV adoption as well as charging and transport decarbonization in Pune and beyond.

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<div align="center">**"FACING MENOPAUSE CONFIDENTLY"**</div>

EXECUTIVE SUMMARY

Menopause can be a time of life that some women are happy to experience. Roughly 51 years of age Menopause, on average, signifies that your periods have been wholly absent for at least a year. Menopause might persist for a total of seven years on average. It occasionally may last for longer. Menopause has a wide range of physiological impacts on the body in addition to the lack of menstruation. Some of them (hello, heat flashes!) can be bothersome, while others might go unnoticed.

Menopause is described as the ovarian failure-related irreversible cessation of menstruation and ovulation. After 12 months of amenorrhea, "spontaneous" menopause sets in as ovarian hormone release declines, typically around the age of 51.

By using medical procedures like surgery (such as a bilateral oophorectomy with or without hysterectomy), chemotherapy, or radiation, menopause can be brought on prematurely (before the age of 40) or early (before the age of 45). The number of women starting menopause in the US is thought to be around 2 million every year. Variability in menstrual cycle duration is a sign of menopausal transition, which is followed by amenorrheic episodes lasting 60 days or more. The entire menopausal transition stage, which includes the first 12 months of the early post-menopause stage, is referred to as perimenopause. Between the end of the last menstrual cycle and the stability of low estradiol levels, early post-menopause lasts for 5 to 8 years. A remarkable 85% of women claim to experience symptoms of varied kinds and levels during menopause.

Symptoms that may be experienced include:

- Vascular dysfunction
- Disruptions in sleep
- Behavioural symptoms
- Urination issues
- Effects of sexual function

INTRODUCTION

BACKGROUND

Menopause is one of the ailments that women experience as they become older. It is a normal process in a woman's life span, similar to adolescence. A woman enters the phase of life known as menopause when her menstrual periods end permanently. This stage, which is also known as the "transition of life," denotes the termination of a woman's reproductive potential. Perimenopause is a term used frequently to describe the time just before menopause. The amount of mature eggs in a woman's ovaries decreases and ovulation becomes inconsistent during this transitional period before menopause. Progesterone and estrogen production both decline simultaneously. The majority of menopause symptoms are brought on by the significant decline in estrogen levels.

Many women experience uncomfortable side effects during the menopause, including hot flashes, mood fluctuations, sleep problems, night sweats, depression, and weight gain. Because menopause raises the risk for heart disease and bone loss, it can also pose major health risks. Women make up 80% of adults with osteoporosis (National Institute of Arthritis and Musculoskeletal and Skin

Diseases, 2006). It takes a lifetime to acquire osteoporosis, also known as the "silent epidemic," and a lifetime to avoid it. Prior to the disease's late stages, when bones become much more fragile and prone to breaking, it is characterised by a decline in bone mass and deterioration of bone tissue without any visible signs or symptoms.

PROBLEM STATEMENT

1) In women of middle age, menopause goes unnoticed and unheard about.

2) Early symptom recognition can help prevent future health issues.

3) Even if women have idea about menopause they hesitate to talk with their doctors or taking it lightly.

RESEARCH OBJECTIVES

1) To know women who are aware of menopause neglect to visit the doctor.
2) To know ways to get ready for menopause in women
3) To know what do you hope to accomplish.
4) To know how many women's are actually taking care

ASSUMPTIONS AND HYPOHESIS

1) Getting women more educated about the menopause and the need for early   safeguards.

2) Educating women on the value of frequent gynecological and complete body checks.

3) Educating women on exercise and healthy eating

REVIEW OF LITERATURE

A woman's risk of developing age-related illnesses including osteoporosis, cardiovascular disease, and cancer increases throughout this stage of her life. In the late 1920s, the first evaluation of the clinical use of estrogens to treat menopausal symptoms took place. The first commercially accessible injectable form of estrogen was created in 1928, and the first oral estrogen formulation hit the market in 1942. The justifications for hormone therapy have been improved throughout time based on findings from clinical trials. For instance, estrogen continues to be the best treatment for hot flashes. However, it has also recently come to light that estrogen is ineffective as a chronic illness preventative.

There is evidence that one billion women worldwide have gone through menopause. The sociocultural environment, the women's backgrounds, and how they approach changes throughout this stage of life all have an impact on how menopausal women feel it. Women going through menopause need to have their care needs and appropriate support assessed based on their individual and contextual views, regardless of the conditions at play.

Although it is crucial to give menopausal women the proper support, there haven't been any systematic reviews done that specifically address the menopause that affects women all over the world. The menopause is typically not included in official education for women, and many general practitioners lack adequate knowledge. The purpose of this study was to investigate the attitudes and knowledge of perimenopausal women regarding the menopause.

Menopausal symptomalogy study has recently concentrated on classifying the symptoms that women feel when they transition from premenopausal to postmenopausal status. However, the majority of these investigations were carried out on Caucasian female participants from western cultures. The results of the component analysis revealed that there were two constant factors that cut across all five racial/ethnic groups: one was composed of symptoms that were plainly menopausal (hot flashes and night sweats), and the other was composed of psychological and psychosomatic symptoms. Regression models revealed differences by menopausal status and racial/ethnic groups in symptom reporting. Caucasian women reported much higher psychosomatic symptoms than women from other racial/ethnic groups, even after controlling for age, education, health, and financial stress. Significantly more African American women reported vasomotor symptoms. Women who were perimenopausal, took hormones, or underwent surgical menopause reported noticeably higher vasomotor symptoms.

Ageing is a fact of life for humans on earth, a fact from which no one can escape. Since the beginning of civilization, people have sought to discover the secrets of ageing, which strongly reflects their desire to prolong their lives and maintain a perpetually youthful appearance. There was no statistically significant difference between the women's reported proper causes of menopause and their educational or work status, according to the current study, which was conducted to understand the symptoms of menopause and perceptions of reasons for menopause. Religion and understanding the right cause were substantially correlated. In comparison to Muslims and other subjects, a greater proportion of Hindus were aware of the right cause.

RESEARCH METHODOLOGY

SR. No.	Particular	Specification
1	Type of Research	**Qualitative & Quantitative research**
2	Research Design	**Questioner & survey method**
3	Sampling Area	**Across Pune**
4	Sample Design	**Cross Sectional design**
5	Sample Size	**40 people (Approx)**
6	Sampling method	**Simple Random Sampling**
7	Period considered for data analysis	**one month**
8	Type of data collected	**Primary and secondary**
9	Data Collection methods	**Questionnaire, survey, report.**
10	Data analysis methods	**Descriptive analysis method**
11	Hypothesis testing technique	**Likert Scale**
12	statistical tool used	**Google analysis**

SAMPLE

The survey was distributed using Google Form. Cross sectional sample, design was adopted, and the sample type was simple random sampling. 40 persons made up the sample size. From the 35 to 55 age range. Women who experienced menopause and those who did not are included in the sample. This will encourage young women to take measures.

PRIMARY DATA

How irregular is your menstrual cycle?
35 responses

- ● Regular
- ● 1 Month
- ● 3 Months
- ● 6 Months
- ● 1 Year

25.7%

8.6%

8.6%

54.3%
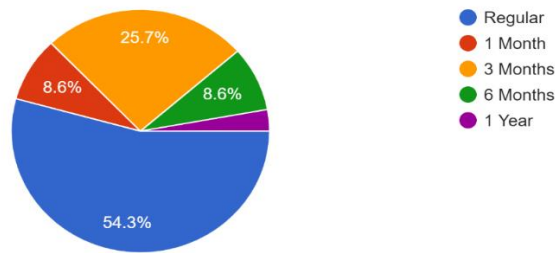
Inference:

From the above pie chart we can see that 54.3% women have regular periods. 25.7% women have irregular periods with a interval of 3 months. remaining 8.6% women have irregular periods with 6 month interval.

What is duration of your menstrual cycle?
35 responses

- ● 1-7 days
- ● max 10 days
- ● 15 days
- ● More than 1 month

88.6%
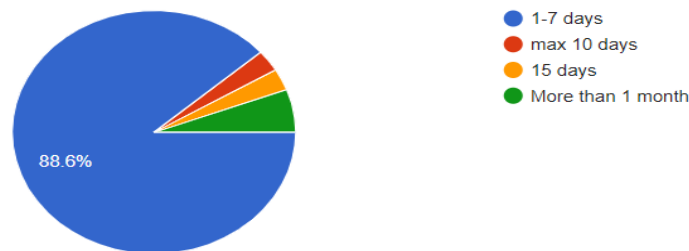
Inference

From the above pie chart we can see that 88.6% women have periods of 1-7 days. Remaining women have periods which are more than 7 days.

Are you comfortable talking about menopause?
35 responses

- ● Yes
- ● No

22.9%

77.1%
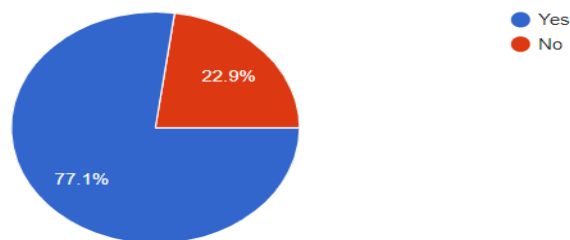
Inference

From the above pie chart we can see that 77.1% women are comfortable talking about menopause. Remaining 22.9% women are not comfortable talking about menopause.

As per your knowledge, female goes through menopause face the following symptoms?

35 responses
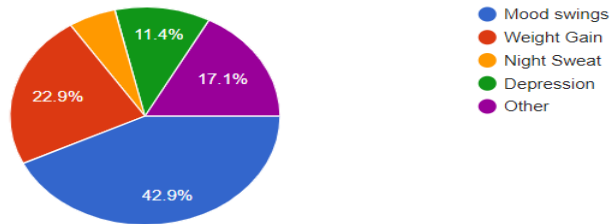
Inference

From the above pie chart we can see that 42.9% women goes through mood swings, 22.9% women gained weight and 11.4% women faced depression. Remaining 17.4% women faced other symptoms like body pain,etc

Are you aware about hormone therapy during menopause?

35 responses
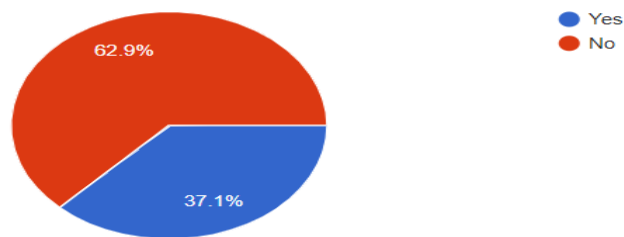
Inference

From the above pie chart we can see that 62.9% women are not aware about hormone therapy. Remaining 37.1% women knew about hormone therapy.

How long do symptoms of menopause last?

31 responses

- 40-50 years
- 50-60 years
- 60-70 years
- 70 & above
- Option 3

35.5%

54.8%
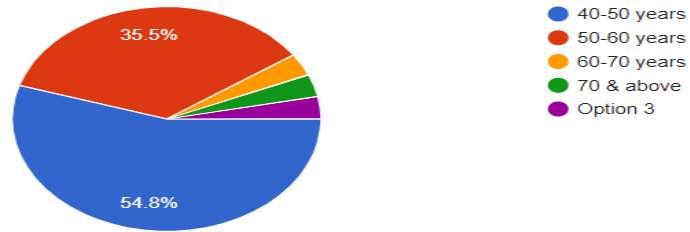
Inference

From the above pie chart we can see that 54.8% women faced symptoms from a age of 40-50 years, and remaining 35.5% women faced in age group of 50-60 years.

What care you take after your menopause?

35 responses

- Stop smoking
- Healthy diet
- Physical excercise
- Proper Sleep

45.7%   17.1%

37.1%
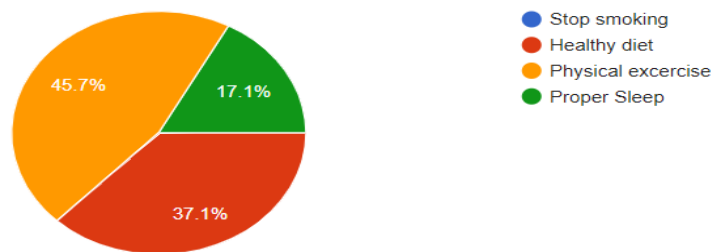
Inference

From the above pie chart we can see that 45.7% women do physical exercise after menopause, 37.1% women follow healthy diet and 17.1% take proper sleep.

How frequently you visit your doctors for menses?

Once in a month   Once in a 6 month   Once in a year   Twice in ayear

During 30's   During 40's   During 50's   During 60's

Inference

The above charts shows that women who visit doctor regularly in their 40's, 30's, 50's and in their 60's.

FINDINGS AND CONCLUSION

50 women in total were examined. There were 35 responses. The goal of the current study was to better understand the symptoms and perspective of menopause. The study's participants ranged in age from 35 to 55. The study found that whereas 54.3% of women have regular periods, the remaining women do not. In 88.6% of women, menstruation typically last 1 to 7 days.

Even Nevertheless, it was shown that 77.1% of women were uncomfortable discussing menopause whereas the remaining women were. Women experienced a variety of symptoms, including mood fluctuations, weight gain, despair, and sweating. 42.9% were found to experience mood swings. The use of hormone therapy was known to 37.1% of women. Menopause was most commonly experienced between ages 40 and 50.
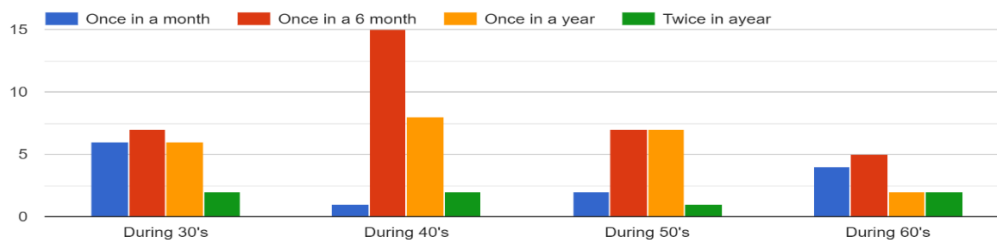
Women put higher emphasis on physical activity (45.7%) and a balanced diet (37.1%).

DISCUSSION

What signs or symptoms accompany menopause?

The perimenopause stage is when menopausal symptoms first appear, and they last through menopause and postmenopause. During this time, a woman's body progressively changes, and depending on how your body reacts to the changes, the symptoms may be more or less evident.

Symptoms of the perimenopause-

Women who are in the perimenopause may start to notice changes in their bodies and daily habits. Less oestrogen is produced by the ovaries as a result of these alterations. The following are signs of perimenopause:

➤ lighter or heavier periods
➤ a hot flash
➤ Insomnia
➤ varying the length of time between intervals
➤ Mood changes
➤ sweats at night
➤ urine adjustments (incontinence and frequency)
➤ Vaginal dryness

Symptoms of Postmenopause-

Not having a period for a full year is the first sign of postmenopause. Women may then suffer any of the following signs and symptoms:

- ➢ a hot flash
- ➢ Insomnia
- ➢ Mood changes
- ➢ sweats at night
- ➢ Vaginal dryness

Changes in Estrogen During Menopause -

A woman's body produces less oestrogen throughout perimenopause and postmenopause. The body produces extremely little oestrogen after menopause. Low oestrogen levels may cause symptoms and raise the risk of heart disease and osteoporosis.

Hot Flashes and Night Sweats, Mood Swings, and Thinning Skin and Tissues are all signs of low oestrogen.

Osteoporosis and heart attacks are caused by low oestrogen health risks.

Osteoporosis –

Osteoporosis occurs when the bones lose calcium and become fragile and weak. By stopping calcium loss, oestrogen protects the integrity of bones. The risk of fractures in the spine, hips, legs, and arms may increase when oestrogen levels fall as a result of hormonal changes.

Women who smoke, consume a lot of alcohol, and don't exercise are more likely to get osteoporosis. Women who are thin and little, as well as those who have a family history of the disease, are more likely to develop osteoporosis.

Heart Condition –

Given that it has the potential to increase levels of the heart-healthy HDL cholesterol in the blood, oestrogen appears to play a function in preventing heart disease. Menopause significantly raises the risk of heart disease.

PRECAUTIONS –

There are numerous things you may do to take care of yourself throughout menopause even though nobody can stop the natural cycles of life. We've listed our top 10 menopause care recommendations below to assist you manage symptoms and adjust to this new stage of life.

1. Think about hormonal therapy (HT)

One method through which many women care for themselves during menopause is hormone therapy. The hormones that the body no longer produces are infused into it via HT. HT may reduce signs and symptoms while preventing osteoporosis. While not all women require HT, many do benefit from it.

HT may lessen hot flashes and sweating, increase vaginal moisture, reduce mood swings, and guard against bone fractures, among other advantages. Talk about your doctor about HT if your menopause symptoms are too severe for you to handle. You and your partner will decide if this choice is best for you.

2. Consult your physician about the health risks.

Even if you've discovered techniques to control your menopause symptoms, it's crucial to contact your doctor to go over the potential health hazards of oestrogen reduction. It is crucial to talk to your doctor if you have a family history of heart disease or osteoporosis. One of the best things you can do for yourself is to safeguard the health of your bones and heart.

3. Purchase a portable fan.

Menopause symptoms including hot flashes and nocturnal sweats are among the most prevalent. You might feel like you are overheated all the time at times. Although you frequently won't have much control over the environment at work or in public, there are still solutions available to you. One method to take care of yourself wherever you are is to purchase a portable fan. What this affordable device may accomplish for you may surprise you.

4. Keep hydrated.

Your body temperature can be regulated by drinking cold water. It might be time to start using a reusable water bottle now if you haven't previously. A fantastic strategy to keep your body at a more stable temperature throughout the day is to drink lots of water.

Enough water consumption throughout the day can aid in rehydrating dry skin and tissue and reducing hormonal bloating. To stay hydrated, consume eight to twelve glasses of water each day. Remember to always have a clean glass of chilled water beside your bed. After awakening following a night of sweats, drinking water can provide prompt symptom relief.

5. Consult your physician about supplements.

If you're interested in taking nutritional supplements for menopause or to lower the hazards linked with it, speak with your doctor. Black cohosh and calcium are supplements that some women use, but not everyone should take them. To find out more about the solutions that are best for your

body, it is essential to speak with your doctor.

6. Put on layers

When going through menopause, layering your clothing is one of the finest strategies to manage your comfort and maintain your composure. To assist you maintain a consistent body temperature throughout the day, choose three or more top layers. To offset any chills that may come after a hot flash, many women will cover a sleeveless blouse or t-shirt with a loose top and a light jacket or cardigan. It is better to have more layers available to peel off or pile on.

7. Moist and lubricate

One of the worst elements of menopause is pain during sex since it can affect close relationships and self-esteem. Recognize your options. Water-based lubricants and vaginal moisturisers are popular remedies among women.

8. Utilize linen and cotton

Low-heat natural fibre materials that are lightweight aid in controlling body temperature. Three different fabric types are used to make our garments, socks, sheets, and blankets: synthetic, natural, or a mix of the two. Fabric created from synthetic materials, such as spandex, nylon, polyester, and acrylic, is less breathable than fabric made from natural fibres, which causes it to retain more heat.

The best fabrics to wear during menopause to reduce body temperature are cotton and linen. Instead of trapping heat close to the body, these textiles let it out. If you get night sweats, investigate if your blanket and sheets are made of a natural material. Making the switch to cotton sheets could make a big difference.

CONCLUSION

Thus, the goal of the current study was to understand the symptomatology and perception of causes of menopause. It states unequivocally that post-menopausal symptoms are highly prevalent among women in the context of the current investigation. Among rural women, there are many misconceptions about menopause symptoms. Such studies contribute to raising awareness because it is crucial to provide postmenopausal women with health education. It could be wise to visit a women's clinic. In this area, health professionals may be most beneficial. Additional studies should be conducted in the community to gauge the severity of the symptoms using tried-and-true, easy-to-use scales. These are just a few crucial things to understand when menopause develops

regarding the transition and preserving general health. You can prevent avoidable health risks and maintain good health well into your senior years by taking good care of your health, visiting the doctor frequently, asking them questions when concerns occur, and acting on their advise.

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4 DAY WORKING WEEK IN INDIA

Summary

This research studies the changes in productivity of employees after implementation of 4 day working week. It also states the effects of reduced working days on their personal life. The before and after effects of implementation of 4-day work week is also discussed. Reducing longer working week into shorter 4-day work week elevates the work and performance pressure of the employee. It encourages the employee to work with more enthusiasm and dedication as they are waiting for the off days. Employees are able to maintain a proper work life balance. They can now give considerable time to their family. This ha also shown a good increase in creativity and innovation in the organization. Good communication and team work was also increasing. There were many challenges faced by companies to implement this strategy. The pre and post effects of 4-day work week were also noted. And it can be concluded that it was a successful project by the companies. There was a positive effect and growth in case of different

factors which are team work, increased communication more enthusiasm, new and creative ideas, work life balance, increased individual performance and reduced stress.

Introduction

As the pandemic has hit us hard, the corporate sector is slowly turning towards work from home concept and hybrid working. Also, a thought was given to reducing the working days of a week. Many countries have opted for this concept and are successful in implementing them, as the results are positive. Now, introducing this concept in India is a little difficult task, as there are other sectors which need their employees every day. But, it is important to bring this concept into reality as the IT sector is expanding at a high rate in India.

TUC (Trade Union Congress) is calling on the government to help people work fewer hours while getting paid the same. Now, you're probably wondering how such a favorable situation is even possible. Why would business owners allow their employees to work only 4 days a week? Won't the company suffer as a result? Well, you can thank your new robot coworkers.

As we explored in one of our other recent blog articles, technological developments could make it possible for employees to accomplish the same amount of work in less time and still ensure customers are supported.AI technology will significantly disrupt every aspect of every industry in every country including how and when we work.

Within the near future, we're likely to see an increase in remote and more flexible work schedules like the 4-day work week. In fact, TUC thinks that a 4-day work week could become a reality within this century if businesses are forced to share the benefits of new technology with their employees.

Objectives

- Study the organization performance and factors that influence the organization performance in implementation of 4-day working week.
- To identify the benefits and challenges of 4-day work week.
- To determine the impact of reduced working hours on work lives and non-work lives.

Scope

Many countries have implemented the policy of 4day work week and are successful in achieving their goals. It is difficult for all the sectors to implement this policy in India. As a lot of organizations are yet to accept a 5 day working week format, 4 day work week is difficult to

implement.

The pandemic has paved a way for hybrid working all around the world. Hence, the employees are more comfortable in working from home. So, reducing the working days in office is acceptable by the employees as well as the organization.

1. 4-day working week is possible to implement in a production house.
2. 4-day working week is helpful to maintain employees' mental health.
3. 4-day working week increases productivity.
4. Understand employees' satisfaction.

Literature review

1. Case study on 4-day work week perpetual

Guardian: New Zealand – B. Harika, Dr. Sayed Masoor

2. Time to implement a 4-day work week in India- Deccan Herald

This research paper and article studies the changes in productivity of employees after implementation of 4 day working week. It also states the effects of reduced working days on their personal life. The before and after effects of implementation of 4-day work week is also discussed.

Reducing longer working week into shorter 4-day work week elevates the work and performance pressure of the employee. It encourages the employee to work with more enthusiasm and dedication as they are waiting for the off days. Employees are able to maintain a proper work life balance. They can now give considerable time to their family. This ha also shown a good increase in creativity and innovation in the organization. Good communication and team work was also increasing. There were many challenges faced by companies to implement this strategy. The pre and post effects of 4-day work week were also noted. And it can be concluded that it was a successful project by the companies.

3. ECONOMICS OF A FOUR-DAY WORKING WEEK CAN IT SAVE BUSINESSES MONEY?

The idea of a four-day working week is gaining momentum. The Labour Party has included it in its 2019 electoral manifesto, and Microsoft Japan announced positive results from a trial run earlier in 2019.   T0 The benefits of a four-day working week, without loss of pay, can outweigh

the cons for both businesses and staff. The businesses that have already adopted the four-day working week and found that they were making savings of almost £92 billion (around 2% of total turnover) each year. Just over half (51%) of the respondents thought that the four-day working week enabled them to save costs. Of those, 62% say their staff take fewer days off sick, 63% say they produce better quality work, and 64% are more productive. research also outlines that the businesses who haven't yet implemented a four-day week could save around £12 billion by moving to one. If we add this to the savings made by businesses that already implement a four-day week, we'd get a total combined saving of roughly £104 billion a year.

It is interesting to note that our positive results square with the evidence provided by Microsoft Japan. In its trial in August 2019, 2,300 employees were given a paid Friday off each week. The company reported an impressive 40% increase in the productivity of employees in the month (measured against August 2018). But other measures were also adopted to improve productivity, for example a significant reduction in the time and number of meetings and encouragement to use online platforms for collaboration.

On their day off, workers were encouraged to volunteer, learn and train. Or simply rest to improve their productivity and creativity. After five consecutive Fridays off the company reported a sales rise by nearly 40%, the company's electricity consumption dropped by 23% and there was a 59% reduction in the printing of paper pages. This experiment suggests the arrangement might be applicable to larger corporations and in one of the countries most affected by a workaholic culture.

Other companies have implemented the four-day working week and also reported an increment in staff productivity. One example is Perpetual Guardian, a New Zealand estate management firm that adopted the policy in November 2018. The company ran a pre- and post-trial survey across employees and found that productivity was unharmed by the shortened work week, while staff work-life balance had improved by 24%, sense of empowerment by 20%, leadership and commitment levels respectively by 22% and 20%, and stimulation by 22%.

 The benefits of this arrangement aren't just for businesses and the world of work. An extra day off could have a knock-on effect for wider society. We found 54% of employees said they would spend their day shopping, meaning a potential boost for the high street, 43% would go to the cinema or theatre and 39% would eat out at restaurants. There are also potential environmental benefits to a shorter working week. In addition to the reduction of energy and paper use

experienced by Microsoft Japan, we think that fewer journeys to and from work provides a potentially large green dividend with less fuel consumption and a reduction in pollution.

4. Effectiveness of four-day week by EMBRY RIDDLE AURONAUTIACL UNIVERSITY

Researchers name- Mayer Sng , Wei Jian Khor , Toshiaki Oide , Shaen Chatrawit Suchar.

This research paper explores the benefits of a four-day workweek that may affect productivity, self-satisfaction, and life expectancy. We will be using data on a country-wide scale from 25 first world countries over four continents. The data will be collected using free and public sources published online like Our World In Data and Statista, which include GDP per capita, life satisfaction rate, human development index, and annual working hours. The results of our research and analysis will show how each independent variable will affect the dependent variable of our study, as well as any correlation between them. As the global pandemic intensified from end-2019, it became clear that the work from home regime was necessary for the workplace to continue their function (Fontinha, 2021). This sudden shift in working culture has prompted different organizations around the world to explore ways to increase worker's work-life balance and productivity without suffering pay cuts.

This literature review aims to provide context to the research regarding the four-day/ eight hours workweek through the analysis of multiple studies conducted about the effectiveness of cultivating a four-day workweek among employees. The study into this program will look at benefits through the study of productivity and employee satisfaction rate and hope to spread awareness of its effectiveness to suitable companies, thus improving the overall productivity rate and satisfaction rate of the organization.Countries like Iceland and France are countries that are cultivating four days-eight-hour workweeks. The GDP per capita in these countries is like countries like South Korea, Hong Kong, and Japan. This shows that the number of hours worked may not increase productivity within workers. This might be due to the mental wellness of the workers in the country and psychological pressure that is led by the Efficiency Wage Theory.

5. Competency and Ability of workers in four day work week - Journal of Multidisciplinary research and Analysis - 8th, August 2022 - Christine Reidhead - **ISSN No. :** 2643-9875

This research paper is study about effects of four day working week, it explores Does 4 day work

week increase the ability of workers and make employees more productive. For good mental health, having good work culture is more importance, four day work week gives phenomenal in this regard. The Research paper explain that four day work week have benefits to employees and companies like Cost saving, increased productivity, talent attraction and retention, boosted employee motivation, environmental benefits, this policy should be improve as it have some cons like scheduling conflicts, compression may cost money, increasing stress, more working hours, inadequate for customers and coworkers and might not suitable for every workers and employees.

6. Competency and Ability of workers in four day work week - Christine Reidhead - International Journal of Multidisciplinary Research and Analysis - **ISSN NO :-** 2643-9840. This study addressed the work efficiency, workers, four day work week, work life balance, family time. Specifically, this article aimed to study the benefits and challenges observed with the four day work week policy. The study would highlight the feasibility of this practice in long run. This study four day work week has got a mixed response from the companies and a mixed response from the companies and employees across the world. Though it has proved beneficial for most of the population. The strategic objective of companies has been defined by the company's aim and objectives. The aim is to provide the best telecom services to win employees based on the beat services records. The aim & objective of the organization have been aligned with the strategic planning & the approaches adopted for fulfilling the long term. Vision of the company has been in sync the company's expansion plan. The company would continue to expand by acquiring new employees & limiting the retention rate for the existing employees.

7. **The evidence overwhelmingly says 4-day work weeks are good for everyone** - Matthew Denis
At the halfway point of a broad, six-month-long British study, research being gathered by 4 Day Week Global reveals a general tenor of positive experiences for organizations willing to alter decades of ingrained work cultures and systems to encourage employees to achieve better work-life balance. Along the way, going against the grain has led to challenges that reveal valuable lessons and actions businesses can take to improve the shift to shorter work weeks. 4 day work weeks mean flexibility and an improved work-life balance Four-day work week helps to resolve

two out of three of these concerns. An additional day off gives employees time to handle child and family care, run errands, tend to mental health, work out, and take part in communal activities. Flexible working arrangements can boost employee morale and motivation through higher job satisfaction and improved work-life balance. Flexible working can reduce fatigue and stress, which may cause employees to lose focus and underperform.

8. Perpetual Guardian's 4-day workweek trial: Qualitative research analysis

Employees reported that trial resulted into many improvements to their workplace behavior, relationship environment. Many employees expressed a sense of greater voice & empowerment in their work . Planning phase resulted in many employees designing & implementing innovation & initiative to work in more productive & effective manner. The reduced hours means that employees could sustain a more intensive work pattern, and they were more motivated upon returning work. Many employees got more time to accomplish tasks in their personal lives, some got time restore and reconnect. Many reported the "pure indulgence" of having "you time" in amongst the various demands of fast -paced modern life, some reconnected with their hobbies and interest.

9. The impact of working hours on employee productivity case study of sabertek Ltd. South Africa

10. Four day working week the microsoft Japan experience

Four day Working Week Improving and all the management this organizations focusing on employee productivity more and Happy Working envizement that can ensure a healthy work-life Balance, four day work is purpose is How Labure is Work and Impact / Effect of the productivity all the employee's working hour's productivity as Well as health stress is low and joh satisfaction Working conditions and Happy and fulfill wages When the economic is very critical condition of organization then they have need of mare and maximumn level of Production as well as employees for companies high level of conductivity and more hours. is requires between the number of hours Worked and Harker's productivity Hold these number of working hours deluialy effected. employees level of productivity. When an employee's increased. by Working overtime this level is less time seating period, eventually this routine states starts then less time to give. Your family and more stressed. as well feeling less and unsatisfied or less healthy more time

work employee then health and stress related problems or an unbalanced work-life frustration The discussion of more stander Working Hours overlap section like Japan and Korea to more hours not a overtime but actual hours Work average number of working hours higher compared to other European countries Portugal reduced. is standerd Working hours from 44 hours. to go hours per week While frons is hours. ag to 35 hours per week However korea it more hours Work a reduction in Working hours for koreans can induce decrence. in productivity which could impact their econe mic Welfare..the discusses different studies to the relationship that exists. between standard working hours and employee

10. Four-Day Working Week

 Is Possible Because It's Already Happening Summary While radical experiments in some companies can demonstrate the benefits of working less, a real revolution in working time will need to come from the workers who demand it The debate on the four-day week has moved to the next phase. We are no longer discussing why we should reduce working time but are thinking about how best to go about it. Recent evidence from Spain, the Netherlands, Germany and the UK show that a reduction in working time is possible. Not because some companies in isolation have started experiments, but because employees are asking for more time in their lives, and more quality time at that. The four-day week is not some faraway utopia, it will become a reality in the not too distant future, but it may well require a fight. Spain, the well-know department store chain 'El Corto Ingles' has recently settled on an agreement which not only reduce the working hours of their staff, but also improve the quality of working time. Working hours were previously completely unpredictable and employees often ended up working consecutive long hour days. To respond to this, the agreement put a limitation on atypical working hours and an annual decrease of working time by 28 hours. Not a revolution, but it shows that less working time can go hand in hand with more qualitative working time. 'Would you want to earn less for working less', is a typical argument from adversaries of a 4-day week. However in Austria and Germany, they're actually giving employees the choice between time and money. In 2016, Deutsche Bahn signed an agreement with the trade union EVG with the following choices for employees: a pay increase of 2.6%, a reduction of the weekly working hours by approximately one hour, or 6 days of extra paid holidays. About half chose the money and the other half opted for extra days of vacation. Barely 2% opted for the reduction in weekly working hours.

Interestingly, Deutsche Bahn had to employ nearly 1,500 employees to compensate for all employees who took extra holidays (Marion 2018). The experiment was evaluated positively and was copied by Deutsche Post in 2018. An agreement with the trade union Ver.di gives the choice to 130,000 employees to convert a 5.1% wage increase (in part or entirely) into extra holidays. Slowly but surely, working time can be reduced by providing employees with the choice between time and money. The popularity of the 'time' option shows its usefulness. But choosing between time and money is not always simple, so what about receiving time and money? In the Netherlands, the trade union FNV Security reached an agreement in September 2018 to give 30,000 employees a wage increase and a working time reduction of two hours per week (from 38 to 36 hours). A small step for the security sector maybe, but a clear step towards making a four-day week reality. But the security agents didn't get this reduction for free. It required mobilisation and a historic first national strike of security agents. In April of this year, Deutsche Telekom reached a similar agreement covering its 55,000 employees: a pay increase of around 5% and a reduction of working hours of two hours per week. Also here, the average working week is cut from 38 to 36 hours. However in this case the reduction takes the shape of an extra 16 days off.

11. Examining the structural effect of working time on well-being: Evidence from Abu Dhabi

12. UAE professionals 'working more efficiently in 4.5- day week according to PRCA research

United Arab Emirates On January 01, 2022, the UAE began a short work week that is 4.5 days (36 hours) long, with flexible hours and work-from-home options on Fridays. The shorter workweek will keep salaries the same for employees. A typical workweek in the UAE will run from 7:30 am to 3:30 pm Monday through Thursday, with a shortened Friday from 7:30 am to noon. While private companies in the UAE have yet to adopt this schedule, all federal entities are working under the shortened workweek schedule. UAE became the first country to adopt the 4 day work week concept last year. Following this, other countries were motivated to assimilate this work culture. Few UAE companies felt it feasible to change their general schedule with this new concept. But after observing positive results, many other companies are considering embracing the 4-day work week in UAE. 7 out of 10 (70%) professionals in the United Arab

Emirates (UAE) feel they work more efficiently within a 4 and a half-day working week, according to new research carried out by PRCA MENA and 3Gem Research & Insights. The UAE cut its working week to four and a half days, moving its weekend from Friday-Saturday to Saturday-Sunday, in a major shift designed to align business with western makers and improve work-life balance. The study – based on the views of 1,000 people in the UAE- revealed more than half (53%) of United Arab Emirates (UAE) professionals have now transitioned to a 4.5 working day week. The research also found the overwhelming majority (91%) of respondents believed the new working week would have a positive impact on employees' mental wellbeing. Darren Ryan Global Creative Director 3Gem Research & Insights commented "The findings of our survey are really encouraging to see. Any major change on this scale is bound to have its challenges and initial teething problems. However, the evidence is clear that a shorter working week has so far had a positive effect. People are working more efficiently and it's proving to have a positive effect on their mental wellbeing. That's great news for employers to hear too." This positive outcome is in line with what the UAE government was hoping for. A solution that would boost work-life balance and enhance social wellbeing, while at the same time increasing performance to improve the UAE's economic competitiveness with the rest of the world

13. Four-Day Workweek - Mengyi Xu

As we see the world change after the covid-19 pandemic and its effect on businesses. It brought major disruptions to business globally, limiting mobility and the in-person often considered necessary for a business. This research paper was designed in 2 phases. The 4-day workweek is flexible. First, understanding the employees' working ability and their thinking towards the work is important. We must understand how the opinion about 4 day working week has changed? Is a 4-day working week preferable for all? 4 – day working week is widely started from Covid-19. This article shows that, those businesses offer a 4-day workweek as part of their employee's productivity increases It increases employee satisfaction. The 4-day workweek has a positive impact on well-being. The 4-day workweek is good for employees' job satisfaction. The research set out to investigate flexible working and the 4-day week and comprised a rigorous and large-scale investigation of the scale, nature and impact of changing working practices across the UK in November 2021

14. Assessing global trials of reduced work time with no reduction in pay

Proponents of the four day week argue that it provides multiple benefits–to the organizations that implement this innovative schedule, to the employees who work it, and to the climate. To assess these claims, we collaborated with 4 Day Week Global and studied companies and employees who were piloting a four day work week with no reduction in pay. As we have detailed throughout this report, the results of these trials have been overwhelmingly positive. The companies report that they are extremely pleased with their performance, productivity and their overall experience. Employees express similar sentiments. These are valuable pieces of information. However, our research design allows us to go beyond recording the sentiments of those involved to quantify how the trial changed well-being and employee experiences, both at work and home. The before-and-after design is a far more accurate way of assessing impacts than retrospective data. We found that the trial had profound effects. For the companies, relevant metrics showed high levels of success. Revenue rose approximately 8% over the trial, and was up 37.55% in comparison to the same period in 2021. Hiring rose, absenteeism was reduced and resignations declined slightly.And on a wide range of outcomes, employees were far better off at the end of the trial than they were at the beginning. They were less stressed and less burned out. The ratings they gave on their physical and mental health were better. They were spending more time exercising and were less fatigued. Their sense of satisfaction with their lives improved, both generally and across a range of domains. Their self-reports of work performance went up substantially, but not because they were speed up worked harder. The companies' efforts to re-organize work were successful in eliciting productivity without speed-up. Perhaps the bottom line for success is what we found in terms of how much more employees valued their current job at the end of the trial. Seventy percent of respondents in the sample told us that at their next job they would require between 10 to 50% more pay to go back to a 5 day schedule. Thirteen percent said they'd require more than 50%. And 13% said that no amount of money could convince them to give up the four day week. These calculations should serve as a strong signal to employers that it's time to retire the nearly hundred year old convention of the five day, forty hour week and begin to embrace a four day, thirty-two hour week.

15. Effectiveness of a four-day work week

This literature review discusses why the four-day/eight hours work week benefits both

companies and their employees as research has shown that longer working hours harm the employees and does not amount to a more effective organization. Based on the concept of a four-day workweek, the aim is to reduce the standard five-day. 40-hour week to 32 hours per week in four days. However, the concept faces heavy objections based on the current norms of employment. Therefore, the reduction in the number of working hours might seem like an absurd suggestion (Grosse, 2018).The number of hours needed to produce as much work has reduced over the past 50 years. indicating that it only takes approximately 10 hours now to achieve the same amount of work done in 40 hours in the 1950s. The production rate is equal to that of a 40-hour worker indicates that the four-day workweek would be an increasing trend rather than a radical departure from historical norms .

Methodology

The research was based on the approach of corporate workers towards the Four-day Working week policy, implementation in India. In this we have sampled 59 respondent. validated, self-administered, an electronic questionnaire was circulated amongst the corporate worker. Purpose of the research is to know the approach of the corporate employee towards the Four-day Working week policy in India.

Primary Data:

For the primary data source we have circulated and questionnaire among the people working in corporate sectors the total number of response collected through the Google questionnaires were 59 among its 94.9% peoples where ready to work for day in a week the questionnaire was prepared using Google form techniques Questionnaire where self-administrated by female students and teachers the advantage of using a questionnaire is that it generate data from a large population in a short time The generated results are easy to analyse and good for participants privacy., the questionnaire was generated using the Google form and circulated over the online platform like email, Whats App text messages. The questions were based on the approach of Corporate employees towards the 4day working week policy and their awareness of the policy are the comfortable with the policy or what are their views over the policy and also to get idea about their work balance between the working hours and the Four-day day working week concept.

Secondary Data:

The secondary data was collected by the previous research papers research journals articles newspapers and website.

- A Case Study of 4 day workweek at Perpetual Guardian : New Zealand - Dr. Sayed Mansoor Pasha.
- Competency and ability of workers in 4 day work week- Christine Reidhead.
- ECONOMICS OF A FOUR-DAY WORKING WEEK CAN IT SAVE BUSINESSES MONEY? - Dr Miriam Mara.

With the help of their previous research we got an point of view towards our Research and got an idea for the data analysis this secondary data gave and base to our research.

Data Collecting instruments

The study used structure questionnaires to collect the data from the corporate employees the selection of these Data Collection instrument was guided by the research objectives and data.

Sampling

*A s*ample of 59 respondents was collected from the employees working in different IT firms in Pune.

The sampling method used was <u>Simple Random Sampling.</u>

As conducting this survey is not easy because the population is unknown. The number of IT firms in India is large. A fixed number of population cannot be taken.

The responses given by the employees is very less and are given willingly.

Questionnaire

1.Are you familiar with the concept of 4-Day Working Week? - Likert Scale.

- Yes
- No
- Maybe

2.Would you prefer to work for 4 days in a week? – Likert Scale.

- Yes
- No

3.Do you think you will be able to achieve a proper work life balance? -Likert scale

- Yes
- Neutral
- No
- Maybe

4.How many hours would you prefer to work in a day for 4-day working week? -Nominal measurement scale

- 8hrs
- 10hrs
- 12hrs

5.Currently, are you able to maintain your work life balance? – Closed ended question

- Yes
- No
- Maybe

6. Days you would start with4-day work week? -Paired comparative scale

- Monday to Tuesday
- Tuesday or Wednesday
- Wednesday or Thursday

7. Rate the requirement of 4-day work week in corporate sector on the scale of 1 to 5? -Interval measurement scale

- 1
- 2
- 3

- 4
- 5

Findings

According to the survey conducted through the questionnaire, following data was collected.

- 75% of the employees were familiar with the 4 day workweek concept
- 92% preferred to work for 4 day in a week
- 56% were confident in achieving a proper work life balance and 19% were not sure.
- 59% preferred to work for 8 hrs(everyday) and 31% preferred to work for 12 hrs(everyday) in a 4 day work week.
- 89%preferred to start their 4 day work week from either Monday or Tuesday.

Conclusion

This research project was conducted to see whether employees are ready to accept a 4 day work week in India. We believe people deserve to spend more time with their families, hobbies and other aspects of life.This will also help the companies to save energy and other operating costs. Although in India it is not possible for all the sectors to introduce 4 day work week. Most of the companies need to work through the week to cater to customer needs. In the service sector, introducing this concept might not be enough to meet consumer demands and expectations.

The positive side of this concept is that a large number of employees are happy and willing to work for 4 days in a week. A World Forum Economic Survey of business that had implemented the policy showed that it can help companies make savings of almost 92billion (around 2%of the total turnover) each year. The Union Ministry Of Labour and Employment is working on new labour codes which will make way for 4 day work week.

Addiction of Posting on Social Networking Sites amongst the Youth.

Executive Summary

The early 2000s was an era that saw the beginning of social networking sites, and since then it has been emerging day by day. Every day new social networking sites are getting launched and youngsters' usage of them is increasing rapidly. The purpose of this research is to study why people our age need to post everything online. Our goal is to know what repercussions these social media sites are compelling on young minds. It is evident that social networking and social media greatly influence how people think and behave. This study would help us to understand the factors that influence people to post and spend more time on social media platforms. We aim to know how much of an impact these social networking sites are doing on users' psychology. People are unaware and ignorant of the gloomy effects of social media.

In the growing technological era, the number of advancements and updates in the social networking field is increasing at an unexpected range. Understanding the adaptation of the youngsters towards this advancement and the amount of addictiveness they possess towards these applications. The major reason for the addictive nature is the various features and customizations that allow the users to interact with new people daily, to get updates on the day-to-day happenings. This constant uploading mentality is impacting the current generation on a huge level. No doubt social networking sites have become a daily routine among youngsters. Most people post regularly because they feel they won't belong in the crowd and would lose the relatability or the connection with friends and followers. Getting likes, comments, shares or even a mere reaction can give them a feeling of confidence. These can lead to a desire to post things they know will get them noticed. Due to this constant fear of not fitting in, people have been going through mental health issues, physical strains, and even privacy concerns. Young minds portray themselves as someone else and their life on social media platforms is different.

Social media addiction is a term nowadays, that is being used to describe a situation where a person wastes too much time on it, and it gives a negative bump on the other aspects of their life. It hurts your day-to-day life, be it your school, college, office, or relations. We post the best pictures and talk highly about ourselves and our social circle, on social media. We try to show the amount of fun we are having in our lives. However, this is not it. We then seek the approval of others. We want to see how many people like what we are doing in life. The problem is we feel stressed and depressed when people do not acknowledge or like what they upload online.

Social media use has become an important part of college students' internet use. Psychological research points out that, if individuals overuse social media and cannot control their activities on

social media, they are considered to have symptoms of social media addiction. Social media can bring satisfaction to users, which is the main reason for addiction disorder development. Due to the diversity of social media functions, users may be addicted to social activities, such as posting and sharing content constantly. Users with certain personality types, particularly users who are more extroverted, open to new experiences, agreeable, and neurotic, are at higher risk than others for developing an addiction to social media.

We are expecting to gather information on social media users who are habit- forming. The excessive use of social media and the internet has unfortunate consequences on the lives of people. The use of social media also causes problems with insecurity, self-esteem, narcissism, and deterioration of family relations. It makes the person prone to sit at home and not interact with people around them and look for alternative ways of communication. Thus, people have this notion that their online behavior is directly related to their sense of worth offline.

This study aims to present an overview of the emergent empirical research relating to social networking addiction. The scientific literature addressing the addictive qualities of social networks on the internet is scarce, but an increasing number of studies of variable quality have been published over the last few years. It is recommended that researchers assess factors that are specific to social networking site addiction, including the attraction, communication, and expectations of use because they may predict the etiology of addiction.

Whether social networking addiction exists is debatable depending on the definition of addiction used, but there is clear evidence that a minority of social network users experience addiction-like symptoms as a consequence of their excessive use. Studies endorsing only a few potential addiction criteria are not sufficient for establishing clinically significant addiction status.

Introduction

First of all, this paper is about addiction to social media which is now becoming the trend for young adults to use as a medium for communication and entertainment. When the world of communication and distance between people started to reduce, over the telecommunication industry, social networks started to take over the era of the Digital World. Social media / Social Networking sites have been a bridge for people to have interpersonal interaction. Sharing & connecting is a need, it happens virtually in the cyber zone through various forms. Young adults are beginning to take mindful and useful approaches towards social media nowadays has become part of our daily life routine, changing how people communicate individually as well as professionally. The adolescence stage is a formative period in one's life. The brain & body mature rapidly and the transformation to maturity entails major improvements to attitudes, appearance, social and family life, and academic performance. With the growing advancements in the field of technology and the more and more

customized and attractive social media networks and applications have started to make people spend more amount of free and leisure time just in front of their laptops and smartphones. Social media is the medium that allows social or being social online by sharing photos, news, content, and many more postings, with other people. Also, the major reason for the addiction of youngsters to social networking sites, is that the content that flows through the wall of every person is so customized, accordingly as per the preference of that person, his/ her likes and dislikes, what are the things they like, their expectations and wishes, and much more.

"An impulse–control condition that does not require an intoxicant", According to the social media addiction. World Health Organization defined 'Adolescents' as a group of people in the 10–19 year age group and 'Youth' as the 15–24 year age group. While 'Young People' refer to a group in the age range of 10-24 years. Numerous social media sites encourage the development of social networking sites particularly the more prominent ones like Facebook, Instagram, Twitter, and WhatsApp. Increasing interest in social networking sites contributes to addiction to social media. Five subtypes have been categorized within the internet addiction phenomena which are cyber relationship addiction, cyber-sexual addiction, net compulsion, computer addiction, and information overload. On performing research among screenagers people within the age group of 18-24 years spend nearly 5-8 hrs. on an average on social networking sites. As social media addiction is becoming a very common issue among screenagers and there are many medications & psychological counseling for people who have become so desperate over social networking that they forget to know the difference between the things that they see on the internet and what happens in the real world. Internet addiction is becoming a significant problem worldwide. The no. is getting higher every day. There is a significant amount of evidence for internet use and addiction among the youth.

The major objective of this study is to understand and analyze the impact of social media on the minds of youngsters and the amount of impact the various aspects of social media create on them and the addictive nature of people towards various social media sites and applications and the reasons for it. In the growing technological era, the number of advancements and updates in the social networking field is increasing at an unexpected range. Understanding the adaptation of youngsters towards this advancement and the amount of addictiveness they possess towards these applications and the features on social networking sites and media. The major reason for the addictive nature of youngsters towards this social media platform is the various features and the customizations that allow the users to interact with new people daily and to get updated on the day to day happening and even every minute happenings in a very interesting and attractive way which will help them to remember and re- collect when needed. At the same time, the major reason for this study is to know why the generation of Millennials has started to get over-hyperactive and addicted

to Social Media platforms and applications. On average an individual who is a regular user of Facebook and other social media sites spends about 6-7 hours solidly on these sites. But the major question on how much of that time is used in being productive and wisely used for developing their skills and so on.

Life satisfaction is also closely related to social media addiction among young people. Information gathered suggests that young people with less satisfaction with life are more addicted to social media. Social media addiction act as an important element in predicting life satisfaction. Young people who are addicted to social media have higher tolerance and communication in virtual than in real life. However, there is also a study that stated that life satisfaction is not related to social media addiction as life satisfaction accesses the overall quality of life including economics, relationship problems, and achievements but self-esteem is mediated between social media addiction and satisfaction with life. Low self-efficacy is also associated with addiction level to social media among young people.

Social media addiction is a form of internet addiction in which adolescents are compelled to use social media in excessive amounts. Adolescents who are addicted to social networking are frequently unnecessarily worried about it and are motivated by an uncontrollable need to log in to utilize it. Mood, perception, physical and emotional responses, and behavioral and psychiatric disorders are all signs of social network addiction.

Objectives and Scope of the Study

1. To measure the level of social media addiction among young adults.
2. To know about the adverse psychological effects of posting online.

Social networking sites have become very popular during the last few years. The purpose of this paper is to examine whether youths are becoming addicted to social networking sites to keep up with interpersonal relationships. This paper's main objective is to shed light on the effect of social media use on psychological well-being.

This study will examine the youths who use social networking sites, like Instagram, Snapchat, Facebook, and multiple others, in promoting their goods and services. Young people especially between the 14 – 27 age group of the students are the primary users of various social networking sites. Checking and scrolling through social media has become an increasingly popular activity over the last few years among youths. The education of many students nowadays is affected because the time they spend playing computer games is more than the time they spend studying. Dealing with social media addiction, it can be said that nowadays, social media addiction has ceased to be an ordinary problem and become a disease associated with a global epidemic. The positive feelings experienced by social media users are only temporary. The way your brain engages in this positive

boosting is also seen in other addictions. Social media addiction is a behavioral addiction. This research can provide answers with regards to the problem and thus may also help to find ways how to gradually stop and prevent this kind of addiction.

Literature Review

In general, social media refers to third-party internet-based platforms that primarily focus on social interactions, community-based inputs, and content exchange within its community of users. Multiple studies have focused on three primary personality qualities that may be connected with social media addiction, namely anxiety, sadness, and extraversion. It has been discovered that extraversion scores are substantially related to higher usage of social media and addiction to it. People suffering from social anxiety, as well as those suffering from psychiatric problems, typically find online connections particularly alluring. The current literature suggests that the use of social media is positively associated with being female, single, and having Attention Deficit Hyperactivity Disorder (ADHD), Obsessive Compulsive disorder (OCD), or anxiety.

According to the findings of a study, neurotic people utilize social media as a secure place to express themselves and satisfy their desire for belonging. People suffering from neurosis are more likely to utilize online social media to keep in touch with others and feel better about their social life. Another element that has been thoroughly studied when it comes to social media is narcissism, and it has been discovered that those who are narcissistic are more prone to become hooked to social media. In this situation, people desire to be visible and receive "likes" from a large number of other users. Young people are seeking acceptability through social media by engaging in a variety of behaviors such as often changing their status on Facebook, expressing emotions on Twitter, and publishing images on Instagram. This viewpoint is reinforced by a qualitative study conducted by Aksoy (2018), which clearly showed that the fundamental cause of social media addiction is a lack of friends. Among young people, a sense of belonging and popularity serves as psychological requirements. Lonely people may overuse social networking services. Loneliness is always associated with bad feelings. This might be explained by stating unequivocally that such sites can be considered as providing possibilities to form online relationships to compensate for a lack of offline social engagement and therefore satisfy the demand for social connection.

Addiction is perceived as a socializing activity by young people who spend the majority of their time in it. The rise in screen time expands the opportunities for young people who are addicted to social media. The amount of time spent on social media is positively associated with the level of addiction. Young people's life happiness is also linked to their use of social media. According to research, young people who are dissatisfied with their lives are more glued to social media. Addiction to social media is a significant predictor of life satisfaction.

Young individuals who are addicted to social media have greater tolerance and communication in their virtual lives than in their real lives.

The study's goal is to investigate the role of body self-esteem, personality characteristics, and demographic variables in the prediction of young people's compulsive usage of social media and the internet. The impacts of gender, age, body self-esteem, and personality on various patterns and levels of internet addiction are studied. The findings found four distinct paths explaining four forms of juvenile online addiction: Gender and undesired behaviors are the most closely associated predictors of addiction symptoms; gender along with physical attractiveness best described social media usage, self-love, ego, and other addictive behaviors.

Over the last few decades, the use of social networking sites and the internet has grown in demand and new technologies such as smartphones may have become needful today. Adolescence is an especially sensitive cycle of change and teenagers face the exposure of suffering symptoms of addiction as a result of their daily social network use. Internet addiction symptoms trigger users' urge to continue being connected despite the desire to stop, experiencing unpleasant emotions when they do not succeed.

Psychological research points out that if individuals overuse social media and cannot control their activities on social media, they are considered to have symptoms of social media addiction. Ryan et al. argued that using social media can bring satisfaction to users, which is the main reason for the addiction disorder developed on social media. Due to the diversity of social media functions, users may be addicted to social activities, such as posting and sharing content, or other activities, such as playing games.

Therefore, social media use for social purposes helps to promote social connections and has a positive impact on personal life. On the contrary, the relationship between social media use and personal happiness may become extremely weak or irrelevant when using social media for personal entertainment and recreation purposes, such as playing games or browsing online content. Chandani et al. pointed out that college students use of WhatsApp for gaming purposes hurts their physical well-being. Hence, two hypotheses are put forward: Social media addiction and subjective well-being.

Many young people use the internet before or after anything they do, do not engage with their peers, but connect with their social friends and become less social. The majority of young people use social media for social rather than educational reasons.

The COVID-19 pandemic initiated an extensive, sudden, and dramatic digital transformation in society. The pandemic forced us to take an extraordinary digital leap in our everyday life and practices, including our children and their education. In a flash, their education was transformed from a traditional classroom practice to a remote, digitalized one. Suddenly, an entire generation of

children had to start managing and mastering digital tools to participate in their compulsory basic education. This required significant adjustments not only from children and their teachers but also from their families, school administration, and the entire society. Teachers and schools had to take the lead in this sudden, unexpected digital transformation of children's basic education, without being well prepared for it. Some children are seen to truly benefit from the digital transformation: they are reported to enjoy, be capable of, and benefit from independent, self-directed, and personalized learning, while there are also children lacking in all these aspects, suffering greatly from the current state of affairs. Some children have missed out on education altogether. Some parents are reported as being active and capable of supporting their children, whereas other Parents are reported as being less well-equipped to offer their children such support.

It is important to mention that India has the largest chunk amount of the youth population, which adds scope for the growth of social networking sites like Instagram, Facebook, Snapchat, WhatsApp, etc. These sites except WhatsApp are mostly used to make friends across the whole world. Whereas social media platforms like Facebook and Instagram are sites on which users can share thoughts, ideas, pictures, and other content with friends and family members and can also connect with either former or new friends which is very popular among the youth. The unique features of these sites are comments, likes, and shares which are enjoyed by the youth. Social networking site users also have a habit of checking to see what someone is up to lately and then they fear that their life is not as happening as others. Most people have 250-500 friends or followers on these networking sites. And a maximum of the youth spends at least 2-4 hours a day on social media and keep on updating about their life on stories or updating their status. The study found that the youth is more inclined to use social networking sites for communication rather than having face-to-face interaction.

Methodology

The popularity of social networking sites increased rapidly in the last decade. This is probably due to the reason that college and university students as well as teens used it extensively to get global access. Social networking sites such as Twitter and Facebook have become a raging craze for everyone nowadays.

The negative effects of these social networking sites overweigh the positive ones. These sites have caused some potential harm to society. The students become victims of social networks more often than anyone else.

This is because of the reason that when they are studying or searching for their course material online, they get attracted to these sites to kill the boredom in their study time, diverting their attention from their work. Other negative side effects of social networking websites include the following:

1. Reduced Learning and Research Capabilities

Students have started relying more on the information accessible easily on these social networking sites and the web. This reduces their learning and research capabilities.

2. Multitasking

Students who get involved in activities on social media sites while studying result in a reduction in their focus of attention. This causes a reduction in their academic performance, and concentration to study well.

3. Reduction in Real Human Contact

The more time the students spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others. Employers are getting more and more unsatisfied with the communication skills of fresh graduates due to this reason. Effective communication skills are key to success in the real world. Reduces command over language usage and creative writing skills. Students mostly use slang words or shortened forms of words on social networking sites. They start relying on the computer grammar and spelling check features. This reduces their command over the language and their creative writing skills.

4. Time Wastage

Students, while searching and studying online, get attracted to using social media sites and sometimes they forget why they are using the internet. This wastes their time and sometimes students are not able to deliver their work in the specified time frame.

5. Low Grades

Students get low grades in school due to a lack of the desired information and writing skills.

6. Getting Isolated

The use of text messaging and social media messages has become a common occurrence in today's

society. Interaction on a human level has become less frequent in a person's day-to-day living arrangements. Thanks to social media websites, interaction with others have become effortless, and people have isolated themselves behind online identities. Direct communication has been eliminated and much of society has been reduced to using abbreviations that express their emotions. Examples of important aspects of communication that are falling by the wayside today include:

- Basic verbal communication
- Tone of voice
- Facial expression
- Body language

Social media is removing these very human qualities of communication by eliminating the need to get out and socialize with others in person.

7. Effect on Health

The excessive use of these sites affects mental as well as physical health. Students do not take their meals on time and take proper rest. They take an excessive amount of coffee or tea to remain active and focused which effects negatively on their health. The overuse of these sites daily has many negative effects on the physical and mental health of students making them lethargic and unmotivated to create contact with people in person. Parents should check and balance their children when they use the internet. They should be on guard whether they are using it for an appropriate period or not. Peers and teachers should also help students make them aware of the negative effects and explain what they are losing in the real world by sticking to these social networking sites.

8. Making Everything Commercial

Happiness comes at a price. At least that's the message teenagers get through media. Their life would be perfect if only you'd buy them that hot new game, that happening dress. Advertisers target teenagers to ramp up their revenues. But teenagers fall prey to the idea of commercialization of happiness.

9. Obesity

Chances are your teen today spends most of her time in front of the TV or computer. Playing outside has become a rarity. Add to that bad eating habits, and you have an obesity epidemic at hand.

Primary Data:

1. Primary data will be collected with the help of 'A Questionnaire'.
2. A Survey or feedback would be taken from youngsters between the age group of 14 to 27.
3. We collected primary data through our classmates & friends who are working or

studying.

4. We have collected information from 60 respondents.

Research Design

Type of Research:

Descriptive Exploratory Research.

Based on the information gathered in the course of the research, a summarized report will be given at the end. In the exploratory type of research, no conclusion is derived at the end. It is informative research. It deals with the quantity of data. We are gathering information about the psychological effects due to media addiction of social media. We will also be able to measure the level of addiction through this research.

Sampling Frame:

1. People who are using social networking sites such as Instagram, Snapchat, and Facebook.

2. People who are posting on social networking sites such as Instagram, Snapchat, and Facebook on a day-to-day basis.

Population:

Friends and relatives of our group members, in the age group of 14 to 27 years. Total Population: 60

Sampling Method:

Simple Random Sampling, wherein the sample will be collected randomly from the participating population.

Sample Size:

Arbitrary Methods of People using different social media platforms daily for posting their day-to-day happenings are considered. Usage of Instagram, Snapchat, and Facebook are divided and results from each section are analyzed.

Data Collection:

Secondary Data:

1. Number of research papers and articles related to addiction to social networking sites.

2. Reference books.

3. Websites.

Primary Data:

Primary data is collected with the help of the 'Questionnaire'. A survey or feedback is taken from the population participating.

Parameters for Study:

1. Levels of social media addiction among young adults.

2. Adverse/ negative psychological effects of posting online.

Statistical Techniques used:

The collected primary data is statistically processed, classified, and analyzed using appropriate methods.

The various scales are used for the study like nominal, ratio, multiple items, etc.

Scaling Technique:

Likert Scale.

It is useful to measure respondents' attitudes to a statement or question.

Period of Study:

From December 2022 to January 2023.

Presentation of Data:

For the interpretation of data, comparison, and analytical study simple bar diagrams, pie charts, and graphs are used.

Sample

We have used the convenience sampling method. Our targeted audience was people between the age of 14 to 27. We floated a questionnaire to gather information about the addiction of posting on social networking sites amongst the youth. We got about 60 responses in total. We analyzed all the data and from that concluded social media addiction is present to some extent.

We found out from our research that social media is a great tool to connect globally and widen your horizon. If used rightly, you can utilize it, to its maximum potential. But at the same time, if you overuse it, it has its own adverse effects. We could see from the results, that people are getting affected by posting online. They have a fear of being judged and scrutinized, which ultimately can lead them to feel like a failure.

Data Analysis

1. What is your age group?

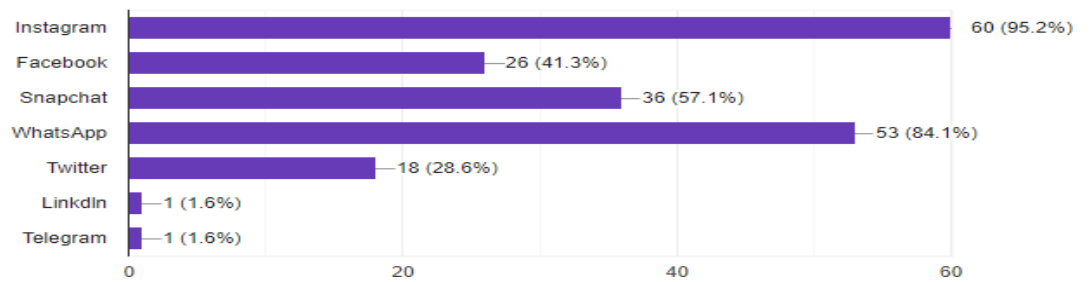   - 14-17
   - 18-21
   - 22-24
   - 25-27

63 responses
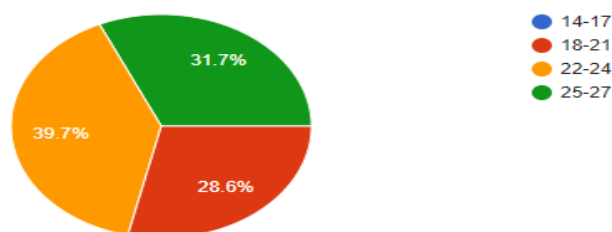
2. Which social media platforms do you use?

   - Instagram
   - Facebook
   - Snapchat
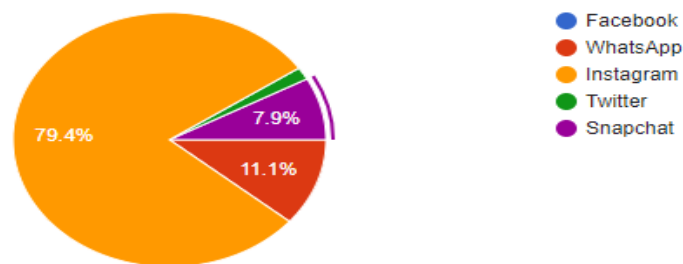   - WhatsApp
   - Twitter
   - LinkedIn

- Telegram

Instagram	60 (95.2%)
Facebook	26 (41.3%)
Snapchat	36 (57.1%)
WhatsApp	53 (84.1%)
Twitter	18 (28.6%)
LinkdIn	1 (1.6%)
Telegram	1 (1.6%)

3. On which social media platforms do you post often?

- Facebook
- WhatsApp
- Instagram
- Twitter
- Snapchat

Facebook
WhatsApp
Instagram
Twitter
Snapchat

79.4%
11.1%
7.9%
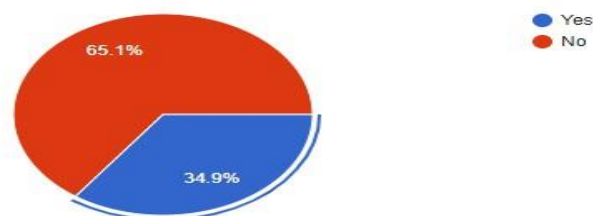
4. Do you get affected by the number of likes and comments on your posts?
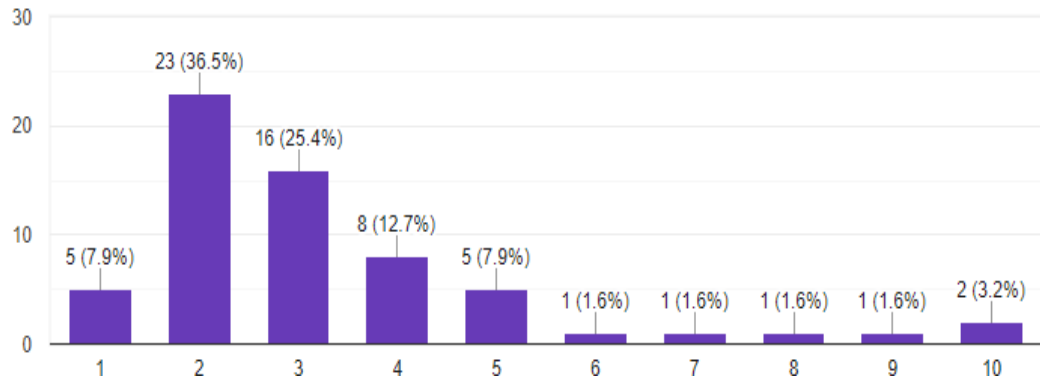
- Yes
- No

Yes
No
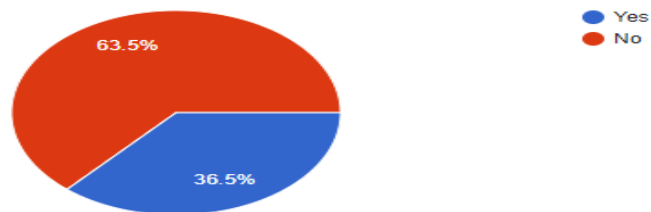
65.1%
34.9%

5. How many hours a day, you spend time on social media platforms?

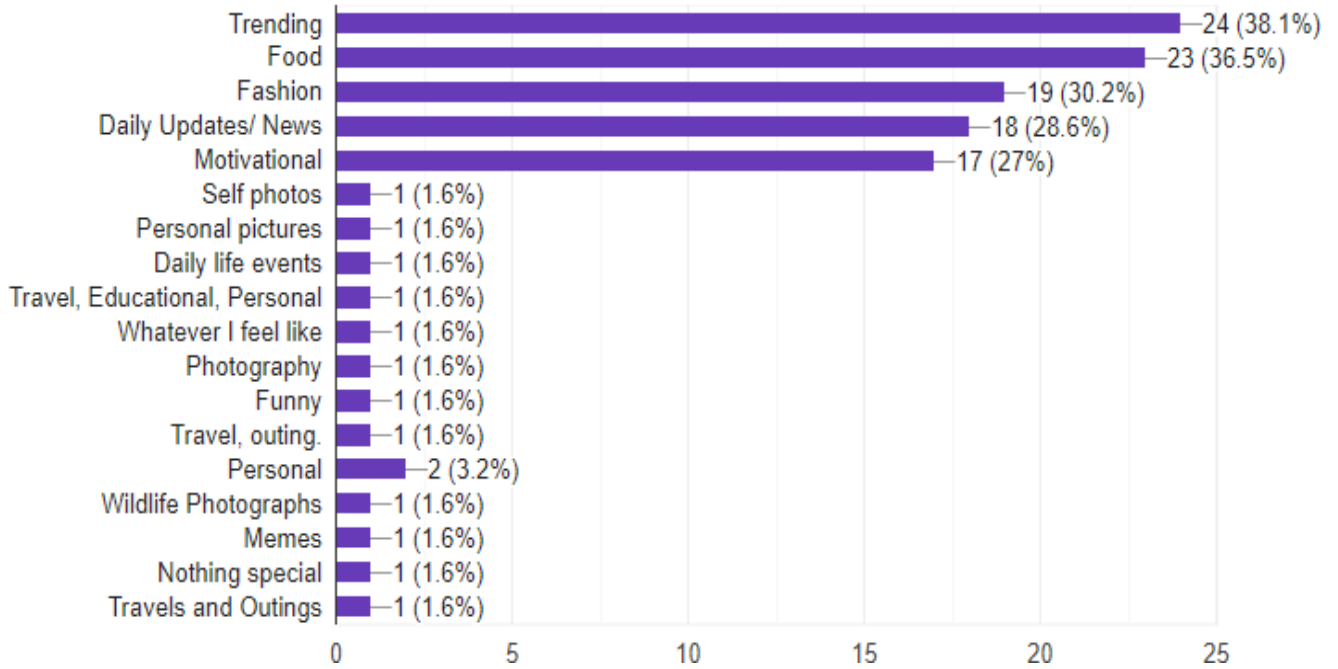6. Do you use social media to express your emotions?

- Yes
- No

7. What kind of content do you post on social media?

- Trending
- Food
- Fashion
- Daily Updates/ News
- Motivational
- Other

Category	Count
Trending	24 (38.1%)
Food	23 (36.5%)
Fashion	19 (30.2%)
Daily Updates/ News	18 (28.6%)
Motivational	17 (27%)
Self photos	1 (1.6%)
Personal pictures	1 (1.6%)
Daily life events	1 (1.6%)
Travel, Educational, Personal	1 (1.6%)
Whatever I feel like	1 (1.6%)
Photography	1 (1.6%)
Funny	1 (1.6%)
Travel, outing.	1 (1.6%)
Personal	2 (3.2%)
Wildlife Photographs	1 (1.6%)
Memes	1 (1.6%)
Nothing special	1 (1.6%)
Travels and Outings	1 (1.6%)

8. Do you always feel the need to cope with the trends?

Rating	Count
1	10 (15.9%)
2	13 (20.6%)
3	14 (22.2%)
4	8 (12.7%)
5	18 (28.6%)
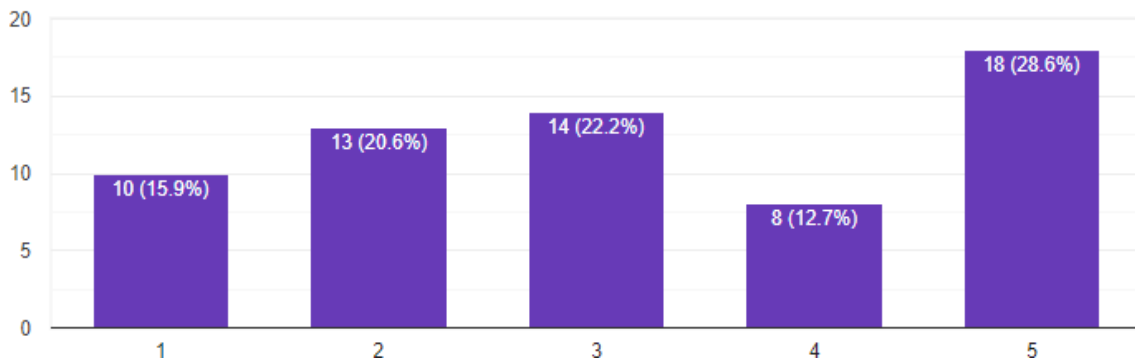
9. If you are not using social media, beyond how many hours you start feeling restless?

- Half an hour to one hour
- Two to Four Hours
- Four to Eight Hours
- More than eight hours

Legend:
- Half an hour to one hour
- Two to Four Hours
- Four to Eight Hours
- More than eight hours

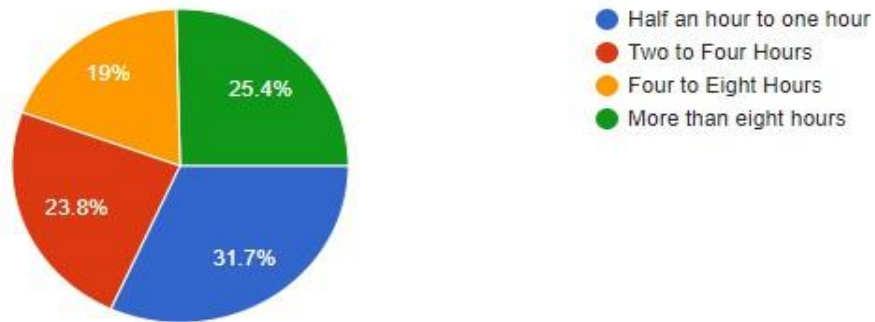10. For what purpose do you visit social networking sites?

- No goal
- Specific purpose in mind

63 responses

Legend:
- No goal
- Specific purpose in mind
- Yes
- Relaxation
- For Checking updates
- Mixed. Sometimes for specific purpose and sometimes just to pass the time
- Get updates on interested topics, upd...
- Entertainment
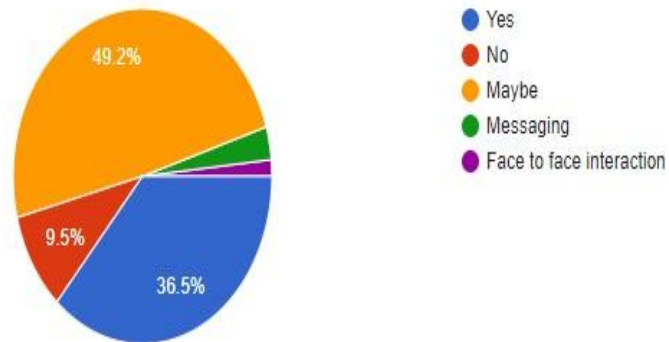- To get daily updates of what is happen...

11. Do you think that because of social media it has become convenient to have an interaction through direct message or you still prefer having a face to face interaction?

- Yes
- No
- Maybe
- Messaging

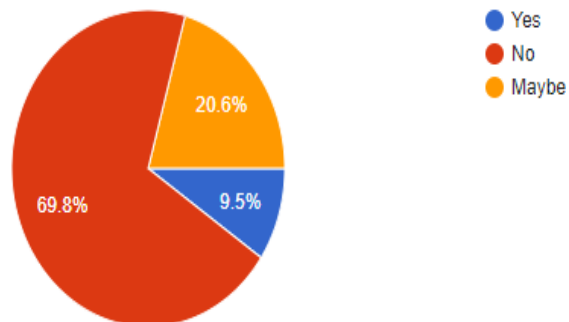- Face-to-face interaction

63 responses

12. Do you feel jealous when you see people's life on social media?
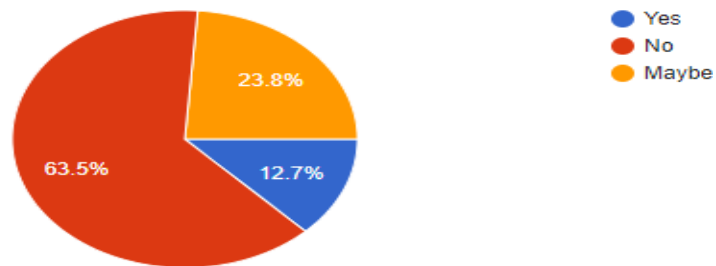
- Yes
- No
- Maybe

63 responses

13. Have you ever represented a fake version of yourself to fit in online culture? If yes, why?

14. Do you feel anxious or insecure because of comment passed on your post?

- Yes
- No
- Maybe

63 responses

15. Do you feel addicted towards social media? If yes, how does it affect your mental health? Express your thoughts.

- To this point, we have seen, among other things, that human beings have complex and well-developed self-concepts and that they generally attempt to view themselves positively. These more cognitive and affective aspects of ourselves do not, of course, occur in a vacuum. They are heavily influenced by the social forces that surround us. We have alluded to some of these forces already; for example, in our review of self-verification theory, we saw how feedback from others can affect our self-concept and esteem. We also looked at ways that our sociocultural backgrounds can affect the content of our self-concept.

- Human beings are social creatures. We need the companionship of others to thrive in life, and the strength of our connections has a huge impact on our mental health and happiness. Being socially connected to others can ease stress, anxiety, and depression, boost self-worth, provide comfort and joy, prevent loneliness, and even add years to your life. On the flip side, lacking strong social connections can pose a serious risk to your mental and emotional health.

- Sometimes yes it will cost my time and mental health.

- To some extent, yes! There's a constant urge to keep me busy with stuff I like to see online which somewhat detaches me from the real world.

- Yes, I am addicted, I use it as my digital footprint, to get easy access to my travel details, and write-ups. Would lose contact with some good people if social media ceased to exist tomorrow, but I will easily adapt to its absence.

- It does affect your mental health, as the time you would otherwise give yourself or would take a pause in routine is entirely spent on social media. The extra screen time affects your eyes, and head and ends up making you

Page

exhausted. Social media creates the fear of competition too, constantly wanting to keep doing better, looking at your peer doing better. And when you are already doing a lot and you see people having "a good balance" and enjoying, it creates the fear of missing out. Mess overall. Ends up spoiling your mental health.

- Yes, sometimes I do feel addicted when I have nothing to do. A good thing to take from it is that whenever I feel that I am addicted I also realize that I need to work or I you need to do something substantial.
- I feel social media has reduced our patience. Whenever I message anyone, sometimes I feel very restless until they reply.
- Yes, the distraction can lead to procrastination, less retention of information, and higher levels of stress.
- Yes, when people around are traveling, enjoying and you have nothing to do.
- Yes, because social media use can negatively affect our mental health, distracting us, disrupting our sleep, and exposing us to bullying, rumor spreading, unrealistic views of other people's lives, and peer pressure. The risks might be related to how much social media people use.
- Yes, social media does affect my mental health for sure because I always start feeling restless whenever I'm not using it.
- Feeling that the other person's life is much more happening than yours. People tend to post only the positive aspects of their life online which makes us feel like we are the only ones failing at something. We start comparing ourselves to others and it does impact mental health to some extent is what I feel.
- Yes. The use of these sites causes mental disorders such as depression, anxiety, and sleep disruption.

Findings

The survey was conducted for the Research on Addiction of Posting on Social Networking sites amongst the youth. It was conducted to collect information regarding the addiction to posting entirety on social networking sites and usage of social media.

In our survey, there was a total of 63 respondents out of which the majority of the respondents were from the age group of 14-27. According to the survey, the majority of the respondents highly utilized Instagram and WhatsApp and there was minimal utilization of apps like LinkedIn and Telegram. We observed that the utmost participants post on the

Instagram app and the least participants make use of Twitter. According to our survey, we could assert that 35% of the respondents experienced that they are influenced by the number of likes and comments on their posts. A maximum of the respondents gave feedback that the time they spend on social media platforms was 2-3 hrs. 37% of the respondents believe people feel more comfortable expressing feelings on social media because social media lacks the instant feedback one would experience when talking to a person. When a person is unable to express their feelings, it creates frustration so many participants believe that people hesitate to face people while expressing their feelings because they often think that what if the other person doesn't feel the same way as they do and then maybe he/ she will make fun of him/ her. By expressing it on social sites they have the option to get away from that humiliation can also be one of the reasons and 64% of the respondents don't feel the need to use social media platforms to express their feelings. Through the questionnaire, the respondents shared that they highly post content that is in trend and content such as food, fashion, daily updates or news, personal photos, and motivational thoughts however compared to other content they highly post content that is trending. Moreover, half respondents strongly disagree regarding the need to cope with the trends and few of them strongly agree that they feel the need to cope with the trends. Our survey resulted that 25.4 % of the respondents felt restless when they use social media apps for more than 8 hours and the remaining resulted that the feeling of restlessness after spending ½ an hour to 1 hour on social media platforms. Through our survey, we could say that 51% of the total respondents utilized social media without any purpose or goal in mind and 35% of respondents said that they visit social media platforms with a specific purpose in mind and remaining they use it for the entertainment purpose and to receive updates. The majority of the respondents possibly think that social media is the ground through which it has become convenient to interact via direct message and 37% of the respondents still prefer facial interaction. Also, when asked about their reaction to how they feel when they scroll or watch people living their life to the fullest on social media, 21% of the respondents responded that they possibly feel jealous, 9.5% of the respondents agreed that they feel jealous and the remaining 70% responded they never feel jealous when they see people's lives on social media. Also, many respondents disagreed about representing a fake version of themselves to fit in online culture and one of the respondents described in detail his point that we have seen, among other things, that human beings have complex and well-developed self- concepts and that they generally attempt to view themselves positively. These more cognitive and affective aspects of ourselves do not, of course, occur in a vacuum. They are heavily influenced by the social forces that surround us. We have alluded

to some of these forces already; for example, in our review of self- verification theory, we saw how feedback from others can affect our self- concept and esteem. We also looked at ways that our sociocultural backgrounds can affect the content of our self-concept. Through our questionnaire, we can say that the majority of the respondents do not feel anxious or insecure because of the comment passed on their posts or picture. Some respondents also feel that to some extent they feel addicted to social media platforms and apps which affect their mental health. Some of the respondents believe that they feel addicted because they use it as a digital footprint, to get easy access to travel details, and write-ups and would lose contact with some good people if social media ceased to exist tomorrow, but they feel that they can easily adapt to its absence and when a person gives time to himself/ herself when taken a break or holiday is entirely spent in the usage of mobile also the extra screen time affecting the eyes, head & ends up making person exhausted. Social media creates the fear of competition too, so a person constantly feels the want to keep doing better by looking at peers doing better. And when people are already doing a lot and see people having "a good balance" and enjoying, it creates the fear of missing out. Mess overall. Ends up spoiling mental health. Social media is also one of the major reasons creating a lack of patience and it creates restlessness until the person replies to this distraction has led to procrastination, less retention of information, and higher levels of stress.

Conclusion

The current studies provided empirical support that social media addiction was minorly affecting the mental health and academic performance of young adults. Furthermore, we can conclude that social media addiction negatively impacts self-esteem to some extent and that low self-esteem is associated with mental disorders. Our research yielded an empirical finding that self-esteem mediated the relation of social media addiction to mental health. Nevertheless, it does not rule out the possibility that poor mental health can further contribute to social media addiction. Individuals with poor mental health, including those with low self- worth, may use social media as compensation in their real life. Also, individuals in poor mental health often try to use social media to improve their mood and when this need is not met their mental condition tends to become worse. The relationship between poor mental health and social media addiction is likely to be bi-directional. The present studies provided strong support for the relationship of social media addiction to academic outcomes by using a variety of measures, this relation was not mediated by self-esteem. Our study revealed negative associations between social media addiction and young

adults' mental health. The role of self-esteem as an underlying mechanism for the relationship between social media addiction and mental health.

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"A STUDY ON PROBLEMS FACED BY LGBTQ COMMUNITY"

EXECUTIVE SUMMARY

LGBT is an initialism that stands for lesbian, gay, bisexual, and transgender. In use since the 1990s, the initialism, as well as some of its common variants, functions as an umbrella term for sexuality and gender identity. The LGBT community is struggling for acceptance and equal rights. Finding acceptance is particularly challenging for transgender persons. The LGBT community is frequently judged negatively. The prevalence of prejudice against the LGBT community makes this a serious problem. Lack of family support can be a serious blow to the mental and physical health of LGBT persons in a country where rigorous social and cultural norms govern the conditions of education, employment, and marriage. Depression, suicidal thoughts, and psychosomatic illnesses are frequently brought on by isolation and pressure to fit in.

BACKGROUND

LGBTQ is an initialism that stands for lesbian, gay, bisexual, and transgender. In use since the 1990s, the initialism, as well as some of its common variants, functions as an umbrella term for sexuality and gender identity. The LGBT term is an adaptation of the initialism *LGB*, which began to replace the term gay (or gay and lesbian) in reference to the broader LGBT community beginning in the mid-to-late 1980s. When not inclusive of transgender people, the shorter term LGB is still used instead of LGBT. It may refer to anyone who is non-heterosexual or non-cisgender, instead of exclusively to people who are lesbian, gay, bisexual, or transgender. To recognize this inclusion, a popular variant, *LGBTQ*, adds the letter Q for those who identify as queer or are questioning their sexual or gender identity.

IMPORTANCE OF THE TOPIC

While LGBTQ+ studies and related fields focus on LGBTQ+ experiences, the overall message is that everyone has a sexual and gendered experience. Including LGBTQ+ studies in your educational journey can help you think more deeply about your sense of self and your relationship to others. Lesbian, gay, bisexual and transgender people are more likely to experience intolerance, discrimination, harassment, and the threat of violence due to their sexual orientation, than those that identify themselves as heterosexual. This is due to homophobia. Some of the factors that may reinforce homophobia on a larger scale are moral, religious, and political beliefs of a dominant group. Heterosexuality should no longer be assumed this assumption is called heterosexism. Although many societies have made significant
strides in human rights advocacy, LGBT rights struggle to find universal acceptance.

PROBLEM STATEMENT
- What are the problems faced by the LGBTQ ?

● Why is our society still against them?

OBJECTIVES
- To study LGBTQ community in Pune.
- To know the Problems faced by the LGBTQ community.
- To create awareness about LGBTQ community in our society.

ASSUMPTIONS & HYPOTHESIS

LGBTQ communities acceptance in our society is low and our society is against them.

REVIEW OF LITERATURE

The talk about LGBTQ community is not new in the Indian society. In the conventional world there is a thing that all human have right of their own despite their gender. But the right of Lesbian, Gay, Bisexual, Transgender, is having no focus around the world. This community always had & has a fear if they open up about it they would be thrown out. LGBTQ community is the one that includes all subsections of a diverse community of all the people who are Lesbian, Gay, Bisexual, Transgender, Queer. People belonging to LGBTQ community has to face discrimination in society on different level. The attitude of society towards these people are full of disrespect & ignorance. There is an issue of **marginalization & social exclusion** of these people in society. In India, there are still situations where dating & making sexual activities between same sexes is considered against nature & a big offence. So, the LGBTQ community has to face social & legal discrimination in comparison to non-LGBTQ people. In Article 15, it was stated that the country will not discriminate the citizens on the basis of gender/ their identity. But the article did not provide legal protections & same sex marriages. So, the race for LGBTQ community was not over.

When the Britishers left our country in 1947 we were independent country. They were the once who illegalized & left the term **homosexuality**. "THE WORLD OF HOMOSEXUALS" was published by Shakuntala Devi. In 1981, the "HIJARA CONFERENCE" was organized which was held in Agra & it was the first ever conference which was attended by 50000 people of the same community from entire country. Then in 1994, first petition was filed under the Section 377 of British Penal Code which was named as "AIDS BHEDBHAV VIRDDHI ANDOLAN" which was eventually dismissed. In 1999 Kolkata hosted the "PRIDE MARCH" which was the first ever happened march in South Asia. So there were many such things going on & in the year 2017 i.e. on 24th August India's Supreme Court gave the freedom to LGBTQ community to accept the way they are and others as well. This was possible only because of continuous battles which were fought by LGBTQ activist's, who were able to raise awareness & has helped in opening doors for their community to:

➢ Accept their real self
➢ Express their real self in front of society
➢ Allow them live with dignity
➢ Express their love more freely

By seeing the present scenario, & the current status of their should be acceptance for people belonging to LGBTQ community in the country. To know the problems faced by them in Educational Institutes, Workplaces, Public Places, etc. Lack of acceptances by the society & families of tehse people creates negative impact on their psychological well-being. Having a clear idea about the Laws &Legal intervensions for their protection & welfare.

Problems faced by them:
➢ Bullying-There are people in the society who will call them names like chakka ,hijda, will make fun of them ,their bodies and the way they talk
➢ Hatred from family and society-There is a sentiment of hatred from the society towards the LGBTQ people.
➢ Sexual harassment
➢ Lack of equal opportunities-The LGBTQ people feels that they are denied from the jobs and education opportunities in a big way

- Lack of Medical care–The people belonging to LGBTQ community feels that the medical care provide to them is not adequate
- Advice by parents to change sexual preferences or not open about it – Many a times there is pressure from the parents and the parents or the family that either do not open up about your sexuality or just change your preferences and stick to the binaries which are acceptable un the society
- Discrimination at workplaces-Discrimination of LGBT persons at workplace is one of the major factors in creating a significant differences in socioeconomic status for LGBT persons in comparison to a non LGBTQ.
- Suicidal Tendency and Drugs –The ignorance and ill-treatment of the people from the society has a bad impact on the mental well-being of the people belonging to LGBTQ community

Laws Government of India should impose:
- Focus on education-There should be laws related to the education of people belonging to the LGBTQ community
- Serious punishment to the people causing physical and sexual harm to the LGBT-There should be strict punishments for the people making fun of LGBTQ people
- Laws for Same sex marriage –The LGBTQ community people calls for same sex marriages they believe that like some of the other countries who have legalized the same sex marriages, India should do the same
- More Awareness campaigns –There should be more awareness campaigns from the government's side to sensitize people about the LGBTQ community
- Anti-discrimination and harassment bill should be passed-The respondents suggested that there should be an Anti-discrimination bills to protect them from any sort of harassment in the society

Lesbian, Gay, Bisexual, Transgender, & Queer(LGBTQ) rights in India have evolved in recent years. However, LGBTQ citizens still face certain social & legal problems as compared to other normal people.

"I AM WHAT I AM, SO TAKE ME AS I AM" – Johann Wolfgang Von Goethe

Even though we call our generation as advanced, modern & so on, but it is really disheartening to see the ways of people being treated in LGBTQ community at different places & environment.
- According to UNESCO report of 2018, LGBTQ children face a lot of bullying in schools, colleges, etc & are also discriminated. This bullying & discrimination leaves a bad impact on them, which leads them to many mental health issues, & may take many years & years to come out of it.
- If a person declares himself (or) is found to be belonging to this community then generally some borders are set for their secret honour killing(murder of a women or girl by male family member).
- Women suffer the most who belong to this LGBTQ community. When a women declares herself as a lesbian & bisexual, family members never accept & suggest them to go for sanctioned corrective rapes.
- LGBTQ people not only face problems till they are in schools/colleges, but also face the same thing while getting jobs as no employee wants to hire a person with a different sexual preferences. They are even not paid well off as others.
- There is no acceptance of LGBTQ community in rural areas as well as urban areas. The families in urban areas are more concerned about their status in society. They forget their duties towards their children & often throw them out of their houses in order to keep their

societal status of families in the society. Depression is the biggest problem faced by them as they are thrown out from society & kept aside which makes them feel lonely & that leads to depression.

➢ LGBTQ people are often thrown to correction centers where they are treated by psychotic drugs. They get so addicted to those that after coming out of the treatment also, they start taking other kind of drugs and get addicted to that.

➢ They have never been considered as a part of society & have always been subjected to humiliation, violence in the hands of society.

➢ Homosexuality was treated as heinous offence in Manusmrithi and punishment for such offense was there. In the manusmriti Lesbianism was treated as serious offence and for it more serious punishment was there. In India there are different punishments were provided to homosexual offences. In matters of sexuality, the terms people use and identify with can vary widely from culture to culture. The terms Lesbian, gay, bisexual, and transgender(LGBT) are used because they are the English terms most commonly used in the international human rights discourse.

➢ **Right to privacy of LGBT minority people**
The right to life and personal liberty includes right to privacy. The constitution of India does not directly provide the right to privacy as a part of fundamental right, but it has been emphasised time to time by the supreme court in some cases therefore it is considered as a part of fundamentals rights.

➢ **Family Issues**
Lack of communication and misunderstanding between parents and their LGBT children increases family conflict. These problems with communication and lack of understanding about sexual orientation and gender identify can lead to fighting and family disruption that can result in an LGBT adolescent being removed from or forced out of the home.
LGBTQ people are more likely to experience intolerance, discrimination and the threat violence due to their sexual orientation than those that identify themselves as heterosexual. This is due to the fear or hatred of homosexuality. There are some factors that may homophobia on a large scale are moral, religious, and political beliefs of a dominant group. In some countries, homosexuality is illegal and published by life imprisonment, and even the death penalty.

➢ LGBTQ has become a widely accepted designation for minorities based on sexual and gender orientation. All members of these subgroups are subject to similar preservation in beliefs and traditions about sexuality and gender.

➢ These people, as members of a social minority group are suffering from various forms of socioeconomic and cultural injustice.

➢ They are more likely to experience intolerance, discrimination, harassment, and the threat of violence due to their sexual orientation than those that identify themselves as heterosexual.

➢ To describe and explain various aspects of homosexuality including the evolution, the reasons, the social attitude and reactions.

➢ The study focused specially on the impact of religious commitment, previous training, to homophobic and transphobic attitudes of these variables, religious dedication and race were found to be significantly correlated to these attitudes.

➢ It has also become clear that the effects of training must be more carefully scrutinized regarding how it impacts social worker attitudes.

Many people have various attitude towards LGBTQ community. They having the beliefs that being a lesbian / gay is wrong and other feel uncomfortable and also confused on how they will interact with LGBTQ. They are fear for what might the homosexuality bring in the society. Prejudices of heterosexuality towards homosexuality that can result to hate or somehow it behaviour

will explore good things in others and will not go after negativity.

- ➢ **Negative attitude** : such type of persons are always prone to extreme degree of anger and carry the sentiments of haters for others.
- ➢ **Neutral attitude**: such type of persons remains self-satisfied and complacent. Their attitude is composed of indifference and detachment.

If a heterosexual person with more interpersonal contact, their attitudes will be more favourable to the to the extent that they will evolve more close relationship and receiving direct disclosure about another's homosexuality. A study about homosexuality continue to say that homosexual relations should be neither acceptable nor legal.

Some people have already accept the third sex community but some are still on the personal discomfort with lesbian/gay, they were highly correlated and showed little evidence of divergent validity.

Every people has its own view in LGBTQ so you cannot please them to respect and treat them equally. Acceptance is the only thing that LGBT wants in their life, but negative attitude remains the same. Negative attitude towards them they experience a minority stress. Having this stress may lead them to depression and suicide attempts.

Lesbian, Gay, Bisexual, Transgender, & Queer (LGBTQ) faced many Problems at workplaces. They faced mental , social, and Legal problems at Workplaces.

In todays generation we all are educated but we dosen't give respect to the LGBTQ people. We dosen't aware about how they people facing the challenges at Workplaces.

According to the Article there are many Solutions given to the LGBTQ at workplaces

- ➢ Promotion of equal opportunities and fair treatment to LGBT employees
    - ● Established a new selection and recruitment process for no discrimination against LGBT.
    - ● Specific targets for the inclusion of LGBTs should be set.
    - ● Recruitment and selection create barriers against LGBT candidates must be revised.
- ➢ Promotion of respectful, safe and Healthy environment for LGBT employees
    - ● Non discriminatory policy for LGBT people living with HIV/AIDS must be defind.
    - ● Appreciation to the LGBT people for their rights and respect about employee.
- ➢ Encouragement and support of creation of LGBT affinity groups at our society and workplaces
    - ● Participation of affinity groups in the management system must be taken.
    - ● Include the action plane for diagnosis of their diseases.
- ➢ Solution for the common intrest groups in company for all the people not for the LGBT. Promotion of respect for LGBT rights planning products, services and customer service
    - ● Services provide for employees must be considering the LGBT people as well.
    - ● Equal services and products for the people considering their planning and realities with equal rules and regulations.
- ➢ Skill development and Carrier guidance for LGBT
    - ● Educational institutions such as regular schools, colleges and universities, others should be supported to promote LGBT rights .
    - ● Break down barriers that prevent the development of LGBT employees in their career.
    - ● Customer services to the LGBT segment must be taken.
    - ● Respectful and inclusive relationship with LGBT that consider their specificities in tools, protocols, processes and procedures must be taken.
- ➢ Create a welcoming physical environment in the workplaces
    - ● Clearly post a non discrimination policy at a office.
    - ● Post signs that rooms are safe space.

As part of their commitment to improving equality of representation and involvement in public and political life, the Government Equalities Office (GEO) commissioned the Office for Public Management (OPM) to undertake independent research into the experiences of and barriers to public and political participation for lesbian, gay, bisexual (LGB) and transgender (T) people.

Understanding acceptance and exclusion

➢ Social attitudes about LGBT people can heavily influence whether people are accepted or rejected by employees, family members, Teachers, and social members.

➢ Negative beliefs about LGBT people can exclude the violence and discrimination against LGBT people.

➢ These people shared beliefs about their lives based on characteristic or mark of the people.

➢ Powerful forces in society, such as tradition, religion, law, medicine, and media can contribute to the existence to the people life.

➢ In some cultural things being a LGBT people carries a stigma that underlines a belief that the LGBT person is sick, immature, unskilled, sinful, or generally undesirable.

➢ Anti- LGBT people can lead to the exclusion of LGBT people from full participation in the society.

➢ Not only society affect how individuals view LGBT people, but it can also influence how people view laws and policies relevant to LGBT populations.

➢ LGBT people may face rejection from others at an interpersonal level, as well as exclusion, because of stigmatizing and discriminatory laws and policies.

➢ The extent to which LGBT people and with regards to an individuals attitudes about LGBT rights.

➢ The global LGBT acceptance index (GAI) incorporates survey data about public and policies in order to come up with a single country- level score for acceptance.

WHAT FACTORS IMPACT ON MENTAL HEALTH?

Socio-economic factors (or determinants) play a key role in mental health and wellbeing for all of us, and are particularly important for marginalize populations. Three significant determinants of positive mental health and wellbeing are: social inclusion; freedom from discrimination and violence; and access to economic resources.

- All three factors impact LGBTQ individual and communities in Ontario: Bisexual and trans people are over-represented among low-income Canadians

- An Ontario-based study found that half of trans people were living on less than $15000 a year

  LTBTQ People experience stigma and discrimination across their spans, and are targets of sexual and physical assault, harassment and hate crimes

Even though Hon'ble Supreme Court of India has decriminalizes section 377 of Indian people code but we as a citizen of this country has not yet accepted LGBTQ community whole heartedly.

METHODOLOGY

RESEARCH METHODOLOGY

SR. No.	Particular	Specification
1	Type of Research	**Qualitative & Quantitative research**
2	Research Design	**Questioner & survey method**
3	Sampling Area	**Across Pune**

4	Sample Design	**Cross Sectional design**
5	Sample Size	**30 people (Approx)**
6	Sampling method	**Simple Random Sampling**
7	Period considered for data analysis	**One Month**
8	Type of data collected	**Primary and Secondary**
9	Data Collection methods	**Questionnaire, Survey, Report.**
10	Data analysis methods	**Descriptive Analysis Method**
11	Hypothesis testing technique	**Likert Scale**
12	Statistical tool used	**Google Analysis**

SAMPLE

The survey was distributed using Google Form. Cross sectional sample, design was adopted, and the sample type was simple random sampling. 30 persons made up the sample size.

There was no age criteria as such but we were more focused towards the younger generation. The reason behind choosing Younger generation is the future so we were more concerned to get our data from them.

THE QUESTIONNAIRE

1. Looking at the person, can you figure out person's sexuality ?(Nominal Scale)
- **Yes**
- **No**

1. Looking at the person, can you figure out person's sexuality ?
36 responses

- Yes
- No

52.8%

47.2%
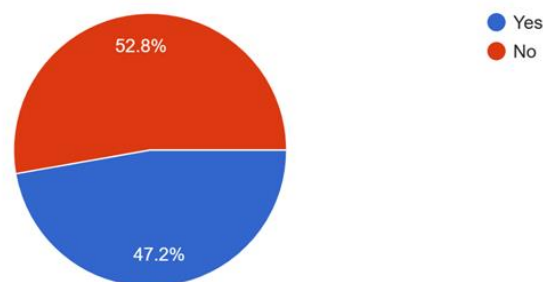
2. According to you how many types of sexual personalities are present in our society? (MCQ)
- **Lesbian**
- **Gay**
- **Bisexual**
- **Transgender**
- **Queer**

2. According to you how many types of sexual personalities are present in our society?

36 responses

Lesbian	31 (86.1%)
Gay	29 (80.6%)
Bisexual	28 (77.8%)
Transgender	31 (86.1%)
Queer	16 (44.4%)
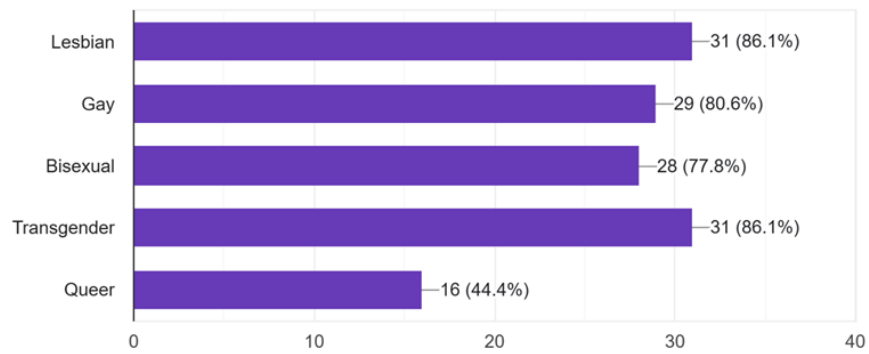
3. After meeting a person of LGBTQ community. How do you feel? (Likert Scale
- **Very Comfortable**
- **Comfortable**
- **Neutral**
- **Awkward**
- **Uncomfortable**

3. After meeting a person of LGBTQ community. How do you feel?

36 responses

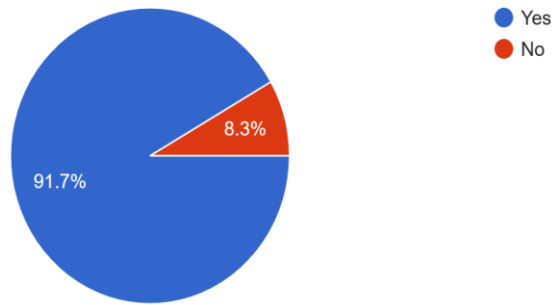- Very Comfortable
- Comfortable
- Neutral
- Awkward
- Uncomfortable

61.1%
13.9%
19.4%
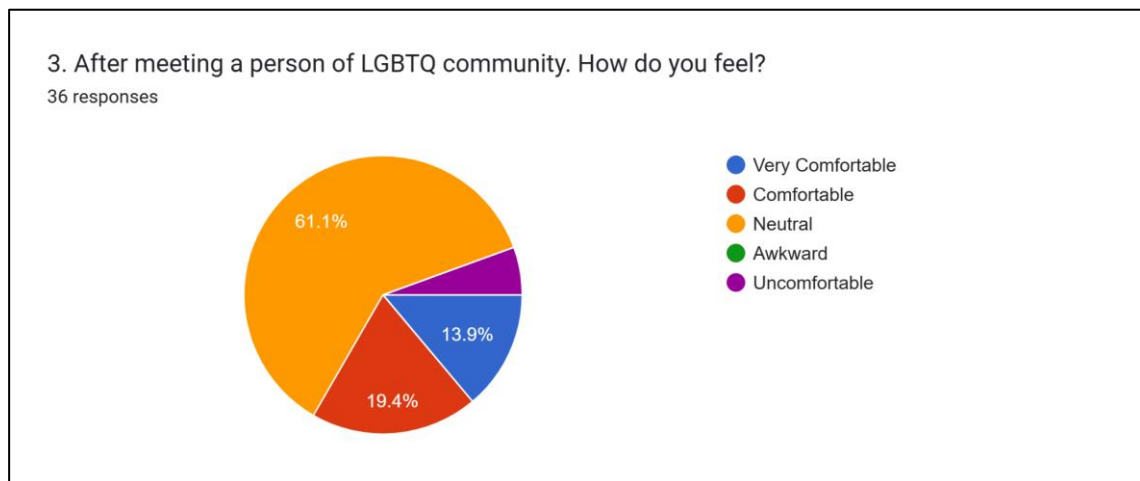
4. Do you feel their should be equality for LGBTQ community as a normal person? (Nominal Scale)
- **Yes**
- **No**

4. Do you feel their should be equality for LGBTQ community as a normal person?
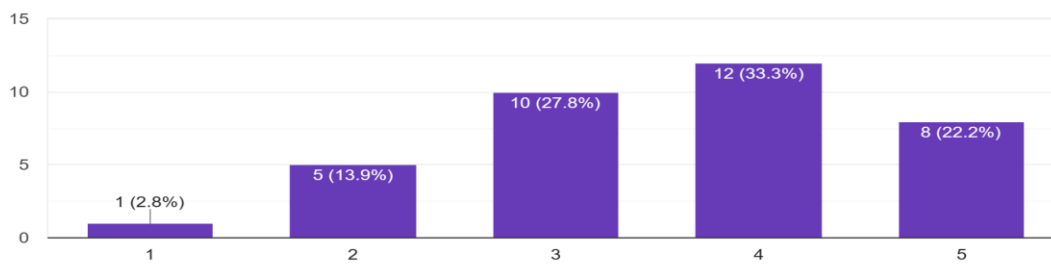
36 responses

- Yes
- No

91.7%

8.3%

5. Rate on the scale of 1 to 5:
How satisfied you are with the Special Marriage Act 1954 by Indian Government?
(LINEAR SCALE)

5. Rate on the scale of 1 to 5: How satisfied you are with the Special Marriage Act 1954 by Indian Government?

36 responses

1 (2.8%) — 1
5 (13.9%) — 2
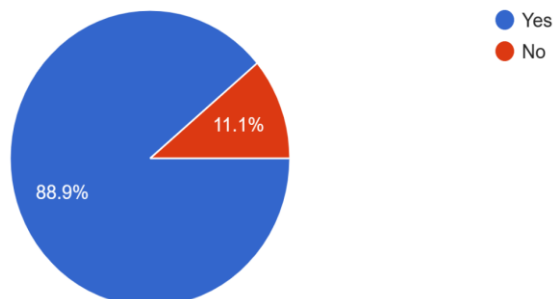10 (27.8%) — 3
12 (33.3%) — 4
8 (22.2%) — 5

6. In your professional life are you comfortable working with an LGBTQ person? (Nominal Scale)
- **Yes**
- **No**

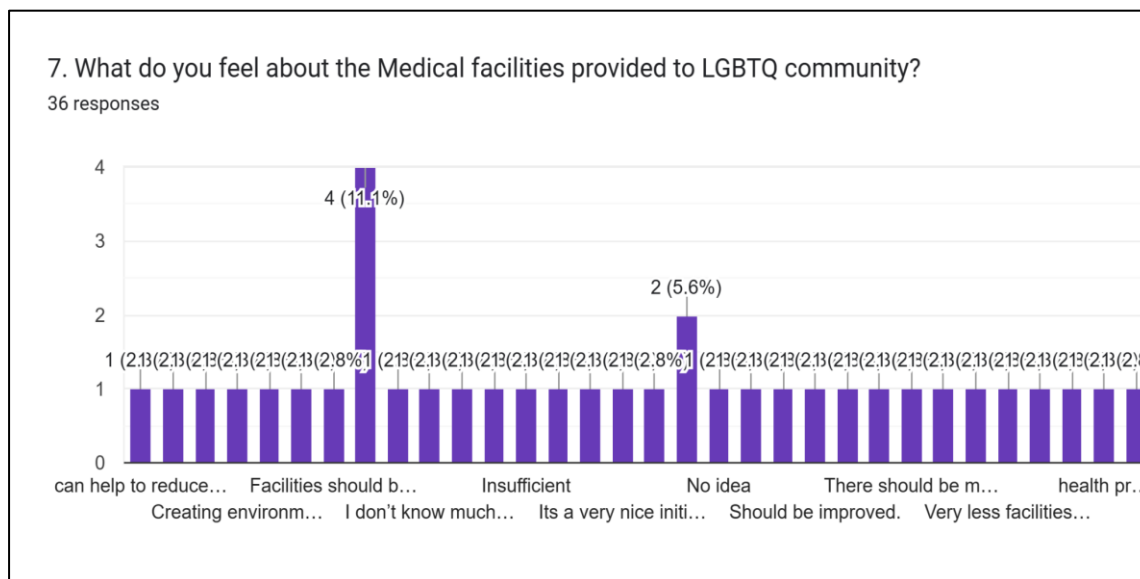6. In your professional life are you comfortable working with an LGBTQ person?
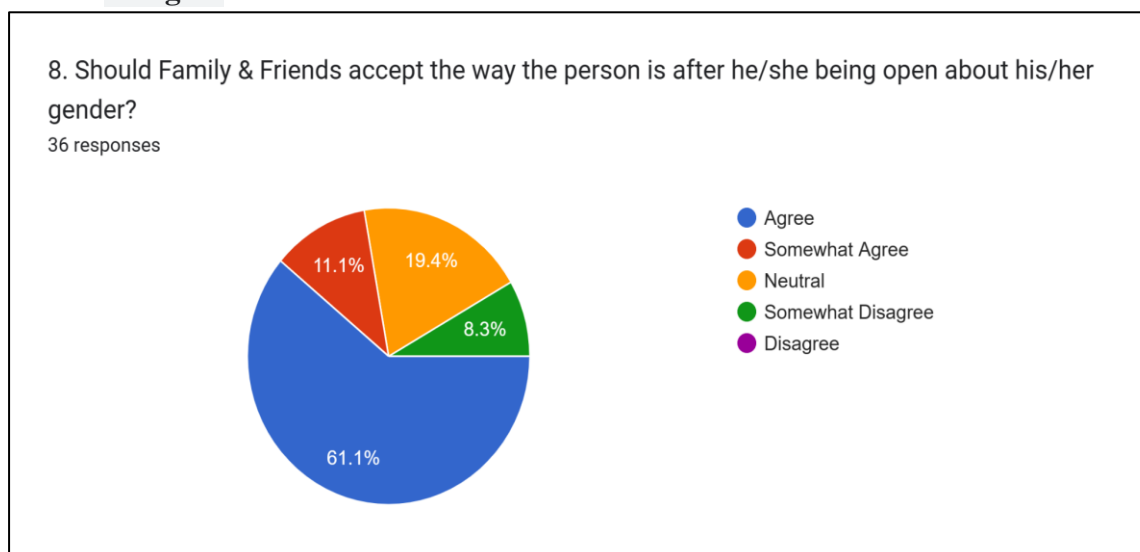
36 responses

- Yes
- No

88.9%

11.1%

7. What do you feel about the Medical facilities provided to LGBTQ community?

(OPEN ENDED)

7. What do you feel about the Medical facilities provided to LGBTQ community?
36 responses

8. Should Family & Friends accept the way the person is after he/she being open about his/her gender? (Likert Scale)
- **Agree**
- **Somewhat Agree**
- **Neutral**
- **Somewhat Disagree**
- **Disagree**

8. Should Family & Friends accept the way the person is after he/she being open about his/her gender?
36 responses

- Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Disagree

61.1%
11.1%
19.4%
8.3%

9. If there is a situation in your surrounding where a person belonging to LGBTQ community is being bullied, body shamed, teased, harassed for being who they are. Will you take a stand for them? (Nominal Scale)
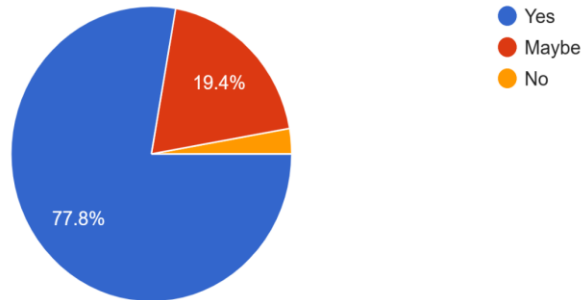- **Yes**
- **Maybe**
- **No**

9. If there is a situation in your surrounding where a person belonging to LGBTQ community is being bullied, body shamed, teased, harassed for being who they are. Will you take a stand for them?

36 responses

- Yes
- Maybe
- No

19.4%

77.8%

10. Do you think there should be Awareness and Education given to students in school at a young age? (Likert Scale)
- **Strongly Agree**
- **Agree**
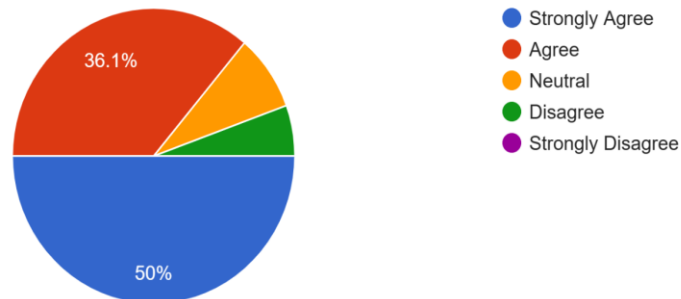- **Neutral**
- **Disagree**
- **Strongly Disagree**

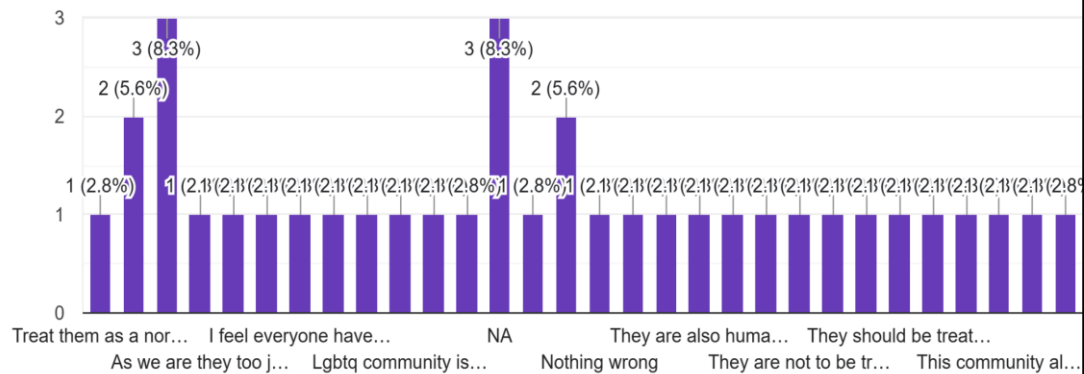10. Do you think there should be Awareness and Education given to students in school at a young age?

36 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

36.1%

50%

11. What do you feel about this Community?
(OPEN ENDED)

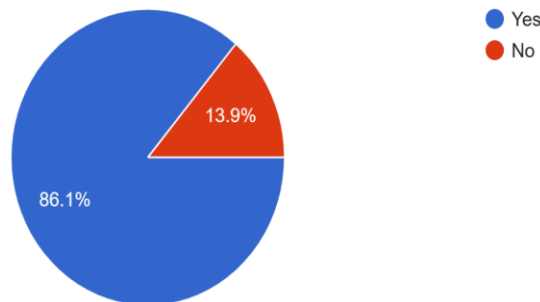**11. What do you feel about this Community?**

36 responses

12. Do you think there should be proper training sessions for doctors to treat LGBTQ community? (Nominal Scale)
- **Yes**
- **No**

12. Do you think there should be proper training sessions for doctors to treat LGBTQ community?

36 responses

FINDINGS & CONCLUSION

➢ For many years homosexuality has been considered to occur in an individual due to being a part of wrong environmental influences.

➢ There also was a point in time when homosexuality was considered to be a mental illness/disease even by the American Psychiatric Association, but sometime in 1973 they removed homosexuality from the diagnostic and statistical manual of mental illnesses.

➢ But many people till date live with the impression that homosexuality is an illness. In the recent past we have witnessed many ministers and government officials who wish to open rehabs for homosexuals, so as to "fix" their "problem" for the "betterment" of society.

➢ A person's choice of partner should not be restricted because of his or her sexual orientation. It not only restricts their basic fundamental rights of equality and privacy but it also takes away their right to live with dignity enshrined within the right to life and liberty.

➢ In India, just because a person is born out the two major genders they are ostracized and are they rejected on the grounds that they belong to a third gender.

Page

- In order to create better-living place for LGBT community, the Home Department of the Government of India must take initiative and work in coordination with the State Governments for sensitizing the law enforcement agencies and by involving all the stakeholders to identify the measures and to implement the constitutional goal of social justice and the rule of law.
- There are no laws protecting gays and lesbians from discrimination at the workplace or laws that allow them to marry their partner of choice.
- The emerging gay and lesbian movement offers not just alternate identities but prospects for social reconstruction.
- In spite of its marginality, the movement rejects the monolith and the mass. It is a reminder that if forced conformity is to be resisted it must be by representing human lives as multiple; selfhood as several; communities as voluntary and various.
- A new definition of political pluralism would be one that judges a society not only by the plurality of groups it tolerates, but also by the plurality of identities it allows individuals to assume. There are still places in India where people haven't even heard about the LGBT and still think homosexuals and trans people should be ostracized from the society.
- However the Researcher strongly feels that India can be considered free only when society no longer differentiates in its treatment of people who may be lesbian, gay, bisexual, transgender, cisgender or straight even after so many developments, LGBT People are still struggling to get the societal validation.
- A Supreme Court Judgment can merely pass a resolution, but it is the duty of the society to not discriminate against LGBT People and to make them feel inclusive. Merely allowing Sexual Acts between the same sex couple will not bring them at the equal peril as the other citizens as the future of same sex marriage, Legal Sanctity of adoption by same sex couple, right against oppression etc. are still uncertain and the community is still fighting for it.
- So, the battle is clearly not yet won, there is a long road ahead to make India an inclusive country in the true sense.

"A study on Time Management and Stress Induced Because of it on Female MBA Students and its Comparative Study with Female Corporates."

Executive Summary

This research is conducted in Pune city and sample would comprise 71 MBA students of HNIMR institute and 70 female corporate professionals. Samples are collected using survey method. Structured questionnaire using linear rating scale is circulated. Data is analysed using simple statistical tools. This research is specifically focused on time management and stress induced because of it on female MBA students and its comparative study with female corporates. Improper time management leads students to work less efficiently and it impacts on performance which leads to academics related stress. Research study identifies and examines the causes of inefficiency in outcomes related to work due to poor time management. The present research study gives complete overview of female MBA students and corporate professionals perspective on time management and thus stress management. Research indicates the importance of time management to work effectively

and reduce the stress of day-to-day activities. The study concludes that more than 59% of female MBA students and more than 60% of working women either sometime or always face lack of self-discipline. This creates a lot of difficulties, causing more than half of MBA student and working professionals to procrastinate or postpone their work/study. This procrastination causes more than 65% of working as well as MBA students to worry a lot about their work or study.

INTRODUCTION TO THE STUDY

"He who every morning plans the transactions of that day and follows that plan carries a thread that will guide him through the labyrinth of the busiest life."

---Victor Hugo

Time is the scarcest resource of the manager; If it is not managed, nothing else can be managed".

---Peter F Drucker, (1909-2005)

Management Guru

TIME is like a MAGICAL BANK. Each morning we are awake to receive 86,400 seconds as a part of life and when we go to sleep at night, any remaining time is NOT credited to us. What we haven't lived up to that day is lost forever. Yesterday is forever gone. Each morning the account is refilled, but the bank can dissolve your account at any time WITHOUT WARNING.

Managing time effectively is a particularly crucial ingredient to becoming successful in life. It is very crucial to manage our personal and professional lives effectively and have a fine balance between the two as one aspect can infringe upon the other and could lead to chaos of multiple forms in our lives. By managing our time effectively, we not only help ourselves but also the people we love. The life of great leaders has taught us one lesson and that is to do what is important and not urgent despite having a busy schedule. The secret, therefore, lies in the scientific management of time. When a person says that he has no time, what he means is that he is unable to manage his time properly. Time can't be managed but we can manage ourselves according to the available time we have. Time management is self-management. The skills that we need to manage others are the same skills that are required to manage ourselves. Time management is the predictable control an individual can exercise over a series of events. No matter how organized we are, there are always only 24 hours in a day and at the end of the day, generally, we get a feeling that we still have a lot left behind. As a student, there is an enormous pressure to complete the tasks within the agreed time frames and that brings stress if that is not achieved. In today's day and age, a working professional has to juggle various tasks at the same time. This is a very difficult aspect of life, especially for women who are working. It is very important to understand the difficulties faced by women to manage time effectively because it is a direct reflection of their mental health and their overall perspective in life.

Background

Today we have nearly 3.5 million women living on this planet. Globally 48% of the adult women population are part of the labor force. Times have changed in the last few decades, and women's participation in the workforce is increasing gradually minimizing the gender gap. Women are rising against all odds more than ever before. From being dependent to becoming self-sustaining women. From being suppressed to becoming a leader, from being subjugated to flying high. And yet this journey is very difficult. More and more people especially after the pandemic are feeling extremely overwhelmed with work or school and are feeling tired of just showing up for events. Comparatively, women have more stress managing time because traditionally there are too many things for them to do in a day, and find very less time to take breaks and just relax. The response to stress is very different in women than men and therefore

women suffer more over a long period of time. The more exhausted a woman feels, the more urgent it becomes for her to get everything done. This leads to indecision, inefficiency, procrastination, and unrealistic time estimates in women. It is now crucial for women to manage both personal and professional life because as much as women try to keep them separate, they cannot help but infringe upon one another. And there can be early signs of the same, especially during college days. Sleep deprivation which is a common sign of inefficient management of time in college-going students is a major cause of stress. This stress ultimately leads to diabetes, increased blood pressure, weak functioning of the heart, bad cholesterol, and also deadly diseases like cancer.

Objectives of the Study

1. To study the problems and difficulties faced by MBA students due to ineffective time management.
2. To study the relationship between poor time management and stress.
3. To study the relationship between poor time management and stress-induced because of it in female MBA students and a comparative study of the same with female working professionals.

SCOPE OF THE STUDY

1. Geographical scope: This study is limited to Pune City.
2. Conceptual scope: Conceptual scope includes studying the time management and stress induced because of it on female MBA students and its comparative study with female corporates.
3. Analytical scope: The present study has been analyzed with simple statistical tool such as percentage, averages etc.

Importance of the study

1. Findings will be helpful to know the causes and problems for ineffective time

management.

2. Findings of the study will be useful to organization to frame policies regarding work timing.

3. The study provides the basis for MBA students to understand the difference between academic and corporate females time management.

4. The research can help MBA students to implement effective strategies.

Research Methodology

1. Type of research: The present study is descriptive in nature.

2. Data required:

   Primary data: Primary data is required for studying the time management and stress induced because of it on female MBA students and its comparative study with female corporates.

   Secondary data: Secondary data required for study is literature review of the present study.

3. Data sources:

   Data sources used in this research includes both primary and secondary sources. The details are as follows.

   Primary Data Sources:

   To study the objectives of research, the data is collected from primary resources i.e., questionnaire.

   Secondary Data Sources:

   The data is obtained via secondary sources i.e., articles, journals, newspaper and research papers.

SAMPLING

1. Sample Unit :

   Sample units are the people in Pune city.

2. Universe :

   The sample universe is finite i.e., the population of Pune city. 3) Sample Size- 141

3. Sampling Technique :

   Convenient random sampling method

Literature Review

In this chapter, an Endeavour has been made to provide an overview of various aspects and issues related to the present research work in order to have an in depth understanding of the research topic. The studies have been reviewed with a view to understand the objectives, research

methodology, research findings etc. and to identify the hiatus between the existing literature and the present study.

Articles:

1. **(Mohamed, 2018),** Research objectives was to find out the priority areas of activities as perceived by students while managing time. To analyze the extent of time they are using in particular activities. Students while managing time and to analyze the extent of time they are using in particular activities. All in all, it was found out that time management is taken seriously by the university students. The students have the priority in terms of the activities what to do and in what extent.

2. **(N. Skryhun, 2020)** The research examines the main aspects of using time management in enterprise's business practices to effectively use work and personal time. Time Management is a set of specific methods and principles of time management in order to fulfill the tasks, events and projects. The development of an enterprise depends directly on how employees plan and organize their work activities. The manager should be able to plan the working hours of each employee, including his or her own, focusing on key and strategic tasks, that will allow you to complete the tasks as quickly and efficiently as possible and to minimize time for routine cases. To obtain maximum results, methods of time management are effective tools that helps to organize your own time and of each employee.

3. (**Martin, 2012**) The Industrial Revolution in part was fuelled by the economic necessity of many women, single and married, to find waged work outside their home. Women mostly found jobs in domestic service, textile factories, and piece workshops. They also worked in the coal mines. For some, the Industrial Revolution provided independent wages, mobility and a better standard of living. For the majority, however, factory work in the early years of the 19th century resulted in a life of hardship. Women in India have come a long way after independence. From just a skilled homemaker, women today have acquired skills and capabilities of not just being a homemaker but being at par with their male counterparts. This is the new generation of women, who wants to pursue their dream career. But this life is not a bed of roses for all.

4. **(Pandya, 2013)** As the management education is an important medium that facilitates improvement of leadership qualities and turns out excellent future managers, which is quite evident. Students entering into the professional education needs to face many challenges to which they have never been exposed earlier. The pressure to earn good grades and to earn a degree is very high (Hirsch & Ellis, 1996).

5. **(Razali, 2017)** The management effects on individual's overall performance and achievement. Genders and races of students show no significant differences in time management behavior, university environment flexibility and freedom can derail students who have not mastered time

management skills.

6. (Rani, 2018) Adolescent is the age of strain and stress. Adolescent have to cope with many types of stressful situations. Time management is the process of planning and exercising control of time spent on various activities to increase effectiveness efficiency and productivity. The academic stress was measured through its four components i.e., frustration, conflict, pressure, and anxiety. Higher time management and lower perceived stress were associated with high level of academic's achievements. The study of Agrawal [2008], Bradley [and Macrae [2007] opined that student needs to be self disciplined in planning their time to improve their performances. This is in agreement with Omoolac [2010] study which concluded that both male and female undergraduate are affected by time management.

News:

(Chaturvedi, 2021) As fascinating as the corporate setup may seem at first go, it tends to shroud the harsh realities of a hire and fire environment where the pressure to perform and provide desired outcomes is intense irrespective of the size of the business; and this is true both in the short term and the long term. There is minimal scope for mistakes. Schools and colleges,

and higher learning institutions that give a balanced focus on hard and soft skills help students become competent professionals and spirited team players. Simultaneously, soft skills like time management are important to adapt to changing environments. Students can finish their learning objectives and balance multiple classes with other activities, developing a strong sense of discipline and time management.

Websites:

1. (Darpan, 2022) Most MBA students struggle with time management. Students tend to solve too many problems at the same time. This article helps students to understand that how time management can be done in the 3-step process and each step needs to be solved one at a time. These three levels of time management are:

1. Availability – how much time is available on my hands

2. Utilization – what do you I do in the time that is available on my hands 3. Productivity – how do I do the things in order to maximize my output

2. (Peakslead, 2022) All research shows that poor time management causes stress. But poor time management should be considered with as much importance to health as stress is, in the western world, as the origin of the stress. We need to treat the cause, not the symptom! One study in the US concluded that it was necessary to plan for better time management amongst its student nurse body, in order to reduce stress levels and improve academic motivation. Another study The Journal of Business noted, conclusively, that poor time management and increased stress were linked. once we're in that state of heightened anxiety, where our heads are beginning to spin and we can't

remember which day of the week we've made it to, it becomes more difficult to sit down and formulate a clear plan for our time.

DATA ANALYSIS AND INTERPRETATION

Do you ever procrastinate?

Sr.no	Never	Sometime	Always	Total Respondents
Students	24	26	21	71
Corporate	35	23	12	70
Total	59	49	33	141

Interpretation:

Out of 71 students respondents 24 students never face the problem of procrastination, 26 students never face the problem of procrastination and 21 students always face the problem of procrastination. From the corporate out of 70 respondents 35 People never face the problem of Procrastination, 23 people sometimes face the problem of procrastination and 12 people always face the problem of procrastination.

Do you ever postpone decisions?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	28	25	18	71
Corporates	37	24	9	70
Total	65	49	27	141

Interpretation:

Out of 71 student respondents,28 students never postpone their decisions,25 students sometimes postpone their decision and 18   students always postpone their decision. Out of 70 corporates respondents 37 people never postpone their decisions ,24 people always postpone their decision and 9 people always postpone their decision.

Do you put off your routine work? (Washing, cleaning, gardening, cooking, etc.)

Sr. No.	Never	Sometime	Always	Total Respondents
Students	29	24	18	71
Corporates	35	22	13	70
Total	64	46	31	141

Interpretation:

Out of 71 student respondents 29 students never put off their routine work, 24 students always put off their routine work and 18 students always put off their routine work. And out of 70 Corporates,35 people never put off their routine work, 22 people always put off their routine work and 13 people always put off their routine work.

Do you get distracted with emails or messages while working?

Sr. No	Never	sometimes	Always	Total Respondents
Students	19	23	29	71
Corporates	37	15	18	70
Total	56	38	47	141

Interpretation:

Out of 71 student respondents ,19 students never get distracted with emails or messages while working.23 students sometimes gets distracted with emails or messages while working.29 students always gets distracted with emails or messages while working. Out of 70 corporate respondents, 37 people never get distracted with emails or messages while working.15 people student sometimes gets distracted with emails or messages while working.18 people always gets distracted with emails or messages while working.

Do you have too many interruptions during work/study?

Sr. No	Never	Sometime	Always	Total Respondents
Students	22	24	25	71

Corporates	31	14	25	70
Total	59	49	33	141

Interpretation:

It shows that out of 71 student respondents, 22 students never face too many interruptions during study.24 students sometimes face too many interruptions during study.25 students always face too many interruptions during study. Out of 70 corporate respondents 31 people never face too many interruptions during work.14 people sometimes face too many interruptions during work.25 people always face too many interruptions during work.

Do you put off difficult tasks because they need hard work?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	28	23	20	71
Corporates	47	13	10	70
Total	75	36	30	141

Interpretation:

It shows that out of 71 student respondents.28 students never put off difficult tasks because they need hard work.23 students sometimes put off difficult tasks because they need hard work.20 students always put off difficult tasks because they need hard work. Out of 70 corporate respondents, 47 people never put off difficult tasks because they need hard work.13 people sometimes put off difficult tasks because they need hard work.10 people always put off difficult tasks because they need hard work.

Do you fail to delegate and share your work with others with whom you work?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	34	22	15	71
Corporates	47	15	8	70
Total	81	37	23	141

Interpretation:

It shows that out of 71 student respondents 34 students never fail to delegate and share their work with others. 22 students sometimes fail to delegate and share their work with others. 15 students always fail to delegate and share their work with other out 70 Corporate respondents, 47 people never fail to delegate and share their work with others. 15 people sometimes fail to delegate and share their work with others. 8 people always fail to delegate and share their work with others.

Do you try to do as much as possible in the least amount of time?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	18	20	33	71
Corporates	22	11	37	70
Total	40	31	70	141

Interpretation:

Out of 71 student respondents, 18 students never try to do as much as possible in the least amount of time. 20 students sometimes try to do as much as possible in the least amount of time. 33 students always try to do as much as possible in the least amount of time. Out of 70 corporate respondents, 22 people never try to do as much as possible in the least amount of time. 11 people sometimes try to do as much as possible in the least amount of time. 37 people always try to do as much as possible in the least amount of time.

Do you become impatient with delays or interruptions?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	19	23	29	71
Corporates	23	19	28	70
Total	42	42	57	141

Interpretation:

Table no 4.9 is the interpretation of graph no 4.9. Out of 71 student respondents ,19 students never become impatient with delays or interruptions. 23 students sometimes become impatient with delays or interruptions. 29 students always become impatient with delays or interruptions. Out of 70 corporate respondents, 23 people never become impatient with delays or interruptions. 19 people

sometimes become impatient with delays or interruptions. 28 people always become impatient with delays or interruptions.

Do you attempt too much at once?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	29	18	24	71
Corporates	28	24	18	70
Total	57	42	42	141

Interpretation:

Out of total 71 student respondents, 29 students never attempt too much at once. 18 students sometimes attempt too much at once and 24 students always attempt too much at once. Out of 70 corporate respondents, 28 people never attempt too much at once. 24 people sometimes attempt too much at once and 18 people always attempt too much at once.

Do you have lots of deadlines in your work?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	23	19	29	71
Corporates	28	19	23	70
Total	51	38	52	141

Interpretation:

Out of total 71 student respondents, 23 students never have lots of deadlines in their work. 19 students sometimes have lots of deadlines in their work and 29 students always have lots of deadlines in their work. Out of 70 corporate respondents, 28 people never have lots of deadlines in their work. 19 people sometimes have lots of deadlines in their work and 23 people always have lots of deadlines in their work.

Do you leave jobs undone?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	39	27	5	71
Corporates	55	7	8	70
Total	94	34	13	141

Interpretation:

Out of total 71 student respondents, 39 students never leave their jobs undone. 27 students sometimes leave their jobs undone and 5 students always leave their jobs undone. Out of 70 corporate respondents, 55 people never leave their jobs undone. 7 people sometime leave their job undone and 8 people always leave their jobs undone.

Do you spread yourself "Too thin" in terms of your time?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	24	29	18	71
Corporates	36	25	9	70
Total	60	54	27	141

Interpretation

Out of total 71 student respondents, 24 students never try to do many things at the same time. 29 students sometimes try to do many things at the same time and 18 students always try to do many things at the same time. Out of 70 corporate respondents, 36 people never try to do many things at the same time. 25 people sometime try to do many things at the same time and 9 people always try to do many things at the same time.

Do you have the habit of doing more than one thing at a time?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	24	21	26	71

| Corporates | 18 | 22 | 30 | 70 |
| Total | 42 | 43 | 56 | 141 |

Interpretation:

Out of total 71 student respondents, 24 students don't have the habit of doing more than one thing at a time. 21 students sometimes do more than one thing at a time and 26 students have the habit of doing more than one thing at a time. Out of 70 corporate respondents, 18 people don't have the habit of doing more than one thing at a time. 22 people sometimes do more than one thing at a time and 30 people have the habit of doing more than one thing at a time.

Do you have a tendency to get involved in multiple projects?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	23	18	30	71
Corporates	17	22	31	70
Total	40	40	61	141

Interpretation:

Out of total 71 student respondents, 23 students don't have the tendency to get involved in multiple projects. 18 students do so sometimes and 30 students always get involved in multiple projects. Out of 70 corporate respondents, 17 people don't have the tendency to get involved in multiple projects. 22 people sometimes do so and 31 people do it all the time.

Do you socialize too much?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	31	15	25	71
Corporates	26	22	22	70
Total	57	37	47	141

Interpretation:

Out of total 71 student respondents, 23 students don't have the tendency to get involved in multiple projects. 18 students do so sometimes and 30 students always get involved in multiple projects. Out of 70 corporate respondents, 17 people don't have the tendency to get involved in multiple projects. 22 people sometimes do so and 31 people do it all the time.

Do you spend too much time binge watching series on OTT platforms?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	33	17	21	71
Corporates	33	18	19	70
Total	66	35	40	141

Interpretation:

Out of total 71 student respondents, 33 students don't spend too much time binge watching series on OTT platforms. 17 students do so sometimes and 21 students always spend too much time binge watching series on OTT platforms. Out of 70 corporate respondents, 33 people don't spend too much time binge watching series on OTT platforms. 18 people sometimes do so and 19 people do it all the time.

Do you feel a lack of self-discipline?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	29	22	20	71
Corporates	27	32	11	70
Total	56	54	31	141

Interpretation:

Out of total 71 student respondents, 29 students don't feel a lack of self-discipline. 22 students feel so sometimes and 20 students always feel a lack of self-discipline. Out of 70 corporate respondents, 27 people don't s feel a lack of self-discipline. 32 people sometimes feel so and 11 people feel it all the time.

Do you worry a lot about you work/study?

Sr. No	Never	Sometime	Always	Total Respondents
Students	23	15	33	71
Corporates	24	17	29	70
Total	47	37	62	141

Interpretation:

Out of total 71 student respondents, 23 students don't worry a lot about study. 15 students feel so sometimes and 33 students always worry about study. Out of 70 corporate respondents, 24 people don't worry about their work. 17 people sometimes feel so and 29 people worry all the time.

Do you feel as though you are neglecting your family/friends?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	32	17	22	71
Corporates	38	21	11	70
Total	70	38	33	141

Interpretation:

Out of total 71 student respondents, 32 students feel as though they never neglect their family/friends. 17 students feel so sometimes and 22 students feel so all the time. Out of 70 corporate respondents, 38 people don't feel as though they are neglecting their family/friends. 21 people sometimes feel so and 11 people feel so all the time.

Are you able to find time for Hobbies or Time for yourself?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	33	14	24	71
Corporates	20	17	33	70

Total	53	31	57	141

Interpretation:

Out of total 71 student respondents, 33 students are not able to find time for Hobbies or Time for themselves. 14 students feel so sometimes and 24 students feel so all the time. Out of 70 corporate respondents, 20 people don't find time for Hobbies or Time for themselves. 17 people sometimes feel so and 33 people feel so all the time.

Do you accept more work than you can handle?

Sr. No	Never	Sometime	Always	Total Respondents
Students	33	13	25	71
Corporates	30	27	13	70
Total	63	40	38	141

Interpretation:

Out of total 71 student respondents, 33 students never accept more work than they can handle. 13 students do so sometimes and 25 students do so all the time. Out of 70 corporate respondents, 30 people don't accept more work than they can handle. 27 people sometimes do so and 13 people do so all the time.

Do you plan your work/study?

Sr. No	Never	Sometime	Always	Total Respondents
Students	18	15	38	71
Corporates	16	8	46	70
Total	34	23	84	141

Interpretation:

Out of total 71 student respondents, 18 students never plan their work/study. 15 students do so sometimes and 38 students do so all the time. Out of 70 corporate respondents, 16 people don't plan

their work/study. 8 people sometimes do so and 46 people do so all the time.

Do you spend too much time day-dreaming?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	25	19	27	71
Corporate	35	25	10	70
Total	60	44	37	141

Interpretation:

Out of total 71 student respondents, 25 students never spend too much time day-dreaming. 19 students do so sometimes and 27 students do so all the time. Out of 70 corporate respondents, 35 people don't spend too much time day-dreaming. 25 people sometimes do so and 10 people do so all the time.

Do you feel vaguely guilty if you relax and do nothing during your leisure time?

Sr. No.	Never	Sometime	Always	Total Respondents
Students	20	17	34	71
Corporate	30	14	26	70
Total	50	31	60	141

Interpretation:

Table no. 4.25 is the interpretation of graph no. 4.25. Out of total 71 student respondents, 25 students never feel vaguely guilty if they relax and do nothing during their leisure time. 17 students feel so sometimes and 34 students feel so all the time. Out of 70 corporate respondents, 30 people don't feel vaguely guilty if they relax and do nothing during their leisure time. 14 people sometimes feel so and 26 people feel so all the time.

FINDINGS, SUGGESTIONS, CONCLUSION

Data collected by researcher for the study has been analyzed with the help of table. The researcher has drowned certain findings and observations which are based on analysis.

FINDINGS

1. It is observed that maximum that is 36% MBA students sometimes procrastinate whereas half of the corporates never procrastinate.
2. It is observed that maximum that is 39% MBA students and more than half corporates never postpone decisions.
3. It is observed that maximum that is 41% MBA students and half of the corporates never put off their routine work.
4. It is observed that maximum that is 40% MBA students always get distracted and more than half corporates never gets distracted with emails and messages while working.
5. It is observed that maximum that is 35% MBA students always have too many interruptions during study and almost half of the corporates never have too many interruptions during work.
6. It is observed that maximum that is 39% MBA students and almost 67% corporates never put off difficult tasks because they need hard work.
7. It is observed that almost half of the MBA students and 67% corporates never fail to delegate and share their work with others with whom they work.
8. It is observed that maximum that is 46% MBA students and more than half of corporates always try to do as much as possible in the least amount of time.
9. It is observed that maximum that is 40% MBA students and 39% corporates always become impatient with delays or interpretations.
10. It is observed that maximum that is 40% MBA students and corporates never attempt too much at once.
11. It is observed that maximum that is 40% MBA students always and 40% corporates never have lot of deadlines in their work.
12. It is observed that more than half that is 54% MBA students and 78% of corporates never leave jobs undone.
13. It is observed that 40% MBA students sometimes and more than half of corporates never spread themselves too thin in terms of their time.
14. It is observed that 36% MBA students and 42% of corporates always have the habit of doing more than one thing at a time.
15. It is observed that 42% MBA students and 43% of corporates always have a tendency to get involved in multiple projects.
16. It is observed that maximum that is 44% MBA students and 37% of the corporate don't feel that they socialize too much.
17. It is observed that 46% MBA students and half of the Corporates never spend too much time binge watching series on OTT platforms.

18. It is observed that 40%Of the MBA students never feel that they have lack of self-discipline and 46%of the corporates always feel that they have lack of self-discipline.

19. It is observed that 46% of the MBA students and 41% corporates always worry a lot about their study.

20. It is observed that 45%Of the MBA students and more than half of the Corporates never feel as though they are neglecting their family.

21. It is observed that 46 % of the MBA students are never be able to find time for hobbies or time for themselves and 47% corporate are always be able to find time for hobbies or time for themselves.

22. It is observed that 46% of the MBA students and 43% of the Corporates never accept more work than they can handle.

23. It is observed that 53%MBA students and more than half of the corporates that is 66% of the Corporates always plan their work/study.

24. It is observed that 38% of the MBA students always spend too much time day dreaming and half of the Corporates never spend too much time day dreaming.

25. It is observed that 48% of the MBA students always feel guilty if they relax and do nothing during their leisure time and 43% of the Corporates never feel guilty if they relax and do nothing during their leisure time.

SUGGESTIONS

1. Students and corporates can make use of the calendar to plan beforehand.

2. Making a to-do list would be a helpful Activity.

3. Students and corporates can make use of Following methods to prioritize their work: A- Work must be completed today , B- would be nice to finish it today , C- Can be pushed to tomorrow if necessary

4. Setting deadlines and goals would be very helpful

5. Organize a realistic schedule for the different chores and allot time for exercise, Relaxation, sleep and laughter as well.

6. "Less worrying and more working" make this your Mantra.

CONCLUSION

Researcher has studied the project with the intension of studying the problems and difficulties faced by MBA students and working professional due to ineffective time management. Moreover, to study relationship between poor time management and stress induced because of it in female MBA students and working professionals. The study concludes that more than 59% of female MBA students and more than 60% of working women either sometime or always face lack of self-discipline. This creates a lot of difficulties, causing more than half of MBA student and

working professionals to procrastinate or postpone their work/study. This procrastination causes more than 65% of working as well as MBA students to worry a lot about their work or study. This worry induces stress within them. Owing to the stress these women are easily distracted by things like emails or messages causing too many interruptions during work/study. The study also finds that more than 50% of women are not able to find time for their hobbies. They also face challenges in prioritizing their routine work such as cooking, cleaning, washing etc. and they have to spend more time in completing their work/studies.

Questionnaire:

Instructions: Each question on a scale of 1 to 5. (1 is never. 3 is sometime. 5 is always. Be specific. Mark only one square.

1. Do you ever procrastinate? (put-off doing something)

 1 2 3 4 5

 • • • • •

2. Do you ever postpone decisions?

 1 2 3 4 5

 • • • • •

3. Do you put off your routine work? (Washing, cleaning, gardening, cooking, etc.)   1 2 3 4 5

 • • • • •

4. Do you get distracted with emails or messages while working?

 1 2 3 4 5

 • • • • •

5. Do you have too many interruptions during work/study?

 1 2 3 4 5

 • • • • •

6. Do you put off difficult tasks because they need work?

 1 2 3 4 5

• • • • •

7. Do you fail to delegate and share your work with others with whom you work?   1 2 3 4 5

 • • • • •

8. Do you try to do as much as possible in the least amount of time?   1 2 3 4 5

 • • • • •

9. Do you become impatient with delays or interruptions?

 1 2 3 4 5

 • • • • •

10. Do you attempt too much at once?

 1 2 3 4 5

• • • • •

11. Do you have lots of deadlines in your work?

 1 2 3 4 5

• • • • •

12. Do you leave job undone?

 1 2 3 4 5

• • • • •

13. Do you spread yourself "Too thin" in terms of your time?

1 2 3 4 5

• • • • •

14. Do you have the habit of doing more than one thing at a time?   1 2 3 4 5

• • • • •

15. Do you have a tendency to get involved in multiple projects?   1 2 3 4 5

• • • • •

16. Do you socialize too much?

 1 2 3 4 5

• • • • •

17. Do you spend too much time being watching series on OTT platforms?   1 2 3 4 5

• • • • •

18. Do you feel a lack of self-discipline?

 1 2 3 4 5

• • • • •

19. Do you worry a lot about your work/study?

 1 2 3 4 5

• • • • •

20. Do you feel as though you are neglecting your family/friends?   1 2 3 4 5

• • • • •

21. Are you able to find time for Hobbies or Time for your-self?   1 2 3 4 5

• • • • •

22. Do you accept more work than you can handle?

 1 2 3 4 5

• • • • •

23. Do you plan your work/study?

1 2 3 4 5

• • • • •

24. Do you spend too much time day-dreaming?

 1 2 3 4 5

• • • • •

25. Do you feel vaguely guilty if you relax and do nothing during your leisure time?

1 2 3 4 5

• • • • •

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"To study adverse effects of the excess gym"

Executive summary:

Physical activity for better health and well being has been an important theme throughout much of western history. Overall effects of public health & have evolved from emphasizing vigorous activity for cardio respiratory fitness to including option moderate levels of activity for numerous health benefits. It is also acknowledged that for most people, greater health benefits can be

obtained by engaging in physical activity of more vigorous intensity or of longer duration.

INTRODUCTION :

People who exercise regularly have markedly lower rates of disability and a mean life expectancy that is 7 years longer than that of their physically inactive contemporaries. However, a safe upper-dose limit potentially exists, beyond which the adverse effects of exercise may outweigh its benefits.

In the study, people who began working out strenuously almost every day developed sudden and severe declines in the function of their mitochondria, which are the energy powerhouses inside of cells, along with incipient signs of blood sugar dysfunction.

A routine of regular exercise is highly effective for prevention and treatment of many common chronic diseases and improves cardiovascular (CV) health and longevity. However, long-term excessive endurance exercise may induce pathologic structural remodeling of the heart and large arteries. Emerging data suggest that chronic training for and competing in extreme endurance events such as marathons, ultramarathons, ironman distance triathlons, and very long distance bicycle races, can cause transient acute volume overload of the atria and right ventricle, with transient reductions in right ventricular ejection fraction and elevations of cardiac biomarkers, all of which return to normal within 1 week. Over months to years of repetitive injury, this process, in some individuals, may lead to patchy myocardial fibrosis, particularly in the atria, interventricular septum, and right ventricle, creating a substrate for atrial and ventricular arrhythmias. Additionally, long-term excessive sustained exercise may be associated with coronary artery calcification, diastolic dysfunction, and large-artery wall stiffening. However, this concept is still hypothetical and there is some inconsistency in the reported findings. Furthermore, lifelong vigorous exercisers generally have low mortality rates and excellent functional capacity.

Research objectives

- To find out the stress level of people due to excess gym.
- To know the mental diseases due to excess
- To know gym supplement & find out the side effects of gym supplement

Scope of research study

While studying the effects of excessive gym, we have specifically focus on the age group between 18 to 45. People used to feel "More Exercise More Benefits "but by working on it we have found some below health risk....

Hormonal dysfunction- Overtraining exerts a negative effect on the stress hormones cortisol and epinephrine. This hormonal imbalance can lead to emotional lability, trouble with concentration,

bouts of irritability, depression, and difficulty with sleep..

Anorexia- Hormone imbalance also impacts hunger and satiety processes in the body. Although increased exercise should boost hunger, excess exercise can do the opposite. Consequently, weight loss can become a serious issue in those who overtrain.

Rhabdomyolysis- Some degree of rhabdomyolysis may be expected with ce types of very intense exercise.

Impaired metabolism- Low-energy availability over a long period of time can negatively affect various organ systems and lead to iron deficiency anemia, low testosterone levels in men, and low bone density.

Poor immunity- Overtraining can wear down the immune system, making it harder to stave off infections like upper respiratory infections.

Increased cardiovascular stress - With overtraining, even simple workouts become more effortful. Specifically, baseline heart rate rises and it can be difficult for heart rate to return to normal after exercising, with longer periods of rest needed.

Increased cardiovascular stress. With overtraining, even simple workouts become more effortful. Specifically, baseline heart rate rises and it can be difficult for heart rate to return to normal after exercising, with longer periods of rest needed.

Decreased performance- One of the cardinal signs of overtraining is decreased athletic performance, regardless of increased training intensity or volume. This performance decrease can be related to impaired agility, slower reaction times, reduced running speeds, and decreased strength/endurance. To boot, overtraining can lead to loss of motivation.

Methodology:

We have sampled 41 respondents through a electronic questionnaire which was circulated among the people of 18 to 35 and above age group.

The study was online survey of the people who go to gym for fitness, weight gain, weight loss and stress relief. The survey was conducted on Google form and circulated through whatsapp, instagram etc.

In the questionnaire we added demographic details like age and gender and other details such as how much time they spend in the gym for exerciand se, which time fo theytoefer for workout. We also study their diet and types of exercises, and then what are the negative effects they are facing because of workouts workout on their health.

A qualitative design was required for this study. It is observed that following are effects involved after doing excess workout -

- Unable to perform at same level.

- Need longer periods of rest.
- Having mood swings.
- Feeling sore muscles or heavy limbs.
- Having trouble sleeping.

It was aimed to collect details about the effects of excworkoutskout on health and symptoms of health issues like stress, mood swings, irri,tability and fee fatigues.

Primry data : The primary data has been collected through a Google questionnaire researcherer floated Google questionnaire form online , among those who go to the gym.As well as researcher collect the primary data

Secondary data : For collecting secondary data , researcher referred some newspaper , used Google website related, online Articles, And friends etc.

<u>Sample:</u>

Researcher used Simple random sampling for collecting the data for this research.Sample size was 60 and researcher floated the Google form among the population, Researcher got total 41 response.

<u>The Questionnaire:</u>

1. **Gender** (nominal scale) (close ended question) (dichotomous)
   - Male
   - Female
2. **Age** (close ended) (multiple choice question)
   - Below 18
   - 18-25
   - 25-35
   - 35 & Above
3. **How Much Time Daily You Spend In The Gym For exercise ?** (close ended) (multiple choice question)
   - 30-45 min
   - 45 min -1 hour
   - 1 - 2Hour
   - More Than 2 hour
4. **Which of the following workout time do you prefer ?** (close ended) (multiple choice question)
   - Morning
   - Afternoon

- Evening
- Night

5. **What type of food Do you consume in Your diet ?** (Close ended) (multiple choice question)
   - Leafy vegetables
   - Fruits
   - Dairy products
   - Protein based foods
   - Smoothies

6. **What is your purpose of daily Gym?**(close ended) (multiple choice question)
   - Fitness
   - weight gain
   - stress relief
   - weight loss

7. **Rank the following exercise according to you carried out during workout**.(rank order scaling) (ordinal measurement) (close ended question)

Activities	0	1	2	3	4
Cardio					
Zumba					
Aerobics					
Hiit					
Pilates					

8. **Do you consume protein supplement in your Diet** ? (Close ended) (multiple choice question)
   - Yes
   - No
   - Maybe sometimes

9. **Do you Find Any Negative Effect On Your Health After excess Workout?** (nominal scale) (close ended question) (dichotomous)
   - Yes
   - No

10. **If Answer Of Question No.9 is Yes Then What Are the symptoms you observe ?** (Close ended) (multiple choice question)
    - stress
    - mood swings

- irritability
- feeling of fatigueness

11. **Moderately when I exercise I feel Energized & Refresh but If I Overdo the Exercise I feel tired**.(likert scale) (interval measurement) (close ended question)

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

ANALYSIS OF ADVERSE EFFECTS OF GYM

1. Gender of the respondents

41 responses
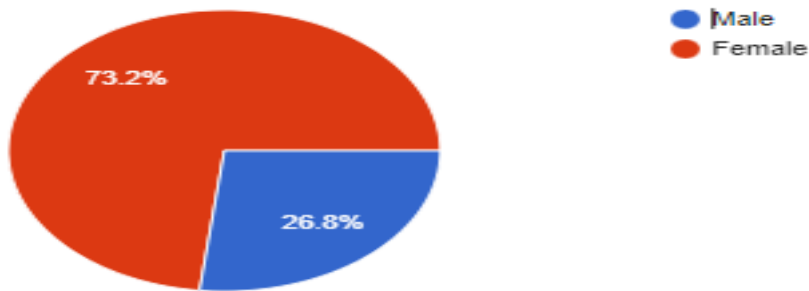
Interpretation : 73.2% of respondent are female and 26.8% are male

2 : Age

41 responses
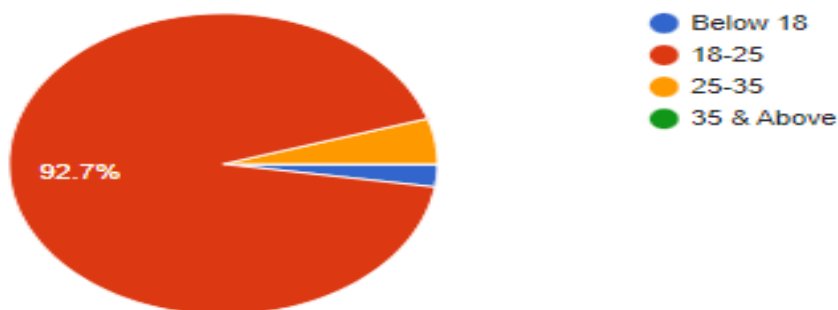
Interpretation : 92.7% ages are between 18-25 and others are between 25-35 , 35 & above and below 18

3. How Much Time Daily You Spend In The Gym For exercise ?

41 responses

Legend:
- 30-45 min
- 45 min -1 hour
- 1 - 2Hour
- More Than 2 hour
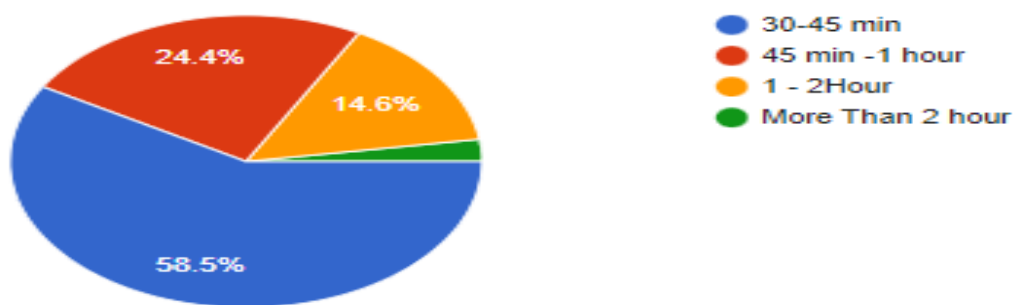
Interpretation: 58.5% people spends 30-45 min , 24.4% people spends 45min -1hour , 14.6% people spend 1-2hour and rest of them spends more than 2 hour .

4.which of the following workout time do you prefer ?

41 responses

Legend:
- Morning
- Afternoon
- Evening
- night
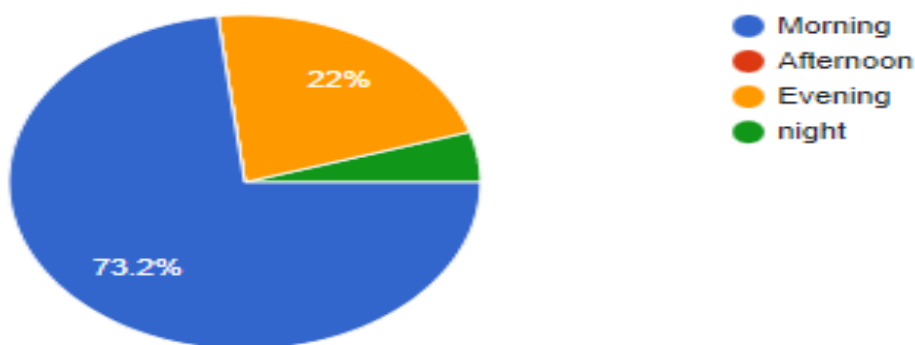
Interpretation: 73.2% people prefer morning time 22% people evening time and rest of them prefer night time

5.what type of food Do you consume in Your diet ?

41 responses

Legend:
- Leafy vegetables
- Fruits
- Dairy products
- Protein based foods
- Smoothies
- leafy Vegetables
- fruits & Juices
- dairy products
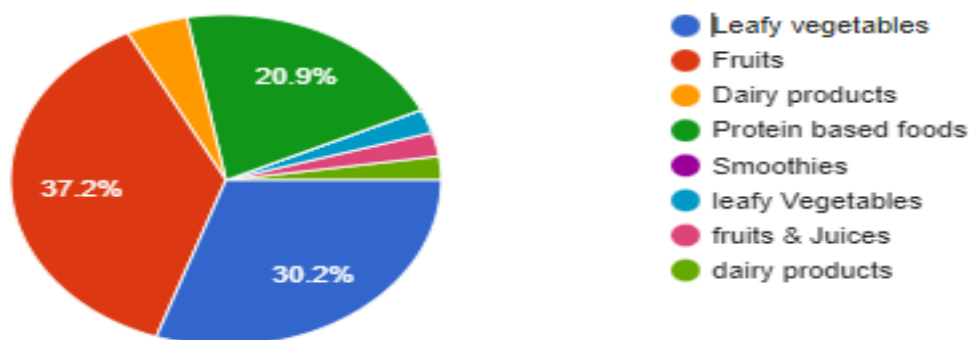
Interpretation: 30.2% people consume leafy vegetables 37.2% people consumes fruits 20.9%

people consumes protein based foods and rest of them consumes dairy products ,smoothies and fruits & juices.

6.What is your purpose of daily Gym?

41 responses
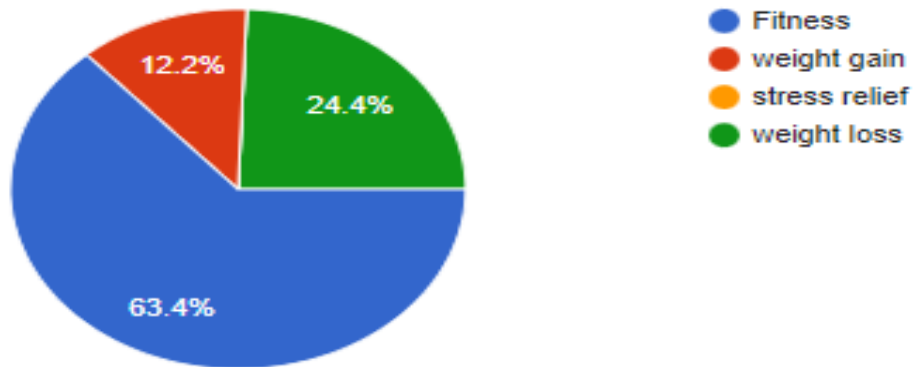
Interpretation: 63.4% do gym for fitness 12.2% people do for weight gain 24.4% people do for weight loss and other for stress relief

7 Do you consume protein supplement in your Diet?

41 responses
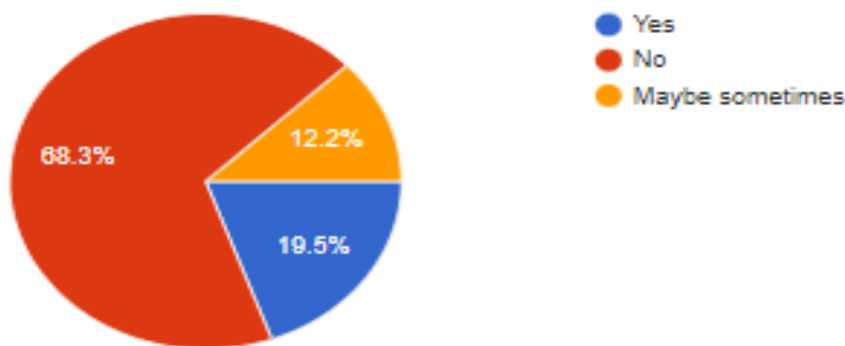
Interpretation : 68.3% people didn't consume protein supplement in their diet 19.5% people consumes protein supplement in their diet and rest of them ie 12.2 % consumes sometimes

8 .Do you Find Any Negative Effect On Your Health After excess Workout?

41 responses
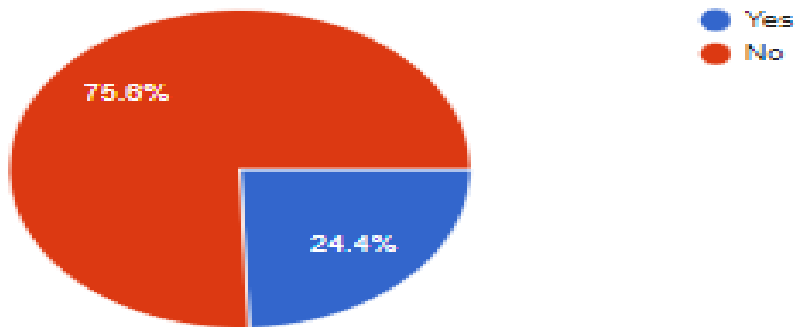
Interpretation :75.6% don't have any negative effect on health after excess workout 24.4% have negative effect on health after excess workout

9.If Answer Of Question No.9 is Yes Then What Are the symptoms Do you observed ?

21 responses
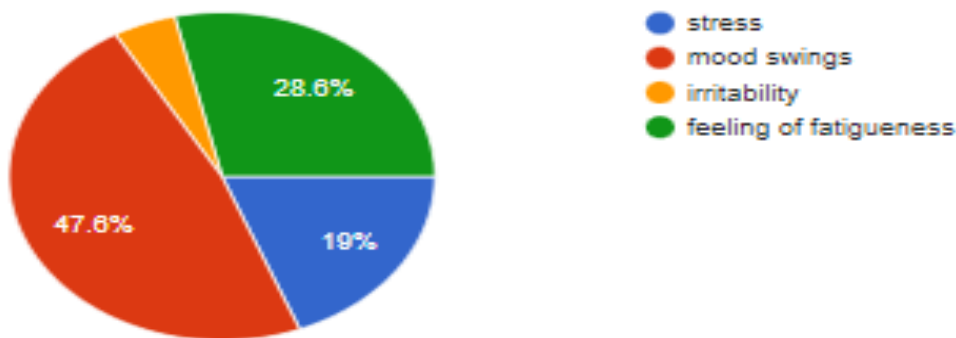
Interpretation : 19% people have stress , 47.6% people have mood swings , 28.6% people have felt fatigueness and rest of them have irritability

10. Moderately when I exercise, I feel Energized & Refresh but If I Overdo the Exercise I feel tired.

41 responses
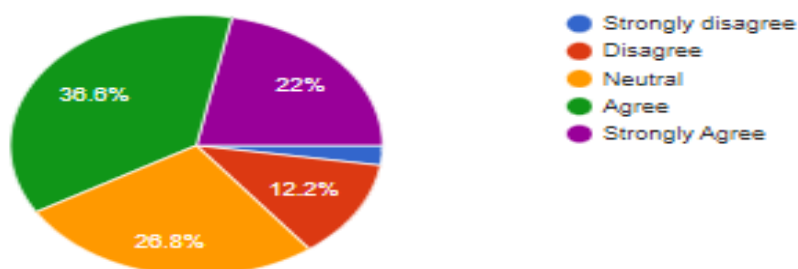
Interpretation : IN this case 36.6% people agrees , 26.8% people have neutral , 22% people strongly agree , 12.2% people disagree and rest of them strongly disagrees.

Findings

1. 58.5% people of timely Spend in the gym For exercise for 30-45 min.

Page

2. Most respondents refer to morning (73.2%) time spent in the gym and some (22%) spent in the evening.

3. The type of food respondents consume in various like;

   Leaf vegetable (30.2%)

   Fruits (37.2%)

   Protein-based foods (20.9%)

4. The purpose of the gym is mostly preferable to fitness (63.4%)

   12.2% of respondents gain weight and vice versa 24.4% have to lose weight.

5. 68.3% of the respondent does not consume supplement of protein and 19.5% does.

6. 75.6% of respondents did not find any negative effect on health after an excess Workout

7. 24.4% find negative effects on your health after excess Workout. They face symptoms like stress, mood swings, irritability feeling of fatigue.

Conclusion:

❖ From the above questionnaire we can conclude that 73% females and 27% males practice gym on regular basis from the maximum age group of 18-25 years.

❖ 58% of them spend 30-45 minutes in gym on daily basis and they prefer morning time for the workout in the gym. Most of them consume Fruits in their diet after practicing gym on daily basis and their purpose of gym is for fitness. Most of them prefer to do Zumba at the time of their workouts.

❖ 68% of them do not consume protein supplements in their diet whereas 20% of them consume it on daily basis and 13% of them consume protein supplements sometimes.

❖ 76% of them do not find any negative effect on their health whereas 24% of them find negative effects on their health due to excess workouts and the symptoms which they face due to excess gym are mood swings.

❖ 37% of them agree that they feel energised when they exercise regularly whereas if they overdo the exercise they feel tired.

<p align="center">**"To study the awareness of PCOS among young women"**</p>

Executive Summary

In today's digital world, social media play a vital role in the life of today's young generation . Young one's spend a lot of time . exploring various fields online. Be it any field of study , entertainment . Curiosity , knowledge gaining , they are dependent on the internet and Social media . But still , when it comes to health , we are a bit ignorant about several important health related issues which we face in our day- to - day life . Example being the issue of ' Pcos ' (Polycystic Ovarian Syndrome) among young women.

In India 3.8 % of teenage girls below 19 years & 16.81 % adults between the ages of 20 to 29 young age - group years from Pcos I due to several causes such as unhealthy eating patterns , Lack of exercise , excess stress etc. Through the research - 'to study the awareness about PCOS in young women', we've aimed at studying how many young women are aware of PCOS and furthermore what step can we take to create awareness about PCOS in the society. In addition to providing for their families, women are a source of strength and a representation of social progress. In addition, a healthy lifestyle and proper knowledge of reproductive health are essential for women's physical and mental wellbeing. It is essential to raise awareness about polycystic ovarian syndrome (PCOS) among women at a young age due to its rising incidence. Most important of all, there should be openness when it comes to discussing the menstruation cycle. These things should be discussed openly in the society. Then only, more awareness can be created about such diseases.

Awareness about PCOS must be treated from an early age in order to prevent this prevalent chronic illness and its effects. According to the current study, young females are generally well-informed about PCOS. Females were aware of the symptoms of aberrant hair growth, facial acne, irregular or absent menses, and weight gain. Most important of all, there should be openness when it comes to the menstruation cycle. These things should be discussed openly in the society. Then only, more awareness can be created about such diseases in the society.

Introduction

In this fast moving world, people are continuously adapting to new lifestyles. These include food habits, exercise, stress and many more things. Due to this changing lifestyle, people are facing many

chronic health issues. PCOS is one of the issues. PCOS is Polycystic Ovarian Syndrome seen in females. It is characterized by a wide range of clinical features including irregular menstruation, weight gain, hyperandrogenism that causes acne (pimples), and hirsutism (hair growth on chin, lips and thighs) . It is a hormonal disorder due to which ovaries get enlarged forming small follicle cysts on its outer edges. The follicle means underdeveloped sacs in which eggs are developed. In PCOS, ovulation does not occur due to inability of these sacs to release eggs. PCOS increases the development of health issues like Type 2 Diabetes and high cholesterol level.

Following are 3 main features of PCOS:

1. Irregular periods- As stated above, due to lack of ovulation, there is irregularity in periods.
2. Excess androgen- Androgen are male hormones in females. This causes physical signs such as facial or body hair.
3. Polycystic ovaries- Females suffering from PCOS have follicles surrounded by eggs.

Symptoms of PCOS :

PCOS is mostly seen in teens or early 20s. The symptoms of PCOS are as follows

1. Irregular periods or no periods at all

2. Unusual hair fall

3. Acne

4. Excessive facial hair growth

5. Weight gain

6. Unable to get pregnant

7. Oily skin

Causes of PCOS :

There is no specific cause for PCOS. Following are some of the reasons :

1. Family history- In most cases, PCOS is seen in the family.
2. Hormonal imbalance- Hormonal imbalance such as increase in insulin level can cause PCOS.
3. Obesity- Overweight and obesity can increase the amount of insulin in the body. This also increases the risk of PCOS.
4. Stress- Due to change in lifestyle, people are living more stressful lives. Thus, this is one of the reasons for PCOS.

Treatment of PCOS :

In PCOS, only symptoms can be treated. There is no cure for PCOS. Few basic precautions , like eating healthy food, regular exercise, etc, can decrease the risk of PCOS.

There are medical treatments available to treat some of the symptoms like hair growth, fertility, irregular periods, etc.

With treatment like laparoscopic ovarian drilling(LOD), females with PCOS can get pregnant. According to a report in Times of India, 4%-20% (8-40 crores) women in the world are suffering from PCOS. In India, it affects 3.7% to 22.5% (1.3-7.9 crore) of women. Thus, PCOS is a rapidly increasing health problem. Addressing this issue is very important. To decrease the risk of it, people especially women should be aware of this issue along with its symptoms, causes and treatments.

Problem Statement

PCOS is under evaluated and possibly underdiagnosed among young females. It is important to make an early diagnosis of PCOS in order to prevent further complications related to the reproductive System and fertility.

Assumption and Hypotheses

1. Young females are unaware and ignorant about seriousness of PCOS
2. Most of the young females having PCOS are not taking proper medication to balance it.

Review of Literature-

Many studies have been conducted to understand the awareness of PCOS. Following is the review of some researches:

According to the study conducted by Jayashree Upadhye & Chaitanya Shembekar, 33% adolescents & young girls had information about Pcos from teachers, 19% received information from their friends, 11.5% participants had information from their friends doctors 3.5% read about it in the newspaper & 5%. got the information From the internet. 28% of the data sample were unaware about PCOS.

Another awareness study was conducted by Esha chainani. The results of the study revealed that 38% of women were aware about PCOS. 26% of the women were aware about the scientific facts of PCOS. For most of them, the term was introduced by their friends or relatives. 17% of the women participants. were aware about the symptoms associated with PCOS.

Another study was conducted by Jaya Patel and Shailesh Rai PCOS awareness among young women in central India. Their results showed that only 41% of women among 400 participants were aware of PCOS. Also, very few of them knew about the signs and symptoms of PCOS. According to the researchers, many of the participants considered menstrual pain and irregular periods to be part of their physiological process and did not consider consulting a doctor for it.

A similar study was conducted to understand the awareness of PCOS in Bhopal. This study was conducted by Mahesh Gupta, Daneshwar Singh, Manju Toppo , Angelin Priya , Soumitra Sethia, Preeti Gupta. In this study, the researcher found out that the prevalence of PCOS among young

women in Bhopal was 8.2%. Among the sample, the majority of girls i.e. 78.4% girls were unaware about PCOS.

A study was conducted by Priya Nancychandra and Shwetha M.N. to understand the knowledge regarding PCOS among young female adults. The study results revealed that 38.4% of samples have adequate knowledge, 48.3% have moderate knowledge and 13.3% have inadequate knowledge of PCOS.

The above review of literature related to awareness of PCOS shows that the majority of the population have insufficient knowledge of PCOS. This led us to understand the awareness of it in our own institute.

Objective and Scope of the study

Polycystic ovary/ovarian syndrome (PCOS) is a set of symptoms related to an imbalance of hormones that can affect women and girls of reproductive age. Reproductive age Fertility issues and hirsutism are the primary issues for women at reproductive ages. Infertility is caused by high levels of androgen and luteinizing hormones, which can lead to irregular menstrual cycles and anovulation, which is an absence of ovulation during a menstrual cycle.24 Women with PCOS have three to four times the rate of pregnancy-induced hypertension and preeclampsia. There is also a significantly increased risk of endometrial cancer in women with PCOS.

PCOS is not a specific disease, but a set of symptoms with the common denominator of irregular ovulation. The root causes of PCOS are both hormonal and metabolic, and many of the symptoms or conditions interact. The aim of PCOS Awareness Month is to help improve the lives of those affected by PCOS and to help them to overcome their symptoms as well as prevent and reduce their risks for life-threatening related diseases such as diabetes, cardiovascular disease, nonalcoholic fatty liver disease and cancer. It allows you to understand your cycle, track ovulation if you are trying to get pregnant, and spot abnormalities such as irregular or missed periods, Polycystic ovary syndrome (PCOS) is a common hormonal disorder in women that is also the leading cause of female infertility. The month of September is recognized as International PCOS Awareness Month.

In women with PCOS, the hormones are out of balance: these women have higher-than-normal levels of androgens and may have lower-than-normal levels of estrogen. High levels of androgens can: Interfere with signals from the brain that normally result in ovulation, so that ovulation does not occur regularly.

Doctors say PCOS is common in women suffering from obesity. "Almost 80% of the PCOS patients are obese," said Dr. Shah, adding that urban Indian women may be at a higher risk due to their poor lifestyle, eating habits and lack of physical activity.

Women of every race and ethnicity can have PCOS. It's common for women to find out they have PCOS when they have trouble getting pregnant, but it often begins soon after the first menstrual period, as young as age 11 or 12. It can also develop in the 20s or 30s.

Objectives of the study:

To study the awareness about PCOS among young females.

To study how many young females are taking proper medications to treat the issue of PCOS.

Methodology

Type of research: The present study is descriptive in nature.

Data required:

a) Primary data: Primary data is required for studying the awareness of PCOS among young females.

b) Secondary data: Secondary data required for study is literature review of the present study.

Data sources: Data sources used in this research includes both primary and secondary sources. The details are as follows.

a) Primary Data Sources:

To study the objectives of research, the data is collected from primary resources through the questionnaire.

b) Secondary Data Sources:

The data is obtained via secondary sources i.e., articles, journals, newspaper and research papers

Statistical Tools: The data was analysed with the help of Excel.

Sample

1. **Sampling Method:** Stratified sampling,where samples will be collected from dividing the population in groups or strata.

Our Research is an exploratory Research, where non-probability sampling design is used. In which all don,t have known chance to be part of sample.

2. **Population**

The population for this study was women in Maharshi Karve Stree Shikshan Sanstha(MKSSS).

3. **Sample**

For the purpose of this research, sample size was as follows

SR. NO.	UNIT	Sample Size

1	Women who are in age group 15 to 20	8
2	Women who are in age group 20 to 30	65
3	Women who are in age group 30 to 40	3
	TOTAL	76

The Questionnaire uses for this study

Research Questionnaire

1. Age Group (Interval scale/ Multiple type)
   a) 15-20
   b) 20-30
   c) 30-40

2. Have you ever heard about PCOS? (Nominal scale/ Dichotomous type)
   a) Yes
   b) No

3. From where did you get the information about PCOS? (Ordinal scale/ Multiple type)
   a) Friends
   b) Media (social media, TV, Newspaper)
   c) Awareness sessions
   d) Family
   e) Health Experts
   f) School/College
   g) Not Applicable

4. Are you suffering from PCOS? (Nominal scale/ Multiple type)
   a) Yes
   b) No
   c) Don't Know

5. If yes, then what PCOS symptoms are you suffering from? (Ratio scale/ Multiple type)
   a. Weight gain
   b. Irregular periods
   c. Heavy bleeding during periods
   d. Acne
   e. Unnecessary hair growth on face

f. Mood swings

g. Stress

h. Abdominal and back pain

i. Not Applicable

6. Have you ever visited a doctor for irregular periods? (Nominal scale/ Dichotomous type)

    a. Yes

    b. No

7. Is anyone in your family suffering from PCOS or irregular periods? (Nominal scale/ Dichotomous type)

    a) Yes

    b) No

8. Are you taking any medications to treat irregular periods? (Nominal scale/ Multiple type)

    a. Yes

    b. No

    c. Not applicable

9. Are you aware that PCOS is treatable? (Nominal scale/ multiple type)

    a. Yes

    b. No

    c. May be

10. According to you What is PCOS? (Ratio scale/ multiple type)

    a) No idea

    b) It's a cancer-causing disease

    c) Hormonal imbalance

    d) Same as PCOD

11. According to you, what causes PCOS? (Ratio scale/ Multiple type)

    a) Family history of PCOS

    b) Lifestyle Changes

    c) Junk Food

    d) Sanitary pads

    e) Weight gain

12. According to you, what are the effects of PCOS? (Ratio scale/ Multiple type)

    a. Snoring

    b. Depression

    c. Anxiety

    d. Hair loss

e. Weight gain

13. Are you interested to know more about PCOS? (Nominal scale/ Multiple type)

   a. Yes

   b. No

   c. May be

Findings

Finding of the current study is as follows

Graph :1
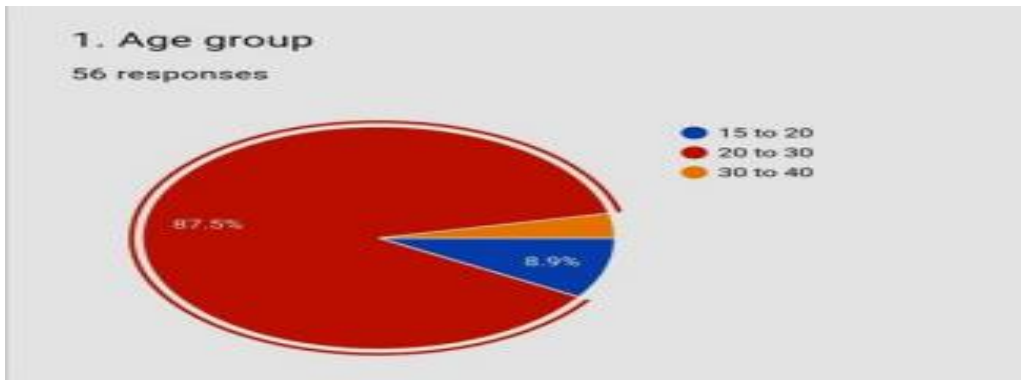
Interpretation: In the above pie chart, we used the sample of different AGE GROUP in that we got 8.9% responses from the 15 to 20 age group and 87.5% responses from the 20 to 30 age group and there were fewer responses from the age group 30 to 40.
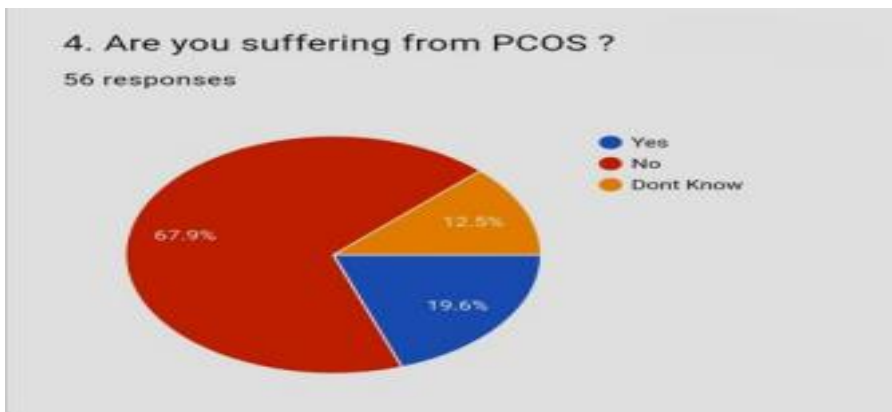
Graph :2
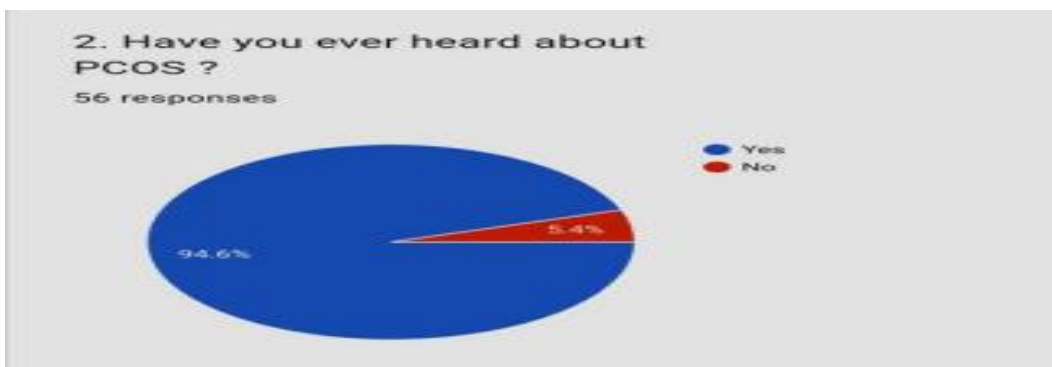
Interpretation: In the above chart, we get responses on the basics of have you ever heard about PCOS? Only 5.4% of females did not know about the PCOS and 94.6% were aware OR heard about PCOS.

Graph :3

3. From where did you get the information about PCOS ?
56 responses

Friends — 26 (46.4%)
Media (Socal m... — 29 (51.8%)
Awareness ses... — 7 (12.5%)
Family — 10 (17.9%)
Health Experts — 12 (21.4%)
School/College — 11 (19.6%)
Not Applicable — 2 (3.6%)
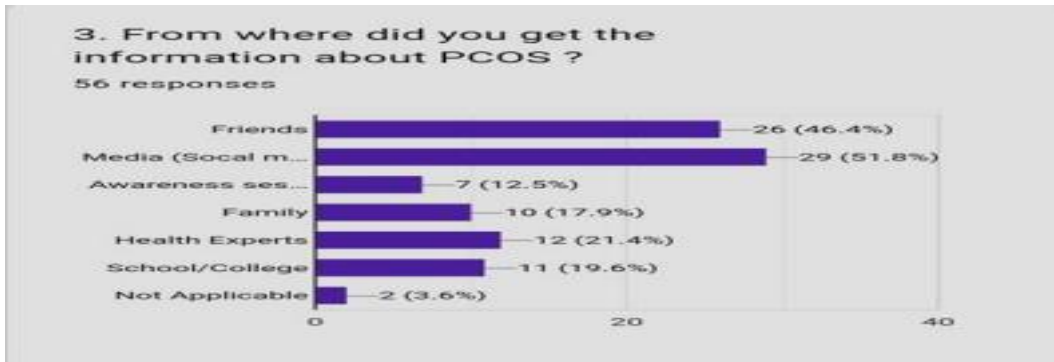
Interpretation: In the above scaling chart, we get responses on where they got the information about PCOS like friends, Media (social media, TV, Newspaper), Awareness sessions, Family, Health Experts, Schools/Colleges, and Not Applicable. So, we get that they get the most information from Friends 26(46.4%) and Media (social media, tv, newspaper) 29(51.8%).

Graph :4

4. Are you suffering from PCOS ?
56 responses

- Yes
- No
- Dont Know

67.9%
12.5%
19.6%

Interpretation: In the above pie chart, we get the overall 56 responses from the respondents and there are 19.6% of females who are sufferings from PCOS and 12.5% of females are unaware of PCOS.

Graph :5

5. If yes, then what PCOS symptoms are you suffering from?
53 responses

Weight gain — 14 (26.4%)
Irregular periods — 17 (32.1%)
Heavy bleeding... — 12 (22.6%)
Acne — 8 (15.1%)
Unnecessary ha... — 6 (11.3%)
Mood swings — 13 (24.5%)
Stress — 11 (20.8%)
Abdominal and... — 10 (18.9%)
Not Applicable — 29 (54.7%)
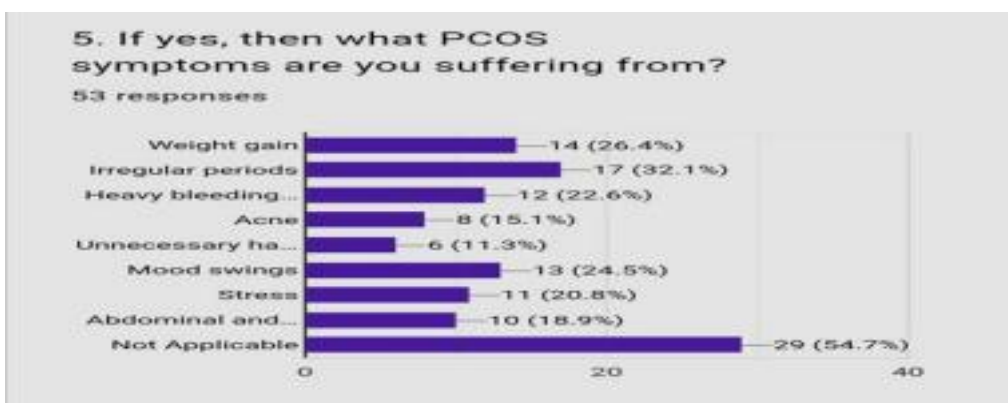
Interpretation: In the above scaling chart, we get participants' responses on   having PCOS symptoms summarised in the chart. Having weight gain 26.4%, irregular periods 32.1%, Heavy bleeding 22.6%, acne 15.1%, unnecessary hair growth on face 11.3%, mood swings 24.5%, stress 20.8%, abdominal and back pain 18.9%.
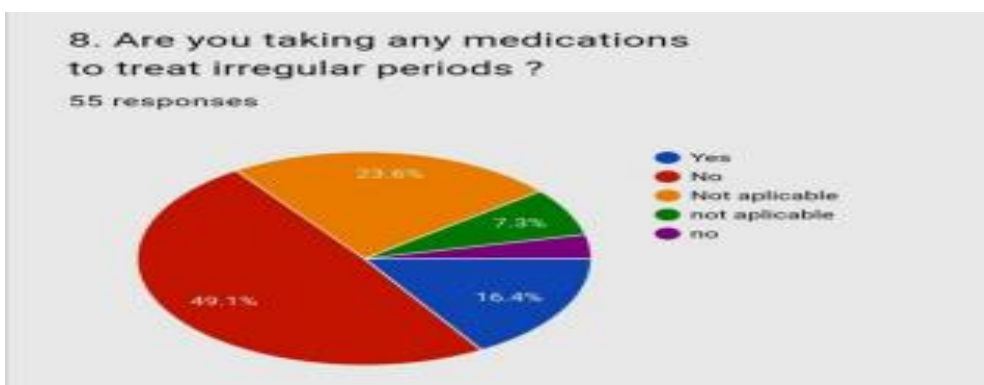
Graph :6
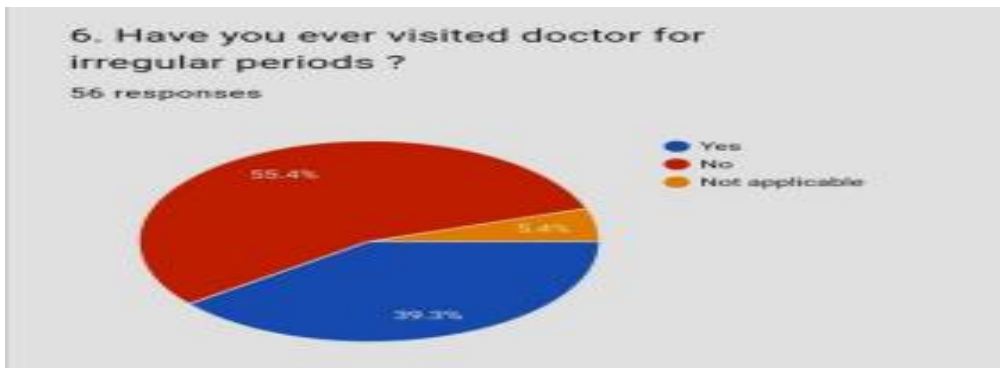
Interpretation: In the above pie chart, we get the responses on if they are suffering from PCOS and if have they ever visited the doctor for irregular periods, there 39.3% of participants visited the doctor and 55.4% of participants had not visited the doctor for the same.
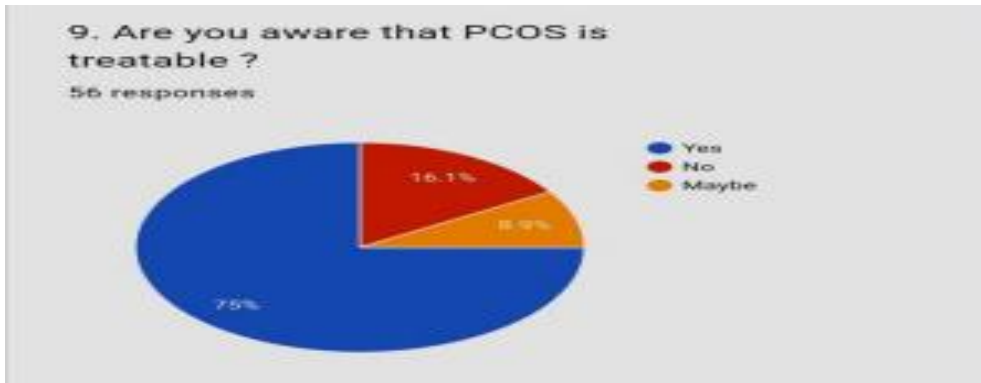
Graph :7
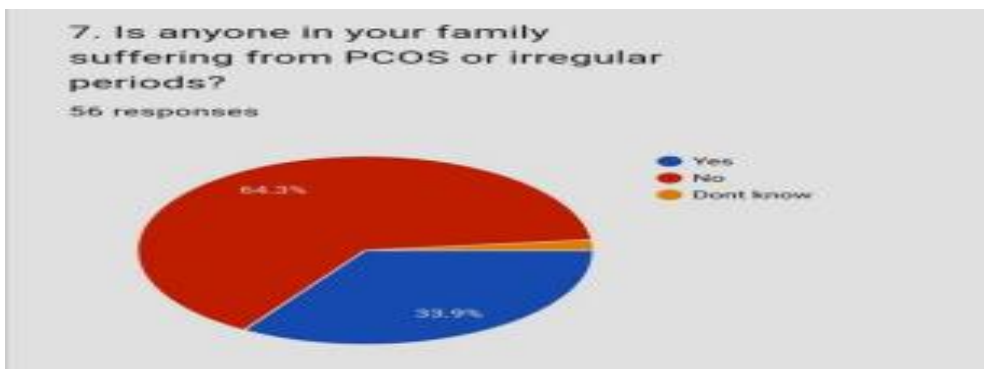
Interpretation: In the above pie chart, we get the responses about if anyone in the participant's family is suffering from PCOS or irregular periods there are over 33.9% of participants one of the family members is suffering from PCOS.

Graph :8

Interpretation: In the above pie chart, we get the responses about taking any medications to treat irregular periods: only 16.4% of participants are taking medication, and 49.1% of participants are not taking any medication for the same.

Graph :9

Interpretation: In the above pie chart, we get the responses if the participants are aware that PCOS is treatable or not, only 16.1% of participants did not know other 75% of participants were aware of the same.
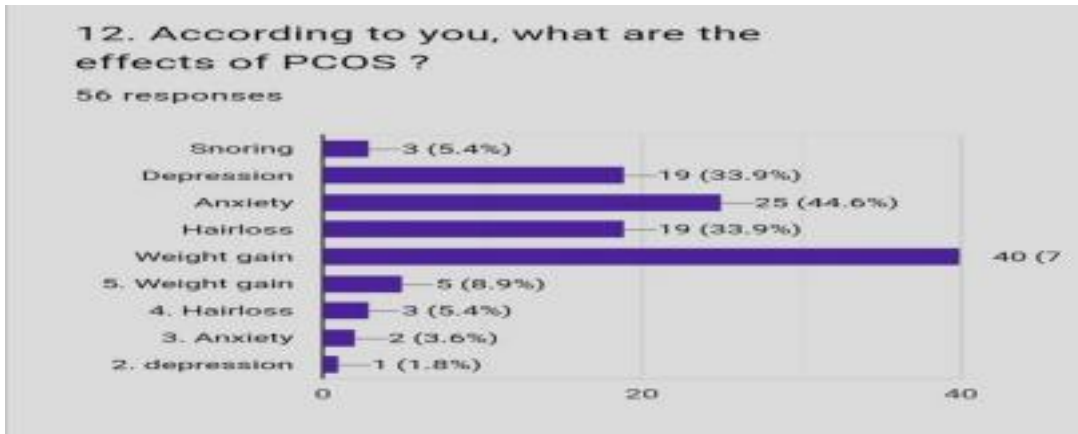
Graph :10
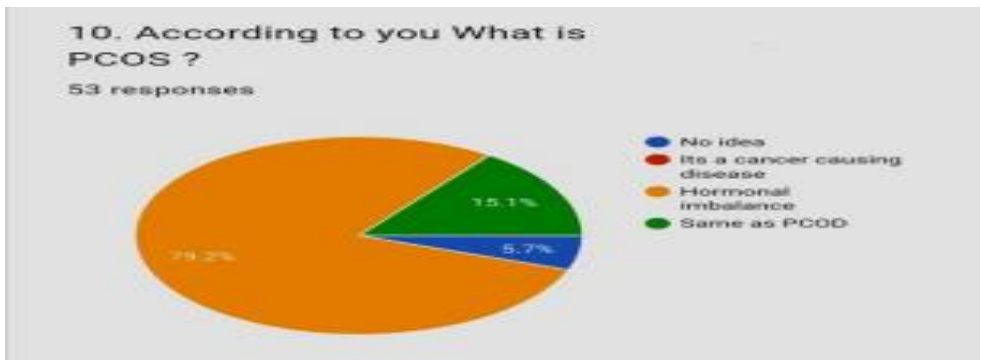
Interpretation: In the above pie chart, we get to know according to the participants what is PCOS mostly 79.2% of participants believe that its Hormonal Imbalance, 15.1% of participants believe it's the same as PCOD, and 5.7 % of participants have no idea about the same.

Graph :11
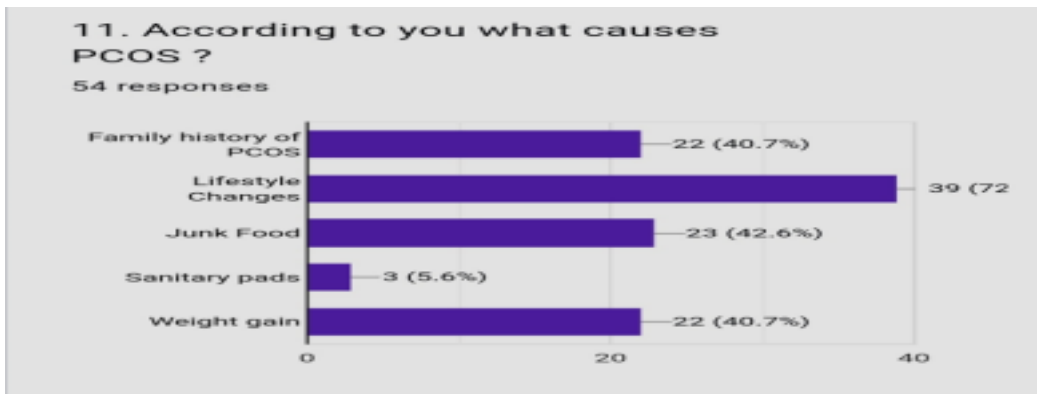
Interpretation: In the above scaling chart, we get the responses according to participants on what causes PCOS like the Family history of PCOS, Lifestyle Changes, Junk Food, Sanitary pads, and Weight gain. Most 39 participants responded that the cause of PCOS is Lifestyle changes.

Graph :12

12. According to you, what are the effects of PCOS?

56 responses

Snoring	3 (5.4%)	
Depression	19 (33.9%)	
Anxiety	25 (44.6%)	
Hairloss	19 (33.9%)	
Weight gain		40 (7
5. Weight gain	5 (8.9%)	
4. Hairloss	3 (5.4%)	
3. Anxiety	2 (3.6%)	
2. depression	1 (1.8%)	

Interpretation: In the above Scaling chart, we get responses from the participants according to what are the effects of PCOS. Most participants believe that weight gain is one of the effects among the other effects like Snoring, Depression, Anxiety, and hair loss.

Graph :13

13. Are you interested to know more about PCOS?

56 responses

- Yes
- No
- Maybe

87.5%
7.1%
5.4%
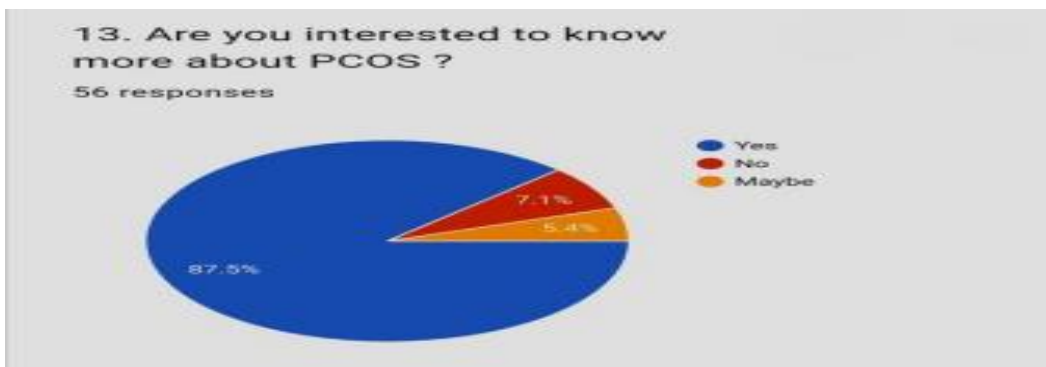
Interpretation: In the above pie chart, we get the responses if the participants are interested to know more about PCOS over all 56 responses out of 87.5% of participants responded yes.

Summary

While researching PCOS we did a survey with google form. In the survey we have created 3 age groups, the first age group was 15 to 20, the second age group was 20 to 30 and the third age group 30 to 40. The highest response was 85.3% in the age group 20 to 30 followed by 10.7% in the age group 15 to 20.

In this survey it was found that girls get the most information about PCOS from friends (48%) followed by health experts (24%) and school/college (18.7%). In this survey it has been found that 69.3% girls have PCOS. The symptoms of weight gain (20.8%), irregular period (29.2%) and mood swings (23.6%) were found in the girls who had PCOS. In this survey it will be understood that 57.3% girls have not gone to the doctor due to irregular periods and 38.7% girls have consulted a doctor due to irregular periods. 33.3% girls have irregular periods and PCOS in their family. 13.7% of girls do meditation for an irregular period. 74% of girls think PCOS is treatable. According to these girls PCOS is hormonal imbalance (77.5%) and the same as PCOD (18.37%). According to

those girls, the causes of PCOS are lifestyle changes (72.2%), Family history (36.1%), Junk food (44.4%). Due to PCOS, the effects of weight gain (76%), hair loss (36%), anxiety (44%) and depression(37.3%) are high. In this survey, 84% girls have responded for more information about PCOS.

By the responses collected so far we can analyse that around 95% of young women have heard about PCOS. Majority of them came to know about PCOS through social media or a friend, which highlights the need of proper guidance regarding PCOS as a friend or media can't be the authentic source to know about PCOS.20% of the respondents accepted that they are suffering from PCOS. The symptoms they are from are mainly - Irregular periods, heavy bleeding and abdominal and back pain. While,12% women weren't sure if they have PCOS or not, which concludes they are suffering from several PCOS related issues but haven't yet visited the doctor to diagnose it.

55% of women said they don't visit a doctor even after experiencing irregular periods, which shows a casual attitude of women towards periods related issues, which could turn serious over time. 33% of women have someone in their family who is suffering from irregular periods, which means the family could be diagnosed with PCOS and also the risk of respondents having PCOS can increase. 80% of respondents are aware that PCOS is related to hormonal imbalance and also aware that several lifestyle changes can cause PCOS.

Conclusion

Through the research, 'To study the awareness about PCOS in young women', we have aimed at studying how many young women are aware of PCOS and furthermore what step can we take to create awareness about PCOS in the society. PCOS is a common complex condition in women associated with psychological ,reproductive and metabolic features.it is a chronic disease with manifestations across the lifespan and represents a major health and economic burden. As per our research, 90% of the women said that they would like to know more about PCOS, which denotes that they need further guidance regarding PCOS. The guidance can be provided through various mediums. Parents can take initiative to guide the teenage girl. Schools can also organise the sessions guiding school going girls about the menstruation cycle. Most important of all, there should be openness when it comes to the menstruation cycle. These things should be discussed openly in the society. Then only, more awareness can be created about such diseases in the society.

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Brands attributes that leads to customer loyalty

Executive Summary

The project aims at understanding the consumer's commitment to repurchase and stay loyal to the product that keep consuming for long stretch of time. Research has demonstrated conclusively that it is far more costly to win a new customer than it is to maintain an existing one. And there is no better way to retain a customer than to exceed his expectations. For this purpose it is essential to know the level of customer satisfaction.

The focus of my research was the measurement of Brand loyalty towards Nestle Maggi after the recent ban that it went through. There can be no better opportunity to interact with the external as

well as the internal customers of an organization. Brand loyalty is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints, a lack of viable alternatives, or out of convenience. Such loyalty is referred to as "spurious loyalty*. True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behaviour. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm For example, if Joe has brand loyalty to Company A he will purchase Company A's products even if Company B's are cheaper and/or of a higher quality.

The Research findings focuses on understanding the buying behaviour that consumer has towards maggi after the recent ban in which the Maggi samples were tested at Kolkata's referral laboratory and the test results showed that there are added monosodium glutamate and excess of lead. This lead to ban of maggi in several states of India. However, Maggi has been relaunched and various marketing measures are taken by Nestle to regain its old Image and gain the brand loyalty that it had earlier.

The main purpose of this project is to provide an approach for analysing market structure in terms of brand loyalty and brand awareness for the purchase of Bata products. Ideally, your brand should be the first one thot comes to your mind within specific product categories and associated with key consumer benefits. Consumers should be able to identify which products and services Bata brand offers. They should also be able to identify which benefits are associated with the brand. It is also useful to segment the market, based on brand loyalty and brand awareness and to understand the needs of loyal customers and potential awareness, as well as their attitude towards key brand attributes. The goal of this project is to create awareness among the consumers that there are different brands in the product categories in which the brand operates, and also to measure the consumer's behaviour of repeatedly purchasing a specific brand over a certain period of time. It is also useful to segment the market, based on brand loyalty and brand awareness and to understand the needs of loyal customers and potential awareness, as well as their attitude towards key brand attributes. A person's attitude toward a brand is relevant to the degree of their brand loyalty. Brand awareness is linked to consumers brand preferences, that salient brands are high in both intentions to buy the brand and brand loyalty. It is a well known fact that o distinctive brand identity is one of the most influential factors in determining how consumers differentiate between similar products and services. Both tools are separate in practice, but also used in combination with each other. it is the also the key to attracting new customers and retaining existing customers. The intent of this study is to provide insights of the needs of two groups of customers, repeat buyers and operations of the brand, in order to help corporations develop appropriate marketing strategies. This study was carried out in two stages: (1) segmenting the market into the two consumer groups; and (2) analysing the

differences of the two groups based on the key factors that affect consumption behaviours

Introduction

Brand Loyalty or Customer Loyalty? Brand Loyalty and Customer Loyalty are two concepts that have been delved into by researchers as they are two very important dimensions in marketing. Brand Loyalty is a biased behavioural response expressed over a period of time. It implies a consistent repurchase pattern of the brand as a result of positive affection towards the brand (Mellens, DeKimpe and Steenkamp, 1996). Brand loyalty theories suggested that loyalty to brands is the outcome of several factors comprising affective, behavioural and attitudinal dimensions. Customer loyalty as defined by Oliver is a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behaviour. This article discusses the difference between Brand Loyalty and Customer Loyalty and the methods used by researchers in academic research.

Brand Loyalty in marketing has been associated with a posi6tive perception by consumers towards the brand while Customer Loyalty has been associated with the spending power of consumers induced by various loyalty programs. However research in both Brand Loyalty and Customer Loyalty uses the same multi-dimensional constructs of affective and behavioural approach. Customer loyalty is viewed as the strengths of the relationship between an individual's relative attitude and repeat patronage. Here an attempt has been made to probe into the behaviour of a customers' willingness to buy a brand/product, of what are the related factors which influences his buying behaviour and attitude towards the brand. An investigation is done to highlight a point of what are the influencing factors which compels him to be a loyal for a brand. The theoretical study and the model, here, envisages the concept of brand loyalty by passing through the concept of brand personality. The study findings suggest a conceptual model that combines the theories of brand personality with the necessary dispositional variables to explain the customer's loyalty processes. This model also rises to the marketing challenge of building long-term consumer relationships. Customer's loyalty, therefore, might be strengthened or retained by keeping in consideration various other factors through communicating a good brand relationship by involving the concept of brand personality, thus, enhancing the customer relationship building with social and resource exchanges and thus positively affecting the satisfaction of the customer. The theoretical framework will help the researches to further investigate into the concept of brand personality enhancing the customer loyalty.

Purpose The purpose of this research is to investigate the influence of the corporate brand on attitudinal and behavioural consumer loyalty. This paper empirically demonstrates a significant relationship between consumer-perceived corporate brand and consumer attitudinal and behavioural

loyalty .Findings This paper establishes two groups of corporate brand attributes: corporate and marketing-level. Corporate-level dimensions include corporate activities, corporate associations, organizational values, and corporate personality. Marketing-level dimensions comprise functional, emotional and symbolic brand benefits. The results reveal that corporate values, corporate brand personality and functional consumer benefits are the most critical and consistent predictors of both attitudinal and behavioural loyalty. Practical implications Through the comprehensive measurement of the corporate brand impact on both attitudinal and behavioural loyalty, this paper offers insights for designing corporate branding strategies and generating consumer loyalty. This paper provides empirical validation of the relationship between consumer corporate brand perceptions and consumer loyalty and demonstrates that the influence of each particular corporate brand attribute may be different. In the contemporary market context, characterized by increasing competition and a rapidly changing marketing environment, customer loyalty has become an extremely valuable business intangible asset, being essential for any business strategy. Moreover, brand loyalty, as a constituent of brand equity, has been intensively researched as a key issue in the marketing literature of the last decades. The current paper is part of a larger study directed at analyzing the impact of perceived CSR on customer loyalty. Considering this larger study's purpose, it is important that, before anything else, the theories and methodologies related to assessing perceived CSR and, respectively, customer loyalty be reviewed. This paper focuses on customer loyalty, by reviewing some of the most relevant scientific approaches regarding the methodologies that can be applied when customer loyalty must be assessed. Global and competitive markets have led businesses to cope with many challenges. Technology development has brought many businesses to deal with advantages which last less than before. It becomes increasingly difficult for a company to differentiate its products as they are perceived as easily imitable and fairly standard. Brand and brand loyalty come as a solution for creating a strong and long term competitive advantage for any business. The main objective of this paper is to examine the construct of brand, brand loyalty and loyalty programs. It uses secondary data from the existing literature to describe the significance of each of these constructs and their implementation on the business. It explains the benefits derived for the businesses and customers from having a strong brand and creating and developing brand loyalty. It also describes the use of loyalty programs and the benefits derived from these programs. The findings demonstrate that brand and brand loyalty are important means on the activities of today businesses. They should be studied thoroughly and empirically not only in developed but also on developing countries and in different sector of the economy. Loyalty programs should be applied properly in order to gain profitability.

Brand Loyalty or Customer Loyalty? Brand Loyalty and Customer Loyalty are two concepts that have been delved into by researchers as they are two very important dimensions in marketing. Brand

Lovalty is a biased behavioural response expressed over a period of time. It implies a consistent repurchase pattern of the brand as a result of positive affection towards the brand (Mellens, DeKimpe and Steenkamp, 1996). Brand loyalty theories suggested that loyalty to brands is the outcome of several factors comprising affective, behavioural and attitudinal dimensions. Customer loyalty as defined by Oliver is a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behaviour. This article discusses the difference between Brand Loyalty and Customer Loyalty and the methods used by researchers in academic research.

Brand Loyalty in marketing has been associated with a positive perception by consumers towards the brand while customer ovalty has been associated with the spending power of consumers induced by various loyalty programs. However research in both Brand Loyalty and Customer Loyalty uses the same multi-dimensional constructs of affective and behavioural approach. Brands make it easier for consumers to make purchases. When consumers are aware of brands that meet their needs, they act quickly to make purchases. People select companies that complement their way of life and improve their quality of life. Brand.The brand's essence Is its image. It is the customer's perception of the brand's overall personality. This paper presents a thorough assessment of the literature and investigates the various attributes of brand perception and how it affects consumers' decisions to buy. While the data were analysed and conclusions were drawn, descriptive statistics and regression analysis were employed. Brand loyalty and brand awareness are strongly positively correlated with purchasing intent. Managers everywhere should work to enhance brand loyalty and brand awareness because these factors lead to favourable purchasing intentions.

It is becoming increasingly difficult to ignore the role of brand loyalty in today's competitive market. Brand loyalty is one of the most-cited concepts in marketing literature, and both academic and practitioners have accepted the range of benefits derived from it. Most firms attempt to measure satisfaction and loyalty for their brand, this is because the vital view whether a product successful or failed are customer loyalty. But, they do not think about vital influences to build satisfaction and loyalty. However, a major problem with this kind of effort is that measuring satisfaction and loyalty does not tell anybody how to achieve it. One of essential strategies to accomplish satisfaction and loyalty in branding strategy is brand personality. In the history of development loyalty, brand personality has been thought of as a key factor in brand theory; it is become more significant for companies. Recently, researchers have shown an increased interest in the impact of brand personality on brand satisfaction and loyalty

BACKGROUNDS

Over the past few years, a lot of optimism and excitement surrounded social media's pivotal

Importance as one of the leading virtual platforms for interacting with consumers (Appel et Al., 2020). Social media is a part of everyday life. Interaction through virtual platforms, such As Facebook, Instagram, Twitter, YouTube, Line, LinkedIn, Pinterest, and others, illustrates an Orientation and behaviour towards all types of social media technologies (Alalwan et al., 2017).Packer(2011) continues similarly; although based on technology, it is a real and honest Conversation that people share and discuss. People share thoughts and activities and engage In conversations of interest to them (Packer, 2011). Smartinsights (2020) reports that nearly 60% of the world's population is already online, and Digital consumers are now spending an average of 2 h and 24 min per day on social networks And messaging apps, as stated by Global Web Index. Moreover, in 2021 social media Advertising expenditure globally was estimated to be US$153.97bn (Statista, 2022). According To the CMO survey report in 2019 (CMOsurvey, 2019), marketing managers responded that 88.2% of their company's spending used social media for brand awareness and brand building Compared to 45.6% in 2018.Social media interaction fundamentally changes communication between brands and Customers (Gallaugher and Ransbotham, 2010). Firms recognize the pressing need to focus on Building two-way personal relationships with customers who foster interactions (Kumar et al.,2010). Gillin (2009) defines influencer marketing as a communication strategy using famous and Influential users in online social media. Influencers are regarded as special individuals who can create valuable content, have high reputations in specific fields (Cha et al., 2010; Kim et al., 2017), and are followed by many users in online social networks (De Veirman et al., 2017).Due to the highly competitive nature of the apparel industry, fashion brands attempt to Constantly engage consumers through various marketing strategies (Kim et al., 2020) Therefore, to survive the intense competition, fashion brands try to be relevant to their Consumers and encourage them to engage with the brand through social media, including Blogs. Furthermore, Hudson et al. (2014) mentioned marketers can interact in two-way Communications with existing and potential customers and gain rich, unmediated consumer Insights faster than ever before. Marketers also see the value of social media networking, Brand referrals, and information sharing (Hudson et al., 2014). According to Thompson et al. (2014), Word-of-Mouth (WoM) communication, long Recognized as a highly influential source of information, has gained renewed prominence with The proliferation of social media and electronic WoM (eWoM). Ismagilova et al. (2017) define Electronic word of mouth (eWOM) as the dynamic and ongoing information exchange process Between potential, actual, or former consumers regarding a product, service, brand, or Company is available to a multitude of individuals and institutions via the Internet. Both WoM And eWoM are useful ,customer-generated sources of information, and they are considered More credible, empathetic, and relevant than a communication imposed upon consumers by Marketers (Bickart and Schindler, 2001). Furthermore, Oliver (1999) defines loyalty as a deeply held

commitment to rebuy or Repatronize a preferred product or service consistently in the future, thereby causing Repetitive same-brand or same brand-set purchasing, despite situational influences and Marketing efforts that have the potential to cause switching behaviour. He introduces a four-Stage loyalty model, implying that different aspects of loyalty do not emerge simultaneously But consecutively over time (Oliver 1999). In the past decade, companies have devoted considerable effort to managing social media to Provide interactive communications between users, build stronger relationships with them, And eventually drive brand loyalty (Masayuki et al., 2018)

Research Objective

- Examine the relationship between corporate brand attribute and consumer loyalty.
- As Certain the most inflation dimension of the corporate brand on consumer loyalty.
- To obtain significant place of brand is the market.
- To ensure brand loyalty among the customers.
- To understand how a brand can increase its customer loyalty.
- To understand the loyalty of both existing and potential customers.

Assumptions and hypothesis

Brand attributes that drive an increase in customer loyalty. Now a days customer are most savvy than ever before. Therefore the values or attributes that drives an increase in customer loyalty are:

- Trust
- Honesty
- Respect
- Responsibility
- Compassion
- Customer Service
- Social Media
- Discount and offers
- Nostalgia

Importance of the topic

1) Loyalty is about a person's willingness to interact with and buy from a specific company on an ongoing basis. If you can create memorable, positive experiences for your customers, you'll increase the chances of them not only coming back for more, but spending more per purchase.

2) Focus on creating valuable experiences and interactions for the customers you already have, and you'll be rewarded with repeat business and increased customer lifetime value.

3) Build a loyalty platform with clear consumer benefits, and layer in customer generated content to help build a community.

4) If you invest in providing a top-quality experience for your customers, you can offset the cost of acquisition and grow more thanks to the initial investment.

5) When you have a solid base of customers who will refer their friends to you, you create a virtuous circle of increasing purchases.

6) By promoting your brand through referrals and word of mouth, they're supplementing your in-house acquisition efforts and turbocharging your sales.

7) You can thrive by building trust with your customers. Did you know that 80% of shoppers say trust plays an important part of their purchasing decision?

8) A further 76% of consumers said that, for them to show loyalty to a brand, they need to trust that if they recommended the business to a friend, they would also have a good experience.

9) Loyalty builds emotional connections, as it hands you the means to demonstrate how you're aligned with your customer.

Problem statement

Brand loyalty cannot be separated from marketing mix in hypermarket. The assessment of consumer perception on marketing mix and its effect on brand loyalty may give advantage on increasing the hypermarket s' profit. There is lack of evidence to prove that marketing mix is affecting directly to the brand loyalty.

1. Failing to keep up with consumer expectations

Customers today do not form an opinion about your brand based on past performance. Instead, they compare you with the most popular competitors. Due to that, brand loyalty is hard to maintain, even for companies that invest heavily in marketing. When the cost to meet customer expectations exceeds the available budget, companies are forced to lower their already thin profit margins.

Example: If an online fashion retailer offers 50% discount on all their clothing and free delivery on orders above $30, the customer will expect a matching offer from your e commerce store. If you choose not to follow industry standards, brand loyalty may be affected negatively, decreasing your sales.

How to prevent this issue: To meet (and exceed) your customers' expectations, you will need to set yourself apart.

2. Creating unnecessary loyalty programs

When the trend of loyalty cards hit the markets, many companies saw a customer retention opportunity. However, loyalty programs don't always work, and will sometimes lead to lower profit margins. Collecting points to receive perks and discounts is often complicated and the rewards are

not worth the effort. Example: In 2017, Macy's reintroduced its loyalty program, adding e commerce perks, like free shipping.

3. Transparent pricing & more options Mobile devices are now responsible for most search queries. Due to their convenience, information is now much easier to access. As a result, consumers compare prices while shopping and find better deals in seconds.

Example: Nowadays, consumers visit fashion outlets to try on different clothes and find the right fit. They leave the store without making a purchase and order the same product from e commerce outlet stores, where the same product has a better price.

How to prevent this issue: Make sure you are up to date with the pricing of your brand's products in e commerce stores. You can always adjust your price according to the market or communicate with the vendors to ask for clarification.

Remember - consumers are smart. Cost-saving opportunities will not only lead customers away from your brand's physical store(s), but it could also hurt your reputation.

4. Internal communication issues

Large companies divide their workforce into several departments. Each of these departments is responsible for a different part of the customer experience (marketing, sales, customer service, etc.). Depending on the systems put in place, communication between these departments may be inconsistent. As a result, customers often feel that their relationship with a given brand is not personalised.

Example: The marketing department of a shopping mall decides to host a giveaway. The winner receives a gift card that can be used in selected stores on the shopping mall's premises.
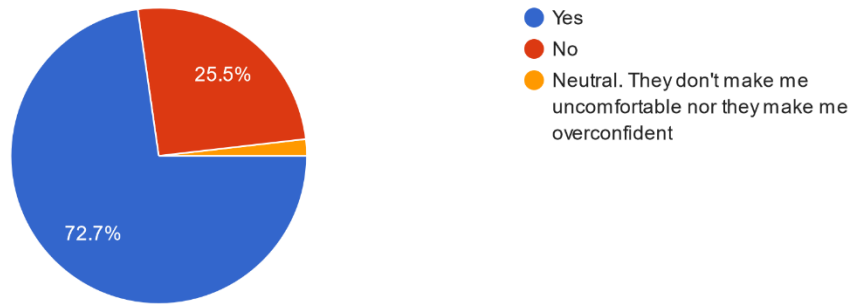
Findings

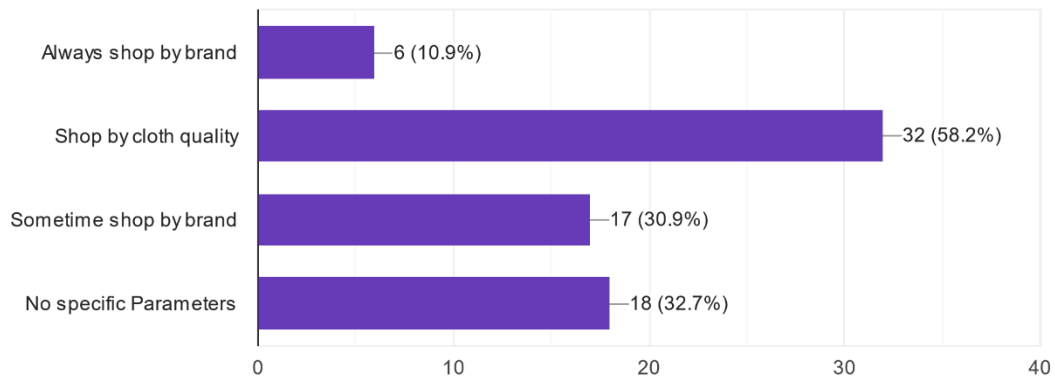On what factor do you think the loyalty of the customer depends upon?
54 responses

Price	16 (29.6%)
Image of the brand	24 (44.4%)
Current fashion	14 (25.9%)
Quality of cloths	39 (72.2%)
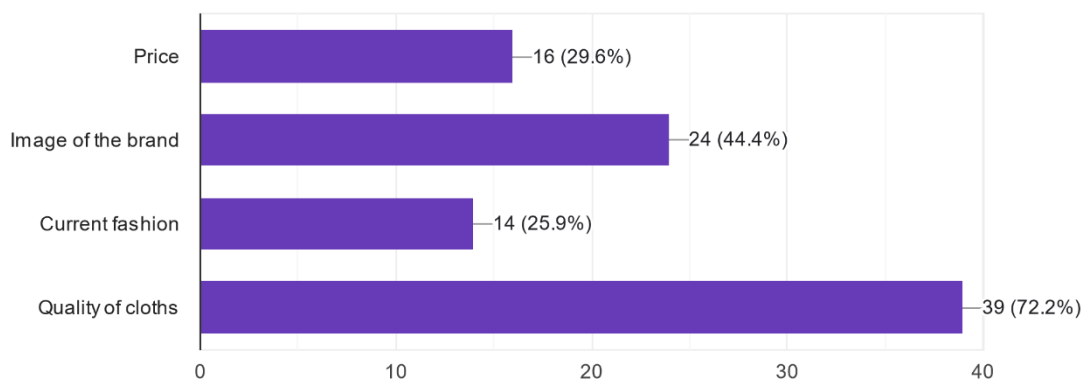
Do the brands of clothes make you feel confident?

55 responses

- Yes
- No
- Neutral. They don't make me uncomfortable nor they make me overconfident

72.7%

25.5%

What are your shopping preferences?

55 responses

Preference	Count
Always shop by brand	6 (10.9%)
Shop by cloth quality	32 (58.2%)
Sometime shop by brand	17 (30.9%)
No specific Parameters	18 (32.7%)

What do you mostly expect in the Brand regarding your cloths?

55 responses

Expectation	Count
Pricing	28 (50.9%)
Trending cloths	27 (49.1%)
Fabric of the cloths	37 (67.3%)
Image of the brand	4 (7.3%)

What are your shopping preferences?

55 responses

Category	Value
Always shop by brand	6 (10.9%)
Shop by cloth quality	32 (58.2%)
Sometime shop by brand	17 (30.9%)
No specific Parameters	18 (32.7%)

(Horizontal axis: 0, 10, 20, 30, 40)
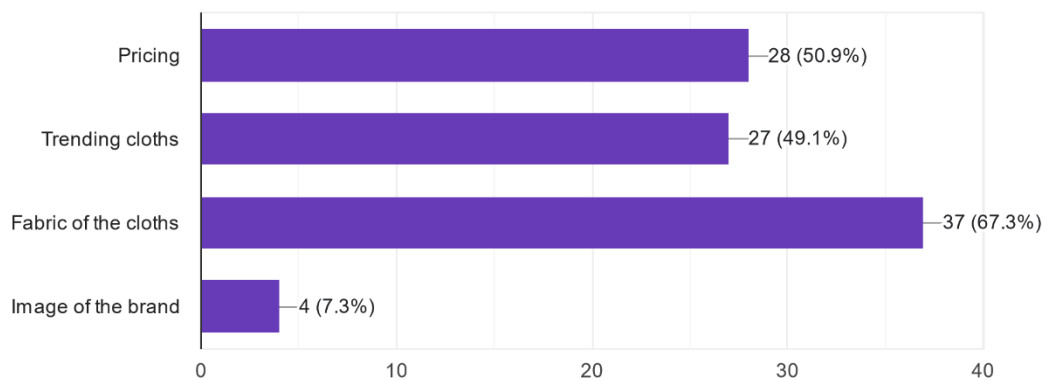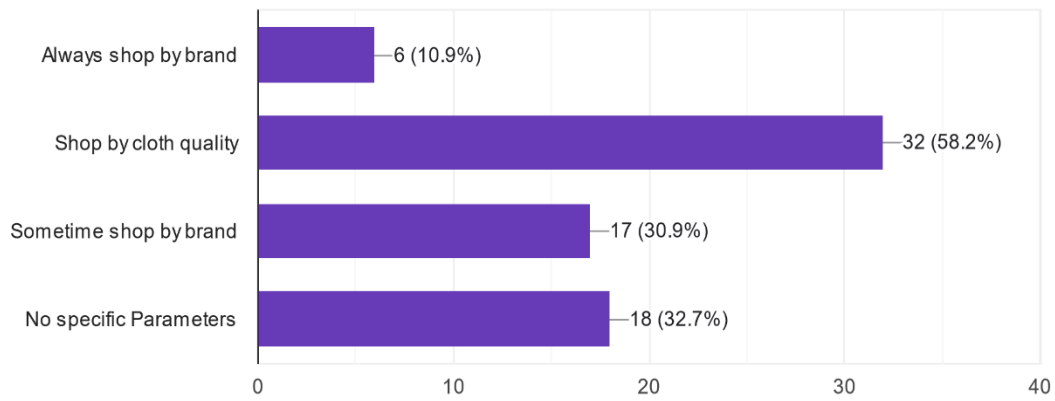
Do you think street clothes is good?

54 responses

- Yes — 83.3%
- No — 16.7%
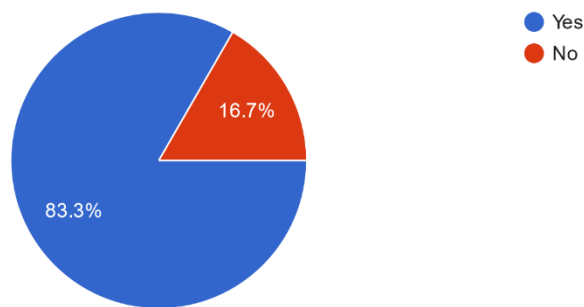
For you, brand loyalty is important?

55 responses

- yes — 65.5%
- No — 32.7%
- Option 1
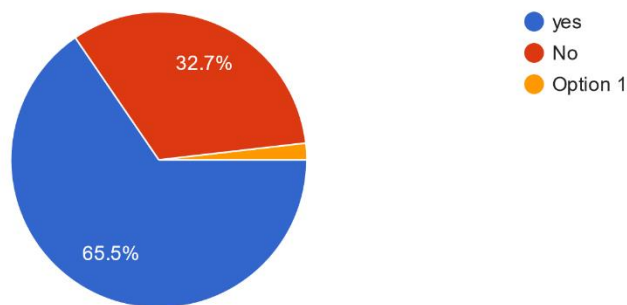
Which kind of retail stores do you generally refer to?
55 responses
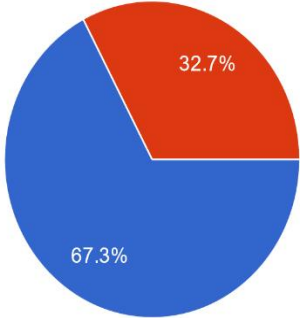
- Clothes from the local stores
- Clothes from the branded stores
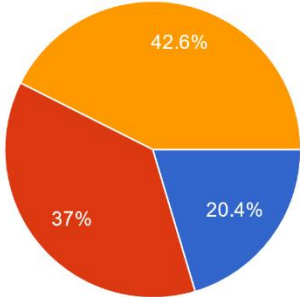
32.7%

67.3%

Would you consider yourself a loyal customer?
54 responses

- No
- Yes
- Maybe

42.6%

37%

20.4%

Would you consider yourself a loyal customer?
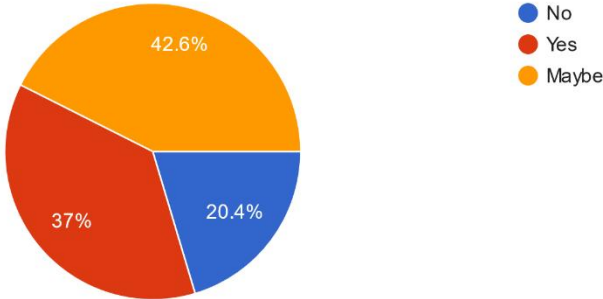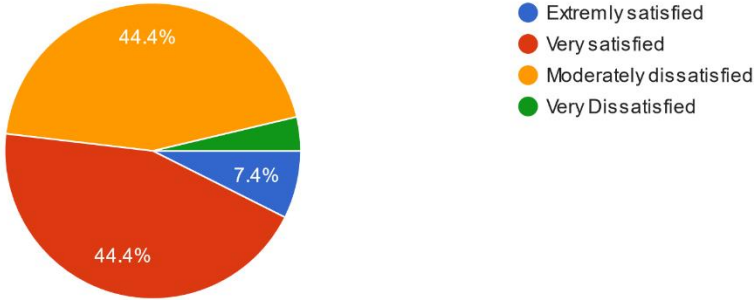54 responses

- No
- Yes
- Maybe

42.6%

37%

20.4%

Would you consider yourself a loyal customer?
54 responses

- No
- Yes
- Maybe

42.6%

37%

20.4%
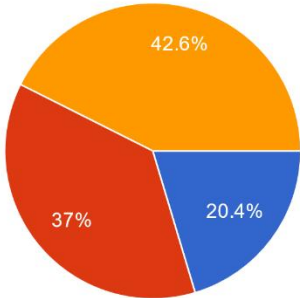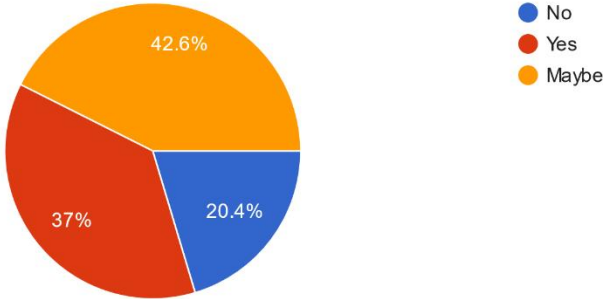
How satisfied are you with the pricing of a branded product ?
54 responses

- Extremly satisfied
- Very satisfied
- Moderately dissatisfied
- Very Dissatisfied

44.4%

7.4%

44.4%

Do you like wearing branded clothes? At what price are you Affordable?
53 responses

Category	Value
Low	5 (9.4%)
Middle	48 (90.6%)
High	4 (7.5%)
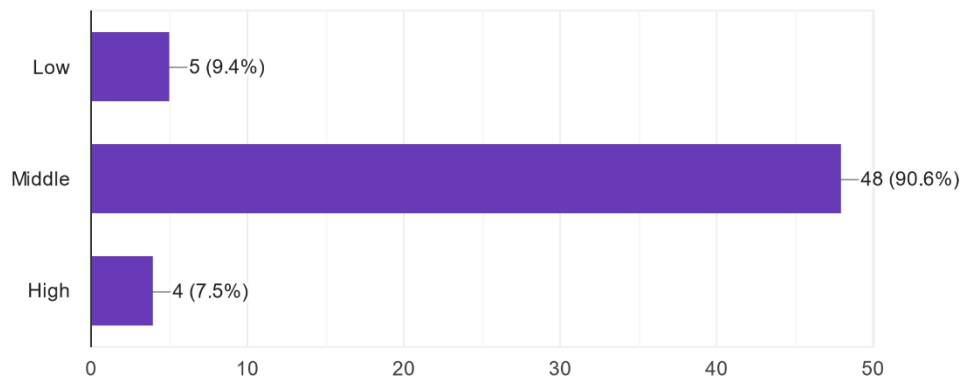
Conclusion

In the context of the research findings, an interesting perspective on brand loyalty emerges. In exploring the reasons **why loyalty develops in markets**, it was determined that cognitive reasons are as important as emotional reasons for the development of that loyalty. Recent literature has focused on brand loyalty as a result of positive attitudes and has focused on the role of brands as relationship partners for consumers.

Consequently, the cognitive reasons for loyalty have been largely ignored. Findings from this research indicate that **future studies of brand loyalty should focus on both the cognitive and emotional reasons for loyalty,** and move away from the either or approach that has dominated recent brand loyalty literature.

The research findings also indicate that cognitive and emotional reasons for brand loyalty are interdependent and so naturally lend themselves to the study of brand loyalty where they are regarded as such. Consequently, the development of emotional loyalty to a brand that is founded on cognitive reasons should receive attention in future research studies

It can be argued that describing the nature of brand loyalty using bonding terminology is appropriate as it facilitates the **investigation of the attachments that customers have for brands.** This research has determined that bonds are necessary if loyalty is to develop and that bonds are important in strengthening any loyalty that may already exist to a brand.

To develop brand loyalty, an organization should know their **niche market,** target them, support their product, ensure easy access of their product, provide customer satisfaction, bring constant innovation in their product and offer schemes on their product so as to ensure that customers repeatedly purchase the product.

Brand loyalty is when a customer only makes purchases from a specific brand. 84% of consumers are more likely to continue buying from a brand that offers rewards. Loyalty programs encourage repeat purchases. Over 57% of customers sign up for loyalty programs and rewards programs.

Customer loyalty programs are an invaluable tool for growing your business. With a strong loyalty program, you strengthen your connection with customers, improving retention and lifetime value in the process.

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IMPACT OF DIGITAL MARKETING ON SMALL BUSINESSES

Executive summary

The Impact of Digital Marketing on small business is significant Digital Marketing can help small businesses reach a larger audience, increase brand awareness and increase sales. It also helps small businesses save time and money as well as create more targeted campaigns. Additionally digital marketing can help small businesses stay competitive in the marketplace and reach potential customers in a more efficient manner. As a result, digital marketing has team an essential part of many small business marketing strategies.

<u>**Background**</u>

In this competitive world it is very important and necessary for the owner of small business enterprises to compete with others in this Competitive world wondering Now E-commerce companies are using digital marketing technique for their products so in this era those who have started a business they are not able to. So this is the reason why we choose this topic and the purpose to study topic is to find out that, is really digital marketing is helpful for the small business enterprises and if yes then how it is important or helpful for them and the second reason of this research is to understand those who are already using digital platform for their small businesses are able to succeed or not!

<u>**Practical Utility**</u>

It allows brands to do print ads and direct more with their resources while empowering the custome to do business with that brand on their terms: At a minimum, online marketing allows customers to find the information they need even after you've closed up shop for the night.

<u>**Assumptions and hypothesis**</u>

It can help to boost sales and profits, build brand loyalty, and create a competitive edge in the marketplace Additionally, marketing can help to create Customer relationships, generate leads, and increase customer engagement. The hypothesis of the impact of digital marketing on small scale businesses is that digital marketing can improve the reach and visibility of small businesses, leading to increase of sales and customers, build relationship with existing customers and create brand awareness.

<u>**Problem Statement**</u>

Digital Marketing changes much faster than traditional marketing and "because of this small scale business have budget constraints it becomes difficult for them to survive with the digitally outgrowing businesses. choosing the right platform is also important wherein you need to be willing to try lots of different approaches on different platforms before you find the right one for you. Lack of digital knowledge can also be considered here.

Objectives & Scope of the study

The study aims at achieving the following objectives

- To study the impact of digital marketing on small business.
- To study whether online marketing is helping small businesses or not
- To conduct a survey to know if small businesses are using digital platforms for marketing.
- To study how digital marketing has helped business to succeed.
- To identify which businesses are using digital marketing to a large extent.

Scope of the study

The role of digital marketing in small scale business is that it allows start-ups to reach new clients at a minimal rate & develop relationships at a fraction of the cost of traditional marketing. Digital marketing helps in pushing the brand awareness & helps small scale in capturing and maintain a position in market.

Literature review

Since the arrival of the internet in India there has been a gold rush by thousands of Indian entrepreneurs offering internet related services all over the country. Most of the services targeted non resident Indians NRIs a shift is slowly taking place to provide services targeting the local population in boardrooms all across the country the internet is being regularly discussed as an additional channel to reach the market. In the future there will be no distinction between dot com and traditional businesses; just winners and losers. Internet strategies that focus on speed, efficiency and customer experience will mark the winners.

Does a business doing well in the traditional World need to make the transition to becoming an ebiz?

Yes definitely..why not!

It has features like Global reach, convenience, level playing field, speed, multimedia support, customisation, interactivity. The above, besides being unique features of the Net, are also the key features that businesses can explode when they decide to go online. The question however remains, does business need to be on the net? Is it worth the time, effort and money invested in creating and ebiz?

Like everything else, going online is like the traditional coin with two sides to it so there are some other sides also that's one thing the internet lacks - a substantial audience, customer dissatisfaction, black hole, spoilt image, local limitations, etc.

The internet was born in the latter half of the 1990s. It is a very young baby however nothing has had an impact on the 20th century more than the internet and it seems to remain the single largest change of factor as we enter the 21st century. While we all know and believe that the internet will change the way we leave and work, the extent to which it will and the ramifications can only be guesstimated.

So if you're not in ebiz, you'll be out of business!

"If your business is not online it does not exist"; The digital world has changed everything in the modern era of technology, India is incline towards digitalisation. The internet is the most important and essential part of our life because it is the easiest mode to get information, people are using it for communication, entertainment and research from the child/young to the adult everyone is using internet for 2 to 3 hours daily so this Era of digital transformation offers hundreds of thousands of entrepreneurs the opportunity to leverage digital marketing and other key business strategies.

There are many advantages of digital marketing like it reduced cost , reaching a global audience and effective targeting strategy, A variety of content types of strategies, increase engagement with customers and many more.....Thus, it can be concluded that small businesses must be on the Internet and social media platforms because that is where the new customer hangout and buy from and does all small businesses should take their business online with digital marketing in this year 2023.

The purpose of this research paper to study the impact of online digital marketing of small businesses.In this paper also understand which are the tools and platform are using current small businesses.all those businesses are using the online marketing they become more successfully day by day because the people are growing with new technology trends .

From Analysis that 80% of respondents who has adopted online digital marketing techniques those business are highly satisfied with the online digital marketing And only 4% of respondents are not satisfied with result of online digital marketing. So here that online digital marketing is highly impacting on performance of the business.

We also know that small businesses agree that social media is an effective marketing technology tool ,the Facebook,instagram ,whatsapp linked in this platform are highly preferred by small businesses. Also digital marketing helps small business to increase new customer base. profit, sustainability, creating brand image on the market. We also know that Businesses are believed

business website are more effective tool for the growth of the small business. Digital marketing has had a significant impact on small businesses in recent years. The literature suggests that digital marketing has enabled small businesses to reach a wider customer base, increase brand awareness, and improve customer engagement.

One study found that small businesses that used digital marketing techniques, such as social media and email marketing, were able to increase their customer base by up to 20%. Additionally, digital marketing has been shown to improve customer engagement, with small businesses reporting higher levels of customer satisfaction and loyalty.

Another study found that small businesses that used digital marketing tools, such as search engine optimization (SEO) and pay-per-click (PPC) advertising, experienced increased website traffic and sales. This was attributed to the ability of digital marketing to reach a larger audience and target specific demographics.

However, some literature also suggests that digital marketing requires a significant investment of time and money, which can be a challenge for small businesses with limited resources. Additionally, it is also pointed out that small businesses may face intense competition online. Overall, it can be concluded that digital marketing has the potential to greatly benefit small businesses, but it also requires careful consideration of costs and resources. The digital marketing has greatly affected the growth in sales and exposure of the small-scale businesses. Companies with digital marketing strategies found themselves in a situation of development and demand, hence understanding it's importance and are opting for digital solutions.

Analysing impact

Cost of Advertising decreases.

Advertising linked with creating new members and increasing traffic on the website, pages or online events which in return increases
 the visibility in terms of marketing communication. Facebook, the most popular tool for social Communications, has opened the door for marketers to communicate with millions of people. Henceforth, we can conclude digital marketing helps small scale businesses to exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be cheaper, faster and convenient for marketing.

On the bases of the study we can say digital marketing is beneficial for the growth of small scale businesses. The purpose of this research paper study is to investigate the value and influence of digital marketing on the competitive participation of small scale business. The study concludes with the view the digital marketing is identified as creative and effective methods of acquiring, growing and maintaining the customers relationships. Online platform is hugely benefit by building brand trust amongst customers.

We also know digital marketing is more effective tool for the growing of the small scale businesses. Purpose this paper aims to examine small business participation in digital Marketing and to integrate the do it yourself behaviour model and technology acceptance model so as to explore the motivations and expected of such participation. Digital marketing behaviour by finding support for the idea that technological benefits may not be the only motivators for small business owners who undertake digital marketing. We also know that the Do it yourself behavior model applies to small business owners or managers who must perform tasks that require specialized knowledge.

The primary objective of   this literature review is to examine the digital marketing strategies used by online business sellers amidst the COVID-19 pandemic.

Digital marketing is at the forefront of every marketing company in every business. A brand without an effective digital marketing strategy is like a car without tires. Digital marketing acted as a lifeboat for small businesses Companies, with digital marketing solutions found themselves in a situation of development and demand. Every business, understanding the importance of digital marketing, opted for digital solutions. Small businesses Companies need to boost their sales, revenue, and overall growth, and digital marketing is an art form that allows them to turn their

audience into consumers and earn additional cash by selling their products or services. Digital marketing provides opportunities for each business, regardless of their sizes. A small business that provides useful content and effective communication will have a greater chance to compete in the market. Digital marketing consumes much less capital than traditional marketing methods. Small businesses cannot reach far with traditional methods. In this digital world, every business requires digital solutions, which is highly beneficial for a startup business. You can market your products and services without breaking your bank account.

In small scale business organizations because a lot has changed & internet businesses help many people with their income, having an online shopping is one of the hottest trends today. Small businesses should make efforts to come up with new and innovative marketing strategies to increase conversion and maximize profits.

Digital marketing, in simple terms, refers to the marketing that is done on digital platforms. It has various channels like email marketing, social media marketing, content marketing, online advertising, and many more. Through this marketing tool, the customer pool of a business expands to the whole internet. This strategy is essential for a small business growth plan. The purpose of digital marketing for small businesses is to reach a wider audience at a lower cost than traditional marketing methods. Digital marketing techniques such as search engine optimization (SEO), social media marketing, email marketing, and pay-per-click advertising allow small businesses to target specific demographics and track the effectiveness of their campaigns in real-time. Additionally, digital marketing can improve customer engagement and loyalty by providing personalized experiences through the use of data and analytics.

It increase their visibility and reach a wider audience through the use of digital channels such as social media, email, and search engines.This can help small businesses to attract more customers, generate more sales and revenue, and ultimately grow their business. Digital marketing allows small businesses to compete with larger companies by leveling the playing field, as digital marketing strategies can be implemented at a lower cost and with greater flexibility than traditional marketing methods.

Small and medium organizations are the driving force in most if the economies. SMEs are often responsible for most of the employment, innovation, and growth of economy .hence study of changes in their business management process is important.

Innovation in telecommunications and information technology such as social media and big data are important topic to study. Social media offers extra channel to communicate with customers. It can also ve developed as service in itlself. It can affect not only marketing but also the business processes. Optimising internal process and implementing new technology is not enough innovation also plays important role.

Here adapting with digitalization is considered as innovation activity. Therefore use of social media which is perceived as innovative itself by most businesses and can affect business management experiment. Being internal driver it assist in budget allocation and team activities . companies that score high on innovation whether product marketing or organization innovation are generally prepared for a change.

Digital Marketing has emerged since 1990's and 2000's. 'Online Marketing,' 'Internet Marketing,' and 'Web Marketing' are all terms used to describe Digital Marketing. The use of electronic media to promote items and services into the market is known as digital marketing. The goal of digital marketing is to attract customers and allow them to interact with the companies they're interested in via digital media. Through a variety of digital marketing strategies, the main goal is to promote businesses, shape preferences, and increase sales.

The study's premise is based on the IAMAI Kantar ICUBE 2020 Report, which predicts that India will have 900 million active Internet users by 2025, up from roughly 622 million in 2020, or a 45 percent increase in the next five years.This paper focuses on the concept of digital marketing based on reviews of research papers. The paper also describes the advantages and disadvantages of

digital marketing and also suggests strategies to overcome the challenges in adopting digital marketing.

The scope of digital marketing in India is also increasing rapidly because majority of the people nowadays are using the web or spending time on the internet. Further, there is a drastic growth of digital marketing during the COVID-19 and consumers' buying behavior has been changed. To prevent disease vectors like as currency and point of sale (POS) terminals, Indian consumers are progressively transferring their purchases from in-store to online. Because of recent digital marketing developments, everyone wants to sell their products and services via the internet, which makes marketing methods more successful and affordable.

The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy. In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth

WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing.

The program for the development of the digital economy in the Russian Federation until 2035 defines the term digital economy :

Digital economy is a combination of public relations that emerge through the use of electronic technologies, electronic infrastructure and services, technologies fir analyzing large number of data and forecasting in order to optimize production, distribution, exchange, consumption and increase the level of social and economic development of states.

 The stage of development of the digital economy diverged according to experts. Thus these specialists in the field of information and communication understand the effect of transformation in this field which affects all sectors including small and medium sectors. A. Kelinn identifies the digital economy with digitalization. We have to examine the effect of digitization on business l, their existence and how they will coexist with this new epoch; not only the owner but the employees also.

Digitalization is a new wave which will raise the share of small businesses in our GDP. Serious modernisation is about to happen with existing enterprises but what is most important is - digitalization will open a great amount of new opportunities to start up new businesses - stated by the chairman of board of director of ' sberbank'. In the context of the investigation we can understand that there is paradigm shift to digitalization from traditional businesses. This is based on active usage if information technology and it has three important stages :

1. Markets and economic sectors
2. Platforms and technologies
3. Sphere that creates platform abd technology development.

The impact of digitalization may not only open new opportunities but also create new market barriers. But the most sensitive market player to the external changes is small businesses.

Advantages :
1 operational decision making
2 flexible organisational structure
3 minimum amount of starting investment

Barriers :
1 strict limitation of financial resources
2 high transaction cost due to limited production
3 high sensitivity to changes including regional changes
4 active dependence on changes in local demand

Small businesses create specific market at local level. They operate and set in that market and they regulate the regional economy.
Considering small businesses they can create additional and growing reserves of development. Thus to maintain competition and its advantage small businesses shall -
1 Monitor changes under the influence of digitalization to find opportunity as well as threats
2 develop preventive protection measures under the new reality conditions.

Digital marketing firms throughout the globe have had a profound impact on traditional ways of marketing
There are about 3 billion people across the globe, who use social networking sites every day. In a study conducted by a marketing firm, it was found that people are more likely to follow brands than celebrities, on social media
• benefits of digital media and its impact on the businesses
Increase in Brand Awareness
more than half of the world's populace uses social media platforms. It makes social media a natural place to connect with highly targeted potential buyers. This can increase the brand awareness that your brand deserves.

Generation of Leads
Digital media is a low-commitment way for new customers to show an interest in a business and its products. Getting leads is a very important advantage social media brings to any business.
Boost in Sales
You can sell anything on social media. An excellent digital marketing strategy can bring in good business and opportunities for a brand
Grow Viral.
when people start liking, sharing, and commenting on your posts. The next step in this concept is 'going viral'. Once your content is shared in a network and the network follows suit, your content starts to spread across the entire internet and gets thousands or millions of shares.
Engage Customers and Audience
Social media platforms are an opportunity for brands to interact directly with customers social media allows for a dialogue between the brand and its audience.

Digital Marketing Plays a vital role in growing Small businesses. Companies need to increase their sales, revenue, and overall growth, and digital marketing is an art to convert your audience into customers and generate extra income by selling their products or services.

Whether you are a big enterprise company or a small company, everyone could use a fantastic web marketing strategy.

Digital marketing for small business focus on several levers which don't cost a lot of money, but need time and persistence.

First, you need to understand your target market and what they need. Post too many dull and irrelevant updates is not going to get you far. If you generate superficial content and pay for fake engagement, your business is going to suffer.

We know that your business, no matter the size, is the result of your hard work and perseverance. It is essential for you and that you want to place it where everyone can see it.

We also know that it can be intimidating to try and bring it out into the world through digital means. The internet market is vast, and your product, services or brand must get to the right place so that your business grows.

The research utilizes a case study methodology based on two surveys and semi-structured interviews with the owners or managers of five small companies in the western mountain region of Maine, a region described as underserved by the state departments of tourism and economic development – generally economically depressed, where the businesses are often struggling to survive.

Benefits from the use of websites and social media sites include an increase in awareness and inquiries, enhanced relationships with customers, an increase in the number of new customers, enhanced ability to reach customers on a global scale, and co-promotion of local businesses that enhance the image of small businesses in the region.

The small number of firms from a specific region in the USA limits generalizations from this study's findings. However, the findings offer preliminary insights for future studies on the use of the internet and social media sites for small businesses.

The research provides evidence of potential advantages of utilizing web pages and social media sites for small businesses in underserved locations. The findings show that a web presence integrated with meaningful and sustained social media promotion can have a positive impact on business success in terms of increased traffic, awareness and revenues. This study has the potential to shed light on how internet technologies and social media can help struggling small businesses to communicate cost effectively with customers on a global scale, opening new opportunities for sales and growth.

Social implications

By exploring the value of social media to small businesses, the authors hope to contribute to enhancement of the quality of life in small business and society as a whole.

This above literature review among the few reports, books, articles, E-newspapers gives an overview on how small businesses learn about, utilize, and benefit from the web pages and social media sites/apps or we can say that how they use digital business.

Methodology

The research study was exploratory in nature. This study utilized both primary and secondary sources of data collection. Secondary data, as the name implies, has been collected from journals, articles, internet sources and research paper published earlier and available on websites relevant to the topic of research. However, analysis of results of this study is more based on primary data. The same data has been collected through survey. Questionnaires indemnifying the state, the actual efficiency, benefits, and challenges if any of digitalization to the small enterprises were circulated individually to enterprises in Pune city. Sample size was around 45 respondents. Responses were analyzed to ascertain the level of digitalization on the small-scale businesses.

Secondary sources such as articles and previously published research papers were analyzed to get an idea about the current state of digitalization for small scales. How digitalization has been evolved over past few years is described. Also challenges also taken into consideration.

Primary data collected by circulating questionnaire. To find out how digitalization has impacted we sent questionnaire individually. Our questions covered most of the aspects of digitalization. Data collected from small enterprises has been analysed hereby.

SAMPLE

Samples studied in this research are small scale businesses. Population size was around 45 individuals within Pune city. We collected information about digitalization used for marketing and how it is actually working for the small scales. It was simple random sampling.
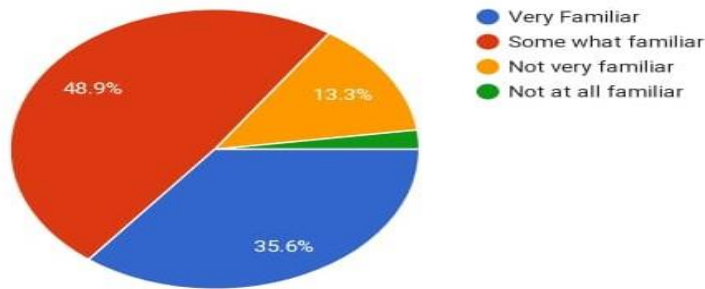
DATA ANALYSIS
   Question 1

1. How familiar are you with digital marketing?

45 responses

- Very Familiar
- Some what familiar
- Not very familiar
- Not at all familiar

48.9%

13.3%

35.6%

In the context of responses from small-scale businesses large portion I.e. 48.9% which is almost half of the population is familiar with digital marketing. Here it shows the shift in marketing strategies towards digitalization in this era. Most of them I.e. 35.6% are much familiar and might be using digitalization in marketing. These statistics reflect the increasing scope of digitalization. Still, few I.e. 13.3% are less familiar with it. And very few are unaware. But there is a more increasing trend according to statistics.

Question 2

2. Do you use digital marketing technique in your business?

45 responses

- Yes
- No

22.2%

77.8%
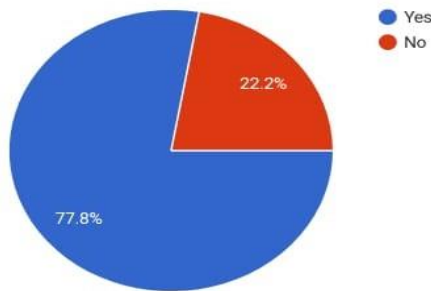
their growth, to convert and Companies need to increase sales, revenue, and overall and digital marketing is the art your audience into customers generate extra income by selling their products or services so, From the total of 45 respondents 77.8% of small businesses are aware of this techniques and so they are using digital marketing techniques and 22.2% are not using digital marketing techniques in their business.

Question 3

3. Who is your target customer?

45 responses

Kids — 6 (13.3%)

Youth — 32 (71.1%)

Adults — 39 (86

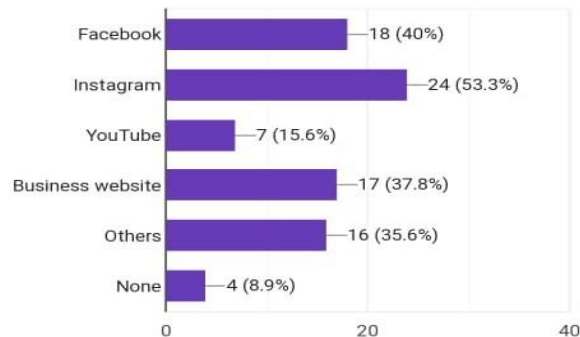Senior citizen — 14 (31.1%)

0   20   40
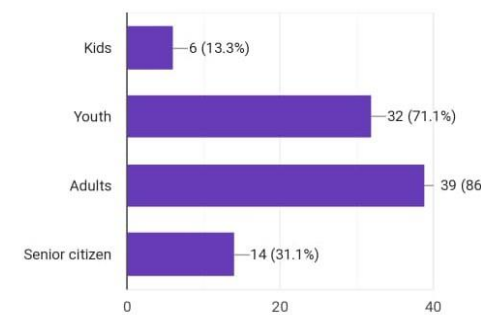
In conclusion, the target customers in digital marketing are adults in 86%. youths of today 71.1% are 2nd most targeted customers. followed by senior citizens 31.1% and kids 13.3%, kids have less access to technology and digital marketing. whereas youths and adults are more likely to use and benefit from digital marketing.

Question 4

4.Which digital platform are you using or willing to use to attract your customers?

45 responses

Facebook — 18 (40%)
Instagram — 24 (53.3%)
YouTube — 7 (15.6%)
Business website — 17 (37.8%)
Others — 16 (35.6%)
None — 4 (8.9%)

Instagram
As a visual and engaging platform, Instagram's benefits allow a business to tell its story with unique images and videos. 53.3% of the digital platform use Instagram for customer attraction.

Facebook
What makes Facebook one of the most lucrative social ad platforms is that businesses can directly target an audience that is most likely to buy their product or service. As Facebook has 40% customer attraction

YouTube
The YouTube conversion rate is also among the highest among all platforms because it allows businesses to proactively target new customers when they are most likely to convert. YouTube has 1a 5.6% customer attraction

None
8.9% of people don't use any platform for customer attraction.

Other
35.6% of digital platforms use other sources like transnational marketing, brochures, etc.
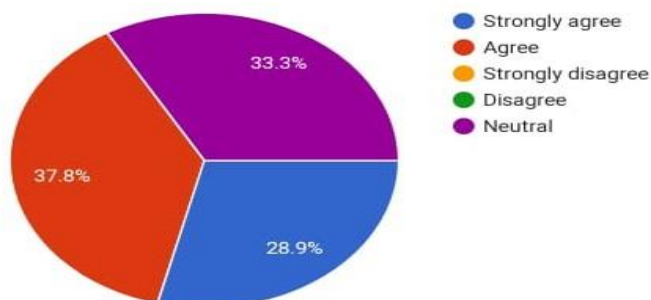
Business website
The digital platform uses its website where customers can get many options and explore various categories. 37.8% of people use the business website for their customer's attraction

Question 5

5. Digital marketing is easier than traditional marketing method.

45 responses

- Strongly agree
- Agree
- Strongly disagree
- Disagree
- Neutral

33.3%
37.8%
28.9%

Among all the respondents, 28.9% strongly agree that digital marketing is easier than traditional marketing. 37.8% agree that digital market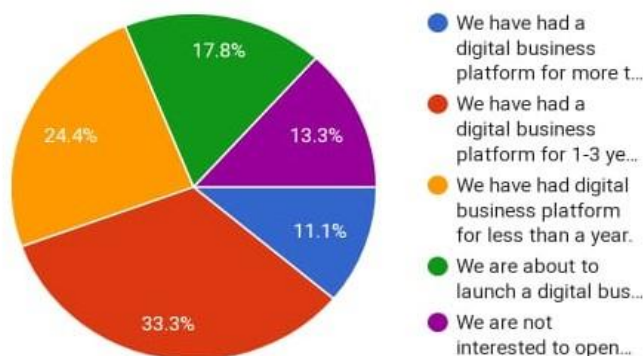ing is easier than traditional marketing and 33.3% of respondents are neutral that means they think digital marketing is easy and difficult. It concludes no one says digital marketing is difficult and businesses use digital marketing widely.

Question 6

6. Which statement best describes the status of your business?

45 responses

- We have had a digital business platform for more t...
- We have had a digital business platform for 1-3 ye...
- We have had digital business platform for less than a year.
- We are about to launch a digital bus...
- We are not interested to open...

The digital business platform has evolved more in the last 1-3 years with 33.3% of respondents and 24.4% using the digital platform in the last year. Although 11.1% is using it for more than 3 years. 17.8% of respondents are about to launch their business digitally, whereas 13.3% yet feel that having a digital business platform is not necessary and are not interested in the same.
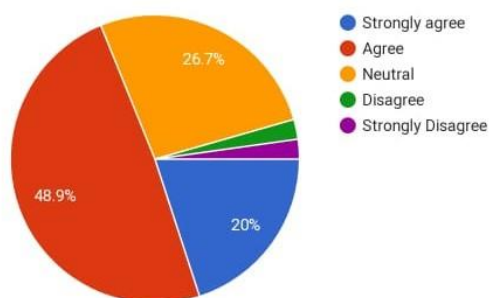
It is concluded that most small-scale businesses prefer digital platforms and are working over the same, so we can say that more businesses will evolve in the near future.

Question 7

7.Digital marketing is helping my business to grow.

45 responses

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

In conclusion, it can be seen that a majority of respondents, 48.9%, agree that digital marketing is helping their business grow. This shows that digital marketing is becoming increasingly popular and beneficial for businesses, as it provides a cost-effective and efficient way to reach a wider audience.20% of people who answered the survey strongly agreed that digital marketing has helped their business grow, which shows that they are very happy with the results. On the other hand, 26.7% of respondents were neutral, indicating that they may have experienced limited success with digital marketing or are still in the process of evaluating its impact on their business. Despite the small percentage of respondents who disagree or strongly disagree with the statement, it is clear that digital marketing is playing a significant role in the growth of businesses.

Question 8

8. Which problems are faced by you while using digital marketing platform?

45 responses
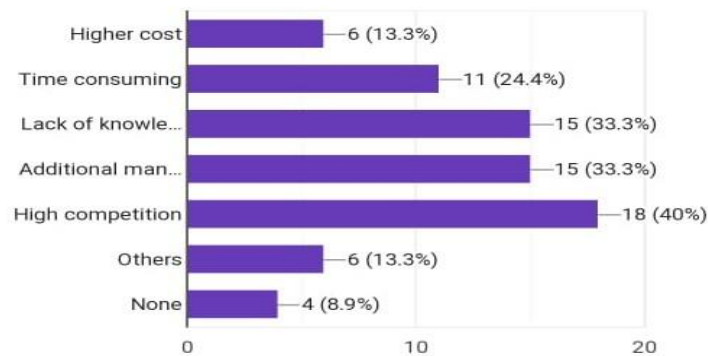
Digital marketing is improving with the advancement of technology. The majority of respondents 40% people agree that digital marketing platform has higher competition in growing their businesses. The advancement in technology fosters multifaceted opportunities and at the same time poses unprecedented challenges for marketers. 33.3% of people do not know what is digital marketing platforms .11% of people are thinking that digital marketing is very time-consuming. In the present era, buyers expect knowledge that offers potential solutions to their product-related problems. The strong visibility of the organization or the brand through digital marketing allows the consumers to develop perceived knowledge about the brand.

Question 9

9. Scale according to the barriers you face from taking advantage of digital marketing (1 is least faced and 5 is mostly faced).
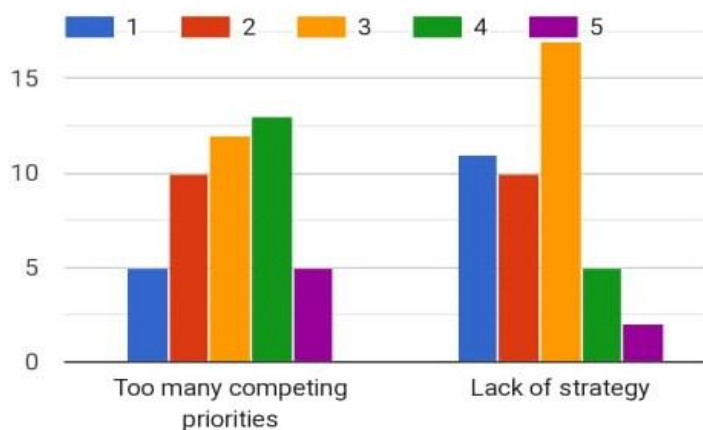
Many businesses use digital business strategies to improve business performance, but still, there are some barriers people face while taking advantage of digital marketing. Too many competing priorities and lack of strategy are two barriers mostly faced by people. From people's responses, it shows that the rate of too many competing priorities is 4 which is mostly faced and the lack of strategy rate is 3 which is average faced. It concludes that Too many competing priorities and a Lack of strategy are the primary barriers faced by people while using digital marketing strategies.

Findings

- This study examined the Impact of online digital marketing on small businesses .35.6% respondents are aware about digital marketing and 77.8% respondents are use digital marketing and 22.2% are not.
- Also here we had find that the 86.1% adults customers are targeted and 71.1 % youths.
- 53.3% respondents are using instagram platforms to attract the customers and 37.8% respondents are using business websites.
- 37.8% respondents are agree and 28.9 % are strongly agree that digital marketing is easier than traditional marketing methods.
- Most of the business who had adopted online digital marketing tools in their businesses their age is in between 1-3 years.
- 40% of small business telling us that yes online digital marketing has high competition and 33.3% respondents have lack of knowledge and some respondents says online digital marketing are very time consuming.
- In this research lastly find that our 80% of small business are highly satisfied with the result of online digital marketing which they got by using digital tools. And also we can say that online digital marketing has highly impacting on the performance of the business as well as to reach their target customers.

CONCLUSION

In conclusion we can say that the potential customers you can find online is a much larger group than you'll ever be able to attract only locally and the ability to reach out to anyone and anywhere as there are no geographical boundaries with digital are the key benefits of digital marketing.

So delaying building a presence online is not an effective approach. The best way to ensure success is to promote your business on a global scale and use targeting to attract customers that are interested in your service or product.

For small scale business it is effective as it can be understood by the respondents that their preference is inclined more towards digital world now.

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Impact of digitalization on business models

IMPACT OF COVID-19 ON FEMALES PERSUING MBA

EXECUTIVE SUMMARY

Covid - 19 has been the global concern since December 2019. Until a disease like covid -19 occurred the entire mankind was behind materialistic things in life when covid has suddenly cropped up pushing aside everything thereby prioritizing struggle for survival of life when covid was first identified in wuhan, china. It is commonly found and telecasted in media often that India has not been that affected as much as the most developed countries. However even in India, covid-19 has made its impacts on human lives. Economy, Educational scenario, mental health and so on. The report delivers the largest and most in-depth analysis to date on how students view the effects of the COVID-19 crisis's first wave on numerous facets of their lives globally in early 2020. The study, which included a sample of 30,383 students from 62 countries, found that students were most satisfied with the assistance offered by teaching staff and their universities' public relations throughout the global lockout and shift to online learning. However, they were unable to recognise their own enhanced performance in the new educational environment due to their limited computer literacy and the impression that they had a heavier job. The biggest worries of students were related to their education and future professional careers, and they also felt bored, anxious, and frustrated. Wearing masks and washing hands are two examples of sanitary behaviors that have been adopted as a result of the pandemic, whereas other routine behaviors have been discouraged (e.g., leaving home, shaking hands). In comparison to governments and banks, hospitals and universities received higher marks from students for their response to the outbreak. The results also demonstrate that certain socio demographic traits of students—male, part-time, first-level, applied sciences, lower living standard, from Africa or Asia—were significantly less satisfied with their academic work/life during the crisis, whereas female, full-time, first-level students and students with financial difficulties were generally more affected by the pandemic in terms of their emotional lives and personal circumstances. Important elements that affect students' satisfaction with the function of their university are also noted. When developing policy suggestions and measures to aid students during this pandemic and any in the future, policymakers and higher education institutions around the world may find value in these findings. This paper discusses the impact of covid pandemic on female students pursuing MBA. The key aspects are discussed in the paper.

INTRODUCTION

The Corona virus which is also said as covid-19 has disturbed the whole world in India was also

affected in various ways. Various measures were taken to prevent spread of chronograph virus like locked down and social distance. In March 2020 (WHO) World Health Organisation declared covid 19 as a pandemic make in this pandemic it was crisis for the whole world it affected very sectors. Pandemic make affected every individual life across the world especially women locked on affected value on education system all over the world these as affected badly or female education system. The pentomic crisis focused study life in Doodle first wave. In November 2019 in the world came across Corona virus which affected the life of people across the world and cause death of many people it was spread through who went infected. The measures were to be taken to prevent the spread of covid 19. The governments across the world have taken steps like limitations but latterly lockdown was implemented there was long down all over the world in India when long term was announcing rate affected with closing of schools, colleges there is so much of disturbance in academic schedule which impacted students as well as teachers. The women in equality in education in India were more affected by pandemic this had made more was condition for female pursuing MBA. There are still barriers for females to get education these barriers are more specially in higher education during pandemic it was complete long down and many parents faced economic crisis so they couldn't send girls to education particularly higher education for on certain period. The uncertain period gap will again cost problem for admissions for higher education. Students have been impacted back over 19 crises in 2022 in various aspects. There was lockdown in this times and online learning was implemented, but still deficient computer skills and the perception of higher workload prevented their own improve performance in new teaching environment. Students were concerned about the future career and studies and experienced anxiety and frustration. After the closing the schools and colleges during the long term it did affect in minimizing the covered virus, but it also made in challenge for students and teachers and also for their families when the school report after long down the institute where not the same situation which was before the norms and guidelines of the postcode was different which causes changes in the working of education. The education sectors of India as well as world are badly affected by this. In MBA colleges classes have been suspended and exams of different levels postponed. Admission process for the next year students is delayed. The problem is that not all students and teachers are good at it or at least not all of them were ready for this sudden transition from face to face learning to online learning. Moreover, online learning has also been problem to poor or lower middle class students who do not have any internet facilities and many students may not be able to afford computer, laptop and supporting mobile phones in their homes. Due to this pandemic covid 19 most of the recruitment got postponed. Many companies are cut off their employment. MBA students should consider that can help them develop broader skills such as innovation, looking at business from a system perspective and managing change in the organizations. Due to covid pandemic many students are not getting chance

to interact with teachers and other friends. Placements for students may also be affected with companies delaying on the board of students. Unemployment rate is expected to be increased.

This study would be helpful to teachers, educators, institutional managements and parents to understand the effect of covid 19 pandemic on education sector. In this Pandemic students were impacted and, in this paper, we collected the data from primary and secondary source the questionnaire was floated and the information was collected from the female students for perusing MBA.

In just a few months, the COVID-19 pandemic caused by the novel coronavirus has radically changed the lives of many people the world, including college students. In this regard, this comprehensive global study systematically yields meaningful insights into student satisfaction and perceptions of various aspects of life during the pandemic, including students' opinions of the immediate and distant future. The lack of computer skills and perceived relatively high workload prevented students from gaining a greater sense of accomplishment while adapting to the "new normal." That is distance learning. During the lockdown, students expressed concern mainly about their professional future and research topics, and were mostly bored, anxious and frustrated. They also changed hygienic behaviors such as wearing masks and washing their hands regularly, as well as daily habits such as leaving home and shaking hands. While the role of hospitals and universities looks positive, governments and banks have failed to meet student expectations during the pandemic.

OBJECTIVES AND SCOPE

- ➢ Objectives of the study:
- To study the problems faced by the student pursuing MBA during pandemics.
- To understand the impact of online learning on skills of MBA students.
- ➢ Scope of the study:

This study focuses on finding out the effect on female student pursuing MBA, recent studies and research will be used as references in finding out the impact it does on skills and job opportunities. The female students, who enrolled for MBA programme in the academic year 2021-2022 in HNIMR college Pune, will be my scope of the study.

Literature Review:

1) Title: IMPACT OF PANDEMIC COVID-19 ON EDUCATION IN INDIA

Around 32 crore learners stopped to move schools/colleges and all educational activities halted in India. The outbreak of COVID-19 has taught us that change is inevitable. It has worked as a catalyst for the educational institutions to grow and opt for platforms with technologies, which have not been

used before. The education sector has been fighting to survive the crises with a different approach and digitising the challenges to wash away the threat of the pandemic. The lockdown has compelled many educational institutions to cancel their classes, examinations, internships etc. and to choose the online modes. Initially, the educators and the students were quite confused and didn't understand how to cope up with the situation of this sudden crisis that compelled closure of the educational activities. The teachers assigned work to students via internet, delivered lectures video conferencing using different Apps like Zoom, Google meet, Facebook, Youtube, and Skype etc. There are WhatsApp groups of guardians, teachers, students and parents for affective communication through which they are always in touch to share their difficulties through this e-medium. In a nation like China that practices a considerably more centralization system, a change to digital learning may be simpler. The situation that happens with India where not every student is well equipped with the high-speed internet and digital gadgets and are along these lines of suffer. Numerous advanced educational institutions in India are not also equipped with digital facilities right now to cope up with sudden change from traditional education set up to the online education system. Access to technology and internet is an urgent requirement. So, the digital capabilities and the required infrastructure must reach to the remotest and poorest communities to facilitate the students to continue their education during the pandemics. There is a need to deploy public funds to fix the internet gap and ensure that students continue to learn digitally. The state governments/private organisations should come up with ideas to address this issue of digital education.Some significant issues associated with distance learning strategies like the availability and access to digital devices with internet connectivity, the need for safe learning spaces, creating capabilities for teachers, families and students to operate and navigate digital devices, and engaging lesson plans for disabled students and other marginalised groups should be addressed by Govt. and the stakeholders.

2) Title: IMPACT OF COVID-19 ON HIGHER EDUCATION IN INDIA

The spread of pandemic Covid-19 has drastically disrupted every aspects of human life including education. It has created an unprecedented test on education. In many educational institutions around the world, campuses are closed and teaching-learning has moved online. Many entrance tests job recruitments got cancelled which created negative impact with a great challenge in the life of a student of higher education. In India, there is no recruitment in Govt. sector and fresh graduates are in pressure of fearing withdrawal of job offers from corporate sectors because of the pandemic situation. Many students may lose their jobs from India and overseas. The pass out students may not get their job outside India due to various restrictions caused by Covid-19. All these facts imply towards increase of unemployment rate due to this pandemic. With increase of unemployment situation, the interest for education may gradually decrease as people struggle for food rather than

education. Most of the external examinations have been postponed and almost all the internal assessments have been cancelled. Many institutions have been managing the internal assessments through online mode using different digital tools but the postponement of the external assessments, has a direct impact on the educational and occupational future of students' life. Many students who had appeared final/board examinations would suffer a lot as by the time they get their certificates, it might be too late for them to apply for the forthcoming academic year in other countries due to lockdown. Educators and learners should be trained to utilise online teaching learning process using technology. Policy should be adopted by Government/ educational institutions to provide free internet and free digital gadgets to all learners in order to encourage online learning as a result of which people would get engaged and remain safe during pandemic (Pravat,2020c). Immediate measures are required to lessen the effects of the pandemic on job offers, internship programs, and research projects. Many online learning platforms offer multiple programmes on the same subjects with different levels of certifications, methodology and assessment parameters. So, the quality of programmes may differ across different online learning platforms. Therefore, establishment of quality assurance mechanisms and quality benchmark for online learning programmes must be developed and offered by HEIs in India keeping in view of rapid growth of the online learning platforms.

3) Title: EFFECTS OF COVID-19 PERIOD ON EDUCATIONAL SYSTEM AND INSTITUTIONS

A covid 19 is currently having a serious impact on world globalization. At this time educational systems & institutes facing much more problems, they didn't maintain the educational system. Due to covid 19 block all the educational, economic, social, and business sectors. It is a very difficult time to institute and students perusing the educational system. Especially when the number of cases is increasing so educational system is the time risky affair. The coronavirus attack has had a significant impact on the educational system. In a pandemic year higher education affected their programs, presentation, communication skill, etc. So the government and educational institutes will decide a change the educational system, and they will give plans for future action and manage the education system. Education and learning is the most important part of our generation, approximately a billion learners in the world are affected due to school. The government announced that the online platform for learning example les Zoom, Google meet, Duo, Classroom, etc. But some students and teachers are not comfortable with this app, because they face a lack of internet connection. The education system requires changes and the implementation of online stools and

technology will be beneficial. For the researchers if carried out the covid 19 is having a serious

impact on the educational system. According to a study people are facing serious issues related to learning and looking for a new approach to learning. The lack of technical understanding of students and teachers is also a big challenge. During the pandemic period to a lack of infrastructure and planning for the format that suits the new approach Educational institute to overcome the issues related to taking classes and engaging the students.

4) Title: ONLINE EDUCATION DURING COVID-19 PERCEPTION OF ACADEMIC STRESS AND EMOTIONAL INTELLEGENCE COPING STRATEGIES AMONG COLLEGE STUDENTS

Purpose- The government has shut down every educational facility worldwide due to the COVID-19 pandemic. Institutions to prevent sickness from spreading, which has an immediate effect on students, teachers, and institutions. There is a disruption among students due to the abrupt transition from the real classroom to the virtual one. Students. The goal of this study was to examine how students perceived academic stress while enrolled in contemporary online courses and the coping mechanisms they used to deal with it. Design/methodology/approach- Data were gathered on a sample of 94 students from Ahmedabad and Mumbai, two Indian cities, who were pursuing undergraduate and graduate degrees. Two online questionnaires—the Perceptions of Academic Stress Scale and the Emotional Intelligence Scale—were used to conduct the survey, and descriptive statistics and chi-square analysis were used to analyze the results. Some respondents were also engaged in a telephone conversation to better understand the various stress-reduction techniques they employed.

Findings- The results showed that there were substantial variations between male and female students' fears of failing academically and their environments at home and online. Many of them have begun to redirect their attention to different artistic pursuits and enroll in classes that are assisting them in picking up new technical abilities. Students were attempting to deal with the bad consequences of the present pandemic crisis by utilizing emotional intelligence and avoiding boredom and sad thoughts.

Research limitations/implications- This research study will advance its field and benefit academics, teachers, students, and parents. The primary variables evaluated, however, could not be applied to a large population because they were only examined in a small sample from chosen institutions and locations.

5) Title: IMPACT OF PANDEMIC ON FEMALE'S EDUCATION IN INDIA

India has been the hardest hit by the new coronavirus's disruption of global functions. More than the fear of the virus itself, the lockdown and social isolation that were implemented to reduce the risk

of the corona virus have had an impact on every person's life. A pandemic has occurred. Everyone, though effects differ from person to person and are disproportionately felt by members of marginalized groups, particularly women. This pandemic highlights the social arrangements that are already unfair. The impact of the lockdown on India's educational system, which resulted in the closure of all educational institutions, has made the situation for female education there much worse. This work deals with the major impact of COVID 19 pandemic on female education in the country. Even while everyone is suffering and battling uncertainty, the effects of any crisis are always worse for the most vulnerable and disenfranchised group. The underprivileged sector of society is most impacted when the cost of goods and services rises. Education has been severely harmed by the COVID 19 pandemic. Women have been denied the right to an education since the dawn of time, which is one of the main causes of their inferior status in modern society. The Pandemic worsens the already-present gender disparity in Indian schooling. The quality of female education in India's patriarchal society has deteriorated in a number of ways as a result of the epidemic.

6) Title: A STUDY ON IMPACT OF COVID-19 ON INDIAN ECONOMY

There are thousands of evidence which proves that infectious disease outbreak impact the economic development of a country. Economic cost of the infectious disease is the subsidies given to the poor, health facilities provided to the patient and losses incurred by the business organizations due to non-functional business operations.

Millions will lose their jobs and companies will lose their orders taken from their clients from across the globe.

The logic to bear this cost is that social security is more important than economic benefits. If the people are secured and healthy; economic growth can be achieved after some time. It cost loss of millions and deaths of millions in Spain.

Similarly, Corona virus appears to be deadliest and spread person to person at a very fast pace. So far, there is no vaccine developed which could be used for the treatment of the corona virus patients. As of now, nationwide lockdown seems to be the only option to save the lives of people. Impact of COVID-19 in urban areas is more than rural areas. It is because of population density and environmental issues.

Large numbers of people are living with fear and uncertainties. According to the research conducted by the Sunstein explains that an individual's willingness to pay increases when they feel that it can cost their life. They will search for best doctors and best treatment to avoid the impact deadly virus. People perception of COVID-19 is very negative as far as its impact on their life, business operation and economy is concerned. Due to COVID-19, business is not able to operate and many other businesses are likely to collapse.

People want to save their income because they are not very sure that how long this virus will prevail in the world. United States of America, China and India are the three main economies driving the world's consumption activities. As compare to US and China, India is relatively safe and the virus effects are not as fearful as were in US and China. Lower consumption effects will not only confine to US, China and India but also to other major world economies.

7) Title: A COMPREHENSIVE STUDY ON COVID-19 PANDEMIC: AN IMPACT ON SCHOOL EDUCATION IN MAHARASHTRA

In a general wellbeing crisis of worldwide importance the World Health Organization reported the flare-up on 30 January 2020. 49,053 labs affirmed passing's and 1,381 worldwide passing's were recorded as of February 14, 2020. Numerous nations have been directed to take on different counteraction measures as a result of the apparent gamble of sickness. Every one of the causative causes, pathogenesis and safe reactions, the study of disease transmission, pathology, and care and the board, control and preventive strategies are talked about in this writing survey. In each area all over the planet, the impact of the COVID-19 pandemic is shown. It seriously affects the schooling businesses both in India and all over the planet. It has put the worldwide lock, which meaningfully affects the existences of the understudies. Approx. 32 Crore understudies are impacted by COVID-19 and generally instructive exercises in India were halted. The COVID-19 pandemic has let us know that change is up and coming. It has gone about as an impetus to construct and pick channels and procedures not seen before the schooling organizations.

The instruction area has battled for another arrangement because of the continuation of the emergency and has digitized to annihilate the pandemic danger. The end of schools as a result of anticipation ventures against COVID-19 affects tutoring, prosperity and the operations of every single closely involved individual and the instructive designs of the country. While the progress to a distance or a web-based instruction has now turned into a part of numerous instructive foundations all over the planet, a progression of factors are supposed to add to the consistency of the instructive organizations, instructors, guardians and understudies as per the progressions in their close to home condition. All India chamber of specialized instruction has allowanced e-learning stage list by this understudy can advance effectively in this pandemic period.

8) Title: DEPRESSION, ANXIETY, AND STRESS DURING TIMES OF COVID-19: AN ANALYSIS OF YOUNGSTERS STUDYING IN HIGHER EDUCATION IN INDIA

This study addressed the critical problems of depression, anxiety, and stress, which are prevalent among students pursuing higher education. Specifically, this article aimed to study the level of

psychological distress due to the COVID-19 pandemic experienced by young people studying in higher education institutions in India. The study also attempted to identify various coping strategies students adopted to overcome this difficult time. Following a descriptive research design, this study used surveys to collect primary data from 235 students in graduate and undergraduate programs in India. The DASS-21 scale was used to check the levels of depression, anxiety, and stress students experienced. Furthermore, a four-point COPE scale was used to identify coping strategies students adopted.

The results showed that students experienced high levels of stress and anxiety during the ongoing COVID-19 pandemic. Although depression levels were not alarming, most students were worried about several aspects of their lives and careers. However, because the data were collected from a relatively small sample, the study is likely not generalizable. Furthermore, most of the data were collected online, which has its limitations. This research likely has significant implications for various stakeholders, such as students, parents, institutions, counsellors, and government and non-government bodies, because it may help them take appropriate actions. These research contributions are original and novel, because the COVID-19 pandemic has posed unprecedented challenges and inspired new solutions to the problems of students and society.

9) Title: PSYCHOLOGICAL IMPACT OF COVID-19 AND ONLINE LEARNING ON HIGHER EDUCATION (MBA/ PGDM) STUDENTS IN INDIA: EXPLORATORY RESEARCH ON WHETHER GENDERS PERCEIVE STRESS DIFFERENTLY?

The COVID-19 pandemic has been a challenging period for MBA/PGDM students. This study is held to explore the factors associated with the increased levels of stress and perceived mental distress among a sample size of post-graduate students in India, impacted by the online learning due to COVID-19. To gather the data, an online survey was administered and conducted from PGDM/MBA students in India via WhatsApp and Email.

In total, 147 students responded to the survey completely excluding the incomplete responses. There were 77 Male (52.38%) and 70 Female (47.62%) participants. It was found that there is a significant difference in the student's stress levels with respect to Age and Family Income in addition to which females (56.56%) bear more stress compared to males (43.44%).

There was Moderate to High level stress exhibited by the MBA/PGDM students who participated in the survey from different MBA/PGDM colleges in India. On the basis of the findings, it can be suggested that the Higher education authorities can introduce online counseling as well as academic counseling to students who are going through this period of time where online learning is the new normal and adapting to it suddenly is becoming a challenge to many of the newly joined management students who have heavy course load throughout the day and assignments to submit.

10) Title: ASSESING THE IMPACT OF COVID ON HIGHER STUDIES IN MANAGEMENT EDUCATION

During pandemic period many financial crises are in world. Many people are going through different problems and it most effects on education systems. The students who want to study for higher education due to financial crisis and study online. Families are facing loss of income during this Covid pandemic. The current study was conducted to find the impact of the Covid pandemic on prospects for higher studies in management courses. Many students who already perusing their management education they are worried and distressed regarding their future career due to many companies are cut off their employees. It is predicted that majority of the students will peruse higher education in management education for better career prospects. But the findings specify that most of the families are in financial distress condition and cannot support the high expenses of higher studies in management. This survey found that nearly half of students are unwilling to pursue higher management studies during the pandemic. This is because most families are in financial hardship due to the pandemic situation, and families are unlikely to be able to afford the high costs of higher control studies.

11) Title: THE IMPACT OF COVID-19 PANDEMIC ON WOMEN WORKING IN HIGHER EDUCATION

This article is based on study of impact of covid-19 pandemic on women working in university specifically the extremely caregiver burden on women resulting from the dispersed and solitary family units. Article research shows that the reality of working from home immensely affects women with children. Simply put it takes parenting require and her meal preparation which no one else can do. The discontinuance of work and home boundaries is likely continued. As such higher education employees should consider the impact of covid 19 pandemic on women with childcare responsibilities.In the covid 19 pandemic period the working environment is changed working hours are increases and also household workload is increases. Day by day routine of female academics with children was excessively affected by covid pandemic 19. In this article they mentioned about roles and responsibilities in the transition from education to distance learning, opportunities for development including career advancement and gender division of labor including caregiving responsibilities.

12) Title: IMPACT OF PANDEMIC AND FEMALE EDUCATION IN INDIA

In March 2020 (WHO) World Health Organisation declared covid 19 as a pandemic make in this panama it was crisis for the whole world it affected very sectors. The measures were to be taken to

prevent the spread of covid 19.The governments across the world has taken steps like limitations but latterly lockdown was implemented there was long down all over the world in India when long term was announce rate affected with closing of schools, colleges there is so much of disturbance in academic schedule which impacted students as well as teachers. The women in equality in education in India were more affected by pandemic this had made more was condition for female pursuing MBA. There are still barriers for females to get education this barriers are more specially in higher education during pandemic it was complete long down and many parents faced economic crisis so they couldn't send girls to education particularly higher education for on certain period. The uncertain period gap will again cost problem for admissions for higher education.

13) Title: EXPLORING THE IMPACT OF COVID-19 PANDEMIC ON WOMEN ENTREPRENUERS IN PAKISTAN

Microfinance programs have been playing a dominant role in poverty alleviation. The vision behind the growth of microfinance is to pull the poor toward the Entrepreneur side by giving them enough credit to improve their living standards. The growth of microfinance in Pakistan rapidly increased over the past decade. The number of potential borrowers was 2.8 million in 2014, which went to almost double the figure in 2019 as 7.3 million. Out of total loans, 13% were offered to customers without charging any interest rate by a single main MFI. Pakistan has approximately 46 registered microfinance providers, which are categorized into two divisions, namely, microfinance banks (MFB) (they are 11 in number) and non-bank microfinance companies (they are 35 in number). In Pakistan, deposit management is one of the prime activities of "MFB" and the State Bank of Pakistan keeps a strict eye on MFBs as a national governing body. However, Microfinance non-bank financial companies abbreviated as Non-Banking Financial Company (NBFCs) are restricted to hold deposits, and hence, require less regulation. However, the recent crisis gives evidence of the fact that regulatory distinction results in an Unreliable direction. The early period of COVID-19 arrival and its penetrated impact in Pakistan showed the necessity and importance of relaxation in regulations in loan Repayment conditions. We provide insights into problems with loan borrowers turned. Entrepreneurs in a broader context.

14) Title: CHALLENGES AND OPPORTUNITIES FOR WOMEN ENTREPRENUERS IN INDIA DURING COVID-19 PANDEMIC.

Evidence from past economic and health crises suggests that tremors of the magnitude of the COVID-19 pandemic often impact men and women differently (Rubery & Rafferty, 2013). This is due to various factors, one of which is gender differences in distribution of domestic responsibilities between men and women, where women shoulder greater proportion of housework (Jackson, 2019;

Mohammad & Extensor, 2020). Maintaining a balance between entrepreneurial work and responsibilities of home is a major challenge for women entrepreneurs. (Ihugba & Njoku, 2014). In the absence of school, childcare or eldercare services women entrepreneurs bear the majority of the burden of family care (OECD, 2020). Similarly, any increases in time spent in the home due to confinement resulting from quarantine are likely to lead to increased routine housework. This will constrain their ability to work. It has been reported that during pandemic women many entrepreneurs were unable to focus on their business activities as home and family care consumed a lot of time. COVID-19 pandemic is expected to amplify women's unpaid work burdens. This will constrain their ability to work. Hired assistance for domestic chores helps women attain work-life balance but due to containment requirements, this assistance remained unavailable. It has been reported in pre-pandemic studies that very few women entrepreneurs are able to divert most of their energy to their business rather than their families. Increased care activities and household work during quarantine further diverted their time away from their businesses. It has been reported that family support was a deciding factor for many women in closure or continuity of their business. In this regard, believe that due to the shift to remote working is that, many men may increase their unpaid household work through the crisis, which might be a beginning of a trend which may potentially help trigger a shift in gender norms around unpaid domestic and care work. In a 10-country study, it was found that work-life conflicts and problems among women- owned businesses are highest in developing countries. Corona pandemic also opened new challenges for women entrepreneurs also in terms of raised level of insecurity, restlessness, loneliness, financial loss, stress.

15) Title: IMPACT OF COVID-19 ON STUDENT LEARNING OPPORTUNITIES ,BARRIERS & OUTCOMES

The impact of pandemic (COVID-19) has been observed in every sector all over the world. The education sector in India as well as the world is largely affected by this. It had enforced worldwide lockdown creating a lot of challenges to the students' life. Around 32 crore learners were affected and they couldn't attend colleges/schools and all educational activities halted. The outbreak of COVID-19 has taught us that change is inevitable. It has worked as a catalyst for the educational institutional to grow and adopt technology based platforms of digital learning that have not been used before. There has been a shift from traditional methods of teaching and learning to online learning. This study is aimed at depicting the impact of COVID-19 on student learning and associated opportunities, barriers and outcomes of the pandemic. It also recognizes the perceived advantages and disadvantages of online education. For achieving the purpose of this study, questionnaire made in Google forms was used.

The data was collected from students of University of Jammu, Union Territory of J&K, India, by simple random sampling. Before conducting any specific research, the investigator must be thoroughly familiar with previous theory and practice. A review of related literature is one of essential steps for the conduct of research study. It enables the researcher to work out the finer details of his / her research problem. It helps to save time and resources. It is one of the important aspects of a research project. Bains, Sharma, Rani and Dhar(2020) conducted a study on Study patterns among Jammu University students during Covid-19 phase and found that the students of Jammu University have experienced great difficulties to get their information needs fulfilled. Majority of students weren't satisfied with the present way of obtaining information and encountered problems like network issues, inadequate tools and inadequate collection of materials. The survey of related literature is a crucial aspect of the study and the time spent on such survey not only helps the investigator in avoiding the duplication of work but also helps researcher with regard to methods followed, devices of data collection, analysis of data and conclusions arrived in similar type of studies.

16) Title: A COMPREHENSIVE STUDY ON COVID-19 PANDEMIC AND IMPACT ON EDUCATION IN INDIA

Outbreak of COUID-19 was identified in Wuhan city. Literature Review has been carried like causative causes. Pathogenesis & immune response, epidemiology pathology. Covid has impacted so many education industries, an India as well as in the world. School has been closed due-to safety measures by government. AICTE has allowed 41 e- learning platforms so Students can easily learn. It has so many advantages & disadvantages at the same time have been discussed in this paper Data has been collected from 100 people to analysis of this situation. India has developed so many e-learning platforms for students to learn effectively. Pandemic has been a lesson to adopt a new technology in India. It has disadvantages at the same time but this can be negligible. Data Analysis has done so we get to know that a student's adopting this new learning technology.

17) Title: IMPACT OF COVID-19 AND A PARTICULAR FOCUS ON AN INDIAN EDUCATION SYSTEM.

During Pandemic Online facility has made easier education easier & comfortable but it has limitations also. We emphasized the impact of Covid-19 on education sector. As per UNESCO report lockdown has affected 91% of world's student population. In India 32 crore students affected by this situation including college & schools students. It has 2 sections effect of home confinement

on children and multidimensional impact of uncertainty. Direct Interacting with students to found out Pros & Cons regarding Covid-19 situation. Fulfillment of course requirements is majorly satisfied.

18) Title: IMPACT OF PANDEMIC on FEMALE STUDENTS PERSUING MBA.

A literature Review on Researchers: The COVID-19 pandemic has created the largest disruption of education systems in human history, affecting nearly 1.6 billion learners in more than 200 countries. Closures of schools, institutions and other learning spaces have impacted more than 94% of the world's student population. This has brought far-reaching changes in all aspects of our lives. Social distancing and restrictive movement policies have significantly disturbed traditional educational practices. Reopening of schools after relaxation of restriction is another challenge with many new standard operating procedures put in place. Within a short span of the COVID-19 pandemic, many researchers have shared their works on teaching and learning in different ways. Several schools, colleges and universities have discontinued face-to-face teachings. There is a fear of losing 2020 academic year or even more in the coming future. The need of the hour is to innovate and implement alternative educational system and assessment strategies. The COVID-19 pandemic has provided us with an opportunity to pave the way for introducing digital learning. This article aims to provide a comprehensive report on the impact of the COVID-19 pandemic on online teaching and learning of various papers and indicate the way forward.

19) Title: IMPACT OF PANDEMIC ON FEMALE STUDENTS PERSUING MBA.

This research examines the impact of COVID-19 on Indian tourism and hospitality students' perception of career opportunities and future prospects.

Our findings indicate that perceived industry image influences prospective employees' career decisions. Students consider the industry to revive itself in the near future and therefore, in spite of the slowdown due to the pandemic, they still preferred to work in the industry.

Whilst they acknowledged significant changes in the nature of work, reduction in pay and benefits, and an increasingly competitive job environment, they still expressed unwillingness to work at entry level positions. Specific to the pandemic, students anticipated fewer job openings, reduced job security, higher terminations during probation period and slim chances of promotions.

Pursuing higher studies in management (MBA) was regarded as the most viable alternate option during the pandemic.

20) Title: THE IMPACT OF COVID-19 ON WOMEN.

The policy brief focuses on each of these issues in turn. Exploring how women's and girls' lives are

changing the face of COVID-19. Covid 19 is a challenge for global health systems and a test of our human spirit. As women take on greater care demands at home, their jobs will also be disproportionately affected by cuts and lay-offs. Such impacts risk rolling back the already fragile gains made in female labor force participation, limiting women's ability to support themselves and their families, especially for female-headed households. The COVID-19 pandemic poses devastating risks for women and girls in fragile and conflicted contexts. Disruptions to critical health, humanitarian, and development programs**.** Health pandemics can make it more difficult for women and girls to receive treatment and health services. There will be aggravated impacts of COVID-19 on women already living on the economic margins. Women may be at risk or exposed due to occupational sex segregation. Globally, women make up 70 percent of the health workforce and are more likely to be front-line health workers, especially nurses, midwives, and community health workers. Direct support to informal workers and women-led businesses is especially critical. Financial support needs to target hard-hit women-led enterprises and businesses in feminized sectors with subsidized and state-backed loans, tax and social security payment deferrals, and exemptions.

21) Title: EFFECT OF COVID-19 PERIOD ON EDUCATIONAL SYSTEM AND INSTITUTIONS

Cavid-19 had affected the whole world it is Very difficult for all human beings. Medical department does not prepare for Covid. Covid 19 was seriously affecting on education System. Children do not understand about concept of Social distance. Covid-19 Is the most critical challenge of Mankind & affecting global health after 2nd world was the. Corona views attack has a significant impact on the educational system & institutions have affected the progress. The education institute having various issue related to managing the learning activities and engaging the student & teachers are not ready to online learning.

22) Title: IMPACT OF COVID-19 ON INDIAN EDUCATION SYSTEM.

Education is the most important weapon of every Nation to progress flourish. Due to (Corona virus) cavid-19 India education system is facing major challenge. Covid-19 outbreak on educational institutes, teaching. Fraternity students & parent's online education mean teaching and learning technology plat from over the internet. they had difficulties to adopting mordent technology. To delivery effective Contact Courses anger the students. Lack of technological skill, lack of infrastructure, Engying. Students are challenges for facaltung member. Uncardinity pools internet, lack of sup points from parents are Challenge for students.

RESEARCH AND METHODOLOGY

➢ Introduction:

This chapter presents the methodology that was employed to collect the relevant data. It included research design, study population, sample size, sampling techniques, data collection methods and instruments, data collection procedure, ethical considerations and limitations of the study.

➢ Research Design:

The study adopted a descriptive survey design because it was cost effective. A descriptive research design also allowed rapport establishment with the respondent. Acquisition of more in-depth information through interaction with the respondents was also done. With Survey research designs, a researcher collects data from a sample. Descriptive Survey designs are good to describe trends about population characteristics, opinions, and behaviors answering questions of "what, where, how, and when", Descriptive Survey design was helpful in reaching out to a big number of participants (students and teachers).

➢ Target Population:

The target population was female students, teachers and head teachers were selected because they were in charge of overseeing, administering and supervising all college activities. Female students were included in the study because of the motivation to understand their experiences during Covid-19pandemic. The study targeted 8 schools, 8 head teachers, 120 teachers, 560 female students, making total 696 target population.

➢ Table: Study Population:

Category	Target Population
Schools	8
Head teachers	8
Teachers	120
Female Students	560
Total	**696**

➢ Sampling Size:

Guided by Kothari, the sample size determination for the finite population of quantitative data was calculated using the formula as shown below;

$$n = Z^2 p(1 - p)/m^2$$

Where,

(n) = Sample size

(N) = Target population

(z) = Z-score at confidence level 95% is 1.96

(e) = Margin of error 5 %

(p) = Population portion assumed to be 50% (0.5)

(q) = 1 – p is 0.5

The number of the target population for each category was used in the formula above to determine the sample size for teachers and students.

➢ Sampling Techniques:

Simple random sampling technique was employed to select students and teachers for quantitative data collection. Simple random sampling was used to ensure objective representation of female students and teachers. This means that selected female students and teachers had a chance to participate in study. The researcher interviewed female students and teachers, of were female and male teachers.

➢ Table: Study Population, Sample Size, and Sampling Techniques.:

Category	Study Population	Sample Size	Sampling Technique
Schools	8	5	Supportive Sampling
Head teachers	8	5	Purposive Sampling
Teachers	120	92	Simple Random Sampling
Female Students	560	228	Simple Random Sampling
Total	696	330	

The sample size consisted of 92 teachers (33 female and 59 male teachers) 5 head teachers, 228 female students from different secondary schools. The study used non probability and probability sampling. Probability sampling was simple random in nature. The lottery method was used in simple random sampling. In this procedure, marked pieces of papers equal to the target population in each school was mixed in a bowl thoroughly and picked randomly by the participants until the required sample size is achieved. Simple random sampling was applied to obtain a sample size from the students and teachers in selected secondary schools. This sampling procedure was repeated to obtain participants from schools. Probabilistic sampling is good to obtain data from the population with good representativeness and overcoming biases associated with sampling and assumed research findings.

➢ Data Collection Instruments:

The study used structured questionnaires and interviews to collect the data from the field. The selection of these data collection instruments was guided by the research questions and objectives.

> Questionnaire:

A questionnaire is a research instrument made of questions with choice answers that seek to collect data from the participants in the study. Series of questions and choice answers prompted the research participants to give their preferences, opinions, attitudes, and feelings on the research variables under study. The advantage of using a questionnaire is that it generated data from a large population in a short time, it is practical, generated results are easy to analyses, and good for participants' privacy and anonymity. The questionnaire consisted of participants' demographic data in section A of the data collection instruments. Liker scale questions were used. Questionnaires were self-administered to female students and teachers. Questionnaires were used to collect data from the female students and teachers in secondary schools.

> Interview Guides:

Interviews are qualitative research techniques that seek to explore in-depth data about a phenomenon. This interaction between the researcher and the participants helps the researcher to collect in-depth information from the participants in the field on research variables. Interview guides helped the researcher to remain focused on the research questions and objectives without broadening the study or leaving out important information. They were used to generate data from head teachers.

> Data Collection Methods :

1. Interview method

The interview method in research is used where a researcher records responses from participants at the same time asking other questions. For the consistent transcription of data, audiotapes were used in the interviewing process of head teachers citing. It is important to note that the interview method is appropriate to generate and collect data for explanatory questions. Interviews are flexible in that a researcher has a chance to probe for more information from the participants, the response rate is higher than mailings, and those who do not know how to read and write can be interviewed. Interviews were conducted with class teachers, head teachers and student leaders using recorder and their voices were used in supplementing quantitative data

2. Document Review

Secondary data supplemented information from primary sources of data collection. The documents were reviewed to obtain additional data on the influence of Covid-19 pandemic on female student's education. This study reviewed and evaluated records and reports as well as other detailed materials in order to obtain additional data. The technique was preferred because of its' ability to provide supplementary information and flexibility which helped in producing qualitative information that was used in writing final research report. Students' enrolment records were reviewed for qualitative data. This enabled the researcher to supplement and measure the reliability and authenticity of the
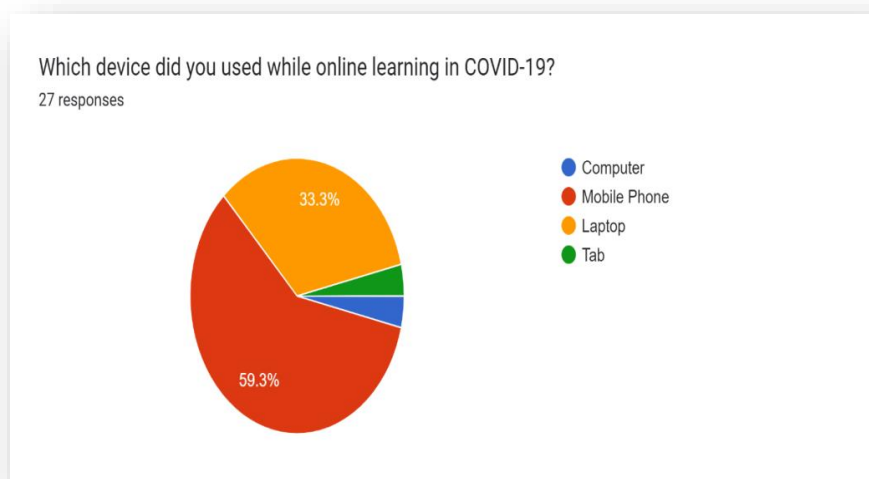
data collected from primary sources.

3. Data Collection Procedures

Data collection is the process of gathering and measuring information on variables of interest in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The obtained letter and permit were then used to get permissions and for identifications to the school head teachers within Kisoro Municipality. The research permit and authorization letter were presented to the college, head teachers to obtain permission to be in their schools for data collection. Participants' consent was the researcher's priority in the process of data generation and collection from the field. This was achieved by explaining the purpose of the study, benefits and dangers of participating in the study. Providing enough information about the study was key to obtain both consent and assent.

SAMPLE We used sample for this study from female students who are pursuing MBA. We collected detail information from sampling about factors affected while studying online, infrastructure, etc.

DATA ANALYSIS

Which device did you used while online learning in COVID-19?
27 responses

- Computer
- Mobile Phone
- Laptop
- Tab

33.3%
59.3%

In above pie chart we get responses on the basis of which device did you used while online learning, 33.3% people responded laptop, 59.3% people responded mobile phone and minimum people responded computer and tab. So, there were maximum laptop and mobile phone users.

How difficult or easy is it to use the distance learning technology ?
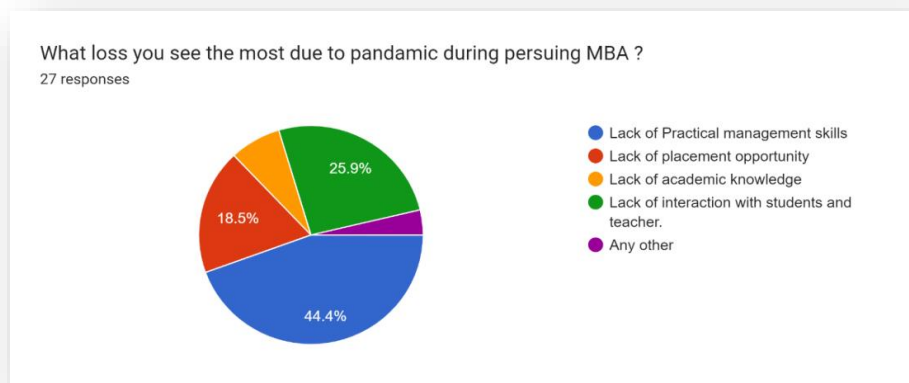27 responses
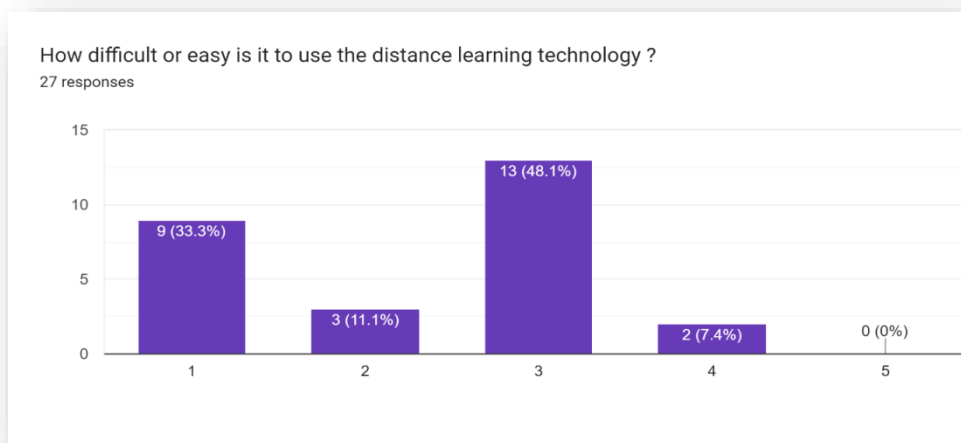
In above pie chart we get responses on the basis of how difficult or easy it to use the distance learning technology? , on the scale of 1 to 5, 9 people responded 1, 3 people responded 2 , 13 people responded 3, 2 people responded 4.

Which problem did you faced while online learning ?
27 responses
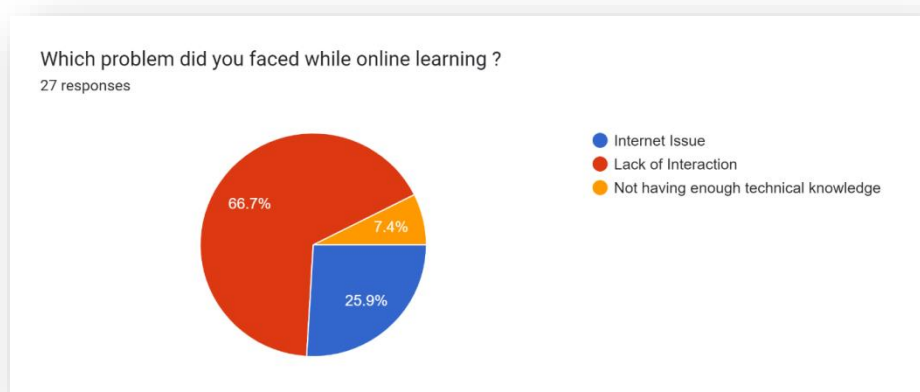
In above pie chart we get responses on the basis of which problem did you faced while online learning? , 66.7% people responded lack of interaction, 7.4% people responded not having enough technical knowledge, 25.9% people responded internet issue. So, lack of interaction was major problem faced by students.

What do you think, did online lectures affected your career ?
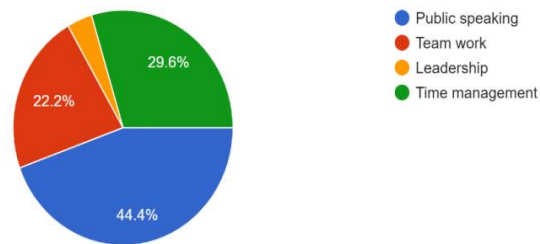27 responses

- Yes
- No
- Maybe
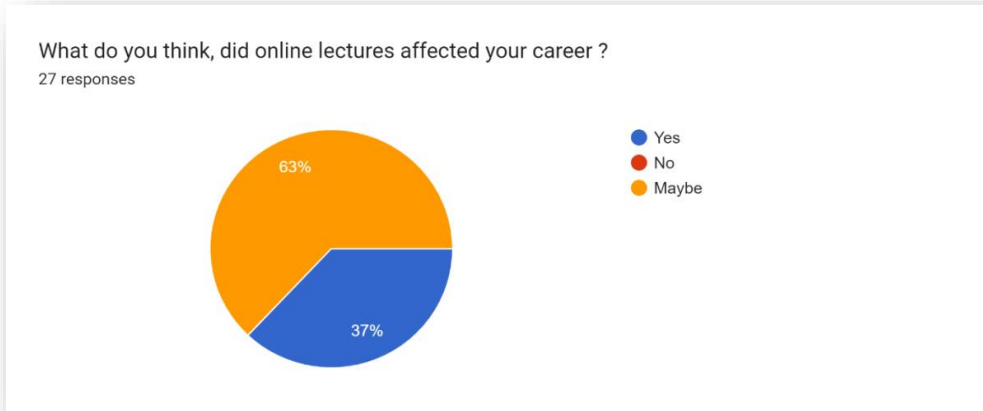
In above pie chart we get responses on the basis of do you think that online lectures affected your career? , 63% people responded maybe, 37% people responded yes.

What loss you see the most due to pandamic during persuing MBA ?
27 responses

- Lack of Practical management skills
- Lack of placement opportunity
- Lack of academic knowledge
- Lack of interaction with students and teacher.
- Any other

In above pie chart we get responses on the basis of what loss you see the most due to pandemic during pursuing MBA? , 18.5% people responded lack of placement opportunity, 44.4% people responded lack of practical management skills, and 25.9% people responded lack of interaction with students and teachers. So, lack of practical management skills was the major loss for students.

Which skills has affected the most in virtual learning during pandemic ?
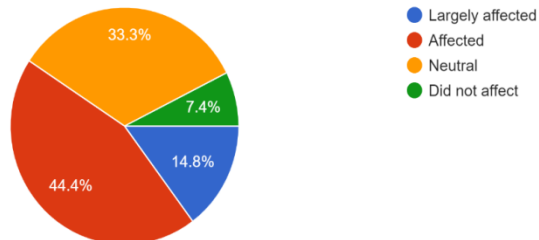27 responses

- Public speaking
- Team work
- Leadership
- Time management

29.6%
22.2%
44.4%

In above pie chart we get responses on the basis which skills have affected the most in virtual learning during pandemic? , 29.6% people responded time management, 44.4% people responded public speaking, and 22.2% people responded team work. So, public speaking skill has affected the most.

Do you think that virtual learning has affected in inclucating your management practical skills and that has affected your placement ?
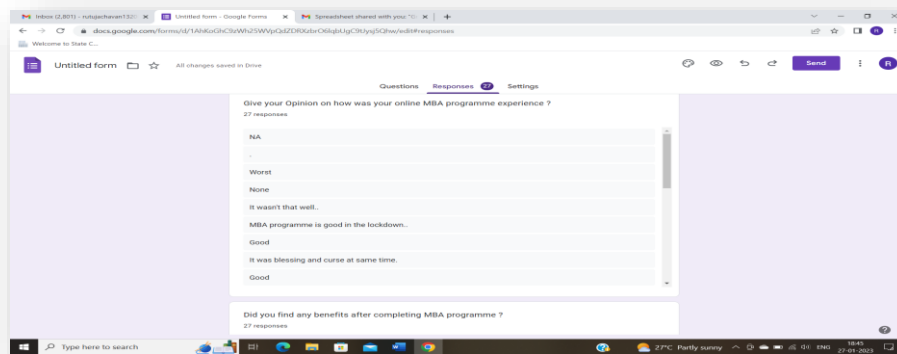27 responses

- Largely affected
- Affected
- Neutral
- Did not affect

33.3%
7.4%
14.8%
44.4%

In above pie chart we get responses on the basis do you think that virtual learning has affected in inculcating your management practical skills and that has affected your placement? , 33.3% people responded neutral, 44.4% people responded affected, 14.8% people responded largely affected, 7.4% people responded did not affect. So, it affected the most.

How much MBA Programme has been affected by covid Pandemic ?
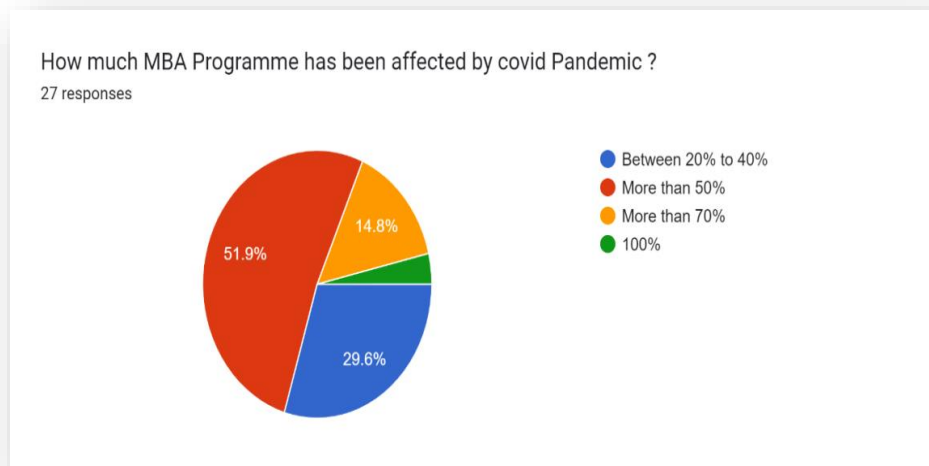
27 responses

In above pie chart we get responses on the basis how much MBA programme has affected by COVID-19 pandemic? , 51.9% people responded more than 50%, 14.8% people responded more than 70%, 29.6% people responded between 20% to 40%. So, more than 50% MBA programme has been affected by COVID-19.

We get responses on the basis of opinion of students on how was their virtual MBA programme experience? So, here are the responses.
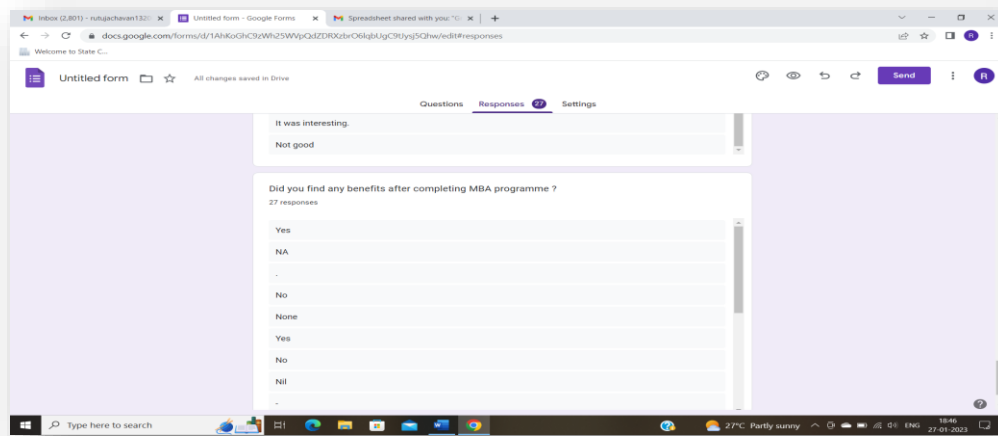
We get responses on the basis of benefits to the students after completing MBA programme virtually? So, here are the responses.

FINDINGS

- The findings of this study indicated that majority of the students evinced a positive attitude towards online classes in the wake of corona.

- Most students also reported that online classes could be more challenging than traditional classroom because of the technological constraints, delayed feedback and inability of the instructor to handle effectively the Information and Communication Technologies.

- Most of students enjoying the online lecture, The online learning was found to be advantageous as it provided flexibility and convenience for the learners.

- All these factors should be considered while developing an online course to make it more effective and productive for the learner.

- Possible that once the COVID-19 pandemic settles down, we may see a continued increase in education systems using online platforms for study aids

- A lot of students lost in online lecture, they did not understand what was taught.

CONCLUSION

- The most prime impact of covid 19 on student and on their study and lifestyle.

- Students were not able to find the proper method of study.

- Student's lack of interaction with each other. Student's facing lots of problem like lack of internet , laptop and proper study material.

- In the present covid–19 confinement students find by themselves many different motivations to work on continuous basis.

- Student's face so many challenges during covid-19 at the time of placements.

Page

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<div align="center">**Notions about use of Menstrual Cup**</div>

Introduction

A girl and women need safe and affordable menstrual product globally an estimated 1.10billion
Women around 26% of the population were of menstrutating age in 2017 spending on average 65
days in the year dealing with menstrual blood flow . A lack of safe , effective and affordable
menstrual products can result in leakage and chaffing in menstruating girls ne women can affect
their health .In studies conducted in high-income countries, the menstrual cup was perceived as
satisfactory, e.g. due to comfort, less leakage, less odor and less frequent need to change compared
to tampons and sanitary pads.

The very first idea of inserting foreign objects inside the vagina during the period feels scary and a
sense of discomfort. Many participants in the clubhouse asked common questions like what if the
cup gets lost inside or what if it travels beyond the uterus.

The menstrual cup not commonly known despites is long history like tampons. Menatrual cups are
inserted into the vagina but the blood is collected in the receptacle which can hold 10-35 ml of
blood. The menstrual cup should be emptied every 5-12 hours depending on flow of blood & type
of menstrual cup.Two types of cup available a vaginal cup which is generally bell shaped and
placed in the vagina and a cervical cup which like a diaphragm for contraception is placed around
the cervix high in the vagina .

They are made of medical-grade silicone, rubber, or plastic and are usually reusable and can last
up to 8-10 years.. People simply empty the cup, wash it with soap and water. We see that due to
the taboo nature and scare about loosing virginity menstrual cups are less accepted by girls. We
prefer some research papers and articles as a secondary data.

The primary objective of study is to know the awareness about menstrual cup in girls. And know
the pros and cons of menstrual cup. We use descriptive method for research. We use questioner for
collecting primary data from the respondent. The study is aimed towards assessing the adaptability
and the effectiveness of menstrual cup by users who have been using sanitary pads/tampons/cloth
as conventional menstrual sanitary protection.

The research was conducted on topic of 'Menstrual Cup- Fear/Unawareness' to explore the
success or failure of Menstrual Cup as a product, its awareness among young girls, Girl's
perceptions about using Menstrual Cup, elements that are abstaining or promoting them to use the
Cups etc. The population for the research was girls between the age group 15-30 because they are
going to use the product and success / failure of the product will depend upon their perceptions or

acceptance for the product. Also, the Literature review was conducted to explore Menstrual Cup, its safety, its sustainability, its effects on the girls, differences between menstrual cup and other menstrual products etc.

To arrive at a conclusion primary data was collected by circulating the Google forms among the girls between the age group 15 to 30. Sample size was 65 girls who represented under graduates, graduates, post graduates, working, married and unmarried girls. Questionnaire contained close ended comparable and non- comparable questions to get the detailed views of the respondents. Secondary data was collected from various research papers and articles which gave scientific information about the product, its uses, its effects on body, its sustainability, its market share etc. By combining all the data analysis was made to explore if age group, education, marketing, training, price, parents' opinions, fears affect the perceptions of the girls about Menstrual Cup. Research concluded that 50% girls are not aware about the product , 20% are aware but they face difficulties while using because of lack of training, and only 20% girls are using it efficiently. If proper information and training provided, girls are ready to use it. So though Menstrual Cup is sustainable, organic, environment friendly, cost effective, reusable, and safer or secured than other menstrual products it's not getting that much popularity because of lack of campaigning and advertisements and training. Also, some girls are scare of using Cups because of misconceptions prevailing. To sort all these things proper campaigning should be done in educational institutions, organizations, societies etc. to spread awareness about the product.

Research proposal was made and Research Design was created which was the guide for the research. The research was Exploratory type of research. Purpose of the research was to explore how Menstrual Cup is successful as a product? It is profitable or not? It will sustain in the market or not? What efforts should be taken to improve the market share of the Menstrual Cup ? What is the opinion of youth about the product? The questionnaire circulated for collecting the same information contained various types of questions such as Likert scale questions, Open-ended questions, closed ended questions, Multiple choice questions etc. . The type of questionnaire was Formalized and Concealed questionnaire. The research was Qualitative and not Quantitative so Observation method was also used to arrive at a conclusion. The research design was exploratory and descriptive. It was loosely structured and open to the interpretations and presumptions. Only small sample of 65 respondents was taken as it was manageable. The data collected was in-depth and collected through a more interactive and unstructured approach. Collected data included both the verbal and non – verbal responses. The interpretation of data is textual and non- statistical.

With the help of collected Data or Information we come to know that many people are unaware about Menstrual Cup and they need proper training for usage of the cup. Sanitary pads are much popular because of their effective marketing, advertising, affordability and simplify

using procedure. People are ignorant about Environmental effects, pollution, unhygienic conditions generated because of their Menstrual product. Though Menstrual Cup is brilliant product and need of an hour it will not be successful unless and until proper campaigning is done to make people aware of the product and its usage. Proper marketing and advertising are necessary. Educational Institutes and Organization should also take efforts to promote this product as it is sustainable, organic, environment friendly, affordable, durable by providing proper training about insertion and usage of the cup. Many people are interested in using the cup but they are unable to use it because of lack of knowledge about the product and lack of knowledge about the usage of the product. If Menstrual Cup becomes successful, it will reduce the pollution by reducing the plastic waste which is most harmful to the environment. So Menstrual Cup should be promoted and young generation should use it more often as they are the Future of the nation.

Objectives of menstrual cup:-

A menstrual cup is a menstrual hygiene device which is inserted into the vagina during menstruation. Its purpose is to collect menstrual fluid (blood from the uterine lining mixed with other fluids). Menstrual cups are usually made of flexible medical grade silicone, latex, or a thermoplastic isomer. They are shaped like a bell with a stem or a ring. The stem is used for insertion and removal, and the bell-shaped cup seals against the vaginal wall just below the cervix and collects menstrual fluid. This is unlike tampons and menstrual pads, which absorb the fluid instead .

Advantages :-

   1)   **Eco-friendly**
   2)   **Budget-friendly**
   3)   **Safer than other hygiene products**
   4)   **Can be used while having sexual intercourse**
   5)   **Holds more blood**

        Disadvantage :-

1)   **Finding the right fit may be tricky**
2)   **Difficult to insert and remove**
3)   **Allergic reactions to the menstrual cup**
4)   **Chances of vaginal irritation**

        Benefits of the menstrual cups:-

- Cost. "A menstrual cup is often cheaper than using tampons and pads long-term because it is reusable,
- Reduced irritation and vaginal dryness. …
- Less mess and odor. …
- Fewer leaks. …   Longer wear time.

Menstrual Cups Market Scope

The menstrual cups market is segmented on the basis of type, material, size, usability, shape and distribution channel. The growth amongst these segments will help you analyze meager growth segments in the industries and provide the users with a valuable market overview and market insights to help them make strategic decisions for identifying core market applications.

Material
- Silicone
- Thermoplastic Isomer
- Rubber
- Latex

Size
- Small
- Large

Usability
- Reusable
- Disposable

Shape
- Round
- Hollow
- Pointy
- Flat

Type
- Vaginal Cup
- Cervical Cup

Distribution Channel
- Hospital Pharmacy
- Retail Pharmacy
- Online Pharmacy
- Others

Sampling

It was a descriptive longitudinal study, conducted in a teritory care institute of eastern India .
Women 18-50 years age educated till secondary level included in study.to be conducted over three months.

The Quantitative Response for the satisfaction with the menstrual cup was measured on a five points likart scale after each menstrual cycle.

Sample Size :

Taking absolute precision (L)of 10%,95% level of the confidence, prevalence regarding usages of menstrual cup 82%.

The sample size come out of 59 by applying formula for single proportion .

However , considering 10%less to follow up during the study a some what large sample size of 66 was included in the study .

Data collection:

Primary Data :

Primary data is collected with the help of the Questionnaire. A servey of feedback is taken from the population of age 15-30

Secondary data:

- Numbers of Reserch Paper and Articles related to menstrual cup .
- Website.

Questionnaire on Menstrual cups

1. Are you aware of the product Menstural Cup?

2. Have you ever used Menstural Cup?

3. Are you still using it?

4. If not, state the reason

5. Did you have any following problems after using Menstural Cup?

6. Do parents allow you to use Menstural Cup?

7. How much are you comfortable using Menstrual cup as compared to any other Menstural product?

8. Do you find Menstural cup costly? How much money do you spend on it in a year?

9. If proper information and training given, are you interested in using the cup?

10. Menstural cup is safe, hygenic and environment friendly, Do you agree?

11. Do you feel that other Menstural product are harming our environment?

12. Do you think that campaigning and advertisment will help to promote the product?

Findings

In this cross-sectional study conducted among participants to assess the usage pattern and experience of it is found that From 65, 63 of respondents are aware of the Menstrual Cup. Still only 11 of them have used it or still using it. Not a single person is having any problem or discomfort while using Menstrual Cup. 54 of the respondents have not at all used the Menstrual Cup due to lack of knowledge or fear. However, 50 of them are ready to use it if proper training and information is provided. As more than 60% are agree that it is safe, hygienic, and environment friendly. 90% of the respondents agreed that proper campaigning and advertising is needed to promote the use of Menstrual Cup.

Difficulty in availability of clean Water, access to clean toilet, need for having privacy were Other reported challenges. Improvement in attendance, Work participation, economic benefit, health benefits and Social activity were reported by participants after starting Cup use. Significant reduction in economic difficulty for Buying MHM products was also found. Menstrual cup is a safe, comfortable and sustainable Alternative MHM product for menstruating persons as Evidenced by this study. Health concerns are significantly Less compared to other MHM products more awareness.

- Improvement in attendance, work participation, economic benefit, health benefits and social activity were reported by participants after starting cup use.
- Significant reduction in economic difficulty for buying MHM products was also found.
- Menstrual cup is a safe, comfortable and sustainable alternative MHM product for menstruating persons as evidenced by this study.
- Health concerns are significantly less compared to other MHM products. More awareness campaigns and better availability of cups should be there in the community.
- Making available of WASH facilities in public places is also important to ensure better health and menstrual management.
- Campaigns and better availability of cups should be there In community. Making available of WASH facilities in Public places is also important to ensure better health and Menstrual management.

Conclusion

This study shows that menstrual cups are good alternative to menstrual sanitation as it is comfortable, safe. More than 90% girls are aware with menstrual cup. Adaptability Is very less .

Awareness campaigns are also necessary for society. There is an a lack of knowledge related to using menstrual cup. Menstrual cup are durable, eco-friendly, comfortable, safe, have no need for frequent changing in a day.

To study the adverse effect of increased screentime on teenagers eyes during COVID-19.

Executive Summary

The coronavirus has increased since 2019, and several health complications arenow being observed globally. Every single one of us relies on our eyes to view and understand the environment around us. Vision issues have an impact on people's freedom and quality of life. We, therefore, decided to research how theCOVID-19 pandemic has affected children's vision. Due to the COVID-19 pandemic, ocular issues such as dry eyes, hypermetropia, myopia, and other conditions have primarily affected children. In response to the COVID-19 pandemic, schools started offering online classes to students for at least 5 to 6 hours. It resulted in online classes on mobile, laptops, and other devices, and children's addiction to such devices increased, which in turn had a detrimental effect on children's eyesight. Survey research was one of the quantitative research techniques utilized in thisstudy to examine the issues in-depth and their potential solutions. The researchwas conducted in two phases. Data from secondary sources, such as journals, publications, and newspapers, were first collected. As we produced a questionnaire and distributed it to our close contacts who fall within the age range of 10 to 20, we collected data in the second stage from primary sources. This survey's findings led us to the conclusion. In light of the COVID-19 pandemic, this study bought to fame the negative impact of excessive screen usage on youngsters' eyes. The target population forthis study was kids between the ages of 10 and 20. The findings show that, during the pandemic, children's screen time has significantly increased. It is better if it increases gradually rather than suddenly.It might reduce harm by a gradual increase. This

might have given time to the eyes to adapt. The majority of kids viewed screens between 18 and 20 inches, which is decent but could be a little bigger, according to the statistics. Both children and their parents need to be more aware of the adverse effects that digital devices have ontheir eyes. Parents must keep their children away from digital devices as a precaution is better than a cure. Parents should also be aware of different symptoms and be alert.

Introduction

The human body is a complex structure made up of various systems and organswhich work in coordination each performing a unique task. One of the important organs of our body is the eyes, which play a major role in our body'sfunctioning. The scientific term for eye health is ocular health or ophthalmic health.

In the increasing era of digitalization, many health problems are popping up frequently. One of which is ocular health issues. Today almost everything hasgone online; eventually, it has jumped into a screen from reality (practically).So without a choice, every person has to stare at a screen. Only the differentiating factor is the time spent. In this situation the, global pandemic COVID-19 had stroked the world on largescale, locking everyone in their own houses. This period was very difficult for everyone. There was a complete change in the lifestyle of people. As everythingwas locked physically, people were supposed to find an alternative to conduct their daily affairs. Society came up with the idea and implementation of online work, online education, online business, etc. This drastic lifestyle change had a major impact on the ocular as well as non- ocular health of people. Ocular health includes problems such as headaches, blur vision, red eyes, watering eyes, and many more, whereas non-ocular healthincludes problems such as back pain, neck pain, spine-related problems, etc. The major impacted age group in this situation was school and college-going children, who were supposed to spend the major part of their time on screen for online lectures, classes as well as entertainment. This exaggerated time limit harmed ocular health. And this was so much problematic as these children are ina very premature stage of their lives.

Objectives and Scope of the Study

To study the adverse effect of increased screen time on teenagers eyes duringCOVID-19.

a) Study involves understanding of eye diseases caused because of increasedscreen time.

b) Study involves awareness of ophthalmic health in a society.

c) The Ocular health of students will be studied.

Literature Review

Effect of increased screen time on eyes during COVID-19pandemic.

Author: Richa Agarwal, AlkaTripathi, Imran Ahmed Khan, Mohit Agarwal[1]

Publication: Journal of Family Medicine and Primary Care.

Publication Date: 22-07-2022

The article presents the study of, the effect of increased screen time on eyes during the COVID-19 pandemic. It studies the effect of increased screen timeon ocular health and non-ocular health i.e physical health. The average age of participants in this survey was 35 years. It was seen that screen time was considerably increased in the younger age group than the older ones. Primary data for this survey was taken from various people of various fields like people from the clinical profile, school-going children, IT workers, students, etc.

Different parameters taken under consideration for this research were gender, age, marital status, occupation, hours spent on screen, frequent breaks taken or not, type of screen used, and reason for an increase in screen time. Ocular complaints faced by each participant such as eye pain, frequent blinking, blurring, headache, watering, etc.

Impact of COVID-19 pandemic on digital eye strain inchildren

Author-Chaitra Jayadev, Puja Sarbajna and AnandVinekar.[2]

Publication- Indian journal of Ophthalmology.

Publication date-November 2020

In this paper, the authors focus on the problem- of increased electronic device use leading to the danger to ophthalmic health. During the COVID-19 period, specifically in lockdown, the schools were held online, due to which the screen time of children suddenly increased by 8- 12 hrs/ day. This led to an increase in the threat of digital eye strain. In this report authors concluded that approximately 80% of the children visited in pediatric Ophthalmology department from March to April 2020(starting of the lockdown) and out of these, approximate 79% children suffered through myopia.

Progression of myopia school aged children after COVID-19 home confinement.

Author-JiaxingWan,Ying Li, David C.[3]

Publication-JAMA Ophthalmology

Publication date- January 14, 2021.

ISSN number-

Myopia is a very concerning topic in today's date and it has increased specifically in school-aged children due to an increase in screen time because of COVID-19. In this paper different types of

tests were conducted on students to check the myopic changes after COVID-19. Thescreening test has been on a monthly basis and the results have shown that myopia appeared approximately 3 times higher in children. This was due to the increased screen time which has led to Ophthalmic health challenges. Environmental change can also be a risk factor for myopia.

Prevalence and determinants of digital eye strain amongschool children during covid-19 pandemic

The article mainly studies the effect of digital devices on the eyes of students. Digital eye strain is a major problem in children between the age group of 12-16as these children are unaware of the symptoms of the same. The sample used in this research is students studying in standard 8th,9th& 10th in Kollam district Kerala. During the covid period, due to online lectures, students used to spend more time on digital devices which increased their addiction to digital devices. These screens cause harm by emitting short high-energy waves that can penetrate in eyes and eventually contribute to photochemical damage to the retinal cell. This article also speaks about the symptoms seen in the students, such as dry eyes, itching, watering, blurring of vision, and headache. These all lead to vision deterioration. The article emphasizes increased screen time aswell as the distance students should keep between their eyes and the screen.

The article also speaks about the steps to be taken to make parents aware of this problem and find the solution to the same.

Stay-at-home myopia among school children during the covid-19 pandemic

It is mentioned that due to pandemic the school learning was held online and students had to spend more time using their devices which increased the risk of myopia in these students. It also emphasizes that the outdoor activities of students were completely stopped and this was associated with an increase in the problem.

The study showed that females were more affected by myopia than male students. It was also

studied that girls had steeper corneas, shallower anterior chambers, and steeper lens power than boys thus the study found that girls were more affected than boys. Thus the pandemic had increasedthe number of myopia in children.

COVID 19 pandemic and its impact on increasing the risks of children's addiction to electronic games from a social media perspective

Author:-Walaan El sayed[6]

Publication:-Heliyon

Because of COVID 19 whole world was staying at home. Because of that, we were far from our friends and all the activities we do before the pandemic. So we were addicted to the smartphone, social media, and so on. And there is no doubt that the sudden shift in the lifestyle ofchildren during COVID-19 they having their online classes and because of that they was addicted to smartphones and playing games, watching movies, etc. Because of that, they suffer from eyesight problems.

Behavioral changes in school going children during the COVID-19pandemic

Author:-Savleen Kaur, Jaspreet Sukhi ja[7]

Publication: - India journal of ophthalmology

The Indian government has imposed an early and precautionary nationwide lockdown. Because of the government order, all schools and offices were closed. As an alternative online classes and office work had started. These online classes and excessive screen time started showing consequences in digital eye strain and adverse effects on children's mental health. And all the eye-related problems started with kids.

Impact of covid 19 pandemic lockdown on people living with eyediseases in the UK.

Author: Darren shujeng Ting, Sherine Krause, Dalia G said, Harminder S Dua.[8]

Publication :

Publication date: 2021

In this paper, the author has thrown light on how covid-19 affected theeye strength of every age group. The author's main focus is adults and children in the UK. The purpose of this article & further research is the evaluation of eye diseases.They were surveyed through an online questionnaire. As per the results of this survey participants were identified through various eye impairments (VI) and were categorized into normal/mild, moderate, and severely sight impaired / blind. Statistical analysis was performed using IBM SPSS statistics v26. Multivariable logistic regression analysis was conducted to determine the predictive factors for worsened mental health,

loneliness, and fear of further sight loss. In this situation the, global pandemic COVID-19 had stroked the world on largescale, locking everyone in their own houses. This period was very difficult for everyone. There was a complete change in the lifestyle of people. As everythingwas locked physically, people were supposed to find an alternative to conduct their daily affairs. Society came up with the idea and implementation of online work, online education, online business, etc.

Impact of the use of digital devices on eyes during the lockdown period of COVID-19 pandemic

        Author: Ugam Usgaonkar, Simran RajanShet Parkar1, Aksha Shetty[9]

        Publication date: 2021

Impact of digital devices on eyesight during the COVID-19 pandemic. There was an open e-survey designed on the 'survey monkey' website, which included two hundred and thirty-three volunteers, collecting information about hours and numbers of devices used during the pandemic. Symptoms like watering eyes, headache, and shoulder andback pain were visible, related to the usage of digital devices per day while itching eyes and pain behind the eyes were major symptoms. Moreover, red eyes were more prominent. It was estimated that the time spent was five or more hours on digital devices, by the two third of adultsaged 30-49, whereas it was seen that 87% of 20-29 years of individuals spent more hours on digital devices. Respondents started spending more hours on digital devices compared to pre-pandemic, where social media was the most used digital platform. Due to this, the symptoms of wateringeyes, shoulder, and back pain, and headache have increased, whereas respondents using multiple devices were more prone to red eyes and itching eyes with the increase in digital activities. Age and gender showedno statistical significance with any of the symptoms, however, visual symptoms were more inclined toward females. All the symptoms had worsened during the pandemic period, which indicated that the users need to take preventive measures from eye and healthcare professionals.

Prevalence and risk factor assessment of digital eye strain among children using online e-learning during the COVID-19 pandemic: Digital eye strain among kids

        Author: Amit Mohan, Pradhnya Sen, Chintan Shah, Elesh Jain,Swapnil[10]

        Publication date: 2021

The paper mainly presents the study of symptoms, frequency, and associated risk factors of digital eye strain among the children attending online classes during the Covid-19 pandemic, specifically duringlockdown they tended to sit extra time in front of a digital device for new learning, this

created various eye problems in children and the symptoms dry ice itching, headaches, started in childhood. Here studies highlight thehigher prevalence of DES among children during the time of the Covid period. During the Covid period, there were restrictions on outdoor activities for children, which led to an increase in time spent by these children playing video games on smartphones. Most children playing video games for long hours with maximum concentration and without anybroken disc can cause a newly described condition in children known as video game vision syndrome. The effect of e-learning teaching on children of Health findings highlights an important child has health issue in this Era. Make the parent-teacher and care providers consider evidence-based major to avoid DES in children.

4 Ways COVID 19 leaves its mark on the eyeAuthor – Reena Mukamal[11]

> **Publication** – American Academy of Ophthalmology
>
> **Publication date** –Sep 14, 2021

This article shows how COVID-19 affected children and adults. People respond in different ways to COVID-19 infections. While some people develop mild to severe respiratory problems, others experience no symptoms at all. The pink eye remains the most common sign of COVID in the eyes of children and adults. Fewpeople with COVID will develop eye problems. But when those problems occur, they can range from mild to vision-threatening. Many of these problems affect the retina a light-sensing layer of cells in the back of the eye that plays a key role in your vision.

Vision problems arise in young school kids in COVID-19quarantine

> **Author** – Mary Van Beusekom[12] **Publication**
>
> – CIDRAP News **Publication date** – January
>
> 14, 2021

The authors cautioned that their study was subject to limitations that may preclude the accurate interpretation of the links between quarantine and myopia, such as lack of information on adherence to online school offerings, amount of close-up work or screen time, and amount of time spent outside each day. The prevalence of near-sightedness, or myopia, increased 1.4 to 3 times in Chinese children aged 6 to 8 years during COVID-19 quarantine, according to a study today in *JAMA Ophthalmology*

Methodology

We have sampled 138 respondents. A validated, self – administered, an electronic questionnaire was circulated amongst the children of the 10 to 20 agegroup. The study was a cross-sectional survey of the children between age group 10-20years, who was known about the reason for the

survey. This study was allotted by the institution as a part of curricular activity. An online self-reported questionnaire with the required information using Google forms was circulated through various platforms like emails, Whatsapp, and other social media platforms to the known contacts. The responses received within a 10-day span were taken into consideration. They were further encouraged to forward it to their known ones. Students in grades 6th to 2nd year (age group of 10 to 20 were included in the survey. The demographic details like age, gender, and school grade participants were asked in questions other than the basic information related to the online work such as time duration, distance, and type of device used were also asked. Times spent on gaming, entertainment, and social networking site was also considered. The only completed questionnaire was considered for the study.

The step wise procedure is as follows:

Stage-I: This stage involved data collection from secondary information fromsources such as research journals, articles, newspapers, and websites of medicalinstitutes.

Stage II: At this Stage primary information was collected by taking a surveyfrom the targeted audience. The number of respondents were 138.

Stage III: This step included analysis of the collected responses andconverting them into a graphical form.

**Stage IV:** Concluding the research from acquired results.

Sample

We have used the convenience sampling method. Our targeted audience was students between the age of 10-20 group. We floated a questionnaire to gather information about increased eye problems in children during the COVID-19 pandemic. We got almost 138 responses by these responses we analyze all dataand from that, the basic conclusion was derived there is an increase in eye problems in children during the COVID-19 pandemic and ophthalmic health is in danger.

Data Analysis

1. What is your name?

   _____

2. What is your gender?

•Female

•Male

•Other
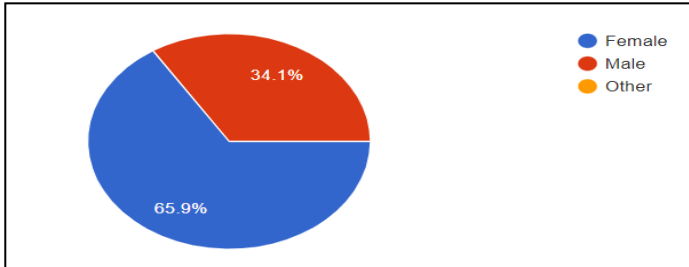
In the above pie chart the respondents were asked about their gender. In thatwe got 34.1% response from male and 65.9% response from females.
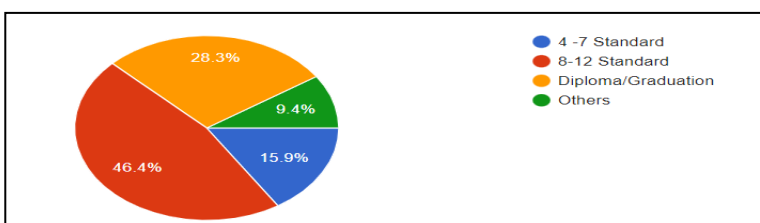
3. What is your age?

In the above graph, we had asked the respondents about their age. According tothe responses 26.69% of the audience were from10-14 age group and 45.6% were from16-18 age group.

4. In which class are you studying?

•4-7Standard

•8-12Standard

•Diploma/Graduation

•Others

In this question the respondents were asked about their academic qualificationand according to the responses 15.9% respondents were from 4-7 standard, 46.4% respondents were from 8-12 standard, 28.3% respondents were from diploma/graduation and 9.4% respondent from other fields.
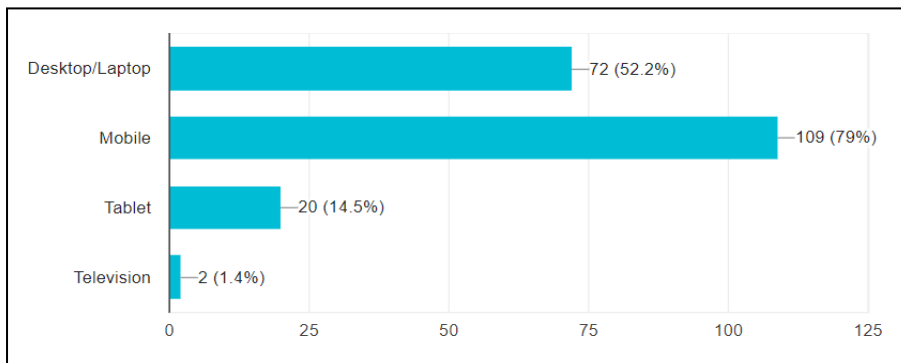
5. Did you attend online classes during COVID-19 pandemic?
 •Yes •No
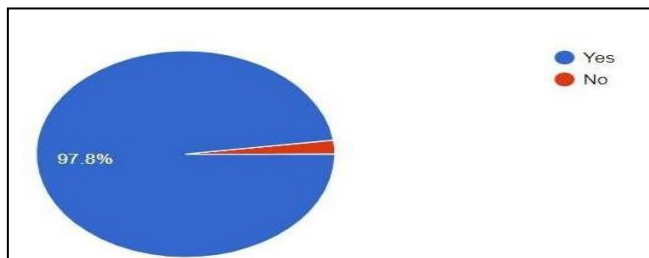
Above pie chart shows that 97.8% students had attended online classes duringpandemic eventually their screen has been increased.

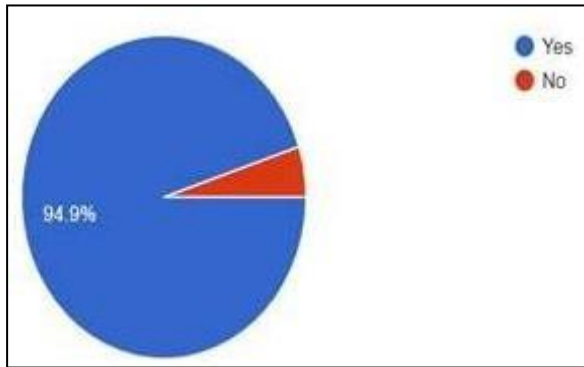6. Which device you used to prefer during online classes? (Can Select morethan one)
•Desktop/Laptop
•Mobile
•Tablet
•Television

 From the above graph it is clear that most of the student used mobile phones ascompared to other digital devices.

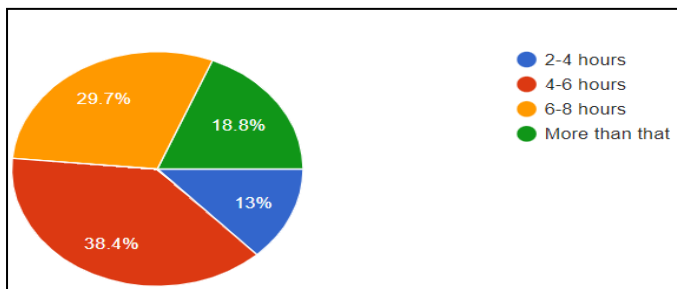7. Did your screen time increased during COVID-19 pandemic ?
 •Yes •No

Our hypothesis is proved to be right as 94.9% students screen time hadincreased during pandemic.

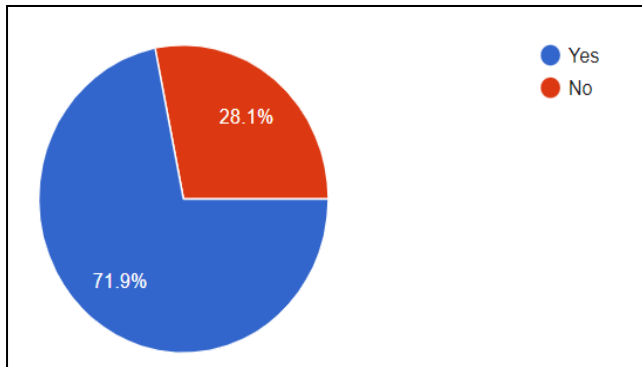8. How many hours did you spent on digital devices in a day during COVID-19period?

•2-4hours

•4-6hours

•6-8hours

•More than that

The above pie chart shows time spent by the particulars on digital devices, in that we got 13% responses for 2-4 hours usage, 38.4% responses for 4-6 hours,29.7% for 6- 8 hours and 18.8% responses for more than 8 hours.

9. What was the approximate distance of the screen from your eyes?

•10-18inches

•18-20inches

•21-25inches

•More than 25 inches

The respondents were asked the approximate distance between their eyes andscreen and the results were as follows.

Distance	Percentage
10-18 inches	32.6%
18-20 inches	51.9%
21-25 inches	11.1%
More than 25 inches	4.4%

10. At what resolution (Picture quality) did you watched screen?

Low   1   2   3   High

Most of the users preferred using medium picture resolution by on their device.

11. Did you used to take frequent breaks during watching screen?

•Yes •No

When the respondents were asked the frequent breaks taken by them duringworking on digital devices, majority of them respondent positively.

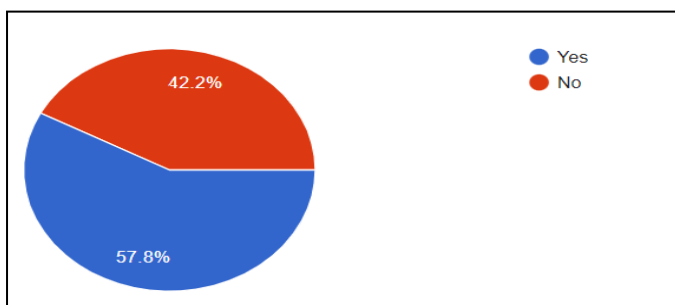12. Did you have any eye problem prior COVID-19 pandemic?
•Yes •No
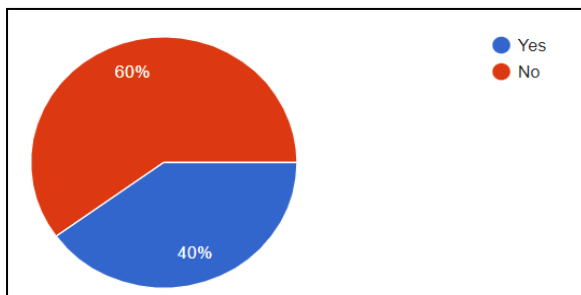
Respondents were asked if they suffered from any eye problems before COVID.According to the results, the majority of them i.e 60% audience were not havingany such kind of problem.

13. Have your eye problems started/increased during COVID-19 pandemic?
•Yes •No

As discussed in the earlier question majority of students' screen time had beenincreased which ultimately increased eye problems.

14. From which symptoms were you suffering during pandemic? (Can choosemore than one)
•Headache

•Red Eyes

•Blur Vision

•Myopia

•Hyper Metropia

•Itching

•Watering

•Frequent Blinking

•Dry Eye

•Eye Pain/Eye Strain

•Sensitive to light

•Split Eyes
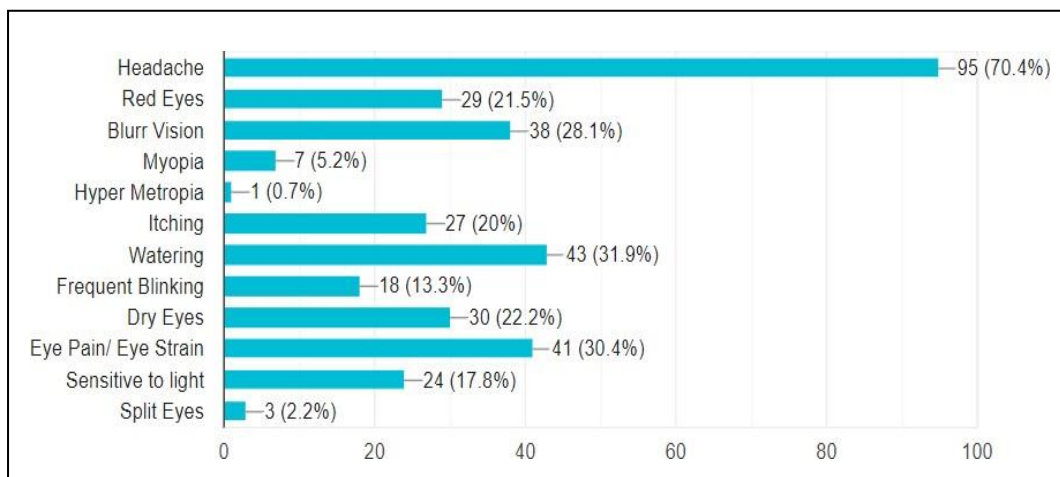
In this question respondents were asked about the eye symptoms they havecame across, during that period.

Symptoms	Number of Respondents	Percentage
Headache	95	70.4%
Red Eyes	29	21.5%
Blur Vision	38	28.1%
Myopia	7	5.2%
Hyper Metropia	1	0.7%
Itching	27	20%
Watering	43	31.9%
Frequent Blinking	18	13.3%
Dry Eyes	30	22.2%

Eye Pain/Eye Strain	41	30.4%
Sensitive to light	24	17.8%
Split Eyes	3	2.2%

Majority of students suffered through headache and watering eyes.

15. Did you consult a doctor for the treatment of same ?

•Yes •No
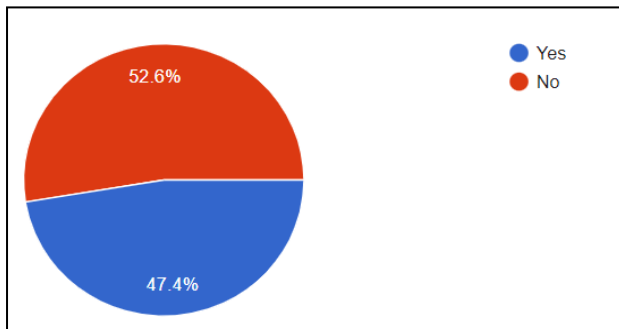
The above is quite comparable as it is seen that a considerable amount of peoplehave visited the doctor for treatment, but at the same time, more than half people had not. Here comes the matter of lack of awareness regarding ocular health and this awareness should be increased.

Findings

We got around 135 responses. In that (65.9%) are females and (34.1%) are males. Maximum people are from the age group between 12 to 20 years, Around (46.4%)are from 8-12std, (28.3%) from diploma and graduation (15.9 %)from 4-7 std, and (9.4%) others, Almost everyone from the respondents around (97.8%) of people attended online classes during COVID-19 Pandemic, (79%)of the population from our responses attended classes on mobile,(72%) used a laptop/ desktop, and the remaining attended from tabletand television.

Around (94.9%)of our respondents said that their screen time increased during COVID-19 Pandemic and the hours they spent on digital devices maximum are 4-6hours(38.4%), 6-8 hours (29.7%), and the remaining are 2-4 hours and morethan that approximate distance they preferred are of 18-20 inches (51.9%) and 10-18 inches(32.6%), most of them used medium(46.7%) and High(43.7%) Picture quality. They used to take frequent breaks (71.9%).

Many of them did not have eye problems prior to COVID-19 (60%), and 40% had eye problems prior to COVID-19. Around (57.8%)almost more than half ofthe respondents had started or increased their eye problems during the COVID- 19 pandemic, most of them suffered from symptoms like Headache-(70.4%), Watering-(31.9%), eye pain/eye strain (30.4%) and blur vision(28.1%). Around(52.6%) more than half of the respondents did not consult with the doctors or took

treatment for the same. As here we can see most children suffer from headaches which is due to constantly watching the screen without much movement. From all this data we analyzed, we can conclude that eye problems had increased during the COVID-19 pandemic in children, as almost all the children had to compulsory attend the online class for more than 4 hours which had an adverse effect on their eyesight and even when they had above- mentioned symptoms they were not treated on time or the parents didn't consult a doctor for same which lead to myopia or hypermetropia in children we can saythat Physical, mental as well as Ophthalmic health is also the Part of the concern.

Conclusion

This study highlighted the adverse effect of increased screen time on teenagers' eyes during the COVID-19 pandemic. The study included children between the age group 10-20 yrs as the area of research. It is seen from the results that the screen time of children has increased considerably during the pandemic. Insteadof an abrupt increase, it is better if it increases gradually. Because of the gradualincrease, eyes might suffer less harm. This might have given eyes adaption time. According to the results, the majority of children watched screens from 18-20 inches, which is quite satisfactory, but it can be increased a bit. There is a need for increased awareness regarding the adverse effect of digital devices on eyes, among children and their parents. It is the responsibility of their parents to keeptheir wards away from digital devices as much as possible. Also, parents should be conscious of various symptoms and be alert.

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TO STUDY THE IMPACT OF GROUP STUDY AND SELF-STUDY ON STUDENTS OF UG AND PG LEVEL.

Executive Summary

The Research is carried out on the topic "The Impact of Group Study and Self Study on Students of UG and PG Level". Effective group study can help students learn course material in a deeper and more concrete way while during self-study, students learn at their own pace, focusing more on areas that interest them the most or that which they understand better. As self-study is more focused in nature and it can be done at one's own pace, it is right to say that self-study is more effective than group study. This study is based on learning abilities of students at UG and PG level. The main motive of this study the impact of group study and self-study and to examine which type is more productive. This research study is based on both primary as well as secondary research study. From this research study, it is concluded that students adopt learning patterns because each student has different potential for achievement. Both types of learning, individual and group learning, are productive for students by improving their learning ability. Individual study improves reading and writing ability and comprehensive ability, and group study improves logical thinking ability, thinking ability, and self-confidence in group discussion. By received results, it is said that both group study and self-study are necessary at its level and both are preferred by students of UG and PG level.

Introduction

This research is related to self-study vs. group study. We associate the group-study and self study with our daily lives and mention the impact of the group study and self-study. Self-Study minimizes distraction, when you are in a group with your friends you may tend to get distracted with what others are talking. While you are studying alone you concentrate more and grasp the syllabus fast.

Group Study on the other hand helps you become stronger on the syllabus you already know as you keep repeating and explaining to others. The more you read, the stronger you get on your memory. In group study, internet-based surveys were used to collect quantitative data on exam performance and for study methods qualitative data. The study in group or self-study develop personality and increase our efficiency but, group study helps to solve the query of students on the spot.

We also mentioned that in this research there are two efficient way of study in group or individual study this research involves impact of group study or self-study. For Reference books, newspaper, and research paper were referred . We will collect primary data through surveys and questionnaires using Google forms and we will also get secondary data from research articles and the Internet Wikipedia. This search is useful for UG and PG learners.

In this research, we came to know about the disadvantages of group study. Distraction is more and as a human tendency, we tend to listen to what others are talking and doing, which leads to distraction, also

can cause conflict with group members, and many more. And the other side of the coin is group study helps to become stronger on the concepts known to you as you explain and while explaining it lasts long in the memory and is never forgettable. This survey is based on the learning ability of UG and PG level students. The main motivation for this study is to examine the effects of group learning and self-study and which is more productive. This research study is based on both primary and secondary research studies.

This research study aims to examine the impact of self-study on student learning performance and the impact of group learning on learning performance in college-level studies. The purpose of this study was to examine the extent to which self-study or group study helps improve study skills at the college level.

In this research there were 64 respondents which consisted UG and PG students. It is a descriptive type of research. The primary data was taken by questionnaire method by google forms. First, survey is conducted by putting close-ended questionnaire from 64 respondents the university. The respondents were asked questions related to the individual and group study to their learning ability.

Objectives of the study

- To study the impact of Group study & self-study on students of UG and PG. • The examine which type of study methodology is more productive.
- To study the benefits derived by the students from both group study and self-study.

Scope of the study

This study focuses on finding out the effect of self-study and group study on learning abilities of students at UG and PG Level. Recent studies and research will be used as references in finding out the impact it does on performance and understanding level of students. The students who are studying in UG and PG level will be the scope of the study.

Limitations:

• The sample is limited to 64 respondents. So, conclusions may not be accurate.

• Among the respondents, more are from post graduate level as compared to under graduate level.

Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. When designing a research methodology, a researcher has several decisions to make. One of the most important is which data methodology to use, qualitative, quantitative or a combination of the two. No matter the type of research, the data gathered will

be as numbers or descriptions, and researchers can choose to focus on collecting words, numbers or both.

1. Type of research- Descriptive Research.
2. Data collection- Once the research problem is identified the next step in research is collection of the necessary data for analysis. The sources of data collection used of this study are as under
3. Primary Data- The first-hand information collected by the research regarding the topic of research is called as primary data. For this research the method used for collection of primary data is questionnaire. The questionnaire was floated among the sample through google forms.
4. Secondary Data- The data which has already been collected by some other researcher, organisation other than the primary user is secondary data. Sources used for secondary data collection for this research include research papers, articles published in journals, information published on websites.
5. Presentation and analysis

   The data collected through the questionnaire is presented in the form of bar graphs, pie charts. Analysis of the data is done with the help of tabular presentations.

Literature Review

(Haque, 2014) This research study has focused on analysing the impact of group study and individual study on enhancing the learning abilities of students. It is concluded from this research study that every student has different potential of capability and according to that a student adopts his pattern of study. Some students like to have group study because they are able to enhance, they're not only knowledge but also thinking ability, confidence ability during the discussion with other group members. Consequently, there are some students likely to have individual-study in their studies because they are self-confident in completing their study tasks by themselves. It is also concluded that both types of studies i.e., Individual Study and Group study is productive to the students in enhancing their learning abilities.

(Olsen, Rummel, & Aleven, July, 2017) Collaborative and individual learning are both frequently used in classrooms to support learning. However, little research has investigated the benefits of combining individual and collaborative learning, as compared to learning only individually or only collaboratively. With our study, we address this research gap. We compared a combined condition to individual-only or collaborative-only learning conditions using intelligent tutoring systems for fractions. The study was conducted with 382 4th and 5th grade students. Students across all three conditions had significant learning gains. However, the combined condition had higher learning gains than the individual or collaborative condition. This difference was more pronounced for 4th grade students than for 5th grade students. In addition, we found that students in the combined condition expressed higher situational interest in the activity compared to those working individually and the same as students working only collaboratively. Through a combination, we may support better student learning.

(Petress, 2004) Group study in and out of the classroom is strongly advocated in this article. Group study improves students intellectually; when done effectively, it stimulates interest and increases confidence; effective group dynamics also improve classroom management strategies. Group work is rewarding when it functions well. Not all tasks are appropriate for groups to accept. Some tasks are simple and short enough for individuals to do. Groups work best when idea diversity is needed/wanted, when division of labour is called for, and when feedback from fellow members is desired and useful. I recommend students seek out classmates and form a serious [but fun] study group. Your learning will improve with a quality study group; you will learn more this way, will learn more quickly, and will retain more of what you learn.

(Gokce, 2011) The aim of this study is to determine how group studies carried out in the public and private elementary schools in Ankara, the capital of Turkey, effective are. It has been determined that most of the teachers benefit from group studies effectively and students are happy to attend the group studies, group studies are quite fun, and students take responsibility in group studies. Group studies techniques provide permanent learning and enable students improve their friendship relations. students are satisfied with the group studies but every student cannot attend the group studies and learn, so some of the students prefer individual studies.

Sampling

Sampling is the selection of a subset of the population of interest in a research study. In the vast majority of research endeavours, the participation of an entire population of interest is not possible, so a smaller group is relied upon for data collection. Sample size' is a market research term used for defining the number of individuals included to conduct research. Like in this research paper sample size is 64 out of all the students studying in UG and PG.

    1. Sampling unit - Sample units are the students studying at UG and PG level.

    2. Sample Size- 64

    3. Sampling Technique - Convenient Random Sampling method.

    4. Instruments - Questionnaire is used for collecting data regarding impact of group and self-study.

Data Analysis:

    1. Name:

    2. Email id:

    3.

You are the student of (dichotomous question and nominal scale)
64 responses

Under Graduate (UG)
Post Graduate(PG)

73.4%

26.6%
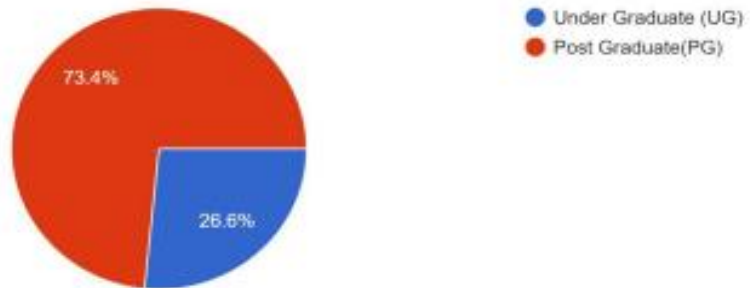
Sr. no.	Options	Total respondents
1.	Under graduate	26.6%
2.	Post graduate	73.6%
		100%

Interpretation: 73.6% respondents are post graduate students while 26.6% respondents are under graduate respondents.

4.

Which mode of study do you prefer? (dichotomous question and nominal scale)
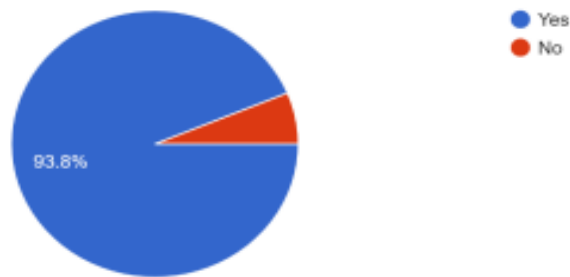64 responses

Self Study
Group study
Both

71.9%

25%
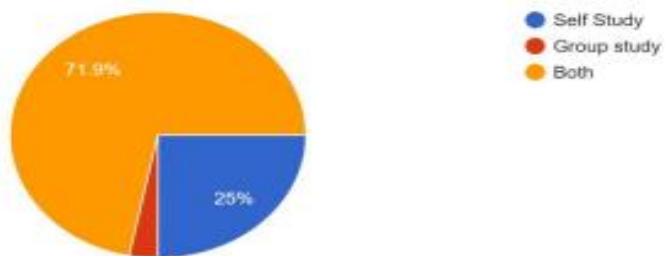
Sr. no.	Options	Total respondents
1.	Self-study	25%
2.	Group study	3.1%
3.	Both	71.9%

		100%

Interpretation: Maximum number of respondents prefer both group and self-study, 25% respondents prefer self-study and 3.1% prefer group study

5.

Have you ever studied in a group? (dichotomous question and nominal scale)
64 responses

● Yes
● No

93.8%

Chart no. 6.3

Sr. no.	Options	Total respondents
1.	Yes	93.8%
2.	No	6.2%
		100%

Interpretation: Majority i.e., 93.8% respondents have studied in group study and only 6.2 respondents have not studied in group study

6.

Do you agree that group study is more useful than Self study (likert scale closed ended question and interval scale)

64 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
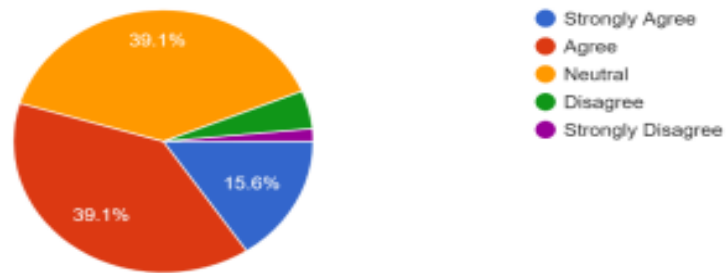
Sr. no.	Options	Total respondents
1.	Strongly agree	15.6%
2.	Agree	39.1%
3.	Neutral	39.1%
4.	Disagree	4.7%
5.	Strongly disagree	1.6%
		100%

Interpretation: 39.1 respondents agree and are neutral that group study is useful than self- study, 15.6% strongly agree that group study is useful than self- study while 4.7% and 1.6% disagree and strongly disagree that that group study is useful than self- study.

7.

From the following attributes given below do you think are the benefits of Group study? (multiple item scale, multiple choice question and close ended)
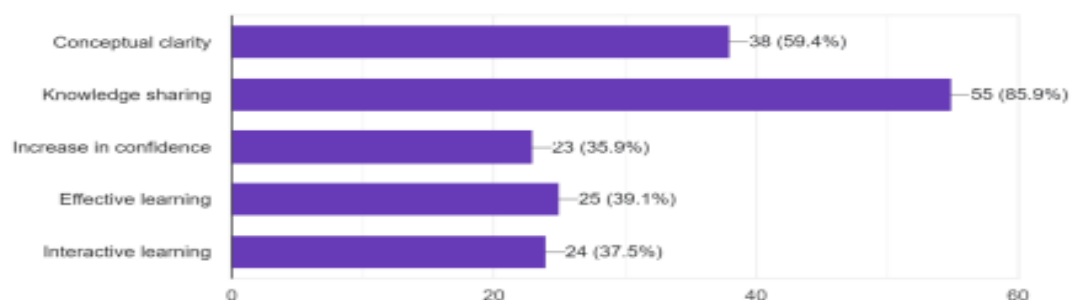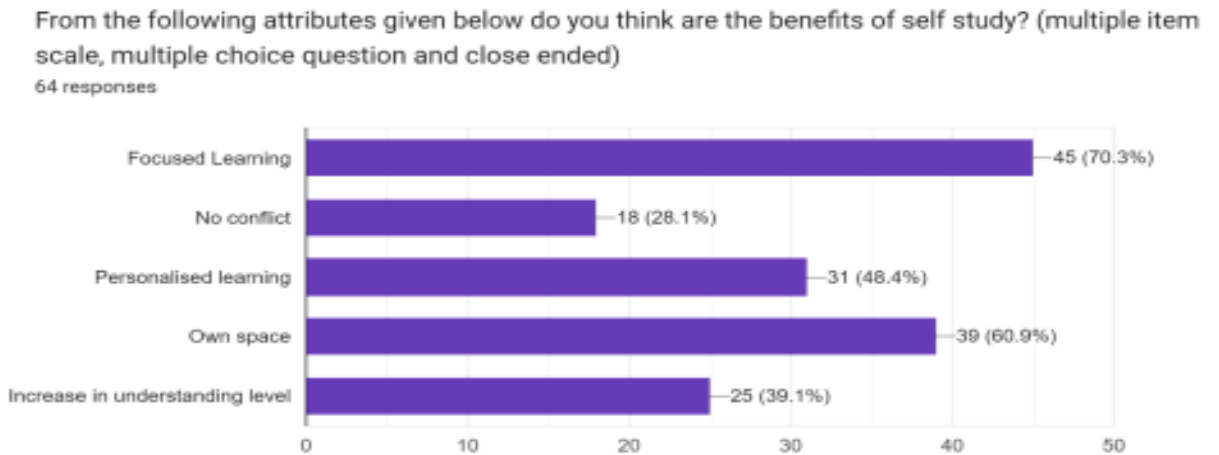
64 responses

Conceptual clarity	38 (59.4%)
Knowledge sharing	55 (85.9%)
Increase in confidence	23 (35.9%)
Effective learning	25 (39.1%)
Interactive learning	24 (37.5%)

Chart no. 6.5

Sr. no.	Options	Total respondents
1.	Conceptual clarity	59.4%
2.	Knowledge sharing	85.9%
3.	Increase in confidence	35.9%
4.	Effective learning	39.1%
5.	Interactive learning	37.5%

Interpretation: Knowledge sharing and conceptual clarity responded 85.9% and 59.4% i.e., these are most benefited from group study, interactive learning and effective learning responded 37.5% and 39.1% and then increase in confidence by 35.9%

8.

From the following attributes given below do you think are the benefits of self study? (multiple item scale, multiple choice question and close ended)
64 responses

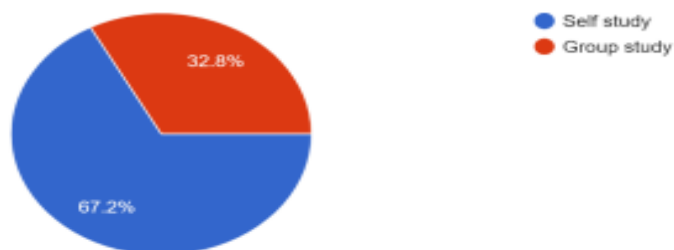| Sr. no.	Options	Total respondents
1.	Focused Learning	70.3%
2.	No conflict	28.1%
3.	Personalised learning	48.4%

4.	Own space	60.9%
5.	Increase in understanding level	39.1%

Interpretation: Focused learning and own space are 70.3% and 60.9% i.e., these are the most benefitted from self-study, personalized learning and increase in understanding level are 48.4% and 39.1% and while no conflict is 28.1%.

9.

In which type of study methodology you understand better? (dichotomous question and nominal scale)
64 responses

Sr. no.	Options	Total respondents
1.	Self-study	67.2%
2.	Group study	32.8%
		100%

Interpretation: 67.2% respondents responded that self-study is the methodology that they understand better and 32.8% respondents responded that group study is the methodology that they understand better

10.

How do you rate Group study on a scale of 1-5 (linear scale close ended question)
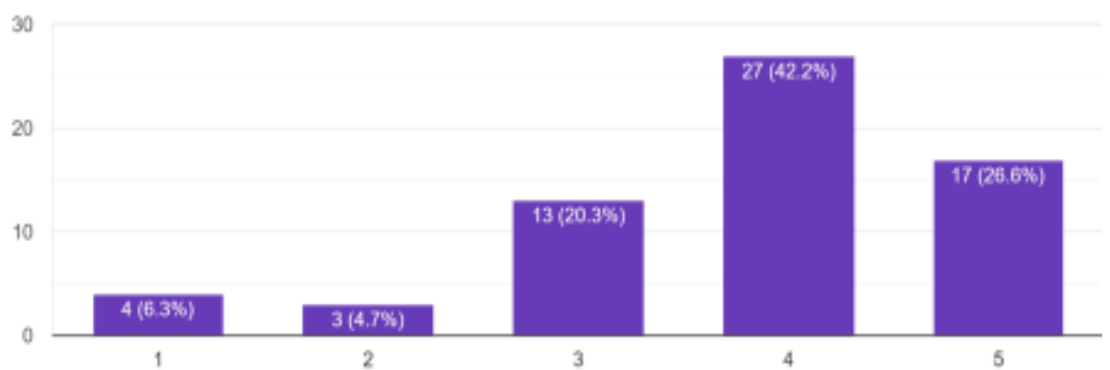64 responses
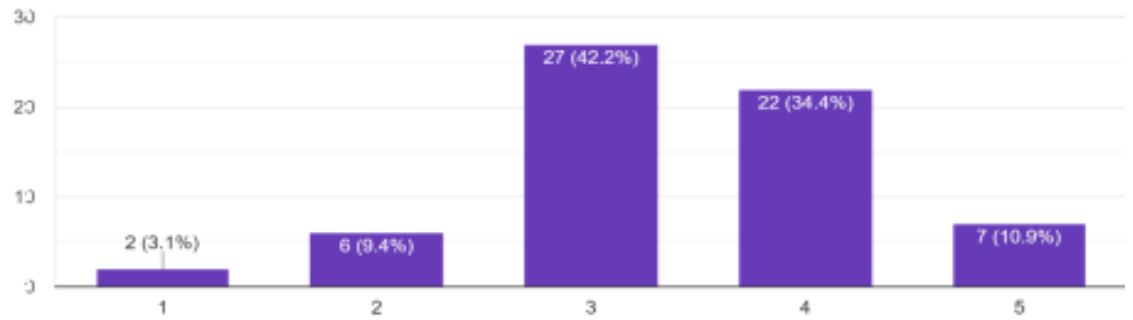
Sr. no.	Option (1 being lowest)	Total respondents
1.	1	3.1%
2.	2	9.4%
3.	3	42.2%
4.	4	34.4%
5.	5	10.9%

Interpretation: 10.9% rated 5(the highest); 34.4% rated with 4; 42.2% rated 3; 9.4% rated with 2; 3.1% rated 1 (the lowest) on the rating of group study.

11.

How do you rate self study on a scale of 1-5 (linear scale close ended question)
64 responses

Sr. no.	Option (1 being lowest)	Total respondents
1.	1	6.3%
2.	2	4.7%
3.	3	20.3%
4.	4	42.2%
5.	5	26.6%

Interpretation: 26.6% rated 5(the highest); 42.2% rated with 4; 20.3% rated 3; 4.7% rated with 2; 6.3% rated 1 (the lowest) on the rating of self-study.

Findings

The majority of PG students (Post Graduate) responded to the questionnaire. The response shows that among the sample majority i.e., 73.4% respondents are studying at post graduate level. Following are the findings of the study conducted :-

1. Highly preferred mode of study is combination of group and self-study with 71.9% of the respondents preferring it.
2. Very less preference 3.1% is given for group study reason behind this might be that 6.2% students never studied in a group.
3. Group study is more useful than self-study is in the neutral range for 39.1% of the respondents.
4. According to 85.9% respondents the major benefit of studying in a group is knowledge sharing.
5. The second highest benefit of studying in a group according to the respondents is conceptual clarity which stands at 59.4%.
6. Majority of the respondents i.e., 70.3% feel that self-study enables in focused learning.
7. 28.1% respondents are of the opinion that self-study helps to avoid conflicts which might occur while studying in a group.
8. 67.2% respondents understand better when they study alone rather that in a group. 9. Only 32.8% respondents feel that in group study they understand better.

Conclusion

It is concluded from the study that every student has different potential of capability and according to that a student adopts his pattern of study. Some students like to have group study because they are able to enhance their not only knowledge but also thinking ability, confidence ability during the discussion with other group members. Besides that, they also do their self-study. They do group study for sharing their

knowledge whatever they have read it in self-study. Such students are deemed as those who are self-confident in their studies and as well as in group study. According to the survey conducted through questionnaire people rating self-study at 4 points are 42.4% those rating group study are 34.4%. So, through the questionnaire it can be concluded that respondents are more inclined towards self-study.

Students have more conceptual clarity, knowledge sharing, increase in confidence, effective and interactive learning in a group study whereas, focused learning, no conflicts, personalized learning, own space and increase in understanding level is more in self-study. Some students like group study because other group members are helping them. Such students are deemed as those students who mostly rely on other group members to complete their study tasks individually. Consequently, there are some students likely to have self-study in their studies because they are self- confident in completing their study tasks by themselves. They do study in group when the professor is directing them or they deem it necessary to have group study with their likeminded members. According to the research 71.9% students prefer the study according to the situations, so many of them prefer both as they are more productive. 25% of them believe in self-study and 3.1% of them go for group study. It is also concluded that both types of studies i.e., group study and self-study is productive to the students in enhancing their learning abilities. By having self-study, students are able to enhance their rational, thinking and confidence ability during the discussion in a group.

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